

2009

ANNUAL REPORT

Understanding and overcoming barriers to bicycling



**Community
Cycling
Center**

The Community Cycling Center, founded in 1994, broadens access to bicycling and its benefits through our hands-on programs, volunteer projects, and neighborhood bike shop.

We believe that the bicycle is a tool for empowerment and a vehicle for change.

Letter From the Board

At the Community Cycling Center, we are working to create a vibrant community where people of all backgrounds use bicycles to stay healthy and connected.

We love bicycles—but our work is really about building a stronger and healthier community for all Portlanders by making healthy, affordable, and empowering transportation accessible. When people choose active transportation, increased community connections and improved health are the happy side effects.

Today, unfortunately, many of our neighbors do not have access to safe bicycles or places to ride, particularly members of low-income communities of color. To understand how best to address this inequity, we launched the Understanding Barriers to Bicycling Project in 2009. After talking with more than 250 people, we learned that most are interested in bicycling, but they have concerns ranging from safety to cost to road rules. Now we are working with these communities to develop culturally-specific programs that address these concerns.

In tandem with our work in the Understanding Barriers to Bicycling Project, we participated in the 2030 Bike Master Plan Update. Our input helped to shape the plan, adopted by City Council in February 2010, and made equity a criterion for decision making.

We are proud to lead the way, both locally and nationally, to a safer, more sustainable future. We are starting conversations about health and transportation equity in our neighborhood, at City Council, and at the National Bike Summit in Washington, DC. We are able to do this great work because of our strong board, talented staff, and because we remain true, in every aspect of our work, to our values: community, sustainability, diversity, creativity and accountability.

Every day we nurture a healthier and more inclusive community by promoting bicycle safety and increasing accessibility to Portland's world-class bike network. If you share our vision of a healthier community on two wheels, please join me in making a meaningful gift to help us continue to offer these innovative programs.

Best wishes,



Holly Van Fleet, Board Chair

Organization Review

The Community Cycling Center's role in Portland as a community resource and neighborhood hub is stronger now than ever. Over the past year we expanded our programs, increased our reuse capacity, and improved our bike shop, all while maintaining a financially-responsible course.

Impact

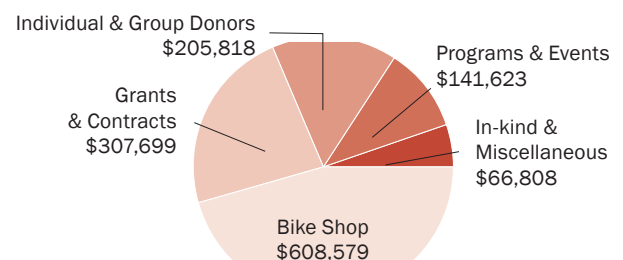
- We **promoted** the health and safety of 1,033 children in our bicycle safety programs
- We **encouraged** active transportation by teaching commuting and bike maintenance skills to 350 adults through our adult programs
- We **nurtured** connections and encouraged community service through our volunteer program, engaging 1,274 people to work on projects to support healthy communities at our shop and out in the community at events like bike collections and Sunday Parkways.
- We **redirected** more than 25 tons of metal and rubber away from the landfills through our innovative reuse and recycling program.

Financials

In 2009, we anticipated the economic downturn early enough to adjust our original plan for growth. In response to the recession, we established a very conservative budget and managed it tightly. In addition, we adopted stricter accountability standards, including GAAP rules and an accrual method of accounting.

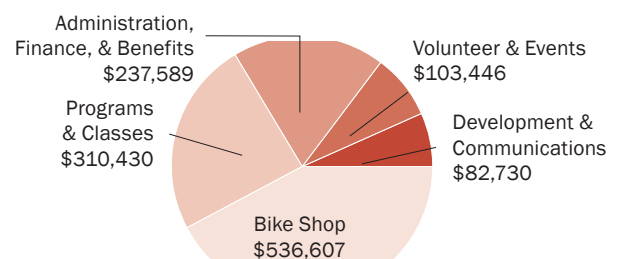
2009 was a hallmark of our financial management and fiduciary responsibility to our donors, our customers, our community, and our staff.

REVENUE 2009



Total \$1,330,527

EXPENSES 2009



Total \$1,270,801
Net change in assets \$59,726

Supporters

We are grateful to have inspired support from nearly a thousand individuals, 74 businesses, and 15 foundations over the course of 2009. The Meyer Memorial Trust, in particular, made a notable investment in the Community Cycling Center to help build our capacity to better serve our community.

