



2023 Annual Report



Photo by RCR Member/ '23 Photo Contest Winner, Jacob Jarvis

Routt County Riders advocates to implement positive change for all types of cyclists in Northwest Colorado

Routt County Riders
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routtcountyriders.org
@routtcountyriders

Letter from the Board President

Fellow Cyclists,

I hope you all enjoyed an excellent year of riding bikes in 2023. We at RCR want to thank everyone who supported us. To all the individuals, families, and sponsors who donated time, money or goods and services – we send a huge “thank you”! Your support allows us to retain an amazing staff, grow our valuable programming, and give back to our community.

RCR had another very busy year. We expanded the Street Smarts program for middle schools to include Hayden and Sleeping Giant. Our Bike Match program matched over 150 bikes to deserving riders of all ages, including 41 commuter e-bikes through a state grant program. Our awesome group of 50 dedicated Trail Ambassadors assisted and educated trail users everywhere from the bottom of Emerald to the top of Soda Mountain. The



Emerald Mountain Epic race went off without a hitch, with a new Race Director stepping into her role smoothly. Adopt-a-Highway volunteers kept our section of Highway 131 looking beautiful, we again deployed several porta-johns for road and gravel riders, we had fantastic turnouts for our trail work days, and our fat bike trail grooming on Emerald rolled right along in spite of the significant amount of snow we got last winter. These programs would not be possible without your support.

In addition to our programs, we put forth a tremendous effort to advocate for cyclists. While our programs are quite visible, our advocacy efforts often go unnoticed. We at RCR want you to know that we have your back! We have representation at every public meeting that impacts cyclists. We actively engage elected officials at city, county, state, and federal levels. We engage and partner with land managers – including the USFS, BLM, CPW, and the City of Steamboat Springs. We have representation on the Colorado Mountain Bike Coalition board of directors and work with Bicycle Colorado and IMBA to improve the wider landscape for

cyclists. These advocacy efforts promote awareness of cycling issues and develop relationships with individuals and organizations who can make an impact. The soon-to-come Emerald Downhill Trail is an excellent example of our recent advocacy efforts. Across the span of multiple years, RCR board and staff have ushered this project through the many-layered public process. This trail would not have happened without the efforts of RCR and The City of Steamboat Springs. We strive to build partnerships like this to improve our community for cyclists.



Cyclists in Northwest Colorado are fortunate to be able to enjoy a wide range of fantastic riding options. We have amazing mountain bike trails. We have extensive rural paved and dirt roads for road and gravel riding, the Bear River Bike Park for dirt jumpers, a BMX track at Howelsen Park, and a great commuter amenity in the Core Trail. We at RCR appreciate all the efforts put forth by our community to create such a diverse and high-quality riding experience for so many cyclists. We are working hard to protect and improve the riding experience in our region. If you like what we are doing, please support us by joining RCR as a member, volunteering with us, or contributing to our cycling community in any way you think is valuable.

Sincerely,



Craig Frithsen
Board President, RCR



Letter from the Executive Director

Dear Riders,

It's been five years since my nascent days with RCR, hardly an auspicious anniversary, but one where I am urged to take stock of my surroundings. Across that span of time, I've been grateful for a few key things that



have remained consistent - the most notable of which is our Board of Directors. Many of these folks have been around the RCR table since before I started, and their dedication speaks volumes. Equally reassuring is the consistent, strong support from our members, donors, and partnering agencies. Because of this support in recent years, RCR's staff and programs have grown exponentially. Our new office and shop space brings me a great deal of joy - we look forward to seeing you stop by.

RCR is growing, and so is the Yampa Valley. The topic of growth can be a divisive one, as it necessarily comes hand-in-hand with change. Change strikes fear into the human heart. I think the way our society deals with these

fears has become much more polarized in the past handful of years. I've found that a lot of dialogue in local politics and proceedings sounds the same across the spectrum - even when it comes to something as seemingly innocuous as bikes and trail use. "It's *just* recreation," a local politician said to me recently, exasperated with RCR's continued advocacy push for improved trail systems. But the conversation is never "just" the one thing you're there to discuss. It's actually about values, priorities, justice, equity...(and the list goes on).

