

URBAN BIKE PROJECT OF WILMINGTON ANNUAL REPORT

YEAR 2022

TABLE OF CONTENTS

Contents

Message from the Executive Director	1
Our Mission	2
Commuter Challenge @ Monkey Hill	3
Open Streets Wilmington	4
Programs	6
Financial Summary	16
Donor List	17
Board Members and Staff	20

MESSAGE FROM THE EXECUTIVE DIRECTOR

Message from the Executive Director

DEAR FRIENDS,

What does it mean to create safe spaces for people to connect with joy, beauty, physical health, community, and economic opportunity through bicycling? Safe spaces require physical safety of course – places where people can ride bikes and perhaps even bring their kids along without fear of traffic.

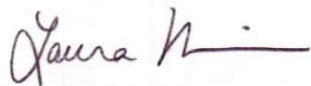
Safe spaces also require emotional comfort. What do you see when you look at a bike lane? Do you see a facility that is intended to help keep you and your family safe? Or do you see something intruding on your neighborhood, made for someone else but not for you? Do you feel invited to identify as a cyclist, or do you feel like an outsider? Do you have friends to ride with, to share the joys and challenges with? We know that feeling part of a community is critical to our success, and studies show that all people, but especially women and people of color, are much more likely to ride bikes if they can do so socially.

At Urban Bike Project we constantly ask: how can we better create safe spaces that foster all that is wondrous about riding bikes? In 2022, this meant tackling the question of safe physical spaces for the first time in our organization's history. On page 4 of this report, you'll learn about our efforts to pilot a consensus-building model to design safe streets that work for all residents, not just the vocal few, in partnership with the Delaware Department of Transportation and Jefferson Street Center.

This also meant welcoming new communities of riders to our shop and embracing new perspectives. On page 7, you'll learn about our partnership with the generous ladies of Cycle Sistahs. Their model of inclusivity and mentorship to new riders teaches us and inspires us. On page 11, you'll meet local artist and our newest partner, 7Godxx. 7God shared his own experience of bike culture, centered on wellness, gratitude, and self-love, with Urban Bike Project youth through the Big Inner G Bike Club.

In 2023, we'll be offering a new GirlCYCLE summer camp that welcomes more girls and female-identifying youth into our programs, and a youth mountain biking team that will create a supportive community that honors the hard work our youth dedicate to their love of bicycle riding. We hope you will join us and share your ideas for how we can ensure that the joy of bicycling belongs to all Wilmington residents.

Thanks, and see you at the shop,



Laura Wilburn
Executive Director



OUR MISSION

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 only.

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 breathe. 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.



2022 SPOTLIGHT: COMMUTER CHALLENGE @ MONKEY HILL

2022 Spotlight: Commuter Challenge @ Monkey Hill

Urban Bike Project kicked off a new fundraiser and friend-raiser in 2022 celebrating cycling's grittiest riders – commuters! Participants in the Commuter Challenge completed a 3.2 mile time trial course through Wilmington's Brandywine Park on fully loaded commuter bikes, culminating in a climb up the Monkey Hill cobblestones to the finish line. Each participant raised money for Urban Bike Project while demonstrating the commuting power of bicycles – the more money each competitor raised, the more weight they carried up the course. Prizes were awarded for fastest and most weight across the finish line (not including rider weight).

The event, which kicked off the Wilmington Grand Prix's Monkey Hill Time Trial, was a hit with spectators and raised awareness for both Urban Bike Project and bicycling as a viable transportation alternative. The success of the inaugural Commuter Challenge lays the foundation for building the event into a cornerstone fundraiser for Urban Bike Project.

# Competitors	Fastest Rider	Most Weight	Total \$ Raised
6	19 MPH	221 lbs	\$15,832



OPEN STREETS WILMINGTON


Open Streets Wilmington

Open Streets Wilmington events take place once a month in rotating locations across Wilmington. The events close major roads to motor vehicle traffic for an afternoon. High traffic roads create barriers that divide our neighborhoods, limit opportunities for outdoor recreation, and create an unsafe environment for families and seniors. By closing these streets to traffic, Open Streets events transform them into bridges that unite neighborhoods and safe spaces for residents of all ages and abilities to get outside and play.

In 2022, 7 free events featured over 40 vendors, fun activities for kids and adults such as play equipment, outdoor fitness classes, and free bike rentals; live music and DJs; and resources for healthy living such as free produce giveaways, Medicaid enrollment, and much more.

Open Streets Wilmington is a collaboration of Urban Bike Project, West Side Grows Together, and the Open Streets Steering Committee.

