

YEAR END Report



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LETTER *from the* EXECUTIVE DIRECTOR

Greetings friends of cycling!

When I reflect on 2018, the word “diversity” comes to mind as the year’s theme. While it tends to have a reputation as a catch-all, sometimes vague term, I find that it accurately celebrates what we’ve accomplished. We can boast of a more diverse Link Annual Member base, through the launch of our Access Grant Program. We also advocated for a more diverse set of user groups through electric-bicycle (e-bike) legislation, as well as natural surface trail opportunities in our community. As we’ve matured over the last four years, it has also meant seeking ways to diversify our funding through our new Business Membership Program to ensure a healthy and sustainable future for Bike Miami Valley.

Our Access Pass Program launched last summer thanks to funding from the Ohio Department of Transportation to reach low income users and people of color. We know our typical Annual Member is white, college educated and ranks in the middle to high income brackets. The Access Pass allowed us to offer a subsidized Annual Membership for those with transportation needs. At the conclusion of the program, we registered 50 access pass users and diversified the race an income of our Annual Member base by 10%. To date, those users have taken more than 800 trips!

Our advocacy work this past year branched out to incorporate more users than your typical two-wheeled, road and paved trail user. Specifically, we advocated for users of e-bikes and mountain bikes. We advocated for statewide e-bike legislation alongside People for Bikes at the Statehouse because we believe e-bikes offer more opportunities for people to stay in the sport of cycling longer and replace more car trips with bike trips. We also supported the Miami Valley Mountain Bike Association (MVMBA) in their effort to develop a concept for more natural surface trails across the region by leveraging our current asset, the Nation’s Largest Paved Trail Network, to create a plan for a series of parallel natural surface trails. The development of these trails will allow families and users of various riding styles to ride together and experience the trail of their choice. We were happy to support MVMBA in their efforts to cross promote across our advocate groups.

When it comes to Bike Miami Valley’s future, our board and staff were focused on diversifying our funding sources to create a more sustainable organization. We successfully launched our Business Membership program in 2018, and welcomed our first class of nine members who are recognized in this report. These businesses and agencies believe in our mission to advocate, promote and create opportunities for cycling in our region and receive benefits from Bike Miami Valley to create a more bike friendly workplace culture.

As we look to 2019, I hope we can always count on your support to get more people to see the benefits of bicycling. Join us in 2019, at the Miami Valley Cycling Summit to learn about statewide efforts to invest in Ohio Trails.

As always, thank you for joining us on the ride!

WHO WE ARE *Staff and Board Members*

Staff



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 • RSM LLP

Jonathan Hawkins

Secretary • Thompson Hine LLP

Ken McCall

Regional Advocacy Liaison • Retired

Board At Large

Sandy Gudorf • Downtown Dayton Partnership

David Treese • Bonbright Distributors

Brian Martin • MVRPC

Mark Donaghy • Greater Dayton RTA

Jon White • City of Dayton

Danielle Phillips • LMG

James Muhammad • Community Advocate

Leslie King • University of Dayton

Regional Advocacy Committee

Ken McCall

Co-Chair • Community Advocate

Laura Rae

Out-Going Co-Chair • Beaver Creek Bikeways
Non-Motorized Transportation Advisory Committee

Mike Beerbower

In-Coming Co-Chair • Community Advocate

Chuck Smith

Ohio Bike Federation

Mike and Elizabeth Gutmann

Bike Piqua

John Kesler

Bike Centerville

Frankie Brown

Major Taylor Cycling Club of Dayton

Claudia Fett

Bike Springfield

Gary Zaremski

Bike Yellow Springs

Matt Lindsey

Miami Valley Regional Planning Commission

Randy Ryberg

Five Rivers MetroParks and Miami Valley
Mountain Bike Assoc.

Bob Steinbach

Community Advocate

*Bike Miami Valley's strategic plan outlines **four areas** of core business:*

ADVOCACY

EDUCATION

EQUITY

BUSINESS

ENGAGEMENT

This section outlines our staff and Regional Advocacy Committee activities in these four areas.