And on that note, RCR is not "just bikes". Indeed, it's the lens we are using to bring the community into focus. Bikes are the literal and figurative vehicle that we are using to advance social change here in the Yampa Valley. Sometimes there will be pushback. But we're not just here to crank these wheels for the hell of it. We're here because those bikes will take us to the places we, both individually and collectively, need to go.

Here's to another five!

Laraine Martin
RCR Executive Director



Routt County Riders 2023 Team



Staff

Laraine Martin - Executive Director

Lucy Winslow - Program and Events Coordinator

Matthew Rochon - Bike Match Program Manager

Paul Majors - Bike Match Program Coordinator

Sasha Nations - Bike Match Program Coordinator

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Penn Lukens

Todd Givnish

David High

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Holly Weik (Advisory)



2023 Season Highlight Reel



In September 2023, RCR moved into our first-ever dedicated office and shop space at 2730 Downhill Plaza on the west end of Steamboat Springs. Since its formation in 1991 as an informal club to where we are today, RCR has always existed between various storage containers, parking lots, home offices, and occasionally the neighbor's garage. We are proud to have this space to call our own - and to allow our programs to grow. Come visit us at the new office soon!



Last year, RCR was awarded a \$129,000 grant from the Colorado Energy Office to purchase and distribute 41 e-bikes to low-income locals in Routt and Moffat Counties. RCR was one of 8 statewide grantees through the initiative, working in close collaboration with the City of Steamboat to execute. Participant applications were received and filtered through a small list of partnering agencies to verify income thresholds and determine eligibility for the program. Partners included Integrated Community, Routt + Moffat County Departments of Health and Human Services, Lift Up of Routt County, and the Yampa Valley Housing Authority.



The e-bike distribution program seeks to advance transportation justice for locals who are in need of options while advancing City of Steamboat (and statewide) goals to reduce greenhouse gas emissions. A similar program has been approved for funding in 2024.



New for summer 2023, RCR debuted a series of evening bike maintenance clinics for women - Women's Tech Tuesdays. Spread across 3 separate sessions, WTT were taught by Program Coordinator Sasha Nations

alongside several ‘celebrity guest’ mechanic’s assistants and covered the basics of caring for and replacing tires, brakes, and chains. The aim was to empower participants to manage common trailside issues and take better care of their bike’s components while providing an important affinity space for women to learn while taught by female instructors.



In partnership with the U.S. Forest Service, RCR was awarded an \$11,000 Legacy Trails grant to cover the materials and supplies needed to construct boardwalk features along a wet drainage section of the Soda Ditch Trail on Buffalo Pass. A popular loop connecting to various

routes in the network, Soda Ditch will see improved safety and protection of resources with the installation of these timber features. Work began in late 2023 to shuttle materials by hand from Dry Lake to a staging area closer to the project sites. Boardwalk completion is expected in mid-summer 2024.



2023 Overall Season Accomplishments

RCR Partnered with the City of Steamboat Springs, U.S. Forest Service, Bureau of Land Management, Oak Creek Mountain Park, and CDOT Adopt-a-Highway for **16 volunteer work days** which resulted in:

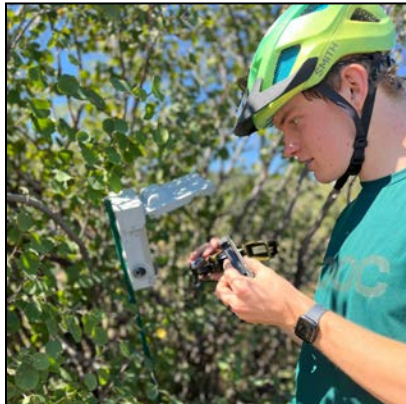
- **171 volunteers** on projects
- **650+ person-hours** at work
- **40+ miles** of trail maintained + corridor cleared
- **10 signs** installed or repaired
- **13 bags** of roadside trash removed
- **58 trees** cleared from trail corridors
- **29 switchbacks** installed or improved
- **59 trail drainage structures** installed or improved
- **16 feet** of bridge constructed
- **250 feet of non-system trail** closed or revegetated

