URBAN BIKE PROJECT OF WILMINGTON ANNUAL REPORT

YEAR 2018

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Cover Photo: Participants in Advanced Bike Camp ride a stretch of the new Jack A. Markell trail en route to Lums Pond State Park.

MESSAGE FROM THE EXECUTIVE DIRECTOR

Message from the Executive Director

DEAR FRIENDS,

What do bicycles mean to you? If you are reading this report, you probably already have some connection to bicycling in your life. Perhaps it's an important part of your fitness and health routine, or perhaps it's how you enjoy a sunny spring day with your family. You might find that bicycling for transportation saves you money, or perhaps that it is the only form of transportation that you can afford and that gets you to work on time.

Or maybe you have unlocked the secret, a reason perhaps why studies show that bicycling increases happiness over any other form of transportation – that when you ride a bicycle, you become part of a community. Be it a moment of eye contact and a smile with a fellow traveler, the simple joy of swooshing down a hill on your way to work, or watching the daily progression of flowers blooming and trees leafing, the pace of bicycling connects us to place rather than hurrying us past it.

Towards the end of 2018, we closed our shop to begin long-awaited renovations to the building. We knew that we had to involve our community in the process – after all, building community is at our core, our raison d'etre. We hosted an open house where volunteers, supporters, youth program participants and neighborhood residents all gathered to learn about the renovations that were underway and to make a custom tile with help from our friends at the Creative Vision Factory. Through art, we all came together and shared our personal connection with bicycling. The tiles will be installed in the new shop as a beautiful representation of our diverse community.

In Spring 2019, we will unveil our newly renovated shop. The building will not only better serve our existing customers, but will be a resource for our neighbors, even those who don't ride bikes. Our shop will be a hub for community meetings, special events, and the neighborhood's youth. We can't wait to bring the joys of bikes and community to more Wilmington residents than ever before.

Next time you are in Wilmington, I hope you will take a minute to look around you. You'll realize there are people riding bikes everywhere you look. I hope you will take a minute to smile and wave to a passing cyclist, and perhaps to wonder what bicycling might mean to them. Even better, come down to our shop and spend time with your fellow cyclists. I think you'll find that regardless of any differences, we all share reasons for loving bicycles. For more information about how you can be part of bicycles building community, visit our website at www.urbanbikeproject.org, or like us on Facebook!

Thanks, and see you at the shop,

Laura Wilburn
Executive Director

Our Mission

Urban Bike Project supports Wilmington communities by providing access to bicycling as a healthy, affordable and practical means of transportation and recreation.

IN WILMINGTON COMMUNITIES, WE SUPPORT…

People: Bicycling for transportation and recreation helps members of the community stay active and relieve stress, improving both physical and emotional health. It's a fun activity that improves the quality of life for Wilmington residents

Youth: Bicycling provides youth a means to stay active, enjoy extra independence, build confidence, learn new skills, and explore their natural and built environment. Bicycle mechanics engage youth in science, technology, engineering and math (STEM) concepts.

Safe Streets: By helping folks make the move from their cars to bicycles, we decrease congestion and put more eyes and ears on Wilmington's streets, making the city a safer place to live, work and play. Vibrant streets bustling with pedestrians and cyclists create a welcoming environment with more human interaction and a greater sense of community than those that are built for and occupied by motor vehicles.

The Economy: Bicycling helps to empower low income residents by providing access to employment and other positive opportunities through reliable, affordable transportation. Cities across the nation are turning to increased mode share and bicycle friendly development as an important means of attracting residents and a talented workforce, creating urban renewal and building a thriving economy.

The Environment: Bicycling instead of driving reduces fossil fuel emissions, making our air healthier to breath. Parking and other facilities for bicycles require less space, leaving more room for parks and permeable surfaces that can ease the burden on our water ways.

2018 Highlights

Hagley MakerFest

Hagley's MakerFest celebrates artists, craftsmen, inventors, tinkerers, brewers, and all other manner of makers. Urban Bike Project invited attendees to take some of our more unique bicycle creations for a spin, including our famous smoothie bike. This annual event is a great opportunity for us to recruit new volunteers and customers, both youth and adult, who enjoy working with their hands and creative problem solving.

Breaking Ground on Renovations

With 80% of total funds already raised, Urban Bike Project finally broke ground on renovations in December. Renovations to the shop will repair structural damage and upgrade systems, restore exterior facades to their original beauty, and create a versatile and welcoming interior space with abundant natural light. Renovations are slated to complete in April 2019.

Wheels for Water

For this year's bicycle tour of Wilmington, we partnered with Wheels for Water to raise awareness about water quality in Wilmington, and small ways that us residents can contribute to clean water (hint: riding a bike instead of driving is great for water quality!) The sold out tour for 20 included a tour of Wilmington's pumping station, a climb to the top of Rockford Tower, and an exclusive tour of the site for the future South Wilmington Wetland Park.

WGP Youth Cycling Championships

Despite rain and cold, young competitors representing Urban Bike Project and Edgemoor Bike Club, plus a few unaffiliated walk-ons, vied for first place in the Wilmington Grand Prix's Youth Cycling Championships. Urban Bike Project provided loaner bikes for any youth competitors who did not have their own bike to ride. Winners were awarded in two separate age categories.

