

RENO BIKE PROJECT

2016 ANNUAL REPORT

CELEBRATING TEN YEARS OF RBP

2006-2016

Letter from the Director

This year marked Reno Bike Project's 10th anniversary. During that time we have worked hard to foster Reno's cycling community by providing an affordable resource, education, and assistance to thousands of people. Reno has come a long way toward becoming a world-class cycling community with new bike lanes, new incentive programs and more cyclists, but most importantly cycling has become part of the larger conversation about how we want to see Reno grow and change. Reno is poised to see sustained growth over the next 20 years that will bring tens of thousands of new residents to the area. Increasing the congestion on our roadways, smog, and my least favorite issue, a growing demand for (car) parking. With new technology, changing the way we will travel around the Truckee Meadows it will be a very short time until we will wish for the simpler days of vehicle travel.



Reno is in a position now to plan a future where we can avoid major travel congestion and find an alternate to mass motor vehicle travel, and I see it as RBP's mission to help lead that effort. As our city, county and RTC staff change RBP has the opportunity to remain committed to a vision of shared roads for all users, and we will act to implement this vision. I urge everyone who is committed to creating a world-class cycling community here in Reno to get involved and help us not make the mistakes that so many cities have in becoming a car-centric community.

Noah Silverman - Executive Director/Co-Founder

Community Bike Shop

Our bike shop continues to drive our organization, providing an affordable resource to thousands of community members each year. Our public workstations continue to see increased utilization and we increased offerings of our Gratis Day, offering free workstation twice a week. This year was also the first year we were opened to the public 7 days a week.



2016 Bike Shop Stats

Revenue:

\$317,221

Public Workstations:

1964 hours

+ 237 gratis hours

Service Repairs:

1946

Bikes sold:

767 Ohaul+As-ls

454 BM

Volunteer hours:

2319

Used parts sold:

8656



Programs

Major Taylor Program

In 2016, the Major Taylor Program hosted 11 in-school courses and day camps over school breaks, and engaged 89 students, 70% of whom completed their programs. High school students who complete 60 class hours in the Major Taylor Program earn P.E. credit toward graduation, while gaining the skills to be cyclists for life. We continued partnerships with The Children's Cabinet, Hand Up Homes for Youth, High Desert Montessori Middle School, and Kids Kottage; while reaching new student populations at Turning Point School and Washoe Inspire Academy, where we received positive feedback from students, teachers, and principals who love the program and want to keep working with us. We also



initiated an exciting partnership with the Girl Scouts of the Sierra Nevada; we are working with troops of middle school girls who participate in a hybrid program of Major Taylor riding and build-a-bike bicycle repair, where the scouts finish with mechanical and riding skills, and a bike of their own.



Thanks to MTP funders and in-kind donors:

The Charles H Stout Foundation
The E.L. Cord Foundation
The Leonette Foundation
The Marie Crowley Foundation
Nature's Bakery
New Belgium
The NV Energy Foundation
The Robert R Banks Foundation
The Roxie and Azad Joseph Foundation
The Stillwater Foundation
Washoe County Air Quality Management
Division
The William N Pennington Foundation

Biggest Little Commuter Program

The Biggest Little Commuter Program had its biggest little year yet, with 20 refurbished bikes (and commuter accessories) distributed to community members who needed transportation solutions to get to work and around town. Many program participants referred by our partners showed up in immediate need, and were served on little or no notice—the average time between receipt of program applications and bicycle pick-ups was only 4 days. From the surveys we collected 60 days after participants got their bikes, we found that respondents ride an average of 15 trips per week, and most travel over 20 miles every week on their bikes. But to best understand the impact our program had on participants lives, we asked them to tell us what has changed for them, in their own words:

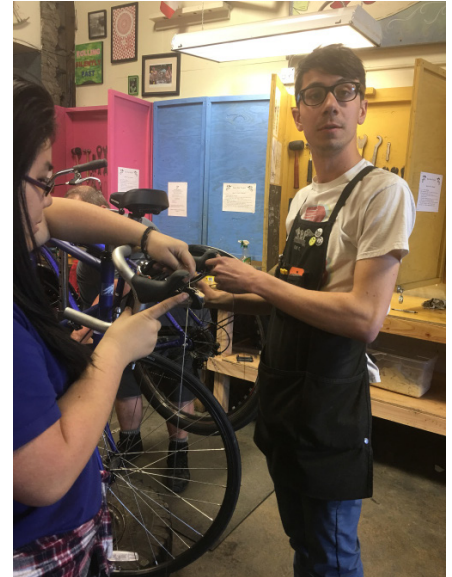
"I am a work commuter...RBP came to the rescue by giving me a BLCP bike"

"I am holding my weight down to a healthy number and spending lots of hours in the saddle"

"It's made me a lot more mobile, getting where I'm going 4x faster than walking"

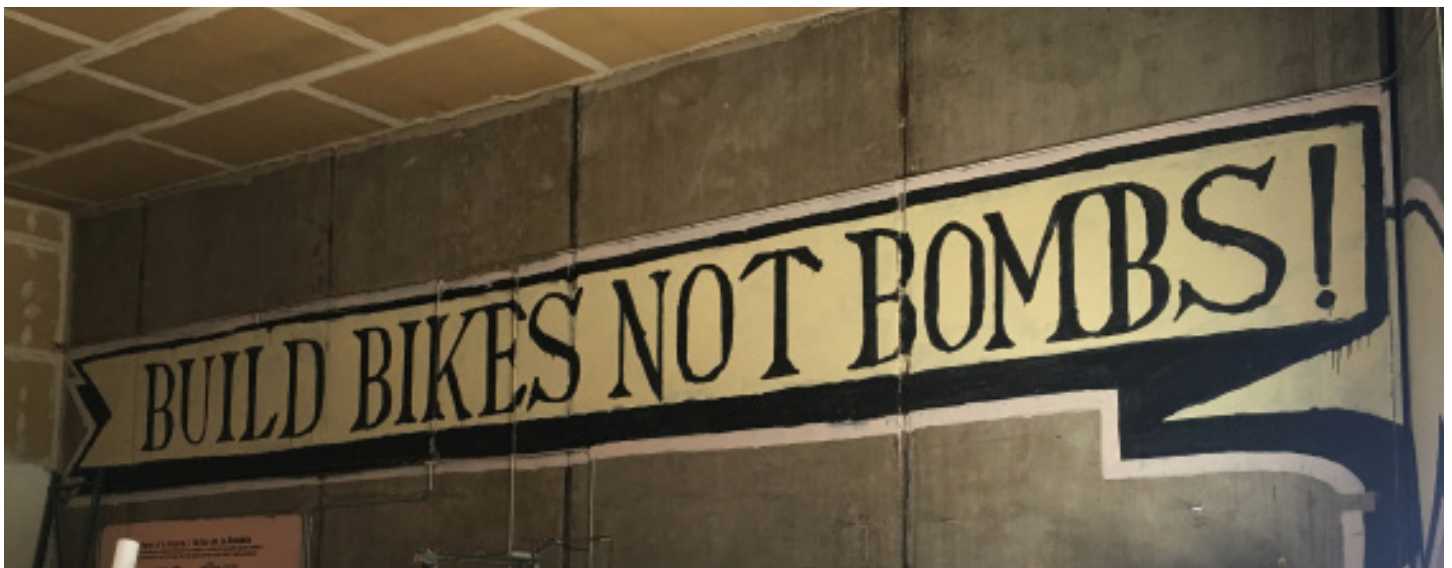
Thanks to our community partners

Access to Healthcare
The Children's Cabinet
Hand Up Homes for Youth
Northern Nevada Adult Mental Health Services
St. Vincent's Crossroads
Truckee Meadows Parks Foundation
Veteran's Outreach
Veteran's Resource Center
Volunteers of America



