

DC BIKE RIDE

EVENTS
DC

Item #9

Celebrate life on two wheels



★ MAY 19



BIKE RIDE

PRESENTED BY



events DC



★ MAY 19

DC BIKE RIDE

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CareFirst

events DC

4088

DC BIKE RIDE
4089
DCBIKERIDE.COM

1064

325



5300

5300

5302

5303

7-BIKE RIDE
5300
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7-BIKE RIDE
eventsDC

7-BIKE RIDE
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ONE CITY. ONE RIDE. ONE DAY.

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

The third annual DC Bike Ride came back, better than ever, with an improved course, additional on-course entertainment, a better packet pickup party and an even more iconic Finish Festival with legendary, local musical entertainment.

While the event saw record setting rainfall with a quarter of an inch of rain for seven days straight leading up to the ride, DC Bike Ride still saw it's largest ride yet, proving the value of a closed-road bike ride to both DMV residents and visitors.

CSV invested in new marketing and advertising initiatives that achieved measurable results and success. We also implemented improvements to the registration process, such as offering packet mailing and registration insurance.

This year, the Washington Area Bicyclist Association (WABA) registered 239 new members, and tens of thousands of dollars were raised for WABA and its District street safety programs through DCBR, continuing our tradition of investing in better bicycling for all.



Don't just take our word for it:

“AMAZING TO SEE SO MANY DEDICATED PEOPLE RIDING ”

“DC Bike Ride was great despite the weather being extremely soggy and cold. Nice people from all over. It was amazing to see so many dedicated people riding regardless rain or shine.”

“ONE OF THE COOLEST THINGS I’VE EVER PARTICIPATED IN”

“I knew I was hooked the moment I was amongst my cycling peers in the rain. It was one of the coolest things I’ve ever participated in and will continue until I can’t.”

“AN ALL-AROUND GREAT EVENT”

“An all-around great event – it was well organized, had a nice course and was well staffed by plenty of friendly volunteers.”



Bike because you love to

GREAT PEOPLE.
from a great community.

GREAT PLACES.
at your own pace.

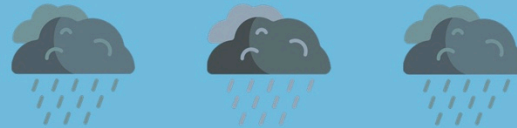
GREAT PURPOSE.
for everyone in the city.

GREAT PARTY.
for a photo finish.



2018 BY THE NUMBERS

7,234 TOTAL REGISTERED RIDERS



6,200 RIDERS PARTICIPATED DESPITE THE RAIN

12,800

WHEELS ON THE COURSE



38 STATES REPRESENTED



685,000
MILES TRAVELED

4 COUNTRIES REPRESENTED



48% FEMALE

52% MALE



365 DAYS TO PERMIT **20 MILES** OF CLOSED ROADS

EVENTS LIKE DC BIKE RIDE?

ZERO.





DC Bike Ride 2018: By Numbers

7,234

Total registered riders

5

Founding partners

17*

Miles of DC/VA covered on course

554

Youth riders (ages 8 -18)

239

New WABA members

7

Neighborhoods on course

201

Youth ride-alongs (ages 3 -7)

\$32,308

Raised for WABA and its street safety programs

27

DC/VA major attractions



DC Bike Ride 2018: Demographics



48% of riders have a household income of \$100,000 or more



22% of riders were from DC, 29% of riders were from MD, and 35% of riders were from VA



AGE

44 was the average



38 states represented among riders



755 total youth registrants, a 32% increase over last year



48% Female
52% Male



82% of riders have attained a bachelor's degree or higher



55% of participants ride a bicycle once a week and 24% ride a bicycle every day, and 15% ride a bicycle once a month



DC Bike Ride 2018: Beneficiary

\$32,308 RAISED FOR WABA'S STREET SAFETY PROGRAMS IN 2018



WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION

Riders rode proudly knowing that proceeds from DC Bike Ride support WABA's work to build excitement and support for Vision Zero and street safety. DC Bike Ride has donated more than \$104,000 in support of safer streets to WABA over three years of the event. DC Bike Ride is proud to support the region's bicycle advocacy non-profit in their efforts to collaborate with local jurisdictions on substantial street safety changes.

In 2018, our support of WABA's Vision Zero work has focused on:

- Ensuring Vision Zero program don't perpetuate systematic injustice
- Treating traffic injuries as a public health issue
- Working with agencies staffed with carrying out Vision Zero to overcome barriers to change

☆☆☆
Partners

FOUNDING PARTNERS



PRESENTING PARTNERS



OFFICIAL PARTNERS



SUPPORTING PARTNERS



MEDIA PARTNERS



Weather Contingency Course Map





DC BIKE RIDE 2019

DC Bike Ride 2019

EVENT DATE: SATURDAY, MAY 18

NEW ELEMENTS FOR 2019:

- 8,000-10,000 riders
- More families
- Packet Pickup Party
- Improved course experience
- Enhanced venue layout



EVENT DATE: SATURDAY, MAY 18

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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