

ANNUAL REPORT 2019

Reno Bike Project



MISSION

Reno Bike Project (RBP) is a 501(c)(3) non-profit community bicycle shop and resource for the Truckee Meadows committed to creating a nationally recognized, cycling-friendly community through education, cooperation, and advocacy.

- Making cycling more accessible to the public through recycling and recirculation of used bikes into the community at affordable prices.
- Encouraging self-sufficiency by holding bike mechanics workshops and by providing a space for community members to repair their own bicycles rather than incur maintenance costs.
- Encourage bicycle activism by promoting and producing cycling-related events for a variety of audiences.
- Advocating for cycling rights and cycling growth in the Truckee Meadows by working with public officials and other organizations that are key players in transportation planning.
- Complementing other local groups to encourage youth safety and cycling-related arts and culture, and contributing to Reno's continual growth as a diverse and vibrant community.
- Keeping an open mind to all cycling needs and ideas and helping to facilitate positive growth.



COMMUNITY BIKE SHOP

PUBLIC WORKSTATIONS

2,047 hours

REVENUE

\$680,530

REPAIRS

1,300

BIKES SOLD

2,500

VOLUNTEERS

1,967 hours

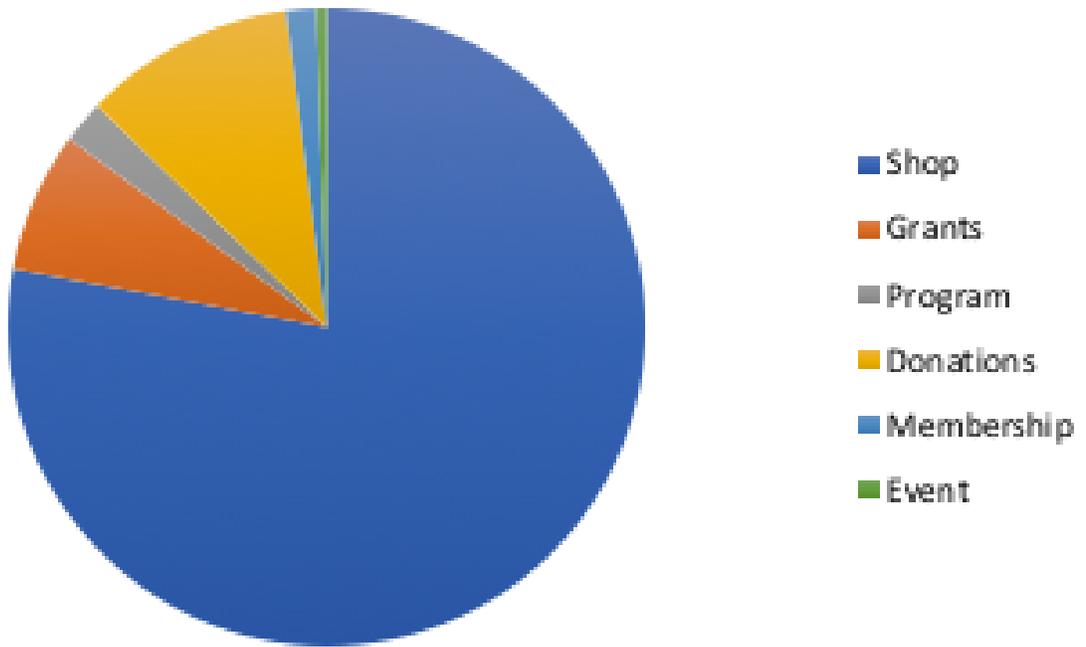
USED PARTS SOLD

7,200

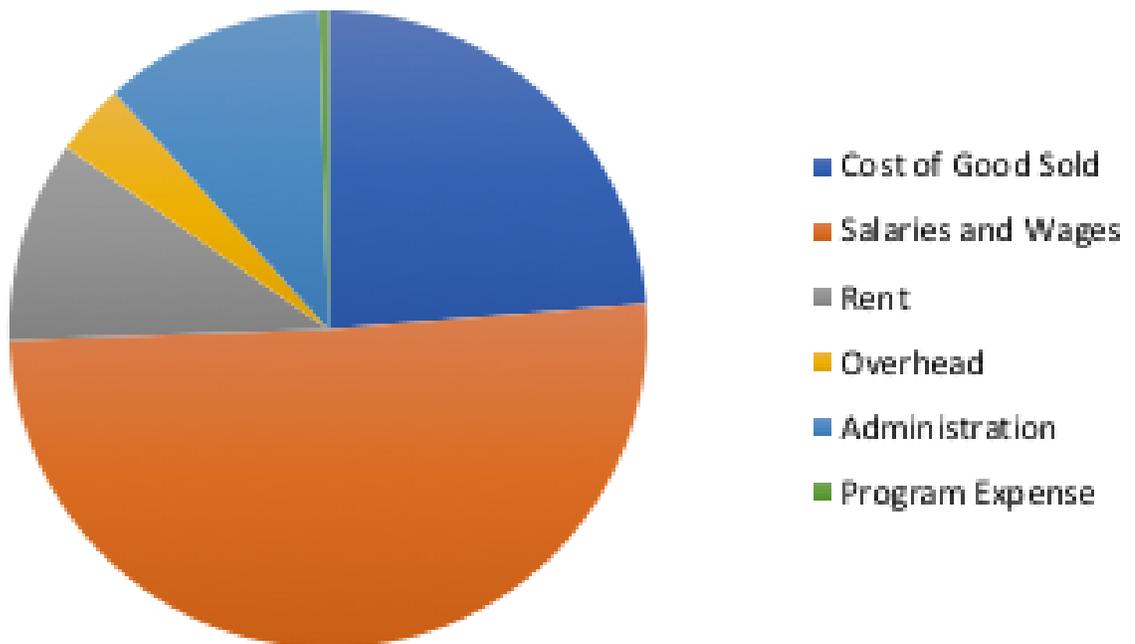


FINANCIAL OVERVIEW

Income



Expenses



MAJOR TAYLOR PROGRAM

Now in its eighth year, the Major Taylor Ride Club continues to provide opportunities for youth with limited access to bikes to experience the joys of cycling. This year's partner lineup, where students spent one school quarter or semester earning school credit, included High Desert Montessori Middle, Hand Up Homes for Youth, enCompass Academy, and Center for Aspiring Yout, and Community Health Alliance; and we hosted 3 weeklong Major Taylor Camps during school breaks which were open to youth from the public. Participants gained a toolkit of cycling and safety skills, learning how easy and fun it is to get around and visit their favorite places by bike.

