

MUSCLE POWERED

WE ARE a non-profit organization that promotes walking, bicycling in Carson City. It was formed in 1999 by citizens who wanted the needs of those who walk or use bicycles and other forms of non-motorized transportation to be a priority as Carson City grows.



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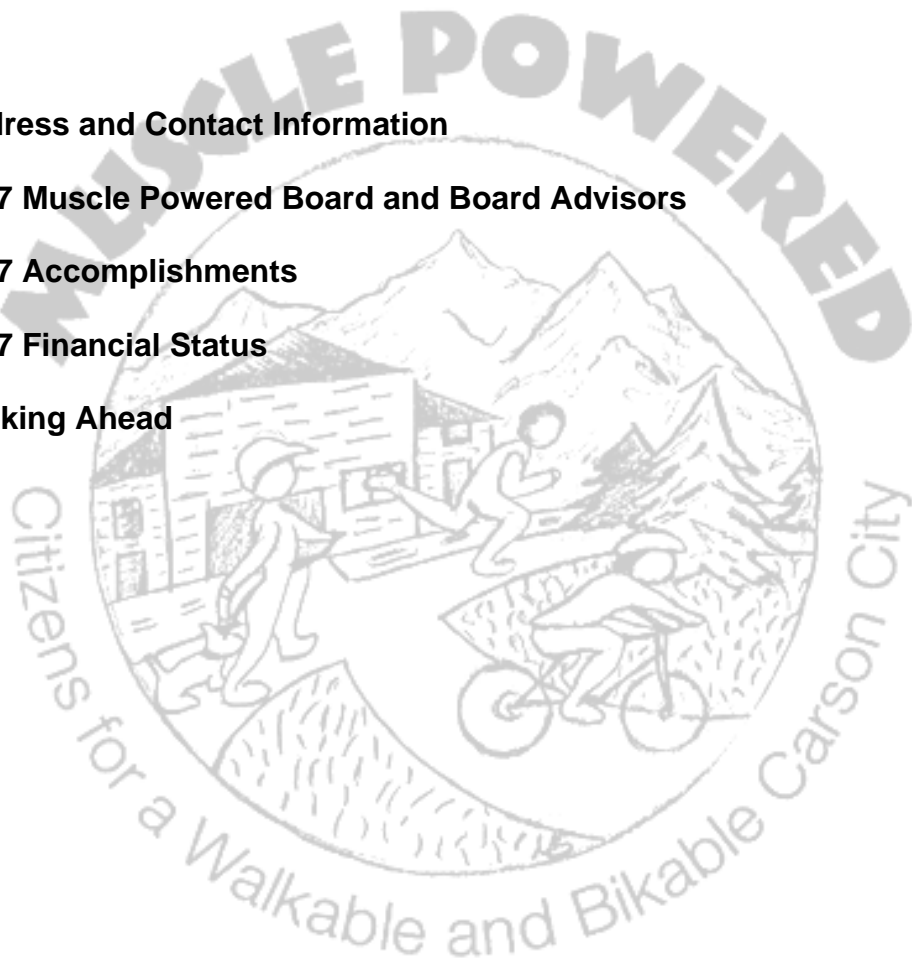
Northern Nevada Bike To Work Day
Friday, May 18th



2007 ANNUAL REPORT

Muscle Powered: Citizens for a Bikeable and Walkable Carson City 2007 Annual Report

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Address and Contact Information

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2007 Board of Directors and Board Advisors

Board of Directors

Anne Macquarie	President
Candice Chartraw	Vice President
Barbara Howe	Secretary
Susan Antipa	Treasurer
Jean Bondiett	Board Member
Donna Inversin	Board Member
Joe Peltier	Board Member
Arleen Richartz	Board Member

Board Advisors

Paul Carignan	Membership Database Manager
Kelly Clark	Ride Leader
Donna Curtis	Recreation and Parks, Health
Chas Macquarie	Engineering Advisor
Jean Murray	Newsletter Editor
Sue Newberry	Special Projects
Michelle Peltier	Graphic Design

2007 Accomplishments

In 2006 Muscle Powered completed a ten-year plan laying out the organization's goals and strategies for making Carson City a friendlier town for bicycling and walking. The organization's 2007 projects and accomplishments are laid out below in relation to that plan.

Projects

“Organize and implement Carson City Trails Initiative”

- Working with Carson City Parks and Recreation, Muscle Powered wrote two successful grant applications to design and construct two bridges on the **Mexican Ditch Trail** in eastern Carson City, linking together parts of the trail that are separated by the Mexican Ditch.
- Local mountain bike enthusiast, trail builder and new Muscle Powered board advisor Jeff Potter asked Muscle Powered to collaborate on the planning and construction of a single-track nonmotorized **mountain bike trail in the Carson Range** in western Carson City. The project would help to implement Carson City’s 2006 Unified Trails Master Plan, so Muscle Powered decided to take it on. Muscle Powered (Anne and Chas Macquarie) Jeff Potter, and Juan Guzman from Carson City Open Space held a preliminary meeting with the Carson District of Toiyabe National Forest in December to present the idea.

