



MEDIA Release

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For Immediate Release:

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DENVER REGION ON A TWO-WHEELED ROLL!

July 10, 2014 (Denver, Colorado) – An estimated 29,282 people commuted on two wheels June 25, the Denver metro area’s Bike to Work Day, according to organizers at the Denver Regional Council of Governments (DRCOG). That’s an increase of 6 percent over last year and 31 percent since 2010. Census data shows about 18,000 workers in the region commute by bicycle on a typical day.

Riders are encouraged but not required to register online. The total number of participants includes the 20, 544 who registered at biketowork2014.org and adds an estimated number of unregistered participants using the results of a survey administered to riders visiting breakfast stations on Bike to Work Day.

“We’re thrilled with the sustained growth we’re seeing with this event, “ said DRCOG Communications and Marketing Director Steve Erickson “Not only is Bike to Work Day a fun community event, it’s a good indicator people see the bicycle as a means of transportation, not just for recreational. Our participation data show infrastructure investments for and awareness campaigns are really paying off.”

Bicycle commuting is clean, healthy and cost-efficient. Bike to Work Day introduces commuters to this fun transportation option in a supportive atmosphere and shows those who drive to work alone the benefits of biking, with the goal of turning it into a regular habit. More than 7,000 participants indicated they were taking part for the

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first time. Colorado celebrates Bike to Work Day each year on the fourth Wednesday in June.

DRCOG has organized Bike to Work Day in the metro area since the mid-1990s. 2014 saw a large increase in community participation as hundreds of local businesses, community groups, nonprofit organizations and local governments organized a record-setting 216 stations throughout the metro area.

In 2014, on average, Bike to Work Day participants rode 9.5 miles, one way, from home to work. Bicycle miles for the day are estimated at 558,232. Based on survey data, about 61 percent of riders (both registered and unregistered) would have driven alone if they had not bicycled to work. Vehicle miles of travel were reduced by an estimated 337,842 on Bike to Work Day and as a result, CO2 emissions were reduced by more than a quarter of a million pounds.

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The Denver Regional Council of Governments is a nonprofit collaborative association governed by a Board of Directors representing county and municipal governments. Board members work together to make life better in the Denver region for people of all ages, incomes and abilities. Through Metro Vision, the plan to manage growth over the next 25 years, the region's local governments work cooperatively to address development, land use, transportation, environmental quality and older adult issues.