Overall in 2019, 105 MTP youth rode a collective 6,579 miles over 269 hours. They also learned important skills like how to ride during all seasons, nutrition to keep their bodies running strong, ride mapping for success, setting and meeting personal goals, how to check a bike for safety before each ride, and basic maintenance to go the distance with confidence. Each class wraps up with a pizza party and recognition for participants' accomplishments. We're proud of the Major Taylor Program's sustaining presence and we plan to begin exploring overnight bike camping trip, build a bike, and even a mountain biking team.

Thanks to MTP funders and in-kind supporters:

The Edna B. & Bruno Benna Foundation
The E.L. Cord Foundation
The Jon Ben Snow Foundation
Nevada Department of Transportation
Regional Transportation Commission, Washoe County
Renown Health
The Robert R. Banks Foundation
Washoe County Health Dept. – Air Quality Management Division
Washoe County Health District



BIGGEST LITTLE COMMUTER PROGRAM

In 2019, Reno Bike Project assisted 37 low-income locals to become bike commuters! Biggest Little Commuter participants receive a high-quality, overhauled bike, brand new lock, and a host of useful commuter accessories. By participating in this program, community members living on low incomes can regain independence, save money on transportation, and get some great exercise. We were able to collect 60-day follow up surveys from 38% of participants. Respondents said they ride an average 8 trips per week, and cover around 25 miles every week on their bikes. But to best understand the impact our program had on participants' lives, we ask them to tell us what has changed for them, in their own words:

“You're a valuable service.”

