



# YEAR END REPORT

## 2019



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## GREETING FRIENDS OF CYCLING!

We have a lot of growth to celebrate in 2019. We have many new members to welcome thanks to two unique partnerships spearheaded by our Regional Advocacy Committee. This new partnership with the Dayton Cycling Club and the Major Taylor Cycling Club of Dayton earned Bike Miami Valley 131 new members for a total of 346 members! If you are one of those new members, thank you for joining! We are grateful to have your voice in the region's cycling movement.

The Link: Dayton Bike Share program grew trip numbers by 25% in 2019 and saw a large increase in student ridership, thanks to a unique membership program for students through the University of Dayton. We also got the chance to celebrate the University of Dayton as it became the first University in our region to secure a Bronze Bicycle Friendly University status from the League of American Bicyclists.

The final highlight of our year was the 2019 Miami Valley Cycling Summit hosted by the City of Miamisburg. This event highlighted a growth opportunity for our region for natural surface trails to parallel our already extensive Nation's Largest Paved Trail Network.

As we look to 2020, we'll have new leadership, and we'll evolve our bike share program into something electrifyingly fun! Scott Murphy will step down as our board President after six years of service, and our long time Treasurer, Paul Jones will take over the helm as Board President. Under Paul's leadership, Bike Miami Valley will switch system providers for Link and add 100 electric vehicles to the Link fleet. Through it all, we'll look forward to engaging your voice in our growing cycling movement.

## AS ALWAYS, THANKS FOR ROLLING WITH US!





## 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

### **Frankie Brown**

Major Taylor Cycling Club of Dayton

### **Mike Beerbower**

*In-Coming Co-Chair* | Community Advocate

### **Chuck Smith**

Ohio Bike Federation

### **Mike and Elizabeth Gutmann**

Bike Piqua

### **John Kesler**

Bike Centerville

### **Claudia Fett**

Bike Springfield

### **Gary Zaremsky**

Bike Yellow Springs

### **Angela Manuszak**

Miami Conservancy District

### **Matt Lindsay**

Miami Valley Regional Planning Commission

### **Randy Ryberg**

Five Rivers MetroParks and Miami Valley  
Mountain Bike Assoc.

### **Bob Steinbach**

Community Advocate

### **Ryan Capps**

Community Advocate

# STRATEGIC PLAN UPDATE

BIKE MIAMI VALLEY'S STRATEGIC PLAN OUTLINES  
**FOUR AREAS** OF CORE BUSINESS:

1

**ADVOCACY**

|

2

**EQUITY**

|

3

**EDUCATION**

|

4

**BUSINESS  
MANAGEMENT**

THIS SECTION OUTLINES  
**OUR STAFF AND REGIONAL ADVOCACY COMMITTEE**  
ACTIVITIES IN THESE FOUR AREAS



# OPENING DAY FOR TRAILS

## WOLF CREEK TRAIL CLEAN-UP

THE REGIONAL ADVOCACY COMMITTEE  
COORDINATED A VOLUNTEER CLEAN-UP





# WALK.BIKE.OHIO STEERING COMMITTEE

Bike Miami Valley secured representation on the steering committee for the *first Statewide Bike and Pedestrian Plan* called *Walk.Bike.Ohio*.

The plan is expected to be published in early 2021.

# MIAMI VALLEY CYCLING SUMMIT

HOSTED IN MIAMISBURG

- The Miami Valley Cycling Summit aims to use the power of cycling to *drive economic development in communities both large and small throughout the region.*
- 285 attendees from the Greater Dayton area
- *Keynote Speaker: Kalene Griffith, President of Visit Bentonville's goal was to share her enthusiasm and experiences with others about Bentonville, Arkansas as a tourism destination. In recent years the city has become a cycling destination, with Visit Bentonville playing a key role to promote and advertise nationally.*
- *Program sessions covered: Bike Parks, Pump Tracks & Parallel Trails, AASHTO Bicycling Guide Update, E-bikes, Safe Routes to School, Cycling Tourism on the Great Miami River Trail, ODNR Trails Plan, as well as new advocacy trainings for public agencies and everyday cyclists.*



