



2021 presented unique challenges for Cascade Bicycle Club as well as the hopeful return of many of our community's beloved rides and programs. As more people were able to access life-saving vaccines to prevent COVID-19 infections and hospitalizations, our rides and education classes began to resume in person. However, much of our programming remained online, including the second year of the Virtual Kaiser Permanente Seattle to Portland, a virtual Bike Everywhere Breakfast, and a [virtual Bike, Walk, Roll Summit](#).

The year began slowly. The Phase 2 COVID-19 protocols restricted the number of people at start lines for events, so we knew early on that gathering thousands for the Seattle to Portland was unlikely. With the spring re-hiring of Events and Community Engagement Director Dave Douglas, Cascade began to plan a truncated events season in earnest. The season kicked off with a [three-day Lake Chelan Tour Lite from April 30 to May 2](#), where riders camped and toured canyons and orchards along beautiful Lake Chelan in Eastern Washington. We also held our [first-ever Gig Harbor Tour Lite](#) from May 14-16. The Flying Wheels Summer Century was up next on June 5, and quickly became the [largest major bike ride in Washington since the pandemic began](#) with more than 830 participants. The Ride for Major Taylor soon followed, with 224 participants raising funds for the Major Taylor Project by biking around the South Sound, including MTP stu-

dents who had trained by [biking through the Snoqualmie Tunnel together](#). To allow for social distancing and people's interest in riding at their own pace, we introduced two new DIY Bike-n-Brews options that about 300 people joined in total, as well as 457 more at a DIY Woodinville Wine Ride later that fall. Though the [in-person Seattle to Portland was once again](#) canceled due to the pandemic and our inability to gather thousands of people, we powered through with a Virtual Kaiser Permanente Seattle to Portland, registering 672 participants who signed up to ride 200 miles in one to 20 days. Our truncated season ended with two additional Tour Lites in Lake Chelan and Walla Walla.

Though schools remained virtual, the Cascade education team got creative and figured out ways to gather [12 Major Taylor Project bike clubs](#), which served 150 youth, focusing on students who are Black, Brown, and from systemically underserved communities. In March of 2021, six clubs resumed in the Rainier Beach, White Center, and Meadowbrook Neighborhoods of Seattle, and six clubs resumed in Tacoma at the IDEA, SAMI, Mount Tahoma, and Chief Leschi schools. MTP consists of leadership development, weekly rides, local park explorations, opportunities to train for and ride in bicycling events, and a chance for students to build and keep their own bikes. Clubs offered a few new creative opportunities to engage students in 2021, including the tunnel ride, [mountain biking dirt jumps](#), and the opportunity to [deliver food by](#)



[bike to neighbors in need](#) with the Pedaling Relief Project.

The education team had another huge morale boost when [Let's Go resumed in person](#) following a 19-month pause. *Let's Go* is the nation's largest bicycle and pedestrian education program thanks to a partnership between Cascade Bicycle Club, Seattle Public Schools, and the Seattle Department of Transportation. The biking and walking curriculum primarily serves elementary students in grades 3 to 5. We introduced *Let's Go Further* in 2021 to add middle school students from grades 6 to 8, giving students the opportunity for six years of continuous instruction on how to safely navigate their communities by bike and foot. All told, about 16,000 students received in-person instruction in 2021 on how to bike and walk safely.

As the pandemic bike boom continued, so did our [well-loved Learn to Ride classes](#) that taught 246 new and lapsed bicyclists,



ages 10 and up, how to ride a bike. We also introduced [Learn to Ride Further in 2021](#), which teaches individuals who have the basics of biking down but need assistance with skills including shifting, getting on and off of a high seat, turning quickly, and more. We also taught about 60 students via online and in-person Ask a Mechanic + Basic Bike Maintenance courses. Cascade offers scholarships for both its classes and events for anyone who requests them. In total, we provided 574 scholarships in 2021.

Cascade's policy team reached a number of major milestones and celebrated huge wins in 2021. During the first week of January, we received a hearing on our [court case to complete the Missing](#)

[Link](#) along Shilshole Ave NW on the Burke-Gilman Trail once and for all. In early February, we joined a coalition of advocates to [call for King County to decriminalize helmet use](#) after studies showed Black, Indigenous, Latinx, and unhoused people were more likely to be stopped and ticketed for not wearing a helmet. By September, we saw victory in sight [when the King County Board of Health directed its staff to draft a formal repeal of the law](#). Cascade transitioned our Advocacy Leadership training to "[Your Streets Your Say](#)" and hosted virtual trainings for Seattle and statewide groups. We celebrated the progress on hundreds of miles of statewide trail connections – from the additional ride-ready segments of the [42-mile Eastrail](#), to Seattle's new strategy [to complete the Missing Link](#), to the near completion of the [288-mile Palouse to Cascades Trail](#) as well as the near completion of the [56-mile paved and grav-](#)



[el Willapa Hills State Park Trail](#). After hiring a new Seattle Advocacy Manager, we picked up where we left off prior to the pandemic in advocating [to protect bike and pedestrian projects](#) that met the city's racial equity and Vision Zero goals, celebrating [the new bike and pedestrian bridge in Northgate](#) and our ability to [bike to three new light rail stations](#), and [advocating for safer streets](#) in the 2022 City of Seattle budget. In the fall, the Virtual Bike Walk Roll Summit hosted 350 participants with exciting keynotes from mobility justice advocates Alex Haagard and Liz Jackson. And finally, we gathered members of our community to [celebrate commuting by bike](#), and to [mourn the deaths of people](#) who were hit and killed while biking.