“My bike helped me get to and from work daily when the buses didn't run.”

“I love my bike! I use it for everything! I brag about it all the time.”

“I feel more refreshed and happier after rides.”

“I ride my bike all the time. I have used the bike to search for work when unemployed. It's great exercise for me.”

“I feel more empowered and the exercise gives me joy and clarity.”

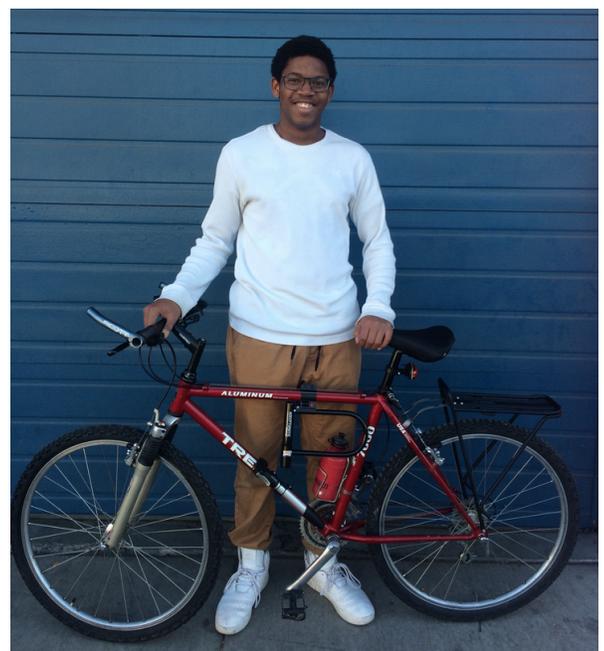
“My bike made it more efficient in finding work and saves a lot of time by liberating me from the limited bus routes and schedules.”

“Since I got my bike, I lost about 15 pounds and have felt amazing.”

“My bike has allowed me to get to work and school on time. I also discovered many new bike paths around town.”

Thanks to our community partners:

The Children's Cabinet
Domestic Violence Resource Center
Northern Nevada Adult Mental Health Services
Northern Nevada Center for Independent Living
Northern Nevada HOPES
Renovation Mental Health
Safe Embrace CSA
State of Nevada DETR Vocational Rehabilitation
Steps to New Freedom
Tahoe SAFE Alliance
Tru Vista Foundation
Truckee Meadows Parks Foundation
Vision House
Veterans Affairs
Veteran's Resource Center
UNR Office of International Students and Scholars



BICYCLE REPAIR CLASS

Started in 2014, our 9-week Bicycle Repair Class, now offered five times annually, provides a comprehensive introduction to bicycle mechanics. High-quality bikes are selected from our community donations to be repaired in Bike Repair Class. Once they have been refurbished, the bikes are used in the Biggest Little Commuter Program. This class is very popular, and filled up in advance of every session start date! That said, in 2019, 26 grads volunteered more than 468 hours, and another 14 students volunteered but did not complete the class. In 2020, we hope to increase the graduation rate as well as engage Bike Repair

Class graduates ongoing as volunteers. Classes integrate lecture and practical application in order to develop a thorough knowledge of bike parts, tools, and methodology. Students appreciate that their instructors are patient, entertaining, helpful; and comment that the workspace is well stocked with tools for all, the course handbook is descriptive and clear, and the course is always recommended to others. They also enjoy an end-of-session pizza potluck party, the opportunity to bring in their own bikes, and celebrating having completed the course!



FUTURE CYCLE PROGRAM

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. We hire four youths (16-24) for 15 weeks of paid training and work experience. At the beginning of the internship, participants learn bike repair by refurbishing a donated bike that they get to keep for their own transportation needs. Over the duration of the program, interns receive milestone incentives to celebrate their progress and help them stay on-track. Graduates of FutureCycle are prepared for strong candidacy at any bike shop and impart skills that will transfer to other professional fields. 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.

