

2020

ANNUAL REPORT



RENO BIKE PROJECT

216 E Grove Street &
635 E 4th Street
Reno, Nevada

renobikeproject.org



2020 Annual Report

A WORD ON COVID-19

The global pandemic caused by COVID-19 continues to fundamentally disrupt our operations and impact our financial stability. The cancellation of Burning Man in 2020 resulted in a \$150,000 projected shortfall, and uncertainty still looms whether Burning Man 2021 will occur. Income from this event enables us to provide affordable access to bikes, parts, repair, and cycling education. We are still an essential resource to the community, and, as such, are working hard to keep our doors open and our programs running to continue to make the Truckee Meadows bicycle friendly!

- Not allowing any customers into the store without a mask and use of hand sanitizer; mitigating face to face or surface opportunities for transmission
- Only serving our customers through our new walk-up window or one at a time in our shop, while keeping a minimum distance of 6 feet between customers and staff
- Mandating all staff wear masks, protective eyewear, and gloves while working in the shop, as well as taking temperatures daily
- Only utilizing 3 staff members per shift with minimum social distancing of 6 feet being observed (more than achievable in our 5,000 sq. ft. shop)
- All volunteering, community service, and public workstations are currently suspended

STEPS WE ARE TAKING

To Mitigate the Spread of COVID-19



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.

Encouraging 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

COVID-19 changed our day-to-day operations, but we still achieved a lot this year!

Revenue

\$573,193

Volunteers

330 hours

Members subscribed

288

Youth engaged

74

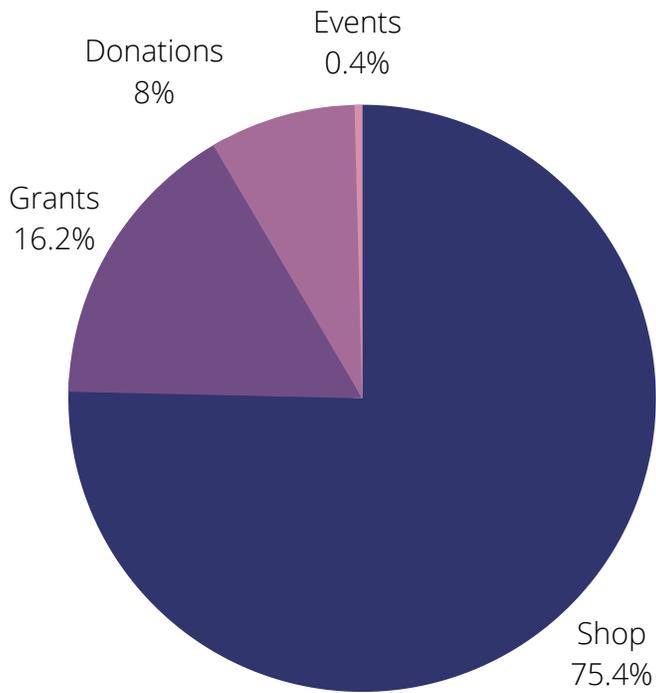
Commuters created

33

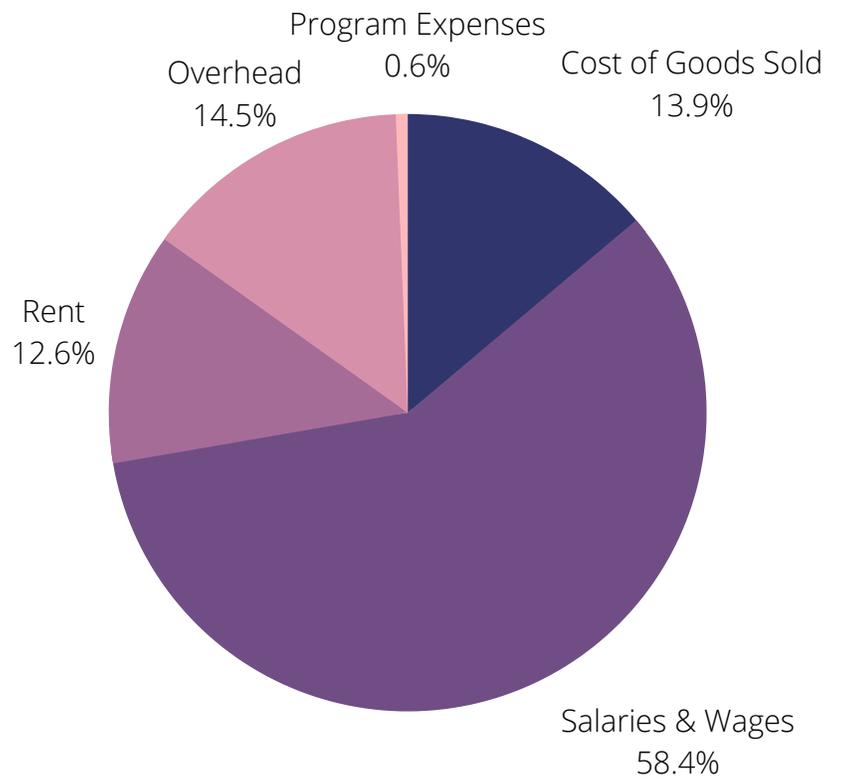


FINANCIAL OVERVIEW

Income



Expenses



Major Taylor Program



Named after African American world champion cyclist Marshall "Major" Taylor and inspired by similar clubs around the nation, RBP brought the Major Taylor Project to the Truckee Meadows. This program empowers youth by offering week-long education courses during the spring and summer that use bikes as a tool to teach youth about physical fitness, nutrition, bike maintenance, setting and meeting goals, cycling safety, and the environmental benefits of bikes.

