

RENO BIKE PROJECT 2014 ANNUAL REPORT



Since its inception RBP has seen sustained growth every year, which means we are constantly meeting new challenges and reaching new heights. Sometimes these challenges can be incredibly tough and test the core of an organization, but this year we saw some of our largest growth as an organization, and all in controlled and orderly manner. I think this marks a point in the evolution of this organization from a grassroots group with a goal to a professional organization capable of serving more people and handling larger programs and projects. As we continue to grow I am excited about the prospects of new challenges and opportunities, and optimistic about the future of RBP and people we serve.

Sincerely,

Noah Silverman - Co-Founder/Executive Director

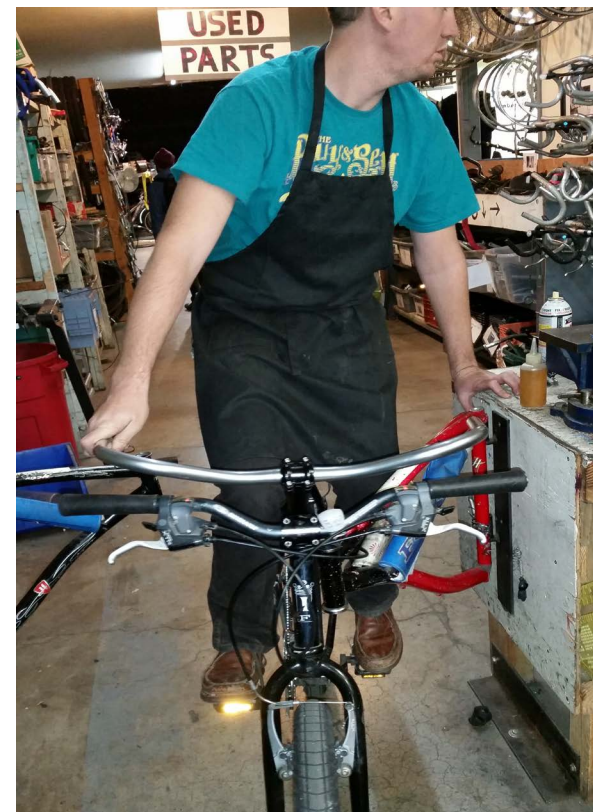


Noah Silverman introducing Grant Petersen at our Lug Nuts Event

SHOP OPERATIONS (BY THE NUMBERS)

This was a huge year for our shop with a 25% increase in sales and a 30% increase in public workstation hours. We are working hard to refine our operations to serve the public better.

- Gross Income
\$288,000 (25% increase from 2013)
- Public Workstations Use
1677 hours (30% increase from 2013)
- Bikes Sold
525 (As-Is + Overhauls)
+591 (Burning Man Bikes)
=1,116 Total (27% increase from 2013)
- Volunteer Hours
1583 (28% increase from 2013)
- Used Parts Recirculated
6438 (29% increase from 2013)



Billy getting crazy in the shop

PROGRAMS

Major Taylor Program

The Major Taylor Program (MTP) completed its second year in 2014 under the helm of the program’s second AmeriCorps*VISTA Member. Notably, the program redefined itself from an after-school ride club to a 9-week Physical Education course. This year, The Major Taylor Program successfully graduated 11 students in total, from three different partnering organizations. In the spring, our first successful session of the year at Rainshadow started with 11 students on the roster. The session ended with 5 graduates. During summer, the session with Kids Kottage Youth Shelter started with 5 students and ended with 2 graduates. In the fall, RBP hosted a successful MTP session with I Can Do Anything Charter High School. This session began with 12 students and graduated 4. The Major Taylor Program is thanks its funders: Reno Sunrise Rotary, Roxie and Azad Joseph Foundation, Stillwater Foundation, The E.L. Cord Foundation, Robert R. Banks, and Clif Bar. In total, these organizations granted a total of \$18,500 for the Major Taylor Program.



