2021
YEAR IN REVIEW

Just when we thought things were going back to “normal”...
2021 brought unexpected changes.

BUT thanks to all of your support we were able to continue making bicycling easy, safe and fun for everyone in Greater New Orleans!

Here are some highlights.
Our Education Programming continued most of its programs online, but slowly brought back in-person classes. It also brought back an increase in youth participation, and forged new community partnerships.
Our Youth Safety programming looked very different this year.

We reached over 263 youth!
Participated again in a **Teen Driver Traffic Safety Webinar Panel**

Taught **500** Students at Kenner Discovery School our **Bike & Ped Driver’s Ed**

Ran **9** Youth Bicycle Rodeos throughout the year
We conducted community workshops, trainings, outreach, interventions and rides to help people learn to ride safely and confidently, as well as workshops to teach drivers to drive safely around people biking and walking.

We reached over 1,000 people!
Adult bicycle safety workshops including: Smart Biking Basics, Bike Infrastructure, Bike Safety & Maintenance, Rules of the Road, and Bike Commuting.

Developed 2 NEW classes: Biking After Dark & “Lets Geaux!” Leading Group Rides in Greater New Orleans
Let’s Gcaux Ride!

Leading Group Rides in Greater New Orleans

Thursday June 24 - 5:30 - 7:00
2100 OC Haley Blvd
2 Smart Biking Trainings
2 People Friendly Driving Workshops
6 Community Bike Rides
CONVENTIONAL BIKE LINES

- Bike on the outer edge of the bike lane to avoid the door zone.
9 Safety Outreach Interventions

1 Bike Law Legal Clinic

3 Adult Learn to Ride Classes
We ensured more cyclists in the city have lights through our bike light giveaway program!
Bike Light Giveaway Interventions

150 Bike light sets distributed!
Thanks to our Education Partners!

- City of Kenner
- Discovery School
- girl scouts
- Hagar's House
- Friends of Lafitte Greenway
- Louisiana Highway Safety Commission
- New Orleans Public Library
- PlayBuild NOLA
- ReNew Schaumburg Elementary
- ReNew NOLA
- Tour de Lis

Education Partners in collaboration.
This year, our Community Programming started to return to a sense of normalcy. As vaccines rolled out and restrictions were lifted on state and city level, we were able to host more in person activities, and support larger gatherings.
This year’s Bike Easy April Challenge was able to focus on competition between and amongst workplaces as more people were returning to work in-person.
We were able to host coffee interventions, happy hours, group rides, and a press conference at City Hall. We also incorporated weekly themes for the first time this year, which allowed us to fold in our Education and Advocacy programming communications with this month-long program.
bikeeasy
APRIL CHALLENGE

A fun, free challenge to help get more people on bikes in Greater New Orleans
Take a solo ride • Ride anytime, anywhere • Encourage others to ride • Win awesome prizes!
Take your part at love2ride.net/bikeeasy
962 people logged a ride during the Challenge in addition to having 158 NEW riders join this year, and 87 Organizations. Equal to:

More than 75,000 miles ridden!
10,000+ miles of transportation!
6,615 lbs of CO\textsuperscript{2} saved!
bike easy APRIL CHALLENGE 2021 PRIZES
## NEW Additions!

### BIKE EASY APRIL CHALLENGE 2021 BINGO CARD

Use this Bingo Card for some great ideas on things to do in April or send it off to someone to encourage them to join!