Families and Foundations

Autzen Foundation
Bikes Belong
Coon Family Foundation
Cycle Oregon Fund of The Oregon Community Foundation
Kaiser Permanente Community Fund
Livingston Family Foundation
Meyer Memorial Trust
Northwest Health Foundation
OCF Joseph E. Weston Public Foundation
PGE Foundation
Raymond Family Foundation
Sharon M. Fekety Fund of The Oregon Community Foundation
Silvey Family Foundation
Soroptimist International of Portland East Foundation
The Gun and Tom Denhart Family Fund

Government Contracts

Metro
Portland Bureau of Transportation
Portland Children's Levy
TriMet/Job Access Reverse Commute

Businesses and Organizations

Adidas
Aladdin Temp-Rite
Alta Planning + Design
Alten Sakai & Company LLP
Asean Corporation
Baker Ellis Asset Mgt LLC
Barrs & Genauer Construction, Inc.
Bicycle Fitting Services
Bike Gallery
Bike World Alamo Heights
Bob's Red Mill Natural Foods, Inc.
Caruso Produce
Cascade Anesthesia LLC
Champion Industries, Inc.
City Center Parking
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DKS Associates
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EventMgmt.com
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Markee Valuations, LLC
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North Portland Veterinary Clinic
Nossa Familia Coffee
Old Spaghetti Factory International, Inc.
OnPoint Community Credit Union
Oregon Manifest
Organics to You
Patagonia
Pedal Bicycle Tours
Penske Truck
Pin-Me Apparel
Presto Velo, Inc
REI
Research Into Action
River City Bicycles
Russell St. BBQ
Standard Insurance Company
Swanson, Thomas & Coon Attorneys at Law
Tazo Tea
Tin Shed Garden Café
Trauma Nurses Talk Tough
Twist and Play Scooter Club
Velvet Cycles
Waggener Edstrom Worldwide
WebTrends
Wedge Investment
Whole Foods
Wieden+Kennedy
Wilson Construction Co.
Zipcar

Individual Donors

\$2500+

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Jay Graves
Kim & Don Wilson

\$1,000-\$2,499

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David Guettler
Todd Littlehales
Eric & Janet Parsons
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Nola Wilken

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Glenn & Lisa Fithian-Barrett
Stephen Gomez
Alison Graves
Joe Greulich
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Chris Tawney
Steve Taylor
Mychal Tetteh
Tom & Ann Usher
Maria Valls
Holly Van Fleet
Marjon Walrod
Margaret Weddell
Constance White
Mary & Gary Younger



DONOR PROFILE:

Jim Cavanaugh

"I give to help kids from low-income families have an opportunity to get on bikes. I hope that they enjoy their bikes as much as I enjoy riding mine. With a bicycle, these kids can go wherever they want to go in Portland and in life."



In 2009 the Better Business Bureau awarded the Community Cycling Center an Accredited Charity seal, for excelling in twenty accountability categories.



Laura Koch

PARTNER PROFILE:
Tanya Wolfersperger,
Director of Community
Building, Hacienda CDC

“Through the Communities in Motion partnership our hope is to promote bicycling as a viable option for transportation to get to work or to gain greater access to community resources. My dream is to see kids bicycling downtown to go to museums and parents getting outside of their community.”

Community Outreach

2009 was a year to re-imagine how we can better serve our diverse community. We established collaborative partnerships, integrated our existing programs to achieve a deeper impact, and are preparing to go mobile with our BikeMobile in 2010 to deliver programs and build capacity where people live, work, and play.

The Understanding Barriers to Bicycling Project

In 2009, we received funding from Metro to better understand the social and cultural barriers to bicycling within communities of color in N/NE Portland and to design a pilot program to address these barriers to broaden access to bicycling and its benefits. Through the Understanding Barriers to Bicycling Project, we initiated over 75 meetings with leaders within communities of color, surveyed over 150 community members and gathered in-depth feedback from over 50 residents of affordable housing communities to learn about their interest in and concerns about bicycling.

Among the Latino, African American, and African immigrant groups we spoke with, there were common concerns with cost, safety, and knowledge about bicycling. 60% of respondents had concerns with the cost of purchasing and maintaining a bicycling, 31% of respondents did not like the idea of riding on the street with cars, and 33% were interested in learning how to ride a bicycle for the first time. 43% of survey respondents indicated that they would like to ride or would ride more if barriers—financial, cultural, and safety—were removed or reduced.

