

Beaverhead Trails Coalition Strategic Plan Bicycle Recycling Program

Mission

Provide bikes for those who need them.

Program History

In the years 2010 through 2012, BTC secured \$124,560 in grants from the Montana Department of Transportation (MDT) for education and infrastructure to encourage safe walking and biking. The Bicycle Recycling Program was launched as part of this work.

Leadership & Volunteers – Since its inception, Rick Hartz and Joe Brandon has led the program. Joe is an experienced bike mechanic and has done most of the bicycle repair work. During its most productive period, the program was a team effort because Joe had a reliable assistant. Also, during this time Joe had a small bike repair shop where the repair work was done.

Bicycle Donations – BTC has received donations of used bicycles through local advertising and word-of-mouth.

Distribution of Recycled Bikes – Bicycles were distributed to children or adults who wanted them, often in response to referrals from Beaverhead County Planner, Rick Hartz.

Budget – Expenses have been minimal. Storage is the one constant expense, running approximately \$500 per year.

Program Accomplishments

Since its inception, BTC's Bicycle Recycling Program has repaired and recycled approximately 120-150 bikes.

Current Program Status, Needs & Challenges

Expenses – BTC is typically billed a \$20 service fee for each repair, plus the cost of any parts.

Funding – BTC recently received a \$1,000 grant from United Way to contribute to bike-related supplies and activities.

Budget – BTC has developed a minimal budget projection. However, this budget does not include the costs of advertising or of renting a facility to use as a bicycle repair shop. The current draft budget totals \$3,000 and includes:

Storage	\$500
Tools, parts, helmets, bike locks	\$1,500
Labor	\$1,000

Bicycles Inventory – There are between 20 to 40 repaired bikes ready for use currently in storage. There is minimal demand for these bikes because most of them are sized for smaller children.

Bicycle Donations – One of the most significant challenges the program faces is that most of the need in the community is for larger bikes that will fit teenagers and adults – bikes with 26-inch wheels or larger.

Irreparable Bikes – Some donated bikes are beyond repair. Parts can sometimes be salvaged, but remains must be transported to the dump for disposal. In many cases, there is little or no value to the program from these donations.

Marketing and Public Awareness – There is currently little public awareness of the program.

Distributing Recycled Bikes – BTC will need to develop new strategies for finding people who need bikes, and may need to change its approach to giving away bikes.

Repair Shop – Acquisition of a repair shop space is essential to the viability of the program.

Community Need and Interest – There is a perception that very few people ride bikes in Dillon. There is a need for a “cultural shift” in the community so that biking does not “appear to be against social norms.” The Bicycle Recycling Program could take a role in creating that cultural shift.

Governance – The program needs a committee structure to help guide and operate it.

Leadership and Volunteers

More than any other BTC program, the sustainability of the Bicycle Recycling Program is particularly vulnerable because it has been almost entirely dependent on a single person to provide leadership, expertise and volunteer time. The following goals would be good milestones to shoot for to achieve long term sustainability and program growth.

1 year plan:

Intent/Continuation - Beaverhead Trails Coalition Board of Directors must make a decision as to whether to continue to provide a home, support, and sponsorship of the Bike Recycling Program, or to transfer it to a willing community partner, or table the program until better support is available.

Facility/Location - If the BTC decides to continue to support and sponsor Bike Recycling, a physical shop space must be procured.

Volunteers/Mechanics/Assistants – Identify two or more reliable volunteers/mechanics/assistants to perform repairs and other tasks.

Bike Recycling - Approved on February 7th, 2018

Committee – Create a committee of three to five reliable, engaged people to help guide and run the program.

3-5 year plan:

Organizational Depth – Recruit a cadre of enough experienced leaders, enthusiasts and mechanics, as well as committed volunteers, to ensure that the program can continue to function and grow.

Vision/Growth – The BTC will support and sponsor Bike Recycling, BTC intends to grow the vision and activities of the program. There are numerous strategies and ideas for program growth and development appended to the current Strategic Plan.