

Program Overview

Completed by michael.hosey@usncc.org on 4/7/2022 9:11 AM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

Program Overview

Please provide the following information.



City of Winston-Salem
ARPA Transformational
Non-Profits Application

City of Winston-Salem
P.O. Box 2511
Winston-Salem, NC 27102
336-727-8000
ARPA@cityofws.org

This application portal is to request funding from the City of Winston-Salem as part of the Transformational Non-Profits Application Process. Applications received through this portal will only be reviewed by the City of Winston-Salem. Other jurisdictions may have separate application processes. Please contact other jurisdictions (e.g., Forsyth County) for instructions regarding requests to those jurisdictions.

Submitting an application does not guarantee funding. Please see the section below regarding the scoring process. The Mayor and City Council will have final decision-making authority regarding program funding requests.

Non-profit organizations may submit funding requests for capital or operating costs.

Minimum Criteria

- Must be registered non-profit organization (includes faith-based organizations providing a public purpose)
- Must have been incorporated as a non-profit for at least one year

Scoring Process and Matrix

All completed applications will undergo a review to ensure required documents are attached. Fully completed applications will be reviewed by selected City staff members and scored based on the scoring matrix approved by the Mayor and City Council. [Click here](#) to view the scoring matrix. Scored applications will be reviewed by the City's Management Team for potential recommendation to the Mayor and City Council who will have authority to appropriate funding for programs.

Staff reserves the right to contact any applicant to request clarification or additional details regarding application responses and materials.

Defining Performance Measures

Sections of the application will reference performance measures and outcomes as required by the U.S. Department of Treasury. Specifically, the application will request workload and effectiveness/outcome measures. Please see this video (<https://www.cityofws.org/2809/Performance-Measures-Video>) for general information on performance measures.

Upcoming Application Orientation Session

The City will host a virtual application orientation session on April 1, 2022 at 10:00 am. The meeting will take place virtually via the Zoom platform and will also have a live simulcast on the City's YouTube page. The link for that meeting will be posted the morning of the meeting to the website: www.cityofws.org/clfrf

Contact Information

For any questions or concerns, please email ARPA@cityofws.org or call City Link at 336-727-8000.

A.Contact Information

Completed by michael.hosey@usncc.org on 4/7/2022 9:26 AM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

National Cycling center

A.2. Mailing Address

505 North Liberty St. Winston Salem, NC 27101

A.3. Organization Website

www.USNCC.org

A.4. Year 501 (c)(3) Status Obtained

2,014

A.5. Organization/Agency Fiscal Year

2,022

A.6. Federal Tax ID Number

A.7. Federal DUNS Number

A.8. Federal SAM Registered?

Yes

ORGANIZATION/AGENCY CONTACT INFORMATION

EXECUTIVE DIRECTOR

A9. First Name

Michael

A10. Last Name

Hosey

A11. Title

Director of Community Engagement

A12. E-mail

michael.hosey@usncc.org

A13. Phone Number

(828) 384-8051

BOARD CHAIR

A14. First Name

Sterling

A15. Last Name

Swaim

A16. E-Mail

swaim1@triad.rr.com

A17. Phone Number

(336) 682-3295

A18. Term Expiration Date

12/31/2025

B. General Project Information

Completed by michael.hosey@usncc.org on 4/25/2022 10:14 AM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

Cycling for Health, Recreation, Transportation and Visibility of Winston Salem

B.2. Project Location/Address

145 Kimel Park Drive Winston-Salem, NC 27103

PROJECT CONTACT/MANAGER

B3. First Name

Michael

B4. Last Name

Hosey

B5. Title

Director of Community Engagement

B6. E-Mail

mhosey77@gmail.com

B7. Phone Number

(828) 384-8051

C. General Project Narrative

Completed by michael.hosey@usncc.org on 4/25/2022 11:24 AM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

C. General Project Narrative

Please provide the following information.

C.1. Provide description of project and how funds will be used

The National Cycling Center (NCC) is a 501c3 organization located in Winston-Salem, NC. The NCC is currently raising awareness of the health benefits of cycling and providing opportunities for individuals and organizations to participate in cycling activities. It is well established that cycling has positive impacts on health. For children, recreational cycling can enhance gross motor skills; promote health and wellness; support mental and emotional health; promote socialization skills; promote healthy ways to expend energy; offer transportation; and develop a sense of independence. There is also a growing body of research that shows that biking has positive economic impacts on bike friendly communities as well. The League of American Bicyclists, and a number of communities and states, have data to show that biking has a direct impact on local economies and companies. New businesses are looking for locations that support a healthy, family-friendly community with ample opportunities for recreation. A study by the Marin California Bicycle Coalition concludes by saying that “bicycling brings business”. It is estimated that the 60 million recreational bicyclists in the US spend \$46.9+ billion on meals, transportation, lodging, gifts, and entertainment. Additionally, bicycling has also been shown to help revitalize struggling commercial and residential areas in cities such as Memphis, Tennessee. Those who cycle have a connection to their communities and care about the safety of their streets. Cycling can also provide a low-cost mode of transportation in urban areas and extend the reach of public transportation.

The City of Winston-Salem is continuously working to extend and connect its Greenways, natural surface trails and multi-use paths, expanding the network of safe biking routes. Currently the Bowen Branch Greenway, the Brushy Fork Greenway, the Long Branch Trail, the Newell-Massey Greenway, the Salem Creek Greenway, and the Salem Lake Trail allow citizens and visitors safe routes for walking and cycling in the eastern and northern parts of Winston Salem. There are also many Bikeshare stations and rental bikes available in the downtown area. These stations provide users the option to rent a bike to use for a short commute around the city at a very low cost.