I would love to ride with my children, but no one ever taught me how to ride a bike.

Guadalupe, Understanding Barriers to Bicycling Project participant

Identifying barriers such as these has allowed us to carefully consider our next steps to more fully engage low-income communities of color in Communities in Motion, the next phase of Understanding Barriers.

Communities in Motion: Overcoming Barriers to Bicycling to Promote Health

In 2010, with support from the Kaiser Permanente Community Fund, we will work with Hacienda Community Development Corporation and New Columbia to collaboratively design culturally-appropriate bicycle programs that seek to address the concerns uncovered in the Understanding Barriers to Bicycling Project.

We will assess and prioritize policies addressing inequity in access to healthy transportation, establish a long-term funding strategy for this work, and strengthen the cultural competency of our organization.

BikeMobile

The BikeMobile, once a dream and soon to be a reality, will allow us to bring bike safety education, equipment, repair and encouragement programs to where people live, work, and play. Through Understanding Barriers outreach we've consistently heard how little information is getting out about bike safety education and access to equipment. We also heard that bike shops can be intimidating places for people new to bicycling. The BikeMobile will allow us to bring our bike shop to communities in need.

The BikeMobile will consolidate our already effective outreach activities, such as safety lessons, “quick fixes,” and Get Lit, into one marvelous vehicle. We imagine our team of staff and volunteers arriving at a community center or affordable housing complex, unfolding our outreach tools and supplies, and delivering a variety of services to educate and empower new and emerging bicyclists.

During outreach activities, we promote bike safety by distributing lights, fitting helmets, and completing bicycle “quick fixes” with the help of our skilled volunteers.



Ben Latterell



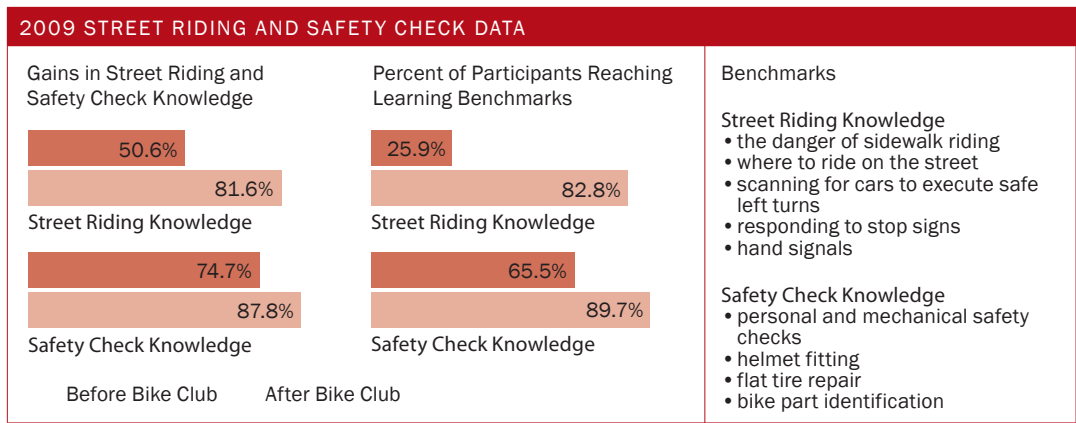
Brian Benson

Youth Programs

In 2009, 1,033 kids learned about bike safety in our Bike Club, Bike Camp, and Holiday Bike Drive programs. Our innovative youth programs build confidence and competence both on and off the road. In each program, we help children develop skills to embark on a lifetime of two-wheeled adventures.

Bike Club

For years we have watched kids develop skills, knowledge and confidence in Bike Club, and in 2009 we have amazing data to show it. With support from Gillian Leichtling of RMC Research Corporation, we improved the accuracy of our assessment tools and established benchmarks for student learning. The data shows that kids are making statistically significant gains in knowledge and skills in both street riding and safety checks as a result of our program. The data supports what instructors and parents have been seeing for years; Bike Club is empowering kids to be safe cyclists.



In the spring of 2010, with support from the Autzen Foundation and REI, we will expand our bike club program to Harvey Scott and to University Park Community Center. These new partners will create access to Bike Club for children who are supported through our Understanding Barriers partners, Hacienda CDC and New Columbia.