Our fourth season of the RCR Trail Ambassador program provided:

- **50 volunteer ambassadors** in uniform jerseys throughout the season
- Ambassadors performing education and outreach in popular trail use zones
- Approximately **900 volunteer-hours** in jersey on trails

We also completed a host of other programs and projects including:

- **286 middle school students** educated through second annual Street Smarts road safety program
- **6 roadside porta-johns** funded and implemented on popular road and gravel riding corridors
- **Installed and monitored 26 infrared and magnetic usage counters** all across the local trail network
- **Co-produced and managed the 4th annual Emerald Mountain Epic** - over 1,000 athletes participated
- **Groomed 15 miles of winter singletrack** on Emerald Mountain
- **Advocated for the cyclist's perspective** through active participation and membership in a variety of local, statewide and nationwide committees and groups





2023 at-a-glance

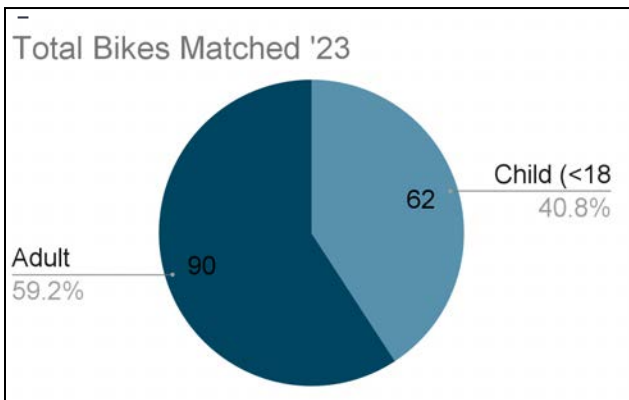


Bikes matched: 152 (365 total since program launch)

Volunteer mechanics: 20+ volunteers

Volunteer hours: 130 (360 total)

Bikes repaired: 450 (880 total)



PARTNERS

- Boys and Girls Club of Steamboat Springs
- The Cycle Effect
- Steamboat Springs Winter Sports Club
- Partners in Routt County
- Steamboat Springs Workforce Center
- Integrated Community
- Steamboat Creates
- Craig-Scheckman Family Foundation
- The Rotary Club of Steamboat Springs
- Ski Town Rotary
- Mark Satkiewicz Legacy Fund Dirt to Snow
- Tour de Steamboat
- Iron Wheel Trading



FACTS AND FIGURES

- Expanded Street Smarts support
- Established **community bike shop**
- Built bike park features for Boys + Girls Club
- Launched **Women's Tech Tuesdays** maintenance clinics
- Increased presence at Steamboat, Oak Creek, and Hayden farmer's markets
- **\$22k/\$65k (YTD/total)** matched bikes value
- **41 new e-bikes** distributed to low-income locals through Colorado Energy Office grant

Volunteer Spotlight: Dave Weik



Stop by our community bike shop on a Thursday evening, and you'll likely find Dave Weik wrenching on one of the 'vintage' rigs stacked in our inventory of donated equipment. He has volunteered countless hours with RCR over the past handful of years in various capacities, and has been instrumental in the success of our Bike Match program.

"Right from the beginning, Dave reached out and offered his services, promising, 'if you ever start getting behind, just let me know and I'll be there,'" says Matthew Rochon, RCR Program Manager. "He has devoted tons of his time to maintaining bikes, supporting bike safety checks at local farmers markets, and helping to maintain the Boys and Girls Club bike fleets. The Bike Match program simply wouldn't be a success without Dave's selfless devotion to our cycling community."

Dave gets plenty of kicks while swinging tools and wrenching bikes with us - "I volunteer for RCR because of my love for bicycles and the joy it brings when I see others riding, especially kids. I enjoy wrenching on bikes with the other volunteers and love that the **donated bikes skip the landfill and go to those that need them.** I also like to be outside and enjoy working on the existing mountain bike trails that we have in the 'Boat," he says.



