



# 2017

## ANNUAL REPORT

### MOVING FORWARD







# 2017

## ANNUAL REPORT

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being  
Green!  
rta.org

# LETTER FROM THE EXECUTIVE DIRECTOR

## Greetings Friends of Bike Miami Valley!

Reflecting on 2017 makes me thankful for the great legacies we get to build upon in our community. Many of our current regional bicycle assets are thanks to the many years of hard work from generations ago. A particular honor was to recognize the work of Ed Dressler at the 2017 Cycling Summit in Greene County at Wright State University. His continued work on what we now call the Nation's Largest Paved Trail Network is indisputable, and his passion for that work lives on today.

It's the work of Ed and many others that make our region an outdoor destination. It was Bike Miami Valley's great pleasure serve on the committee for the 2017 International Trail Symposium. The event builds upon recent marketing efforts to show off our region and put us on the outdoor recreation map. Bike Miami Valley staff chaired two committees for the International Trail Symposium planning team and offered free Link passes for attendees. The event drew 900+ trail professionals and exhibitors from around the globe to experience our trail networks. The conference also contributed to one of Link: Dayton Bike Share's biggest week days with conference attendees taking more than 200 trips.

Speaking of our beloved bike share, Link continues to make a difference in the lives of thousands of people across the Miami Valley, and next year the system will get the chance to be even more accessible. With a grant from the Ohio Department of Transportation, we'll be able to offer cash memberships to the unbanked or underbanked. As an organization, we're so excited about this opportunity as we strive to achieve a more equitable bike share.

Finally, I want to thank our donors and volunteers who make our work possible. Our mission becomes more of a reality when you use your voice to advance bike friendliness in our community. Thank you and ride on!

All the best,

A handwritten signature in black ink, reading "Laura A. Estandia". The signature is fluid and cursive, with the first name "Laura" being more prominent.

Laura A. Estandia, Executive Director

# BIKE MIAMI VALLEY LEADERSHIP

**Laura Estandia**  
Executive Director

**Chris Buck**  
Business Development  
Manager

**Emmy Fabich**  
Program Manager

## Board Officers:

**Scott Murphy**  
Board Chair/Downtown Dayton Partnership

**Rebecca A. Benná**  
Vice Chair/Five Rivers MetroParks

**Paul Jones**  
Treasurer/RSMS LLP

**Jonathan Hawkins**  
Secretary/Thompson Hine LLP

**Ken McCall**  
Regional Advocacy Liaison/Retired

## At-Large

**Mark Donaghy**  
Greater Dayton RTA

**Sandy Gudorf**  
Downtown Dayton Partnership

**Leslie King**  
University Of Dayton

**Brian Martin**  
MVRPC

**James Muhammand**  
Community Advocate

**Eric Oberg**  
Rails to Trails

**Danielle Phillips**  
LMG

**David Treese**  
Bonbright Distributors

**Jon White**  
City of Dayton

## Regional Advocacy Committee

**Ken McCall**  
Co-Chair/Bike Centerville President

**Laura Rae**  
Co-Chair/Beavercreek Bikeways Non-Motorized  
Transportation Advisory Committee

**Angela Manuszak**  
Miami Conservancy District

**Chuck Smith**  
Ohio Bike Federation

**Mike And Elizabeth Gutmann**  
Bike Piqua

**Frankie Brown**  
Major Taylor Cycling Club Of Dayton

**Claudia Fett**  
Bike Springfield

**Matt Lindsey**  
Miami Valley Regional Planning Commission

**Randy Ryberg**  
MVMBA And Five Rivers Metroparks





# STRATEGIC PLAN UPDATE

In 2016, Bike Miami Valley published a 3-5 year strategic plan. With year one in the books, Bike Miami Valley moved the needle on its core business of advocacy, education, equity and business engagement to make the region a more bike friendly place. The organization also made strides in supporting trails and on street infrastructure in the community. The following report is a summary of accomplishments in 2017.