ADVOCACY

1

Contacted candidates running for office about *where they stand on cycling* and distributed our third publication of the **Bicyclists' Guide to Voting**



2

Advocated alongside **People for Bikes** to pass **House Bill 250**, classifying e-bikes in the Ohio Revised Code



3

Opening Day for Trails with *Rails to Trails Conservancy*

Engaged dozens of advocates at **Wolf Creek Trail** to celebrate its expansion and the formation of the **Ohio Trails Caucus**



4

Staff alongside Miami Valley Mountain Bike Assoc. Officers advocated for more **natural surface trails** in the region to:

Five Rivers MetroPark

The Bike Miami Valley Board

Beavercreek Parks and Recreation

The Regional Trails Committee

Bike Centerville Chapter

The City of Dayton Bike/ Walk Task Force



EDUCATION



FIVE instructor-led rides in **TWO** communities



26 participants total with **48%** being women



90% of riding participants surveyed had a significant increase in **understanding** bicycle-related traffic laws



86% of participants reported an **increased** level of **confidence** when riding a bicycle on the road

Bike Valet Parking Stats



FOUR events in **THREE** communities



26 total volunteers supported these events



300 total participants used **bike valet parking** services

EQUITY








Secured a **“How We Roll” Train the Trainer** session and put more people of color through ride leader training

Launched the **Link Access Pass Program** for low income users (see more details on page 9)

BUSINESS ENGAGEMENT

Bike Miami Valley Business Membership Program

In 2018, Bike Miami Valley launched a new program for businesses and public agencies to support bike advocacy in the region through a Business Membership. Bike Miami Valley welcomed nine new members to the program in its first year and plans to welcome more in 2019. Bike Miami Valley Business Members know that creating bike friendly communities and workplaces means that the overall community will see benefits in public health, the environment, and the local economy. By signing on to support Bike Miami Valley, these businesses and agencies will ensure the sustainability of our bike advocacy work in communities for year to come.

<i>Platinum Membership</i>	<i>Gold Membership</i>	<i>Silver Membership</i>
  	 	 
<i>Bronze Membership</i>	<i>Business Member</i>	
CITY OF TROY	YELLOW SPRINGER TEES	



Dero Bike Racks Statistics

10 confirmed sales orders in Montgomery County, Miami County, Greene County, and Darke County. Improvements ranged from:

- TWO** covered bike shelters
- + FOUR** repair stations
- + FOUR** air pumps
- + THREE** bike corrals
- + OVER 15** hoop bike racks
- + TWELVE** custom shape bike racks

**OVER
\$22,500
IN NET SALES**

Bike Miami Valley

received

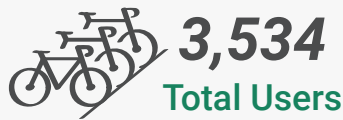
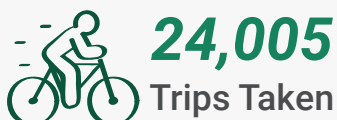
\$4,485

in donations from Dero to advocate and grow bike parking in the greater Dayton region

Link weathered its first real winter in 2018, but had lots to brag about by engaging low income ridership and more student ridership than ever before.



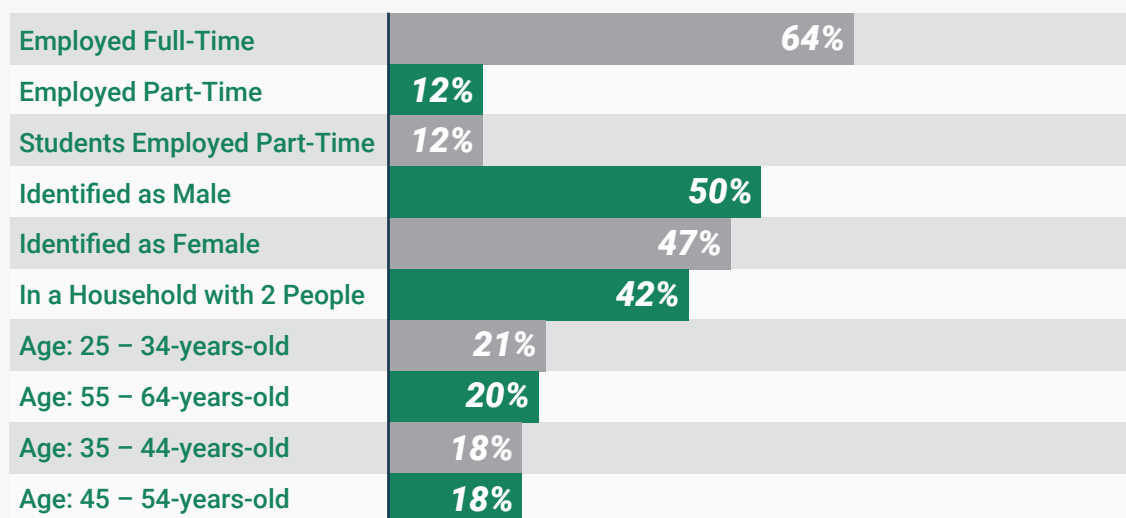
2018 Statistics Report



... or 76.5 trips around the moon!

User Survey

Our respondents are . . .



60% of Link Users

responded that the new infrastructure makes them feel more comfortable riding

60% of Link Users

are “very likely” to recommend Link to a friend

The Top Barriers to Taking Trips Are:

Lack of protected infrastructure
(42% of surveyed users)

Driver behavior
(39% of surveyed users)

Thank you Link sponsors!



