



WE Bike NYC 2021 Annual Report

Despite continuing challenges due to the COVID-19 pandemic, WE Bike NYC resumed group rides in 2021 and our community was excited to be able to reunite in person. Our online community continued to grow steadily and we initiated partnerships with several new organizations.

In March when WE found out that nonprofit volunteers were eligible for COVID-19 vaccines in NYC WE provided the necessary eligibility letter for our volunteers to get vaccinated.

WE Ride

In 2021 WE organized **11 group bike rides**. Together WE rode over **86 miles**. **10** of our volunteers led or swept rides this year. **152 riders** participated in our rides, and we averaged **14 participants** per ride. Our longest ride of the year was our **17-mile** ride to City Island and Orchard Beach in the Bronx. Some new rides this year included a tour of statues of women in Manhattan, a ride to women-owned bike shops in Brooklyn and a tour of new biking infrastructure and open streets in Queens.

Promotion of our **Roosevelt Island Cherry Blossom Ride**, held in April 2021, had the greatest social media reach of the year 2021 – perhaps reflecting everyone’s desire to get out and ride after the arrival of the covid vaccine. That ride, an annual event on our calendar, continues to be one of the most popular rides of the year. Our **Ride to Women-Owned Bike Shops** got the most reaction from our online community, reflecting a desire to support the businesses that have supported the cycling community through another pandemic year.

WE Learn

WE organized or partnered with other groups for **6 workshops** this year, on topics such as bike law, “ask a wrench”, distance riding, and bike cleaning. Our workshops attracted over **120 participants** and included lively Q&As.

WE Socialize

This year WE experimented with hosting happy hours in parks and bars with outdoor seating. Over **30** people joined our happy hours this year.

WE Partner

This year we continued our partnership with **The Brown Bike Girl Bicycle Advocacy** and the law firm of **Vaccaro & White** via workshops we co-organized.

WE initiated new partnerships with **New York Cycling Club (NYCC)** via a joint happy hour, **Get Women Cycling** via an “Ask a Wrench” workshop, **Young Professionals in Transportation-NYC** via an educational bike tour, and **Mechanical Gardens Bike Co-op** via a bike cleaning workshop. WE hope to maintain these partnerships in the coming year.

WE Connect

Our online community has continued to grow and thrive. A year of pandemic isolation and a desire to connect was reflected in our online community activity. In 2021, we reached **12,000+** people on Facebook and **4000** on Instagram. We have **5262 likes** on our Facebook page, **2604 Instagram followers**, and **3060 members** in our **Female Bike Forum**. Our Facebook forum has been very active, with many new cyclists asking questions and connecting with other riders. Our monthly newsletter now goes out to **2000+** recipients.

While 72% of our Facebook audience identify as women, 28% identify as men. And it's about 75/25 on Instagram. And, while our social media audience ranges in age from 18 to 65+, most are in the 25-54 age group. Not surprisingly, almost half are New Yorkers (with a few neighbors checking in from New Jersey, Philly and Los Angeles – and others from as far away as Canada, Mexico, Brazil and beyond).

In May WE hosted a table at the **Brooklyn Bike Jumble**, where we reached out to new community members and even recruited a new volunteer. WE created our first ever QR code to connect the public with our website.

WE also created a YouTube channel to post videos from our online events and other video content.

WE Advocate

WE signed on to letters written by **Transportation Alternatives** to Mayor de Blasio calling for the continuation and improvement of the open streets program and the initiation of a 25x25 program to increase car-free public space in NYC by 25% by 2025.

WE Parent on Two Wheels

Our **Moms on Wheels** Facebook forum has continued to grow and provide a valuable resource for parents with questions about biking with their kids. The group now includes nearly **1000 members**.

WE Recruit

Our volunteers led **3** new volunteer training sessions, during which we trained **7 new volunteers**. WE also recruited a new board member, Lilach Shafir.

WE Lead

WE have continued our participation on the **Lyft/DOT Equity Advisory Board** to guide Citi Bike's expansion in an equitable way. We've also joined the DOT's **Community Bicycle Working Group** and the **El Barrio Bikes Coalition** to be further involved in local community issues.

Quotes

Instagram comments about 2020 WE Bike NYC rides:

Pupusas & pies ride: "Thanks for an awesome day yesterday!!" @stompy_cat

Queens bike tour with YPT: "Learned so much today! Thank you" @send_spicy_noodz

"This was awesome! Thank you!" @michaelahillen

Lincoln Center GREEN ride: "So much fun! Beautiful evening!" @emily.provonsha.pottery

Orchard Beach ride: "Such a fun day and gorgeous weather!" @msmarbo

Financial Statement

As an all-volunteer nonprofit, WE Bike NYC organizes all of our programs on a shoestring budget.

Here are our numbers from 2021:

Total funds raised: \$669

Total expenses: \$1096

Imagine what we could do with a larger budget! To support the work of WE Bike NYC, visit <http://webikenyc.org/support-us>.

WE Thank

WE Bike NYC Board of Directors:

Casey Ashenhurst, President
Diane Jones Randall, Vice President
Gigi Agius, Treasurer
Becky Hahn, Secretary
Kristina Sepulveda*
Chantal Hardy
Lilach Shafir

*Kristina Sepulveda stepped down from the Board of Directors at the beginning of 2022. WE thank her for her three years of dedicated service on the Board.



WE THANK YOU