2022 Locations

-  N. Market Street (Downtown)
w/Wilmington Earth Day
-  N. Washington Street (Northside)
-  New Castle Ave (Southbridge)
-  16th Street Bridge (East Side)
-  4th Street (The Flats/West Side)
-  Delaware Ave (Forty Acres/Highlands)
-  Baynard Blvd (Triangle/Baynard Village)
w/ Jefferson Street Center

ENVISIONING SAFE STREETS FOR WILMINGTON NEIGHBORHOODS

Open Streets Wilmington events provide an afternoon of fun and fitness for the neighborhood, but they also shine a spotlight on unsafe roads in our city and can serve as a catalyst for community dialogue about permanent improvements.

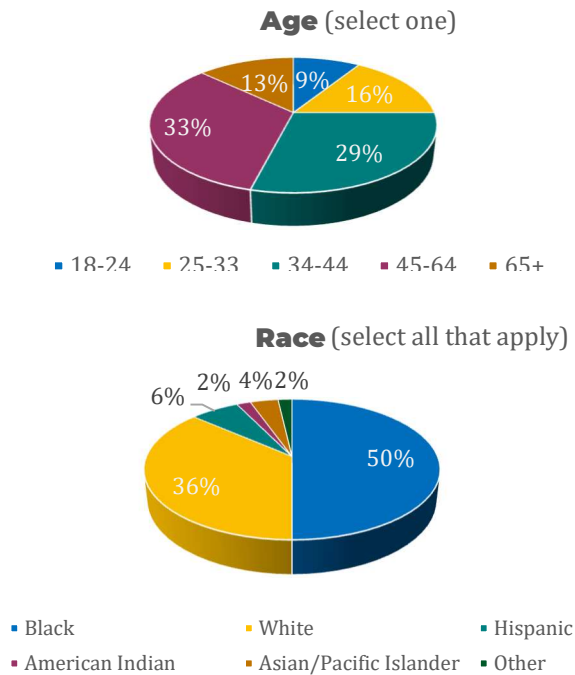
We work with the Delaware Department of Transportation (DelDOT) to talk to residents about their streets during

Open Streets events. DelDOT utilizes traditional engagement tools, such as surveys and maps, but Open Streets events also create unique opportunities for interactive, on-site tools such as pop-up installations of road elements. For example, at the Baynard Blvd event DelDOT installed a temporary two-way bike lane so that residents could interact with the bike facility and understand how it could fit within the existing roadway. Open Streets events also create opportunities for DelDOT to hear from more diverse voices than typically participate in traditional public transportation workshops, ensuring safe streets that work for ALL residents.

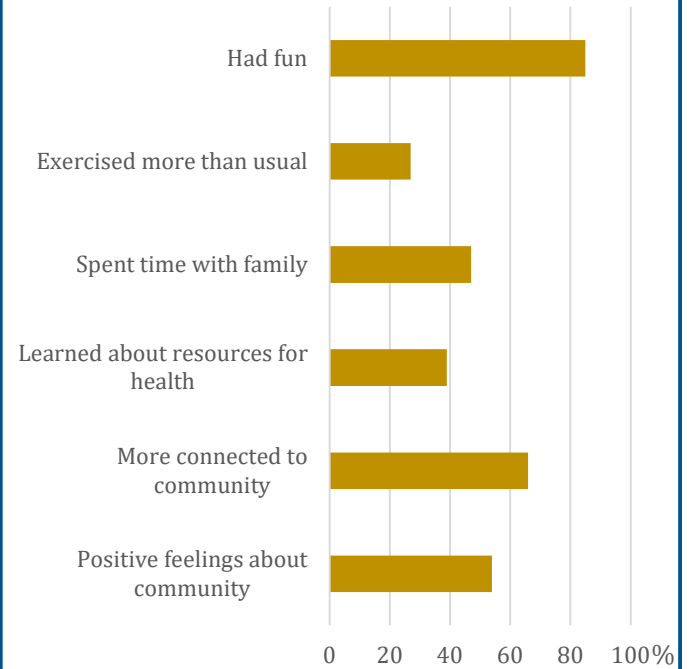
In 2023, we will work with DelDOT and Jefferson Street Center to build off of this year's initial Baynard Blvd engagement and pilot a new process for meaningful public outreach that can be applied across the city: host a series of community meetings to receive feedback and brainstorm new design ideas, install pop-up demonstrations of those ideas during Open Streets and collect additional community feedback, install a semi-permanent test version of the new street design to determine functionality and community experience, and finally submit a permanent project for funding based on findings from the test version.