Through numerous partnerships, the NCC is involved in a large variety of community engagement initiatives that both promote cycling as part of a healthy lifestyle and attract visitors, new residents and companies to the thriving City of Winston Salem. Through the various ongoing programs and initiatives, it has been surprising to learn that many children and adults in our community have not had the opportunity to learn how to ride a bicycle, much less have received instruction in cycling and pedestrian safety. The NCC has been working to change that through ongoing biking programs in WSFCS, providing a bikeshare system for the community and gifting rehabbed bikes to individuals and organizations to be used for recreation and transportation.

The NCC is seeking funds to advance two of its goals.

1. Make cycling accessible to a diverse group of people in Winston-Salem to a) improve individual health and b) to increase use of bikes for both recreation and transportation in Winston-Salem.
2. Provide a venue for competitive cycling that attracts local, regional, and national riders and visitors to Winston-Salem.

To advance NCC Goal 1, making cycling accessible to a diverse group of people in Winston-Salem, the NCC proposes to 1) increase the Biking Programs in schools that serves large numbers of low-income students; 2) increase the number of Bikeshare stations and bikes available in the Qualified Census Tract (QCT) areas noted in the ARPA Transformational call for applications; and 3) facilitate an event each year that brings families together to promote cycling education, provides opportunities to safely ride with others, and showcases cycling as an amateur and professional sport.

To do this, the NCC will increase the number of bikes it has to operate the Biking programs in WSFCS, lead training sessions for physical education teachers on how to teach a cycling curriculum to students and offer support to those teachers providing the Biking Programs in their PE classes and afterschool and summer programs. The NCC has plans to purchase and install Bikeshare stations and rental bikes in six new locations within the QCT areas. In addition the NCC is currently collaborating with several organizations within the community to provide gently used bikes to those who might not be able to afford them.

To advance Goal 2, provide a venue for competitive cycling that attracts local, regional, and national riders and visitors to Winston-Salem. The NCC, and its arm, Winston Salem Cycling, will be expanding the amount of cycling related activities offered during the Gears & Guitars weekend in September. In addition to attracting competitive cyclists, the goal is to attract and encourage more families, novice and recreational cyclists to participate in educational and recreational activities and bring in visitors who will spend more time and money in Winston-Salem.

In 2021, Gears & Guitars was focused on amateur and pro criterium racing around Bailey Park on Saturday of the race weekend and a ticketed concert was offered on Friday and Saturday nights. The new and expanded format of the 2022 Gears & Guitars event will include three days of cycling activities for amateur and pro racers as well as events and activities for families and recreational cyclists. Individual events will take place on 4th Street, in and around Bailey Park, and some routes will travel through the south eastern parts of the city. In addition to all the great cycling related activities, the event will book nationally, regionally and locally recognized musicians to perform all three days in concerts that are free to the public. The three-day cycling and music event is designed to bring out local citizens multiple days in a row and encourage visitors to spend at least two nights in Winston-Salem. The activities planned for Sunday of the 2022 event are family and recreational cyclist oriented and should attract a broad sector of the community to downtown. Educational sessions on bike and pedestrian safety and a variety of fun activities involving bikes aim to increase interest in cycling throughout the City of Winston Salem.

C.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?

Students in the designated schools will be provided the opportunity to receive cycling and pedestrian safety education and participate in the cycling program within their yearly PE curriculum.

Additional Bikeshare stations locations and bikes will be made available to rent for a very low fee.

Persons who need a bike for transportation or recreation who cannot afford to purchase one will have the opportunity to apply to receive a refurbished bike and helmet through the NCC's Pedal for People bike gifting initiative.

Everyone is invited to attend the Gears & Guitars event as a spectator. All concerts throughout the weekend and the activities on Sunday focused on families will be free.

C.3 Total estimated number of unique participants to be served annually

18,500

C.4. Will program beneficiaries be only residents of Winston-Salem?

No

Describe the other areas (counties) that will benefit

The large majority of NCC programming is designed and provides services and activities for residents. Many of the existing programs largely support under-resourced populations within our community. However, the annual Gears & Guitars event attracts a large number of people from across North Carolina, the Southeast region, nationally and internationally, which provide great exposure for our City. Through the programs, events and activities the NCC is striving to use the bicycle as a vehicle of change and to make a positive impact in the lives of individuals across Winston Salem.

Estimate the percentage of beneficiaries that will be residents of Winston-Salem

95.00 %

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$481,800.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

0

C.8 Operating Spending Timeframe

September 2022 through September 2025

D. Project Budget Categories

Completed by michael.hosey@usncc.org on 4/25/2022 12:09 PM

Case Id: 15157

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Address: *No Address Assigned

D. Project Budget Categories

Please provide the following information.

Use templates below to input **the total** Project Budget (**only requested expenses and estimated revenues related to the program or project for which you are requesting funding**) by clicking **Add Column**. Please include all funding from the City and other sources.

