

Board of Directors

Meeting date: May 21, 2025

Agenda Item #: 13

Bike to Work Day 2025 update

Agenda item type: Informational briefing

Summary

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 Wednesday, June 25, 2025, Way to Go encourages Denver-region residents to “ace their rides” by participating in Bike to Work Day. The annual event provides a supportive environment for first-time riders and seasoned cyclists commuting by bike. Bike to Work Day takes place the fourth Wednesday of every June and celebrates cyclists who take a car off the road, reducing traffic congestion and improving 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 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.
3. How to order merchandise to commemorate the event.

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.