OPEN STREETS WILMINGTON

Who Attends Open Streets Events?*



Open Streets Benefits* (select all that apply)



*Open Streets participant data is based on surveys of participants administered by volunteers (123 total)



PROGRAMS

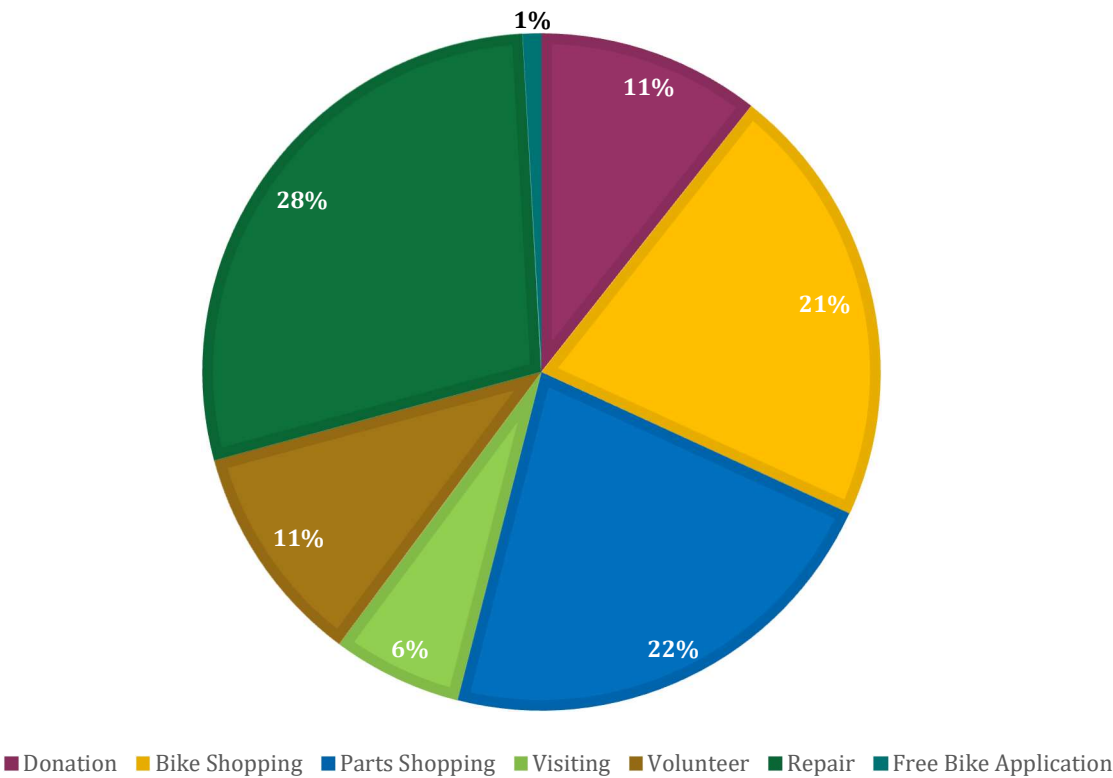
Programs

OPEN SHOP

Open Shop was our first program and forms the backbone of our operations. Visitors to 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 offer an open and welcoming environment where customers can enjoy learning about mechanics, access affordable repair services, and foster their love for bicycling.

Volunteers	Volunteer Hours	Individual Visitors	Visits Total	Bicycles Sold
52	821	1,755	3,555	662

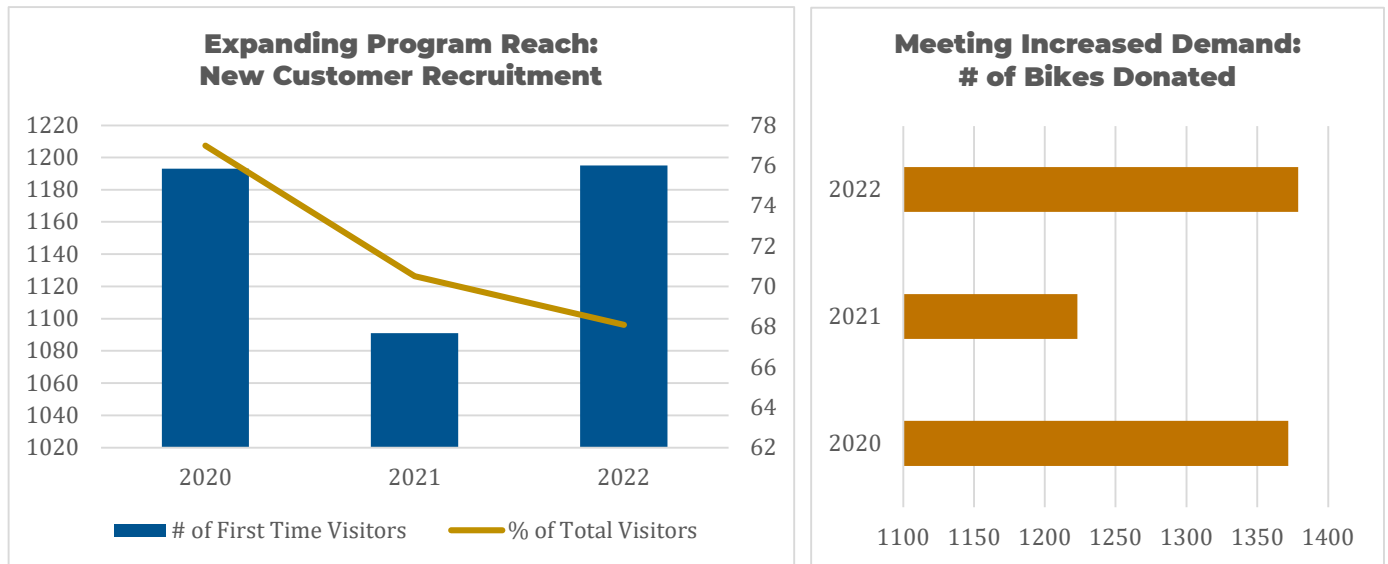
REASONS FOR OPEN SHOP VISITS



PROGRAMS

OPEN SHOP (CONTINUED)

