

Rock **START/FINISH** Elephant Rock



Outside Events  
**ERk. Elephant Rock**

**2022 EVENT PLAN  
& PROPOSED SUPPORT  
PROCEDURES**

**JUNE 5, 2022**  
CELEBRATING 35 YEARS

# Elephant Rock

**DATE:**

*Sunday, June 5, 2022*

**LOCATION:**

Douglas County Fairgrounds  
Castle Rock, Colorado

**PARTICIPANTS:**

4,000 to 5,000 Cyclists

**COURSES:**

100, 62, 45 Mile Road  
12 Mile Family

**AWARDS:**

Oldest, Youngest, Last & Iron Tusk

**ELEPHANT CUP:**

Divisions:  
Corporate, Fund Raising  
and Athletic Club

## Event Summary

The Elephant Rock cycling festival has built a reputation as the premier participatory cycling event in the Rocky Mountain region and one of the elite rides in the country. Strategically placed the first weekend of June, the Elephant Rock lays claim to the unofficial kick-off for Colorado's cycling season. Once again, the start/finish/party will be hosted at the Douglas County Events Center.

Cyclists may choose from 100, 62 and 45 mile road, and a 12 mile family ride. Upon return from their ride, participants will enjoy a "Party at the Rock". The celebration, with music, a barbecue lunch and prize drawings will continue throughout the afternoon. Contributing to the festival and dynamic atmosphere, the Elephant Rock Cycling Expo will give cyclists a preview of the latest and the greatest in the bicycling industry. As always, a special prize will await the last finisher on the 100-mile course.

## Event History

The Elephant Rock cycling festival began with the cycling boom in 1988. Our objective was—and remains—to offer both recreational and competitive cyclists the opportunity to participate in a challenging and meticulously supported organized ride. The first year introduced over 1,200 cycling enthusiasts to the spectacular mountain views of Colorado's front range. Each year the number of riders grew as word spread of the gorgeous courses and the gracious hosts. The event's steady growth continued with the introduction of the mountain bike ride in 1991. That same year and every year since, the Elephant Rock has attracted more cyclists than any other cycling event in the Rocky Mountain region. In 2021, the Elephant Rock road & off-road cycling festival hosted 4,000 participants. In 2022, Elephant Rock will be celebrating its last year.

***Participant***  
**DEMOGRAPHIC PROFILE**

**Age Range**

29 and under - 10%  
30 to 39 - 19%  
40 to 49 - 33%  
50 to 59 - 29%  
60 and over - 9%

**Median Age**

45 years old

**Gender**

Female (40%)  
Male (60%)

**Household Income**

60% of ERock participants earn more than \$100,000 per year.

**Home Ownership**

85% of all ERock participants are homeowners.

## The Cycling Market

More than 59.2 million Americans ride bicycles. Women comprise 46 percent of these cyclists. This segment of the market is not only growing in numbers, but increasing their spending clout.

America's cyclists can be described as upscale, active, and open-minded. This can make them an attractive target for industries other than cycling. The average age of all American cyclists is 27. The average age of all participants is 45.

The cyclists attracted to all events are older, married, and have more disposable income to spend on their passions. Cycling ranks third behind walking and swimming as the most popular participation sport.

## The Colorado Cyclist

\$1,184,126,635 - Annual spend on road biking

\$612,380,202 - Annual spend on mountain biking

2.3 million Coloradans own a bike or 73% of Colorado residents. 25% own three or more bikes, and 43% of all Coloradans reported riding recreationally at least once in the previous year.

Generally, the higher your income the more likely you were to have ridden a bike. About 50% of people with income over \$76,000 reported riding more that 3 times per week.



