

A man wearing a blue helmet and sunglasses, smiling and giving a thumbs up. He is wearing a yellow long-sleeved shirt with a circular logo that reads "BIKE THE" at the top, "2016" at the bottom, and features a stylized "Y" in the center. He is also wearing a yellow and black knee brace. The background is a blurred outdoor scene with trees and a building.

**Yay
Bikes!**

2016 ANNUAL REPORT

Yay Bikes! influences the conditions that help people safely and comfortably ride bicycles for transportation.

Welcome to our 2016 Annual Report!

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Emily Monnig

As I reflect on what the Yay Bikes! team has accomplished during 2016, I'm proud to note that our organization is in a very different place than we were last year at this time. As you've probably heard, our work has transformed people and communities throughout Ohio. But the internal work we've done, while perhaps less sexy, also really excites me, because it has set us up to significantly increase capacity in 2017. Our board has been working hard to hone the organization's strategic direction, and staff is working to become even more efficient, rigorous and data-driven—all in service of providing the critical encouragement, education and expertise that will help our communities become more bicycle friendly. I encourage you to explore or revisit Yay Bikes! by reading this report and checking out our website. I have a feeling you'll like what you see!

Emily Monnig
Yay Bikes! Board Chair
emily@yaybikes.com

A note from our Executive Director



Catherine Girves

I'm pleased to report to our many friends and supporters that, with your help, 2016 was a pivotal year for Yay Bikes!. We expanded our influence from Central Ohio to the entire state by delivering a new program (Professional Development Rides) and trainings for How We Roll/Ride Buddy leaders throughout Ohio. We also became a certified Dero bike rack dealer, entirely rebranded our Yay Valet! (formerly Pedal Instead) service and celebrated several major advocacy wins, including a shift from "Share the Road" to "Bikes May Use Full Lane" signs in Columbus and elsewhere. And we hired a new full-time staff member to manage programs and volunteers who will begin in January. We couldn't be more excited or better prepared to take on the new year. I'm so grateful for your support as we continue to grow!

Catherine Girves
Yay Bikes! Executive Director
catherine@yaybikes.com

LEADERSHIP

A group of people on bicycles are gathered on a sidewalk, talking to each other. They are wearing helmets and casual clothing. The background shows a street with parked cars and a building with a sign that reads "STONE CITY".

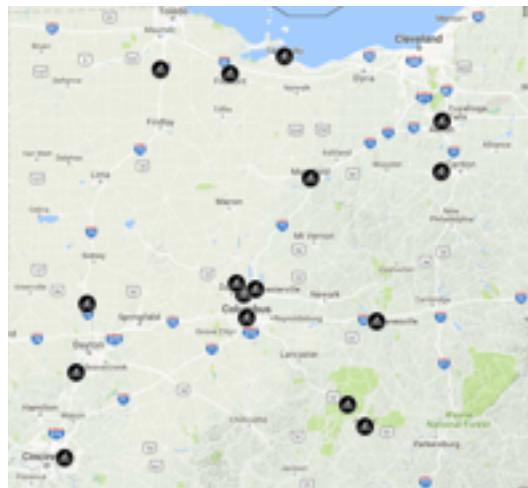
**Providing professionals the information they
need to improve conditions for those who ride
bicycles for transportation**

**PROFESSIONAL
DEVELOPMENT RIDES**

In 2016, Yay Bikes! visited communities throughout Ohio to ride with professionals who can influence conditions for transportation cyclists, helping them understand the experience of riding different types of roadways and bicycle infrastructure. Six weeks following their ride, most participants reported having a better understanding of how to evaluate street design and advocating more strongly and confidently for bicyclists. Plus, a typical participant had shared what they learned with five of their peers!

**16 communities
34 rides
166 professionals*
25 jurisdictions**

**From the health, funding/policy, planning, engineering, law enforcement, sustainability & parks, media, small business, bicycle advocacy and philanthropy fields.*



“

Our instructors were excellent! The experience has positively changed my thoughts on cycling and bicycle enthusiasts.



*Christopher Waterfield, P.E.
District Traffic Engineer,
ODOT District 2*

“

I participated in the Bowling Green Professional Development Ride, and it was not at all what I expected. I fully anticipated a high-pressure sales pitch to construct miles of bike lanes and multi-use paths all over the city. Instead, the entire experience and information shared was intensely practical and focused on cost-effective solutions. The experiential nature of the session really opened my eyes to a lot of things which impact bicyclists and traffic safety that I would likely neglect otherwise. I highly recommend this program to anyone who wants to make their community more bicycle-friendly. It was an eye-opener for me, and I'm sure that others will have a similar positive experience.