Checking in with the Strategic Plan: Key Growth Priorities



2020 saw a major influx of new visitors to our shop. Many of these customers became loyal repeat customers. As a result, while new visitor recruitment remains high, the number of repeat customers has also increased, causing a decline in the percent of total customers who are first time visitors.

Partnership Spotlight: Cycle Sistahs

The Cycle Sistahs is a social club of local women, primarily women of color, who love to ride and love to introduce new riders to the power and joy of cycling. For the second year in a row, the Cycle Sistahs came out in force to help fix and polish kids bikes for our annual Holiday Bike Giveaway. This year we also expanded our partnership to include a ladies' Spring Tune Up workshop for Cycle Sistahs members!



PROGRAMS

FREE BIKE PROGRAM

UBP's Free Bike Program provides free bicycles, locks, lights and helmets to Wilmington adults. Recipients also receive free repairs and maintenance. Transportation often poses a major barrier to individuals working to overcome challenges such as homelessness, unemployment or recent incarceration. Bicycles offer affordable transportation that is more reliable and versatile than transit, particularly for individuals working night shifts that are not serviced by DART buses. Program applicants use their bicycles for securing or maintaining employment, accessing essential services, relieving stress and attaining health goals.

Many of our free bike recipients turn their lives around with the help of their bicycles. One gentleman saved his life with the help of his bicycle. After years of struggling with addiction, he was diagnosed with severe liver cirrhosis and placed on a wait list for a liver transplant. To qualify for the transplant, he needed to maintain his sobriety and improve his overall health. He used his bike to get to frequent doctor appointments, build wellness, and help cope with stress rather than turning to alcohol.

Free Bikes Distributed in 2022	# of Customers Who Received Free Repairs in 2022
80	69

Bikes = Mobility

93%

Free Bike Program applicants requested a bike to use for transportation.

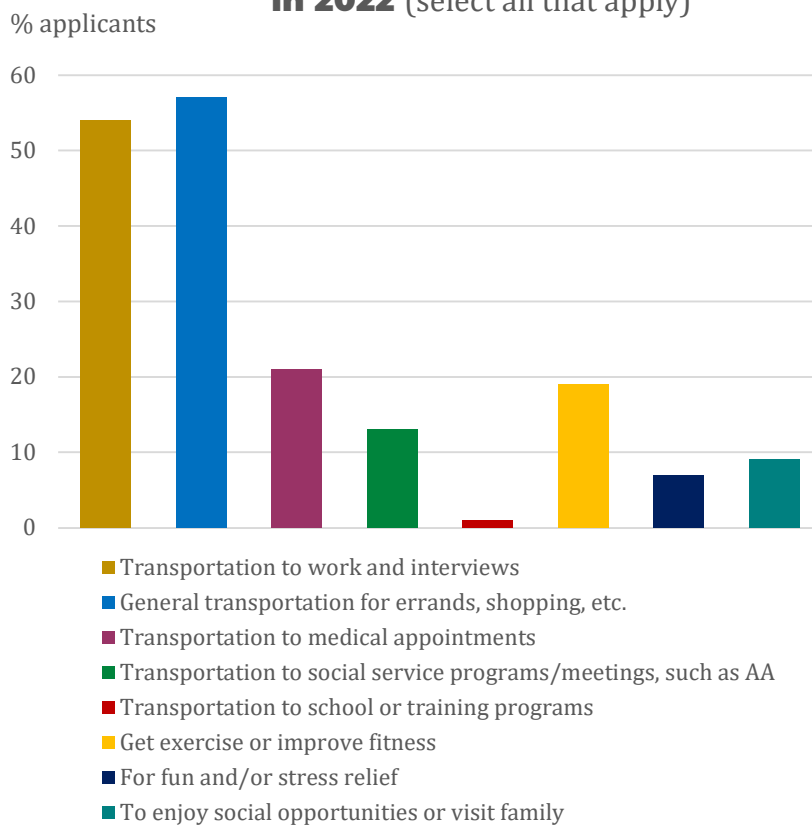
60%

Free Bike Program participants who were without stable housing

\$9,580

Average annual income of a Free Bike Program applicant for an **average household size of 1.7** (\$4,616/person)

Reasons Applicants Requested Bikes in 2022 (select all that apply)



PROGRAMS

YOUTH SHOP

Youth Shop is open to all area youth between the ages of 8 and 17. The program features a weekly youth-only shop night as well as weekend bicycle rides. Youth attending Youth Shop can repair their bicycles with help from adult volunteers, volunteer to earn shop credit which they can redeem for parts and accessories, or take one of six Earn-A-Bike mechanics classes. Participants who complete all six classes earn a free bike, lock, helmet, and patch kit.