2018 HIGHLIGHTS

Fall Ride Season – 4th Annual Crisp Classic and Dogfish Head IPA (I-Pedal-A lot)

The 4th Annual Crisp Classic welcomed over 50 riders, including our guest youth riders from Hicks Anderson Community Center. The new Dogfish Head IPA raised over $18,000 for Urban Bike Project from hundreds of riders enjoying a perfect October day in southern Delaware.

West Side Mobile Repair Clinics

From June through September, we offered weekly pop-up repair clinics at the corner of 4th and Rodney Streets in Wilmington's West Side. We offerend repair services as well as sales of locks, lights, tubes, and other essentials. Our friends at West Side Grows Together helped us identify a location and spread the word to local residents and organizations. Attendance at the outdoor clinics was heavily tied to weather, but on fair weather days the clinics typically served 8+ customers. These clinics helped us reach customers who might otherwise have difficulty getting to our shop on the other side of town. One customer was riding daily to Newark with no brakes! We got him fixed up and on his way, with significantly lower chance of crashing.

SPOTLIGHT ON: SANTA'S BIKE PROJECT HOLIDAY GIVEAWAY

We partnered with Hicks Anderson Community Center, Kingswood Community Center, Prayer and Praise Power Ministries, Community Education Building, and Rose Hill Community Center to distribute a record 105 bikes to kids age 5-7. At Rose Hill, we also threw a party with holiday treats and a craft project making ornaments out of old bike parts. Thanks to Biking Blue Hens for providing volunteers and support for this annual initiative!

Programs

OPEN SHOP

Open Shop was our first program back when Urban Bike Project began in 2005. Visitors to our Open Shop hours can shop for affordable used bicycles, use our tools and stands for $3/hour to repair their own bikes with help from mechanically knowledgeable volunteers, or shop for used parts and accessories. Customers who are unable to afford parts and stand time may enroll in Compensated Usage, which provides free access to all shop services for one bicycle per person. We strive to create an open and welcoming environment where customers can enjoy learning about mechanics, access affordable repair services, and foster their love for bicycling. Open Shop hours are currently available two nights a week plus Saturday afternoons.

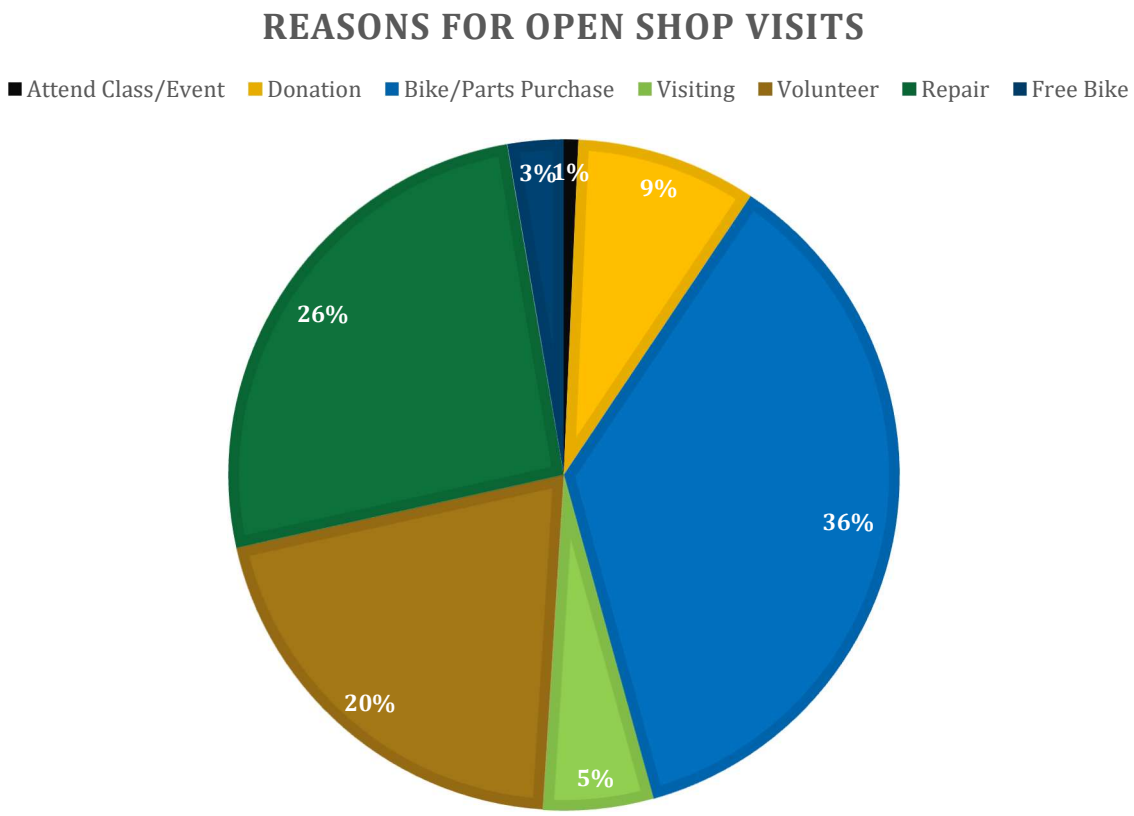
Volunteers	Volunteer Hours	Individual Visitors	Visits Total	Bicycles Sold
56	1,311	1,085	2,582	337

PROGRAMS

OPEN SHOP (CONTINUED)

What was new in 2018? In 2018, our part time Shop Manager became a full-time Program Manager. Sean used the extra hours to improve the quality of customer service offered during Open Shop hours and keep our sale floor stocked with affordable used bikes. Thanks to his efforts, we increased bike sales from 259 in 2017 to 337 in 2018. That's an additional 78 bikes that are helping Wilmington residents feel happier and healthier rather than filling landfill space.