Operating Costs	Total
Bikes in Schools bike costs	\$19,800.00
Bikes in Schools trailer costs	\$13,200.00
Bikes in Schools staffing costs	\$51,480.00
Bikes in Schools bike maintenance	\$17,160.00
Bike Share new stations	\$3,300.00
Bike Share bike costs	\$59,400.00
Bike Share staffing costs	\$51,480.00
Bike Share bike maintenance	\$17,160.00
Community Event Police Support	\$165,000.00
Community Event Awareness support	\$66,000.00
Community Event Helmet giveaway	\$16,500.00
Community Event Bike giveaway	\$16,500.00
Community Event Safe Routes to School Support	\$16,500.00
Community Event Research	\$16,500.00
	\$529,980.00

Capital Costs	Total
No capital request	\$0.00
	\$0.00

PROJECT/PROGRAM REVENUE CATEGORIES

Please fill out the revenue estimate table. **Note: operating revenues and expenses must be balanced (be equal).**

Operating	Total
Bikes in Schools, Bike Share and Community Event Grant Request	\$481,800.00
NCC and Gears and Guitars Contribution	\$48,180.00
	\$529,980.00

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

Note: capital revenues and expenditures must be balanced (be equal)

Capital	Total
No Capital	\$0.00
NCC and Gears and Guitars Contribution for operations	\$0.00
	\$0.00

E. Demographic and Geographic Distribution

Case Id: 15157
Name: National Cycling Center - 2022
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Completed by michael.hosey@usncc.org on 4/25/2022 12:10 PM

E. Demographic and Geographic Distribution

Please provide the following information.

Demographic distribution is an assessment of the level of the project funds spent on a program or service provided at a physical location in a Qualified Census Tract (QCT), OR where the primary intended beneficiaries live within a QCT, OR whether the program benefits residents that earn less than 60 percent of median income for the City, OR whether over 25 percent of program beneficiaries are below the federal poverty line.

E.1 Is this project/program located in a QCT or serve residents that live in a QCT?

Yes

If yes, what percentage of clients served are estimated to be residents of QCTs? ([Click here](#) to view the QCT mapping tool)

95.00 %

E.2 If the project or program is not a QCT or specifically serve residents in a QCT, will residents meet the follow criteria:

25% or more of participants below the federal poverty line or participants served make less than 60% of the Area Median Income

The project/program does not operate in a QCT, and beneficiaries neither reside in a QCT nor meet the income thresholds mentioned above.

F. Alignment to Strategic Plan

Completed by michael.hosey@usncc.org on 4/25/2022 12:14 PM

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F. Alignment to Strategic Plan

Please provide the following information.

Strategic planning is a process in which organizational leaders determine their goals and objectives, and allocate needed/limited resources to successfully achieve those goals and objectives. [Click here](#) to view Winston Salem's Strategic Plan. The Strategic Plan includes three (3) tiers of priorities:

Tier 1:

- Focus on job creation/sustainability and workforce development
- Collaboration and funding for pre-K opportunities
- Funding for affordable housing
- Funding for economic development

Tier 2:

- Poverty reduction/cessation
- COVID reopening plan
- Community engagement (Power of connections)
- Funding for arts

Tier 3:

- Community Fundraising
- Environmental initiatives
- Address digital divide
- Address childcare needs
- Neighborhood maintenance
- Organization efficiency and public-private partnerships
- Law enforcement reform

F.1. Please select the primary priority from the list above addressed by your project/program.

Tier 2

F.2. Please select the secondary priority from the list above addressed by your project/program.

Tier 2

F.3. Please describe how the workload or outcomes from your project/program addresses the primary priority you

selected.

Poverty reduction/cessation

5.1: Design and fund programs with community partners to use American Rescue Plan Act funding to address health disparities, build stronger neighborhoods, address educational disparities, and promote health childhood outcomes.

- 1) Increase cycling educational programs in schools that serve large numbers of low-income students that live in the Qualified Census Tracts.
- 2) Increase the number of Bikeshare stations and bikes available in the Qualified Census Tract (QCT) areas noted in the ARPA Transformational call for applications.
- 3) Increase the number of bikes given to people who cannot afford them.
- 4) Attract more diverse families to participate in educational and recreational activities and cyclists who spend more time in Winston-Salem during Gears and Guitars weekend.

G. Collaboration

Completed by michael.hosey@usncc.org on 4/25/2022 12:19 PM

Case Id: 15157

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Address: *No Address Assigned

G. Collaboration

Please provide the following information.

Collaboration is when an organization is partnering or proactively working with one or more external stakeholders to achieve the same goal.

G.1. How many other external partners, organizations, stakeholders will you be collaborating with to provide the project/program?

3+

G.2. Please provide the names of the organizations and the roles they will serve in the project/program?

Organization Roles

WSFCS Provide connection to students who participate in Cycling Program

Novant Health Partners on health related engagement activities and Bikeshare

WSSU Connects summer enrichment camps for students

City of Winston Salem Collaborates on a wide variety of activities throughout the year

Atrium Wake Forest Baptist Supports Bicycle & Pedestrian Safety and Bikeshare efforts

Brenner Children's Hospital Direct support providing Bicycle and Pedestrian Safety

YMCA NWNC Direct support providing Bicycle and Pedestrian Safety

City of WS Recreation & Parks Provides support and allows access to parks for activities & events

WSPD Downtown Bike Patrol Partners on Bicycle and Pedestrian Safety and Bikeshare efforts

WS Police Department Collaborates on a wide variety of activities throughout the year

City of WS Fire Department Direct support providing Bicycle and Pedestrian Safety

FLOW Automotive Collaborates on a wide variety of activities throughout the year

Joshua's Friends Foundation Direct support providing Bicycle and Pedestrian Safety

Visit WS Supports marketing and promotion efforts

Safe Kids NW Piedmont Partners on Bicycle and Pedestrian Safety events

Cycle Recycle Collaborates to provide rehabbed bikes to individuals & organizations

DTWS Partnership Supports building/enhancing relationships in the downtown WS

WS Cycling Advocacy Network Supports Cycling advocacy and program/event implementation

Safe Routes to School Provides resources to support the SRTS Biking program in WSFCS elementary schools

NC Highway Patrol Direct support providing Bicycle and Pedestrian Safety

All Local bicycle shops Support in a wide variety of ways - maintenance / logistics / production crew / cycling products, etc....

