

waytogo



WEDNESDAY, JUNE 24, 2015



www.WaytoGo.org



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



waytogo A program of Denver Regional Council of Governments

Search

Current Size: 100%


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Bike TO WORK DAY

Wednesday, June 24, 2015

GET INVOLVED ▾ ABOUT ▾ SPONSORS ▾ CONTACT US

I'M INTERESTED IN... ▾



**2015
REGISTRATION IS
OPEN!**

REGISTER FOR
BIKE TO WORK
DAY 2015

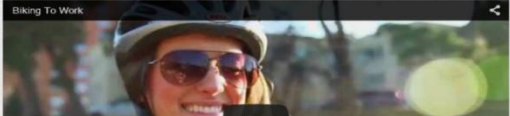
MATERIALS
Download and print promotional materials.

STATIONS
Find a breakfast or a bike home station on your commute.

GROUP RIDES
Join a group ride for a new experience.

T-SHIRTS
Order your Bike to Work t-shirt today.

BIKE TO WORK DAY VIDEO



TOTAL BIKE TO WORK DAY REGISTRATIONS

4,502



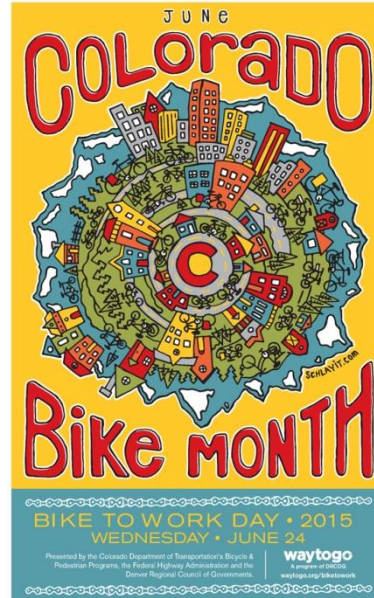
www.WaytoGo.org

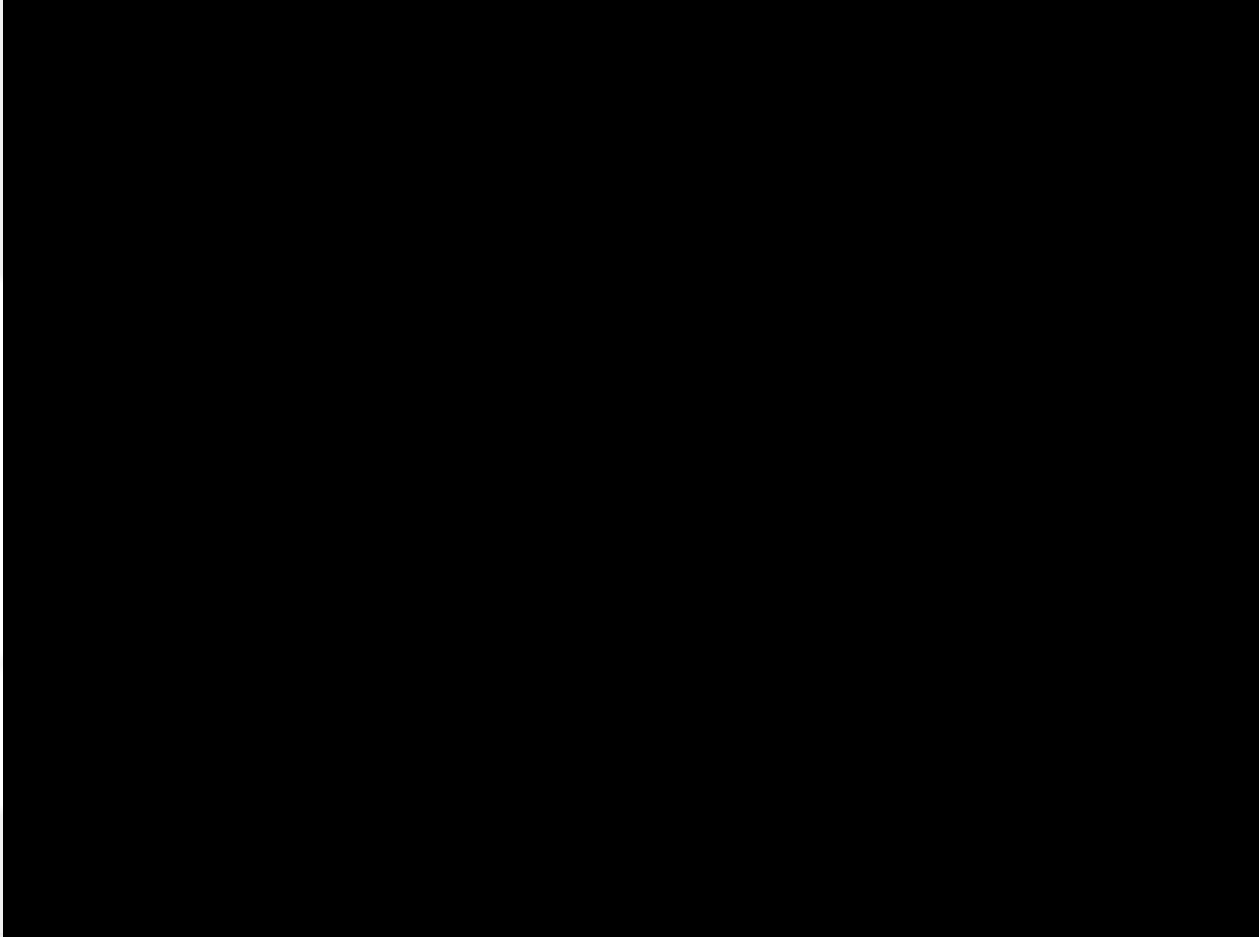


Marketing and Promotions



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





What About Results?



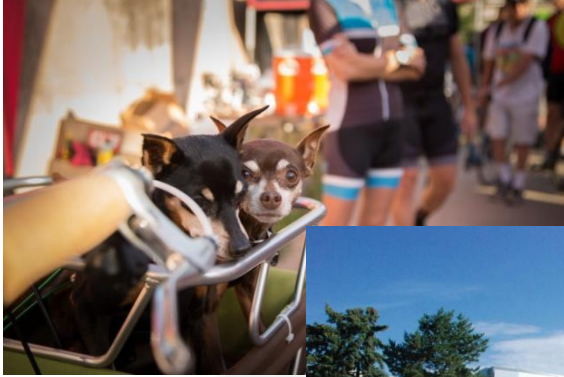
- 2014 – 29,282 participants
- 2nd largest event of its kind in the country
- 29% first-time bicycle commuters
- 67% of riders would have driven alone had they not bicycled to work
- 54% surveyed indicated the event motivated them to bike more often, for commute and other trips
- For participants, VMT 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!



BIKE TO WORK
WEDNESDAYS
MAY 13 - JUNE 24
CONQUER YOUR COMMUTE

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



People and Community



Let Us Do Most of the Work!



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Biketoworkday.us



THANK YOU!

QUESTIONS?