# EVENT STAGING AREA

The ELEPHANT ROCK will once again host the start/finish/staging area at the Douglas County Fairgrounds. The Event Center and Fairgrounds offers a beautiful and effective setting for the staging area while offering the necessary access, parking and services to host an event of this size. We will to use the Fair Grounds during the following times:

### Weekend Schedule

<b>Saturday, June 4, 2022</b>	
8:00 a.m. to 9:00 p.m.	Set-up / Registration / Expo /
<b>Sunday, June 5, 2022</b>	
4:00 to 6:00 a.m.	Final set-up
5:00 to 9:30 a.m.	Event registration and all courses start
10:00 a.m. to 5:00 p.m.	Party at the Rock
4:30 p.m	Courses Closed
5:00 p.m. to 7:00 p.m.	Clean-up

### Security

Two security officers will be hired by the Event to keep watch on the staging area from 7:00 p.m. on Friday & Saturday night until 5:00 a.m. on Sunday morning.

### Site Plan

Please see the proposed site plan for the Douglas County Fairgrounds on the following page.

### Parking

One of the primary benefits of hosting the event at the Douglas County Fairgrounds is the abundant parking for the 4,000 to 5,500 participant's cars. The Fair Grounds parking can accommodate approximately 3,500 of these vehicles. In addition, we would like to use the following parking lots for overflow parking. Of course, lots will only be used if prior approval is granted.

1) Castle Rock Town Center	200 spaces
2) Perry Street & Rio Grande (on street, south of Plum Creek)	450 spaces
3) Downtown Castle Rock on-street	700 spaces
4) Medved dirt lot	400 spaces
5) Empty Lot (South of True Value)	200 spaces
6) Miller Building lots	350 spaces
<b>Total</b>	<b>5,800 spaces</b>

Parking attendants will be provided by the Event to direct the participants to the parking areas. We would also like to have Castle Rock Police officers on hand on town streets around Plum Creek Drive to oversee traffic and to control a double turn lane into the Fairgrounds. It is very helpful to have law enforcement officers positioned at the following intersections to wave arriving cars through the traffic lights.

- 1) Plum Creek Boulevard @ I-25 exit ramp
- 2) Plum Creek Boulevard @ Wilcox Street
- 3) Plum Creek Boulevard @ Perry Street
- 4) Plum Creek Boulevard @ Fairgrounds Drive

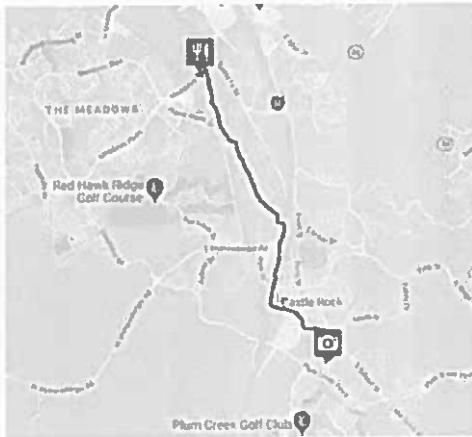


## PROPOSED COURSES

With the I-25 GAP Project finished, we will bring back the old routes. All courses will come back together in the afternoon. Please see the attached map.

### COURSE DESCRIPTIONS

All courses will start and finish at the Douglas County Fairgrounds. [Click here for a digital map.](#)



#### 12-Mile Family Course

**Start:** Douglas County Fairgrounds, west on plum creek parkway, north on the Plum Creek Bike Path to Meadows Blvd, return south on the Plum Creek Bike Path, east on Sellars Gulch Trail. **Finish:** Douglas County Fairgrounds.



#### 45-Mile Road Course

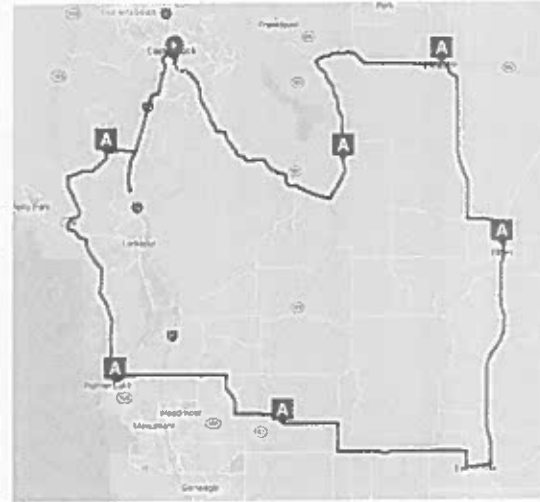
**Start:** Douglas County Fairgrounds, east on Plum Creek Parkway, south on Gilbert Street, east on Lake Gulch Road, south on Highway 83, north on Russellville Road, east on Deerfield Road, east on Highway 86, north on Fleetwood, west on Democrat Rd, west on S. Pinery Parkway, south on Old School House Rd, west on Bayou Gulch Rd, south on Cherry Creek Bike Path, west on Castle Oaks Dr, south on Autumn Sage, south on Copper Cloud Dr, west on Black Pine Drive, west on Hangman's Gulch Trail, return on the Plum Creek Bike Path and finish east on the sellars gulch trail **Finish:** Douglas County Fairgrounds.