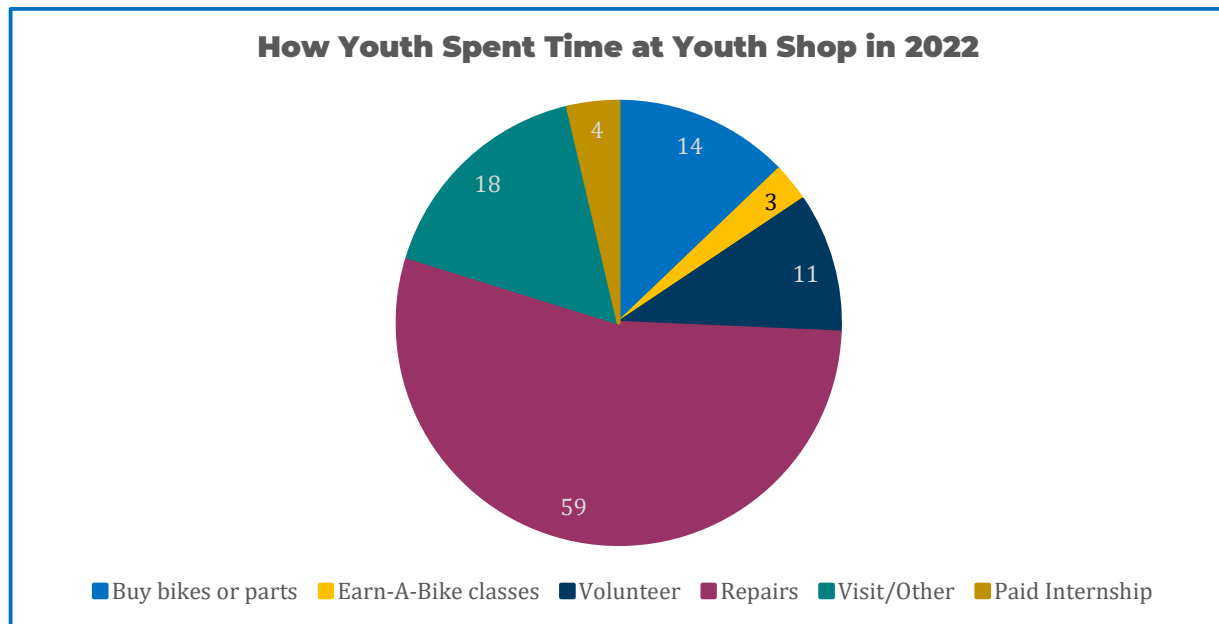
Youth Shop creates a safe space for neighborhood youth to spend time after school, learn new skills, and gain confidence in their capabilities. Youth participants practice patience, persistence and goal setting by working towards a valued reward, either as volunteers saving up shop credit for a purchase or as participants in 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
125	684	19	\$276.75



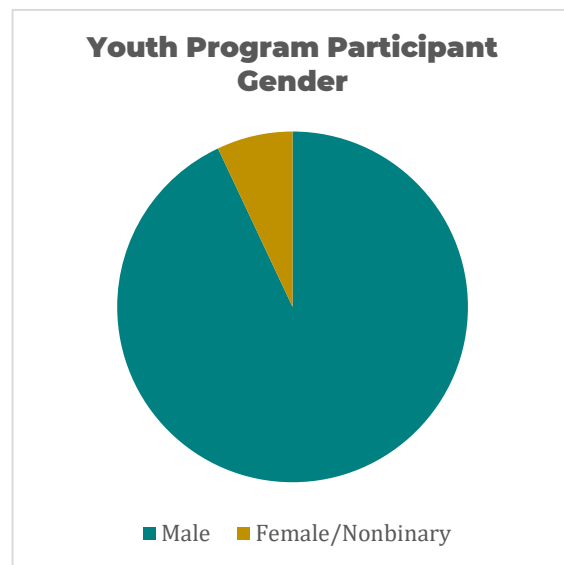
PROGRAMS

YOUTH SHOP (CONTINUED)



What was new in 2022? We hired our first ever Youth Program Coordinator, a big step for our organization that sets the stage for major expansions to our youth programs. Traci Currie began the full time position in October.

