

## Board of Directors

Meeting date: September 16, 2026

Agenda Item #: 12

### Go-Tober 2026 challenge

Agenda item type: Informational briefing

#### Summary

Go-Tober is an annual employer and commuter challenge organized by Way to Go, a program of DRCOG. Board members will be invited to sign up their member governments for the challenge and help promote the event among jurisdiction employees.

#### Background

Beginning October 1, 2026, employers, commuters and member governments are invited to participate in the 12<sup>th</sup> annual Go-Tober challenge. Prior to the challenge launch, Way to Go encourages employers and member governments to register for the Go-Tober to be added to a public-facing leaderboard and entered to win prizes for their employees and jurisdictions.

Once the challenge starts on October 1, registered organizations will climb the leaderboard each time an employee tracks a non-solo driving trip. Way to Go outreach specialists are currently working to register employers throughout the region to register for the Go-Tober challenge. In this presentation, Way to Go will explain:

1. What Go-Tober is.
2. How member governments can register for the challenge.
3. What types of trips count toward a member government and commuter's points.
4. How member governments and employees can compete starting October 1.

#### Action by others

None.

#### Previous discussion/action

None.

#### Recommendation

None.

#### Attachment(s)

Staff presentation

#### For more information

If you need additional information, please contact Douglas W. Rex, Executive Director, at 303-480-6701; or Steve Erickson, Director, Communications and Marketing, at 303-480-6716 or [serickson@drcog.org](mailto:serickson@drcog.org).

