

# LAB Smart Cycling Conference

Reach Lots of People: Take Bike Ed to a Huge Audience

**Chuck Ayers**  
**Executive Director**

**Kat Sweet**  
**Youth Program Coordinator**



**CASCADE BICYCLE CLUB**

# Cascade Bicycle Club

## Goals:

1. To get more people riding more often more safely
2. To increase our voice and visibility to improve facilities and environment for cyclists
3. To promote cycling as transportation

## Programmatic Departments

Education, Advocacy, Commute, Events & Daily Rides

# Cascade Bicycle Club



1. 13 Board Members
2. 26 Staff (4 AmeriCorps)
3. >11,000 Members
4. >50,000 Constituents in database
5. 13 Major Events
6. \$2.8M Budget

# Education: Youth Programs



Basics of Bicycling	10,000 kids
After School Programs	25 kids
Camps & Classes	110 kids
Events	651 kids
School Assemblies	930 kids
Bike 2 School Day	2227 kids
Bike 2 School Month	835 kids
Trips for Kids	284 kids
Major Taylor Project	45 kids
BikeMania	400 kids
Bike Skillz and Thrillz	
Urban Riders/Teen Classes	

# Education: Adult Programs



- League-trained instructors
- Urban Cycling Techniques
- Maintenance Classes
- Senior Classes & Riding
- Group Riding & Pacelining
- Ambassadors
- Event Safety: Ride Refs & Messaging



HOME



EVENTS & RIDES



EDUCATION



ADVOCACY



COMMUNITY



ABOUT CBC

Daily Rides

**Calendar**

Tours

Swap

Chilly Hilly

Expo

FW

STP

RSVP

RAW

HPC

Date	Day	Title	Contact
6/17/09	Wed	<b>Ancient Secrets of Bicycle Maintenance II – Chains and Derailleurs</b>	Classes Coordinator
6/21/09	Sun	<b>Learn-2-Ride</b>	Kat Sweet
6/24/09	Wed	<b>Ancient Secrets of Bicycle Maintenance III – Brakes</b>	Classes Coordinator
6/27/09- 6/28/09	Sat-Sun	<b>"CLOSED" Urban Cycling Techniques</b>	Classes Coordinator
7/13/09- 7/19/09	Mon-Sun	<b>Riding with Confidence- NEW CLASS!</b>	Classes Coordinator
7/13/09	Mon	<b>Ancient Secrets of Bike Maintenance I -- Fix a Flat</b>	Classes Coordinator
7/20/09- 7/24/09	Mon-Fri	<b>Roadies Camp</b>	Kat Sweet
7/21/09- 7/27/09	Tue-Mon	<b>Cyclefest</b>	Kat Sweet
7/22/09	Wed	<b>Ancient Secrets of Bike Maintenance II - Chains, Derailleurs</b>	Classes Coordinator
7/25/09	Sat	<b>Urban Riders</b>	Kat Sweet
7/27/09- 7/31/09	Mon-Fri	<b>Dirt Camp</b>	Kat Sweet
7/29/09	Wed	<b>Ancient Secrets of Bike Maintenance III -Road Brakes</b>	Classes Coordinator
8/03/09- 8/09/09	Mon-Sun	<b>Riding with Confidence- NEW CLASS!</b>	Classes Coordinator
8/04/09	Tue	<b>Bikemia</b>	Kat Sweet
8/16/09- 8/21/09	Sun-Fri	<b>Bikes, Boats and Beach Camp</b>	Kat Sweet
9/12/09	Sat	<b>Take a Kid Mountain Biking Day</b>	Kat Sweet