Bicycle Repair Class

This was the second year of our 9-week Bicycle Repair Class, offered quarterly. This class not only provides a comprehensive introduction to bicycle mechanics, but also facilitates the creation of bikes for the Biggest Little Commuter Program. In 2016, 36 grads completed 34 bikes and volunteered 556 hours at RBP—wow! The classes have received uniformly positive reviews; our students say that their instructors provide nuanced, yet accessible learning opportunities, and that the Bike Project as a classroom is full of "good vibes." And, they always enjoy the awesome end-of-session pizza potlucks. When we started offering this class, we didn't know if there would be sustained interest, but class grads spread the word, and we keep filling up our rosters.



FutureCycle

FutureCycle is our newest endeavor and possibly the most sophisticated concept we've ever pursued. The Mission of the FutureCycle Program is to use the Reno Bike Project as a setting to teach at-risk youth the skills needed for a lifetime of employment in any bike shop or in other professional fields, through 20 weeks of paid training and internship. FutureCycle also illustrates through experience that the bicycle can be used as a means to financial success, a form of transportation, and a medium to gain mechanical and problem-solving skills.

In January 2016 we conducted a pilot program with one participant under a Department of Labor Workforce Development partnership with the Children's Cabinet. We hosted a second cohort with three participants in September, which carried into 2017. Of our three participants in the cohort two graduated in March 2017. Participants learn safe riding skills, bicycle repair, and other important skills for work including resume building, interviewing, and customer service. They also receive bikes of their own along with helmets, lights, etc.; an hourly wage plus extra commission; and an introduction to another local bike shop during their training. This program has thus far received entirely positive group & individual feedback, and we look forward to seeing our participants' successes in the future.

Thanks to FutureCycle funders and in-kind donors

The Hart Foundation
The Hawkins Foundation
QBP
The Stillwater Foundation

Membership

Since 2012, our Membership Program has been a way for people from our community to get involved and support our mission financially, while earning some great benefits at our shop and events. By the end of 2016, we counted 417 members. That's a big voice for cycling in this city! We offer affordable levels of membership across a wide range of budgets with increasing perks: from access to after-hours member workshops and special events, free use of our public workstations, members-only T-shirts, discounts on stock, and even a personalized headbadge on display. This year, we made it easier for members to remember when to renew with a bright, friendly postcard in the mail.

The Business Membership option for local, bike-friendly businesses had 8 subscribers this year: local owners who understand that "Bikes Mean Business" and who want to be active players in Reno's increasingly bike-friendly culture. Business members received a compliment of Bicycle Friendly Business swag, public recognition through the year, and opportunities to partner on events.

Our Business Members in 2016:

The Abbi Agency
Basin Street Properties
Hubble Skateboards
Nature's Bakery
Noah's Park Tree Care
Noble Pie Parlor
Quick Space
Silverman, Kattelman, Springgate

Events

10-Year Party

Reno Bike Project held a 10th anniversary celebration the night of October 1st at The Holland Project. Party highlights included charming volunteers serving refreshments from the "Biki Bar;" a taco bar; a speech from our Executive Director and co-founder, Noah, recognizing volunteers who made the biggest impacts over RBP's life; art and memorabilia from the past decade; music and dancing; fun face-in-hole photobooths; and even a few fireworks. We're grateful and gratified to see that the passion for putting butts on bicycles in Reno hasn't subsided during the past decade, only grown. We approach our future with great elation and far-reaching ambitions for what we, together with our incredible community, are capable of accomplishing in another ten years.

Canfest

We collaborated with friends at the Abbi Agency once again on our biggest volunteer gig of the year, Canfest! The Original International Canned Beer Festival brings craft brewers from around the world for a rousing night of unlimited beer tasting (all from cans, of course), games, raffles, and local performing acts. We rounded up about 60 volunteers who helped the brewery reps serve out their beers to festival attendees, and as always, each volunteer left with a tote full of their favorite brews.