What's in store for 2023? The 2022 update of Urban Bike Project's Strategic Plan identifies programs that increase access for girls and female-identifying youth as a critical growth opportunity for UBP youth programs. Women are underrepresented across the board in recreational, transportation, and sport cycling, but the gender disparity in our youth programs is especially stark. A staggering 93% of youth program participants are male. To address this disparity, Urban Bike Project will introduce a girl's only summer camp, expand our partnership with the Cycle Sistahs to provide mentorship and role models of Black women on bikes, and seek new and expanded partnerships with girl serving organizations.



PROGRAMS

NEW! URBAN BIKE EXPLORERS

Urban Bike Explorers is a free, tiered youth program structure that provides opportunities for deeper engagement and leadership development. The program features three tiers:

1. *Tier 1 – Youth Shop, Afterschool Hours, Monthly Bike Rides.* This tier is open to all youth ages 8-17. It includes existing Youth Shop and monthly rides, and future additional afterschool hours.
2. *Tier 2 – Bike Clubs.* This tier is open to youth who meet Tier 1 participation requirements. Bike club options include a bike customization club in the spring and a mountain biking team in the fall.
3. *Tier 3 – Paid Internships, Annual Adventure Trip.* Youth participants who demonstrate commitment and maturity are eligible to apply for paid Junior Counselor and Mechanic Intern positions. In future years, we will also offer an annual multi-day adventure bike touring trip to regional destinations.

Big Inner G Bike Club – In 2022, we piloted our first bike club in partnership with local artist 7Godxx. This club offered participants opportunities to design and build their own custom bicycles, practice mindfulness and positive affirmations, meet Wilmington entrepreneurs and role models, and learn about healthy eating and wellness. Seven youth participated in the 8 week pilot program, and 2 completed their custom bike projects.



Photo Credit: Shakira Hunt Creative Studio

What's in store for 2023? Next year, we'll build on the pilot program for our second session of the Big Inner G Bike Club, and will start a mountain biking team to participate in our first season of the NICA youth mountain biking league.

PROGRAMS

HOLIDAY BIKE GIVEAWAY

In 2022, we partnered with Kingswood Community Center, Hicks Anderson Community Center, Bellevue Community Center, Edgemoor Resource Center, Neighborhood House, and the Police Athletic League to distribute 115 bikes for the holidays, breaking last year's record of 108. Thanks to dozens of volunteers, including groups representing Wilmington State Parks, Project New Start, Major Taylor Cycling Club, and Cycle Sistahs, for their help refurbishing bikes and bringing smiles to the faces of so many young people!



SCHOOL EARN-A-BIKE

Urban Bike Project offers Earn-A-Bike programs to Wilmington schools and organizations that would like to offer hands-on learning opportunities. Students spend 10 hours refurbishing a bicycle while learning mechanics, practicing problem-solving and teamwork, and learning how to ride their bicycles safely. Students keep their bicycles, a lock and helmet at the end of the program.

In 2022, we hosted Neighborhood House youth for our first program back after a two year hiatus due to COVID-related restrictions in schools and youth-serving organizations.

Participants	Graduates	# of Partner Schools/Orgs
39	35	4



PROGRAMS

SUMMER CAMPS

Build-A-Bike Summer Camp: Youth ages 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 Middle Run Recreation Area, gardening and making smoothies at Bright Spot Farms, and a bike ride on the Northern Delaware Greenway and end-of-camp barbecue at Bellevue State Park.

Campers	Scholarships	Junior Counselors
10	3	2

Advanced Bike Camp: This camp is offered 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! Many campers experienced tent camping for the first time. Campers tried their hands at kayaking, mountain biking, and the Go Ape! Zipline and Treetop Adventure the next day before returning to Wilmington for the end-of-camp family barbecue. 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 and installed two racks, giving one to Jefferson Street Center and one to the Wilmington Police Athletic League.

Campers	Scholarships	Junior Counselors
8	3	2



PROGRAMS

SOCIAL RIDES AND TOURS

All Urban Bike Project social rides and tours are free, family-friendly, and open to riders of all ages and abilities. Social rides create opportunities for new riders to explore safe bicycling routes and get used to sharing the road with traffic in a safe and welcoming environment, while inviting riders of all abilities to make new friends and discover Wilmington's hidden gems and lesser known stories.