H. Administration/Reporting

Completed by michael.hosey@usncc.org on 4/25/2022 1:24 PM

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H. Administration/Reporting

Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

H.1. Please clearly define the workload and outcome measures that are associated with your project/program

Workload	<ol style="list-style-type: none">1. 2 Bike in Schools programs added in QCT per year for a total of five new programs2. 225 students receive bike curriculum per year at new schools annually3. 6 teachers trained to offer cycling curriculum annually4. Add 2 Bikeshare stations per year for 3 years = 6 new stations; Add 20 bikes per year for 3 years - 60 bikes over 3 years;5. Increase Bikeshare users by 500 and 1500 after 3 years; Increase rides by 1407 annually 4221 after 3 years.6. Receive, repair, and distribute 200 bikes per year7. Volunteers provide 10 hours a week for 20 weeks to receive, repair, and distribute bikes8. Revenue for hotels increase from \$35k in year one, \$45k in year two and \$55k in year three9. 20% increase in self-reported spending by participants at registered cycling events10. Demographic data from participants across all activities reflects demographics of the city11. Participants in races and fondos increase by 200 per year12. Children and families who registered for activities increases by 100 each year
Effectiveness/Outcome	<ol style="list-style-type: none">1. 90 % of teachers indicate after training that they 1) feel comfortable teaching cycling and 2) will continue to offer cycling as part of their physical education curriculum or as intramural program2. 85% of students indicate that they would like to continue cycling for fun and fitness after going through the curriculum3. 22% increase in bikeshare rentals per year with 25% of the increase coming from the new stations.4. 22% increase in bikeshare users per year with 25% of the increase coming from users of the new stations.5. 40% increase year over year of bikes of bikes distributed6. 50% increase year over year in attendance at educational and recreational

	activities and cyclists at events related to Gears and Guitars
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H.2. Does the project/program use evidence-based interventions?

No

H.3. For transparency purposes, the risk matrix is attached. This is NOT required, however, you can self-assess if you wish. Please fill out and upload the [Risk Matrix](#).

Risk Matrix

Risk Assessment (1).xlsx

I. Capacity

Completed by michael.hosey@usncc.org on 4/25/2022 1:50 PM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

I. Capacity

Please provide the following information.

An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.

I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.

Integrate a world class cycling training facility with innovative sports medicine research that propels cyclists - from novice to Olympic and World Championship caliber and from junior through elite to masters' levels – towards their individual performance goals; enhances American cycling competitiveness worldwide; and grows the sport of cycling locally and nationally across all demographics.

Mission:

The Center will provide athletes of all abilities and ages with research-based performance enhancing and rehabilitation services that include physiology, biomechanics, psychology, and nutrition focused on maximizing individual performance and competitive excellence. Additionally, the Center will serve as a resource for coaches, clinicians, and the community for the latest in cycling research into performance enhancement, safety and community health through cycling. Until a physical facility exists the mission of the Center is to act as a community resource for cycling-related fitness, activity, education, and advocacy.

The NCC goals include:

1. Make cycling accessible to a diverse group of people in Winston-Salem to a) improve individual health and b) to increase use of bikes for both recreation and leisure as well as for transportation in Winston-Salem.
 - a. Increase the percent of people from low-income and minority populations who engage in cycling for recreation, leisure and transportation.
 - b. Increase the number of children who go through a standard bicycling curriculum as part of physical education curriculum and/or summer enrichment programs and camps.
 - c. Increase the number of after school programs that offer a cycling component with-in Title 1 public schools, YMCAs, City of WS Recreation & Park facilities and community centers such as the Best Choice Center..
 - d. Increase the number of children and youth who have access to bikes, helmets, bike and pedestrian safety education and safe places to cycle.
2. Provide an event (Gears & Guitars - Winston Salem Cycling Classic) for competitive cycling that attracts local, regional, national and international riders and visitors to Winston-Salem.
3. Assist in promoting Winston-Salem as a bike friendly community as defined by American League of Bicyclists and using its five E standards: Currently Winston Salem is at a Bronze Designation. The NCC is supporting direct efforts to increase the City's designation to silver by the next qualification round in 2026.

Equity, Diversity & Inclusion (EDI): A Bicycle Friendly America for Everyone
Engineering: Creating safe and convenient places to ride and park
Education: Giving people of all ages and abilities the skills and confidence to ride
Encouragement: Creating a strong bike culture that welcomes and celebrates bicycling
Evaluation and Planning: Planning for bicycling as a safe and viable transportation option”

4. Provide a venue for more young people to advance in cycling as a competitive sport.
 - a. Increase competitive cycling in after school programs at local high schools, especially those that serve high populations of low-socioeconomic young people. The NCC provided financial support as well as hands-on training to each individual NICA (National Interscholastic Cycling Association) Teams in Forsyth County over the last several years.
 - b. Increase the number and diversity of junior and Under 23 racers from the local area. The NCC is a lead sponsor for the Velocious, Jr Cycling Team for the past 5 years. The team races and wins at National level events across all cycling disciplines.
 - c. Increase the number and diversity of junior racers who are afforded an opportunity to attend a USA Cycling National Youth Talent Development camp.