Dinner & Bikes

On the warm, balmy afternoon of June 8, Sundance Books and Music was the backdrop and host of a Reno stop on Ely Blue, Joe Biel, and Joshua Ploeg's Dinner & Bikes cross-country tour. 60 in attendance served themselves a hearty Cuban-style dinner from Chef Joshua's buffet before getting seated to watch eight short Groundswell films depicting bicycle-centered grassroots movements in communities across the continent. Thanks to Sundance for graciously hosting the event, and to Rainshadow Charter High for loaning their school kitchen for cooking dinner!

Freewheels for Kids

The winter holidays always put us in a giving mood, and so each year we round up children's bikes, spruce them up with the help of our good-hearted volunteers, and then give them away to kids in the community. This year, 30 volunteers showed up to Freewheels for Kids wrenching parties, and many more spent time in the shop during November-December working on bikes to be gifted away. Thanks to them, we were able to give 110 bikes to families in need with the help of partners at Silver Stage Elementary, Children's Cabinet, UNR's Early Head Start & WCSD Police.

Pancake Feed

We hosted our 10th Annual Bike Week Pancake Feed, as this is one event RBP has done continuously since founding! We offered unlimited pancakes, bacon, veggie sausage, fresh fruit, coffee, and juice to 106 cyclists who rode up to eat between 6-10 in the morning. The morning was chilly; but spotty sunlight, copious amounts of coffee, the hot breakfast, and good company kept our staff, volunteers, and visitors warm and happy.

Reno-Sparks Open Streets

RBP partnered with Renown Health and Washoe County Air Quality Management to bring the second year of Reno-Sparks Open Streets. This year we added a second event in Victorian Square in Sparks to increase our reach. To avoid getting rained out like we did last year we held our events in July and August, and man, was it hot. Both days reached temps over 97 degrees, leaving our volunteers and our few attendees less than eager to step into a concrete oven. Attendance for both events was estimated at 1000 people, a poor showing for what could be a great event in better weather. The committee disbanded and RSOS is on a hiatus, unsure if it will return.



Thank you to our sponsor

Renown Health

Sloth Pedals

For the second year, RBP planned and hosted monthly community rides (from February-November, due to winter weather). 2017's "Sloth Pedals" were social, beginner-friendly, slow-paced, and, of course, no-drop rides geared toward getting folks of all ages out on bikes regardless of experience or comfort level. Over the year, we took 147 riders all over 44 miles of town and country, stopping to munch on snacks and appreciate good vistas. Some of our favorite rides:

- Local NAACP members joining us to ride & present local historical sites for Reno Black History Month;
- A ride to Urban Roots that included a tour of the farm including their baby animals;

- Our group of 25 riding up Washington St. before dawn, bypassing traffic on the way to the September Balloon Races; and

- Our first time in the 2-year ride series going off road, with a mountain bike ride up Steamboat Ditch Trail!



We HeArt Bikes Art Show

Our bicycle-themed art show is another classic event that hit the 10-year milestone in 2016! For this very special year of We HeArt Bikes, we set up an adorable face-in-hole photobooth in front of a sky blue backdrop, invited the Nom Eats food truck and the Bibo Freddo gelato cart, hosted an indoor bar, and brought Prince cover band, Groove Attitude, and Wolfpack Radio DJs to keep things entertaining with great music. We estimate that 200-300 attended to dance, party, and admire and purchase artwork by 31 local artists. Thank you to the Holland Project for playing host (we love you!), New Belgium Brewing for once again providing the beer, Alisha Funkhauser and Patrick Barry for making the photobooth, and to all our volunteers for making such a great time possible!

Mechanic Exchange

For a second year, Reno Bike Project arranged a 2-week Mechanic Exchange with a Utah community bike shop, Salt Lake City Bike Collective. Alexandra Parvas came to work and learn with us, while our own Ray Eliot headed off for the second time to parts yet unknown. We've found staff exchanges both organic & fruitful opportunities to share best practices and benefit from culture sharing between community bike shops and we hope to keep doing them. To extend a metaphor, they always give us tons to chew on! Key strengths we identified in our two organizations, to be emulated, include SLCBC's volunteer advancement program and hiring practices, and RBP's program structures. Later in the year, Alex and the team from SLCBC gave a presentation about the Mechanic Exchange at the Bike!Bike! Conference in Detroit.