Holiday Bike Drive

Each December, the Community Cycling Center provides hundreds of children from low-income families with their first bicycles, new helmets, and basic safety education. It is a huge, community-building event that we work toward all year long and culminates in one amazing day. On December 13th, 248 volunteers, eight staff members, and 415 families came together for the 2009 Holiday Bike Drive! In 2009, we worked with 55 social service agencies, including our Understanding Barriers partners, to connect children ages 3-8 with bicycles and safety education at a huge holiday party.

Bike Camp

From June through August, 474 children attended our renowned Bike Camp. Whether they attended Bike Camp at our shop or one of the camps we designed in partnership with OMSI, the Bicycle Transportation Alliance, or Cycle Oregon, campers were introduced to our core curriculum of experiential bicycle safety education, road rules, and fun and safe community rides.

We are proud to have awarded 28 scholarships to kids who would not otherwise have been able to attend. One parent of two Bike Camp scholarship recipients had this to say: "The bicycle skills and rules, explorations of the neighborhoods of North Portland, physical confidence and social exposure have given them esteem and confidence which our family resources and current living situation would not have otherwise afforded them."

Top: Kids learn the rules of the road and basic bike maintenance while having a blast during Bike Camp. Bottom: Bicycle dreams come true at the Holiday Bike Drive.



Kim Whitney

BIKE CLUB PROFILE: Imone, 2009 Rigler Bike Club graduate

Imone loves her dark purple bike with a unicorn seat and she frequently rides with her cousin, Nia, another Bike Club graduate. What did she like most about Bike Club? "You get to earn a bike, it's really fun, and the teachers are really nice."



Kim Whitney



Chad Berkley



Zan Gibbs

CREATE A COMMUTER PROFILE: Mick, 2009 workshop participant

Q: How has the bicycle made a difference in your life?

A: "Responsibility. I am proud to have a bike I can call my own, therefore I am responsible for its maintenance and upkeep. I have a means of transportation when public transportation is not suitable or feasible for the environment I plan to visit."

Adult Programs and Volunteers

Adult Programs

We empowered 350 adults with hands-on learning in our Bike Maintenance Classes and Create a Commuter program. Whether it was replacing brake cables in a class or learning the rules of the road in a workshop, participants gained knowledge, new skills, and huge smiles.

Create a Commuter

The Create a Commuter program provided basic bicycle safety education and 211 fully-outfitted commuter bicycles to adults with low incomes striving to connect to work or workforce development by bicycle. We collaborated with over 30 local social service organizations that offer comprehensive employment programs to host 15 workshops in 2009.

Of those 30 local social service agencies, we solidified 15 ongoing partnerships with organizations located within five miles of our neighborhood bike shop, strengthening our community connections. We now host workshops exclusively at partner agencies for their participants, to ensure that all participants may attend a workshop in their neighborhood, with their peers, and at a facility with which they are familiar. This creates safe spaces, where participants can be themselves and learn about commuting resources in their neighborhood.

From our follow-up surveys with participants we know that 90% are still riding their bicycles. 46% of participants are commuting on their bikes to work or workforce training five or more days a week, and an additional 23% are commuting three or four days a week.

Bike Maintenance Classes

We offered 13 five-week classes last year, helping 139 participants build knowledge, skills and confidence. We design our classes with an understanding that people have different reasons for cycling; we served a wide range of cyclists, from the casual recreational rider to the year-round commuter. In 2009 we revamped our curriculum and integrated a variety of hands-on teaching tools and methods in the Basic, Intermediate, and Advanced Bike Maintenance Classes.

Volunteer Program

Our volunteer community has never been more invested, engaged and inspiring. In 2009, 1,274 community members gave an astounding 12,718 hours in support of our work.

2009 offered challenges and opportunities, and our volunteer community met them all with gusto. When a snowstorm forced us to cancel the 2008 Holiday Bike Drive, our volunteers helped us pull off a wonderful make-up event in January 2009. Holiday Bike Drive fever continued year-round, with an average of 24 volunteers coming in every Tuesday to build up bikes for the big event. Based on the popularity of Tuesday nights, we added two additional drop-in opportunities to support the Bike Club and Recycling and Reuse programs.

Most notably, in 2009 volunteers demonstrated an unparalleled depth of support. 77 volunteers gave 30 or more hours, and 20 dedicated volunteers contributed over 100 hours. Volunteers stepped into more ongoing positions than ever before, significantly contributing to every aspect of our organization.