graduates from our spring 2014 MTP session

Biggest Little Commuter Program

In February, RBP launched the Biggest Little Commuter Program (BLCP); this program was also coordinated by an AmeriCorps*VISTA Member. Our BCLP is a create-a-bike-commuter program with a mission to “employ bicycles to empower low income individuals to overcome transportation barriers in the Truckee Meadows.” High-quality bikes are produced through the Bicycle Repair Class, then donated to BLCP participants to combat the often-overlooked barrier of reliable transportation, essential to success in securing and sustaining employment. RBP has partnered with local nonprofits and social agencies including: the Veterans Resource Center of Northern Nevada, the Inter-Tribal Council of Nevada’s Native Workforce Development Program, the Children’s Cabinet’s Independent Living Program, and Veterans Outreach (this group is also known as Healthcare for Homeless Veterans and run through the VA). Working with these community partners, RBP has assisted 18 homeless veterans, foster youth, and Native Americans with the means to commute to work affordably and reliably, to attain a higher quality of life.

Bicycle Repair Class

In February, RBP also launched a new Bicycle Repair Class (BRC). BRC is a 9-week bike mechanics course open to RBP members with the desire to learn the processes of fully overhauling a bike.

Students in the class gain the fundamental knowledge of bicycle repair, taught by professional our mechanic educators. Members apply their education, hands-on, to a project bike donated to the BLCP. Not only do these students donate their time and labor to overhaul a BLCP commuter bike, but many also return after the class to volunteer in the shop, pass their knowledge on, and to help with other programs, such as Freewheels for Kids during the winter holidays. A BRC 9-week session was offered once a quarter; each session reached enrollment capacity. In the first year our mechanic educators taught 46 graduates who volunteered 324 hours.

MEMBERSHIP

In 2014 our emerging membership program saw a huge increase as 305 new members joined, bringing the number of active memberships up from 66 to 324 between January 1 and December 31 - a 390% increase in subscriptions. Several changes were made in the membership program, this year. Complimentary Pedaler Memberships resulted in a significant portion (but less than half)

of new members in 2014; customers who purchased an overhauled bike or who received a commuter bicycle from our Biggest Little Commuter Program also received a Pedaler Memberships. Another programmatic change that increased membership was the decision to make our education classes and workshops (Dan's Night, Ladies' Night, and the Bicycle Repair Class) available to members only, whereas they had formerly been open to the general public. While this new policy did limit access for some, participants noted that the quality of instruction at these workshops improved due the increased individual attention to attendees. One final new aspect of 2014's membership program is the addition of a Business Membership option for local, bike-friendly businesses that want to support RBP's mission and programs. Although this level of membership is yet to realize its potential, there are clear signs of recognition that "Bikes Mean Business" among local businesspeople, and burgeoning interest in becoming more active players in Reno's increasingly bike-friendly culture.

EVENTS

Lug Nuts

Lug Nuts was an event, held in partnership with Sundance Books and Music, aimed at showcasing the author and founder of Rivendell Bicycles, Grant Petersen, and a live musical performance by CW and Mr. Spoons. Grant is something of a cult figure in the world of cycling and his visit to Reno brought a diverse cross-section of riders to Sundance books. This event, sponsored by New Belgium Brewing, was a great end to a busy summer.



students in the Bicycle Repair Class

RENO BIKE PROJECT



our membership soared in 2014

We Heart Bikes Bicycle Art Show

This was our 8th Annual Art Show, one of our longest running events. Over 80 pieces of art were donated and over 300 people attended. Thank you to the Holland Project for hosting us, and Wirtz Beverage and New Belgium Brewing for generous donations.

Positively 4th Street

2014 marked our first Positively 4th Street event, which aimed at creating the type of neighborhood that we would like to see someday. This included a Better Block Project, which gave the streetscape a 1-day makeover that included a protected bike lane, sidewalk seating, street trees and plants, and wider sidewalks. We also had a pop-up restaurant, a pop-up record store, a beer garden, farmers market, bike swap, kids' play area, live music, and a petting zoo. We also partnered with RTC and the Reno Historical Preservation Society to celebrate the launch of the Reno Historical App, which included historical themed bus, biking, and walking tours. We hope that this event helped to change perceptions about 4th street. Our partners for this event included: RTC, City of Reno, Bootleg Courier, Cuddleworks, Under the Rose Brewing, Mark Estee, 420 Valley, Reno Instagrammies, the Holland Project, and Wood Rodgers.



