

# BikeWalkKC



## General Information

### Contact Information

<b>Nonprofit</b>	BikeWalkKC
<b>Address</b>	3269 Gillham Road, Suite C Kansas City, MO 64109
<b>Phone</b>	(816) 205-7056
<b>Fax</b>	816 205-7056
<b>Website</b>	<a href="http://www.bikewalkkc.org">www.bikewalkkc.org</a>
<b>Facebook</b>	<a href="https://facebook.com/bikewalkkc">facebook.com//bikewalkkc</a>
<b>Twitter</b>	<a href="https://twitter.com/bikewalkkc">twitter.com/bikewalkkc</a>
<b>Email</b>	<a href="mailto:info@bikewalkkc.org">info@bikewalkkc.org</a>

### At A Glance

#### **How to donate, support, and volunteer**

We appreciate the support of our members, volunteers, and individual donors. We also take donations of used bikes for re-purposing in our youth and adult earn-a-bike programs.

# Mission & Areas Served

## Statements

### **Mission Statement**

BikeWalkKC's mission is to redefine our streets as places for people to build a culture of active living.

### **Background Statement**

In 2010 Kansas City was the largest U.S. metro area without a professional organization dedicated to advocacy and education for walking and biking, and it showed. The community had low rates of walking and biking, high injuries and fatalities, and high rates of public health problems like obesity, diabetes, and sedentary life styles. BikeWalkKC was founded out of a collaboration among business, public sector, community advocates to address these issues.

### **Impact Statement**

Accomplishments:

1. Achieved a cumulative total of 12,000 kids served by youth education programs in local schools.
2. Worked with municipalities across the region to develop new master plans for Complete Streets to improve walking and biking.
3. Expanded the Kansas City BCycle bike share program from 30 to 40 stations (a 33% increase) and added 80 2.0 bikes to the fleet.
4. Launched a new youth education program to serve high school students, Bike Club.
5. Expanded the Women Bike KC initiative to address the gender gap in bicycling.
6. Developed innovative adult education partnerships to benefit underserved, at-risk, and homeless communities.

Goals:

1. Raise \$250,000 to match \$1 million in federal grants to expand youth education programs over the next five years.
2. Expand youth education to additional schools in the urban core and first-ring suburbs.
3. Convene the Complete KC collaborative to reform public policy and funding related to the city's built environment.
4. Expand the Active Living Policy Council to focus the region's leadership.

### **Needs Statement**

1. \$250,000 matching funds for federal grants
2. Board member diversity
3. Advocacy and public policy funding
4. Staff development/training funding
5. Overhead/admin funding

### **CEO/Executive Director/Board Chair Statement**

BikeWalkKC is a young organization that has rapidly established itself as a regional and national leader in bicycle/pedestrian advocacy, education, and public policy. In less than five years we have grown to impact thousands of elementary students, win millions of dollars in federal and local funding for trails and bike lanes, and influence public policy that will shape the city for years to come. We have been very successful in creating a new organization, building a top notch team of staff members, and putting biking and walking on the agenda of elected officials, business leaders, and community members across the Kansas City region.

Our primary challenge is managing growth thoughtfully and sustainably. Recent fundraising and grant success has set the stage for significant growth in programming and staff in 2017. The current challenge is to ensure that the organization has a solid foundation to support this growth, sustain the new level of activity, and has clear alignment between strategic planning and community impact.

We are addressing this challenge by dedicating more resources to staff development and training, growing our membership base, seeking capacity building funds, consulting with other fast growing nonprofits, and leveraging business principles. Using the principles of social entrepreneurship have been especially helpful: taking risks and learning from failures, iterating quickly, and incorporating earned income streams to support social impact programs.

## Service Categories

Alliances & Advocacy

Alliances & Advocacy

## Areas of Service

### Areas Served

#### Areas

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MO - Jackson County

KS - Wyandotte County

MO - Clay County

MO - Platte County

MO - Buchanan

MO - Cass County

MO - Eastern Jackson Co

MO - Jackson County Urban Core

MO - Liberty

KS - Johnson County

KS - Lawrence

KS - Leavenworth County

KS - Wyandotte County Urban Core

# Programs

## Programs

### Safe Routes to School

**Description**

BikeWalkKC offers training, tools, programs, resources, and technical assistance to help schools design a Safe Routes to School program or to improve the infrastructure around your school. We offer several programs to bring instruction to your students, train your teachers, and encourage students and families to walk and bike to school. BikeWalkKC leads regional efforts to celebrate International Walk to School Day, convening stakeholders and more than 90 schools across the metro area.  
<http://bikewalkkc.org/saferoutes>

**Category**

Recreation & Sports, General/Other Cycling

**Population Served**

K-12 (5-19 years), ,

**Short-Term Success**

Our first intervention is assess a school's current environment and make recommendations for policy and infrastructure improvements. Then we reach out to parents to develop champions to ensure interventions become long-term and sustainable.