Since 2013, RBP and our Major Taylor Program have helped nearly 600 youth explore the Truckee Meadows by bicycle. In 2020, we partnered with Hands Up Homes for Youth, High Desert Montessori School, and Reno Housing Authority to provide the opportunity to enter the world of cycling to as many youth as possible! Participants utilize one of our high-quality road or mountain bikes, helmets, and other equipment to eliminate the barrier of bike ownership. Through pre and post- program surveys, youth report being more confident riding a bike on their own and more independent overall.

Thanks to our 2020 MTP funders:

- Nevada Department of Transportation
- The E.L. Cord Foundation
- The Robert S. & Dorothy J. Keyser Foundation
- Renown
- Robert R. Banks Foundation
- Washoe County Air Quality



Biggest Little Commuter Program



The Biggest Little Commuter Program (BLCP) was established in 2013 to address transportation challenges faced by adults working to beat poverty.

The BLCP's mission is employing bicycles to empower low-income individuals to overcome transportation barriers in the Truckee Meadows. Access to affordable transportation is a key, and often overlooked, barrier to obtaining and maintaining employment. By providing subsidized bikes, locks, and other commuter essentials, Reno Bike Project aims to support low-income commuters to find jobs, keep more of their income, and access other community resources more effectively. To date, RBP has provided high quality bicycles and essential commuter accessories to more than 200 individuals through this program, helping get Reno to work by bike.

"It helps me clear my head and relieves stress. Definitely gets my cardio in 5 days a week" - Devyn, 2020 BLCP Participant

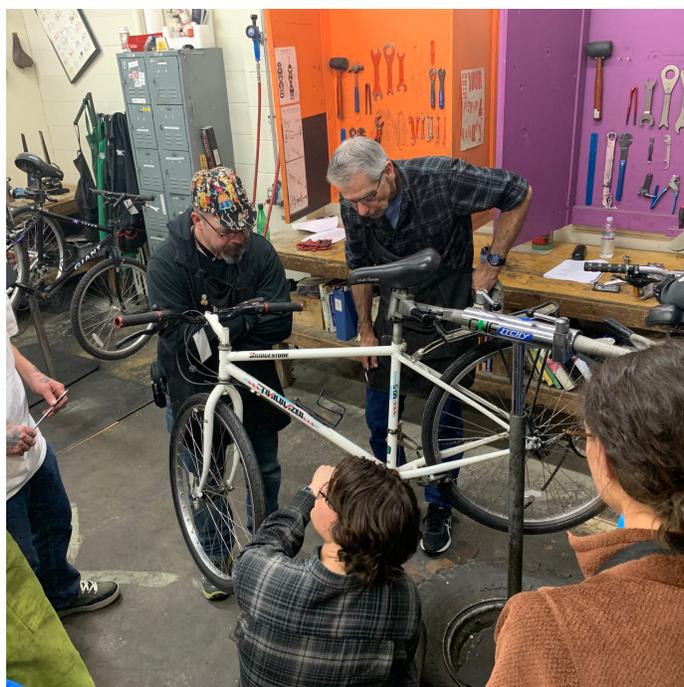
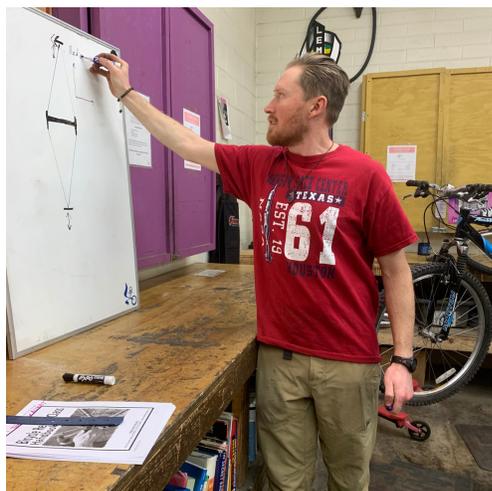
Thanks to our community partners:

- Northern Nevada HOPES
- Bureau of Vocational Rehabilitation
- Children's Cabinet
- Domestic Violence Resource Center
- Steps to New Freedom
- Yearlong Americorps Sites



BICYCLE REPAIR CLASS

The Bicycle Repair class is nine weeks long and held quarterly every Thursday from 6:30pm to 8:30pm at our main community bike shop at 216 E. Grove Street. Each week covers a different mechanical system on the bicycle and introduces new aspects of maintenance. Students work on bicycles provided by RBP, which, at the end of the course, will be set aside and subsidized to low-income individuals through our Biggest Little Commuter Program. The Bicycle Repair Class has been offered since 2014 and is a great all-rounder introductory course to bicycle maintenance and repair. In 2020, we hosted just one BRC, which produced 9 bikes for our BLCP program.



