

## **Muscle Powered 2012 Annual Report**

### **1. Bike Month/Week/Day (Jeff Moser & Jeff Potter)**

#### **A. social events:**

Movie night hosted by Marcus Marchegger at Capitol Automotive

#### **B. corporate challenge**

With 6,120.82 miles, and 1642 trips biked or walked to work, this was our most successful Bike to Work Week Corporate Challenge ever. Thank you to everyone who participated!

#### **C. ride(s)**

Tour de Carson sponsored by Denis Coyne at bike Habitat had over 100 participants this year.

Celebrity kickoff ride had around 40 participants including Mayor Bob Crowell and most of the Board of Supervisors, Sheriff Kenny Furlong and 2 of the volunteer bike patrol, Juan Guzman from Open Spaces, Richard Stokes, Superintendent of the Carson City School District

West Side Cruiser Ride had close to 100 participants including the Cycle Pub  
Muscle Powered Partnered with Carson City Health to hold the First Carson City Family Bike Festival at Riverview Park to promote cycling for families. Helmets were distributed to children in need of them at the event.

#### **D. marketing**

Kelly Clark led the charge on marketing and besides several articles in the Nevada Appeal got us coverage of the Celebrity Ride on Channel 2

### **2. Safe Routes to School (Anne Macquarie)**

Muscle Powered has continued to support the Safe Routes program and despite many frustrations with financing and the loss of Dan Allison there were a couple of wins for the year; Tim Rowe was named the Nevada State Safe Routes to School Coordinator and Cortney Bloomer was named the Safe Routes to Schools Coordinator for Carson City, Douglas, Lyon, and Storey Counties.

### **3. Bicycle Friendly Community (BFC) (Anne Macquarie)**

Anne Macquarie and Donna Inversin met with Patrick Pittenger and Daniel Doenges regarding some of the infrastructure needs to meet BFC status.

### **4. Website/Communications (Jeff Moser)**

Posting to the blog by Board Members has been sporadic, but use of Facebook as added another element for reaching the public with our message.

We still need to move the calendar link from Bike/Carson to Muscle Powered

#### **5. Farmer's Market Bike Valet (Anne Macquarie)**

The Farmer's Market Bike Valet continues to be one of the best marketing tools that we've found yet. Level Board Members and general members worked the market and had a great time.

#### **4. Freeway Multi-Use Trail (Chas Macquarie)**

Anne and Chas will continue to coordinate with the City and NDOT regarding design of and funding for a multi-use path along the south Carson Freeway alignment from Northridge to Linear Park (Route 6), and then to Hwy 395.

#### **5 Regular Sponsored Walks (Donna Inversin)**

Lead weekly Walks in Carson City in order to introduce citizens to the available trails to increase support for trails building and care. Donna's attempt to simplify things by not putting the specific meeting site into the paper each week fell kind of flat. So she has returned to entering the specifics into the Events column of the Nevada Appeal each week. Donna did start using Facebook to post walks with some response.

#### **6 Bicycle Facilities Through Hwy 395-50 Interchange**

#### **7. Bike Rides (Cortney Bloomer)**

Unfortunately we were only able to sponsor one this year.

#### **8. Bike Map (Anne Macquarie)**

Muscle Powered was able to produce the 3rd and latest bicycle map for Carson City.

#### **9. Tracking RTC Projects (Anne Macquarie)**

Anne will review monthly RTC, CAMPO, Supervisors, Open Space, Parks and Rec. and Planning commission agendas for items affecting biking and walking in Carson City.

#### **10. Trail Clean-up Event (Donna Inversin)**

Muscle Powered co-sponsored with Carson City Parks and Recreation, and Open Space to Trash Mobs for 2012. Trash Mobs are designed to utilize social networking to do monthly 1 hour trash cleanups in various areas around Carson City.

#### **9. Trails (Jeff Potter)**

This has been a banner year for trails. Approval was received to begin the first Muscle Powered, Carson City, U.S. Forest Service, Great Basin Institute single track trail. This trail will run approximately 7 miles from Ash to King's Canyon with an approximate elevation gain of 1300ft (from Ash Creek the the trail's high point).

Along with this Muscle Powered signed an agreement with Carson City to design, develop, and maintain trails within in Carson City County. We have subsequently started the process to add 3 more proposed trails to the United Pathways Master Plan (UPMP); a trail from King's Canyon Road to Clear Creek to connect to the Carson Valley Trails Association (CVTA) trail, an Ash

Canyon to the Tahoe Rim Trail (TRT), and a Rail Trail from Lyon County Line through the Carson River Canyon to the Washoe County Line.

Jeff Potter and Donna Inversin, as representatives of Muscle Powered, have also joined a committee made up of Carson City Open Space staff, Muscle Powered, Tahoe Mountain Milers running group, and hopefully the local equestrian group. The purpose of this committee is to map all social trails in the Ash Canyon, C Hill, and Centennial Park areas, determine which trails show promise as becoming permanent recognized trails and the work to acquire recognition, upgrading, and signing of those trails.

#### **10. Bike Racks**

One bike rack was moved from ? and placed at the corner of Proctor and Curry Streets.

One bike rack was re-installed at the Brewery Arts Center.

#### **11. Nevada Day Parade**

We had 30 walkers and bicyclists in the 2012 Parade