Community Cycling Center

ANNUAL REPORT

Building a strong foundation

2011
In 2011, we shifted our organizational focus from direct service delivery to community change. We listened to champions in our partner communities and helped them identify their bicycling dreams, and we learned that these dreams are all about healthy transportation options, low-cost bikes and maintenance, safe places for kids to play, and employment pathways for youth. By the end of the year, we had channeled this learning into a new strategic vision that positions us more than ever to ensure that the benefits of bicycling are accessible to everyone, regardless of income. Here are just a few highlights of the past year:

**FOCUS ON CULTURAL COMPETENCY** Given our increased focus on building capacity in multicultural communities, we invested in improving our organizational cultural competence. We held staff trainings to increase our skills, knowledge and confidence working with diverse communities and we completed a two-year equity audit process with the Center for Diversity and the Environment.

**COMMUNITY PARTNERSHIPS EXPANSION** We began working with a new community partner, the Native American Youth and Family Center (NAYA). Their staff, volunteers, and broader community brought so much enthusiasm and passion to our shared work, and we are thrilled to deepen our partnership in the coming years.

**STRATEGIC THINKING** We adopted a three-year strategic plan, with the goal of building an inclusive bicycle economy in Portland. We will start with our organization then work with others in the bike industry to make a bigger shift.

In 2012, we are looking forward to helping Hacienda and New Columbia community members lead bicycle safety and maintenance clinics in their respective neighborhoods. We will also be taking concrete steps toward a more inclusive bicycle economy, by working with community partners to create pathways to employment for underserved youth.

With your support, we have built a strong foundation for the next three years. Thank you and we hope you enjoy the stories in these pages!

Warm regards and safe cycling,

Alison Graves, Executive Director
Kathryn Sofich, Board Chair

Three milestones marked our financial success in 2011. First, we renovated our bike shop, doubling our presence on Alberta Street and creating a more customer-friendly space. Second, despite a wet spring and sagging economy, we had an incredible year of bike sales, which allowed us to self-fund some of our programs. Third, thanks to our supporters, we had a successful year-end fundraising campaign. The generosity of our supporters, paired with responsible fiscal management, allowed us to end another year strong.
Our incredible supporters

Our work is made possible by the generous support of hundreds of businesses, individuals, and grant makers. This list reflects gifts received between January 1st and December 31st, 2011. Please visit our website for a complete list of donors.

**Families & Foundations**
- Apple Lane Foundation
- The Autzen Foundation
- Bikes Belong
- Bullitt Foundation
- The Coon Family Foundation
- Harbor Oaks Foundation
- Hoover Family Foundation
- Lineberger Foundation of Oregon
- Lucky Seven Foundation
- Napa Valley Community Foundation
- Nike Employee Grant Fund of The Oregon Community Foundation
- OCF Joseph E. Weston Public Foundation
- Oregon Public Health Institute
- PGE Foundation
- Raymond Family Foundation
- Sharon M. Feteky Fund of the Oregon Community Foundation
- Tikun Olam Fund

**Government Contracts**
- Portland Bureau of Transportation
- Portland Children’s Levy
- Trimet/Job Access Reverse Commute

**Business Supporters**
- Adidas America
- Asean Corporation
- Banns & Genauer Construction, Inc.
- bicycletaxtorney.com
- Bike, Walk, Vote
- Bob’s Red Mill Natural Foods, Inc.
- CH2M HILL
- Clean It Up Mark!
- corks: a bottle shop
- CTS Language Link
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- ODS
- Old Spaghetti Factory International, Inc.
- OnPoint Community Credit Union
- Patagonia-Portland
- Portland Design Works
- Portland Tandem Club
- Portland Wheelmen
- Research Into Action
- Resource Recycling
- Ridekick

**In-kind Business Supporters**
- Asean Corporation
- Beavertonfreight Services
- Bicycle Transportation Alliance
- Cycle Oregon
- Cyclone Bicycle Supply
- Doro Café & Taverna
- Easy Street
- Fallback Technologies
- Grand Central Bakery
- Great Harvest Bread Company
- Hot Lips Pizza
- Indigo Editing
- Lagunitas Brewing Company
- Legacy Emanuel Hospital
- New Seasons
- North Portland Veterinary Hospital
- Nossa Familia Coffee
- Nutcase
- Patagonia-Portland
- Penske Truck
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- REI
- Russell St. BBQ
- Stack Architecture
- Tin Shed Garden Café
- Trauma Nurses Talk Tough
- TriMet
- United Bicycle Institute
- Willamette Week Give!Guide Zipcar

