



2010

ANNUAL REPORT

Strengthening community partnerships



**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.



A note from our leadership

Our vision is to build a vibrant community where people of all backgrounds use bicycles to stay healthy and connected.

What will it take to get there?

It takes **FLEXIBILITY**. In order to empower, not just serve, we shifted from a service delivery model to a community change model. We believe that this approach is the most effective way to identify and support community leaders as they work to make positive changes in their neighborhoods.

It depends on **COLLABORATION**. Solid partnerships based on mutual goals of improving community health and access to bicycling help us to do more together than we could alone. We developed two strong partnerships with affordable housing organizations and plan to add two more partners in 2011.

It requires **CULTURAL COMPETENCE**. We must be able to relate effectively to a wide range of community members. Last year we created an internal equity committee and began participating in the Center for Diversity and the Environment's Environmental Health Equity initiative to improve our organizational cultural competence. We aim to ensure that our programs and trainings are relevant to the increasingly diverse communities with whom we work.

It relies on **COMMUNITY**. We are a stronger organization because of generous supporters, talented volunteers, committed staff, and engaged partners. Thank you for the many ways you make us great and for all that you do to help us achieve our vision.

Safe riding,

Alison Graves,
Executive Director

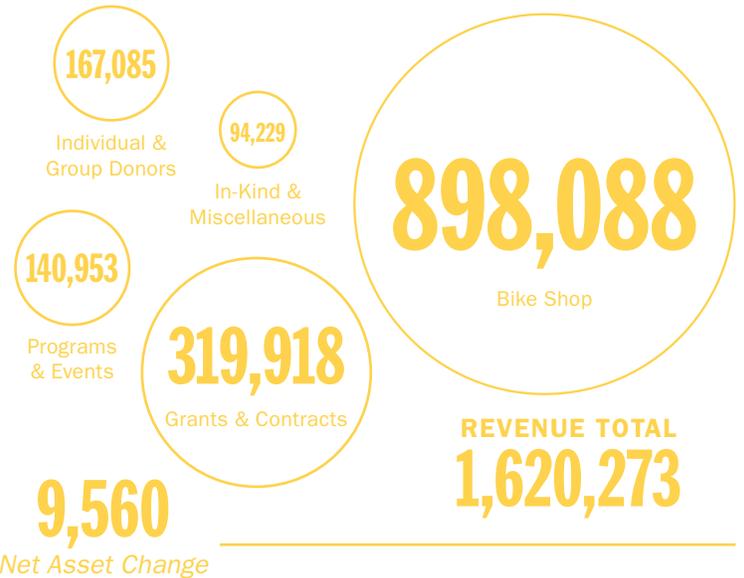
Holly Van Fleet,
Board Chair

2010 at a glance

- We **PROMOTED** the health and safety of **1,154 children** in our bicycle safety programs.
- We **ENCOURAGED** active transportation by teaching commuting and bike maintenance skills to **316 adults** through our adult programs.
- We **CREATED** safer streets by distributing **458 light** sets to unlit cyclists through our Get Lit program.
- We **NURTURED** community connections and service through our volunteer program, engaging **862 individuals** on projects as diverse as building bike storage, wrenching at Sunday Parkways, and snapping *I ride* portraits.
- We **REDIRECTED** more than **21 tons** of metal and rubber away from our landfills through our reuse and recycling program.
- We **CONVENED 53 people** to advocate for safer bicycling in their neighborhoods through Communities in Motion.

Financials

In 2010, we built our internal capacity by improving our financial accounting systems, developing a donor database, and leasing additional space adjacent to our bike shop, which will allow us to produce more bicycles for our programs while further engaging high-level volunteers.



Supporters

Our work is made possible by an incredible community of generous supporters. Hundreds of individuals, 68 businesses, and 11 foundations invested in our organization in 2010. To our delight, many businesses took a creative approach to fundraising last year by mobilizing their customers and communities to support our work through special promotions and events. We are grateful to receive such imaginative support from our stellar donors.