Positively 4th Street event

Bike to Work Week Pancake Feed

2014 marked our 8th Bike Week Pancake Feed, and it was our best year yet. Over 75 riders came and shared pancakes and coffee before heading off to work. Our coffee maker broke, which is pretty typical for us, which means we had a great time - classic A=B=C.

Canfest

RBP partnered with the Abbi Agency again to help make Canfest happen. This original Reno event brings brewers from all across the country together for a fun night of drinking, activities and merriment. RBP organized over 50 volunteers to help with set up and pouring, and at the end of the night they got to take home backpacks full of beer.

FINANCIALS

GRANTORS

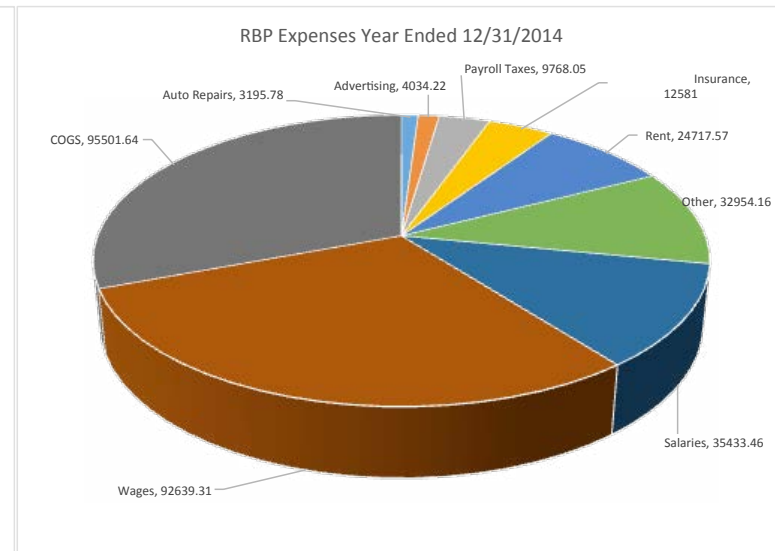
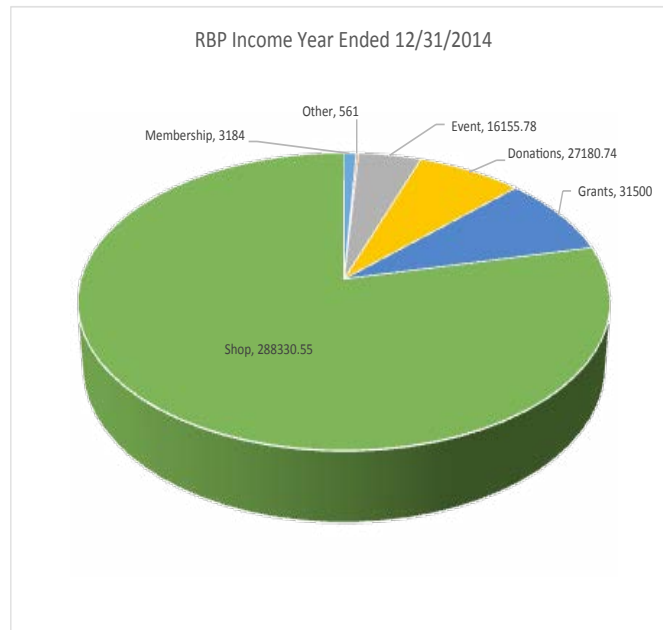
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Veteran's Outreach/Healthcare for Homeless Veterans
Veteran's Resource Center

Inter-Tribal Council of Nevada
The Holland Project
Rainshadow Charter High School
Children's Cabinet

STAFF

Noah Silverman – Executive Director/Co-Founder
Kurstin Graham – Shop Director
Genevieve Parker – Program Director
Billy Vicks – Mechanic Educator
Raymond Eliot – Mechanic Educator
Sean Bassney – Mechanic Educator
Steve Bezick - Administrative Assistant
Matthew Cramer – VISTA
Sarah Thomas – VISTA

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