Salt Lake City Bicycle Collective
2008 Annual Report

Now in its seventh year, the Bicycle Collective is growing and harnessing more positive energy through the community, further confirming that the bicycle is a good way to bring peace and happiness to the planet.

“...the collective has to a major degree, energized the cycling community to push cycling transportation into the minds of many people.”

-Lou Melini

The services and programs of the Salt Lake City Bicycle Collective to our youth, low income families, and the general public, has continued to improve quality of life in our community. This is demonstrated by the numbers and testimonies in this report, and the substantial growth of new and committed volunteers. Thanks to the rise in gas prices, visitors flocked to the Community Bike Shop to find low-cost transportation or fix up their own bikes. Valet Bike Parking service, once nonexistent, has now become a fixture at community events. The Bikes for Goodwill Organizations program almost doubled the number of bikes, Earn-a-Bike participation grew by a third, new Trips for Kids program was successful, and we doubled our full-time paid staff.

Mission Statement

The mission of the Salt Lake City Bicycle Collective is to promote cycling as an effective and sustainable form of transportation and as a cornerstone of a cleaner, healthier, and safer society. The Bicycle Collective provides refurbished bicycles and educational programs to the community, focusing on children and lower income households.
COMMUNITY BIKE SHOP

Bikes for Goodwill Organizations

Refurbishing used bikes to be donated to low income families and individuals was the mission of every volunteer in the community shop on Monday nights.

A valued partner since 2003 is the International Rescue Committee (IRC). Most refugees attempting to find a new life in the U.S. face continuous difficult financial hurdles. The Collective supports their transition with donated bikes for transportation. Many of the IRC refugees, especially the children, sit on a bike for the first time in their life at the community bike shop. In 2008 we refurbished and donated 127 bikes and helmets to the IRC.

In addition to the IRC, we would like to thank our other 2008 partnering organizations: The Sharing Place, LDS Church, First Step House, Volunteers of America Homeless Youth Resource Center, Big Brothers Big Sisters, Utah Youth Village, Simons Aunankwah - Ghana, Road Home, Sierra Club, Wasatch Community Gardens, Gateway Academy, Utah Department of Human Services, Catholic Community Services, Welcome Hand, Utah Federation for Youth, Salt Lake Central City Recreation Center, and YouthCity.

“We had a young Latino girl (about 9) come into the shop for help with her bike. Her parents spoke little English, so they brought another woman in with them to help translate. The parents left the girl and the woman at the shop, where they learned how to repair a flat and make some minor adjustments. When she got home, her brothers were jealous because she had learned how to do something that they could not do, so now they want to come to the shop. The woman was so impressed that she returned with the girl and 4 other women on our women’s shop night. The women were all middle-aged and had not ridden for some time. Because of the little girl and her experience, they were inspired to get on their own bikes, ride to the shop, and to come in to learn how to maintain their bikes. The first woman bought a membership, and is now volunteering every chance she gets. She told me that she sings our praises to anyone who will listen. The other women are excited to be riding and to come back to learn more.”

-Krista Bowers, Volunteer Coordinator

<table>
<thead>
<tr>
<th>Year</th>
<th>Bikes Donated</th>
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<tbody>
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<tr>
<td>2008</td>
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**COMMUNITY BIKE SHOP**

Walking into the community shop is always an exciting experience. Multiple workstations with full tool sets are beckoning for creative energy and learning opportunities. There are always new faces with interested and inquisitive looks. How do you true a wheel? How can I fix this derailleur? Even the kids overcome what seems a daunting task to develop confidence and skills to fix their bike. But it is also the interaction and mentorship that makes the community shop so much fun.

Thanks to the rise of gas prices, Salt Lake valley residents flocked to the Community Bike Shop to fix up their dusty bikes and find low-cost transportation. The summer of 2008 was wonderful and record breaking, but at certain times the demand for shop resources exceeded the supply of volunteers and bicycles. Creatively meeting those challenges, we hired two new full time staff members, developed volunteer training programs, partnered with Workforce Services for interns and Salt Lake Police Department for bikes, as well as started a bike and part drop off location program for local businesses.

