2021: A LETTER FROM THE EXECUTIVE DIRECTOR

A Silver Lining

2021 turned out to be a much better year than 2020 but still filled with considerable difficulty. There were also great joys in the everyday of just being together in the shop. As the year opened, we waited eagerly for staff, volunteers, and their families to become eligible for a vaccine. The 2020 Kids’ Holiday Giveaway, which had been postponed from December, took place in April 2021. It looked a bit different for COVID safety reasons, but it was great to be back doing projects in the community. Classes and DIY returned to the shop. Bike to Work Day - moved to Sept for 2021- came back from its hiatus and we were even able to host a very large, successful, and fun member party celebration in August.

Heading into 2022, we are still requiring masks for all in the shop, along with class and DIY numbers being lowered to allow for social distancing, the air is still being filtered, but Kids’ Bike Giveaway, Earn a Bike and many of our other programs are back.

We also added a new eBike program in 2021. We won a competitive grant from the State of Colorado to give away 50 eBikes to local low-income front-line workers. We are now working with these people for two years to track their usage of the eBike and assist them in their daily commutes.

As we move forward to 2022, we are looking at how we can use the lessons we learned from the pandemic to fine-tune our programming and influence the future of CC to plan how we can grow in ways that best serve the community.

20 MPH IS PLENTY - ADVOCACY’S BIG WIN

The Community Cycles advocacy committee is a forward-thinking group of people who spend countless hours volunteering their time and expertise to ensure safer streets for all, both bicyclists and pedestrians.

As a major Advocacy achievement, changing the speed limit to 20 MPH on residential streets will benefit all riders and pedestrians in the city limits of Boulder.

20 is Plenty is not the end of this story, it is just the beginning in the larger picture of the Vision Zero Initiative. There is still much we can do to make our streets safer. Thank you to ALL of our advocacy supporters!
2021 IMPACT

The impact made in the community during 2021 was awe-inspiring. From an elevated demand for our refurbished bikes to people making outdoor recreation and commuting a priority, we saw the need for access to cycling resources soar. Below you’ll find just a few numbers that reflect these milestones of our organization.

2021 SHOP RECAP

This year was an exciting year! With product shortages and shipping restraints, Community Cycles (CC) was forced to re-use bike parts more than ever. Staffing shortages have also encouraged CC staff and members to become more organized - i.e. scheduling for Members for DIY services. HOWEVER, We continue to be here for you, our community and we are ready to serve to the best of our ability.

2021 EBIKE ROLLOUT

We gave away 50 electric bikes this summer with the help of a grant from the Colorado Energy Office.

The grant helped us to increase access to ebikes for low-income essential workers while reducing Boulder’s carbon emissions from single occupancy vehicles. In the first quarter alone, participants have saved over 2 tons of emissions!

2021 MEMBERSHIP

We see 2022 as a breakout year for new members to use the DIY cycling shop, as well as the various workshops offered. We’re also engaging new business partners to enhance member benefits.

Membership has been rising at a modest pace, and with the increasing pool of member benefits from partnered companies, we see 2022 as a breakout year for new members taking advantage of the DIY shop at Community Cycles.

YEAR IN REVIEW - 2021 OUTCOMES

2704 BIKES DONATIONS RECEIVED

327 BIKES GIFTED VIA PROGRAMS

Through our Earn-a-bike and work-release programs, plus the Kids Holiday Bike Giveaway, we are able to get more people on bikes.

864 BIKES REFURBISHED & SOLD

All bike donations endure a rigorous 120 point inspection: taken apart, then rebuilt with necessary upgrades giving each bike a new life.

1837 BIKES RECYCLED

Rather than ending up in a landfill, we take in bikes of all condition and ensure those that can’t be upcycled become recycled.

1301 VOLUNTEER HOURS

Volunteers rebuild bikes, sort incoming donations, along with helping teach CMS and GEM courses. The advocacy committee is also fully volunteer-supported.

LOOKING TO THE FUTURE

STRATEGIC OPPORTUNITIES INCLUDE MEMBER DEVELOPMENT & PARTNER INTEGRATIONS

PARTNERSHIP OPPORTUNITIES

Bicycle Film Fest
Shop Partner/Sponsor
Gravel Ride / Farm to table
Communications/Marketing Partner
Ride by Ebike
Bike to Work Day
Business Partnerships

MEMBERSHIP

CURRENT: 1509

2022 GOAL: 2100

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2021 RECAP

Due to the COVID-19 pandemic, the majority of our programs were impacted, resulting in decreased fundraising for the year. We did, however, receive unwavering support from both individual and business donors which helped us make up some needed ground.

To date, we have raised $900k across 8 projects with over 2300 supporters.

YEAR IN REVIEW - 2021

2316 FINANCIAL DONORS

33 GRANTS, CONTRACTS, & SPONSORS

115 WORKSHOP ATTENDEES

1509 MEMBERSHIP SUPPORTERS

FINANCIAL GOALS

OUR FINANCIAL HEALTH IS DIRECTLY RELATED TO MEMBER RETENTION AND OUR ABILITY TO REFURBISH BIKES.

2022 GOALS INCLUDE

Increase workshops to full capacity

Increase DIY hours to full capacity

Increase acquisition of bike donations from the community

Increase Earn-a-Bike donations

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