Letter from Our Executive Director
Since its inception, Reno Bike Project has seen double-digit growth numbers every year, simultaneously meeting new challenges, reaching new heights, and serving more people. Growth always brings challenges and this year was no exception, as we saw significant increases in our shop, programs and administration. I am proud of our continued growth and our achievements, but I am more proud of how we handled the challenge as an organization. Time and time again in 2015 we were tested; and our staff, board and managers always stepped up and overcame. I think this marks a point in our evolution, from a group of grassroots activists with a vision, to a professional organization capable of serving more people and handling larger programs and projects. As we continue to expand, my optimism and vision for RBP also continues to grow. I am confident we can serve more people and make Reno a better cycling community. I want to personally thank our staff, board, members, customers, and donors for your continued support. I look forward to another year in our cycling community.

Noah Silverman - Executive Director/Co-Founder

Erica Greif
Erica was a friend, a volunteer, an organizer, and—more than anything—a cyclist. Erica inspired everyone with her dedication and enthusiasm for cycling. It seemed a week wouldn’t go by without seeing her on the tail-end of another epic ride. Whether racing cross, road or Scalleycat, Erica was always pushing as hard as she could to go farther and faster. Erica was a staple of the racing community and she surrounded herself with cyclists: there wasn’t a bike racer in town who didn’t know her, as evidenced by the hundreds who attended her funeral. It was an amazing event to see so many people show up to say goodbye to her.

The last time I saw Erica was the day she died. It was an overcast day and she was riding her TT bike to class wearing a messenger bag and jean shorts. I was riding along Evans Street when she came up from behind me. I yelled at her, “FASTER, FASTER” and she gave me a quick smile, put her head down and sped off a little faster than before. At the time I smiled to myself, a little thrilled at her pursuit to just go a bit faster. I had no idea it would be the last time I saw her, but that is the memory I hope to keep: “Little Erica” speeding off to the next big race in a hipster kit, smiling the whole time. You will be missed Erica. Ride In Peace.

-N
Community Bike Shop
Our Community Bike Shop is the backbone of RBP, providing an affordable resource for cyclists. In 2015 we served an estimated 10,000 people through sales, service and in our public workstations. Our gross revenue increased 11% from 2014 and public workstation usage increased by 20%, showing a growing need for access to tools and knowledgeable help. We responded to demand for workstations by adding 2 more to our shop for a total of 8 in February of 2016. We will work to continue expanding the resources available to the public, including by possibly adding a second location in Sparks, NV.

Shop Stats
Public Workstation use - 2,057 Hours
Revenue - $321,000
Service Repairs - 1,338
Bikes Sold - 1,256
 611 As-Is + Overhauls
 645 Burning Man
Volunteer Hours - 2,268
Used Parts Sold - 7,507

Major Taylor Program
The Major Taylor Program (MTP) completed its third year—one marked by unprecedented growth. This year we engaged 4 new partners in physical education courses, afterschool programs, and summer camps; and we ran concurrent sessions for the first time, serving more students simultaneously than ever before. Returning partners included I Can Do Anything Charter High School, Kid's Kottage, and Rainshadow Community Charter. High Desert Montessori School, City of Reno, Children's Cabinet, and Hand-Up Homes for Youth were our new partners. We engaged 96 youth and graduated 67, surpassing our goals.

Many thanks to MTP Supporters:
The Roxie and Azad Joseph Foundation
The Stillwater Foundation
The E.L. Cord Foundation
The Robert R. Banks Foundation
The Keyser Foundation
The Pennington Foundation
The Marie Crowley Foundation
The Dermody Foundation
Nature's Bakery
Quick Space
Indoor Power/Velo Reno
Washoe County Air Quality Management

Graduates of one of our Major Taylor courses
**Biggest Little Commuter Program (BLCP)**

Now in its second year, the BCLP is a create-a-commuter program with the mission of “employing bicycles to empower low-income individuals to overcome transportation barriers in the Truckee Meadows.” Volunteers in our Bicycle Repair Class produce high-quality refurbished bikes that we distribute to BLCP participants to provide them with a reliable, affordable, and healthy transportation option. This year we partnered with the Veterans Resource Center of Northern Nevada, Veteran’s Outreach (through the VA), and Hands Up Homes for Youth. Through these community partnerships, we assisted 10 homeless veterans and at-risk youth in overcoming their transportation barrier. The BLCP received charitable grants this year from US Bank and the Robert Z. Hawkins Foundation.

**Bicycle Repair Class (BRC)**

Also in its second year, the BRC is a 9-week educational course open to RBP members with the desire to learn to refurbish a bike. Taught by professional mechanics, students gain in-depth knowledge of bicycle repair; but the BRC’s effect goes beyond that of an average education course. Each participant is given a bicycle from our stock to overhaul, and once they have finished it, it is earmarked for our Biggest Little Commuter Program (BLCP) or our Freewheels for Kids Program. These programs provide bicycles to those in need. We hosted four BRC classes during 2015; our mechanic educators taught 39 graduates who volunteered over 700 hours, each creating a bicycle to be donated to a community member in need.

*Our public workstations were used more than ever in 2015*

*Burning Man donated over 600 bikes in 2015*
Membership
Our Membership Program enrollment held steady this year with 251 new members and 55 renewals, bringing the number of active memberships slightly down from 324 to 306 between January 1 and December 31. Despite the decrease in total membership, complimentary memberships comprised a far smaller share of new members, resulting in a significantly higher revenue than in the two years past. Member benefits include access to after-hours workshops (Dan’s Night, Ladies’ Night, and the Bicycle Repair Class), RBP swag, unlimited public workstation use, discounts on merchandise, and recognition in the e-newsletter.