City Weekly’s Best of Utah Awards:

**BEST TWO-WHEELED ACTIVISM**  Salt Lake City Bicycle Collective

“The good folks behind Salt Lake City Bicycle Collective have been promoting pedal power since 2002, but with ongoing winter inversions, massive road construction and ever-soaring gas prices, the nonprofit organization visibly stepped up its outreach efforts. In May 2007, the collective hosted the national Pedal Pusher Festival, with cycling-themed film screenings, performances by local bands and track-stand competitions. Serious cyclists, casual enthusiasts and music lovers parked their rides with the bike valet and learned something new that night. The collective also offers several in-store workshops so that newcomers won’t get stranded when the tire finally blows.”

**BEST NO-BOYS CLUB**  Salt Lake City Bicycle Collective’s Women’s Night

“Salt Lake City Bicycle Collective operates on the philosophy, “Teach them to fish, and they can feed themselves,” but many students won’t even ask for lessons. Walking into a warehouse full of gearheads can be intimidating, especially for fiercely independent women who are embarrassed to admit they can’t change a flat bicycle tire. The collective understands, completely. This year, the local nonprofit added to its impressive list of outreach programs a bi-monthly Women’s Night, with female mechanics teaching women how to work on their own bikes in a friendly, pressure-free environment. All ages and levels welcome, each second and fourth Wednesday.”
Smart Cycling

Formerly called BikeEd, the Smart Cycling program from the League of American Bicyclists is taught by League Cycling Instructors (LCIs). The 2-year pilot Bike Ed program was made possible with the sponsorship from UDOT. New relationships are being created with local schools and law enforcement to establish BikeEd as a long term fixture in the community.

- **2008:** Trained 11 new LCIs, 26 pre-scheduled Get-A-Grip courses for Adults between April and September
- **2007:** Trained 22 new LCIs, 19 pre-scheduled Get-A-Grip courses for Adults between March and December
- **2006:** Trained 11 new LCIs, who helped teach 21 Road I courses (85 adult participants) and 7 kids courses (115 youth participants)

We certified several teachers from Entheos Academy as LCIs, who in turn offered safety instruction to their school, brought the kids to our shop to learn mechanics for several weeks, and organized a fundraiser ride for the Huntsman Cancer Institute.

VALET BIKE PARKING

In the beginning of 2008 we set out with a goal to turn Valet Bike Parking into a premium service for cycling and community events in downtown Salt Lake City -- mission accomplished. The number for bikes parked in 2008 was doubled from the prior year to 5,500.

In addition to the Farmers’ Market, the Collective’s bike valet services expanded to the Twilight Concert Series, Outdoor Retailers’ Show, Arts Festival, City Weekly Rec Festival, and the BodyWorlds exhibit. Valet Bike Parking is a fun time for new volunteers who want to get involved with the organization and have fun helping their neighbors. Thanks to a core crew of Collective volunteers, repeat customers can trust and rely on the bike parking service at the market every Saturday. Thank you to the Downtown Alliance for their support of this cause.

### Bikes parked by Valet Bike Parking

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<th>Year</th>
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<td>2008</td>
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In the spring the Collective launched a new billboard campaign, prompting daily phone calls.

Burn Fat, Save Gas

Get Started

801-FAT-BIKE

In the spring the Collective launched a new billboard campaign, prompting daily phone calls.
YOUTH PROGRAMS

Earn-a-Bike

We continued to partner with YouthCity to offer more comprehensive Earn-a-Bike courses. This course is more than bike mechanics, the children are mentored to learn how to use resources and then help others to do the same. To make this course even more effective, we hired a full-time Youth Director for 2009.