What is in store for 2019? When we unveil our new shop in Spring 2019, we'll activate new retail-only hours so that customers can shop for bikes, parts and accessories at more convenient hours. It will also lighten the shopping traffic during standard Open Shop hours, freeing up our staff and volunteer attention to help more customers with repairs.



PROGRAMS

FREE BIKE PROGRAM

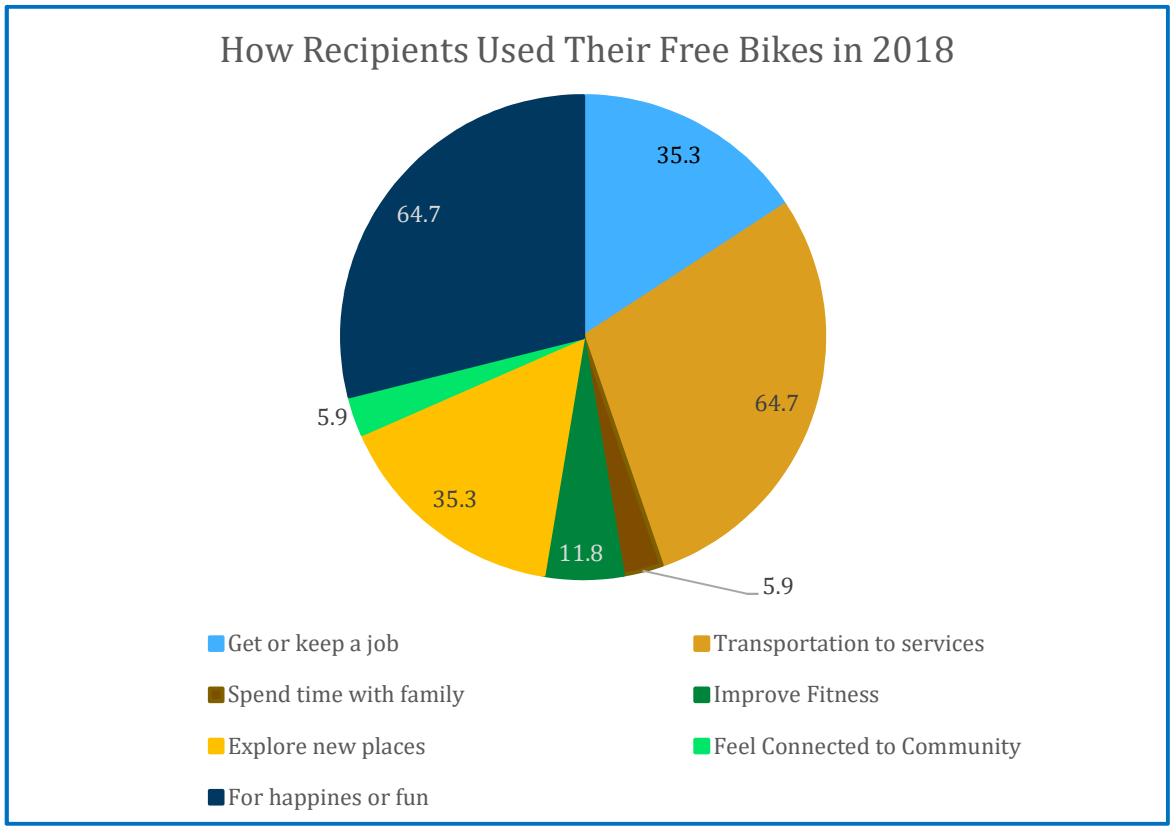
UBP's Free Bike Program provides utilitarian bicycles, locks, lights and helmets to adults in Wilmington and surrounding areas. Recipients also receive free access to our Open Shop hours for repairs and maintenance. Transportation often poses a major barrier to individuals working to overcome challenges such as homelessness or recent incarceration and can limit access to job opportunities and other resources. Bicycles offer an affordable transportation option that are more reliable and versatile than transit, particularly for individuals working night shifts when DART buses do not run. Program applicants use their bicycles for securing or maintaining employment, getting around efficiently, and reaching health goals. Many of our free bike recipients turn their lives around with the help of their bicycles.