**Individuals**

**$250–$499**
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- Paul Dockter
- James FitzGerald
- Alison & Jay Graves
- Todd Littlehales
- Kim & Don Wilson
- Steven Brown
- Patrick & Margot Coulgill
- Breesa Culver
- Barbara Fitzgerald
- Tom Gainer
- William Glass
- Michael Gohman
- Robert & Roje Gootee
- John Hatfield
- Gregory Haun
- Wendy & Roger Johnson
- Greg Lee
- Kenneth Lucas
- Gary & Darlene Miller
- Dennis Moran & Betsy Hayford
- Carol Orange
- Michelle Poyourow
- Mark & Mary Roberts
- Renee Rutz & Robert Zbedski
- Charles Safford
- Larry Shatuck & Kim Carlson
- Sarah & Don Smith
- Jocelyn SyCip
- Tom Usher
- Maria Valls & Bud Hartley

**$500–$999**
- Tom Anderson
- Anonymous
- Francis Barnwell & Virginia Quinn
- McPherson Beall & Jennifer Heldmann
- Bryce Buckley
- Barbara Buechle
- Bob Chrismer
- Ralph Cohen & Alice Bergman
- Glenn & Lisa Fithian-Barrett
- James Gibson
- Greg Hatton
- Susan Hayden
- Bob Hefferman
- Lindy & Colleen Jones
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- Neil Kimmerfield
- Jennifer Leonard
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- Deb & Erin Melihoff
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- Michael & Francie Royce
- Chris Smith
- Kathryn Sofich
- Holly Van Fleet & Angie Stein
- George & Marliou Waldmann
- Margaret Weddell
- Mike & Debbie Whitney
- Jean Wilson & Mark Siegel
- Stacy Wilson

**$250–$499**
- Eriq Abrams
- Lynnette Anderson
- Jennifer Andres
- Anonymous
- Dave & Annette Armstrong
- Jenna Beh
- Barb & Dan Benson
- Earl Blumenauer
- Steve Brown
- Patrick & Margot Coulgill
- Breesa Culver
- Barbara Fitzgerald
- Tom Gainer
- William Glass
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- Charles Safford
- Larry Shatuck & Kim Carlson
- Sarah & Don Smith
- Jocelyn SyCip
- Tom Usher
- Maria Valls & Bud Hartley
- Dave Williams

**DONOR PROFILE**

**Erik and Carol Deeter, Cyclone Bicycle Supply**

“We strongly believe in the health, economic and transportation benefits that cycling provides. It is an honor for us to support and take part in this mission through financial support, volunteer work, and education.”

—Lois Leveen, donor
In 2011, we celebrated our evolving community partnerships and planted the seeds for bigger collaborative projects. We launched a successful, springtime I Ride media advocacy campaign, worked with residents at Hacienda and New Columbia to organize summer bicycle activities in their neighborhoods, and closed the year by bringing together a diverse group of partners to design infrastructure projects that will make bicycling more accessible.

I Ride Media Advocacy
With help from our amazing volunteer photographers, we captured portraits of residents at New Columbia and Hacienda for 26 beautiful I Ride posters. Beginning in May, the portraits appeared on 15 TriMet bus benches throughout north and northeast Portland, and we estimate that over 5,000 individuals saw the campaign. Health behavior research shows that the more people see individuals like themselves engaging in healthy activities, the more likely they are to try and adopt those behaviors. The I Ride images, coupled with our youth and adult programs in these neighborhoods, have helped to broaden perceptions about who rides bicycles and why.

In the spring, Muna Farah, Hacienda’s Family Support Coordinator who was featured in the campaign, learned how to ride a bicycle with help from volunteer Helen McConnell. Muna learned to ride in time to be eligible to participate in a Create a Commuter workshop. Now Muna keeps her bike at work, so she can ride with kids in her program and act as a positive role model for youth and families.

Community Initiatives: Bike Storage, Summertime Rides, Pump Track, and Repair Hub
At Hacienda, we continued to support a group of residents who, through a committee known as Andando en Bicicletas en Cully (Riding Bikes in Cully), promoted bicycle activities in their neighborhood. The group completed a PhotoVoice project that documented the lack of safe bike storage within their affordable housing community. In 2012, they will organize a neighborhood bike census to demonstrate storage needs, and will also begin researching design options and raising funds for the project. We hope the bike storage challenge and solutions at Hacienda will become a model for how to retrofit other multi-family affordable housing developments with amenities that support active living.

At New Columbia, we trained three community members, all former Create a Commuter graduates, to lead group rides. Through We All Can Ride, a grassroots group committed to promoting bicycling at New Columbia, these bicycling champions led a total of 11 summertime rides, exploring parks and other destinations with kids from the neighborhood.

