



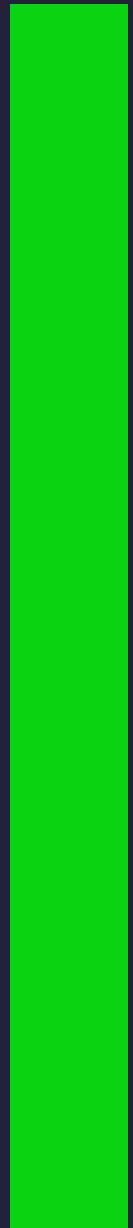
CASCADE BICYCLE CLUB



# ANNUAL REPORT 2023

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Communications &  
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# 2023 Year in Review: Building a Bikeable Future

2023 was a year of incredible growth and renewed energy for Cascade Bicycle Club. From expanding our education programs to celebrating the freedom and joy of bicycling through our beloved rides and events to major advocacy wins, the transformative power of bikes was evident.

Thanks to our 9,000 members, 991 volunteers, sponsors, donors and ride participants, we made great progress this year toward our goal of building a more bikeable Washington state. Please join us in celebrating the moments that made us proud in 2023.



# Celebrating Our Community



## Rides and Events

Our cherished rides brought joy to thousands

5,442	STP riders
1,487	RSVP riders
2,146	Chilly Hilly riders
1,334	Flying Wheels riders

13,000

Free Group Ride participants

908

Cascade Training Series riders

384

Ride for Major Taylor riders

812

Kitsap Color Classic riders

350

Tour participants

605

Woodinville Wine Ride riders

153

Scholarship recipients



# Policy & Advocacy

Our Seattle and statewide policy team is key to our mission of creating a bikeable future. They build support for more bike lanes, trails, and safer streets. In 2023, they secured funding for 43 miles of new bike lanes in Seattle.



## Top Four Wins for Seattle Bicycling in 2023

### 1. Duwamish Trail Gap

Closing a dangerous gap in the Duwamish Trail along West Marginal Way, improving travel between South Park and West Seattle

### 3. Bike Lane Barriers

Concrete or hard barriers that separate people on bikes from traffic -- the gold standard -- were added Downtown, in Beacon Hill, U District & Cap Hill

### 2. Missing Link RR Tracks

Paving over the dangerous railroad tracks beneath the Ballard Bridge along the Burke-Gilman Trail's Missing Link, where countless crashes have taken place

### 4. Seattle Waterfront

Advocates spoke out -- and won -- a two-way continuous bike lane on the waterfront side of Alaskan Way, thanks to Cascade's policy push





# Empowering Through Education

Cascade has provided youth bike education to Seattle and Edmonds public schools since 2016, teaching bike skills to approximately 15,000 Puget Sound-area children every year. That curriculum is now expanding statewide thanks to the state Legislature's creation of the School-Based Bicycle Safety Education Program administered by the Washington State Department of Transportation, which selected Cascade to implement this programming statewide.



## Record-Breaking Participation in our Programs

▲ 20,350

Let's Go Students

▲ 8

New Let's Go School Districts

▲ 707

Individuals Taught in our  
Bike Education Classes

▲ 241

Free or Reduced Class  
Scholarships

▲ 199

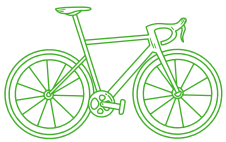
Learn to Ride Class  
Participants

▲ 120

Major Taylor Project  
Students Across 6 Clubs



# Volunteering for Cascade



## Pedaling Relief Project

Our Pedaling Relief Project made headlines and won national exposure this year thanks to its milestone achievement of transporting more than 1.2 million pounds of food and essential goods by bike cumulatively since it began as a mutual aid project in 2020.