## PROPOSED COURSES



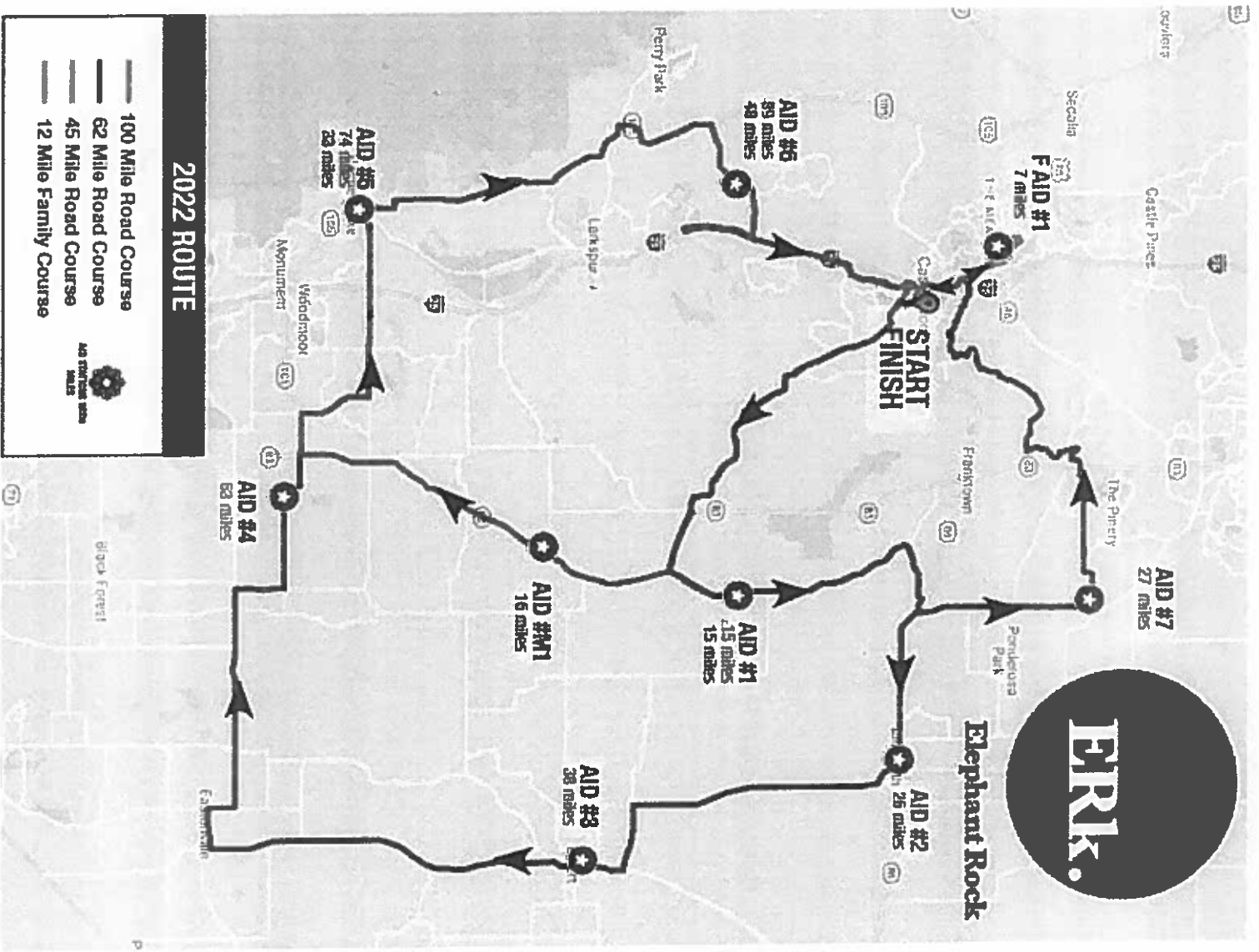
### 62-Mile Road Course

**Start:** Douglas County Fairgrounds, east on Plum Creek Parkway, south on Gilbert Street, east on Lake Gulch Road, south on Highway 83, right (west) onto HWY 105 (walker road), right (north) onto Roller Coaster road. West onto County Line road into Palmer Lake, right (north) onto S. Perry Park Rd, right (east) onto Tomah Rd, right (south) west frontage road, left over the I-25 Overpass ( Sky View Lane) left onto the east frontage road heading north to Crystal Valley Pkwy, left onto Douglas Lane then onto the E. Plum Creek Bike Path into the Finish back to the Douglas County Fairgrounds.



### 100-Mile Road Course (Century)

**Start:** Douglas County Fairgrounds, east on Plum Creek Parkway, south on Gilbert Street, east on Lake Gulch Road, south on Highway 83, north on Russellville Road, east on Deerfield Road, east on Highway 86, south on County Road 17/21, east on County Road 106, south on Elbert Road, west on Sweet Road, north on Eastonville Road, west Hogden Road, north on black Forest Road, west on Walker Road (which becomes Highway 105 at High 83), Continue west on Highway 105, north on Roller Coaster Road, west on Palmer Divide Road, north on Highway 105, east on Tomah Road, south on Frontage Road West to the Tomah Road Exit, north on Frontage Road East, east on Crystal Valley Road, left onto Douglas Lane then onto the E. Plum Creek Bike Path into the Finish back to the Douglas County Fairgrounds.



**2022 ROUTE**

- 100 Mile Road Course
  - 62 Mile Road Course
  - 45 Mile Road Course
  - 12 Mile Family Course
- 40 YEARS OF  
MILES