Like most RCR volunteers, Dave is driven by a passion for cycling that is core to his life here in the Yampa Valley. "An ideal ride for me would be an evening mountain bike ride up Flash of Gold followed by a rowdy descent down BTR and Spring Roll," he says. "Equally exciting would be commuting to the Old Town Hot Springs on my bike, cruising past all the gridlocked traffic on Highway 40, and being totally unaffected by it. **Gotta love bikes!**"



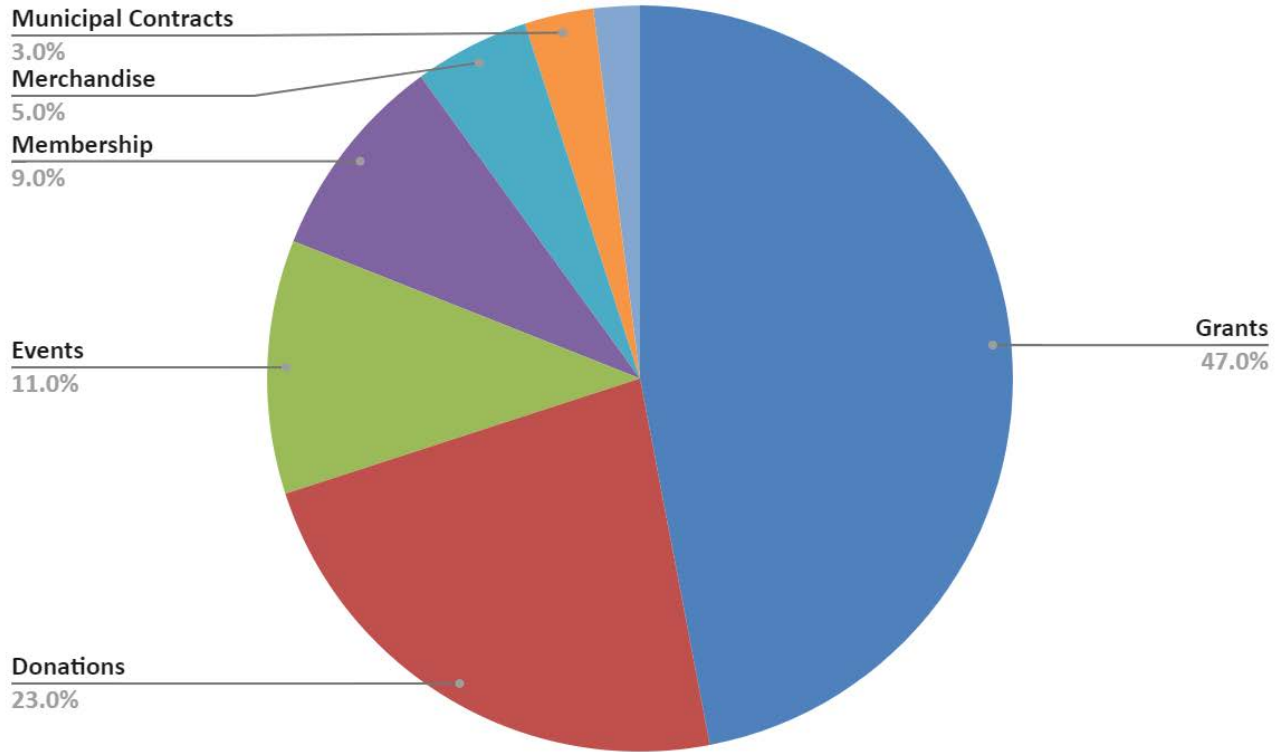
Please join RCR in thanking Dave Weik for all of his support.



