

## **2016 Annual Report**

### **Jan. 29, 2017 at Brewery Arts Center**

Muscle Powered, Citizens for a Walkable and Bikeable Carson City continued a successful path (no pun intended) towards fantastic achievements, in 2016.

Here is a summary of our accomplishments:

- Strategic Plan outlined and completed
- Improved financial systems
- Improved communications systems
- Participated in the grand opening of bike/ped friendly downtown redevelopment on Oct 28<sup>th</sup>
- Publicly sponsored artistic bicycle racks
- Continued advocacy and support of Complete Streets with the S Carson St project
- Ongoing and expanded walking and hiking programs
- Ongoing bicycling programs and bike events
- Supported Safe Routes to School Learn to Ride Program
- Expanding partnerships with CCVB, BAC, DBA Chamber of Commerce
- Expanded memberships/increased funding through donations
- Trash Mobs expand to address invasive weeds/Ericksen family event
- Ash to Kings Trail won Coalition for Recreational Trails Award in the Community Linkage Category
  - Juan Guzman and Anne Macquarie went to Washington, DC to accept award
- Carson City Off-Road brings 600 bikers, 85 pros, overall 2,000 visitors to Carson City
- Carson City Off-Road named Domestic Mountain Bike Race of the Year at Interbike

### **Strategic Plan Outlined and Completed**

Our board, in seeking to improve governance, developed a strategic plan. The plan and concept evolved into a well-attended and professionally conducted Strategic Plan Workshop in the spring, followed by multiple meetings to draft revisions over the summer. Led by Jim Bertolini, the completed Strategic Plan lays out well-thought out goals for a 10-year plan; a draft document is presented at today's membership meeting.

### **Improved Financial Systems**

The Treasurer has upgraded the organizations financial tracking system to QuickBooks Online, which allows for inventory, full budgeting and direct connections to PayPal.

### **Improved Communications Systems**

- Greatly enhanced communications across multiple platforms
  - Updated website
  - Initiated monthly Newsy Newsletter
  - Utilized Constant Contact to increase efficiency of communications
  - Increased online presence through Facebook, Twitter, Instagram, and MeetUp
  - Increased use of media outlets: Nevada Appeal, CarsonNow, KOH1120 AM
- Created and published two updated and professional versions of our Membership Brochure – individual and business versions. Worked closely with Carson City Convention and Visitors Bureau. Thanked them for their support!

- Used online volunteer system (Sign Up Genius) that dramatically increased volunteer participation at Carson Off-Road, Downtown Grand Opening booth, Bike Party, and the Learn to Bike Program.

### **Expanded Membership/Enhanced Funding through Donations**

Membership directors led a concerted effort to expand membership this year and have been quite successful. Membership numbers are a combination of family, individual and senior/students

- 2015 memberships= 119
- 2016 memberships= 153 increase of 34 memberships

Sponsors/Sustaining contributors by year of donation:

A major solicitation letter went to 146 members of the Chamber of Commerce in August, 2016:

- 2015- 9 responses- with a total of \$1700 donated
- 2016- 17 responses with a total of \$4600 donated

In addition, one recent benefactor, Capitol Automotive has committed ongoing support of \$250/month over the next 12 months. Thank you, Marcus Marchegger and Capitol Automotive!

### **Downtown Redevelopment Kick Off, Grand Opening and Support of Bike Racks**

It has been a very exciting year with the completion of the bike and pedestrian friendly downtown Carson. Debbie Lane and Juan Guzman helped kick off the city's redevelopment at a rainy ceremony in March. Muscle Powered was there along the way to evaluate locations for bike racks, and Jeff Potter led the coordination with the Chamber of Commerce to fund 33 new publicly sponsored bike racks—a total of \$14,000 was contributed for artistic bike racks downtown that are now in the works thanks to the efforts of Jeff Potter!