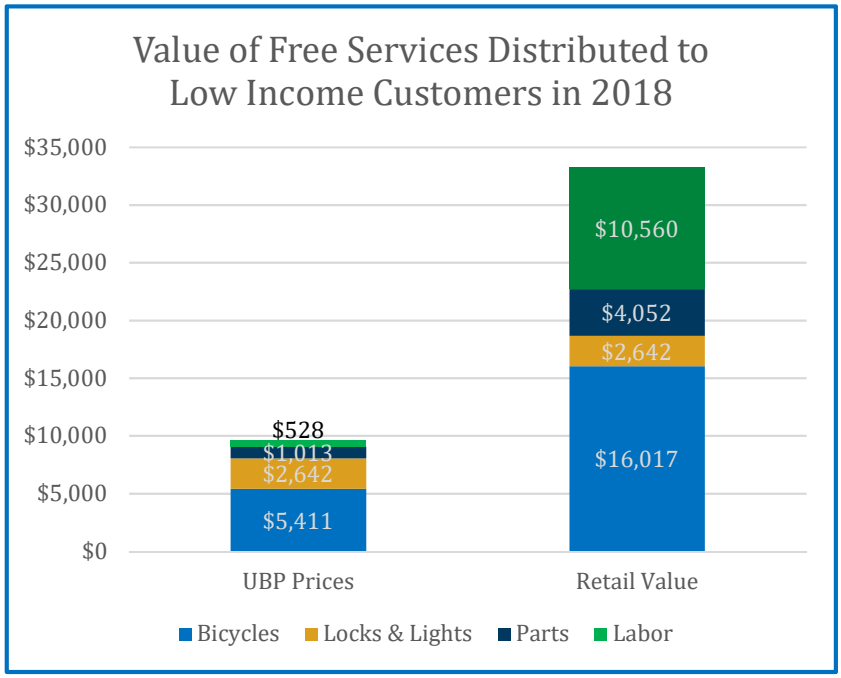
What was new in 2018? We doubled down our efforts to access more individuals with the Free Bike Program, as well as work with recipients to help them keep the bikes for longer in good working condition. We worked one-on-one with recipients to educate them on proper locking techniques and how to use our shop for free repairs. Our efforts paid off – we distributed 97 bikes in 2018, up from 60 in 2017. We also saw an increase in percentage of recipients who were still using their bike six months later – from 63% in 2017 up to 82% in 2018. Only 3 individuals reported a stolen bike, while zero Free Bike recipients reported that they had stopped using their bike due to mechanical failure. Rather than giving up on their bike, Free Bike recipients used our shop to repair the bike and keep rolling.

What's in store for 2019? Despite success in helping more individuals get and maintain bicycles in 2018, we saw sharp decreases in outcome metrics such as employment rates, increase in annual income, and movement into more stable housing conditions. While people were using their bikes in 2018 to go grocery shopping and access services (65%), improve happiness and have fun (65%) and explore new places (36%), it seems they simply weren't using them to get to work in very great numbers (35% in 2018, compared to 75% in 2017). We hope to learn more about why, and how we can better assist those in need of transportation. As part of an ongoing effort to find the most effective format for this program and reach more folks who can most benefit from our services, we are working on developing collaborative programming with Connections, Inc., including group rides, mechanics education, volunteer opportunities, and bikes for transportation.

Siddiq Watson, Free Bike recipient, uses his bike to get to his job as a cook at the Sheraton Hotel in Churchmans Crossing.

FREE BIKE PROGRAM (CONTINUED)





37%

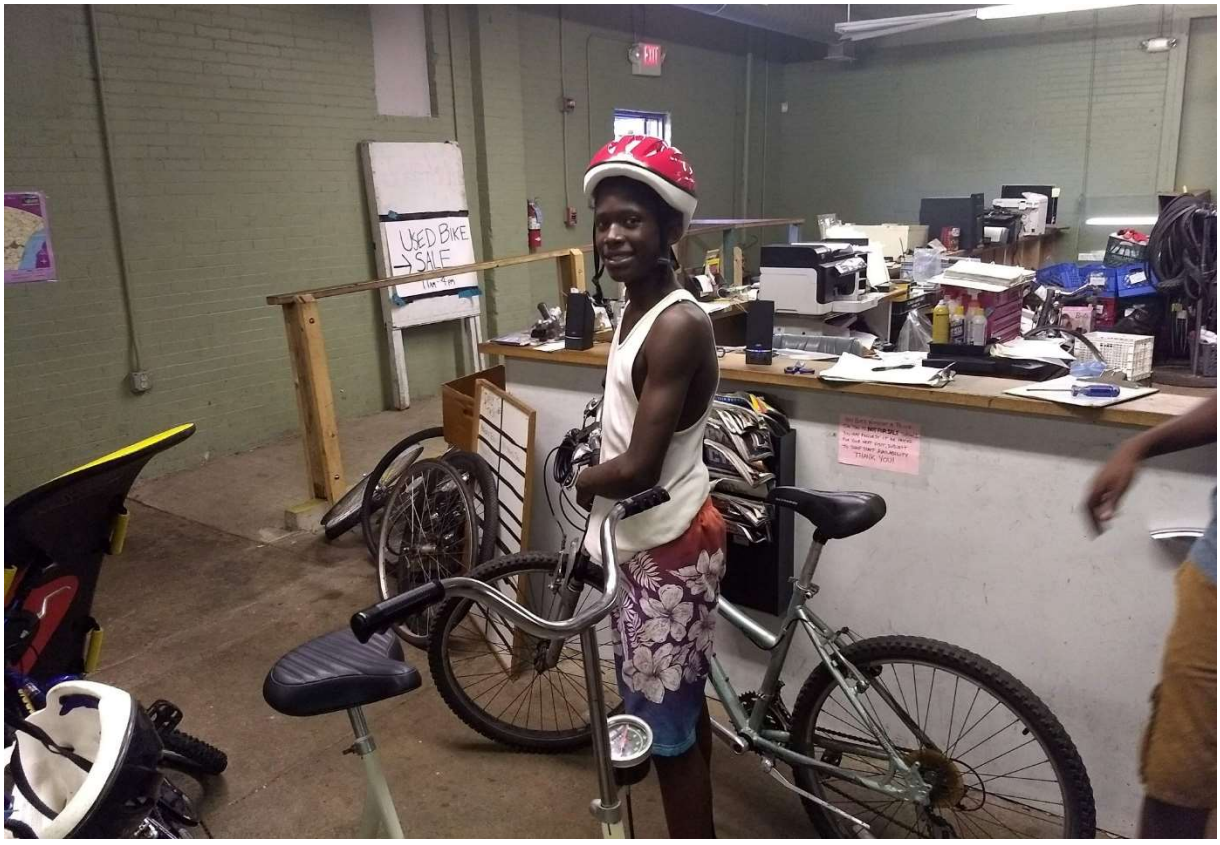
Free Bike recipients who returned to our shop for free repairs. Access to repair services helped Free Bike recipients continue to use their bikes for transportation.