## HOW WE ROLL RIDES

4

**SCHEDULED  
RIDES**

20

**PARTICIPANTS**

7

**DIFFERENT  
COMMUNITIES**



## RIDE LEADER TRAINING

8

**RETURNING  
CHAPTER  
VOLUNTEER RIDE  
LEADERS UPDATED**

13

**NEW RIDE LEADERS  
FROM MAJOR TAYLOR  
CYCLING CLUB OF  
DAYTON PASSED SMART  
CYCLING CURRICULUM  
TRAINING**



# 100

### BICYCLING SAFETY PACKETS WITH

- BELLS
- REFLECTORS
- BIKE MAPS
- SAFE RIDING BROCHURES

**PASSED OUT TO YOUTH  
PARTNERSHIP WITH TROTWOOD  
POLICE DEPARTMENT**

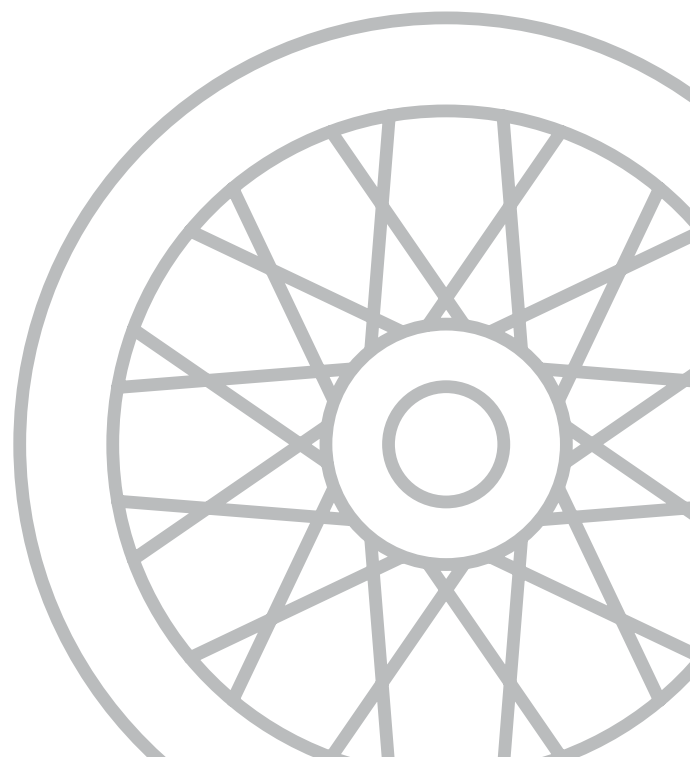
## NATIONAL NIGHT OUT EVENT IN TROTWOOD

## EQUITY

*Bike Miami Valley* worked with the *City of Dayton's Bike Walk Task Force* to recommend a language change to the bike bell law requirement in the City. The task force found the requirement to be inequitable because it required an additional purchase to be able to operate a bike within the City of Dayton and creates more barriers for vulnerable cyclists who want to ride, or have to for transportation.

Requiring ownership of a bell is not a requirement to use the bell, and an audible signal that can be vocalized serves the same purpose. The task force also noted that the law is inconsistent with state law. *Bike Miami Valley* and other members of the task force wrote to city commission asking for the language to change to "may have a bike bell" instead of "required". The change mimics the state law.

*The City Commission recognized the task force's recommendations, and the language of the ordinance was updated on September 18th.*



## 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 welcomed 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 years to come.