The programs that are proposed are very much in line with and support the mission of the NCC. All support increasing community engagement with cycling to enhance access to cycling, education about cycling safety and increasing cycling-interested visitors to Winston-Salem.

I.2. Describe the organization’s current infrastructure and capacity to deliver the program services or complete the project. Include any relevant current programming and experience providing similar services.

Currently the NCC has one full-time employee and two part-time employees. There are a number of volunteers, partner organizations, as well as contractors that are used to deliver services.

Listed below are several ongoing programs in which the NCC is engaged with its partners.

Cycling Heals Vets Connect (CHVC) – CHVC began in January of 2019 and continues the 2nd Tuesday of each month at Salem Lake. NCC partners with Operation North State and the City of Winston-Salem Recreation and Parks for these events. The NCC provides bikes, helmets, bike service and ride companions. These events provide an abundance of Fun, Fellowship and Food as well as an organized opportunity for Recreational Therapy, which is greatly needed for our veterans. Currently the NCC is the only organization offering events like this in NC and possibly even nationally. On average, around 45 participants attend, with some participants driving as far as two hours away to be a part of the event.

Winston-Salem Bikeshare Network - FLOWBIKES Bikeshare (WS Bikeshare Network) - 2017-Current Over the years the Winston Salem Bikeshare Network has seen a few faces of evolution. In the beginning, the NCC partnered with the City of Winston-Salem and Zagster, Inc., to provide a Bikeshare Network for the citizens and visitors of Winston-Salem. The Network consisted of 12 bikeshare stations with 55 bikes spread out across the community. In 2020, Zagster, Inc. went out of business with plans of removing the bikeshare network. The NCC rose to the challenge of taking over the WS Bikeshare Network completely. The NCC purchased all the local assets as well as an additional 50 bikes and 10 stations (total of 100 bikes and 22 stations); sold sponsorships to support the program; rebranded all the bikes and stations; and relaunched as the FLOWBIKES Bikeshare on May 1, 2021. The NCC manages the Bikeshare Network with no financial support from the City of Winston-Salem. The WS Bikeshare network offers alternative transportation and/or recreation options to the citizens and visitors of Winston-Salem.

Pedals for People (PFP) – PFP serves as the NCC’s bike co-op intuitive. The NCC receives donated bikes, rehabs them and

returns them to riders, most of which are from underserved communities. To date 133 bikes have been gifted to a variety of individuals and organizations locally and across other parts of NC. In addition, the NCC partners with several other non-profit organizations, (Cycle ReCycle, Twin City Collective, Operation NorthState Veterans Helping Veterans Heal & local bike shops) to form a collaborative effort to disperse more bikes to those whose lives will benefit from the gift of a bike. With the growing collaborations and the current demand on bikes, this service is continuing to expand.

Safe Routes to School (SRTS) - The City of WS introduced the SRTS Program in WSFCS in 2012. In 2017 the NCC began to manage the operations of SRTS program within WSFCS. In 2019 as part of Safe Kids NW Piedmont the NCC and partners began offering bike safety presentations. The program includes a trailer containing 25 bikes that travel on a continuous schedule to over 10 different elementary schools in Forsyth County each school year. Students participate in cycling during PE over a 2-3-week period. The NCC provides education and ongoing support to the physical education teachers at the individual schools using resources from Bikeology: Bicycle Safety Curriculum (Grade 6-12) developed by SHAPE America and the national Highway Traffic Safety Administration and Let's Go NC: Let's Go Biking (K-5th Grade) developed by NCDOT Division of Bicycle and Pedestrian Transportation and Safe Routes to School Program by NC State University's Institute for Transportation and Research and Education. Before, during or after the bike trailer is at the school, the NCC partners with Brenner Children's Hospital, WSPD Downtown Bike Patrol, Winston-Salem Fire Department and the Safe Kids Coalition to provide a Bike Safety Event at each school. At these events 4th and 5th graders are educated on bicycle and pedestrian safety, provided with educational materials (English & Spanish) to share with their families and a properly fitted helmet to keep. Eleven schools per academic year are included with over 44 rotations between 2017 and 2022 impacting over 7000 students. The following elementary schools currently participate in the program: Hall Woodward, Cook Literacy School, Speas Global, Jefferson, Bolton, Konnoak, Clemmons, North Hills, Sedge Garden, Vienna, Caleb's Creek, Moore, Union Cross, Kingswood, South Fork, and the Arts Based School.

NCC Biking Program - This consists of 40+ bikes that travel on a continuous schedule to various high schools in Forsyth County. The NCC provides education and ongoing support to the physical education teachers at the individual schools. This program provides an opportunity to hundreds of students per school to learn proper riding techniques and experience the joys cycling can offer. The program emphasizes that cycling, unlike many sports offered in high school, can be continued for a lifetime for both fun and fitness. This program began in Fall of 2016 and has provided biking to seven WSFCS high schools with over 21 visits to schools. During this time the NCC Bike Program has engaged and impacted 11,000 high school students in WSFCS. Additionally, the NCC offers summer enrichment programs through the City of Winston-Salem Parks and Recreation Department, Crossnore Children's Home, Winston-Salem State University, and Winston-Salem Forsyth County Schools. It has also participated in providing loaner bikes for events at Dash games, Salem Lake Biking Wins, Brenner Fit and Cycling Heals Vets Connect.