PROGRAMS

YOUTH SHOP

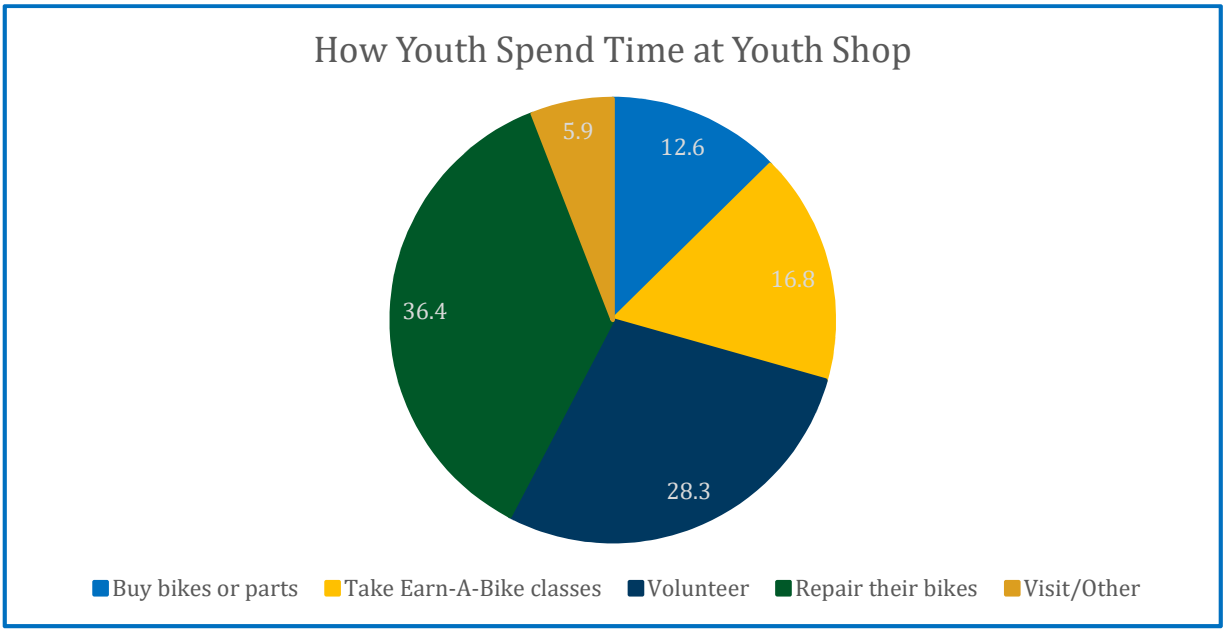
Youth Shop is open to all area youth between the ages of 8 and 18. The program features a weekly youth-only open shop night as well as weekend bicycle rides. Youth attending open shop choose to work independently on their bicycles with help from adult volunteers, volunteer to earn shop credit which is redeemable for parts and accessories, or attend that night's Earn-A-Bike class. Each week a different mechanical topic is covered in class, for a total of six classes. Participants who complete all six classes earn a free bike, lock, helmet, and patch kit.

Youth Shop creates a safe space for neighborhood youth to spend time after school, learn new skills, and explore their capabilities. Youth participants practice patience, persistence and hard work by working towards a valued reward, either as volunteers saving up shop credit for a purchase or as participants in the Earn-A-Bike classes. They gain access to bicycling as a means of independence and outdoor exploration.



Individual Youth Visitors	Visits	Youth Volunteers	Volunteer Credit Redeemed
165	495	67	$730.00

YOUTH SHOP (CONTINUED)

