



2022
*Year
in
Review*

Welcome to 2023, Community of Giving!

As we roll into 2023, I can't help but look back at the last number of years and the journey we have taken as an organization. Through fires, pandemics, uncertainties and what seemed to be never ending challenges, we've continued to navigate our way to 2023 to ensure we can still make a positive impact on individuals and communities - and have a lot of fun while doing it! We could not have done it without your faith and support, thank you. I have personally been involved with Cycle Oregon for over two decades, and the strength and resiliency of this community and state never ceases to amaze me.

Through the support of the 2022 Community of Giving, we were able to continue our path to strengthen our connections with the Cycle Oregon community and help support the health and vitality of rural Oregon. We brought back four events last year, starting with GRAVEL in May, *Joyride* in June, WEEKENDER in July and *Classic* in September, exposing nearly 3,000 riders to the magic of Oregon. Over \$1 million in direct financial support was contributed to local communities and business involved with these events.

We wrapped up 2021 laying the groundwork to start both a statewide rural bicycle education program and a re-birth of the Oregon Scenic Bikeways program and headed into 2022 full force with rubber on the road building and beginning the delivery of these programs. We are rolling!

To support the growth of Cycle Oregon, we established the Cycle Oregon Foundation, a pending 501(c)3 charitable organization, as an affiliate organization to partner with our event side to broaden our reach and impact. The Foundation will house your Community of Giving, as well as our current and future programs. We believe everyone should be able to enjoy bicycling regardless of socioeconomic, geographic, or cultural background and we will be working to deliver programs and resources to make this happen.

I'm truly excited with what is on the Cycle Oregon horizon for the next few years and look forward to working with you to do something great together! I humbly thank you for your support in 2022 and hope you will consider joining us again in the Community of Giving for 2023.

Together we ride.

My Best,



Steve Schulz, Executive Director



2022 Community of Giving

Corporate Sponsor Airstream Adventures NW

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Pat Wolfram
Jeffrey Yandle
Lynne Young
Lynn Zartman

Community of Giving

Building Connection and Community through Cycling

Let's do something great together!

Membership

167 members

\$65,000 generated to support programming!



2022 Cycle Oregon Strategic Areas of Focus

Cycle Oregon Foundation

We established the Cycle Oregon Foundation, a pending 501(c)3 charitable organization!

The Cycle Oregon Foundation was founded on the premise that the simple act of bicycling can be an antidote for physical and mental isolation. Unfortunately, many people do not know the basic steps needed to get on their bikes, have access to bikes, or feel welcome in the traditional cycling community.

We believe that everyone should be able to enjoy bicycling regardless of socioeconomic, geographic, or cultural background. With the proper programmatic support and resources, we believe *everyone* can experience the joyful sense of adventure when bicycling is a part of everyday life, creating a bridge for a stronger, healthier, and more inclusive society.

The Cycle Oregon Foundation's current program activities will focus on:

Increasing Opportunities to Bike in Oregon

- Develop new routes and nurture existing routes to increase variation and access for all skill levels.
- Work with local leaders to support bicycling-based economic development in their communities and strengthen the linkage between cycling and rural economies
- Deliver a statewide bicycle education program to engage people of all ages and to promote active lifestyles.

Improving the Welcome-ability of Bicycling

- Elevate under-represented voices through storytelling and curated experiences and by partnering with leaders and influencers within diverse communities
- Make investments through a DEI lens in infrastructure and educational programming to improve access and diversity of participation in bicycling.

Creating New Opportunities to Collaborate and Advocate

- Catalyze community conversations and develop a clear understanding of the needs of rural communities related to bicycling and the vitality of their communities.
- Convene state and regional bike advocacy and infrastructure conferences to discuss bicycling needs and issues, share information, and develop alignment.

2022 Cycle Oregon Strategic Areas of Focus

Oregon Scenic Bikeways

The Oregon Scenic Bikeways program is up and rolling!

Highlights from 2022:

- Reconvened the committee responsible for the program's oversight and have tasked them with priorities, such as:
 - Re-establishing the Scenic Bikeway Approval Process
 - Identifying accessible portions of existing Scenic Bikeways
 - Identifying potential new proponents for new Scenic Bikeways
- Re-engaged all of the proponent groups responsible for each of the designated Scenic Bikeways
- Worked on several re-route suggestions to improve the safety, experience and accessibility of some of the current bikeways
- Began the process for editing the Oregon Administrative Rules which are the rules governing the program and dictate how the program can grow in the future. This will help ensure the longevity of the program. Some of these edits include:
 - Re-defining what a 'bikeway' is, in order to include non-paved surfaces
 - Increasing the committee capacity to include an additional 3 members-at-large in order to diversify the committee
 - Providing flexibility for how certain committee positions are filled
- Opened an application process for new committee members for 2023 (and have received an overwhelming number of interested applicants!)
- Built a strategy to re-evaluate every bikeway over the next few years. (Per the program agreements, each designated bikeway needs to be re-evaluated every 5 years. With the pause in the program in recent years, this has fallen behind.)
- Restarted the application process of one proposed bikeway that was in process but yet to be approved and designated (it was put on hold while the management of the program was in transition.)

2022 Cycle Oregon Strategic Areas of Focus

Safe Routes to School - Jump Start

The Cycle Oregon Jump Start program has rolled out and is delivering bicycle safety education training to educators across the state!