Brenner Fit Bike Clinics – The NCC partners with Brenner Fit twice a year to facilitate a 2-part bike clinic for their youth clients. The main focus of these clinics is to assist young riders in learning to ride a bike. The NCC supplies bikes for use as well as gift bikes to those in need. Many of the participants are on a diet and exercise plan. Learning how to ride a bike gives these participants an outlet for physical activity to support their plan.

American Freestyle Association (AFA) Professional BMX Freestyle Bike Contest – The NCC has been one of the driving forces to bring this event to the area. The 2019 event brought World Class Talent to Winston-Salem to compete for top honors. Sadly, the 2020 & 2021 event was canceled due to Covid-19. The NCC has committed sponsorship dollars and support for the 2022 event and beyond.

Winston Salem Cycling Classic (WSCC) / Gears & Guitars (G&G) Music Festival – Started in 2013, the WSCC is one of the US's most-prestigious professional cycling events. Some of the activities occurring during this event are:

- Amateur and Professional Crit Racing (partner with USACrits & Mountain Events)

- Professional UCI 1.1 Women's Road Racing
- Professional UCI 2.1 Men's Road Racing
- Flow Grand Fondo
- 3 nights of music from national level talent.

What is proposed is an extension of the current activities which have been well executed. Included in the budget are funds for contracted workers to increase the service reach of the NCC and its partners. The contracted workers will be used to provide training for teachers and manage the Bikeshare during the activation phase. Over the course of three years, the teachers in the new schools should have the training and confidence to take over bike instruction. The increase in Bikeshare traffic adds funds that will be used to sustain the program in the new sites after the grant ends.

I.3. Describe the program/project implementation plan. Include any known barriers to success and how those will be overcome

WSFCS Middle School Bike Program

Proposed is to increase the number of children who are engaged in cycling education and practice by expanding the bikes in school program to include five new middle schools: Mineral Springs Magnet, Paisley IB Magnet, East Forsyth Middle School, Philo-Hill Magnet Academy, and The Downtown School. All but one of these schools is included in a Qualified Census Tract.

- Mineral Springs Magnet - 4559 Ogburn Ave, Winston-Salem, NC 27105 QCT=15.00
- Paisley IB Magnet - 1394 Thurmond St, Winston-Salem, NC 27105 QCT=3.02
- Philo-Hill Magnet Academy - 410 Haverhill St, Winston-Salem, NC 27127 QCT=20.02
- The Downtown School - 601 N Cherry St, Winston-Salem, NC 27101 QCT=2.00
- Winston Salem Preparatory Academy - 1215 N Cameron Ave., Winston Salem, NC 27101 QCT 16.02
- East Forsyth Middle School - 810 Bagley Dr, Kernersville, NC 27284 QCT=30.03

The NCC has had preliminary conversation with Karen Garmon, Director of Health, Physical Education and Character Education for the Winston Salem Forsyth County Schools who is in full support of adding bike programs into middle schools in WFSFCS. Ms. Garmon will connect the NCC staff with middle school physical education teachers, principals, staff, and Parent Teacher Associations in the designated schools. The NCC will purchase additional bikes and trailers to support bringing bikes to each school during their desired weeks of instruction. The NCC will offer training for teachers annually and offer onsite support services for a couple of classes within each rotation of the bikes at the school. Over the course of the three years, NCC staff will be available to help with implementation of the program, additional training, and bike maintenance. Once the bike program has been introduced into the schools and teachers have been trained, the NCC staff will support applications for a Specialized Bikes grant program to supply the school with their own bike fleet. Resources of the Safe Routes to School Biking Program including instruction and helmets will also be available for the middle school program. With three years of support, the program will be well positioned to operate independently. The NCC will continue to supply bikes if the school has not been able to obtain its own fleet and will assist with bike maintenance. As the NCC has several years of experience in both the elementary and high schools, obstacles should be able to be overcome and not interfere with implementation of the program.

Expand Bikeshare

Proposed is to expand the Bikeshare by two stations a year for three years for a total of three new stations in the eastern part of the city. The proposed sites include:

- 1 at Winston Lake Park- 3535 Winston Lake Rd, Winston-Salem, NC 27105 - QCT= 17.00
- 1 at Winston Lake YMCA - 901 Waterworks Rd, Winston-Salem, NC 27101 QCT = 17.00

- 1 at East End Redevelopment project - 3rd Ave. & Cleveland Ave., Winston Salem, NC 27101 QCT= 8.01
- 2 Winston-Salem State University -601 S Martin Luther King Jr Dr, Winston-Salem, NC 27110 QCT= 8.01
- 1 at Old Historic Shell station on Sprague Street - 1111 E Sprague St, Winston-Salem, NC 27107 QCT= 18.00

The NCC will approach the managers of the proposed sites to gain approval. Some, including Winston Lake Park, Winston Lake YMCA and Winston-Salem State University, have already had discussions about Bikeshare sites. The NCC will purchase and install the approved stations and needed bikes. Contracted staff will be used to help with maintaining bikes and relocation of bikes to keep them distributed across stations. The NCC staff will also work with the site management to create ambassador groups to help education and promote Bikeshare in their areas. Pop-up events will periodically be held to advertise the sites and help new people learn how to use the bikes. As use increases over time, the revenue generated will be able to sustain the staff needed to maintain the additional stations. Additionally, the NCC will continue to promote the sites for branded sponsorship opportunities. As this program has been managed by the NCC for a few years and preliminary conversations have already occurred with new stakeholders, no insurmountable obstacles are anticipated.