“Organize events that encourage walking and bicycling around Carson City and educate about the benefits of a bikeable and walkable community.”

- In May Muscle Powered once again organized **Bike-to-Work Week** in Carson City, in partnership with state agencies. There was a agency/industry/school challenge to see who could get the most riders that week, and a “Ride of Silence” to commemorate cyclists killed in crashes.
- In August, Muscle Powered tabled at a “**Sustainable Living Roundup**” in Douglas County, educating participants about the role of nonmotorized transportation in a sustainable society.
- In September, Muscle Powered tabled at a kickoff event for the **Great American Weight Loss Challenge**, encouraging participants to make walking a part of their weight loss strategy.
- In October, in partnership with the Nevada Department of Transportation, Muscle Powered organized a **Kids Bike Safety Rodeo and Bike Rally** in the north Carson Wal-Mart and along the freeway multi-use path. While participant turnout was somewhat disappointing, the event received lots of publicity and got the message out about bicycling in Carson City.
- Muscle Powered wrote successful grant applications for **Safe Routes to School projects** in three elementary schools. The projects will be accomplished in 2008. Funding was also received for a School District Safe Routes to School Coordinator.

“Continue bike rack program”

- Muscle Powered installed bike racks at Fuji Park, Sunset Park, and the Carson City Senior Center. The racks were donated by Chuck and Marian Woessner, Dr. Susan MacIlhenny, and Shelly Aldean.

“Public outreach and publicity about walking and biking issues and opportunities in Carson City”

- Revised and reissued a **Bike Map and Safe Cycling Guide** for Carson City. Numerous local businesses sponsored and advertised in the map including Bike The West, Flume Trail Bikes, Bicycle Authority, Carson City Convention and Visitors Bureau, Realtor Judy Plume, The Bike Smith, John Cobbey Insurance, The Sporting Rage, Bike Habitat, Historic Reno Preservation Society, Prestige Travel Systems, MedDirect Urgent Care, Nevada State Bank, the Reno Wheelmen, Millard Realty and Construction, Procrastinating Pedalers of Reno, Carson Lanes, For Body and Soul Therapeutic Massage, City Café Bakery, Bauter and Holmes Dentistry, Alta Alpina, and B'Sgetti's. The Carson City Parks and Recreation Department, the Nevada Office of Traffic Safety, and the Nevada Bicycle Advisory Board also sponsored the map.
- Revised and reissued a **membership brochure**. The brochure was printed with a donation from Drs. Randy Wright and Clint Euse.
- Published three **newsletters**.
- Maintained and updated **website**.
- Linked to Jeff Moser's new **blog**, “Cycling Carson City: Bicycle News Culture and Lifestyle in Carson City Nevada”.

“Bring our vision to political leaders and staff”

- In 2005 Robin Browne approached the school district and the city about alleviating unsafe pedestrian crossing conditions on Saliman St. in front of Carson High School. Robin also approached Muscle Powered about the issue, and Muscle Powered member Sue Newberry worked with Carson City staff to design a safer **pedestrian crossing in front of Carson High School**. The crossing was installed in 2007.
- In a meeting with the Carson City Manager, Muscle Powered (Sue Newberry and Anne Macquarie) proposed that Muscle Powered be allowed to **review plans for transportation improvement projects undertaken by Carson City in order to evaluate the pedestrian and bicycle facilities provided** (or not provided.)

Three sets of plans – Hot Springs Road, Fairview Drive, Stewart St. – were provided, and Sue and Anne reviewed them. City staff found many reasons to not follow Sue and Anne’s comments and suggestions for design changes to better accommodate bicycle and pedestrian use, so few changes, if any, were made in the plans. Of the projects and activities carried out by Muscle Powered in 2007 this was perhaps the least successful, and it points to a need for a better strategy for working with city leaders and staff to communicate and carry out our mission to make Carson City a better city for bicycling and walking.

- Also in 2007, Sue and Anne held a preliminary meeting with city development services staff regarding an upcoming update of Carson City’s **development standards**. Subsequent to the meeting Carson City decided not to update the development standards, citing budget constraints.
- Muscle Powered members **commented on various city plans** throughout the year including the Regional Transportation Plan and a downtown mixed-use zoning code.

Membership

“Attract and retain members”

Muscle Powered membership at the end of 2007 was 77 paid memberships representing 101 members (this includes individual and family memberships).