Youth mechanics participate in the Earn-a-Bike program by building their bikes from scratch at our Community Bike Shop. Each earned bike comes with safety education and a new helmet.

“I find the kids anxious to earn their bike, most are inquisitive and the experience is a real positive one for many kids who find school difficult. As a semi-retired teacher I know the benefit of a positive experience on a child’s self confidence. It can be life changing... As a teacher I always valued seeing kids in a new environment and what they do with it.”

- Don Ries, Earn-A-Bike Instructor

“In a world of disposable products and video games, today’s youth are losing opportunities to develop their mechanical aptitude. Our Earn-A-Bike classes re-acquaint the concept of repair, providing an affordable means of transportation, promoting a sustainable and healthy lifestyle, teaching safety, as well as instilling a sense of accomplishment and pride.”

- Jonathan Morrison, Director
Trips for Kids (Salt Lake City)

The Bicycle Collective’s newest youth program, Trips For Kids SLC, got off the ground in 2008 with its mission to share the thrill and healthy challenge of mountain-biking with local kids who might otherwise not have a chance to experience it. With a donated trailer and fleet of twelve brand new bikes donated by REI, Collective volunteers led groups of kids from the Youth-City summer program on a series of rides at City Creek, Red Butte and Mountain Dell Reservoir.

In the first year around 35 kids participated in 4 Trips for Kids rides. Plans are currently underway for 2009 rides as well as new partnerships for groups of kids.

“Its been a successful start this summer. We’ve had a great bunch of enthusiastic kids and we did some fun rides. Thanks to our dedicated volunteers and the helpful staff at Youth-City, we have our program fine-tuned and are looking forward expanding in the coming seasons.”

- Matt Peterson, Trips for Kids, SLC Director
OUTREACH

Bicycle Benefits
(www.bicyclebenefits.org)
We include a bicycle benefits helmet sticker with every membership. Inspired by the original Pedal Pass program started in Salt Lake City, the Saratoga Healthy Transportation Network in New York founded Bicycle Benefits. This program is designed to reward those committed to commuting by bike and encourage new trips by bicycle. Participating businesses offer a discount or benefit to anyone who rides their bike with the helmet sticker. Not only does this create an incentive for riding their bike, the reflective bicycle benefits sticker turns bicycle helmets into a reward pass -- a positive reinforcement for bicycle safety. Each business displays a Bicycle Benefits window decal and is listed in the online directory, participating cyclists are recognized by a sticker on their helmet.

Two restaurants joined Bicycle Benefits in 2008: Red Rock Brewing Company and Bangkok Thai.

Continuing Education
It was another great year for partnering with the University of Utah’s Continuing Education program. This year bike repair classes were held in May. The level 1 and level 2 courses brought a total of 11 adult bike repair students to the community shop. Students learned about the Collective’s mission and programs as well as the League Cycling Instructor’s classes. The Collective was listed in the Continuing Education catalog and the web site as a partner with the university. The repair classes benefited from the new work benches and the expanded collection of tools and space available.

NEW POSITION

Volunteer Coordinator

Krista Bowers was hired as the new volunteer coordinator, who with rolling energy, helped build the organization in more ways than one.

Krista managed 120 DIFFERENT volunteers at special events such as valet bike parking and 45 volunteers at the Community Bike Shop. A good number of these are regular volunteers, returning for the unique opportunity to be a part of what we do.

The mother of one of our young volunteers (14 year-old Steve Floor) called Krista to thank her for the difference we have made in her son’s life. She attributes Steve’s growing confidence and self-worth to the time that he has spent at the shop and helping at events with us. She allows him to be a part of anything that we do, because she trusts us to be a good influence on him. She has also afforded him more freedoms because of the maturity he has exhibited since affiliating with our community. She hugs Krista every time she sees her, and thanks her repeatedly for doing so much for her son!