FutureCycle Program



FutureCycle equips youth who face barriers to success with skills to be employable in any bike shop or other specialty retail, through 15 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.

We began with one pilot participant in Spring 2016. Since then, we have engaged 14 youth as Mechanics-in-Training and maintained 80% program completion with 65% earning continuing job offers. Two FutureCycle alumni currently work for RBP, and one alumnus has been promoted to manager at the shop where they spent their 5-week externship. There are two interns currently engaged in the program.

Thanks to our 2020 FC funders:

- William N. Pennington Foundation
- The Thelma & Thomas Hart Foundation
- Clif Bar Family Foundation
- Renown



MEMBERSHIPS

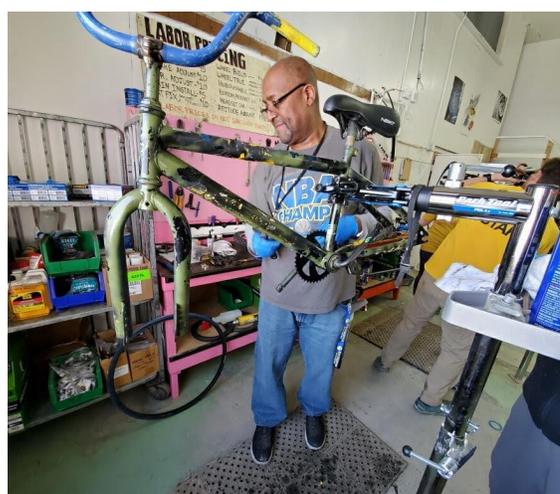
Since 2012, our Membership Program has offered a way for the community to support and sustain our mission financially, while earning some great perks. We want to thank the nearly 300 individuals who enrolled or renewed as members 2020—that's a big voice for cycling in this city! We offer affordable levels 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 receive Bicycle Friendly Business swag, public recognition through the year, and opportunities to partner on events.



VOLUNTEERS

Reno Bike Project has always owed a great amount of gratitude to our dedicated volunteers, who helped start our organization, 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 was difficult for us because we weren't able to work with our beloved volunteers as much as we would like. Hopefully 2021 brings us all back together!





EVENTS

Although many of our planned events had to be cancelled, we still managed to participate in multiple events in 2020. In February, we hosted Tour de Pizza, a social ride for our members, which included stops at two pizza joints and Bibo for gelato. We had an awesome group of about 20 folks and enjoyed amazing weather.



Reno Bike Project collaborated with Craft Wine + Beer and Holland Project for our annual Tri-Lab celebration of beer, art, bikes, and more! This year we created a ride-through event which granted us the opportunity to safely visit with friends.

We also participated in Holland Project's High Desert Art + Craft fair and were grateful for local artists who offered proceeds from their art sales as a donation to RBP: Ray Frost, Patrick Smith, Jon Edmondo, and Don Welsh.

We hosted our Spring FreeWheels for Kids (FW4K) volunteer work parties at the end of February and March and volunteers repaired 47 bikes for local kids in need!

Rather than cancel our Winter FW4K donations, our mechanics worked on bikes throughout the year as we received requests. In 2020 we donated 66 bikes to children in foster care, in transitional housing, and other vulnerable situations. We hope that these bikes brought joy, confidence, and independence to these youth.

FREEWHEELS FOR KIDS



Year in Review

COMMUNITY**Staff:**

Noah Silverman – Executive Director/Co-Founder
 Kurstin Graham – Shop Manager
 Jillian Keller – Program Director
 Corby Cobb – Production Manager
 Chai Montgomery – Lead Mechanic
 Allen Hill – Mechanic Educator
 Shay Daylami – Mechanic Educator
 Owen Lattin – Mechanic Educator
 Donavin Phelps – Mechanic Educator
 Andy Perkins – Mechanic Educator
 Brian Mandio – Mechanic Educator
 Brad Leuenhagen – Mechanic Educator
 Attila Bekes – Mechanic Educator
 Myron Hallauer – Mechanic Educator
 Kevin Karl – Mechanic Educator
 Meg McKinney – Major Taylor Ride Instructor
 William Vavra – Major Taylor Ride Assistant
 Mackenzie Scruggs – Grants Intern

**Board of Directors:**

President

- David Fiore – University of Nevada, Reno

Treasurer

- Chet Burton – Retired

Secretary

- Precious Hall – Truckee Meadows Community College

Directors:

- Joseph Brandl – Nevada Heart Surgeons
- Scott Gibson – Washoe County Regional Transportation Commission
- Matt Hudson – Rhino Access
- Cassandra Joseph – Nevada Copper Inc.
- Ron Marston – Truckee Meadows Community College