Expand Bike Giveaways

Currently a number of organizations in Winston-Salem including the NCC have programs to provide both refurbished and new bikes to citizens who need one for transportation or recreation and who cannot afford to purchase one. We are working to expand the Pedals for People program and to provide more coordination of efforts across groups, including a vetting process to determine who will receive bikes. The only obstacle anticipated is that demand will continue to outpace supply.

Activities for Gears & Guitars

The NCC has offered a weekend professional bike race and concerts for nine years in Winston-Salem using different formats and locations. For the past x years this has been branded as Gears & Guitars, a unique offering of bike racing and music. What is proposed for the next three years to offer a three-day event that engages more citizens and visitors and expands the footprint to drive more business across the city. Additionally, activities on the third day are designed to bring a diverse group of individuals and families downtown for cycling education and recreation related activities. For the 2022 event, in addition to the non-competitive events, the G&G event includes FREE concerts for all to enjoy. Friday night will be sprint racing on 4th Street with a free concert; Saturday will have amateur and professional racing around Bailey Park all day with a festival and free concert in the evening; and Sunday will have recreational group rides both on the road and along the Winston Salem Greenway System, with a route out to and around Salem Lake. There will also be a bike rodeo, bike parades and bike demonstrations for children along with free music. As the NCC and Winston-Salem Cycling have offered similar events in the past, no insurmountable obstacles are anticipated. Funds are being requested to offset costs of police support, awareness support, product giveaways and to provide bicycle and pedestrian education.

I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.

Data will be collected against each of the measures using mechanism that are already in place, including surveys for the schools programs, software included with the Bikeshare platform and counts of bikes collected, refurbished and distributed. Additionally demographic research assistants will be added to aid in data collection at events. Staff and volunteers associated with the NCC will aggregate data and present results against the outcome measures annually.

Outcome

Measure

Data Collection

Outcome: 1) increase cycling educational programs in schools that serve large numbers of low-income students

Effectiveness Measure:

% of teachers who indicate after training that they 1) feel comfortable teaching cycling and 2) will continue to offer cycling as part of their physical education curriculum or as intramural program

Data Collection: The NCC will survey teachers, faculty, staff and PTA members after each rotation and at the end of the school year and track data year over year.

% of students who indicate that they would like to continue cycling for fun and fitness after going through the curriculum

Data Collection: Survey of students at the end of bike instruction and practice at school by teachers using NCC instrument

Workload Measure:

of programs added per year

students who receive curriculum per year at school

Data Collection: Data collected from teachers at the end of each bike at the school rotation

Workload Measure: # of teachers trained

Data Collection: Data collected at training sessions and from WSFCS

Outcome: 2) increase the number of Bikeshare stations and bikes available in the Qualified Census Tract (QCT) areas noted in the ARPA Transformational call for applications.

Effectiveness Measure: Bikeshare use increases in new locations

Data Collection: Data from the Movatic (Bikeshare Software platform) Dashboard

Workload Measure: # stations added

Data Collection: Invoices for bike stations

Workload Measure: # bikes used at station per month

Data Collection: Data from the Movatic (Bikeshare Software platform) Dashboard

Outcome: 3) Increase the number of bikes given to people who cannot afford them.

Effectiveness Measure: % increase year over year of bikes distributed

Data Collection: Data NCC collects on bike donations, refurbishment and donations; data sharing between partner organizations

Workload Measure: #bikes donated and repaired

Data Collection: Data NCC collects on bike donations, refurbishment and donations; data sharing between partner organizations

Outcome: 4) attract more cyclists who spend more time in Winston-Salem and more families who participate in educational and recreational activities during Gears and Guitars weekend

Effectiveness Measure: % increase in attendance over the previous year

Data Collection: On-site research and registration tracking

Workload Measures:

hotels nights related to cycling

Data Collection: Coordination with Visit WS and their reservation portal

self-report of economic impact from registered cyclists

Data Collection: Survey sent to all registered cyclists

Demographic data on participants at events

Data Collection: On-site intercept research, google analytics reporting

Workload Measures:

participants in races and fondos

Data Collection: Online registration tracking

children and families registered for activities

Data Collection: Online registration tracking

J. Impact/Community Need

Completed by michael.hosey@usncc.org on 4/25/2022 2:00 PM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

J. Impact/Community Need

Please provide the following information.

Impact/Community needs concern whether or not the proposed project will address an identified need within the community and what the short term (One year) and long term (3 years) impact of this project will be

J1. Describe the identified community need for this project/program. Cite specific data or studies/reports that have identified this as a community need.

Forsyth County Health Department data show a need for both young and adult citizens to be more physically active to improve health outcomes, to practice safe cycling, and to become aware of opportunities in the area to exercise safely through its system of trails and bike lanes. Provided below are data from three reports the health department monitors.