# CORE BUSINESS ADVOCACY

## Staff And Chapter Advocacy Highlights From The Year

- Advocated for 12 bicycle-related projects
- Projects spanned across 4 counties and 8 cities
- Highlights: Bike Centerville updated the city bike plan (Creating Community Connections) with 14 recommended bike friendly corridors through the city with maps detailing what needs to be done on each one.
- Bike Centerville attended and testified at a Jan. 23 Centerville City Council budget hearing, urging more spending for bike paths
- Bike Springfield members showed up 35 strong at City Commission to show support for a road-diet on Derr Road
- Bike Piqua members spoke in favor of a roundabout project proposed at Garbry Road and Looney Road



# CORE BUSINESS EDUCATION

Bike Miami Valley's program manager, Emmy Fabich, took a three day course from the Columbus based advocate group, Yay Bikes!, and got certified to teach their How We Roll program. Several classes were implemented in Dayton successfully, with plans to grow the number of classes offered in 2018.

## How We Roll

Is a one-to-six person rides on a pre-planned route for anyone who wants to learn the rules of the road and practice navigating roads by bicycle. Rides are lead and swept by trained instructors who provide:

- A route of increasing levels of difficulty that features as many different roadway types as possible
- A thorough overview of bicycle law and land positioning, remaining visible and predictable
- Information about the places being experienced
- Opportunities for feedback and continual improvement based on responses (i.e. evaluations)

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Participants Ranged  
In Age From:

25-60

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## Post-Ride Survey:

### What did you learn?

- "That bicyclists should be treated just like a motorist in regards to traffic laws and right of way."
- "Bike rules and the explanation of the rules. The analogies were helpful. Also helpful was the reasons why it is more dangerous to ride on the sidewalk than the street. I never thought about the situations that was mentioned."

### What was your favorite part of the ride?

- "Getting more comfortable riding on the road."
- "Getting me motivated to get back to riding, seeing how much fun it is especially with a group."

### What is your level of confidence riding a bicycle on the road?

- 90% of responses said between "some to lots" of confidence

### What is your level of confidence understanding bicycle related traffic laws?

- 100% of responses said between "some to lots" of confidence
- 90% of participants said that they understand that bicyclists can choose to ride in the center of the lane, regardless of traffic conditions, as compared to just 40% prior to a How We Roll ride

## 6-Week Follow Up Survey:

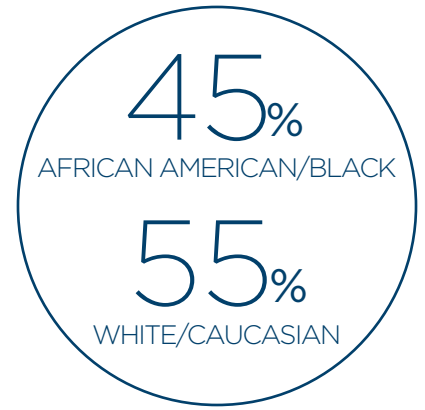
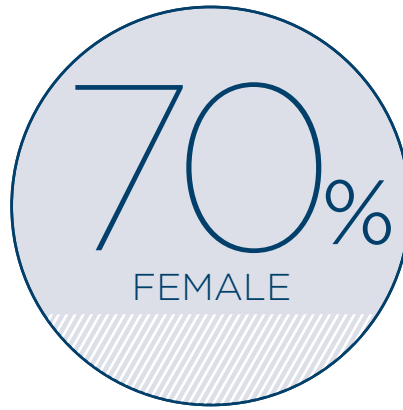
### Since your ride, have you used a bicycle for ANY trips you would normally take by car?