### **Advocacy, Education, South Carson Complete Streets**

Kelly Clark and Randy Gaa met with Sheriff Furlong and Sergeant Scott McDaniels regarding bicycle and pedestrian safety issues regarding the Carson Off-Road and Sheriff's Office escorts for the Ride of Silence on May 17.

At least 13 Muscle Powered members attended public hearings and or submitted written comments to the NDOT and Carson City RTC-Campo regarding the Freeway intersection with Main Street, complete streets program, and the pedestrian and bicycle improvements to downtown.

Muscle Powered president Kelly Clark presented a proclamation in honor of Bike Month to the Mayor and Board of Supervisors in early May, and returned to present the Recreational Trails Award to the Mayor and Board of Supervisors in July.

Jim Bertolini drafted a letter to the governor regarding the state's strategic plan, encouraging consideration of walking and bicycling as alternative transportation activities. Kelly Clark made public comment at the State Transportation Board meeting in July to encourage the state's efforts to develop a Complete Street Plan encouraged the state to train traffic safety engineers on Complete Streets facility improvements.

Chas Macquarie was invited and participated in the new TRAFFC committee Carson City established to gain input about the priority for street improvements.

Muscle Powered provided letters of support on TAP projects and for the Carson City application for \$1.8 million for the Southern Nevada Public Management Area funds, which were recently approved to complete paved trails from the Deer Run Road Trail Head at Fifth Street down to and along Silver Saddle Ranch and then north along the west side of the Carson River up to Morgan Mill area.

### **Walking and hiking programs expanded**

As always, Muscle Powered volunteers continued to lead hikes and walks in the Capitol City. Donna Inversin's short hike program grew into several walks and hikes led by multiple guides at different times and days of the week oriented towards our members and participant's schedules and physical mobility and level of fitness.

- January through April there were no Evening Conditioning hikes due to the leader being out with surgery.
- February Debbie Lane led a couple of a mid-day Easy Hikes
- April the Easy Hikes became a weekly event and it was decided to approach Roger Moellendorf, Director of Carson City Parks & Recreation, about a joint effort to expand the walking and hiking program. An agreement in principal was reached. But, with Roger's retirement, it was dependent on the new Director agreeing to the joint venture. Although the new Director, Jennifer Budge has verbally agreed to the program there has been no movement forward from the Parks & Recreation and Open Space Department.
- May monthly Day Hikes were added
- Added a Thursday leader led hike, average attendance was about 12.
- Continued Tues AM, Tues PM and monthly day hikes.
- In August began posting all hikes, and bicycle rides, on a Meet Up site. This has brought a few new faces to the programs.

### **Biking programs and Bike Month**

Muscle Powered co-hosted the Tour of Carson City with Bike Habitat in May, about 90 riders participated.

A small but powerful Bike Month Committee led efforts with great help from volunteers. Randy Gaa organized a first ever Ride of Silence May 17 to acknowledge those cyclists who have died on the road.

Bike Month was a heady effort, with excellent partnership with Brewery Arts Center and Carson City Convention and Visitors Authority.

The fabulously popular cruiser night had 75 participants this year. A bike movie night at our partner Brewery Arts Center was well attended by young members of the Carson High Mountain Bike Team. 15 teams participated the 2016 Bike to Work Week Corporate Challenge. Total miles ridden during the 2016 Challenge was **2,530.69** and total trips taken was **505**. Carbon Offset by Cycling vs Driving was **1158.59lbs** and total calories burned was **87587.6**.

In the Public Agency division we had a couple of surprises this year. The Rough Riders once again dominated the highest Mileage category with a total of 774.36. The surprise is Team OTR taking over the Average Team Miles category from the Rough Riders with an avg of 3.52. For the fourth year in a row the Cyclepaths have won the Most Trips category with 108 trips.

Beginning in June, Kelly Clark led Easy Bike Rides each Thursday, with 4-5 riders each week, and by early fall Shane Trotter began leading regular Sunday Bike Rides, starting at 9 a.m. from the Linear Trail south of Fremont School with easy and moderate pace groups, averaging between 4-7 riders.