**Long- Term Success**

Our long-term goal is for walking and biking to become deeply embedded in a school's strategies to address learning, health, and transportation. The school will have the tools and resources needed to build a culture of healthy living and active transportation.

**Program Success Monitored By**

Success is measured in the short term how many kids walk and bike to school. In the long term we strive to measure declines in childhood obesity and Type II diabetes, as well as reduced transportation costs for families and school districts.

**Examples of Program Success**

Our most visible impact is the Safe Routes to School partnership in Wyandotte County. The collaboration between BikeWalkKC, the Unified Government, USD 50 KCK, USD 202 Turner, parents, and neighborhood associations is now involved in more than twenty schools across the county. Since 2014, the number of kids walking or biking to school and the number of schools participating has more than doubled. The Unified Government compliments our educational programs with infrastructure investments in new sidewalks and crosswalks near many of the schools in this program. To date, 2.7 miles of sidewalks have been constructed.

## Advocacy and Public Policy

<b>Description</b>	<p>Our advocacy programs work with local cities on public policies and funding that results in a built environment that encourages active living with sidewalks, trails, crosswalks, bike lanes, and more.</p> <ul style="list-style-type: none"><li>• Complete KC: Our newest campaign to redesign our streets for people of all ages and abilities.</li><li>• Safe Streets KC: Our successful campaign to pass new laws to reduce street harassment.</li><li>• Safe Routes to School: Our work to make it safer for kids to walk and bike to school.</li></ul>
<b>Category</b>	Public, Society Benefit, General/Other Transportation Systems
<b>Population Served</b>	General/Unspecified, ,
<b>Short-Term Success</b>	<p>Biking and walking will be integrated into local and regional public policies and plans.</p> <p>Local governments will prioritize walking and biking as low-cost solutions to complex problems of health, transportation, equity, and economic development.</p>
<b>Long- Term Success</b>	Local cities will have comprehensive, connected networks for walking and biking that provide residents with convenient, low-stress routes for transportation, recreation, and fitness.
<b>Program Success Monitored By</b>	<p>Advocacy and public policy success is monitored by:</p> <ul style="list-style-type: none"><li>• Number of communities with Complete Streets policies</li><li>• Progress on implementation of local bike, pedestrian, and trail master plans</li><li>• Amount of local, regional, and federal funding invested in bike and pedestrian infrastructure.</li></ul>
<b>Examples of Program Success</b>	<p>Recent success includes:</p> <ul style="list-style-type: none"><li>• 56% of metro residents live in a city with a Complete Streets Policy</li><li>• Comprehensive bicycle and pedestrian master plans recently adopted in Overland Park and Leawood</li><li>• Kansas City, MO development code requires bike parking in most new developments</li><li>• Anti-harassment ordinances are on the books in Kansas City, MO; Independence; and Lee's Summit</li></ul>

## Kansas City BCycle Bike Share

<b>Description</b>	Bike Share KC, d.b.a. Kansas City BCycle is a public bike share program offering self-service bike rentals at 40 stations. This program is organized as a subsidiary of BikeWalkKC.
<b>Category</b>	Public, Society Benefit, General/Other Transportation Systems
<b>Population Served</b>	General/Unspecified, ,
<b>Short-Term Success</b>	Short-term success is monitored by usage of the bike share system, calories burned by users, and carbon offset.
<b>Long- Term Success</b>	Since 2012, Bike Share has served 23,000 people and logged several important metrics: <ul style="list-style-type: none"><li>• Nearly 60,000 trips</li><li>• 190,000 miles</li><li>• 100,000 pounds of carbon offset</li><li>• 7.6 million calories burned</li></ul>
<b>Program Success Monitored By</b>	Long-term success if measured by system usage, health outcomes, and reduction in automobile usage. GPS data collected on each bike is shared with public agency partners to help them plan infrastructure like bike lanes and trails.
<b>Examples of Program Success</b>	37% of users report improved mood, 19% improved fitness, and 12% increased energy level.  25% of bike share trips connect with public transit and 39% of bike share trips replaced a car trip.

### **CEO Comments**

BikeWalkKC's strategic plan organizes our work in a framework called A.C.E. - Advocating for public policy change, Congregating stakeholders to build community, and Educating individuals and transportation professionals.