## COURSE LOGISTICS

### AID STATIONS

There will be a total of nine (9) aid stations placed throughout the four courses. The sites have been chosen based on their ability to place the cyclists safely out of automobile traffic. Additionally, each aid station is accessible to riders without crossing traffic. Each aid station will be manned by a minimum of one Douglas County Charity captain and fifteen volunteers. The number of portable toilets and trash dispensers available will be slightly increased to ensure minimum congestion. The proposed locations of aid stations are as follows:

- Aid #1- Russellville Rd
- Aid #2- Town of Elizabeth (Location TBD)
- Aid #3- Elbert School
- Aid #4- Ray Kilmer Elementary
- Aid #5- Palmer Lake
- Aid #6- Tomah Road (Location TBD)

- Aid #7 - (45 Mile Only) Church off Democrat and Flintwood
- Metric Aid #1 - Cary Valley Community Church @ Greenland and HWY 83
- Family Aid #1- Centura Hospital Parking lot (Location TBD)

### REGISTRATION & START TIMES

The 2022 registration and recommended start times will be kept the same as the 2021 times. The start times were altered to get the riders started earlier and to spread cyclists out on the back side of the course. These earlier start times proved to create more congestion on the roads at the beginning of the ride (Lake Gulch Rd), however, it was effective at relieving some of the crowding later in the day where the courses converge.

The published recommended start times will encourage cyclists to start their tours over a five hour period with the longer rides all started by 8:00 a.m.

#### Recommended Start Times\*

100-mile road course	5:30 a.m. - 7:00 a.m.
62-mile road course	6:00 a.m. - 7:30 a.m.
45-mile road course	7:30 a.m. - 8:30 a.m.
12-mile family course	9:00 a.m.

\*We can adjust the times according to county guidelines and COVID levels for the amount of people in certain areas at the Fairgrounds.

## **COURSE LOGISTICS - LAW ENFORCEMENT**

### **Colorado State Patrol - Douglas County**

Last year, Sgt. Luke Pinner assigned several patrol cars and motorcycles to roving course supervision on the courses, we anticipate similar arrangements and coverage for 2022.