Families & Foundations

The Bill Healy Foundation
Cycle Oregon Fund of The Oregon Community Foundation
The Gary M. Anderson Childrens Foundation
Juan Young Trust
Kaiser Permanente Community Fund of the Northwest Health Foundation
Kaiser Permanente Special Initiatives
L'Chaim Donor Advised Fund of MRG Foundation
Livingston Family Foundation
Nike Employee Grant Fund of The Oregon Community Foundation
O'Callaghan Family Foundation
OCF Joseph E. Weston Public Foundation
Raymond Family Foundation
Rotary Club of Portland
Sharon M. Fekety Fund of the Oregon Community Foundation

Government Contracts

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

Businesses & Organizations

Adidas America
Alberta Street Business Association
Bike Gallery
Bob's Red Mill Natural Foods, Inc.
Cyclone Bicycle Supply
DKS Associates
DK Whitaker Engineering
Fairway America
Good Sport Promotion
Grand Central Bakery
Hewlett-Packard
IBM Employee Services Center
Intel Volunteer Grant Program
Kristin Lensen Consulting
Laurelwood NW Public House
Merrill Lynch & Co. Foundation, Inc. Matching Gift Program
NedWater
Nike Factory Store
Nossa Familia Coffee
ODS
Old Spaghetti Factory International, Inc.
OnPoint Community Credit Union
PGE - Employee Giving Campaign
Portland Wheelmen Touring Club
Radio Room
REI
Research Into Action
River City Bicycles
Schwab Foundation
Standard Insurance Company
Stoll Berne

Stumptown Acupuncture
Swanson, Thomas & Coon
Team Estrogen
Tektronix Foundation
The Regence Employee Giving Campaign
two leaves and a bud tea co.
urbanMamas.com
Waggener Edstrom Worldwide
Whole Foods - NE Burnside

In-kind Businesses & Organizations

Alberta Co-op Grocery
Alta Planning + Design
Asean Corporation
Bike Gallery
Black Star Bags
Christenson Electric, Inc.
Cycle Oregon
Easy Street
Fuel Café
Great Harvest Bread Co.
Hopworks Urban Brewery
Hot Lips Pizza
J&B Imports
Legacy Emanuel Hospital
New Seasons
Nike
North Portland Veterinary Clinic
Penske Truck
Pie Footwear
Russell St. Barbecue
Salesforce.com
Smoke and Mirrors
Solid Core Training
Sound Guy Productions
Tazo Tea
Tin Shed Garden Café
Trail Blazers
Trauma Nurses Talk Tough
Willamette Week
Zipcar

Individuals

\$2,500+
Anonymous
Jay Graves
Todd Littlehales
Kim & Don Wilson

\$1,000-\$2,499

John Beaston
Mia Birk
Rex Burkholder & Lydia Rich
Jim Cavanaugh
Paul Dockter
Pete Erickson
James Fitzgerald
Stephen Gomez
Alison Graves
Michael & Francie Royce
Nola Wilken

\$500-\$999

Anonymous
Dave & Annette Armstrong

Thomas & Shelley Batty
Bob Chrismer
Jessica Durand
Duane Farnham
Glenn & Lisa Fithian-Barrett
Robert & Roje Gootee
Joe Greulich
Jennifer Heldmann & Mcpherson Beall
Ben Jeffries
Richard Kaiser
Neil Kimmelfield
Jay & Tina Lamb
James Larson
Sally Leneve
Kenneth Lucas
Deb & Erich Meihoff
Carol Orange
Roopal Patel
Mark Siegel & Jean Wilson
George & Marilou Waldmann
Deborah & Mike Whitney

\$250-\$499

Tom Anderson
Anonymous
Barb & Dan Benson
Earl Blumenauer
Ralph Cohen & Alice Bergman
Breesa Culver
John Dwork
Bart & Jill Eberwein
Reginald Eklund
Matt Ethridge & Nancy Prior
Sarah Eustis, Andrew Meeks and Wedding Guests
Barbara Fitzgerald
Tom Gainer
Donald Geddes & Mona Todd
Gabriel Genauer
Laura George
Robert Grim
Lindy & Colleen Jones
Daniel Kaempff
Sara Kobak
Randy Miller
Gary & Darlene Miller
Carol & Todd Morrison
William O'Malley
Timothy Pepper
James Peters
Jennifer Pratt
Patti Rawe
Robin Richardson
Jennifer Rose
Charles Safford
Larry Shatuck & Kim Carlson
Sarah Bailen Smith
Steven Sobella
Kathryn Sofich
Maria Valls
Holly Van Fleet
Connie White
Dave Williams



DONOR PROFILE

Kristin Lensen and David Whitaker

"We are inspired by your commitment to improve people's lives through creative and innovative ways, helping folks to use bicycles to improve their health, have cheap transportation options, spend more time with their families, and have a great time exploring their community."

"I support the Community Cycling Center because I believe it's important to teach safe cycling to young people."