- 55% of responses said "Yes"

### Approximately how many cars trips have you replaced with bicycle trips since your ride?

- 83% of responses said between 1-5 trips
- 90% of responses said that they shared what they learned, primarily focusing on: bicycle traffic law, lane positioning, and route planning, with at least 2-5 other people





### What is your level of confidence riding a bicycle on the road?

- 91% of responses said between “some to lots” of confidence, 6 weeks later
- 91% of participants said that they understand that bicyclists can choose to ride in the center of the lane, regardless of traffic conditions, as compared to 48%, just 6 weeks prior

### In what way(s) did your ride influence the way you ride a bicycle (or plan to)?

- 55% said that they were more likely to take the lane than before
- 37% said that they don’t ride as far to the right as they used to

## Ohio Environmental Education Fund (OEEF), Bike Valet Parking Events

Bike Miami Valley received a grant from the Ohio Environmental Protection Agency’s Ohio Environmental Education Fund (OEEF) to reduce carbon emissions by encouraging event attendees to use their bikes or other forms of transportation to get to area festivals. Event organizers were also encouraged to promote alternative modes of transportation to and from the event in an effort to show the value of reducing the amount of car traffic. Event organizers received a report of their emission reduction impact.

## Key Goals Accomplished From The Grant Include:

- Parked a total of 531 bikes at 12 events
- Conducted bike parking at events in 3 different counties & 5 different cities
- Saved a total of 13,398 lbs. of CO2 emissions
- Executed 12 impact reports for event organizers
- Donated 100 volunteer hours, equivalent to over \$2,414.00 of in-kind time
- 5 of the 12 events plan to continue in 2018



# CORE BUSINESS EQUITY

## Advocacy Advance

- Staff organized several resources to share with chapters and community partners with the aim to encourage more equitable plans and policies when building inclusive active transportation networks.

## Lights on Bikes

- Bike Miami Valley, the Major Taylor Cycling Club of Dayton and the City of Dayton Police installed 75 sets of bike lights for those in need during the month of October. The group also handed out 25 pedestrian lights for those who may not ride, but who also need to be visible at night. The lights were provided by funding from the Miami Valley Regional Planning Commission.

## Link Access Grant

- In late 2017, the team was awarded a grant from the Ohio Department of Transportation and the Ohio Department of Health for a Link Access Program to offer subsidized Annual Memberships to underprivileged individuals. The grant seeks to diversify Link Annual Members by 10%. Planning for the education and outreach needed to complete the grant is underway with a campaign kicking off in spring of 2018.





# CORE BUSINESS BUSINESS ENGAGEMENT



## Cycling Summit 2017 at Wright State University in Greene County

The Biennial Miami Valley Cycling Summit was held in Greene County in May with more than 350 participants convening at WSU Student Union. A full day of cycling-focused workshops, presentations, and community brainstorming took place. Keynote speaker, Aparna Dial from the City of Columbus, SMART Cities Grant, inspired the audience to think beyond the bicycle and lift our cities into equitable, healthy places for all to thrive. This year marked the 5th Miami Valley Cycling Summit and bike advocates were recognized by their peers. The Group Advocate of the Year Award went to Ohio Bicycle Federation for its push to get a safe passing law at the Statehouse, which became law in March. Long time community advocate Ed Dressler received the Lifetime Achievement Award winner for all of his hard work over many years to make the Nation's Largest Paved Trail Network a reality. Finally, it was a solemn moment to remember and honor the late Bob Shook of Miami County as his legacy was captured in a moving tribute by his peers.

The City of Miamisburg took home the honor of becoming the host of the 2019 Cycling Summit. The Greene County Planning Committee grew

the signature event to net the most funds in the history of the event, and the community choose to donate their proceeds to Wright State University. WSU plans to build a legacy project on campus to commemorate the event and continue building a bike-friendly campus. The success of the Cycling Summit can be contributed to...

## Bike Parking Solutions: Bike Miami Valley is a Certified DERO Dealer



DERO  
A PLAYORSE COMPANY

Bike Miami Valley helps customers navigate city specific bike parking

standards and permits, recommends quality bike racks to best meet the needs of businesses, park districts, and universities. DERO supports our hard work by donating to our local bike advocacy efforts.