Our programs are built on a solid foundation of investment from federal, city, and philanthropic support. Our current program needs include:

- Organizational capacity-building to allow us to successfully manage rapid growth of programs and staffing
- Local matching funds to access federal grants
- Funding to support advocacy and public policy work

# Leadership & Staff

## Executive Director/CEO

<b>Executive Director</b>	Mr. Eric Rogers
<b>Term Start</b>	Aug 2010
<b>Email</b>	eric.rogers@bikewalkkc.org

### Experience

Eric believes bicycling and walking are the best perspectives from which to see and experience our beautiful and dynamic city. He has been a bike commuter more than ten years, is a regular transit rider, and loves walking to the grocery store and other shops in his Midtown neighborhood. Eric has worked on many campaigns to give Kansas Citians better transportation choices, including Missouri River crossings, development code reform, and trail funding. He is a League of American Bicyclists Certified Instructor, LCI #2515. Eric also serves as Vice President of the board the Missouri Bicycle and Pedestrian Federation, and he is the Mayor's appointee to Chair of the Kansas City, MO Bicycle and Pedestrian Advisory Committee. He has been recognized as Advocate of the Year by the Alliance for Biking and Walking, and he has received the regional leadership award from the Mid-America Regional Council.

## Senior Staff

### Mr. Eric Bunch

<b>Title</b>	Director of Education and Policy
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### Ms. Maggie Priesmeyer

<b>Title</b>	Education Program Manager
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### Mr. Eric Vaughan

<b>Title</b>	Bike Share Program Manager
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### Ms. Karen Campbell

<b>Title</b>	Director of Development and Communications
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### Mr. John McClaflin

<b>Title</b>	Finance Manager
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### Mr. Thomas Morefield

<b>Title</b>	Community Planning Manager
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## Staff

<b>Paid Full-Time Staff</b>	9
<b>Paid Part- Time Staff</b>	18
<b>Volunteers</b>	500
<b>Retention Rate</b>	90%
<b>Paid Contractors</b>	1

## Formal Evaluations

<b>CEO Formal Evaluation</b>	Yes
<b>CEO/Executive Formal Evaluation Frequency</b>	Bi-Annually
<b>Senior Management Formal Evaluation</b>	Yes
<b>Senior Management Formal Evaluation Frequency</b>	Annually
<b>NonManagement Formal Evaluation</b>	Yes
<b>Non Management Formal Evaluation Frequency</b>	Annually

## Plans & Policies

<b>Organization Has a Fundraising Plan</b>	Yes
<b>Organization Has a Strategic Plan</b>	Yes
<b>Management Succession Plan</b>	Yes
<b>Organization Policy and Procedures</b>	Yes
<b>Nondiscrimination Policy</b>	Yes
<b>Whistleblower Policy</b>	Yes
<b>Document Destruction Policy</b>	Yes

## Collaborations

- Alliance for Biking and Walking
- Safe Routes to School National Partnership
- Transportation for America
- America Walks
- League of American Bicyclists
- Mid-America Regional Council
- City of Kansas City, MO
- Unified Government of Wyandotte County and Kansas City, KS
- City of Overland Park, KS
- City of Leawood, KS
- City of Lee's Summit, MO
- City of Mission, KS
- Jackson County, MO
- Johnson County, MO
- Health Care Foundation of Greater Kansas City
- KC Healthy Kids
- Cultivate KC
- Rosedale Development Association
- MainCor and Main Street CID
- Downtown Council
- Kansas City Public Schools
- North Kansas City School District
- Hickman Mills School District
- USD 500 Kansas City, KS
- LISC
- LINC
- Kansas City Area Transportation Authority
- University of Missouri-Kansas City
- Avila University
- AARP
- American Heart Association



## Government Licenses

**Is your organization licensed by the government?** No

### **CEO Comments**

Our organization has been fortunate to grow resources, programs, and impacts quickly since founding in 2010. We have already developed mature programs and established a regional and national reputation for expertise and excellence. Our biggest challenge is managing growth and change productive and reliably. We strive to develop a long-lasting organization that can help improve the community for decades to come.

# Board & Governance

## Board Chair

<b>Board Chair</b>	Mr. Doug Washington
<b>Company Affiliation</b>	TriCom Technical Services
<b>Term</b>	June 2016 to May 2018

## Board Members

<b>Name</b>	<b>Affiliation</b>
Mr. Ryan Adams	CityScape Residential
Mr. Lawrence Andre	The Why Inside
Ms. Ruth Anne French-Hodson	Shook, Hardy & Bacon, L.L.P.
Ms. Molly Gosnell	GIS Consultant
Ms. Amanda Grimes	University of Missouri-Kansas City
Mr. John Jespersen	Buttonwood Financial Group
Mr. Paul Martin	Zahner Co.
Ms. Lesley Pories	Water.Org
Mr. Steve Renz	Merrill Lynch
Mr. Eric Rogers	BikeWalkKC
Ms. Malenda Shahane	UMB Financial
Mr. Rick Usher	Kansas City, MO City Manager's Office
Mr. Doug Washington	TriCom Technical Services