<table>
<thead>
<tr>
<th>Rode a new bikeway</th>
<th>Biked to my favorite coffee shop</th>
<th>Joined a Bike Easy class</th>
<th>Shared a bike route</th>
<th>Set a ride goal for April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biked on a weekday</td>
<td>Rode to the Pythian for Happy Hour*</td>
<td>Had a post-ride snack</td>
<td>Heard music on a ride</td>
<td>Biked on the Levee</td>
</tr>
<tr>
<td>Ran an errand on my bike</td>
<td>Biked across a bridge</td>
<td>Battled a Headwind</td>
<td>Biked to the Park</td>
<td>Biked on the weekend</td>
</tr>
<tr>
<td>Biked to my favorite bike shop</td>
<td>Encouraged someone to ride</td>
<td>Took a solo selfie with bike</td>
<td>Visited JAM NOLA**</td>
<td>Biked on the weekend</td>
</tr>
<tr>
<td>Gave a high five on LovetoRide</td>
<td>Tried a new bike route</td>
<td>Biked to work</td>
<td>Worked on my bike</td>
<td>Logged a ride on LovetoRide</td>
</tr>
</tbody>
</table>

* A portion of the bar proceeds go to Bike Easy every Friday in April from 5pm–10pm
NEW Partnerships!

DISTRICT
DONUTS - SLIDERS - BREW

NARIÑO, ROBERT CABRERA
PROCESS: HONEY

Origin: Colombia

Notes of:
BANANA, MAPLE SYRUP, CINNAMON

$1 of the sale of this coffee is shared with the BIKE EASY NOLA. Thanks for sharing with us.

COOLKIDS
Thanks to our Bike Easy April Challenge 2021 Sponsors!
We made sure solid bike parking is available for you at some of your local favorites!
Launched our Discount Bike Rack Program to offer alternative bike parking options.

Developed a new partnership with the New Orleans Regional Black Chamber where we’re able to secure bike parking for 4 local Black-Owned Businesses.
We held our 2nd Scavenger Hunt!
252 RSVPs
7 Unique Rides

Turn-by-turn directions for all of the guided tours

Northshore Ride included!
AFTER PARTY AT
THE BROAD SIDE
NEW ORLEANS

FRESH FROZEN LEMONADE

THE CAMPFRYER
We reached #1 in the Nationwide platform for our #BikeMatch Program!
Our #BikeMatch program was started at the beginning of COVID as a mutual-aid effort to get bikes in the hands of people in need of reliable transportation. In 2021, we were able to match more neighbors with bikes than any of the other programs on the BikeMatch National Platform. Over the past year, we matched 29 people with bikes that were donated! Though we strive to get ready-to-ride bikes donated to match on the platform, we also took in 8 bikes in need of repair. We were able to get the necessary parts to get these bikes road-ready and out to those in need.
Zuri requested a bike through #BikeMatch for her mental health and to be ready to ride to work when they re-open. Thanks to our volunteers, we were able to get her one!

Tuan has been working with COVID patients in the ICU. He requested a #BikeMatch to be able to navigate the city while reducing his carbon footprint. He fell in love with his new bike that was generously donated!
Bike Valet came back this year!
4 events held as we returned to having limited in-person activities & parked 65 bikes this year.
Thanks to our Community Partners
Our Advocacy Program continued to support the New Orleans Complete Streets Coalition, knocked on doors to gather support for local improvements, and continued to offer resources to continue to move the region forward towards better biking.
We awarded a second round of Complete Streets Activation Mini Grants to 11 new recipients!
A commemorative community-led 20-mile bike ride and 5K Run/Walk exhibition highlighting Mayor Cantrell's overall transportation plan to improve equity, safety, connectivity, and efficiency.

Edgewood Park Neighborhood Association worked to complete a temporary traffic calming installation along Peoples Avenue.
The Ohm Well Yoga Studio hosted “Freedom to Move: A Walk, Run, Bike and Yoga Virtual + In-person experience”.

GREEN INFRASTRUCTURE BICYCLE TOUR

Friday, May 21st 5:00-7:00pm

Join us for a biking tour through Treme and the 7th Ward. Each stop will highlight a different Green Infrastructure installation. You can either bike or drive to each site! If you are biking, you will be entered into a raffle and there will be free giveaways!

The bicycle tour is as follows:
- 5:00pm: Meet at Greater Treme Consortium at 814 N Robertson Street
- 5:20pm: Treme Center Planter Box 900 N Villere Street
- 5:45pm: Little John’s Funeral Home, 2163 Aubry Street
- 6:15pm: Delta Flora, 2710 Touro Street
- 6:30pm 7th Ward Green Block, 1855 Duels Street

Open to the Public!