- 7 shipments of bike racks and repair stations sold
- 25 inquiries received from within three counties and over 21 quotes made
- \$850 in donations received from DERO


# SUPPORTING BUSINESS

## TRAILS

### Trail User Survey

- In early fall, the Miami Valley Regional Planning Commission kicked off opportunities for data collection for the Trail User Survey, which is conducted every four years across the Nation's Largest Paved Trails Network. The survey helps collect important data that partner agencies use to build the case for the impact of the trails in the community. Bike Miami Valley helped recruit volunteers and donated 18 hours of staff time to the survey collection process. The findings can be found at MVRPC's website [here](#).

### International Trail Symposium

-  A coalition of partners secured the bid for the biennial International Trail Symposium in 2017 to take place in Dayton. The signature event of the nonprofit, American Trails, was a great opportunity to bring international attention to all of the outdoor recreation amenities in the area. Bike Miami Valley staff chaired two committees for the International Trail Symposium planning committee. The event drew 900+ trail professionals and exhibitors from around the globe to downtown Dayton in May. Bike Miami Valley staff were pleased to lead one of the experiential learning sessions on a Link Bike tour of downtown Dayton. The event garnered national attention for Dayton and had an estimated \$680,000 economic impact in direct spending.

## INFRASTRUCTURE

### Action Institute

- This year, Bike Miami Valley organized a coalition of partners to attend the Action Institute in Columbus, Ohio to discuss advancing alternative transportation in the Dayton community. The team from Dayton consisted of professionals from planning, public health, safe routes to school and bike advocacy. The team walked away with a plan to show the impact of complete streets on two corridors in the City of Dayton by streamlining before and after data collection. The team will spend the next few years working on two corridors in east and west Dayton.







**Link**  
DAYTON BIKE SHARE



# LINK: DAYTON BIKE SHARE UPDATE

## 2017 STATISTICS

- 28,833 trips
- Users spent 639,033 minutes riding bikes or nearly one and a quarter years riding bikes
- 2,570,785 calories burned or 24,484 bananas
- 3,833 unique users took advantage of the system
- 14% of Link users replace a car trip at least once a week

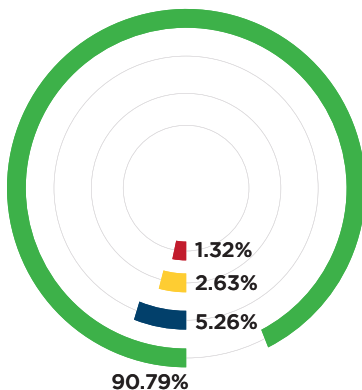
# USER DEMOGRAPHICS

The 2017 User Survey drew responses from more than 200 community members and more than fifty of those responses came from Link members. This report reflects the responses from those who indicated that they have used at least one Link membership type in the past before. User demographics remain predictable year after year with most Link Members being full-time employees

and ethnically white. The two biggest age groups of riders remain the 25-34 year olds and the 45-54 year olds, which is consistent with the demographics of downtown residents and workers. Link still shows a relatively even split between male and female ridership, which is often a differentiator of the Link system compared to other bike share systems.

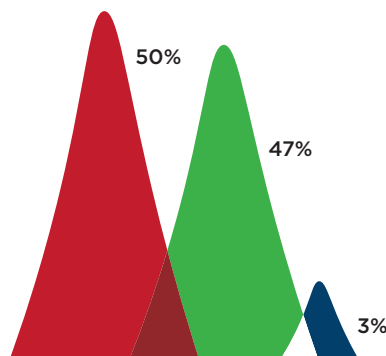
## Employment Status:

● Full time ● Part time  
● Student ● N/A



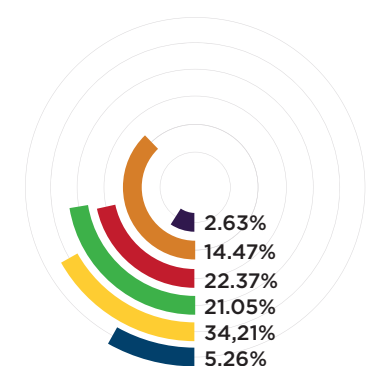
## Gender:

● Female ● Male  
● Prefer not to answer



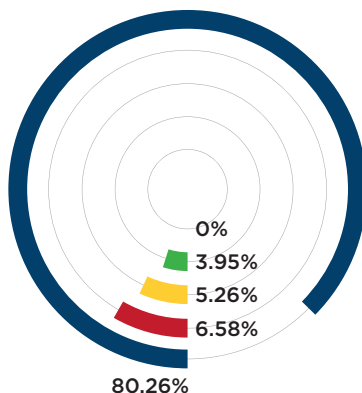
## Age:

● 18-24 ● 25-34 ● 35-44  
● 45-54 ● 55-64 ● 65+



## Ethnicity:

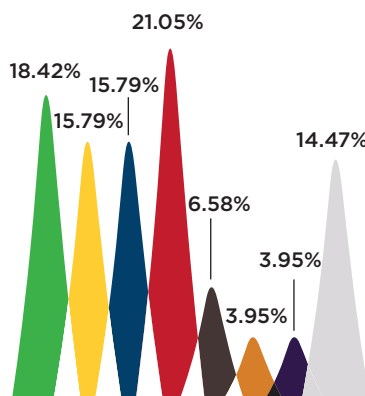
● White/Caucasian  
● Black or African American  
● Prefer not to answer  
● Asian or Pacific Islander  
○ Hispanic or Latino



## Approximate Household Income:

X 1,000

● \$25-49 ● \$50-74 ● \$75-99  
● \$100-124 ● \$125-149  
● \$150-174 ● \$175-1999  
● Prefer not to answer



## Top 5 Barriers From Biking In The Dayton Area:

- Driver Behavior
- Lack of dedicated bike lanes /paths
- Lack of confidence riding on the street
- Bike lanes are not protected or separated from the traffic



# CUSTOMER SERVICE



## Customer Satisfaction With The Program Remains High

Checking A Bike Into A Station: 4.54 out of 5

Checking A Bike Out Of A Station: 4.6 out of 5

Availability Of Bikes At Docks: 4.59 out of 5

Availability Of Open Docks: 4.47 out of 5

Overall Ride Quality Of Bikes: 4.33 out of 5

Using The Website: 4.05 out of 5

Calling Into Customer Service: 3.94 out of 5

Emailing Customer Service: 4.08 out of 5

Station Placement: 3.97 out of 5

Face To Face Interaction With Staff: 4.74 out of 5

Cleanliness Of Stations And Bikes: 4.62 out of 5

Station Functionality: 4.58 out of 5



## Car Trips Replaced

Once Or More Per Day: 5.13%

Once Or More Per Week: 14.10%

Once Or More Per Month: 23.08%

Once Or More Per Year: 33.33%

Never: 24.36%



## How Often Do You Stop To Shop?

Once Or More Per Week: 18.18%

Once Or More Per Month: 23.38%

Once Or More Per Year: 41.56%

Never: 16.88%



# SPECIAL EVENTS/PROGRAMS



## Winter Warrior II

Winter Warrior II benefited greatly from a mild winter. The contest ran from December of 2017 to February of 2018. The top Warrior was Victor Roberts, who took more 1,000 trips during the contest period. For his efforts, he walked away with a brand new bike from our sponsor New Belgium Brewing Co.

