2016 marked BikeWalkKC’s sixth year! Thanks to our members, volunteers, and partners we saw another great year growing the organization, and impacting the quality of life across the Kansas City region.

Our team of professional advocates, educators, and planners continues to grow, and we have established new and exciting partnerships for the future.

MILESTONES IN 2016
- 16,000+ Bike Share trips
- 3,600 + Kids participated in our Youth Education programs
- 91 Schools participated in Walk to School Day
- 156 donated bikes given away through Earn-A-Bike and Bike Club
- 25 full- and part-time BikeWalkKC staff
- 100+ Participants in the 2016 Women’s Bike Summit
- 2,000+ Participants in BikeWalkKC events and organized rides
- 30 Bike Share stations (and counting)
YOUTH & ADULT EDUCATION

BikeWalkKC is a nationally recognized leader in helping communities get more kids walking and biking to school, and teaching riding skills and confidence to adults.

Bike Club Pilot Project
BikeWalkKC launched a brand new youth education program in 2016: Youth Ambassadors/Bike Club. Designed for high school-aged students, it combines bicycle safety training with leadership development and advocacy. More than 70 students at two schools (East High School and Alta Vista Charter) participated.

The results were staggering: the program increased the knowledge and skill level of students, caused an uptake in rates of bicycling to and from school, and raised awareness for better infrastructure to support active transportation. Our ultimate goal is to make Bike Club programming available to every school within the five-county metro area.

BLAST (Bike Lesson And Safety Training)
BLAST reached a total of 3,508 students at 32 schools in the KCMO, Grandview, Hickman Mills, KCK, Kearney, North Kansas City, Olathe, Park Hill, and Shawnee Mission school districts in 2016.

Altogether, we have served more than 10,000 students across the Kansas City region.

Lawrence Schools Adopt BLAST
BikeWalkKC spent a month in Lawrence conducting a trial of our BLAST program at four elementary schools in partnership with the Lawrence Health Department. Now the school district is making the program a permanent part of their PE program and bringing bike education to all Lawrence elementary schools.

International Walk to School Day
In October, students from 91 schools representing 16 districts participated in International Walk to School Day, a 38 percent increase from 2015. BikeWalkKC provides Safe Routes to School services, programs, resources, and consulting for parents, communities, and schools.

New Adult Education Partnerships
We collaborated with several organizations to offer bicycle safety training and Earn-A-Bike programs at Hope Faith Ministries, The Whole Person, and Samuel U. Rodgers Health Center. Participants earned the skills and confidence needed to use their new bikes for transportation to jobs, shopping, education, and for health. Hope Faith Ministries went on to install a full-service bike shop and storage area in their facility to encourage more residents to ride. Nearly 70 adults participated in BikeWalkKC’s adult education offerings.
ADVOCACY

Our staff, members, and volunteers write hundreds of letters and attend dozens of public meetings each year, and that time and energy are paying big dividends with new bike lanes, trails, crosswalks, and more.

Bike Plan Re-Boot
The KCMO City Auditor released an audit of the city’s 2001 bike plan, finding in inadequate and recommending a new, comprehensive bike plan. The City Manager immediately directed a re-boot of the plan, and we look forward to working with the City as the new plan is designed and implemented.

GO Bond Infrastructure Planning
In November, City Council undertook consideration of an $800 million general obligation bond to provide much needed funding for sidewalks, bike lanes, and trails. BikeWalkKC vigorously advocated for dedicated funding for these projects, which will be considered in a public vote on April 4, 2017.

Other 2016 Advocacy Highlights
• 20th Street road diet and streetscape project was completed, including new bike lanes and crosswalks
• KCMO City Council adopted a new Sidewalk Closure Policy, ensuring pedestrian access and safety
• The Grand Avenue Bridge in KCMO reopened with bike lanes, wide sidewalks, lighting, and safety railings
• KCK is adding new bike lanes on 10th & 12th Streets
• The Riverfront Heritage Trail is nearing completion, connecting most historic parts of bi-state Kansas City
• US 69 River Bridge ribbon-cutting, celebrating a new shared-use path for bicycling and walking
• KCMO installed its first bike traffic signal at 11th & Main
• Overland Park made great progress on its bike master plan, including 10 miles of new bike lanes, with 30 additional miles planned/in progress
• North Kansas City adopted a Complete Streets master plan that includes the region’s first-ever cycletrack
• Neighborhood advocacy drove the redesign of Armour Boulevard with road diet, protected bike lanes, and sidewalks to come in 2017
EVENTS

We hosted a variety of events in the past year, from social happy hours to bike rides. All of our events share the goals of the 4 M's: mission, membership, money, and marketing.