These numbers only tell part of the story. Just as important is the laughter that fills the shop on Tuesdays, the camaraderie between longtime Holiday Bike Drive volunteers, and the sense that, while our volunteers support a community, they also create one of their own.



Greg Lee

VOLUNTEER PROFILE: Bob Wong

"I believe in the Community Cycling Center's mission and goals and the staff and my fellow volunteers provide wonderful team camaraderie. It's rewarding to see people excited and having fun when they get a new (to them) bike or enjoying a ride in the city."

2009 VOLUNTEER TO STAFF RATIO



Shop and Recycling

The Community Cycling Center neighborhood bike shop is a community resource. Each day we are busy refurbishing bikes for our earn-a-bike programs, helping community members get the most out of their bikes and redirecting used bikes from the landfill. During the evenings and weekends, maintenance classes and volunteer groups create community while celebrating the benefits of bicycling.

Bike Shop

In 2009, our knowledgeable bike mechanics kept our customers rolling at a time when low-cost transportation was incredibly important to our community. Our service became even more essential as many people began commuting by bike as a strategy to save money and get healthy. We focused on offering labor services and quick turnaround times to keep our neighbors safe and on the road. We exceeded our ambitious sales revenue goal by 12%, providing financial support for our community programs.

We continued to offer low-cost bicycle repair services for our customers, program participants, and neighbors, including free use of tools and a low-income commuter discount. We are committed to providing the mechanical guidance and tools that make bicycles and maintenance accessible to anyone who walks through our doors.

Recycling

Community members donated 2,747 bicycles at the bike shop and at collections around the Portland metro area in 2009. We redirected 1,560 of these bicycles back onto the road through our programs and bike shop. We responsibly recycled the remaining irreparable bicycles.

Due to overarching economic factors, the money per pound compensation we receive from recycling scrap metal shrank over 40% from 2008. However, we did not decrease our recycling activities displaying our steady commitment to responsibly recycling materials despite diminishing returns.

We have also made efforts to reduce the amount of waste produced in shop operations. Bulk inner tube and brake pad orders have cut down on the amount of cardboard and plastic packaging that the shop generates.

In 2010, we are working to increase community support for our reuse and recycling efforts with the launch of Salvage Sundays. Community members help us dismantle bicycles down to their recyclable parts and, in exchange, may purchase scrap materials for fifty cents per pound to support their creative projects. One person is building a robot, another came by to pick up wheels for a garden cart. We are proud to be a community resource for recycled materials.



Ben Latterell



Josh Tillinghast



Breesa Culver

STAFF PROFILE:

Sara Loreno, Shop Manager

“I love seeing folks on bicycles, smiling and sweating and making connections. I believe riding a bicycle is one of the most inspirational and meaningful experiences under the sun. Every day that I’m here, I connect with a diverse array of people that feel the same way. I feel fortunate to be a part of this community, to collaborate with individuals working so hard to affect change.”

WHAT WE RECYCLED



Steel: 44,210lbs



Tires/Tubes: 5,690lbs



Aluminum: 830lbs



Kim Oanh Nguyen

Community Cycling Center Staff

Back row (left to right)

Jonnie Ling, Service Manager
 James Keating, Used Inventory Coordinator
 Zan Gibbs, Adult Program Coordinator
 Brian Benson, Volunteer and Outreach Coordinator
 Forrest Scott, Mechanic
 David Kuch, Mechanic and Instructor
 Mychal Tetteh, Director of Shop Operations
 Sara Loreno, Shop Manager
 Benjamin Jaspers, Production Manager

Kim Whitney, Youth Program Coordinator
 Alison Graves, Director of Community and Programs
 Breesa Culver, Development and Marketing Specialist
 David Kurushima, Mechanic and Instructor
 Chris Hamann, New Inventory Coordinator
 Alice Pennington, Mechanic and Instructor
 Rich Walker, Mechanic and Instructor
 Nissy Cobb, Inventory Specialist
 David Cox, Mechanic

Front (left to right)

Gram Shipley, Mechanic and Holiday Bike Drive Bicycle Coordinator
 Carl Wilson, Mechanic

Middle row (left to right)

Susan Remmers, Executive Director
 Anne Lee, Administrator
 Laura Koch, Program Manager

On the cover: I ride portraits by Kim Oanh Nguyen and Caroline Smith. Visit www.CommunityCyclingCenter.org to learn more about the I ride campaign.

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Ben Swanson

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