Providing special event bicycle parking and
info on how to ride bicycles for transportation to
“bike curious” event attendees

YAY VALET!

In 2016, Yay Bikes! parked several thousand bikes for event attendees, as usual (60,000+ bikes and counting, since 2007!). But thanks to a grant from the Ohio EPA's Environmental Education Fund, we were also able to invest in making the valet a more inviting, educational space that anyone can approach to receive information about bicycling for transportation.

14 events
25 days
4,279 bikes
73 volunteers



New volunteer uniforms and stickers for those who park with us draw people into conversations about bicycling for transportation.

events

OSU Football Spring Game
Columbus Earth Day
Columbus Bike to Work Day
Columbus PRIDE
ComFest
Creekside Blues & Jazz Festival
Deschutes Brewery's Street Pub
Buckeye Country Superfest
ICC in the Shoe
Grove City EcoFest
Bike the Cbus
Upper Arlington Labor Day Arts Festival
Columbus Marathon
OSU Football home games (7)

“

Yay Valet! is a game changer! When my husband and I attend an event, we always check to see if it will be available. The service is so quick and easy—with no traffic or parking fees. We love it!



Yay Valet! volunteer and Yay Bikes! Vice Chair Duane McCoy at a frosty bike valet by Ohio Stadium.

“

The funding we received from the Ohio EPA's Environmental Education Fund allowed us to spend time this year critically evaluating how we could increase the impact of our Yay Valet! program. We approached our redesign process with the goal of providing a personal, meaningful experience to all who park at the valet, as well as all who see it at an event, that extends beyond the physical space and invites people into deeper engagement with our bicycle community. What's emerged has been really inspiring—people are approaching us more often, asking questions more often and leaving with more information about how to ride their bicycle for transportation. We are becoming the educational hub we've always known we could be!

A black and white photograph of a group of people riding bicycles on a city street. In the foreground, a person wearing a white helmet and a dark jacket is pointing towards the camera. Behind them, several other cyclists are visible, including a child in a red helmet. The street is lined with trees and buildings, and a car is parked on the side of the road.

**Helping people be more confident and
competent riding a bicycle for transportation**

ON-ROAD EDUCATION

In 2016, Yay Bikes! was tapped by ODOT to increase the number of people in Ohio trained to deliver educational rides that teach people to ride a bicycle for transportation. Our first cohort took to the streets of Downtown Columbus over 2.5 days to learn how to deliver How We Roll and Ride Buddy rides within their communities. We also offered trainings to support Year of Yay! and Bike the Cbus+ ride leaders for the first time this year!

4 trainings
5 communities
29 trainees
35% people of color
52% women



“

I am very happy I was able to participate in the training...both of the instructors were awesome and I could tell they really believed in what they were 'selling'. I can't wait to get out and lead some rides!



Meredith Erlewine, owner of Athens Bicycle, and other members of our first training cohort, learning "The Yay Way" on rides through downtown.

“

I was so impressed and energized by the training I participated in with Yay Bikes! Even though I've ridden bikes for 25 years, I learned new things about how to position myself in traffic, how to think about what motorists might interpret from the way I ride, and all about traffic law and how it applies to me and my bicycle. It has made my daily commutes more fun and purposeful, and it has given me a never-ending list of things to talk about while volunteering in my community and while hosting cycling events. I'm excited to begin leading rides in Athens next spring!

**Riding on roads to places to help people
acclimate to road riding and learn its rules**



YEAR OF YAY!

In 2016, Yay Bikes! celebrated five "Years of Yay!" with our 58th monthly theme ride. Whole Foods Market at Easton sponsored the ride this year, and the new location presented plenty of interesting challenges (Morse Road!). But we also got lots of exciting opportunities to explore different parts of our region.

12 rides
477 riders
10 cash bombs



Local artist Thom Glick designed this year's buttons.

ride leaders & themes

Jeff Gove = TAKING
Jennifer Cowley = SOME LIKE IT HOT
John Bannon = CHICKENS
Rahel Babb = EARTH DAY
Shyra Allen & Shirley Droney = MURALS
Aliceanne Inskeep = OBSESSIONS
Theo White = AMERICAN HEROS
Alec Fleschner = LOCAL FOOD
Kathleen Koechlin = RESILIENCE
Grant Summers = THE 70S
Cassie Patterson = FOLKLORE
Mark Spurgeon = HEARTWARMING

Nice atmosphere, friendly people, and I get to learn something about Columbus every time I ride.

