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BIKE TO WORK DAY PARTICIPANTS TAKE TO THE STREETS FOR CLEANER, GREENER COMMUTES

(Denver) June 24, 2016 - Residents in the metro area enjoyed a smooth commute as an estimated 32,000 riders traveled 589,000 miles on Wednesday, June 22, for the region's annual Bike to Work Day.

“As the population of the metro area continues to grow, so does enthusiasm for Bike to Work Day,” said Steve Erickson, communications and marketing director for the Denver Regional Council of Governments. “For 25 years, we’ve created a supportive, fun and safe environment to introduce large numbers of people to a healthier, happier, less-costly commute choice.”

This year’s Bike to Work Day highlights include:

- 37 percent of riders were first-time participants (more than 11,000)
- 779 businesses and organizations participated in the Business Challenge
- 260 breakfast, water and bike-home party stations
- Average one-way commute was 9.2 miles

Colleen Miller, Way to Go program and marketing manager, said: “The goal is to transition first-time bike commuters into commuters who regularly choose two wheels, and Bike to Work Day is the perfect community event for reaching that goal.” In a 2015 follow-up survey, 73 percent of participants reported continuing to bike for commutes and other trips after the event.

Although Bike to Work Day is Way to Go’s signature and most visible event, it works with partner transportation management associations to promote commute choices

year-round. In addition to biking, the partnership helps commuters consider carpooling, vanpooling, transit and walking and offers mywaytogo.org as a tool for trip planning and tracking.

About Bike to Work Day

Bike to Work Day makes bicycle commuting easy and fun for those who normally drive alone, reducing traffic congestion and improving air quality. Employers across the region participate in the business challenge and local organizations sponsor stations throughout the metro Denver area to make commuting by bike enjoyable.

About the Organizer

Way to Go, a partnership between the Denver Regional Council of Governments and several transportation management associations, brings together city and county governments and other interested groups in the nine-county metro area to raise awareness of bicycle commuting through Bike to Work Day.

The Denver Regional Council of Governments is a planning organization where local governments collaborate to establish guidelines, set policy and allocation funding in the areas of transportation and personal mobility, regional growth and development, and aging and disability resources.

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