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, \text{\textless} 35 \text{ 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

Where to Put SAG Stops

Mile
15 26 39 51
Designing A Safe Route

Tools and Tricks

**Ride map sites**: Mapmyride.com, maps.google.com, mapquest.com, garmin.com (mapsoure), bikely.com, veloroutes.org, routeslip.com, Gmappedometer.com

**Cue Sheets** — turn by turn list with mileage, emergency #, arrival times by speed
Designing A Safe Route
Tools and Tricks

<table>
<thead>
<tr>
<th>Hospitality Hwy Century</th>
<th>Average MPH</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Miles</td>
</tr>
<tr>
<td><strong>Start</strong></td>
<td>Market Blvd</td>
</tr>
<tr>
<td><strong>Left</strong></td>
<td>Holcomb Bridge Road</td>
</tr>
<tr>
<td><strong>HOLD</strong></td>
<td>Holcomb Bridge Road on Bridge</td>
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<tr>
<td><strong>Left</strong></td>
<td>400-Ramp</td>
</tr>
<tr>
<td><strong>Straight</strong></td>
<td>Dunwoody Place</td>
</tr>
<tr>
<td><strong>Right</strong></td>
<td>Hwy 9/Roswell Rd</td>
</tr>
<tr>
<td><strong>Right</strong></td>
<td>N River Pkwy</td>
</tr>
<tr>
<td><strong>Right</strong></td>
<td>Colonel Dr</td>
</tr>
</tbody>
</table>

Excel Formula: `=TEXT(((C8/H8)/24)+H4,"h:mm")`
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?

www.movember.com

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