I had fear of riding on Morse Rd and some of the other roads in that area. I loved that we rode them...I'm a bit more confident now!



Shyra Allen, 2016 Year of Yay! coordinator

“

Yay Bikes! is a gift to me. It's a rebranding of what I thought of biking. Before, when I thought of biking as an adult, I thought of riding shakily along on the sidewalk or bike path at five miles per hour. Then I went on a Year of Yay! ride, and everything changed. I was able to get comfortable riding on roads and talk to people who have a lot of riding experience, and it turns out I can do much more than I thought! So I share all the time about Yay Bikes! and Year of Yay! in particular—share and watch the impact ripple across countless lives.



**Honoring those who have been killed or
injured while bicycling public roadways**

RIDE OF SILENCE

In 2016, Yay Bikes! hosted several hundred people for a silent processional to honor people killed or injured riding public roadways. Invited guests included law enforcement from several jurisdictions and numerous transportation professionals. For several days prior to the ride, members of the Ride of Silence planning team placed "ghost bikes" throughout the city to inform the public about its purpose. Those witnessing the ride pass slowly and silently along High Street could be seen wiping tears from their faces. Our ride was featured in a moving video by Pete Vogel that can be viewed on both yaybikes.com and rideofsilence.org.

380 **riders**

5 **police jurisdictions**

23 **transportation professionals**



Yay Bikes! with law enforcement from several Central Ohio communities.

“

It was an honor and privilege to ride in a group commemorating bicycle riders everywhere, alongside people from all factions of our bike community. The spirit of solidarity was literally palpable—when I had trouble getting up the hill, another rider placed his hand on my back and pushed me along!



Kathleen Koechlin, 2016 Central Ohio Ride of Silence planning team coordinator

“

He went out cycling and we don't really know what happened. He was pretty much killed instantly; we got the call on November 24 of 2012. I had never heard of the Ride of Silence, but my sister was actively looking for anything when my brother passed to help it make sense. My siblings and I live all over the country, but now we all ride—at the same time, on the same night each year, in his memory. It's been really special. But my broader goal in helping plan the Central Ohio ride is to unite our biking community in raising awareness to motorists that cyclists are on the road and that we have a right to be on the road. No family should suffer the injury or death of a loved one like mine has.

A large, diverse crowd of cyclists, mostly adults, are gathered in a city street. They are wearing various colors of clothing and many have their hands raised in the air. In the background, a city skyline is visible with several buildings, including one with a "RENAISSANCE" sign and another with a "ELEMAR" sign. The scene is outdoors and appears to be during the day.

**Celebrating Franklin County's unique and
evolving neighborhoods with two annual rides**

BIKE THE CBUS

In 2016, Yay Bikes! offered the 9th annual Bike the Cbus ride, as well as the 2nd annual Bike the Cbus+ metric century. This year we switched up our start/end location, attracted some generous new sponsors and highlighted different parts of Franklin County than ever before!

487 Bike the Cbus riders

37 Bike the Cbus+ riders

9 cities toured (Bike the Cbus+)

38 volunteers

244 volunteer hours



“

I loved riding through the neighborhoods and seeing all the people, and the camaraderie of riding with other cyclists of all types!



Bambo Sanusi, Bike the Cbus+ sweep

“

This year, as a sweep for Bike the Cbus+, I was very rewarded to see some cyclists ride their first metric century. A few of them had a concerned look at the beginning, but great relief and a joyful smile at the end. The fact that we could all ride 100km on roads within Franklin County was surprising to many. Personally I found it gratifying to hear several riders say, "I never knew I could ride my bike from here to there!" It was fun to see them enjoy the recreational aspect of the ride and also learn from the route how to ride places they didn't think they could.



Providing professionals the information they
need to improve conditions for those who ride
bicycles for transportation

ADVOCACY

In 2016, Yay Bikes! maintained a busy schedule of committee meetings, speaking engagements, travel, media, etc. We celebrated two huge successes—an announcement that Columbus would be replacing Share the Road signs with Bikes May Use Full Lane signs, and the passage of HB 154, making 3' passing the law throughout Ohio. In addition, we became an authorized Dero dealer to assist businesses with their bike rack purchases and installation.

4 national speaking engagements

5 peer cities visited

12 committees served

27 media stories

76 meetings & events attended



“

Yay Bikes! is a trusted advisor and a pleasure to work with.
A better outcome is always likely when they've been in the conversation.



