

Board of Directors

Meeting date: January 15, 2025

Agenda Item #: 11

Winter Bike to Work Day 2025 update

Agenda item type: Informational briefing

Summary

Winter Bike to Work Day is an annual event hosted by Way to Go, a program of DRCOG. Board members will learn about the event and how they can support increased participation.

Background

On Friday, February 14, 2025, Way to Go encourages Denver-region residents to “fall in love” with their commutes by participating in the annual international Winter Bike to Work Day event. The event, which takes place the second Friday of every February, celebrates the region’s dedicated cyclists who brave the cold while taking cars off the road to reduce traffic congestion and improve air quality.

Way to Go conducts direct outreach to local organizations to educate them on the benefits of commuting by bike. In this presentation, DRCOG Board members will learn:

1. More about Winter Bike to Work Day including last year’s participation numbers.
2. How to support the event by connecting Way to Go to local employers, dropping off posters at public buildings and local retail stores, sharing updates on your personal social media and pledging to ride.

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.