– 2010 supporter



This list reflects gifts received between January 1st and December 31st, 2010. Please visit our website for a complete list of donors.



PARTNER PROFILE

Claudia Gonzalez, Hacienda Bike Committee Member

“Con bicicletas nuestros hijos ahora tienen un mejor acceso a la actividad física, hacen más ejercicio y están más saludables. Sin embargo, todavía hay mucho por hacer para crear lugares seguros para ellos y de dar confianza a los padres. Espero que a través del Community Cycling Center podemos crear muchos cambios en el barrio.”

“With bicycles, our children now have better access to physical activity, exercise more and they’re healthier. But there is still more to do to create safe places for them to ride and to give parents confidence. I hope that through the Community Cycling Center we can create many changes in the neighborhood.”

Community discussion at Bikes for All at New Columbia in August. Photo: Ben Latterell.

Volunteers wear hair nets while fitting helmets so the kids don’t feel silly at Bikes for Kids. Photo: Joel Schneider.

This way to the bike rodeo at Bikes for Kids. Photo: Joel Schneider.



Community Outreach

In 2009 we reached out, conducted community based research and initiated new partnerships. In 2010 we focused on strengthening those partnerships. We reflected seriously on what it means to be a good neighbor and how we can connect low-income families and communities of color to programs and policies that make bicycling more accessible. Along the way, we learned to bring our curiosity, flexibility, and creativity to meet community members where they live, work, learn, and play.

Communities in Motion

Building on the momentum of the *Understanding Barriers to Bicycling Project* community needs assessment of 2009, we formalized our partnerships with Hacienda Community Development Corporation (CDC) and New Columbia in 2010. With funding from Kaiser Permanente and the Northwest Health Foundation, we’ve built strong relationships with these affordable housing partners and piloted new approaches to help families overcome their barriers around cost, safety, and riding.

Through Communities in Motion, we tailored our existing programs and introduced two new events to provide youth and adults with a mix of opportunities to gain skills, knowledge, confidence, and bicycles. We held two successful Bikes for Kids events, miniature Holiday Bike Drives held in the summer on-site at our partner communities. We also convened a community conversation, Bikes for All. At the event, New Columbia residents sat down with staff from the Oregon Department of Transportation, the Portland Bureau of Transportation, OPAL Environmental Justice, and other local and regional leaders and activists to discuss better ways to work together to help low-income families and people of color gain access to bicycling and its benefits.



Bike committees

In the fall, we helped organize two resident-led Bike Committees at Hacienda and New Columbia. Each group meets monthly to organize bicycle-related activities and provide input on projects in their neighborhoods.

To date, the Bike Committees have provided feedback to the Portland Bureau of Transportation on recommended routes and activities for the 2011 North Portland Sunday Parkways and prioritized routes for future neighborhood greenway designations. The Hacienda Bike Committee conducted a PhotoVoice project to document the barriers to physical activity in their affordable housing community.

By introducing tools like PhotoVoice and making connections to city staff, we are working to empower community leaders like Claudia who are passionate about creating safe and active transportation and recreation options for their families.



Youth Programs

2010 was a year of innovation, growth, and learning. We collaborated with schools, bike industry folks, and allied nonprofits to provide an educational and engaging experience for program participants. The educational experience continues to improve, thanks to a strong team of returning instructors and volunteers. To ensure a safe and fun experience for youth in our programs, we also incorporated input from participants, their families and our program partners.

Bike Club

In the spring and fall of 2010, we empowered 144 4th and 5th graders with safety skills, bikes, and confidence in our after-school Bike Club program. Students worked hard to earn their own bikes, helmets, locks, and tools. We expanded the program to three new sites, including Harvey Scott and Faubion Elementary schools and University Park Community Center, with the support of the Autzen Foundation, the Juan Young Trust, and the Bill Healy Foundation. We also continued to offer Bike Clubs with existing partners James John, Woodlawn, King, Vernon, and Rigler elementary schools with support from the Portland Children's Levy.

With a strong team of talented instructors, we updated lessons in order to better engage students. One mechanical lesson took the form of a relay race, breaking down the large task of removing a wheel and patching a tube into smaller lessons. The kids were delighted to realize that they had learned the steps while having a blast!

Holiday Bike Drive

In December, we provided 353 children with refurbished bicycles, engaging bike safety lessons and new helmets at the Holiday Bike Drive. Now in its sixteenth year, the event just keeps getting better, and that is a testament to our outstanding volunteers and program partners.