### **Douglas County Sheriff's Office**

The Douglas County Sheriff's Department utilized two supervisors, fourteen patrolmen, twelve vehicles. Lieutenant Ron Hanavan will re-evaluate the plan.

### **Castle Rock Police Department**

Sixteen Castle Rock Police Officers were on duty last year. We will work closely with Sgt. Kevin Torrens to ensure that traffic flows smoothly through the town of Castle Rock.

### **El Paso County Sheriff's Office**

Eight El Paso County Sheriff's Deputies were on duty patrolling the Black Forest section of the course last year, and we look to have the same in 2022.

### **Elbert County Sheriff's Department**

We would like to request Elbert County Sheriff deputies to assist with traffic management as you see fit.

### **Elizabeth Police Department**

We will work with Chief Melvin Berghahn to contract for appropriate traffic control in the town of Elizabeth.

### **Palmer Lake Police Department**

Three officers on duty in town.

## COURSE LOGISTICS - SUPPORT PERSONNEL

### **Aid Station Marshals**

Each of the aid stations will be captained and staffed by a member of a Douglas County charity. It will be this person's responsibility to reinforce bicycle safety regulations and ensure that all participants stay safely out of automobile traffic. A minimum of fifteen volunteers will work at each aid station ensuring a smooth flow of refreshments to the participants.

### **Radio Communications Team**

The Aurora Repeaters will assist with radio communications throughout the day. Twenty to thirty radio equipped vehicles will be placed at each aid stations and at key locations along the course.

### **Mechanical Support**

A mechanical support team will be assigned to each of the aid stations. If a cyclist has a mechanical malfunction on the course, they should be transported to the next aid station along the course. The mechanical support teams will assist cyclists with mechanical problems. The teams will be provided by local bike shops. They will also reinforce bicycle safety to the participants.

### **Sag Vehicles**

We will assign minimum of fifteen four small sag vehicles with the sole responsibility of rove the courses to aid stranded cyclist and those riders who grow too tired to complete the ride. In addition, several trucks and several school busses will shuttle fatigued riders from the aid stations back to the staging area.

### **Emergency Medical Support**

The Rapid Response will set-up a triage area at the staging area as well as staff five motorcycle emergency medical vehicles to respond to any emergencies on the course.

### **Bicycle Medical Support**

A minimum of twenty-five trained emergency medical personnel will be riding the courses with medical kits and mobile phones.

### **Courtesy Patrol**

A courtesy patrol was first used in the 2001 event. Twenty five courtesy patrol riders will patrol the courses on bicycles. They will help riders who need mechanical or medical support as well as encourage participants to obey by all traffic laws and to ride safely and courteously.

## COURSE LOGISTICS - SUPPORT PERSONNEL

### Course Marshals

Cycling-knowledgeable course marshals will be assigned to main intersections and strategic locations throughout each of the courses. Volunteers from various non-profit organizations or paid security officers will be used for these positions. They will be responsible for directing cyclists, reinforcing bicycle safety regulations and displaying signage to caution motorists of cyclists. They will be positioned at the following locations

#### 100 MILE COURSE

1. Lake Gulch Road 100 yards east of Plum Creek
2. Lake Gulch Road at Ridge Road
3. Lake Gulch Road at Castlewood Canyon Road
4. Highway 83 100 yards south of Lake Gulch Road
5. Highway 83 at Russellville Road
6. Russellville Road at Heinemann Road
7. Russellville Road at Deerfield Road
8. Deerfield Road at Highway 86
9. Highway 86 at Main Street (Elizabeth)
10. Highway 86 at County Road 17/21
11. County Road 17/21 at County Road 106
12. County Road 106 at Elbert Road
13. Elbert Road at Sweet Road
14. Sweet Road at Eastonville Road
15. Eastonville road at Hogden Road
16. Hogden Road at County Road 189
17. County Road 189 at Walker Road
18. Walker Road at Kilmer Elementary School
19. Highway 83 at Highway 105
20. Roller Coaster Road and Highway 105
21. Roller Coaster Road at County Line Road / Palmer Divide Rd
22. Highway 105 at Spruce Mountain Road
23. Highway 105 at Red Rock Road
24. Highway 105 at Perry Park Road
25. Tomah Road at Highway 105