Ride your own bike or free bike rentals if needed, contact Jeff at 504-475-7749 (15 bikes available) to reserve your bike!

waterwisegulfsouth.org • facebook.com/waterwisegulfsouth • @waterwisegulfsouth
Sistahs on Wheels hosted Bike Awareness and Fellowship Sundays visiting Black Historic churches throughout Central City bringing awareness about the Bike network, Complete Streets, and the importance of staying healthy by moving.

Benefits to Business
Virtual Breakfast Briefing

Low-stress bikeways, high-visibility crosswalks, and improved transit stops are being built across New Orleans. Local business stands to benefit with more people walking and biking across neighborhoods. Learn how your business can take advantage and join the movement!

Attend a Free, Online Info Session
Wednesday, March 10th, 8 - 9:30am

Robert Henig Bell
Bike Easy

Jennifer Ruley
CNO Department of Public Works

Register online @ nolacompletestreets.org
The New Orleans Complete Streets Coalition participated in a rally and bike ride to City Hall to advocate for the implementation of protected bike lanes in New Orleans.
The New Orleans Complete Streets Coalition held a Candidate Forum where all candidates running for the “At-Large” seats in New Orleans City Council were invited to answer questions pertaining to road safety. Members of the Coalition asked candidates questions pertaining to their specific focus, including: transit, protected bike lanes, green infrastructure, and ADA compliance.
We continued our canvassing efforts throughout the year to make sure the community understood the changes coming to their area!

And promote the **Low Stress Bikeway Network**!
1,593 Doors knocked
389 Conversations held
298 Signatures gathered
1,585 Materials dropped
And if that wasn’t all!

We also:

Presented to the New Orleans City Council Transportation Committee.

Hosted virtual and in-person volunteer meet-ups (Movement Monthly); to advocate for better bike infrastructure.

Launched a petition for safe, connective, and active Algiers Streets.

Conducted a photoshoot of some of the new bike infrastructure in the West and East Bank.
We also grew the Coalition to include so many more organizations!

Executive Committee Members

Members
Our Members supported us throughout the year by participating in our events, donating their time and money, but most importantly, encouraging to continue to make biking easy, safe, and fun for everyone in Greater New Orleans!
Grew our Membership Discount Program to now include 14 businesses

Over half are women owned!
HELD SUCCESSFUL MEMBERSHIP CAMPAIGNS!

$27,560.00 Raised
45 Individual donations & enrolled
26 new members

$22,752.00 Raised
193 Individual donations & enrolled
265 new members
And we couldn’t do all of this without You!

Thank you to our Members & Supporters!
52 Sustaining Members

269 Individual Members

158 Couple Members

67 Family Members
And a BIG thank you to our Interns!

Their long commitment was a huge help!
Education Intern

- Created social media content
- Started our own TikTok account
- Developed materials targeted specifically for Tulane Students!
LOUISIANA BOOTLACE TRAIL NETWORK
Interns who helped us map, research, and do outreach for this big idea to connect all the trails around the lake!

ABRINA WILIAMS      MIRANDA HALL        RUBY MURFIELD
Digital Data Intern

Analized our donor database, and helped identify cultivation opportunities.

Taught us how to use Google Analytics.

Kept track of our Social Media statistics.

MATT RAU
Indeed a very crazy year! It kept our team busy and engaged at all times.

Here is a peek of the behind the scenes.
THANKS FOR ALL YOUR SUPPORT!

Thanks for your support!

Allene La Spina
Acting Executive Director

Laura Harris
Education Program Coordinator

David Meza
Community Programs Coordinator

Dana Marecheau
Development & Operations Assistant

Dwan Adams
Lead Sustainability & Community Officer

Isabella Bustamante
Youth Programs Coordinator

Thanks for your support!