

★ May 14

DC BIKE RIDE



bike because you love to

THEN. NOW. ALWAYS

















One city. One ride. One day.

DC's only closed-road and car-free bike ride.

The second annual DC Bike Ride came back, better than ever, with a longer and improved course, on-course entertainment and separate Start and Finish venues.

This year, Washington Area Bicyclist Association (WABA) registered **250+** new members and tens of thousands of dollars were raised for WABA and its District street safety programs through DCBR.



Don't just take our word for it:

“Nothing short of superior”

“Loved virtually everything.
The staff, the route, the fellow participants
were the best!
Loved various bands along route!!
Organization at staging area,
the start/finish, and the many first aid stages
were nothing short of superior!”

“great having the roads to just cyclists”

“It's a fun event and it's
great having the roads
to just cyclists.”

“A rare opportunity”

“This was a very well organized
and fun event, and it provides a
rare opportunity to experience
DC on two wheels.”

Comments from 2017
Post Ride survey





DCBR 2017 By Numbers

5,581

Total registered riders

4

Founding partners

20

Miles of DC/VA covered on course

345

Youth riders (ages 8 -18)

256

New WABA members

7

DC Neighborhoods covered on course

228

Youth ride-alongs (ages 3 -7)

\$33,525

Raised for WABA and its
street safety programs

27

DC/VA major attractions seen on course



DCBR 2017 Rider Demographics



54% of riders have a household income of \$100,000 or more



22.4% of riders were from DC, 29.1% of riders were from MD, and 38.5% of riders were from VA



45 was the median age



36 states represented among riders



93% increase experienced for Youth Ride-Alongs (ages 3-7) from 2016 to 2017



47% Female
53% Male



86% of riders have attained a bachelor's degree or higher



55% of participants ride a bicycle once a week and 21% ride a bicycle every day

DCBR 2017 Beneficiary



WASHINGTON
AREA
BICYCLIST
ASSOCIATION

Riders rode proudly knowing, that proceeds from DCBR fund WABA's work to build excitement and support for Vision Zero and street safety.

\$33,525 raised for WABA's street safety programs:

- Annual Vision Zero Summit
- Family bike block parties
- Neighborhood Street SAFETY audits
- safe streets workshops



Partners

Founding Partners



Presenting Partners



Official Partners



Supporting Partners

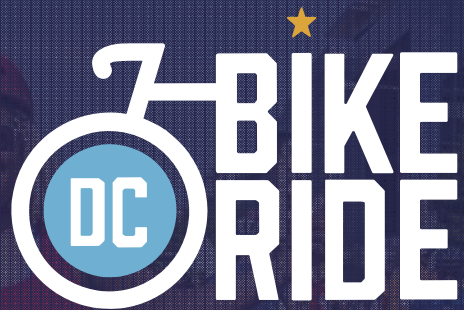


Media Partners



Course Map





DC BIKE RIDE 2018

2018 

Event date: Saturday, May 19

New elements for 2018:

- Saturday event
- 8,000-10,000 riders
- More families
- Packet Pickup Party
- Improved course



2018 

Event date: Saturday, May 19

Dc bike ride & bike to work day

- Sponsorship
- Discount for BTWD registrants
- Support pit stops
- Packet Pickup Party + BTWD after-party
- Reward for registering on BTWD
- Marketing partnership





Thank you!

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