More and more kids and adults have been riding bicycles at New Columbia, and in 2011 residents identified a need for tools and resources to keep the bicycles in good repair, as well as a place where kids could go to learn about bike safety. Over the course of the year, we worked with community members to weigh different options, and we arrived at the idea of a bicycle repair shed and pump track. In the fall, we began working with We All Can Ride, Home Forward, Village Gardens, Northwest Trail Alliance, Verde, and other community partners and residents to develop the vision, raise funds, and build community support. We aim to complete the first phase of this exciting project in the summer of 2012.

Community Outreach

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Youth Programs

In 2011, we helped 1,296 kids ages 3–16 build skills and confidence through our youth programs. This year’s successes would not have been possible without strong collaboration with our partner organizations and enthusiastic support from participating families.

Holiday Bike Drive

From January to December, over 700 volunteers contributed more than 6,000 hours to make the 17th annual Holiday Bike Drive possible. In December, 465 kids rode away from the Holiday Bike Drive with their first bikes, shiny new helmets, and ear-to-ear grins. Thanks to the committed volunteers and partner staff who fitted helmets, adjusted training wheels, registered kids, and taught safety lessons in four different languages, this year’s event was incredibly smooth, fun, and well-attended. 91% of registered families arrived to choose bikes – this is the best turnout we’ve ever experienced and a result of close collaboration with trusted partner agencies.

Bike Club

In the spring and fall, we offered after-school Bike Clubs for 4th and 5th graders in seven schools and one community center. 124 students earned bicycles, helmets, locks and flat fix tools, and gained the skills to be safe and self-sufficient on their new wheels. In collaboration with our community partners, including Self Enhancement Inc., Lifeworks NW, IRCO, Impact NW, and Portland Parks and Recreation, we attended school events where we connected with parents and teachers, further weaving Bike Club into the fabric of the school culture. At several Bike Club locations, proud family members turned out in droves for final graduation ceremonies. Their attendance and enthusiasm turned these celebrations of individual achievements into inspirational community events.

Bike Camp

Most kids enter our Bike Camps with basic riding skills, but many are apprehensive about riding on the road. Through lessons on basic bike repair, fun activities about bike and personal safety, and expertly-led group rides, we helped 585 youth gain the knowledge and experience to ride confidently. And thanks to generous support from Nike and Russell Street BBQ, we were able to offer scholarships to 39 kids from families with low incomes.

Our partnerships added so much to last summer’s camps. Friends of Trees, Icicle Tricycles, Gracie’s Wrench, Sugar Wheel Works, Growing Gardens, and the Columbia Slough Watershed Council are just a few of the incredible organizations who spent time connecting with our campers. We were especially thrilled to work with Self Enhancement Inc. to welcome an intern onto our instructor team. Nyesha did an amazing job, and we appreciated her enthusiastic support.
In 2011, we helped hundreds of individuals earn bicycles, learn to ride safely, and gain the skills and confidence to do their own maintenance and repairs. And thanks to our close relationships with NAYA, Hacienda, and New Columbia, we were able to pair Create a Commuter workshops with youth programs like Bike Club and Holiday Bike Drive, to enable entire families to ride together.

Create a Commuter

In 2011, we focused on working with our most committed partner agencies from 2010, and had another amazing series of workshops. We offered eleven in total, nine of them with long-time partners. We had great success with each of our new partners, and were especially excited about our workshop with Hacienda and Easter Seals. This was the first time we offered the program in Spanish, and it included members of Hacienda’s Andando en Bicicletas en Cully. Over the course of the year, we empowered 176 adults to commute to work by bike. We also provided, for the first time, brand new bikes to participants.

Get Lit

Thanks to generous funding from the Portland Bureau of Transportation, we provided 422 unlit riders with new lights. Our staff and enthusiastic volunteers set up Get Lit mini-events in a dozen different neighborhoods, under sunny skies and torrential downpours, to keep people safe on their commutes.

Classes

We built out our new shop space so that it could function as both a production facility and classroom. We reduced the class size to eight students, enlisted additional volunteer support, and designed new, easy-to-understand tool boards. These changes have created an ideal learning environment, and over the course of the year, 110 adults took full advantage, learning how to fix flats, true wheels, replace cables, and keep their bikes in tip-top shape.

Volunteers

The volunteer program soared to new heights in 2011, with 946 volunteers giving a total of 12,304 hours. Volunteers expertly supported all of our programs, and showed inspiring leadership by taking on big projects and new positions in our freshly redesigned bike shop.

Our Tuesday Drop-In Nights truly blossomed, with an average of 29 people attending each week, including an ever-increasing number of certified Holiday Bike Drive Mechanics who train and support new volunteers. 438 volunteers supported offsite outreach events, leading everything from the Helmet Egg Drop to bike rodeos. It’s no wonder that a record 96 volunteers contributed 30 hours or more, and 29 gave over 100 hours.