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	12
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	1
<b>Other</b>	0

## Board Demographics - Gender

<b>Male</b>	8
<b>Female</b>	5
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	2
<b>Board Term Limits</b>	3

<b>Board Meeting Attendance %</b>	80%
<b>Written Board Selection Criteria?</b>	Yes
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	0%
<b>Constituency Includes Client Representation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	6

## Standing Committees

Finance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Special Events (Golf Tournament, Walk / Run, Silent Auction, Dinner / Gala)

## CEO Comments

BikeWalkKC's Board of Directors is actively seeking new board members who have a passion for making Greater Kansas City a safer and more welcoming place for people who walk and bike. The Board Nominating Committee is searching for director candidates with strong leadership skills and experience in helping nonprofit organizations execute strategy and development plans.

The organization has grown quickly since its founding in 2010 to become a regional and national leader in the fields of advocacy, public policy, education, and bike share. We enjoy a growing base of loyal supporters and diversified funding base. This year we seek 3-4 board candidates who can help us expand our partnerships with a broader pool of individual and institutional supporters who share our mission to redefine KC's streets as places to build a culture of active living.

Commitment to Diversity:

BikeWalkKC strives to reflect the diverse communities we serve, and as such we actively seek a wide ranging representation of Greater Kansas City's ethnicity, gender, age, geography, income, and life experience.

Prospective candidates who can expand the board's diversity in any of these or other areas are highly encouraged.

## Advisory Board Members

<b>Name</b>	<b>Affiliation</b>
Mr. Tyler Henson	JE Dunn
Mr. Randy Lopez	Wyandotte Health Foundation
Mr. Andy Olson	Hallmark Cards
Mr. Steve Rhoades	Vireo
Ms. Barbara Thomas	American Jazz Museum
Mr. Dan Walsh	Spokes Cafe & Cyclery

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	Jan 01, 2017
<b>Fiscal Year End</b>	Dec 31, 2017
<b>Projected Revenue</b>	\$1,174,264.00
<b>Projected Expenses</b>	\$1,129,316.00
<b>Endowment Value</b>	\$0.00
<b>Percentage</b>	0%

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Revenue</b>	\$463,318	\$460,076	\$174,815
<b>Total Expenses</b>	\$513,947	\$371,877	\$183,963

### Revenue Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Foundation and Corporation Contributions</b>	\$17,740	\$76,003	\$45,989
<b>Government Contributions</b>	\$173,620	\$50,011	\$7,295
<b>Federal</b>	--	--	--
<b>State</b>	--	--	--
<b>Local</b>	--	--	--
<b>Unspecified</b>	\$173,620	\$50,011	\$7,295
<b>Individual Contributions</b>	--	--	--
<b>Indirect Public Support</b>	\$0	\$0	\$0
<b>Earned Revenue</b>	\$214,267	\$281,684	\$104,557
<b>Investment Income, Net of Losses</b>	\$104	\$13	\$0
<b>Membership Dues</b>	\$10,132	\$12,942	\$6,789
<b>Special Events</b>	\$47,455	\$39,423	\$10,185
<b>Revenue In-Kind</b>	\$0	\$0	\$0
<b>Other</b>	\$0	\$0	\$0

## Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$365,317	\$260,382	\$143,853
Administration Expense	\$98,182	\$75,173	\$36,269
Fundraising Expense	\$50,448	\$36,322	\$3,841
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	0.90	1.24	0.95
Program Expense/Total Expenses	71%	70%	78%
Fundraising Expense/Contributed Revenue	21%	22%	6%

## Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$349,696	\$90,715	\$1,493
Current Assets	\$322,880	\$76,073	\$1,493
Long-Term Liabilities	\$75,000	\$0	\$9,164
Current Liabilities	\$46,468	\$11,664	\$1,477
Total Net Assets	\$228,228	\$79,051	(\$9,148)

## Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	6.95	6.52	1.01

## Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	21%	0%	614%

## Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	--	Anonymous \$45,847	--
Second Highest Funding Source & Dollar Amount	--	Anonymous \$10,838	--
Third Highest Funding Source & Dollar Amount	--	--	--

## Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00
Capital Campaign Anticipated in Next 5 Years?	No

## Organization Comments

We have a diverse revenue stream from individuals, events, foundations, federal grants, fees for service, and foundation grants. Our biggest needs are 1) local match for federal grants and 2) unrestricted funds for capacity building and general operations.

Though founded in 2010, we operated under a fiscal sponsor until September 2013. Calendar/fiscal year 2014 is the first full year we reported independent financials. Prior years are available upon request.

## Foundation Comments

- FY 2015, 2014, 2013: Financial data reported using IRS Form 990.
- Foundation/corporate revenue line item may include contributions from individuals.