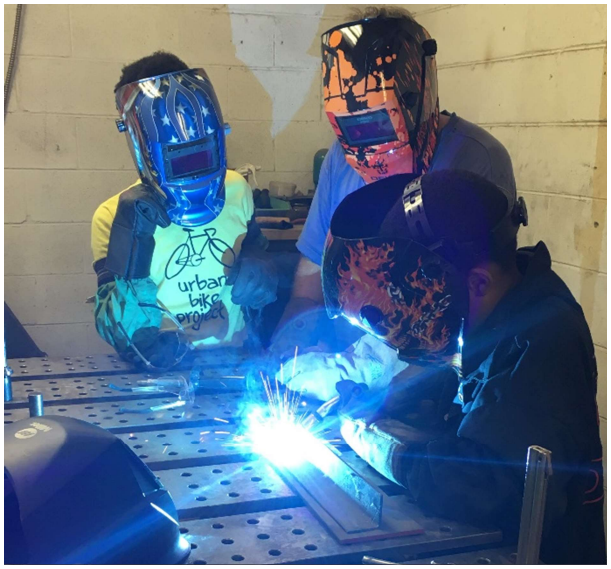


What's in store for 2019? Youth Program expansion is the top programmatic growth priority for 2019. We believe we will have an opportunity to better serve our neighborhood's youth once renovations to the shop are complete and we have a building that offers a clean, safe, and comfortable environment. Programmatic expansions will include daily after school hours, tiered program elements that reward youth for continued involvement and provide opportunities for leadership development, and more opportunities for group outdoor recreation. Strategically, we hope to raise grant funding to hire a Public Allies volunteer, who will help create the initial format and infrastructure for program expansions. Roughly outlined, the new program will include three tiers:

- Tier 1: Daily Drop-in hours and Earn-A-Bike. This tier will closely mirror the existing structure of Youth Shop, but will separate repair hours from Earn-A-Bike classes in order to increase capacity, and will extend hours so that our shop will provide youth with a safe space to spend time in daily.
- Tier 2: Club Membership. Youth who have graduated from Earn-A-Bike and volunteered a minimum of 10 hours will be eligible to join one or more clubs that meet weekly. These clubs will be based on further conversations with youth participants, but based on initial feedback ideas for clubs include mountain biking, road riding, leadership team, and bike customization/art.
- Tier 3: Annual Adventure Trip: After one year of club membership, youth will be eligible to sign up for a summer bike trip. Trips will be scheduled for different rail-to-trails throughout the region each year, such as the C&O Canal Path in Maryland. Youth will participate in pre-ride trainings, organizational meetings, and a team fundraiser leading up to the annual trip. Tier 3 would be part of a Phase 2 implementation.

PROGRAMS

SUMMER CAMPS



Build-A-Bike Summer Camp: Youth age 11-17 challenge themselves with outdoor adventures, volunteer projects, and bicycle mechanics. Campers spend half of each day working on building their own bicycle, starting with a frame and a box of parts, which they keep at the end of camp. The second half of each day is spent enjoying field trips to different destinations around Wilmington that incorporate community service with exciting outdoor activities. Field trips include rock climbing and clearing invasive species at Alapocas Run State Park, mountain biking and trail maintenance at White Clay Creek State Park, gardening and making smoothies at 12th and Brandywine Urban Farm, and a bike ride on the Northern Delaware Greenway and end-of-camp barbecue at Bellevue State Park.

Campers	Scholarships	Junior Counselors
10	2	2

Advanced Bike Camp: This camp was offered for the first time this year for youth age 11-17 who have some prior experience with bicycle riding and mechanics. Campers participate in a multi-day community service project, learn advanced mechanics, and finish the week with a 26 mile overnight bike ride to Lums Pond State Park! We spent the night in the campground yurts, and campers tried their hands at kayaking, mountain biking, and the Go Ape! Zipline and Ropes Course. For this year's community service project, we partnered with The Challenge Program to learn welding and build bike racks out of old bike frames. We built two racks and installed them next to the mini golf course on the Riverwalk, and in the parking lot of Dead President's Pub & Restaurant on Union Street (home of Wilmington's longest bike lane!)

Campers	Scholarships	Junior Counselors
5	1	2

PROGRAMS

SCHOOL EARN-A-BIKE

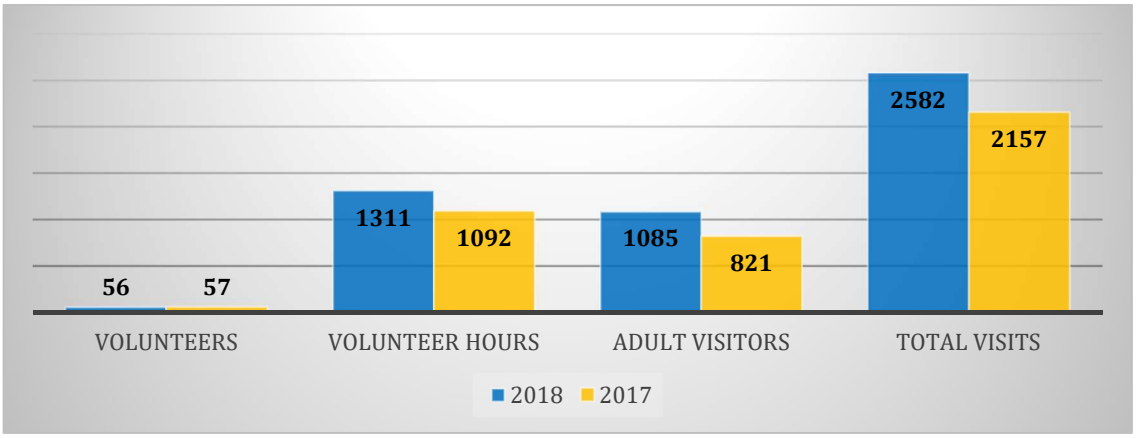
Urban Bike Project offers Earn-A-Bike programs to Wilmington area schools and youth organizations that would like to supplement their existing programming with hands on learning opportunities. Students spend 10 hours refurbishing a bicycle while developing basic mechanics skills, practicing problem-solving skills, and learning how to ride their bicycles safely. Youth also practice patience and teamwork and gain the confidence and feeling of accomplishment that comes from working towards a goal. Students who graduate the program keep their refurbished bicycles and receive locks and helmets free of charge.