Global Connections

Algerian Youth Leadership Project

In August, RBP hosted 3 meetings with a group of 9 young Algerian leaders who were visiting the US through the Northern Nevada International Center to learn about nonprofit structure and service culture in America. Our first day with them consisted of a tour of the shop followed by a Q&A about RBP. On their next visit, we taught them how to patch a flat, and then they helped us strip bikes and save usable parts. Then, they returned to shoot immersive Virtual Reality video for their project—that part was really cool! The youth presented their experience and a social media plan for our organization at a concluding ceremony at UNR. Their energy, optimism, dedication to service was inspiring. It would be amazing to see an Algerian Bike Project form in the future. Fingers crossed!



Galleycat

During late Autumn, we got connected with a young Ecuadorian cycling advocate and entrepreneur named Daniela, again through the NNIC. Daniela organizes alleycat races for women in her hometown of Quito and offered to help us plan one here in Reno. Thus, Galleycat came into being and attracted 30 racers in 12 teams on the evening of November 5. Each team chose a name and a Instagram hashtag to upload their "proof" of having made it to 13 stops around town, covering about 10 miles.

Our winners, the tough as nails #goldengirls, finished in 1.5 hours! The only sign up “cost” for Galleycat was a donation to for our local women’s shelter, CAAW; and our racers provided cash, toiletries, new underwear, and clothing for CAAW clients. There were 7 sweet prizes for racers on the 1st place team, 2nd place team, 3rd place team, last place team, master (oldest) rider, rookie (youngest) rider, 3 best-dressed riders.

This became a true cultural exchange when Daniela took ideas from Reno’s unique Scalleycat event and later held a half day Valentines-themed alleycat in Quito—12 Horas Atormentando a Cupido (12 Hours Tormenting Cupid).

Financials

Jan - Dec 16

Income

Program Revenue	\$16,158
Membership Revenue	\$10,918
Shop revenue	\$339,952
Event revenue	\$31,241
Donations	\$32,448
Grant revenue	\$53,207
Total Income	\$484,780
Total COGS	\$149,690
Gross Profit	\$335,090

Expense

Insurance	\$27,684
Rent expense	\$28,390
Wage Expense	\$198,277
Total Expense	\$322,593

Net Income	\$12,520
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Grantors

New Belgium Brewing
 NV Energy
 Quality Bicycle Parts
 The Dermody Foundation
 The E.L. Cord Foundation
 The Hawkins Foundation
 The Keyser Foundation
 The Marie Crowley Foundation
 The Pennington Foundation
 The Robert R. Banks Foundation
 The Roxie and Azad Joseph Foundation
 The Stillwater Foundation
 US Bank
 Washoe County Air Quality Management

In-Kind

Bonari and Co. CPA's
Nature's Bakery
New Belgium Brewing
Noble Pie
Park Tool
Quick Space
The Abbi Agency
Velo Reno
Wood Rogers and Company

Our Partners

AARP
Access to Healthcare
The Children's Cabinet
City of Reno
Girl Scouts of the Sierra Nevada
Hand Up Homes for Youth
High Desert Montessori Middle School
The Holland Project
Kids Kottage
Northern Nevada International Center
Rainshadow Charter High School
Silver Stage Elementary Schools
Turning Point School
Early Head Start, University of Nevada, Reno
Veteran's Outreach
Veteran's Resource Center
Washoe Inspire Academy

Staff

Noah Silverman – Executive Director/Co-Founder
Kurstin Graham – Shop Director
Genevieve Parker – Program Director
Sarah Thomas – Major Taylor Program Coordinator
Raymond Eliot – Mechanic Educator
Allen Hill – Mechanic Educator
Ray Mueller – Mechanic Educator
Dean Magnussen – Mechanic Educator

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