



Bike Tour Community Event Safe Road Bike Course

**Raise Money and Awareness
Safely**



Community Events

Many Types:

- 5K, 10K, Half and Full Marathon Runs
- Walks
- In building social events
- Festivals
- Bicycle Races such as Criteriums
- **BICYCLE RIDE/TOUR**

BICYCLE RIDE is the only event where there isn't a complete separation of automobile traffic and participants.



Community Events

Reasons to Hold Events:

#1 Raise Money

#2 Raise Awareness

#3 Build Community



My #1 reason to hold a bicycle community event is so I can ride my bike!



The Bicycle Ride Event

The Fund Raising Potential is HUGE

\$2500 to 100s of thousand

- **Atlanta to Athens MS Ride Inaugural year with 150 riders, raised \$135,000**
- **Bike MS Cox Atlanta Ride with 1,250 riders raised \$950,000**
- **Hospitality HWY Ride, GA Transplant Foundation, Inaugural year with 1500 riders the registration revenue was \$55,000**



The Bicycle Ride Event

Who plans the Route?

When MS Atlanta was asked: “We did. We have a cycling advisory committee (made up of some of our loyal cyclists) that help us each year. We also collaborated with the police. But in the end, myself and my Special Events Manager gets in the car and starts riding roads.”

= **Costly and time consuming**



Designing A Safe Route

What to consider when designing a route

- Traffic during time of day
- Speed Limit
- Shoulder width and road condition
- Number of Turns
- Crossing Major Roads
- Type of riders





Designing A Safe Route

General Guidelines

- Lightly traveled, ≤ 35 MPH posted, with bike lanes
- All right turns
- Crossing major roads at stop lights or No major roads
- Training wheels or not?





Designing A Safe Route

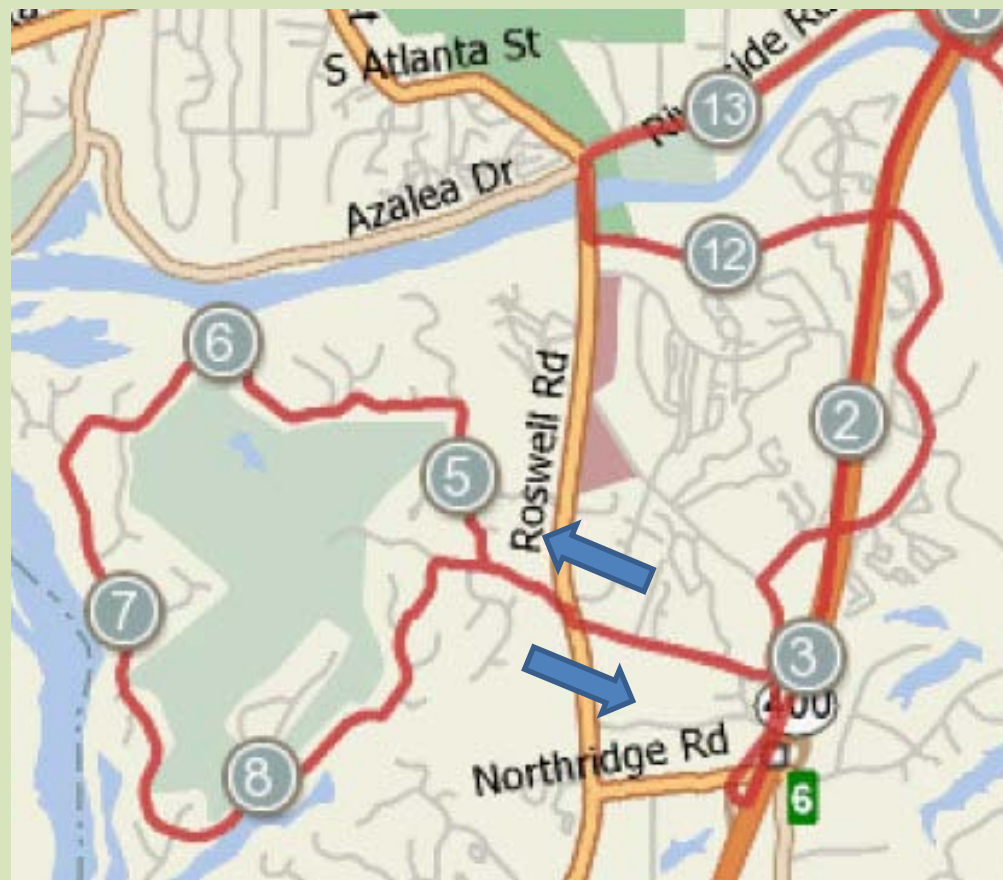
DON'T DO THIS

- **55 MPH posted, with NO bike lane**
- **LEFT Turns on a right corner**
- **Crossing Major roads at with no control devices (stop lights)**
- **Routed on the Sidewalk or Path**
- **Re-cross a road within 10 miles**