FutureCycle teaches and develops:

- Bicycle maintenance skills, parts, and tools mastery
- Specialized retail skills & industry-relevant knowledge
- Customer service & sales skills
- Interpersonal and communication skills
- Transaction & Point of Sale system skills
- Job interview skills and resume
- Safe bicycle riding & commuting skills

This year, our program participants were Simmon and Jonathan. Of the two participants, both graduated the program with specialty retail and bicycle maintenance experience to carry them forward. Simmon and Jonathan were both offered jobs in local bike shops following their internships, but chose to move closer to family for the summer.

Thanks to FC funders in-kind supporters, & partnering shops:

Community Services Agency
JOIN, Inc.
Clif Bar Family Foundation
The Marie Crowley Foundation
Thelma B. & Thomas P. Hart Foundation
The William N. Pennington Foundation
Sierra Cyclesmith
Velo Reno



MEMBERSHIPS

Since 2012, our Membership Program has offered a way for the community to support and sustain our mission financially, while earning some great perks. We want to thank the 351 individuals who enrolled or renewed as members 2019—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, to free use of our public workstations, to members-only T-shirts and a free quarterly social ride, to discounts on stock!

RBP also offers a Business Membership option for local, bike-friendly businesses. We had 2 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.

RBP Business Members in 2019:

Gear Hut Reno

Premiere Surgical Specialists

VOLUNTEERS

Reno Bike Project has always owed a great amount of gratitude to our dedicated volunteers, who helped start Baby Bike Project, who come to us with awesome ideas, offer to create new initiatives, lend a hand when we need it at the shop or at events, and who just show up and make all of our days better! This year, volunteers contributed almost 2,000 hours toward RBP's mission (which is about one full-time staff equivalency!) and 50+ new volunteers joined our ranks. Welcome, and thank you.



EVENTS

TriLab - Art Show

Our traditional We HeART Bikes art show (started 2007) is now wrapped into a tri-collaboration with Holland Project and Craft Wine & Beer. We expanded this event into a street fair on Martin St with a food truck, outdoor stage, and indoor art show and silent auction. Local artists contributed 21 pieces of original artwork for this year's show, and two bands and local DJs performed. Thank you to the bands, artists, volunteers, organizations, and businesses who supported this event!

Community Support:

Holland Project

Craft Wine & Beer

IMBIB

Uncle Buddy's

KWVK

Sierra Nevada Construction, INC.

Freewheels for Kids

Every child deserves to experience the joy of riding a bike, 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. Volunteers joined us at two wrenching parties in December (and on their own time) and churned out 175+ restored and beautified children's bikes for holiday gifts. Nevada Department of Transportation donated 200+ helmets so that every child receiving a bike would also receive a helmet. These items went to families served by the Children's Cabinet, Reno Housing Authority, Ashlee's Toy Closet, Northern Nevada HOPES, and St. Francis of Assisi Food Pantry. One of our partners was featured on the local news at the kids bike giveaway:

"Bikes, jackets—some of those are luxury items that the rest of us take for granted. For these kids, that is icing on the cake. It brings normalcy to their lives, and now they can see other kids in their complexes riding bikes and they can join in."—Mishon Hurst, Deputy Exec. Director, Reno Housing Authority

We were grateful to have some amazing volunteer leaders who helped guide volunteers through the repairs:

Bridget Tevnan

Crystal Wang

Megan O'Farrell

Liz Hummelt

Jake Francis

Thanks to everyone in the community who donated bikes, time, and money to this great event!

EVENTS

Bike Week

RBP is a partner in planning and hosting Bike Week events every May, helping to inspire a cleaner, safer, and more eco-friendly Truckee Meadows Community. We were involved in five Bike Week events this year: the Cyclofemme Ride & Social on Mother's Day, three free bike repair clinics at the 4th Street Transit Hub, and our 13th Annual Bike Week Pancake Feed!