Membership events during the year included:

- A showing of *An Inconvenient Truth* at the Carson City Library auditorium in March.
- Weekly walks and bikes rides, April through December.
- A member’s picnic and bike ride in September in Washoe Valley.

Organization

“ORGANIZATION: how can Muscle Powered do its work more effectively? We understand that good organization and management are critical to our ability to reach our goals.”

- Wrote position descriptions for all board members and board advisors.
- Established Executive Vice President position to oversee business matters of board (insurance, position descriptions, employment, annual corporation filing, memberships).

- Recruited membership coordinator.
- Recruited new board members.
- Established regular board meeting venue at Lumos and Associates.
- Joined International Mountain Biking Association.
- Continued membership in America Walks and League of American Bicyclists.

2007 Financial Statement

The following financial statement is not audited.

Income	
Carson City Bike Map ads	\$ 3,359.00
Donations	\$ 2,070.00
Membership dues	\$ 1,380.00
Grants	\$ 7,000.00
Loan (to purchase bike racks)	\$ 2,400.00
Total income	\$ 16,200.00
Expenses	
Bike Rack project	\$ 3,285.22
Bike Map	\$ 9,697.64
Insurance	\$ 304.30
Loan repaid	\$ 1,550.00
Membership expenses	\$ 80.00
Miscellaneous	\$ 225.00
PO Box rental	\$ 62.00
Postage	\$ 490.09
Printing	\$ 846.59
Taxes (annual corporate officers filing)	\$ 25.00
Total expenses	\$ 16,565.84

Volunteer Hours

In addition to membership dues and monetary donations, Muscle Powered board members, members, and supporters contributed hundreds of hours of volunteer labor during 2007. Volunteer support included:

Board members and board advisors: movie night, kids bike rally, Safe Routes to School grants, Mexican Ditch grants, event tabling, board meeting attendance, bike map, bike to work week, newsletters, website maintenance, membership development, walk and bike ride leaders, City plan review, Muscle Powered

administration, bike rack installation, graphic design, database management, web hosting fee, IMBA membership.

Supporters:

Scott Capistrant: website design and update.

Carson Area Wellness Coalition, Shawna McCarthy: Kids' Bike Rally

Carson City School District: Michelle Van Voorst, Laura Valley, Linda Hurzel: Safe Routes to School program design.

Carson High School Environmental Club: Kids Bike Rally

Penny Fairfield: tabling at Sustainable Roundup.

Gnomon Inc: Bike map coordination.

Lumos and Associates, Inc: Chas Macquarie, Cynthia Turiczek and Tom Young: Mexican Ditch bridges.

Jennifer Mauldin: Graphic design for bike map revision (over and above what she was paid for)

NDOT employees: Kids Bike Rally

Vickie Pritchett: Bike ride leader.

Chuck Woessner, Robin Williamson,: Kids Bike Rally.

Muscle Powered is grateful for this extraordinary level of volunteer support and commitment.

Looking Ahead

Opportunities

The greatest opportunity offered to Muscle Powered in the coming years is the confluence of different interests and expertise working to make cities more bike and pedestrian friendly:

- Public health advocates, concerned about obesity and other conditions that result from an inactive lifestyle, now understand the interrelationship of urban design and public health. Cities designed to allow and encourage more people to walk and bike more are healthier cities.
- During 2007 Americans moved toward a consensus that we must address global warming. Walking and biking, as our most low-carbon transportation options, are critical in the development of a low-carbon lifestyle.
- In planning and urban design, cities with traditional, multi-use, walkable downtowns and excellent walking and biking options are seen as the new ideal, and many of the most creative design professionals are working to develop and redevelop such communities.

All these offer Muscle Powered opportunities for collaboration and support. More broadly, the Muscle Powered mission of creating a more bikeable and walkable Carson City is moving toward the mainstream.

Challenges

As an all-volunteer organization, the biggest challenge facing Muscle Powered is developing and maintaining an active board of directors and volunteers. Muscle Powered asks a lot of board members: all are asked to take on the management of projects, attend board meetings, and participate actively in managing and setting the direction of the organization. Maintaining the enthusiasm and support of current members and volunteers, and recruiting new board members and active volunteers is a continuing challenge.

Working with the city of Carson City remains difficult. The city is currently subject to budget constraints due to diminished tax revenues. Even in the best of budgetary times, the city asks much of its Development Services and Parks and Recreation staff (the departments with whom Muscle Powered interacts with the most). This makes it difficult for staff to ever get around to pedestrian and bicycle issues. Combined with that, there is, with some notable exceptions, an overall lack of support and understanding for a bikeable and walkable community among Carson City's elected and appointed officials. Developing a bikeable and walkable town is not a priority. Muscle Powered must find ways to get its message across to our elected officials, to educate candidates about our vision, and to find champions among these officials.