The Business Membership gained 8 subscribers this year, showing that the “Bikes Mean Business” movement is taking root. 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 2015 Were:
The Abbi Agency
Hubble Skateboards
Nature’s Bakery
Noah’s Park Tree Care
Noble Pie Parlor
Quick Space
Silverman, Decaria & Kattelman, Chtd.
Treasures Trash & Trinkets
Slow Rolls
Following the lead of many other cities where it’s great to be a cyclist, we introduced monthly Slow Rolls in Reno starting in January. RBP Slow Rolls are monthly community rides that follow a different route and theme to give riders a new experience and an evolving understanding of riding in Reno. The Slow Rolls are paced for everyone—old, young, or inexperienced—and supported by RBP staff to keep the group together and offer assistance to any riders who experience mechanical trouble. 2015’s Slow Rolls attracted as many as 80 cyclists at a time and over the course of the year took them on 40 miles of scenic and experiential riding through Reno-Sparks neighborhoods. Slow Rolls were accompanied by picnics, snack breaks, historical education, visits to Reno landmarks and opportunities to attend unique community events. Slow Rolls were some of the most fun we had this year, and we’re looking forward to continuing them in 2016.

Canfest
RBP partnered with the Abbi Agency to help make yet another Canfest a success. This original Reno event brings brewers from all across the country together for a night of tasting, games, and revelry. RBP organized over 50 volunteers to help with set up and pouring beer, and at the end of the night each volunteer got to take home a tote full of beer. Highlights at this year’s event included a photobooth, mini bike races, beer games, a silent disco, and live music through out the night.

Our January Slow Roll attracted almost 80 people, thanks to global warming

Ray, Billy and Sean kept the shop running smoothly

We love partnering with the Abbi Agency
We HeArt Bikes Art Show

2015 marked the 9th Annual Art show, another of our longest-running events. 80 pieces of art were donated and 225 people attended. Thank you to The Holland Project, Pie Face, and New Belgium Brewing for generous donations in support of one of our favorite events.

Bike Week Pancake Feed

We hosted our 9th annual Bike Week Pancake Feed, and despite the rain and gloom that characterized the entirety of Bike Week 2015, a stunning 125 riders came and shared pancakes, bacon, fruit, and coffee before heading off to work. Our 100-cup percolator did NOT break, which means everyone had plenty of—perhaps even too much—caffeine.

125 people attended the Pancake Feed

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Catrina Peters in Guadalajara for BikeBike
Mechanic Exchange
As part of our ongoing effort to improve our services and operate more effectively, RBP conducted a Mechanic Exchange with BICAS, a community bike shop in Tucson, Arizona. We sent our Mechanic Educator, Raymond Eliot, to Tucson for 2 weeks to work at BICAS, while they sent Brieanne Buttner to Reno to work with us. It was great getting to know Brie and learn how things are done in Tucson. At the end, Ray and Brie wrote a report recommending improvements for BICAS and RBP, which included increasing diversity among the staff, better utilizing volunteers, implementing a work-trade system, and increasing assistance in the public workstations. We are currently working to improve these aspects of RBP and hope to see measurable results by the end of 2016.

RenOpen Streets
Beginning in late 2014 we partnered with Washoe County Air Quality and began the planning process to bring Reno into the worldwide Cyclovia movement. The organic, community-driven Cyclovias create days where streets close to traffic and open up to people to promote healthy, vibrant communities. A coordinated effort between the City of Reno, Washoe County Health District, Renown, RTC, The Abbi Agency, the Reno-Gazette Journal, Laughing Planet Café, This Is Reno, Nature’s Bakery, New Belgium Brewing, and RBP resulted in one day of closure to autos over a mile-and-a-half of streets spanning from Midtown to the Riverside District. This space was reserved for Renoites to celebrate, walk, bike, dance play, and interact in their neighborhood. Even though the first RenOpen Streets event was marked by clouds and sprinkles, many residents turned out and experienced their city streets in a brand new way. It was a promising introduction for many future RenOpen Streets events to come.
Above: Our staff retreat in Solider Meadows, NV

Right: Kurstin in full desert riding garb

Left: A nice note from Gov. Sandoval about his visit to RBP

Below: Another 4th Street Sunset
2015 Financials

**Revenue**

- Program: $11,000
- Membership: $8,000
- Shop: $318,000
- Event: $18,000
- Donations: $29,000
- Grants: $51,500

Total: $435,500

**Expenses**

- Cost of Good Sold: $136,000
- Program Expense: $5,000
- Salaries and Wages: $174,000
- Rent: $19,000
- Overhead: $40,000
- Administration: $21,000

Total: $395,000

**Net Profit** $40,500
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 William N. 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
Ashtanga Yoga
Black Hole Body Piercing
Bonari and Co. CPA’s
Craft Wine and Beer
Hub Coffee Roasters
Hubble Skateboards
Imperial Bar and Lounge
Midtown Community Yoga
Nature’s Bakery
New Belgium Brewing
Noble Pie
Outdoor Tech
Park Tool
Quick Space
Reno Instagrammys
Sundance Books and Music
The Abbi Agency

In-Kind (continued)
The Depot
The Lincoln Lounge
The X 100.1 FM
Under the Rose Brewing
Velo Reno
Wood Rogers and Company
Yoga Loka

Our Partners
AARP
Chapel Tavern
Children’s Cabinet
City of Reno
Hands Up Homes for Youth
High Desert Montessori Middle School
I Can Do Anything Charter High School
Kids Kottage
Rainshadow Charter High School
Veteran’s Outreach
Veteran's Resource Center
The Holland Project
Washoe County Air Quality Management

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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