- 58 Participants
- 4,049 trips taken by Winter Warriors



## Tour De Link

In honor of the Tour de France, Link had a special contest that coincided with the world renowned event. Participants could walk away with prizes three different ways. The rider who spent the most time on the bike won the Yellow Link shirt. The rider who took the most trips won the Green Link shirt, and the rider who ended the most trips at the Grafton Hill station rode away with the Polka-Dot Link shirt. The program engaged:

- 30 Registrants
- 464 Trips taken
- 4,221 Minutes ridden



## B2B Challenge

The B2B Challenge seeks to engage and encourage downtown businesses to encourage their employees to use Link for commuting, running errands or going to lunch. The contest ran from June to August, and featured many engaging weekly challenges. A new winner was crowned this summer, The Dayton Metro Library! The program encouraged:

- 35 Registrants
- 11 Different teams
- 1,326 Trips taken



## My Day With Link

Link let several volunteers take over the Link Instagram account over the summer to share their Link stories. Six volunteers took over the account and generated more than 43 posts about getting around town with Link.



# THANK YOU SPONSORS

Bike Miami Valley is very grateful for the Founding Sponsors and Expansion Sponsors that support Link: Dayton Bike Share.





# CHAPTER UPDATES

The Chapter Program under Bike Miami Valley is an important branch of advocacy that gives local advocates the power to make a difference in their community. 2017 certainly was a year for them to brag about.



# BIKE CENTERVILLE

Bike Centerville currently has 12 paid members, including five families; 61 people following our FaceBook page; and 72 people who subscribe to our email list.

Bike Centerville held 12 monthly meetings in 2018. Members of the group have made regular contact with Centerville staff and elected officials, and have done a lot of good work promoting bicycle friendliness in our community, including:

- Calls to council members prior to their winter retreat to urge more spending on bike infrastructure following the passage of the Issue 3 tax levy, which Bike Centerville supported.
- A meeting with then City Manager Greg Horn about spending priorities for new Issue 3 tax money.
- Attended and testified at a Centerville City Council budget hearing, urging more spending for bike paths.
- Worked with city staff to give recommendations on 10 new bike racks installed by the city this summer.
- Updated the city bike plan with 14 recommended bike friendly corridors through the city, with maps, detailing what needs to be done on each one.
- On June 13, Bike Centerville held a session, moderated by the Miami Valley Regional Planning Commission, to set priorities for the projects in the group's new Bike Path Notebook. The group identified the five most important corridors to tackle.
- They had numerous contacts with the Centerville Washington Park District about plans to develop the newly acquired parkland on the old Zengel property, stressing the need for a bike path through the 32-acre park just south of Alex-Bell Road and west of Clio Road.
- They conducted a "Courteous Mass" ride on June 9 around and through Centerville, ending at a Friday food truck rally downtown.
- They staffed three bike valet parking events at Stubbs Park Sunday concert series working with MVRPC Drive Less, Live More campaign.
- They designed Bike Centerville T-shirts and allowed members to buy samples.
- They crafted a Bike Centerville mission statement and tagline "Creating a bicycle-friendly community"



## Mission Statement:

“ Bike Centerville is a grassroots movement that promotes bicycling for people of all ages and types in Centerville and Washington Twp. We believe everybody should be able to ride bikes around the community and feel safe doing it.

- They had a meeting with new city manager Wayne Davis, and subsequently rode across the community – from west to east – on our top priority bike project: a bike route from Holes Creek Park to the Bellbrook city limits.
- Represented the group at the Centerville Whole Foods market during two events, both of which raised funds for Bike Miami Valley and Bike Centerville. They staffed an information table at both events, talking to the public about our organization and our efforts to promote bike friendliness in the community.