## DERO BIKE RACK STATISTICS

**\$23,900** in assisted purchases bike amenities from 9 customer quotes

**\$3,650** was what Dero donated to Bike Miami Valley's bike advocacy efforts

**30** hours of staff time for bike rack and Fixit Station assistance in

**2** counties **3** cities

**1** collaboration with Public Health Dayton-Montgomery County

### PLATINUM MEMBERSHIP



### GOLD MEMBERSHIP



### SILVER MEMBERSHIP



### BRONZE MEMBERSHIP

CITY OF TROY

### BUSINESS MEMBERS

AGORA INVESTMENTS  
YELLOW SPRINGER TEES • TEXAS BEEF AND CATTLE



# LINK BIKES 2019 STATISTICS

11



## 2019 STATISTICS REPORT



**30,100**  
TRIPS TAKEN



**4,630**  
UNIQUE USERS



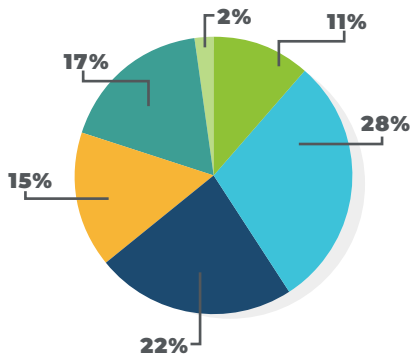
**625,319**  
MINUTES RIDDEN



WHICH IS EQUIVALENT TO  
WATCHING E.T THE MOVIE  
**5,167.9 TIMES**

## USER SURVEY RIDER DEMOGRAPHICS

### AGE



- AGES 18-24
- AGES 25 - 34
- AGES 35 - 44
- AGES 45 - 54
- AGES 55 - 64
- AGES 64 AND OLDER

### GENDER

**45%**

RIDERS IDENTIFIED  
AS MALE

**53%**

RIDERS IDENTIFIED  
AS FEMALE

## TESTIMONIALS



"Great program! Great source of civic pride when I see the bikes out and about! Keep up the great work, everyone!"

...

"Customer service is great. The people I talk to on the phone are knowledgeable, helpful and nice."

...

"I love Link! I live and work downtown and use it frequently."

# THANK YOU TO OUR LINK SPONSORS



## ACCESS GRANT

Bike Miami Valley received funding to continue subsidies for the Access Grant Program from the Ohio Bicycle Federation.

THE GRANT WAS ABLE TO SUBSIDIZE...

24

LOW INCOME OR UNBANKED  
INDIVIDUALS WHO TOOK

159

TRIPS LAST  
YEAR!



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 2019:



- Promoted rides and community events by partnering with:

**Salvation Army** for Red Pedal Kettle to raise money to purchase bicycles for kids for Christmas

**National Trails & Park District Family Rides** (NTPRD) – led 4 family rides

**Changing Gears | Thursday Rides**  
March through November | hosted a potluck send-off for long-time ride leaders Terry and Joanne Harris

- Facilitated communication among the various biking groups to form Bike Greater Springfield social media page
- Promoted bicycling advocacy by supporting Derr Road Project approval with multi-use path



- Avid cyclist and advocate John Kesler stepped up to offer a short but successful tenure
- Bike Centerville collaborated to establish Centerville's first official Bike Route 12
- Partnered with the Park District to host 15 community rides

- Hosted outreach booths at several community festivals
- Mapped additional routes ready for proposal to the City and the Township



- Training Ride from Yellow Springs Brewery to Mother Stewart's and back
- Volunteers operated 2 bicycle valet parking booths at the Yellow Springs Street Fair
- Facilitated communication among the various biking groups to form Bike Greater Springfield social media page June/October alongside Black Pug Bike Repair owner, Chris Worrell

- Hosted Midwest location of Opening Day for Trails event in April with Rails-to-Trails Conservancy



- Steering committee participation in City of Piqua's zoning code review
- A successful membership event in March
- Safety training by LCIs for 100+ of children in April and May

- Facilitated bike event corals at City Festivals
- Members participated in the July 4th Bike Parade
- Led 4 slow rolls with the last ride having 30 riders

## STATEMENT OF FINANCIAL POSITION December 31, 2019

### ASSETS

Cash	\$308,875
Pledges Receivable	\$132,000
<b>Total Assets</b>	<b>\$440,875</b>

### NET ASSETS

Unrestricted	\$293,675
Restricted - Link	\$132,000
Restricted - RAC	\$15,200
<b>Total Net Assets</b>	<b>\$440,875</b>

## STATEMENT OF ACTIVITIES For the Year Ended December 31, 2019

### REVENUE

Memberships & Usage fees	\$71,329
Sponsorships	\$24,480
Grants	\$8,410
Contributions & Support	\$8,515
Special Events	\$1,750
Other Revenue, Net	\$48,840
<b>Total Revenue</b>	<b>\$163,324</b>

### EXPENSES

Link Operating Expenses	\$302,857
RAC Operating Expenses	\$43,106
Cycling Education	\$3,633
Management & General	\$47,581
Fundraising & Development	\$11,010
Expansion of Link Bikes & Stations	-
<b>Total Operating Expenses</b>	<b>\$408,187</b>

## TOTAL CHANGE IN NET ASSETS

## + \$244,863