### **Women's Mountain Bike Rides**

Amanda Garcia – initiated a women's mountain bike ride in late June to finish off Bike Month. Cortney Bloomer, Beth Harrison and others followed up with weekly mountain bike rides. We hope this great activity continues into 2017!

### **Support for Safe Routes to School Program**

A dozen Muscle Powered volunteers assisted Cortney Bloomer with a three-session Learn to Bike program in August with 16 elementary aged students at two sites- Riverview Park and the Boys and Girls Club in Carson City. Muscle Powered provided a letter of support and Muscle Powered board members Donna Inversin and Ismael Garza supported Transportation Alternative Program funding requests for Carson City's South Carson Complete Streets project and for the Safe Routes to School Program during a funding hearing at the Nevada Department of Transportation. Safe Routes to School has been approved for \$617,000 over the next three years.

### **Bike Valet**

Volunteer staffing at the Farmer's Market increased from 2.5 people last year to 3 people for the full 5-hour event (8-1) due to the popularity of our booth and our valet service. I think we are often the "face of Carson City" because lots of people just stop by for information about our group, Carson City in general, hiking/walking/biking, etc. The Bike Valet is a happy place, more and more families are riding their bikes to the market, and tips for trails and memberships continue to flow in from this outreach activity.

### **Trash Mobs Expand to Address Invasive Weeds/Ericksen Family Event**

Trash Mobs expanded to include invasive weed control and removing plastic tree tubes from Ash to King Trail area. Both events represent a broadening of the way Muscle Powered is seen in leading these types of efforts thanks to Todd Erickson and son Ari and Juan Guzman. Monthly Trash Mobs were held to maintain key open areas adjacent to trails or Open Space lands and Parks where our residents and visitors recreate and enjoy a relief from urban development.

### **Multi-Use Trail Map Receives State and Federal Funding for Revision**

The Fourth Revision of the Carson City Multi-Use Trail Bike Ped Map is now under way, thanks to \$3000 from the Nevada Bicycle and Pedestrian Advisory Board grant, and \$6710 from the Recreational Trails Program. The map will be expanded to show multi-use trail heads, 10,000 copies will be printed, and the map is scheduled for publication in April 2017. Advertising efforts are under way, and downtown businesses, city agencies, and partnership efforts are important ways to expand the usefulness of the map into the future.

### **Trail Work**

Jeff Potter lead and organized trail maintenance operations as well as the planning work for future trail extensions. In 2016 **75 volunteers**, organized by Muscle Powered, donated **664 hours** maintaining trails, finishing the Waterfall Rd bypass on the Ash to Kings Trail, surveying new trails, constructing a bridge

and boardwalk on the Deadman's Creek Trail at Washoe State Park, and cleaning up the Tree Tubes along the Ash to Kings Trail.

Tree Tube cleanup was a special Trash Mob effort led by the Erickson family. The event proved to be the largest attended Trash Mob to date. 30 volunteers worked 140 man-hours and filled a 20-yard dumpster (which was donated by Waste Management) to the brim with the trash collected. Todd Erickson, his wife Andrea, and his son Ari were all instrumental in putting this event together. Many local businesses were contacted and made donations to the effort. After the work was completed, the volunteers gather back at Longview Park where food and beverages were waiting and the rest of the donated prizes were raffled off. Businesses that made contributions to the Trash Mob included: Bike Habitat, Bike Smith, Yogurt Beach, Greenhouse Garden Center, Sani-Hut, Trader Joe's, Home Depot, Jamba Juice, Target, San Marcos Grill, US Sub Base, Cracker Box, Grocery Outlet, Walmart (Topsy Ln), Costco, Duncan Donuts, and Capital Automotive.

### **Deadman's Creek Trail**

Ward and his crew finished replacing the foot bridge and boardwalk on the Deadman's Creek Trail. The original bridge and boardwalk were in disrepair and needed to be replaced. Funding for the material was provided by the Recreational Trail Program.