During the bike shop’s massive makeover, our skilled volunteers were with us every step of the way. With a new space came new opportunities, including the Guest Mechanic Program. Within months of the program’s launch, 28 volunteers were building their skills while refurbishing multi-speed bikes for Bike Clubs, checking in wheels for the bike shop, and assembling new bikes for the Create a Commuter program. As we enter 2012, the majority of program bikes and wheels are now built by volunteers!
For years, our shop had been bursting at the seams. When we were given the opportunity to expand our shop, and by association our capacity to provide friendly, affordable bike repair, we were thrilled!

2011 saw the complete remodel of our space on Alberta Street and the build-out of our newly-acquired workshop a few doors down. We opened up our retail space and filled it with even more great new and used inventory. In our new workshop, we initiated the Guest Mechanic Program and made good use of the increased production space. As a result, we increased production and sales of refurbished bikes by 40%, and merchandised and sold 9% more than 2010 (almost double the previous year’s growth). Also, we finally got a kitchen!

The expansion has allowed us to create a more welcoming shop environment, and we are excited about hosting interns from our partner agencies in 2012. The shop has long been a place of learning and empowerment, and we are excited to have the space to create new opportunities that fully reflect both our mission and our roots.

Recycling & Reuse

It’s impossible to talk about our recycling and reuse efforts without mentioning our volunteers. With the support of 75 volunteers, who gave over 1,000 hours, we were able to collect 2,661 bicycles and recycle 31,643 pounds of metal, 8,437 pounds of rubber, and over a ton of paper, plastic and glass.

These numbers are just part of the story. We’re proud that we have been recycling less and less metal since 2007, because we have increased our capacity to reuse more bikes in our programs and our shop. And this year, our “50¢ per pound” Salvage Sundays rerouted 9,500 pounds of would-be-recycled bikes and parts to community members who turned them into freakbikes, art projects, garden trellises, and other awesome re-inventions.

We strive to be leaders in reuse and recycling. In the coming year, we’re excited to find more ways to reuse bikes and parts, and plan to involve volunteers every step of the way.

STAFF PROFILE
Christopher Hamann,
Retail Supervisor

“I work here because the Community Cycling Center attracts the best people. Everyone is here because they are passionate about bikes and accessible transportation. They care about the bigger picture and are always looking forward, thinking about what they can do even better. Who wouldn’t want to work where everyone loves what they do?”

We have patronized the Community Cycling Center since it opened on Alberta years ago. Our daughter has learned to ride and to improve her biking skills on two of your refurbished bikes. You are a great asset to this community.”

– Elizabeth Bilyeu & Tim King

Sunday volunteers help us tear down bikes too worn out for repair. Photo: Becca Quint.

New bilingual signs in the shop. Photo: Nickey Robare.

Our new workshop at 1714 NE Alberta St. Photo: Nickey Robare

Staff profile photo: Chad Berkley
The Community Cycling Center is a nonprofit organization founded in 1994 in northeast Portland.

Our mission is to broaden access to bicycling and its benefits.

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

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

Community Cycling Center Staff, March 2012

(Standing, left to right)
Gram Shipley, Used Inventory Coordinator
Brian Benson, Community Engagement Director
Alison Graves, Executive Director
Melinda Musser, Communications & Marketing Manager
Evan Burgad, Mechanic & Holiday Bike Drive Production Coordinator
Forrest Scott, Mechanic & Instructor
Britt Appleton, Social Media Specialist
Breesa Culver, Development Manager
Jonnie Ling, Bike Shop General Manager
Jim Ashley-Walker, Mechanic
Laura Koch, Program Director
Patrick Loftus, Retail Service Manager & Create a Commuter Production Coordinator
James Keating, Production Manager
Anne Lee, Deputy Director
Carl Wilson, Mechanic

Randi Orth, Volunteer & Outreach Coordinator
Rich Walker, Mechanic & Bike Club Production Coordinator
Christopher Hamann, Retail Supervisor
David Kuch, Mechanic & Instructor
Alice Pennington, Mechanic & Instructor
Lara Sheets, Program Support Specialist
David Cox, Mechanic & Wheel Production Coordinator
Zan Gibbs, Adult Program Manager

(Kneeling, left to right)
David Kurushima, Mechanic & Instructor
Nissy Cobb, New Inventory Specialist

(Not pictured)
Benjamin Jaspers, Seasonal Mechanic
Timothy Weeks, Seasonal Mechanic
Kim Whitney, Youth Program Manager

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Jennifer Pratt, Oregon Primary Care Association

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Sarah Bailen Smith, Nossa Familia Coffee
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Holly Van Fleet, Chair, REI

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