# BIKE PIQUA

- Bike Piqua was present on May 2 at the Piqua City Commission meeting to support Mayor Hinds proclamation that May is Bike Month in Piqua.
- Bike Piqua members engaged more than 1,000 Piqua City Schools intermediate and primary students in bike safety discussions in the spring. Kudos to Jeff Lange, Paul Sullenberger and Jim Hemmert for their efforts to teach Piqua youth safe cycling practices.
- The second annual Piqua Kiwanis Key Club Bicycle Rodeo for Kids was held on May 13 at Washington Primary School, 20+ kids participated, with support from local League Certified Instructors.
- The YMCA partnered with local League Certified Instructors to offer a Smart Cycling course for adults on May 1 and May 3.
- Bike Piqua offered free Valet Bike Parking at special events this summer, including Taste of the arts in May and Down a River event in August. In addition to providing safe bicycle parking at special events this initiative offers a great opportunity to get involved in supporting cycling in Piqua.
- Bike Piqua, with support from the City of Piqua, sponsor a branded bike rack program to provide local businesses with hoop style bike racks branded with the logo and colors of the participating business. Already the YMCA, Beppo Uno, Arabella's, and McDonald's have taken advantage of this program.
- The City of Piqua is a League of American Bicyclists Bronze Bicycle Friendly
- Community...And the City of Piqua Municipal Government is a League of American Bicyclists Silver Bicycle Friendly Business





# BIKE SPRINGFIELD

## GOAL 1

### Facilitate communication among the various biking groups

- a. Promoted Cycling Clark County Facebook page which has 220 “likes” without any marketing costs

## GOAL 2

### Increase membership

- a. Currently 33 members
- b. Distributing Bike Springfield business cards
- c. Sponsor Cards – distributed and displayed in business windows
  - Businesses Include: Un Mundo Café, K&G Bike Stores, Black Pug Repair, Village Cyclery, Bada Bing Pizza, Bicycle Revival, and Mother Stewart’s Brew Pub

## GOAL 3

### Promote Bicycle Advocacy

- a. Promote safe cycling (E.G. wearing bike helmets, record bad lines of sight, ride on right side of road, attend to stop lights, teach bike etiquette)
  - Springfield’s Issue 1 passed
  - Bike Camps for kids reinstated
  - Clark County Citizen’s Police Academy reinstated

- b. Crime Prevention Task Force updates
  - Financed Bike Patrol on bike trails
  - Cameras were installed along various areas of Little Miami Scenic Trail to focus on safety and graffiti issues

- c. Ambassadors of the Clark County Trail – ACCT
  - Regularly rode trails to welcome visiting cyclists and report any issues and model safe cycling

- d. Supported Derr Road Project
  - Joanne & Terry Harris, Scott King, Ken McCall, Emmy Fabich, Claudia Fett spoke at the Springfield City Commission Meeting in support of a \$1.5 million grant that would resurface Derr Road to include bicycling lanes
  - Generated a letter campaign to support the project

- e. Update Bicycling Resource Guide
  - Created by Bike Springfield – distribute through Convention & Visitors Bureau

- Categories include Bike Centric Organizations, Bike Clubs, Bike Shops, Event Services, Fitness Studios, Friends Organizations, Resources, Sports Medicine and Rehabilitation Services, Sponsors

- f. Promoted rides and Community Events
  - US Bike Route 50 Dedication Ceremony held April 8, 2017 - London
  - Clark County Service Day – Friday, April 28, 2017
  - Bike Valet at Spfld Summer Arts Festival Kids Fest – July 9, 2017
  - Major Taylor Ride – July 15, 2017
  - Strong Family Ride – September 23, 2017
  - Bike Valet at Springfield Culture Fest – September 23, 2017
  - 2017 Bob Fall Foliage Ride – October 7, 2017
  - Changing Gears – Thursday Rides – March - November
  - NTPRD – Monday Rides – March - November

# BIKE YELLOW SPRINGS

In December, Bike Miami Valley welcomed its newest Chapter, Bike Yellow Springs. With former Bike Miami Valley board member, Marcia Sauer at the helm, the organization is looking forward to a productive year with its newest chapter!

