Funding, Organizing and Maintaining Bicycle Fleets

Wednesday, September 14th, 1-2PM EDT

Safe Routes to School National Partnership
Welcome, Administrative Details and Introduction
Dave Cowan, program manager
Safe Routes to School National Partnership

Funding, Organizing and Maintaining Bicycle Fleets
Shane MacRhodes, Safe Routes to School coordinator
Eugene 4J School District,

Jessica Wineberg Binder, education director
Bicycle Federation of Wisconsin

Specialized Dealer Grant
Mallory Burda, US advocacy coordinator
Specialized Bicycles

Question and Answer
funding
maintaining
organizing
The Bikes (and Trikes)

Our “Five” Fleets

• 10 Year old BTA fleet
• Fixed location/school
• New district-wide mobile fleet
• Bethel (in process)
• Future fleet?
Staffing. Team Effort

- History of BTA, City Recreation, & District relationship
- Future- Different Models
Storage & Logistics
Maintenance

- Types of bikes
- Local Bike Shops
- Volunteer events
Funding

- Partnerships
- Grants
- Donations
- Fundraising
Thank You

Shane MacRhodes
Eugene Safe Routes to School
rhodes_sh@4j.lane.edu
www.eugenesrts.org
Bikes 2 Schools

MPS
Milwaukee Public Schools

Bicycle Federation of Wisconsin
www.bfw.org

Police City of Milwaukee

SAFE ROUTES to School
NATIONAL PARTNERSHIP
Wisconsin Network
Jessica Binder

Wisconsin Safe Routes to School Network Organizer

&

Education Director, Bicycle Federation of Wisconsin
Milwaukee, Wisconsin

• 54 miles of Bike Lanes
• 25 miles of trails
• 4th poorest city in the nation
• Minority majority city
• Challenged public transportation
SRTS in Milwaukee

- Started with 6 pilot schools
- Have served over 10,000 students
- Based on community situation, needs, and opportunities
Funding

$300 bike * 10,000 kids = $300,000
$300,000 > SRTS Grant

RESULT

Purchased 30 new bicycles for classes

- 15 GT BMX bikes
- 15 Youth Trek Mt Bikes
Youth Mechanic Training/ Bike Refurbishing Program

- SMALL at first
Valid Bike Shop

- Police
- Schools
- Bike Fed of WI
Since 2007, 225 bikes given away
Our 2011 Mechanics

- 16 mechanics trained, each earned a bike for themselves
Summer SRTS Bike Camps

- Kept 175 bikes in working order
Jobs!

- Over $30,000 paid in youth wages
• Since 2007, 56 Mechanics Trained
Design & Build: Cargo Bike
WRENCH ON BIKES!

Volunteers needed to help repair bikes for Bikes to Schools, a Bicycle Federation of WI program which distributes bikes to kids. Earn a bike for yourself after 12 hours of volunteering.

Most SATURDAYS from 11-4pm:
10/20, 10/27,
11/3, 11/10,
11/17, 12/1, 12/8

LOCATION: North Division High School Auto Shop. Enter through building at 2101 N. Wolcott St.

For more info contact Jessica: jessica@bikes-to-schools.org
Challenges

Bike theft at schools
Bike theft from shop
Contact Information

Jessica Binder
Wisconsin Safe Routes to School Network Organizer &
Education Director, Bicycle Federation of Wisconsin
Jessica@bfw.org 414-431-1761x3
Specialized Dealer Grants

Mallory Burda,
US Advocacy Coordinator
Specialized Dealer Grants

• Currently support many organizations
• Broadening scope
  – Wellness on Bikes
  – Youth on Bikes
  – Access for Bikes
  – Bikes as Sustainable Transportation
• Foster local business support
• 50% match
• 4 grant cycles annually
Success Story
Q & A

Shane MacRhodes, Safe Routes to School coordinator
Eugene 4J School District
rhodes_sh@4j.lane.edu

Jessica Wineberg Binder, education director
Bicycle Federation of Wisconsin
jessica@bfw.org

Dave Cowan, program manager
Safe Routes to School National Partnership
dave@saferoutespartnership.org

Robert Ping, state network director
Safe Routes to School National Partnership
robert@saferoutespartnership.org
Thank you to the SRAM Cycling Fund for sponsoring this webinar series!