Each year brings another deadfall on the Ash to Kings. Fortunately, MP Crew Leader Scott Miekranz is passionate about crosscut saws. Scott trained with crosscut saw legend Dolly Chapman and he brings his new skill and saws and works his mojo.

### **National Trails Day**

National Trails Day was on the Creek Trail in 2016. 15 volunteers attended the workday and worked until noon brushing the trail and sprucing it up in advance of the upcoming Carson Off Road race.

### **Recreational Trails Award**

Muscle Powered's Ash to Kings Trail was officially opened in August 2015 and Juan Guzman and Anne Macquarie we traveled to Washington DC to receive the Coalition for Recreational Trails Award in the Community Linkage Category. The award recognized our collaboration with the Carson Ranger District, Great Basin Institute and Carson City Open Space. The multi-purpose non-motorized trails contains "7 miles of pure heaven" among a waterfall, superb scenic views of the Eagle, Carson, and Washoe Valleys, crossings at Kings and Ash Canyons with wood-framed bridges and wooden decks, information kiosks at the trail heads access points, sun drenched brush and shaded tall evergreen sections. The trail was built with grant monies from the Recreational Trails Grant and Open Space Program, the Great Basin Crews, corporate and private donations and the sweat and toil of our extraordinary volunteers.

### **Trails Advocacy**

Several of our members actively worked extensively with the Eagle Valley Trails Committee and that work has produced the most comprehensive draft inventory of existing trails in the Eagle Valley to date. This draft study is in the final stages being reviewed with Carson City, State and Federal Officials responsible for the stewardship and management of trails in within Carson City. Similarly, Muscle Powered was represented at the Lake Tahoe Bike Summit where we were the recipients of multiple awards. We worked with the Eastern Sierra Trails Coalition a group that produced the Trails Summit and works towards trail connectivity within the region. This group's work is integral to everything we do.

### **Kiefer Catron Eagle Scout Project -Troop 341**

Keifer's Eagle Scout Project took on the maintenance of the Morgan Mill Trail. The trail was constructed by Muscle Powered in 2013 and needs yearly maintenance due to the trails proximity to the Carson River. 16 Scouts, parents and MP Crew Leaders worked for 4 hours clearing brush and filling sink holes along this beautiful trail.

### **Stuart McElhany**

Stuart's project was to construct a Sutter retaining wall at a location along a section of the Ash to Kings/Creek Trail with a high potential to fail from erosion and slope instability. Scott, Amari (a foreign exchange student), Stuart, Oli and Keith all did an outstanding job erecting the wall. A nice surprise was Tony and Debbie from Sutter Equipment showing up to and offering much needed guidance to us newbies. It took 5 hours to construct. The wall was made possible from a generous donation to MP by the **Tahoe Mountain Milers** and Stuart working his magic with Lowes (he got us the lumber at cost).

### **Conner McRae**

Conner's Senior Project is to design a new trail at Centennial Park to offer a single-track option from the parking lot. This will prove a much-needed loop option to the facility and meet the National Interscholastic Cycling Association's (NICA) race course loop requirement.

### **Epic Rides' Carson City Off-Road**

The Epic Rides 2016 Carson City Off-Road challenge event utilized our trail and brought 600 racers, 85 pros, and approximately 2,000 total visitors into Carson City for a three-day race and bicycle festival.

Volunteers helped mark the trail, worked at the Muscle Powered booth to sell memberships and t-shirts and give away bike maps, participated in the Carson City Off-Road aide stations, assisted with the rider check in at the Governor's Mansion during the busy event weekend. Volunteers were treated to a celebration dinner by the Carson City Convention and Visitors Bureau in the fall to acknowledge their outstanding efforts.

Epic Rides provided Muscle Powered with a generous donation. We collaborated with the Carson City Visitors Authority and many others towards a very successful outdoor event in Carson City.