Highlights from 2022:

- Worked with our partners at Alta, The Street Trust, and Commute Options to finalize the statewide Jump Start bicycle safety curriculum. This was a nearly year-long effort and we're extremely excited to be nearly ready to deliver it to educators across the state.
- Executed 3 pilot programs in three different school districts:
 - Baker City
 - Roseburg
 - Creswell
- Acquired a bike fleet in Roseburg to allow them to conduct their own bicycle education program
- Acquired a trailer and built out a fleet of 90 children's bicycles that are now available for loan to any school participating in the Jump Start program
- Developed a plan to acquire four adaptive bikes this winter in order to better ensure that all students are able to participate in the program.

2022 Cycle Oregon Strategic Areas of Focus

Events

We were able to host four events in 2022 to get our community back together, having fun, and doing good!

GRAVEL - Toledo

- 395 Riders
- 2 Countries
- 13 States
- 57% First Timers

Joyride - Independence

- 510 Riders
- 1 Country
- 9 States
- 54% First Timers

WEEKENDER - Corvallis

- 600 Riders
- 2 Countries
- 22 States
- 43% First Timers

Classic - The Painted Hills

- 1100 Riders
- 8 Countries
- 40 States
- 35% First Timers

Community Economic Impact

Over \$1 million in direct financial support was contributed to local communities and businesses involved with these events!

2023 - The Work Ahead

Cycle Oregon Foundation

In early 2023 we'll begin work with Pepper Foster Consulting, a strategy and project execution consulting firm to help guide the Cycle Oregon Foundation strategy. This work will continue our development of the long-term vision for the foundation and create action items to transform our vision into reality.

Capacity

Increase our capacity to better serve our community and Oregon by:

- Strengthening and diversifying the board makeup of Cycle Oregon, Inc. (501(c)4)
- Building out an operational and development-focused board for the Cycle Oregon Foundation (501(c)3)
- Partnering with like-minded organizations and hiring a new team member to help support the growth of both the Jump Start and Oregon Scenic Bikeway programs.
- Filling our vacant Marketing and Public Relations team position

Sponsorship and Fundraising

Cycle Oregon, Inc. and the Cycle Oregon Foundation both need strong financial positions in order to continue to deliver both world class events and new programming.

We have engaged Justin Pabalate, owner of nerdDOTgay, and former Executive Director of Willamette Valley Development Officers, to work with us on a fundraising and sponsorship campaign to create and deepen relationships with our supporters and community who share Cycle Oregon's organizational values.

Cycling Advocacy and Support

- Host a conference for the Oregon Scenic Bikeways program to bring together proponents and supporters of existing designated routes to re-engage with the program and discuss ways to strengthen the program, including increasing the inclusivity and welcome-ability of the routes.
- Open the Oregon Scenic Bikeways program for new applications and designate 1-2 new bikeways in 2023

Bicycle Education

- Expand our reach of our Jump Start program with the goal of reaching 20 schools in 2023.
- Engage with our community, and specifically our Community of Giving, to help support our Jump Start program by recruiting volunteers to help teach and support the program throughout Oregon.

Community of Giving

- Strengthen the Community of Giving by working with members to better understand what is important to them, and why they choose to be a part of COG.
- Activate more engagement opportunities for members, including group rides and COG member functions.
- Reach our membership goal of 200 members and our revenue goal of \$75,000.

The Cycle Oregon Fund - 2022 Grant Awards

Since 1996, proceeds from our events have been donated to the Cycle Oregon Fund, a donor advised fund, housed at the Oregon Community Foundation.

The Cycle Oregon Fund has awarded \$2.75MM in grants since its inception in 1996. . . .

In 2022, the Cycle Oregon Fund awarded 14 grants totaling \$127,708.

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- Arts Council of Pendleton - \$5,000
 - Improvements and preservation of the Carnegie Library
 - City of Halsey - \$4,950
 - Bike and pedestrian city connection project
 - City of Independence / Bike Indy - \$15,000
 - Bicycle hubs/information kiosks/racks across Polk County
 - City of Toledo - \$6,625
 - Install bike racks throughout town
 - Creswell Heritage Foundation - \$5,000
 - Construct ADA-accessible access to historic schoolhouse/community center
 - Forest Grove / Cornelius Chamber - \$7,500
 - Install bike lockers throughout Forest Grove
 - Greater Prairie City Community Assoc.- \$3,601
 - Install kitchen cabinets and counters in community center
 - Growing Community Roots (La Grande) - \$8,000
 - A summer farm program for challenged youth in the Grande Ronde Valley
 - Oregon Adaptive Sports (Bend) - \$4,300
 - Support for free community summer cycling program for adaptive athletes
 - Safe of Columbia County - \$8,500
 - Build a play space for women and children escaping domestic and sexual violence
 - Salmonberry Trail Foundation - \$15,000
 - Support the development of Catalyst Trail Segments in Tillamook and Washington Counties
 - Shift Community Cycles (Eugene) - \$16,632
 - Support R.A.C.E. (Real Action Concerning Equitable) Cycling Program to educate teenage youth and create a mentorship program for local BIPOC communities
 - Juniper Arts Council / Spray General Store - \$18,000
 - Build an outdoor community space to serve as a community gathering center, stage, food service area, tent space and cyclist rest stop
 - Upper McKenzie Community Center - \$10,000
 - Remodel Community Center to make it ADA accessible

CYCLE OREGON TEAM



Steve Schulz
Executive Director



Abby Noon
*Customer Service & Volunteer
Manager*



Ann Marie Redente
Events Director



Clint Culpepper
Program Manager



Brad Kendrick
Operations Manager



John Brooks
*Route Planning & Permit
Coordinator*

CYCLE OREGON BOARD OF DIRECTORS



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*Thank you for
your support!*