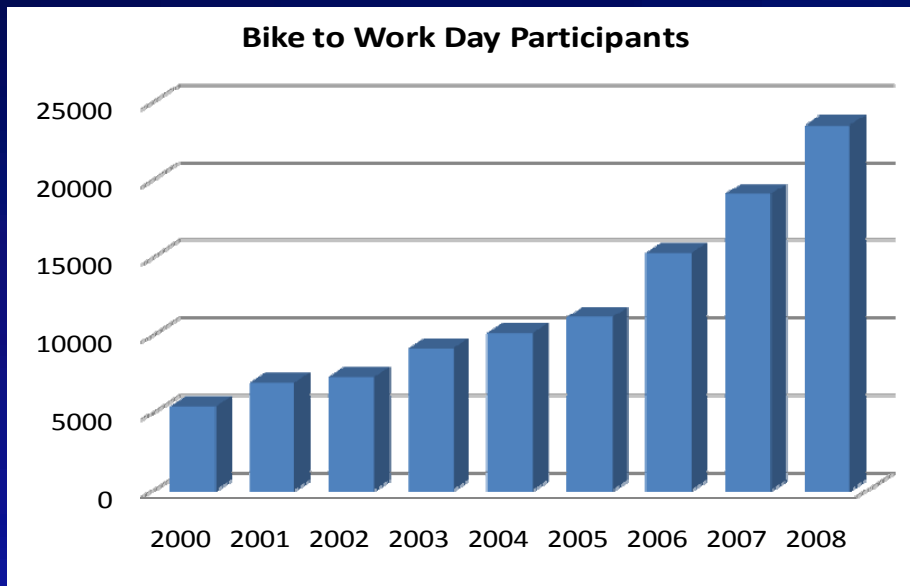
# Advocacy



- Electing pro-bike officials
- Active Lobbying
- Trail advocacy
- Testifying
- Statewide bike and ped counts
- Technical proficiency
- Seattle's Bike Master Plan
- Complete streets ordinances
- Boards, Committees, etc
- Community Action



# Commute



2008:

Over 50 commute classes

2009 (YTD):

Over 25 commute classes

- 266 attendees
- 46% new to commuting
- 50% male/50% female

## Contest Stats

Totals	Registered teams	Total Riders	Miles ridden	Trips ridden
As of 4/22	311	1,994	0.0	0
As of 4/27	756	5,093	0.0	0
As of 5/5	1,425	9,442	81,528	5,023
As of 5/13	1,567	10,169	389,370	26,364
As of 5/20	1,600	10,300	650,536	43,511
As of 5/27	1,610	10,354	910,398	60,645
As of 6/3	1,612	10,369	1,148,905	76,154
Final	1,612	10,369	1,157,995	76,890

Bike Business Forum

# Events & Daily Rides



Seattle Bike Swap

Chilly Hilly

Seattle International Bicycle Expo

Bike to Work Program

Flying Wheels Summer Century

CycleFest

Seattle to Portland Bicycle Classic

RSVP

High Pass Challenge

Cascade Spawning Cycle

Kitsap Color Classic

160 Ride Leaders 1300 free rides

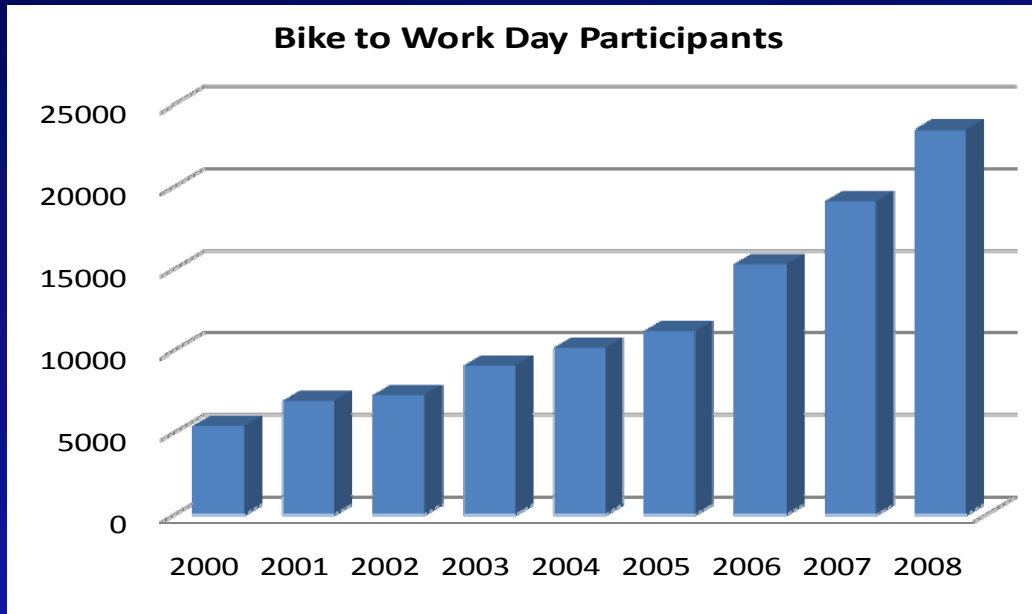


# Taking Bike Education to Huge Audiences

Who's Your  
Audience?



# Bike To Work Program



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# Taking Bike Education to Huge Audiences

What's Your Message?

Full Training  
Give 'em 3'  
Single File is Safer  
Driver's Ed



# Taking Bike Education to Huge Audiences

Match Message  
to Medium



# Taking Bike Education to Huge Audiences

## Message Mediums

Web

E-mail/E-News (always collect e-addresses)

Billboards & Bus Boards

Brochures

Events: Pre, start, during

Earned media

PSAs

Other Organizations & Businesses

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**THANK  
YOU**



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