**3,243** PRP Volunteers

**5,263** Families Supported



Volunteers Hours  
Across Cascade

**72,279**



## Marketing

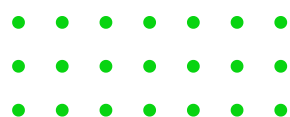
**133,000** Email Subscribers

**24,545**

**90,490** YouTube views

Instagram  
Engagements

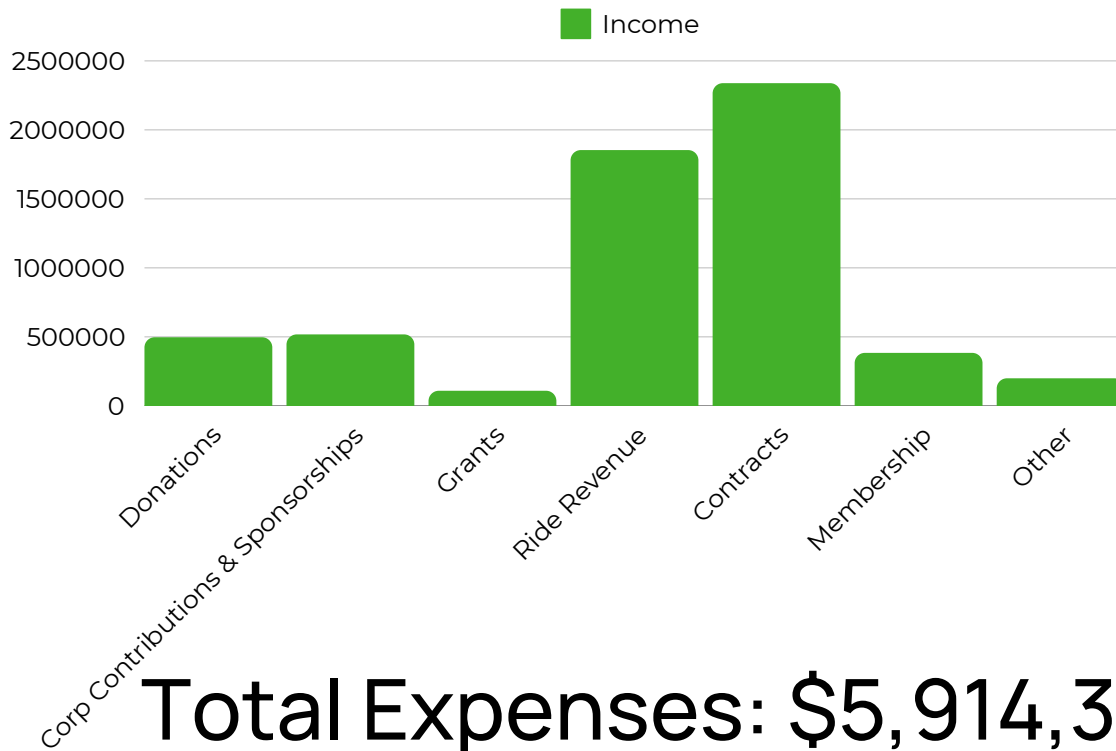
**75,381** Facebook Engagements



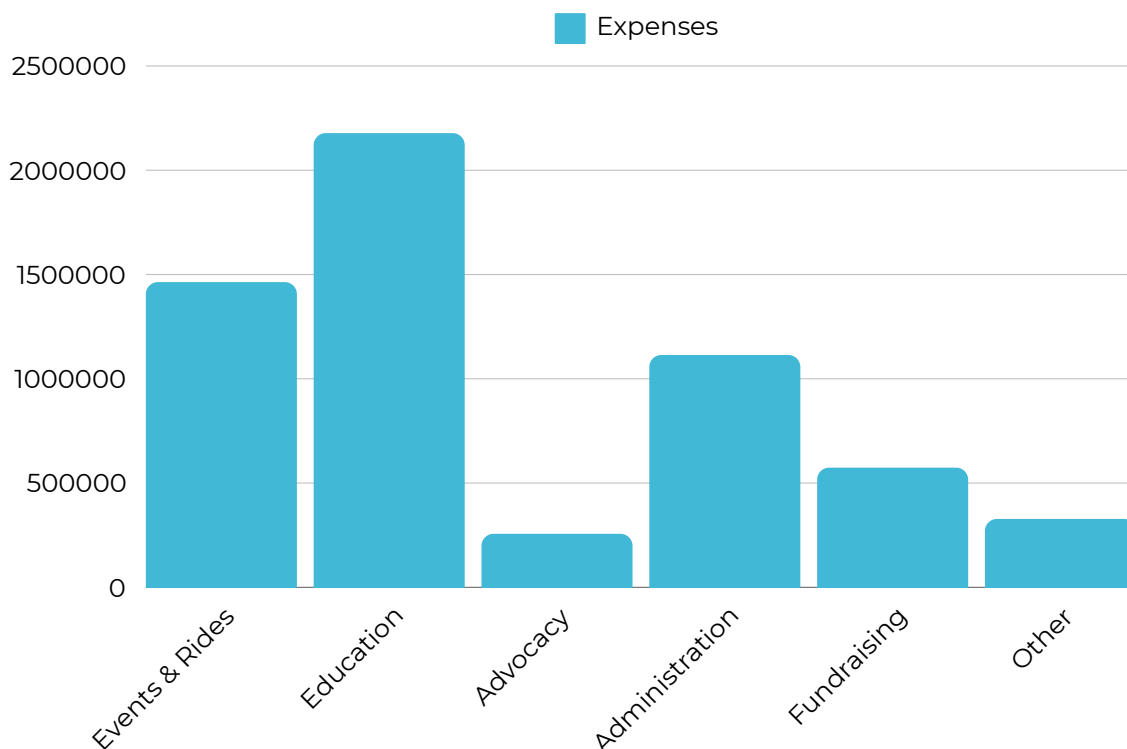
# Financial Highlights

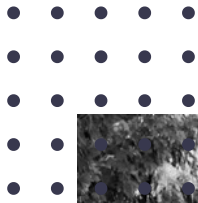
Cascade engaged in a major Capital Project to revamp its custom Drupal 7 website to an updated Drupal 10 website, among many other priorities

## Total Income: \$5,899,296



## Total Expenses: \$5,914,356





# Contact Us



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# Thank You