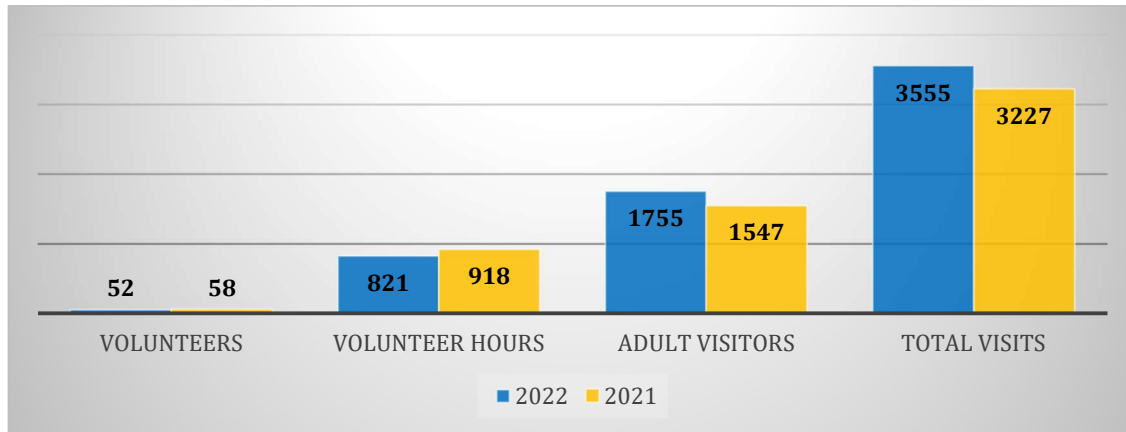
In 2022, we hosted three night rides in our popular **Glow Ride series** and partnered with Delaware Greenways for the second annual **Delaware Freedom Ride** in honor of Juneteenth. The Delaware Freedom Ride retraces the path of the Underground Railroad through New Castle County along a portion of the Harriet Tubman Underground Railroad byway. The ride starts in Old New Castle at the courthouse where Thomas Garrett stood trial, then follows the Markell Trail to Wilmington, stopping along the way to hear stories of key individuals in the historic fight for Black liberation in Delaware.