Krista spearheaded a new apparel line of Collective Merchandise, utilizing an artistic graphic thanks to Mike Haring. It includes t-shirts, tank tops, hoodies & shorts. This has been a huge success and previously largely untapped source of revenue. We have already had to re-order to keep up with demand.
SPECIAL EVENTS

Creating community can be hard work, but it is really fun and seems to come natural to cyclists. We held several events and parties this year.

Pedal Pusher Film Festival

The silent auction table was full with great gear, the films were entertaining, and track stand and salt city sprint comps produced champions, and the music by the Vile Blue Shades went off the hook.

Bike Month Street Banners

In a coordinating effort with the Utah Transit Authority (UTA), Salt Lake City Corporation, the Downtown Alliance, the Mayor’s Bicycle Advisory Committee (MBAC), and Ferrari Color we were able to put 73 banners downtown to celebrate the May as National Bike Month.

True Heroes:
Marty and Nicki Kesteler

While we would like to commend their courage and strength through a hard time, which we all hope to emulate, we are also honored to include this letter from Marty...

On June 17, 2007, I was intentionally ran over by a delivery van while riding my bike. I sustained life threatening and life altering injuries. During the long months of uncertainty the Collective was there as a support to my wife Nicki and I throughout. They organized fundraisers and created a donation account that literally kept us from losing our home. During the hard months of recovery I was regularly visited by members while in a care facility and at home. To this day they still check up on us.

I am writing as a personal reference to the impact the Collective has had on our lives. In addition to all they do for the community through programs and advocacy, they went out of their way to make sure we were ok. You cannot overstate the value of an organization that cares so much on both a community and individual level. They are a true asset to Salt Lake City.

Sincerely,
Marty Kasteler
**2009 GOALS**

- Continue to provide a consistent and reliable source of refurbished bicycles and expand the capacity of bikes for low income families. This goal will be achieved with the help of our new Shop Manager and volunteer mechanics to develop more efficient procedures at the community shop.

- Implement and manage the Earn-A-Bike and Trips for Kids youth programs, largely a responsibility of our new Youth Director.

- Advertise for and seek out opportunities to provide bike parking services at community events.

- Facilitate and support local and national bike advocacy initiatives, including government adoption of complete street policies, summit meetings, rides and local events, and increase the organization’s visibility and participation in community events.

- Increase the number of organization members, the number of businesses participating and offering Bicycle Benefits, and the number of volunteers that are involved in the Collective’s programs.

- Smart Cycling: Offer a series of scheduled commuter courses during the spring-time, and continue to offer the LAB curriculum courses wherever and whenever audiences are created. Engage schools to accept and offer safe cycling instruction to kids, and train new League Cycling Instructors (LCIs).

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**FINANCIAL STATEMENT**

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THANK YOU TO ALL THE DEDICATED COLLECTIVE VOLUNTEERS

Financial Contributions:
Sorenson Legacy Foundation
George S. and Dolores Doré Eccles Foundation
REI
Tides Foundation
Cycle Salt Lake Century
Specialized and Ashley Keene’s Hair
Streamline Industries
Clif Bar
Denice Wroe
Steve Cook
Steven L. Sheffield
Matthew Peterson

Also Thank You to the over 30 members for your heartfelt donation.

Professional Services:
Mark Wagner with Vancott for legal consultation.
Justin Shaw for invaluable CPA services
Dennis Dierks & Ric Wilkins for the electrical services that lit up our sign.
Girl Friday Designs, Bonie Shupe and Tara Shupe
Mike Haring
Board of Directors:
- Jason Bultman, President
- Nathan Flaim, Secretary
- Michael Wise, Treasurer
- Patrick Beecroft
- Russ Hopkins
- Jamie Cowen
- Angela Sather

Staff:
- Jonathan Morrison, Executive Director
- Krista Bowers, Volunteer Coordinator
- Calvert Cruz, Shop Manager
- Krisha Pressa, Youth Director