In 2018, Urban Bike Project ran three programs in partnership with the Brandywine Community School, P.S. DuPont Middle School, and the Community Education Building.

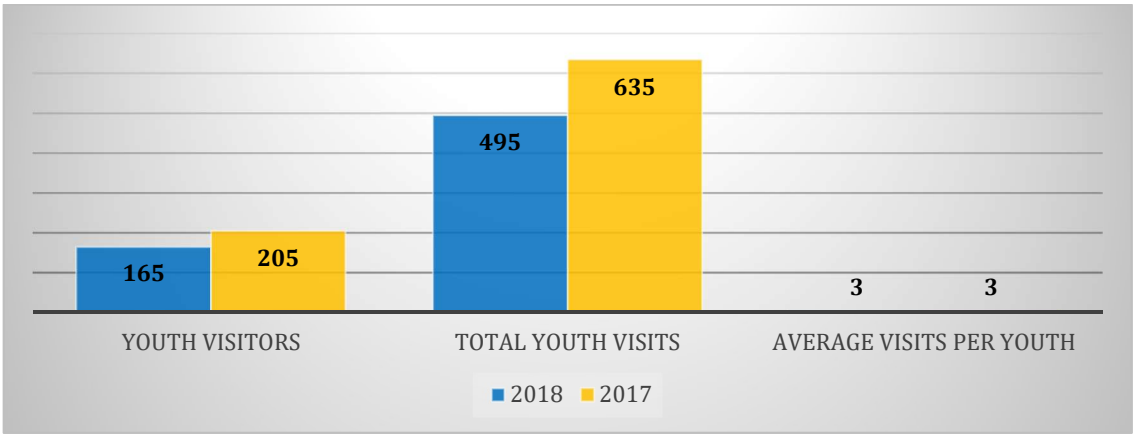
School Earn-A-Bike Participants	School Earn-A-Bike Graduates	Number of Programs
29	20	3