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**This no-cost public Fixit station in Yellow Springs, includes all the tools necessary to perform basic repairs and maintenance, from changing a flat to adjusting brakes and derailleurs. Hanging the bike from the hanger arms allows the pedals and wheels to spin freely so riders can the adjustments needed to get back on the trail.**

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# 2017

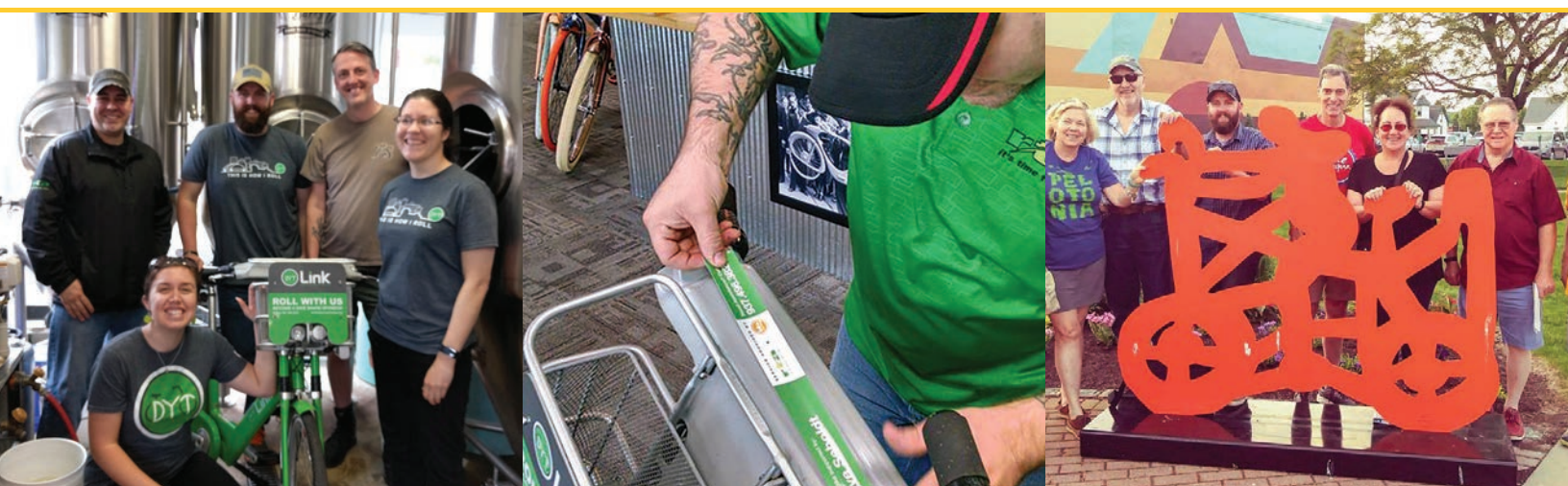
# FINANCIALS

Bike Miami Valley Financial Position  
For the Year Ended December 31, 2017

ASSETS	
Cash	\$432,496
Pledges receivable	60,000
<b>TOTAL assets</b>	<b>\$492,496</b>
LIABILITIES AND NET ASSETS	
Liabilities	\$-
NET ASSETS	
Unrestricted	413,943
Temporary restricted - Link	60,000
Temporary restricted - RAC	18,553
<b>TOTAL net assets</b>	<b>\$492,496</b>

Statement of Activities  
For the Year Ended December 31, 2017

REVENUE	
Memberships and usage fees	\$57,845
Sponsorships	45,707
Grants	2,097
Contributions and support	8,021
Special events	13,250
Other revenue	42,471
<b>TOTAL revenue</b>	<b>169,391</b>
EXPENSES	
Link operating expenses	226,795
RAC operating expenses	27,047
Management and general	36,454
Fundraising and development	13,787
<b>TOTAL operating expenses</b>	<b>304,083</b>
<b>TOTAL net change in net assets</b>	<b>\$(134,692)</b>





# 2017

## ANNUAL REPORT

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