We work with an experienced, enthusiastic crew - 150 of the 281 Holiday Bike Drive volunteers had volunteered at previous events. As one longtime volunteer noted, "I look forward to the Holiday Bike Drive all year; it's the best part of the holidays." This year, we solicited feedback from these core volunteers before the event, then redesigned our trainings based on their recommendations.

The event, as ever, would not have been possible without our strong partnership with Trauma Nurses Talk Tough, who donate helmets and helmet-fitting expertise, and Legacy Emanuel hospital, who donate the space.

Bike Camp

More than 500 children learned hands-on riding and safety lessons in a safe and supportive environment during Bike Camp. In addition to our regular sessions, we also offered off-site camps at Cycle Oregon Weekend and in southeast Portland in partnership with the Oregon Museum of Science and Industry. Thanks to generous individual supporters and a grant from the Gary M. Anderson Children's Fund, we were able to provide 14 Bike Camp scholarships to children from low-income families.

BIKE CLUB PROFILE

April, Fall 2010 Faubion Elementary Bike Club graduate

One of our most mechanically gifted Bike Club participants, April found her niche assisting her fellow students during bike safety lessons.

April still rides around her neighborhood, bunny hopping off curbs. What did she enjoy the most about her time in Bike Club?

"Going to parks and learning mechanical stuff."

"No one else (including me) has been able to get my children to ride safely on the road besides the great instructors at Bike Camp. My children have even taught me a thing or two about safety after attending. I love how much exercise they are getting while at the same time learning to use a bicycle for transportation."

– Bike Camp Dad

Clambering onto a new bike at the Holiday Bike Drive. Photo: Greg Lee.

Beaming faces after a day in the saddle at Cycle Oregon Weekend Bike Camp. Photo: Lucas Balzer.



CREATE A COMMUTER PROFILE
Veah, 2010 workshop participant

"The Create a Commuter program gave me the tools to become mobile and find my way through the city safely—it gave me all the tools to be a competent rider."



VOLUNTEER PROFILE
Connie White, Bicycle Maintenance Class Assistant

"I love the Community Cycling Center's mission and want to support it in all ways that I can. I get a huge kick out of the folks in the shop and really enjoy hanging out and learning from these expert gear heads."

NAYA Create a Commuter participants learn how to navigate Columbia Boulevard. Photo: Sam Lee.

Rich explains the intricacies of hubs during an Advanced Bicycle Maintenance class. Photo: Lucas Balzer.

Veah photo: Sam Lee.



Adult Programs and Volunteers

Our adult programs empower everyone, from weekend neighborhood rambblers to low-income adults experiencing huge life transitions. Whether participants are learning how to true a wheel in a Maintenance Class or learning the rules of the road in a Create a Commuter workshop, we aim to impart new skills and greater confidence.

Create a Commuter

We provided 173 completely refurbished commuter bicycles to adults enrolled in workforce development at 13 different social service agencies. Each five-hour workshop includes learning the rules of the road, two practice rides, map reading skills, wheel removal, and flat tire repair tips.

We introduced five new partner agencies, and we tweaked our curriculum to better engage participants. One of our new partner agencies is the Native American Youth and Family Center (NAYA), where, last November, we worked with an extremely enthusiastic group of adults who successfully located and navigated safe routes in a high traffic area.

CREATE A COMMUTER PARTICIPANTS USE THEIR BICYCLES FOR



Classes

We offered a total of 13 Bicycle Maintenance Classes, teaching 144 individuals how to maintain their rides. We provided our instructors with additional training on engaging and dynamic teaching practices that earned them rave reviews. Our classes sold out over and over, and we could not keep up with the demand for the Women's Basic Bicycle Maintenance Class! This year we've added more Women's Maintenance classes and hired three new instructors.

Volunteer program

Over the course of 2010, 862 volunteers gave 10,824 hours in support of our work. Volunteers rode with every Bike Club, co-facilitated every Create a Commuter workshop, and co-taught each Bicycle Maintenance Class. In addition to cleaning and refurbishing every single bike destined for the Holiday Bike Drive, volunteers left their mark on the shop by harvesting parts from donated bikes, processing wheels, wrenching on Bike Club bikes, and much more.

2010 found us bringing our programming to where people live, work and play, and volunteers were there every step of the way. 84 volunteers joined us at the two Bikes for Kids events that brought 142 bikes and helmets to kids living at New Columbia and Hacienda CDC. Volunteers not only supported these events, but participated in evaluation sessions that have significantly influenced the way we approach our work in the community.

