Bike to Work Day

Wednesday, June 24, 2015
Why We Do It

The event encourages people to try bike commuting
How We Do It

We create an easy, fun and safe environment, removing barriers to try commuting by bike
Key Elements

Breakfast and Bike Home Stations
Employer Challenge
Website and Marketing
Stations
Business Challenge Teams
BikeToWorkDay.us
Marketing and Promotions

- Posters, T-shirts
- Email Blasts
- Radio and T.V.
- RTD Signage
- Social Media
- Partnerships
- Sponsors
- Public Relations
What About Results?

• 2014 – 29,282 participants
• 2\textsuperscript{nd} largest event of its kind in the country
• 29\% first-time bicycle commuters
• 67\% of riders would have driven alone had they not bicycled to work
• 54\% surveyed indicated the event motivated them to bike more often, for commute and other trips
• For participants, VMT was reduced by an estimated 2.2 million miles
Quick Facts

• On average, participants rode 9.6 miles, one way, from home to work
• 40% female, 60% male – important due to gender gap in cycling – nationally the numbers closer to 25% female for all bike trips
• Colorado ranks 4th according to ACS with 1.3% who commute by bike. Denver has grown from .9% in 1990 when we started BTWD, to 2.9%
• Boulder has 2nd highest share of cyclists at 11.1%
It just gets better!
Help Us Succeed

Our Goal – 32,000

1. Participation
2. Communication
3. Promotion
Participation

• Sign Up and Ride – registration is easy at biketoworkday.us
• Order your FREE t-shirt today, and grab some posters on your way out
• Visit a station and say “thanks” on behalf of DRCOG
Communication

• Use social media to help spread the word; Twitter @DRCOGorg; Hashtag #BikeToWorkDay
• Contact local media and encourage coverage that focuses on your business and jurisdictional teams
Promotion

• Recruit businesses and other organizations to participate in the Business Challenge
• Make certain your jurisdiction has a team
• Wear your shirt, put up a poster
Let Us Do Most of the Work!

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Biketoworkday.us
THANK YOU!

QUESTIONS?