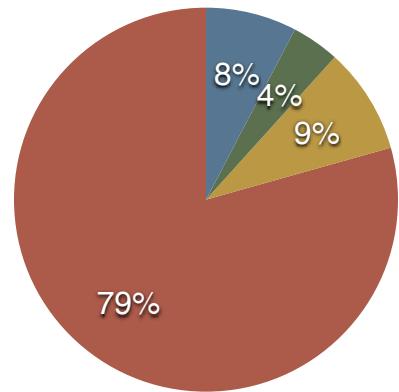
Michelle May, Highway Safety Manager @ ODOT

“

I credit those focused on biking and walking. We are much more focused on it at ODOT because people are demanding it. Yay Bikes! encouraged us to investigate concerns about road design with their non-adversarial approach. I'd like to think the culture of biking is changing in Ohio and these relationships between engineers, transportation professionals and bike advocates like Yay Bikes! are to thank.

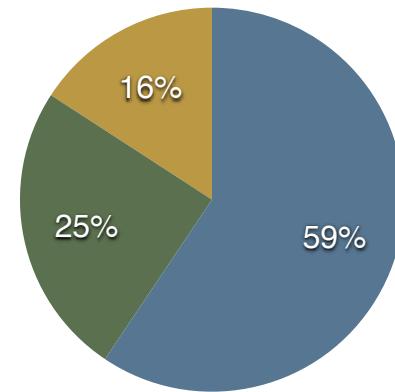
Revenue

- Contributions
- Sponsorship
- Membership
- Free for Service

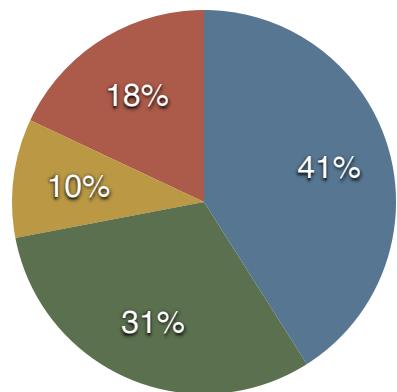


Expenses

- Cost of Labor
- Product Expense
- Other



- Consulting
- Yay Valet!
- Bike the Cbus
- General



FINANCIALS



From the Yay Bikes! family to all who supported us this year—thank you!
YOU are the 'special sauce' that keeps this work rolling. For more opportunities to
learn, serve and give through Yay Bikes!, visit us at yaybikes.com.

THANKS TO YOU!

MISSION

Yay Bikes! influences the conditions that help people safely and comfortably ride bicycles for transportation.

VISION

All people who want to use a bicycle for transportation are able to do so with ease and confidence.

REASON FOR BEING

Yay Bikes! believes that riding a bicycle is an important thing people can do to feel profoundly connected to their best selves, to their fellow (wo)man, to their place and the environment, to their version of The Divine. We believe that riding a bicycle is a unique experience in that regard, notably different from the experience most of us have driving a car. And because it offers such rare and profound connectedness, we believe that bicycling transforms lives. Yay Bikes! exists because we know that bicycling provides access to transformation—especially so for those who choose to ride, but even among those who don't, whose lives are safer, more peaceful and altogether more enjoyable when cyclists take to the streets. A bike friendly world is a better world, for all of us!

VALUES

KINDNESS

Yay Bikes! treats all people with warmth and respect. We elevate to leadership only to those we know to be kind towards others. We treat professionals with the respect they deserve.

INTEGRITY

Yay Bikes! does what we say we will do. We deliver programs as they have been designed and communicated, on time and on budget.

EXCELLENCE

Yay Bikes! goes above and beyond to create transformation. We reject cost- or time-saving shortcuts we know to be less effective at achieving our mission. We rigorously evaluate our program delivery and adapt as necessary based on the data.

BOLDNESS

Yay Bikes! takes a stand for radical change. We challenge car culture and interrogate common assumptions in the bicycle community. We foster diversity in this movement by insisting that our leaders are representative of our communities according to age, race and gender.

THEORY OF CHANGE

MEANINGFUL RELATIONSHIPS

We facilitate a caring community of cyclists because we believe that changing transportation behaviors is difficult when attempted in isolation.

EDUCATION

We provide on-road bicycle education because we believe that people need both information and practice to successfully ride the roads.

CULTURE CHANGE

We explore the intersections between bicycling and other areas of life because we believe it necessary to expand the public's notion of who is and can be a bicyclist.

FUN

We revel in the joy of bicycling because we believe that people will not permanently adjust their behavior in service of something they don't enjoy.

LOVE OF PLACE

We ride to places because we believe that people need to develop new mental maps and discover unique destinations they can choose to re-experience by bicycle.

THE YAY WAY



**yay
Bikes!**

yaybikes.com