26. I-25 Frontage Road West at Tomah Road
27. I-25 Frontage Road West at Highway exit #174
28. I-25 Frontage Road East at Crystal Valley Road
29. Crystal Valley Road and Bike Path

#### 62 MILE CUT OFF

30. Highway 83 100 yards south of Aid Station #1
31. Highway 83 at 100 yards south of County Line Road

#### 45 MILE COURSE

32. Highway 86 at Flintwood
33. Flintwood at Democrat Rd
34. Democrat Rd at Aid station
35. Democrat Rd at S Perry Parkway (left turn)
36. S Perry Parkway at Parker Rd
37. Old Schoolhouse Rd at Baud Gulch Rd (onto the bike path)
38. Castle oaks Drive at end of Bike path
39. Castle Oaks Road at Autumn Sage
40. Rising Sun at Autumn Sage (roundabout)
41. Autumn Sage at Copper Cloud (roundabout)
42. Copper Cloud at founders parkway

We will also place a number of course marshals on the bike paths as all courses finish in castle rock for the 100, 62, 45 and the 12 mile family ride. Following is a map of the proposed course marshal locations.

## COURSE LOGISTICS - RIDER & MOTORIST SAFETY

### COMMUNITY AWARENESS

#### Variable Message Signs

Though variable message signs have been used for several years, these signs will be placed on major roads around Castle Rock five days prior to the event notifying residents and motorists of the date of the ride.

#### Message A: "BICYCLING EVENT ON HIGHWAY - JUNE 5"

Time A: Tuesday, May 31 to Saturday, June 4, 2022

#### Message B: "Caution Cyclists on Highway."

Time B: Sunday, June 5, 2022, 4 a.m. to 5 p.m.

Locations of VMS signs are also marked on the course maps.

- **Location #1: Eastbound Plum Creek Parkway .25 miles west of Wilcox Street.**
- **Location #2: Southbound on Gilbert St, just past Plum Creek Parkway on Lake Gulch**
- **Location #3 Southbound on Founders Parkway, .25 miles north of Copper Cloud**
- **Location #4: Eastbound Highway 86, .25 miles west of Castlewood Canyon Road (Franktown).**
- **Location #5: Eastbound Highway 86, .5 miles east of Highway 83 (Franktown).**
- **Location #6: Southbound Russellville Rd, .25 miles east of Highway 83.**
- **Location #7: Southbound Highway 83, .25 miles north of Upper Lake Gulch Road.**
- **Location #8 - Westbound on Highway 86, .25 miles east of County Rd 21**
- **Location #9: Northbound Highway 83, .25 miles south of Highway 105/walker road**



## **COURSE LOGISTICS - RIDER & MOTORIST SAFETY**

### **COMMUNITY AWARENESS**

#### **Local Media**

Press releases will be sent to all local media encouraging them to publish information notifying the public of the dates, time and location of the 2020 Elephant Rock.

#### **Event Posters**

Event posters will be supplied to local merchants for display.

#### **Douglas County Fairgrounds**

Announcements will be made through all public communications of the Douglas County Fairgrounds.

#### **Course Signage**

"Caution Cyclists" signs will be posted approximately every three miles and near all major intersections throughout each of the courses. These signs will be provided by and removed by the organizers of the event.

## **COURSE LOGISTICS - RIDER EDUCATION**

Because of the concerns expressed by the Colorado State Patrol, several steps will be taken to further educate participants of the responsibilities of cycling on Colorado roads and participating in an organized bicycle ride.

### **Safety Agreement**

Each participant will be required to sign a safety agreement when they register. This agreement will be included with the waiver statement on the registration form. It is primarily intended to educate cyclist of the rules of the road and stress the importance of safe and courteous riding to the future of cycling in Colorado.

### **Registration Confirmation**

When a rider registers online, a confirmation email is immediately sent encouraging them to click on a link that connects them to comprehensive bicycle safety information on the Subaru Elephant Rock website.