Cascade Free Group Rides continued to help people get outside and on their bikes for their physical and mental health. We slowly increased the number of riders eligible for each ride and adjusted safety rules and expectations related to public health guidance as the state's health and safety requirements were updated. There were 8,940 participants that rode on 1,335 rides led by 319 ride leaders – a vast increase all around from 2020.

In an exciting development, the mutual aid bicycle program known as the Pedaling Relief Project officially became a Cascade Bicycle Club program in 2021. Delivering food from food banks to Little Free Pantries, Community Fridges, and neighbors is an all-encompassing crisis response network powered by bicycle. In total, 3,667 volunteers engaged with the program, delivering 233,925 total pounds of food by bike!



Our goals of advancing racial equity in our work saw major progress in 2021. In line with the goals of our board-approved racial equity plan, we adopted a [code of conduct and grievance policy](#) for our riders and participants.

Our development team increased the number of participants at our virtual Kaiser Permanente Bike Everywhere Breakfast to 450 in 2021, and also brought in an incredible number of sponsorships, donations, and increased support from our members. Thank you to our amazing community of support – donors, members, sponsors, grantors, and partners made our work possible in Washington during an incredibly difficult period. Together, we were able to teach the joys of bicycling, advocate for safe places to ride, and provide community connection.

The marketing and communications team worked on plans for a new [cascade.org](#) website, including a new homepage as well as User Research and Systems Analysis work. The team engaged more than 103,317 people online through social media and raised \$23,600 through our small-dollar donor online fundraising program. Due to relevant content in newsletters such as Braking News, Member News, and Volunteer News, our email list increased to 145,000 subscribers. Our media work continued to

expand and grow, including major stories on the repeal of the King County helmet law in the [Seattle Times](#), [Crosscut](#), the [Spokesman Review](#), and in podcasts [Outspoken Cyclist](#) and [Hacks and Wonks](#); a [King 5 TV](#) story on Volunteer of the Year Jeff Powers, a [KIRO TV](#) story on Chilly Hilly, a story in the [Seattle Bike Blog](#) on the Pedaling Relief Project, a feature on [Let's Go](#) in the [South Seattle Emerald](#); a story in [Bicycling Magazine](#) on the Major Taylor Project, and stories in [The Stranger](#), [KUOW](#), and the [Seattle Times](#) on our Queer History Ride and Women and Non-Binary Rides, in addition to many more.

Our tech team was hard at work ensuring our digital advertising analytics were thoroughly set up, setting up detailed segments for better-automated email journeys, and updating the website and making plans for a new website in 2022/2023.

Finally, after a long and thorough process, Cascade Bicycle Club joined Washington Bikes in naming [Lee Lambert](#) as its new Executive Director. Lambert is a four-time STP finisher, lifelong bicyclist, and brings years of experience in state and federal politics as well as nonprofit leadership focused on education, inclusivity, and youth empowerment.



2021 Financials

Income

Donations	\$402,155
Corporate Contributions & Sponsorships	\$212,100
Grants	\$97,500
In-kind Support	\$9,013
Ride Revenue & Donations	\$446,900
Contracts	\$439,844
Membership	\$301,926
Other*	\$468,300

Total Income **\$2,377,738**

Expenses

Events & Rides	\$502,850
Education	\$439,900
Advocacy	\$205,300
Administration	\$1,385,500
Fundraising	\$345,200
Other	\$70,000

Total Expenses** **\$2,948,750**

*Includes PPP loan dollars.

**In late 2020, the Board of Directors approved a deficit budget of up to negative \$1 million for 2021 because of the uncertainty of Cascade's 2021 Rides and Events season.

By the Numbers

8,940

total Free Group Ride participants

319 Ride Leaders

1,335 Free Group Rides offered

4,514 in-person riding event participants



672 Virtual STP registered participants

4,201 Bike Everywhere Challenge participants

245

Learn to Ride participants

2,575 Ride in the Rain Challenge participants

60 Bike Maintenance + Ask a Mechanic class registrations



574 Scholarships offered for events and classes

16,000

Let's Go Students

150 Major Taylor students

3,667 Cascade volunteers who delivered food by bikes via the Pedaling Relief Project

233,925 pounds of food delivered by PRP



350 Bike, Walk, Roll Summit registrants

9,000

Members

450 Bike Everywhere Breakfast participants

7,443 Total volunteer hours



125,850 unique website visitors

145,000 email list subscribers

103,317 social media engagements

7,443

Total volunteer hours