Designing A Safe Route

DON'T DO THIS





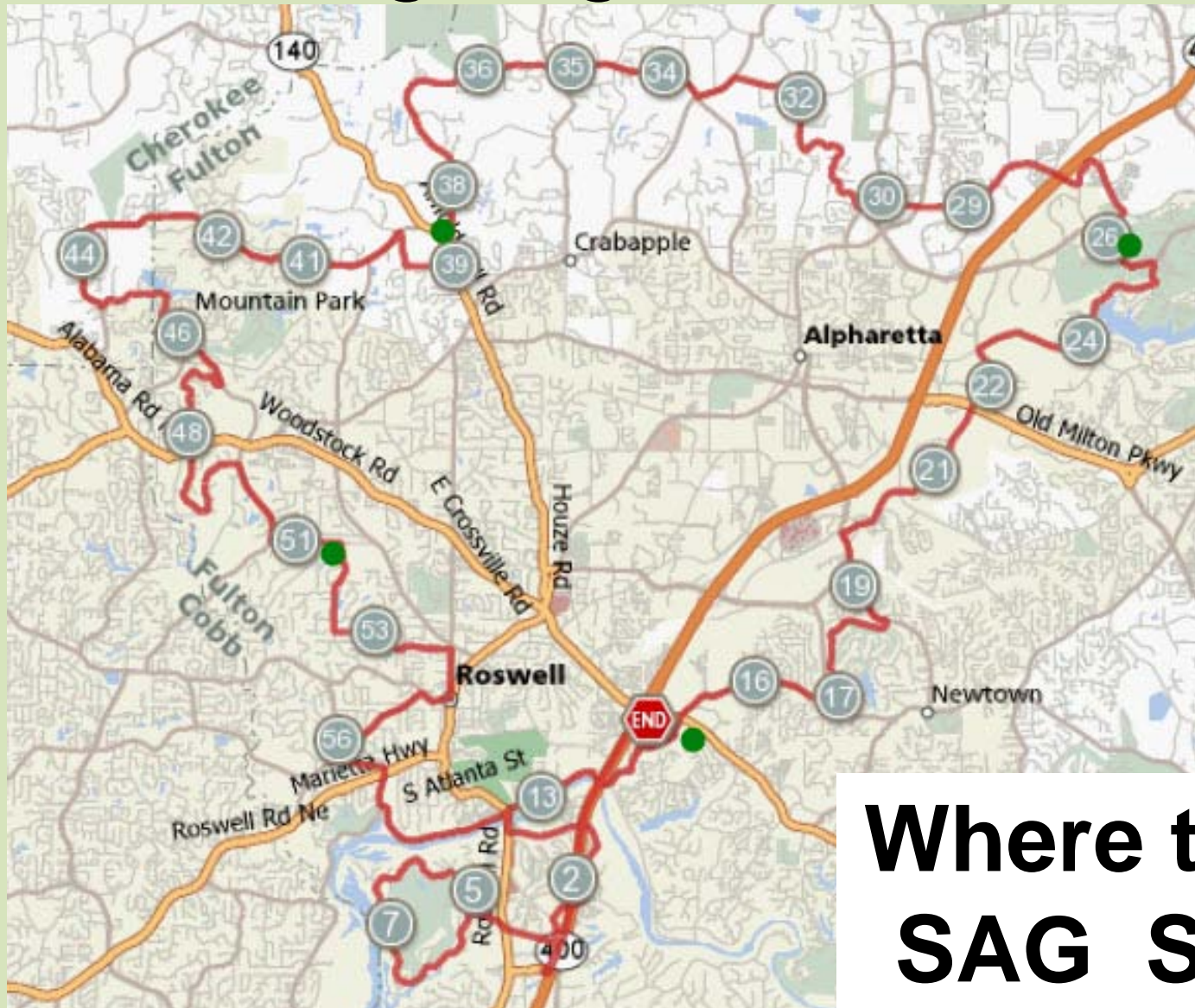
Designing A Safe Route

Where to Put SAG Stops

- Halfway or no more than 15 miles
- After 75 miles every 10 miles
- At a turn, hill or route feature
- Must have a bathroom
- Must have safe OFF road parking



Designing A Safe Route



Mile
15
26
39
51

**Where to Put
SAG Stops**



Designing A Safe Route

Tools and Tricks

Ride map sites: Mapmyride.com, maps.google.com, mapquest.com, garmin.com (mapsource), bikely.com, veloroutes.org, routeslip.com, Gmap-pedometer.com

Cue Sheets – turn by turn list with mileage, emergency #, arrival times by speed



Designing A Safe Route

Tools and Tricks

Formula bar: `=TEXT((($C8/$H$3)/24)+H4,"h:mm")`

	A	B	C	D	E	F	G	H
1	Hospitality Hwy Century							
2	Gather in the road adjacent to the old Home Depot Parking lot				Average MPH			
3			Miles	12	15	18	20	24
4	Start	Market Blvd	0.0	6:30	6:30	6:30	6:30	6:30
5	Left	Holcomb Bridge Road	0.2	6:31	6:30	6:30	6:30	6:30
6	HOLD	Holcomb Bridge Road on Bridge	0.4	6:32	6:31	6:31	6:31	6:31
7	Left	400-Ramp	0.6	6:33	6:32	6:32	6:31	6:31
8	Right	Northridge Exit	3.6	6:48	6:44	6:42	6:⚠	6:39
9	Straight	Dunwoody Place	3.9	6:49	6:45	6:42	6:41	6:39
10	Right	Hwy 9/Roswell Rd	5.1	6:55	6:50	6:46	6:45	6:42
11	Right	N River Pkwy	5.4	6:57	6:51	6:48	6:46	6:43
12	Right	Colonel Dr	6.2	7:00	6:54	6:50	6:48	6:45



The Bike Ride Event

Successful Event Tips: The Secret Seven

- 1. Well Defined communications that don't change*
- 2. Safe well marked route*
- 3. Ample sag refreshments and bathrooms*
- 4. Start/Finish Area centrally located*
- 5. Ample Volunteers*
- 6. A date that doesn't overlap with other events*
- 7. Joining forces with other organizations*

The Bike Ride Event



Questions?

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