



2020 was a challenging year for Cascade Bicycle Club, but with some surprising and exciting silver linings.

Though the COVID-19 pandemic shut down most of our major rides season and led to numerous furloughs and subsequent layoffs, the organization was resilient in learning how to move forward. From the creation of a new mutual aid food delivery by bicycle program to the largest ever attendance at our annual Bike, Walk, Roll Summit due to its virtual format, we adapted and saw great success building upon previous years' work.

The year kicked off with a bang. In February, we hosted our annual Chilly Hilly ride for 2,179 riders prior to the Washington state Stay Home, Stay Healthy order. As the realities of the pandemic set in, we made a decision in late April to cancel our major rides season and offer full or partial refunds for all of our rides. The news was devastating for both our riders and for our organization, but we felt it was the right call to keep our community healthy. This led to a pivot to figure out how to capture the excitement of the Seattle to Portland ride but keep it socially distanced -- and the Kaiser Permanente Seattle to Portland Virtual Challenge pre-

vented by Alaska Airlines was born. About 3,000 participants registered for the [Virtual STP](#), with a goal to complete 206 miles in 10 days. Those participants earned points for various activities and rides by registering their miles biked via the Rideshark platform, including points for bicycling to Black, Indigenous, and People of Color owned businesses.

As schools went virtual, so did most of our education programming. Our Let's Go bicycle and education programming pivoted to [YouTube videos](#) for instructors to share. As of the start of 2021, the videos had received more than 5,868 views. Additionally, we offered four separate Ask a Mechanic and Bike Maintenance courses for free online to 60 participants.

The [Major Taylor Project](#), which invites students to explore their communities, build confidence and leadership skills, and discover their power to effect change, offered the only in person bicycle education programming for the latter part of 2020. In Seattle, Tacoma, and Puyallup, we offered outdoor bike clubs to 100 participants. Needless to say, the kids, staff, and volunteers were all so excited to be back on bikes and in person. One middle-schooler from Tacoma had never ridden on two wheels before entering the program, and rode six miles on his first ride.



Though our events season was largely on hold, [Cascade Free Group Rides](#) continued to help people get outside and on their bikes for their physical and mental health. We paired down the number of riders eligible for each ride and created safety rules and expectations related to public health guidance to continue offering this mission-critical program. There were 3,193 participants that rode on 498 rides led by 289 ride leaders -- an incredible feat when so much was on pause. In addition to Chilly Hilly and Virtual STP, we also offered a fall Lake Chelan Tour Lite to about 98 riders.

When the pandemic hit and so many families lost their source of income, the mutual aid bicycle program known as the [Pedaling Relief Project](#) was born. Co-founded by Cascade staffers Maxwell Burton and Amy Korver, in 2020 this program engaged more than 1,100 volunteers, including 337 Cascade volunteers, to deliver 142,139 pounds of food to 2,833 Seattle neighborhood households via bike. Now led full-time by Burton, the Pedaling Relief Project's mission is to engage in crisis response on a neighborhood level and establish long term community resilience by creating or expanding mutual aid networks, all via the power of a carbon-zero bicycle. The project has set goals to expand statewide and serve communities across Washington state.

As the bike boom made it clear that more people than ever before were looking for safe places to ride, Cascade's policy team continued to focus on collaborating with community members and advocating for connected trails and bike networks statewide. Early in the pandemic, Cascade's policy team advocated strongly for local leaders to keep trails and bike shops open throughout the stay at home order. Additionally, we partnered with King County and other public agencies to become a founding member and [provide "backbone staffing" to the Leafline Trails coalition](#), connecting King, Snohomish, Pierce, and Kitsap counties by trail.

The Cascade policy team also successfully pivoted to meet the moment during the difficult year. When the West Seattle Bridge shut down due to unsafe conditions and need for repairs, we created [West Seattle bike route maps](#) to help people get around efficiently, affordably, and safely by bike. We partnered with King County Parks to create South King County scavenger hunts on trails in Kent, Renton, and Tukwila, and translated our materials and advertisements into Vietnamese, traditional Chinese, Russian, and Spanish along the trails. Our Advocacy Leadership Institute



continued to host free trainings to provide people with the skills to become effective community advocates, and its new virtual setting allowed participants to join from areas outside of Seattle, from Olympia to Renton and beyond. Two graduates, Elise Hirschi and Max Kauffman, [were featured in a local news report](#) for creating a mutual aid project that connects people with bike mechanic skills to those who need to get their bicycles repaired. The team also engaged more than 300 volunteers in the annual bicycle and pedestrian count. Finally, the policy team worked hard to develop a new virtual format for the Bike, Walk, Roll Summit -- with huge success. By engaging Amazon as a partner, they were able to offer registration free of charge, and saw more than 600 participants register. As a result, the summit engaged more community advocates than ever before in conversations around building strong communities as well as accessibility in our transportation options.

Our goals of advancing racial equity in our work saw major progress in 2020. The Cascade Board of Directors approved our racial equity plan in April of 2020, including a racial equity toolkit, workplace culture plan, and workplace equity plan as the organization works to dismantle white supremacy in biking and within the organization itself. The staff received training on how to implement the racial equity toolkit as it develops programs and policies. Additionally, for the first time ever, Cascade publicly stated that [Black Lives Matter and that it opposes police brutality](#), and we detailed our [commitment to anti-racism on our website](#).

Our development team transitioned our annual Bike Everywhere Breakfast to an online event, which included more than 250 registrants (some of whom were table captains that hosted many others) and received 1,140 views.

The marketing and communications team launched a digital



acquisition plan to increase digital engagement throughout the year as the world transitioned online. We increased sales of our Season Pass 260 percent through targeted Google Ads, engaged nearly 70,000 people through social media, and raised a total of \$80,513 through our small dollar donor online fundraising program. In part thanks to switching to a new Content Resource Management software (CRM), and to dedicated list growth techniques, including a Rad Power Bikes E-bike Giveaway list builder, our email list grew to more than 140,000 subscribers. Our media

work continued to expand and grow, including engagement with podcast hosts such as the Consume Cyclist and Outspoken Cyclist podcasts to talk about equity and bicycling. We also provided interviews to a number of local TV stations such as Q13 Fox and [KIRO TV](#) regarding the bike boom.

Finally, our tech team took on the arduous task of transitioning the entire staff to online and remote work, including numerous security measures and trainings on new tools.

2020 Financials

Income

Donations*	\$553,985
Corporate Contributions & Sponsorships	\$336,530
Grants	\$220,400
In-kind Support	\$89,391
Ride Revenue & Donations	\$724,705
Program Revenue	\$23,339
Contracts	\$438,373
Membership	\$363,948
Other	\$35,455

Total Income **\$2,786,126**

Expenses

Events & Rides	\$583,117
Education	\$393,166
Advocacy	\$252,317
Administration	\$936,851
Fundraising	\$417,603
Other	\$181,140
Transfers	-\$159,000

Total Expenses **\$2,605,194**

*Donations include PPP loan dollars.

By the Numbers



498 total Free Group Rides offered

289 Ride Leaders

3,193 riders participated on Free Group Rides

2,277 in-person riding event participants

2,906 Virtual STP registered participants

337 Cascade volunteers who delivered food by bikes via the Pedaling Relief Project

142,139 pounds of food delivered by PRP

2,833 Seattle households served by PRP

100 Major Taylor students

60 Bike Maintenance class registrations

5,868 views of our Let's Go online videos

600+ Bike, Walk, Roll Summit registrants

9,500 members

2,833

Seattle households served by the Pedaling Relief Project



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Bike, Walk, Roll Summit registrants



2,906

Virtual STP registered participants