### **Web Page**

A web page is included on the Elephant Rock web site listing safety guidelines for both first-time riders and experienced cyclist.

### **Broadcast Email**

A blast email will be sent to all pre-registered participants as well as participants from previous years cautioning them of the importance of learning the rules of cycling on public roads and referring them to the safety pages on the Elephant Rock website.

### **Course Signs**

A new series of course signs will be developed and placed on the course to remind cyclist of the primary safety rules.

### **Announcer Reminders**

The Master of Ceremonies will be reinforcing the rules of the road throughout the morning on the public address system at the start of the ride.

## COURSE LOGISTICS - RIDER EDUCATION

### Ride Guide

All pre-registered participants in the Elephant Rock cycling festival will receive a Ride Guide with details about participating in the event and information about riding safely. The following text will be included in the Ride Guide.

### Safety

*Riding safely and considerately is vital to the safety and enjoyment for all riders. Colorado is a fantastic place to ride bikes. However, bicyclists are held to the same traffic laws as motorized vehicles. The future of cycling events in Colorado depends on your cooperation in following safe cycling practices.*

- *obey all traffic signs and signals*
- *yield to traffic with the right of way*
- *ride single file except to pass when possible*
- *ride safely to the right side of the road*
- *do not riding recklessly or in a manner that endangers others*

*Since long stretches of the ride take place on open roadways, it is imperative that participants obey all laws for their safety and the safety of others. The Subaru Elephant Rock fully supports the law enforcement on this matter. We rely on these law enforcement agencies to manage public safety during this logistically complex event. We owe them the consideration of riding within the law. Be aware that cyclists are subject to the same tickets and fines as vehicle drivers. Law enforcement has the authority and mandate to uphold traffic laws during this event. This includes traffic tickets and removal of riders from the courses if necessary.*

*For your safety, helmets are required! Riders will not be permitted to start the ride without a helmet. Your cooperation will make this event safe and enjoyable for everyone for years to come. We ask that all Participants take a few minutes to review the Safety: Safe & Considerate Cycling web page at [www.elephantrockride.com](http://www.elephantrockride.com).*

*Bike Numbers You must wear your event bike number at all times!*

*Your bike number should be attached to the top tube of your bike. The Colorado State Patrol has the authority to remove anyone without a bike number from the course. Attendants will be monitoring all aid stations and you will need to show your wristband in order to receive refreshments. Also, on your wristband is your ticket to the post ride BBQ.*

### Identification

*It is mandatory to ride with personal identification.*

## COURSE LOGISTICS

### TRAFFIC LAW ENFORCEMENT

#### Traffic Tickets Issued By Law Enforcement

It is imperative that law enforcement issues traffic tickets to cyclist who blatantly disregard the laws and ignore officer warnings. It is our belief that this must be done consistently at all cycling events across the state to have a lasting effect on bicyclists behavior.

#### No-Ride List

The event will maintain a database of participating cyclists. Law Enforcement Agencies and course marshals can report uncooperative participants to the event organizers. The event organizers will issue a letter to these riders warning them of the consequences of their actions to the safety of all cyclists and to the future of cycling in Colorado.

#### Custom Rider Numbers

Riders will be required to wear custom rider numbers that include a bike number, helmet number and wrist band with the rider number and printed name of each rider. This should vastly expedite the identification of the participants.

### FOUL WEATHER PLAN

In the event that violent weather threatens the safety of the riders out on the courses, the participants will be encouraged to stop at locations spread throughout the routes that offer shelter. All available resources will also be deployed to transport stranded cyclist to the nearest safe location. The following locations will act as safe locations.

Aid #3- Elbert School

Aid #4- Ray Kilmer Elementary

Aid #5- Palmer Lake

Aid #6- Tomah Road (Location TBD)

Aid #7 - (45 Mile Only) Church off Democrat and Flintwood

### EVENT INSURANCE

Event insurance will be secured for general liability, spectators liability and property damage in amounts consistent with the guidelines set by the State of Colorado, Douglas County, Elbert County, El Paso County and the Town of Castle Rock, Town of Larkspur. Each of these agencies will be named as additional insured.