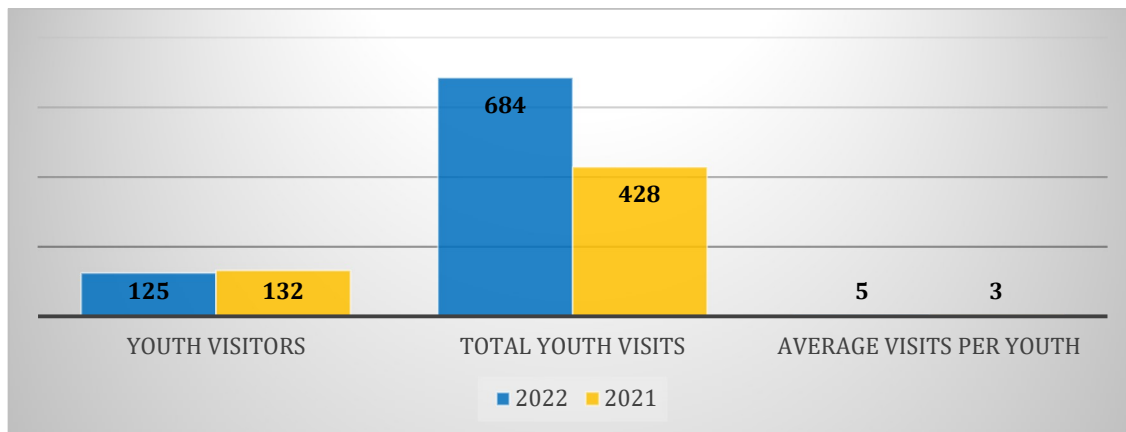
Photo credit: Delaware Greenways

PROGRAMS

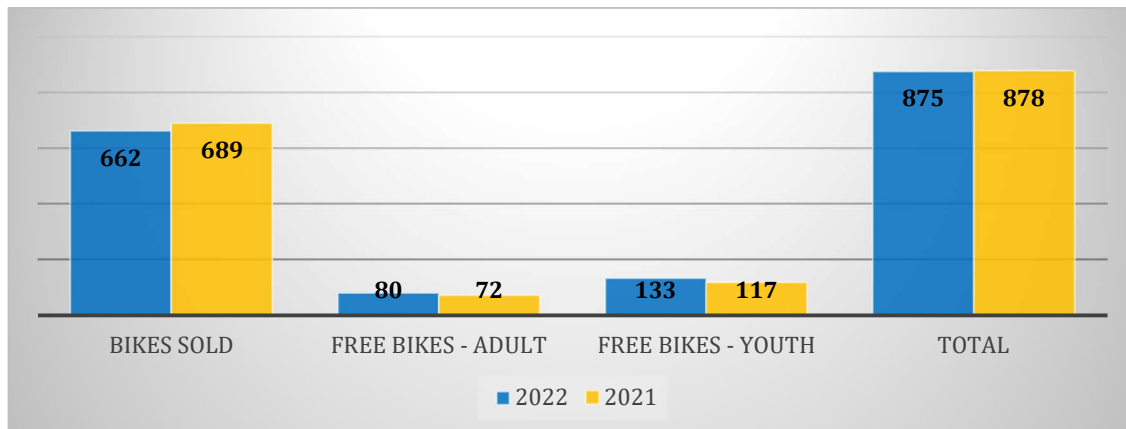
PARTICIPANT STATISTICS: 2022 VS. 2021



YOUTH PARTICIPANT STATISTICS: 2022 VS. 2021



BICYCLES DISTRIBUTED: 2022 VS. 2021

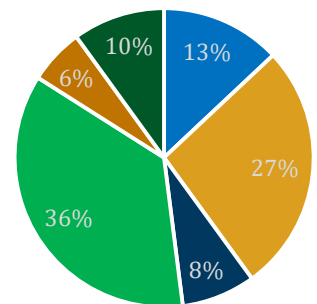
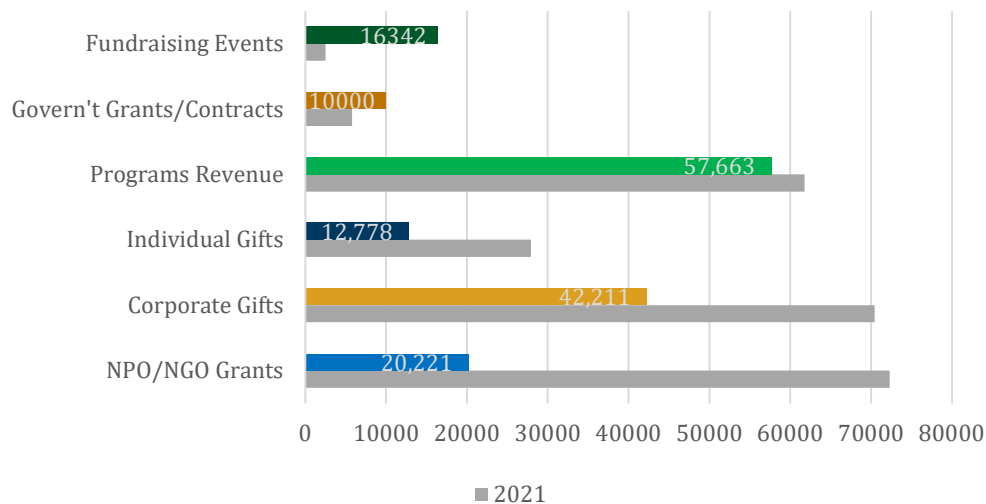


FINANCIAL SUMMARY

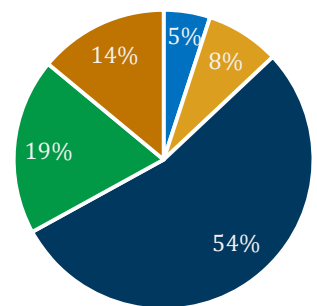
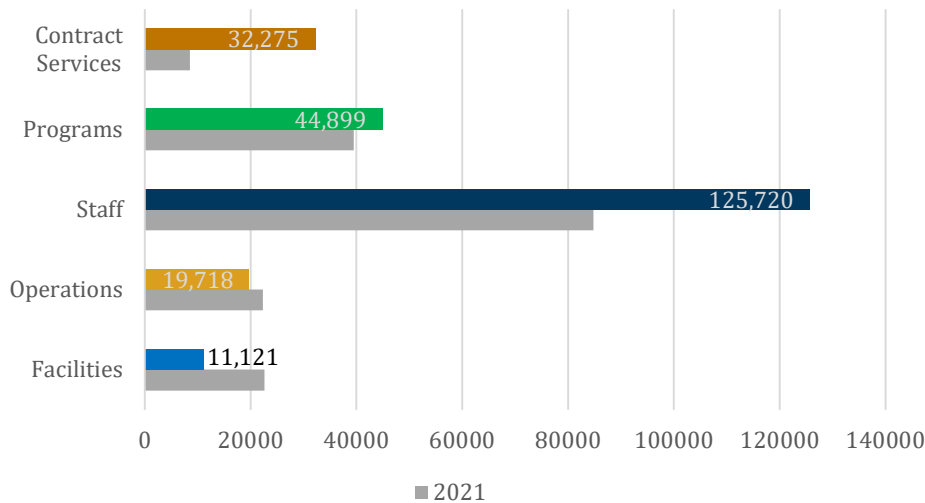
Financial Summary

PROFIT AND LOSS

Total Income: \$159,215*



Total Expense: \$233,733



DONOR LIST

Donor List

Foundation, NPO, Corporate and Government Sponsors

Capital One.....	\$25,000.00	Snyder White Oaks of DE Foundation.....	\$16,596.00
Verizon.....	\$15,000.00	Grant in Aid.....	\$5,000.00
New Castle County Cares.....	\$5,000.00	Wilmapco.....	\$3,000.00
Rails to Trails Conservancy.....	\$1,000.00	Unitarian Universalist Soc. of Mill Creek.....	\$710.81
White Clay Creek Bicycle Club.....	\$625.00	Home Pro Systems of DE Valley, Inc.....	\$500.00
TD Bank.....	\$500.00	Parkway Liquors, Inc.....	\$340.00

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