Cyclofemme

"Cyclofemme" is a global celebration of women on bikes that falls on Mother's Day weekend, each year; and while Reno has participated in this worldwide ride for several years, in 2018 we really stepped the event up with a collaboration between the Truckee Meadows Bicycle Alliance, Reno Bike Project, and Patagonia Reno. Now an annual tradition, this event brings women together, and provides a resource for women and girls who are new to cycling.

2019 Cyclofemme included:

- Free bicycle safety checks
- Breakfast
- 3 rides (2-mi. meander, 7-mi. cruise, and 16-mi. road ride led by Bike Like a Girl)
- Bike parking
- Nom Eats burritos and more
- Complementary mimosas and other beverages
- Raffle
- Cycling fashion show (with outfits provided by Patagonia, Wild Rye, Coalition Snow, and Vespertine NYC)
- Patagonia coupons
- Networking mixer
- And the opportunity to meet reps from cycling groups, non-profits and community groups, bike-friendly vendors

We plan to host many more Cyclofemme events of this caliber in coming years!

Pancake Feed

At our annual Pancake Feed on the morning of National Bike to Work Day, we offer unlimited pancakes, bacon, veggie sausage, fresh fruit, coffee, and juice to cyclists who ride in to eat between 6-10 in the morning. It was a cloudy morning, and copious amounts of coffee, hot breakfast, and good company made for a great start to the day for staff, volunteers, and 40 visitors.

Bike Valet Events:

Reno Earth Day
Reno Cyclofemme

Great Basin Co-Op Seedling Sale
Bike Month After-Party

COMMUNITY

STAFF

Noah Silverman – Executive Director/Co-Founder
Genevieve Parker – Program Director
Jillian Keller – Adult Programs Coordinator
Bridget Tevnan – Youth Programs Coordinator
Kurstin Graham – Shop Manager
Dave Barto – Mechanic Educator
Corby Cobb – Mechanic Educator
Shay Daylami – Mechanic Educator
Manny Diaz – Mechanic Educator
Raymond Eliot – Mechanic Educator
Allen Hill – Mechanic Educator
Liz Hummelt – Mechanic Educator
Owen Lattin – Mechanic Educator
Elijah Lyons – Mechanic Educator
Chai Montgomery – Mechanic Educator
Ray Mueller – Mechanic Educator
Blake Nelson – Mechanic Educator
Andy Perkins – Mechanic Educator
Donavin Phelps – Mechanic Educator
Adam Stone – Mechanic Educator
Crystal Wang – Mechanic Educator

BOARD MEMBERS

Joseph Brandl – Nevada Heart Surgeons
Director
Chet Burton – Retired
Treasurer
David Fiore – University of Nevada, Reno
President
Scott Gibson – Washoe County Regional Transportation Commission
Director
Precious Hall – Truckee Meadows Community College
Secretary
Matt Hudson – Rhino Access Director
Cassandra Joseph – Pan American Silver
Director
Ron Marston – Truckee Meadows Community College
Director
Catheen Trachok – Retired
Director

OUR PARTNERS

AARP
Catholic Charities Crossroads
The Children’s Cabinet
City of Reno
Domestic Violence Resource Center
Early Head Start, University of Nevada, Reno
EnCompass Academy
Girl Scouts of the Sierra Nevada
Hand Up Homes for Youth
High Desert Montessori Middle School
The Holland Project
Keep Truckee Meadows Beautiful
Mercury Momentum
Nevada DPS, Div. of Parole and Probation
Northern Nevada HOPES
Office of Service-Learning & Civic Engagement,
University of Nevada, Reno
Ridge House
Steps to New Freedom
Truckee Meadows Bicycle Alliance
Truckee Meadows Parks Foundation
Turning Point School
Urban Roots
Veteran’s Outreach
Volunteers of America
Washoe County Social Services
Washoe Inspire Academy

IN-KIND

Bonari and Co. CPA’s
New Belgium Brewing
Quick Space
Wood Rogers and Company