PROGRAMS

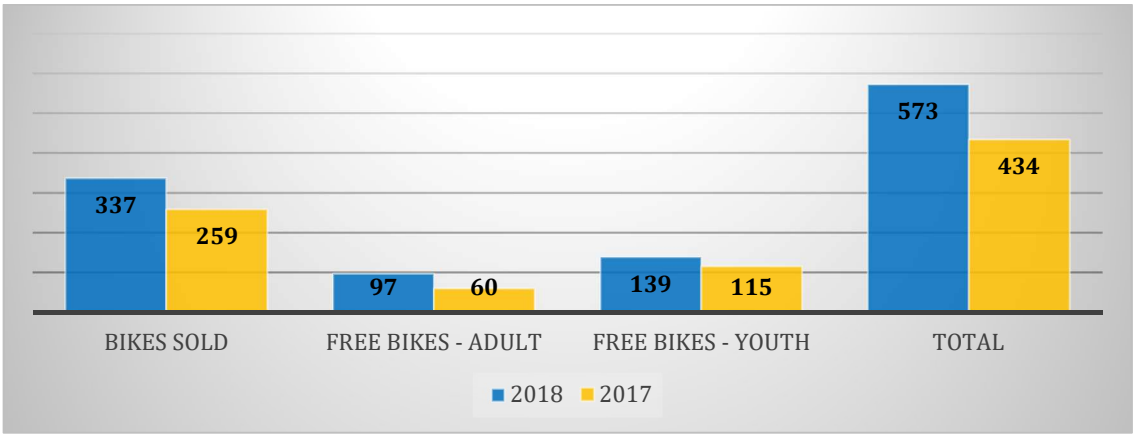
PARTICIPANT STATISTICS: 2018 VS. 2017



YOUTH PARTICIPANT STATISTICS: 2018 VS. 2017



BICYCLES DISTRIBUTED: 2018 VS. 2017



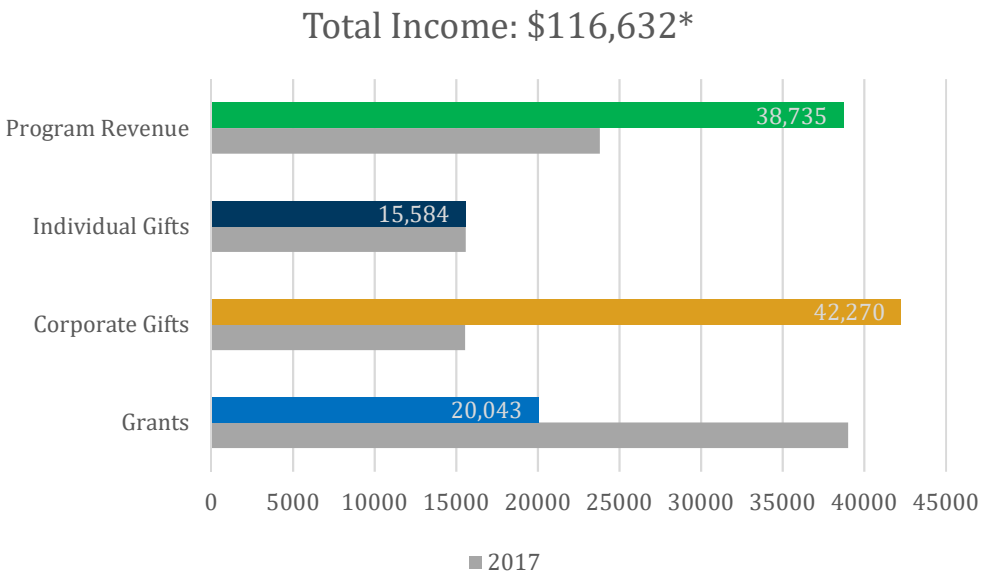
FINANCIAL SUMMARY

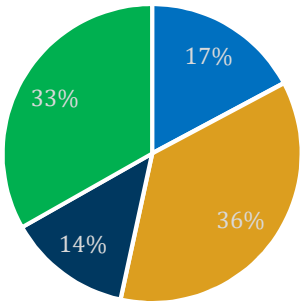
Financial Summary

BALANCE SHEET

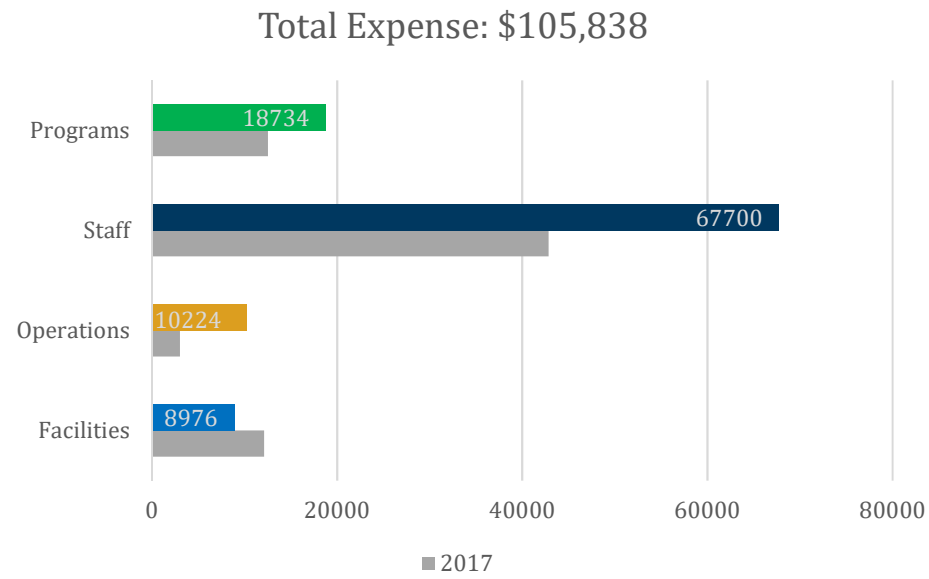
Net Cash Balance: $276,279.00 Total Fixed Assets: $91,980.00 Net Asset Change: +$262,011.00

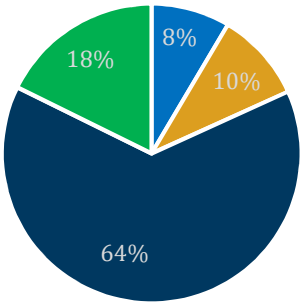
PROGRAMS AND OPERATIONS





* Cash basis only; Does not include value of in-kind bicycle donations valued at an estimated $36,405





Donor List

OPERATING AND PROGRAMMATIC DONATIONS

Thank you to Dogfish Head Brewery for their partnership and in-kind donations, to Bellevue State Park for providing the venue for the Third Annual Crisp Classic Recreation Ride, to Kenny Family Foundation for the donation of food for summer camp and events, and to Friends of Wilmington Parks for donating rock climbing lessons for camp. Finally, thank you to the many individuals and local bicycle shops who donated 825 bikes as well as parts and accessories to support our programs.

Foundation, Corporate and Government Sponsors

Velo Amis, Inc.....$15,000.00

Capital One.....$8,500.00

Discover.....$5,000.00

Wilmington Area Planning Council.....$3,000.00

White Clay Bicycle Club.....$2,000.00

Independence Wealth Advisors.....$700.00

Independence Advisory Group LLC.....$700.00

Bell Lap Events, LLC.....$700.00

Delaware Valley Development Company....$500.00

First State Velo Sport.....$500.00

Exelon Dollars for Doers.....$500.00

Exelon Foundation.....$200.00

Innovincent, LLC.....$200.00

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O.K. Video.....$150.00

Anthony's Pizza.....$123.30

Spur Impact Association.....$112.50

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Thank you to Architectural Alliance, Sobieski, Inc. and The Challenge Program for providing discounted services. Thank you to Mayor Purzycki, Councilwoman Oliver, Councilwoman Walsh, and all of City Council for their support.

Sponsors

Welfare Foundation…… $100,000.00

Longwood Foundation……..... $61,250

Crystal Trust…….....$50,000

Laffey McHugh Foundation…...$25,000

Titanium Donors ($500+)

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Gillian Daniels…….$5,000.00

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