Handlebar Happy Hours
Our popular monthly gathering grew with new faces and new partners, including Bier Station, Hamburger Mary’s, the Trek Store, Flying Saucer, The Bar, and Screenland Armour.

Women-Only Events
The Women Bike KC Initiative provided women-only Confident City Cycling training, bike to yoga events, and commuter stops. These events culminated in the Women’s Bike Summit, held at St. Teresa’s Academy in September. More than 100 women participated in the summit to learn and share about issues relevant and important to getting more women and girls on bikes.

Tweed Ride
The seventh annual, family-friendly cruise through the historic Northeast was held in October. Riders were dressed in their finest tweed, wool, and argyle and rode their most luxurious vintage bikes. The ride ended with a picnic at the Kansas City Museum.

New Belgium Clips Beer & Film Tour
The final Clips festival was held on the lawn of the Nelson-Atkins Museum of Art in June, drawing more than 1,000 people (including more than 400 arriving on bicycles) to enjoy short films, lawn games, and craft brews, all benefiting BikeWalkKC.

Tour de Jazz
BikeWalkKC partnered with the Charlie Parker Celebration to provide an organized ride that explored many historic and contemporary sites of Kansas City’s vibrant jazz scene. The ride featured live music from local musicians along the routes, and a post-ride gathering at the American Jazz Museum. It also included a family-friendly guided tour of the 18th and Vine Jazz District.

Tour de Bier KC
The 6th Annual Tour de Bier KC was held in May, providing a point to point bicycle tour of KC’s breweries, historic brewing landmarks, and other breweriana. Nearly 1,000 riders rode past a variety of Kansas City breweries both past and present, and sampled beers from a variety of local breweries. Tour de Bier was named “2016 Best Organized Ride” by readers of The Pitch.

2016 Event & Membership Partners and Sponsors

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2016 was another record year for our flagship bike share program, including three exciting new station sponsorships:

**Boulevard Brewing Company**
Boulevard’s new Tours & Recreation Center provides visitors with an improved and more comprehensive experience. A key feature of the new center was the installation of a BCycle station, offering a convenient and environmentally friendly way for visitors to explore the city.

**Kansas City Art Institute**
The Art Institute implemented a unique new benefit for students in 2016: free public transportation. Each student is now provided access to a RideKC transit pass and annual membership to Kansas City BCycle at no cost.

**Plaza 209**
Tiehan Realty and LeasingKC’s newly renovated building just east of the Country Club Plaza includes extensive bike parking, a bike storage room and work station, and a BCycle station right out front, and each new lease includes a free annual membership to Kansas City BCycle.

In addition, bike share usage rose 20% in 2016, to 16,000-plus trips! Since 2012, we have grown from 12 stations and 90 bikes to 30 stations and 160 bikes. This expansion continues in 2017, with an additional 10-15 stations to be added in areas across the region, including north of the river.
BIKEWALKKC 2016
FINANCIALS

**REVENUE**
- Contributions and Public Grants: 44%
- Government Grants and Contracts: 25%
- Special Events: 8%
- Bike Share User Fees: 7%
- Consulting and Earned Income: 15%
- Misc: 1%

**EXPENSES**
- Federal Pass Throughs: 33%
- Reach Operations: 33%
- Special Events: 8%
- General and Administrative: 22%
- Other Grants: 6%
- Fundraising and Memberships: 10%
- Outreach and Program Services: 7%
BIKEWALKKC FUNDERS & MAJOR DONORS

Ryan Adams
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Brent Castillo
Allen Chestnut
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Shannon Eckhoff
Ruth Anne French-Hodson
Molly Gosnell
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Mid-America Regional Council
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Andy Olson
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and Kansas City, KS
Marcia VanLandingham
Doug Washington

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DW LLC

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