



North Central Texas
Council of Governments

PRESS RELEASE

Contact: Amanda Wilson
(817) 695-9284
awilson@nctcog.org

or

Sonya Landrum
(817) 695-9273
slandrum@nctcog.org

Bike to Work Week Kicks Off May 15

NCTCOG coordinating with DART, other partners to encourage cycling

May 4, 2017 (Arlington, Texas) – Pedaling to work may be easier than you think, and the week of May 15-19 is a good time to find out if it is for you. That is when the North Central Texas Council of Governments, regional transportation partners and groups across the country will celebrate Bike to Work Week.

NCTCOG is coordinating with two of the region's public transportation providers this month to celebrate the virtues of two-wheel transportation. Dallas Area Rapid Transit and the Denton County Transportation Authority are challenging residents to grab their bikes instead of car keys when heading to work in the morning.

DART, NCTCOG and Richardson Bike Mart are partnering for the second annual DART Bike to Work Challenge. DCTA is holding a separate event, the 2017 Bike Everywhere Challenge.

Both offer participants who log their bicycle commutes throughout May on www.tryparkingit.com, the region's alternative commute website, an opportunity to win prizes in exchange for demonstrating their cycling dedication.

Participants in the DART challenge will be entered into a drawing for a chance to win a \$200 gift card to Richardson Bike Mart. The challenge is open to residents of DART member cities.

The three Bike Everywhere Challenge participants with the most bike trips logged at the end of the month will win the following top prizes:

- **First Place** – \$150 gift card to Cadence Cyclery and sponsorship swag
- **Second Place** – \$75 gift card from Denton Bicycle Center and sponsorship swag
- **Third Place** – Two VIP tickets to the 2017 Lewisville Western Days Festival and sponsorship swag

The prizes will be provided by DCTA's three member cities – Denton, Lewisville and Highland Village – who are sponsoring the challenge. For more information about DCTA's Bike Everywhere Challenge, which is open to Denton County residents, visit www.bikedcta.net.

On Bike to Work Day, May 19. "energizer stations" staffed by DART and the other partners will be at select transit stations in the DART service area from 7-9 a.m. to provide refreshments and information to cyclists and DART passengers.

DART and DCTA allow bicycles on buses and trains, which makes it easier for residents who live several miles from work to participate in the challenges. They can use their bikes as "first-

and last-mile” connections to transit. For tips on how to load and unload bicycles from transit vehicles, as well as more information about the Bike to Work Challenge and Bike to Work Day visit www.dart.org/bikes.

About the North Central Texas Council of Governments:

NCTCOG is a voluntary association of local governments established in 1966 to assist local governments in planning for common needs, cooperating for mutual benefit and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication and make joint decisions.

NCTCOG serves a 16-county region of North Central Texas, which is centered on the two urban centers of Dallas and Fort Worth. Currently, NCTCOG has 238 member governments including 16 counties, 170 cities, 24 school districts and 30 special districts. For more information on the NCTCOG Transportation Department, visit www.nctcog.org/trans.

For more news from the NCTCOG Transportation Department, visit www.nctcog.org/trans/outreach/media.

#