At the foundation of all of these achievements were the 79 dedicated volunteers who each contributed more than 30 hours over the course of the year. We are now building out our new space at 1714 NE Alberta with a goal of further engaging these folks and encouraging others to follow their lead. In 2011, look for these superstars at the shop, at the forefront of our community outreach, and at the center of our work.



Shop and Recycling

Our neighborhood bike shop remains the focal point of the Community Cycling Center. It is where we hold classes, host volunteer groups, provide bicycles and repair services, and recycle tons of metal and rubber.

Bike shop

We strive to be the most welcoming bike shop in the best bicycling city in America, and 2010 saw us moving closer to that goal.

Last year saw some of the hardest economic times for many in our community. This forced us to redouble our efforts to deliver value to our neighbors while facing our own budgetary constraints. In response, we reached out to those communities disproportionately affected by economic hardships while delivering on our mission with even greater fiscal responsibility.

The biggest change in 2010 came in August, when we assumed the lease of a neighboring storefront at 1714 NE Alberta. We have long been constrained by our limited square footage at 1700 NE Alberta, and our new workshop effectively doubled our space. The space at 1714 will be dedicated to program bike production and will allow us to respond to community needs by building more bikes for programs and for sale in 2011.

Recycling in 2010

If we can't find a way to reuse materials—metal frames, rubber tires, plastic bags and more—we route them to someone who can or seek out, as a last resort, smart recycling options. In addition to putting 1,641 bikes back on the road through our programs and shop, we recycled over 50,000 pounds of donated materials.

WHAT WE RECYCLED

928

Pounds of aluminium

7,305

Pounds of rubber

34,720

Pounds of scrap metal

Last winter, we introduced Salvage Sundays, a sale of donated materials we were unable to use, and the community responded enthusiastically. The ever-creative folks who consistently pick up parts at Salvage Sundays helped us redirect about 2,000 pounds of materials away from the recycling bins and toward all sorts of artistic projects, including tall bikes and garden art.

We take environmental stewardship seriously. Following every Salvage Sunday, a group of committed volunteers drops in to help us responsibly recycle every remaining bike and part.

STAFF PROFILE

Zan Gibbs, Adult Program Coordinator

"I truly believe in being the change you want in the world, and using the bicycle as not only a tool for transportation, but a method of community building. I am moved daily by the work that we do in the community and by the people who come together in our programs."

"I really like the fact I can get good quality parts and assistance at a good price while supporting a local nonprofit."

– Shop customer

Volunteers work together to construct Holiday Bike Drive bicycle storage. Photo: Brian Benson.

Getting dirty is half the fun of wrenching in the bike shop. Photo: Katy Cannatelli.

Zan photo: Sam Lee.



Community Cycling Center Staff, March 2011 Above, left to right:

Gram Shipley, Mechanic + Holiday Bike Drive Bicycle Coordinator
Carl Wilson, Mechanic
Melinda Musser, Communications & Marketing Manager
Breesa Culver, Development Manager
David Kuch, Mechanic + Instructor
James Keating, Used Inventory Coordinator
Patrick Loftus, Seasonal Mechanic
Alice Pennington, Mechanic + Instructor
Zan Gibbs, Adult Program Manager
Evan Burgad, Seasonal Mechanic
Kim Whitney, Youth Program Manager
Brian Benson, Volunteer & Outreach Manager
Rich Walker, Mechanic + Instructor
Alison Graves, Executive Director
Jim Ashley Walker, Mechanic

David Cox, Mechanic + Instructor
Jessica Bull, Office & Programs Support Coordinator
Mychal Tetteh, Director of Shop Operations
Jonnie Ling, Service Manager
Anne Lee, Deputy Director
Randi Orth, Outreach Coordinator
Benjamin Jaspers, Production Manager
Nickey Robare, Social Media Specialist
David Kurushima, Mechanic + Instructor
Laura Koch, Program Director
Nissy Cobb, Inventory Specialist
Christopher Hamann, New Inventory Coordinator
Not pictured:
Forrest Scott, Mechanic

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- **Kathryn Sofich**, Metro

• Staff photo: Ben Latterell

• ON THE COVER: (Clockwise, from top left) Holiday Bike Drive, photo: Joel Schneier; volunteer night, photo: Dan Sloan; Bike Camp, photo: Joseph Rosevear; Create a Commuter, photo: Katy Cannatelli; Bikes for Kids, photo: Joel Schneier.

2010 Advisory Board

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