ACCESS GRANT *Report*

In the fall of 2017, the Ohio Department of Transportation and the Ohio Department of Health awarded Bike Miami Valley with an Active Transportation grant to pilot a cash-based membership program. Bike Miami Valley conducted focus groups and built partnerships to launch an outreach campaign in the spring of 2018.

The program addressed safety perceptions by offering guidance from our Program Manager, a League of American Bicyclists Certified Instructor, resource materials, and helmets that were awarded through a grant from the Dayton Foundation. The program also added diversity in Link's Annual Membership base.



The program engaged partnerships with the Downtown YMCA, Montgomery County Job and Family Services, and Greater Dayton RTA. The team did a combined 15 outreach days between these three partner locations.

To date, the users of the Access Pass Program have taken more than 700 trips

Bike Miami Valley hopes to continue the program through grants from local funders.



MORE THAN 90%
of Link Access users have
an income less than
\$10,000

73% of the **Access users**
reported their race as
Black/African American

All in all, the program engaged

89
applicants

and awarded

50
passes

to those who qualified.

CHAPTERS

The Chapter Program of Bike Miami Valley allows local communities to advocate and create programming in their communities under the umbrella of Bike Miami Valley. The first chapter was launched in 2013 with three additional chapters added to date. Here's what they accomplished in 2018:



- Facilitated communication among various biking groups to update the Bike Greater Springfield Brochure– distributed through Springfield Convention & Visitors Bureau
- Increased membership by distributing Bike Springfield business cards
- Advocated to the Crime Prevention Task Force to increase safety and monitoring on the Little Miami Scenic Trail
- Financed Bike Patrol officers along rides
- Advocated for cycling infrastructure on the Derr Road project at three public input meetings, and provided alternate designs along with the project plan on the Bike Springfield Facebook page
- Promoted rides and community events including the National Trails & Park District Family Rides, Strong Family Ride, 2018 Bob Fall Foliage Ride, Changing Gears, Red Kettle Pedal, and the Historic Homes Bicycle Tour with the Westcott Foundation



- Bike Centerville advocated for the creation of an East-West Bike route through Centerville by creating a presentation showing recommended signage along the east-west route and delivering it to Centerville administrator, Washington twp staff, and CW Park District and eventually the City Manager
- Received an immediate positive response and conducted a ride of the route with decision makers
- Formed a team and participated in the National Bike Challenge
- Conducted four social rides incorporating routes from the Bike Route Notebook and highlighting the East-West Bike Route.
- 2018 ends with Washington Twp and Centerville "committed to getting the bike route started as soon as possible."



- Yellow Springs was awarded "Bicycle Friendly Community" status from the League of American Bicyclists. BikeYS contributed significantly in the application process and purchased designation signs
- A comprehensive transportation plan was submitted to Village Government. This plan is the culmination of months of planning from a wide spectrum of groups and constituents representing all means of mobility and transportation.
- Continued evaluation and updates to the Village's Safe Routes to School Plan
- Held a Chapter membership drive event at the Yellow Springs Brewery
- Lead bi-monthly group bike rides



- Planned and participated in the Bike Parade on July 4th
- Lead 4 Slow Rolls family-friendly rides
- Held the Kiwanis Bike Rodeo event for youth
- Delivered bike education events at Piqua Central Intermediate School and Washington Primary School
- Provided bike corrals available at Taste of the Arts and Piqua Chautauqua events
- Held a Membership Social at 311 Drafthouse in March, over 30 people attended

FINANCIALS

2018 represented a renewal year for our founding sponsors who pledge three-year commitments to fund the Link: Dayton Bike Share system. Revenue gains are high this year compared to 2017 due to these sponsor gifts which are paid over the three years at the sponsor's discretion.

For the Year Ended December 31, 2018

Assets		Net Assets	
Cash	\$413,738	Unrestricted	\$386,909
Pledges receivable	\$272,000	Temporary restricted - Link	\$272,000
Total Assets	\$685,738	Temporary restricted - RAC	\$26,829
		Total Net Assets	\$685,738

Statement of Activities

For the Year Ended December 31, 2018

Revenue		Expenses	
Memberships and Usage Fees	\$68,289	Link operating expenses	\$227,681
Sponsorships	\$402,630	RAC operating expenses	\$35,448
Grants	\$39,504	Management and general	\$42,029
Contributions and Support	\$11,230	Fundraising and development	\$9,668
Special Events	\$2,846	Total Operating Expenses	\$314,826
Other Revenue, Net	-\$16,431		
Total Revenue	\$508,068		

Total Net Change in Net Assets

+ \$193,242