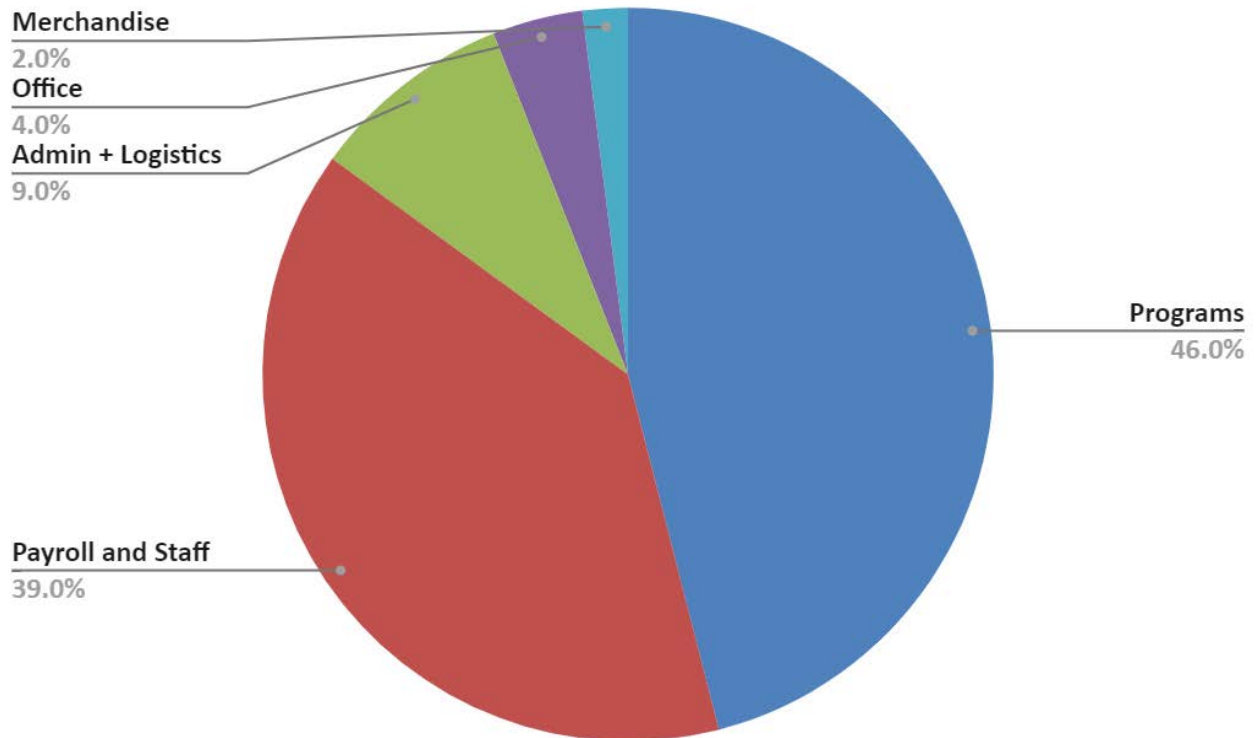
2023 Financials

Revenue	
Ambassadors Funding	\$7,000.00
Donations	\$80,751.33
Events	\$40,285.42
Grants	\$170,349.35
Membership	\$33,022.00
Corporate Sponsorship	\$6,260.09
Merchandise and Product Income	\$17,458.09
Total Revenue	\$355,126.28
Cost of Goods Sold	\$6,099.00
Gross Profit	\$349,027.28
Expenditures	
Advertising	\$2,801.99
Automobile	\$1,827.21
Board & Staff Retention	\$429.69
Events	\$4,130.01
Fees, Dues and Depreciation	\$5,979.07
Insurance	\$2,685.00
Legal and Professional	\$5,898.90
Meetings/conferences	\$645.17
Merchandise	\$6,221.11
Office Expenses	\$13,571.59
Payroll	\$128,647.88
Postage + Printing	\$923.10
Professional Development	\$865.56
Program Expenses	\$152,026.67
Software/Website	\$1,501.19
Telephone	\$1,775.29
Total Expenditures	\$329,929.43
Net Operating Revenue	\$19,097.85
Gain/(Loss) on Disposal of Assets	\$31,619.47
Interest Income	\$1,135.28
Total Other Revenue	\$32,754.75
NET REVENUE	\$51,852.60

2023 Revenue



2023 Expenses



Many thanks to our 2023 Members and Donors

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