

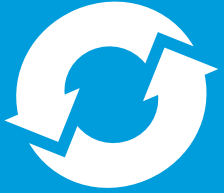


Ride and shine!

Bike to Work Day, June 24

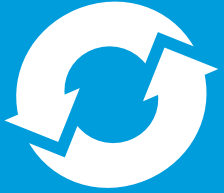
Nisha Mokshagundam, Way to Go

Introduction



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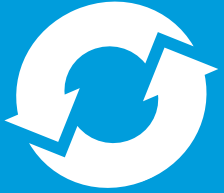
Agenda



- About Bike to Work Day.
- 2025 highlights.
- Ride and shine!
- Promote Bike to Work Day.
- Get involved.
- Order free apparel.
- Questions?

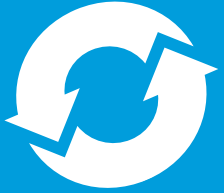


About Bike to Work Day



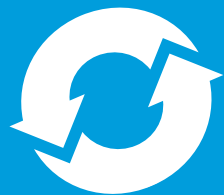
- June is **Colorado Bike Month**, and Bike to Work Day is always the fourth Wednesday in June. This year, it's **June 24!**
- DRCOG has organized and hosted Bike to Work Day for **35-plus years**.
- **Second-largest** event of its kind in the country.
- **Purpose:** Introduce people to bike commuting in a supportive, fun and safe environment. Large numbers of participants are first-time bike commuters.
- **Catalyst for change:** Help participants recognize biking's health and financial benefits and consider biking as a viable option for all purposes going forward.

Key elements of Bike to Work Day



- **Hundreds of stations** across the region offer refreshment for morning and evening commuters, as well as parties.
- When employers promote the **Business Challenge**, their employees are much more likely to join in!
- **Website and materials** help commuters plan their trips – everything from route-planning to safety and other tips.
- Participants are eligible to win **prizes**.

2026 theme: Ride and shine!



Biking gives commuters a bright start to their day!

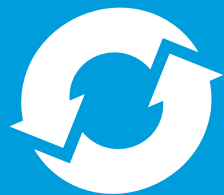


The Way to Go team encourages riders to bike wherever, not just to work.



The sun imagery reminds commuters that biking connects them with the natural environment.

Help the Denver region beat its 2025 numbers!



- 14,000 riders.
- 239 stations across the Front Range and Western Slope.
- 23% of riders participated for the first time.

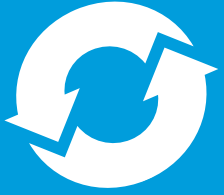
Participation in Bike to Work Day **reduced 622,104 vehicle miles traveled** in the Denver region.

Way to Go promotes Bike to Work Day through:

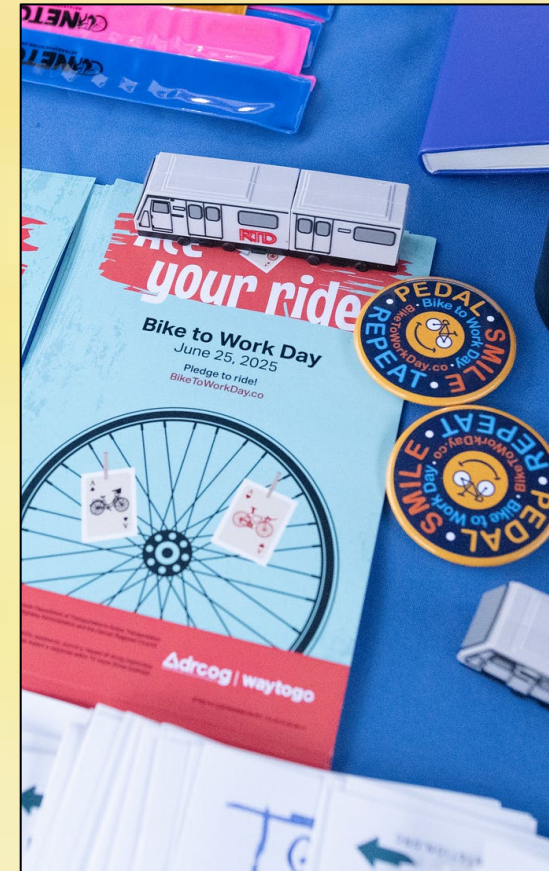
- An email campaign reaching 80,000 subscribers.
- Social media posts promoting rider and station registration.
- Paid social media advertisements.
- Out of home marketing including Regional Transportation District buses and signage.
- Personalized employer support.
- One-on-one outreach to businesses.
- Event inclusion on local calendars.
- Cool prizes and giveaways!



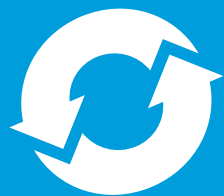
Help Way to Go get the word out



- Pledge to ride at **BikeToWorkDay.co!** Then let your followers know you'll be there.
- Ask your jurisdiction to promote Bike to Work Day on public-facing calendars and websites.
- Drop off Bike to Work Day posters at governments buildings, parks, libraries and recreation centers.
- Participate in a Way to Go group ride.
- Wear your **free** Bike to Work Day merchandise.



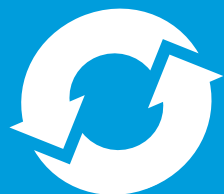
Support Bike to Work Day stations



- Encourage local jurisdictions, employers and neighborhood organizations to contact Way to Go about hosting stations.
- Share the **bit.ly/btwd-stations** link on social media.
- Visit a Bike to Work Day station on June 24!



Support the Business Challenge



- **Your jurisdiction** can join the fun by entering the challenge!
 - The Way to Go team makes it easy by providing a turn-key package to promote ridership. Visit **bit.ly/btwd26-board**
 - Reach out to the Way to Go team for support.
 - Provide a contact name, and Way to Go staff will follow up.
- **Encourage other employers** to sign up.

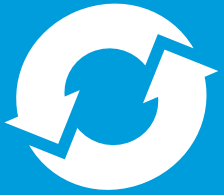
Sponsor Bike to Work Day



Become a sponsor! Provide cash or in-kind support for **Way to Go's** annual programming to see **your jurisdiction's logo** featured on Bike to Work Day merchandise, email and website as well as select event materials.



Order your free Bike to Work Day merch!



Scan or visit bit.ly/btwd-merch-survey to order your complimentary Bike to Work Day shirt or hat.







Questions?

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