2017 Winston Salem/Forsyth County Middle School Youth Risk Behavior Survey Results Highlights

- Based on the 2017 WSFC Middle School YRBS responses, academic achievement is negatively associated with sedentary behavior (Appendix A)
- Based on the 2017 WSFC YRBS responses, Figure 21 shows that among middle school students, about:
 - 1 in 4 (25.8%) has described himself or herself as slightly or very overweight
 - 1 in 6 (16.6%) has gone without eating ≥ 24 hours to lose weight or to keep from gaining weight
 - 1 in 3 (29.8%) has watched television ≥ 3 hours per day on an average school day
 - 1 in 2 (50.0%) has played video or computer games ≥ 3 hours per day on an average school day
 - 1 in 2 (49.6%) has been physically active for ≥ 60 minutes per day for ≥ 5 days of the past 7 days
- Figure 21 shows the 2013 to 2017 trends in body weight management and sedentary lifestyle indicators among WSFC middle school students. Based on the responses:
 - There was a 4.0% increase in the percentage of middle school students who have described themselves as slightly or very overweight from 24.8% to 25.8%.
 - There was a 6.4% increase in the percentage of middle school students who have gone without eating ≥ 24 hours to lose weight or to keep from gaining weight from 15.6% to 16.6%.
 - There was a 24.4% decrease in the percentage of middle school students who have watched television for ≥ 3 hours per day on an average school day from 39.4% to 29.8%.
 - There was a 22.5% increase in the percentage of middle school students who have played video or computer games ≥ 3 hours per day on an average school day from 40.8% to 50.0%.
 - There was a 15.9% decrease in the percentage of middle school students who have been physically active for ≥ 60 minutes per day for ≥ 5 days of the past 7 days from 59.0% to 49.6%.
- Based on the 2017 WSFC YRBS responses, White, nonHispanic middle school students are less likely than Black, non-Hispanic or Hispanic/Latino middle school students to:
 - never/rarely wear a bicycle helmet when riding a bicycle

2019 Winston Salem /Forsyth County High School Youth Risk Behavior Survey Results

- When compared to the 2017 WS/FC High School YRBS results, the 2019 results show that there was an increase in the percentage of students who reported that they:

- o were overweight(\geq 85th and $<$ 95th percentile for BMI, by age and sex)
- o watched \geq 3 hours per day of TV on an average school day
- o played video or computer games \geq 3 hours per day on an average school day
- o did not drink a can, bottle, or glass of soda during the 7 days before the survey
- o did not eat vegetables \geq 1 times per day during the 7 days before the survey
- o did not participate in any physical activity \leq 60 minutes per day for \leq 1 day of the past 7 days
- In contrast, there was a decrease in the percentage of students who reported that they:
 - o were obese (\geq 95th percentile for BMI, by age and sex)
 - o drank a can, bottle, or glass of soda during the 7 days before the survey
 - o ate vegetables \geq 1 times per day for 7 days in the week before the survey
 - o participated in physical activity \geq 60 minutes per day for \geq 5 days of the past 7 days

The 2017 Community Health Assessment Report Forsyth County, NC

- Table 6 shows that Forsyth County's death rates due to cancer (all sites), heart diseases, cerebrovascular disease (stroke), diabetes, and kidney diseases were slightly lower than the State of NC for 2012-2016. However, its death rates for heart diseases, cancer (all sites), chronic lower respiratory disease (CLRD), cerebrovascular disease (stroke), unintentional injuries, pneumonia and influenza, and septicemia were greater than all peer counties for 2012-2016.
- o Chronic Disease (excluding oral health): Summary & Synthesis Although the rate for some chronic diseases has improved, they remain relatively high in comparison to peer counties. Within Forsyth County, although Black, non-Hispanic populations' chronic disease rates are declining, they remain relatively higher than White, non-Hispanic or Hispanic/Latino populations. Both Novant Health/Forsyth Medical and Wake Forest Baptist Medical Center have added more service in areas of the county where the population has had a high volume user rate for chronic disease treatment services. However, a focus on prevention must remain a part of any community health improvement plan to reduce the prevalence of chronic diseases.
- o Forsyth County/City of Winston Salem has more than 100 parks and recreation centers as well biking trails, walking trails and greenways that if used could help to prevent or improve many of the population's chronic disease conditions. Thus, questions that arose from the data group's discussion centered on getting a better understanding of how the population uses these resources to become more physically active and their knowledge of everyday activities that could improve health. Also, the discussion focused on the population being more physically active at work and home.
- Figure 9 shows that during 2012-2016:
 - o The Black, non-Hispanic population rate for cancer was 199.2 and for the White, nonHispanic population it was 145.9. This data suggests that in Forsyth County, a Black, non-Hispanic person is 1.4 times more likely to die from cancer than a White, nonHispanic person. 2017 CHA Report Page 32 of 236
 - o The Black, non-Hispanic population rate for diabetes mellitus was 27.8 and for the White, non-Hispanic population it was 17.4. This data suggests that in Forsyth County, a Black, non-Hispanic person is 1.6 times more likely to die from diabetes mellitus than a White, non-Hispanic person.
 - o The Black, non-Hispanic population rate for heart diseases was 165.1 and for the White, non-Hispanic population it was 116.1. This data suggests that in Forsyth County, a Black, non-Hispanic person is 1.4 times more likely to die from heart diseases than a White, non-Hispanic person.
 - o The Black, non-Hispanic population rate for kidney diseases was 34.4 and for the White, non-Hispanic population it was 10.8. This data suggests that in Forsyth County, a Black, non-Hispanic person is 3.2 times more likely to die from kidney diseases than a White, non-Hispanic person.
 - o The Black, non-Hispanic population rate for stroke was 45.9 and for the White, nonHispanic population it was 32.5. This data suggests that in Forsyth County, a Black, non-Hispanic person is 1.4 times more likely to die from stroke than a White, nonHispanic person.
- Chronic Disease (emphasis on physical activity) Based on the review of the secondary chronic, questions were asked to learn about the population's knowledge of everyday activities and resources that could improve health. Because many

adults spend most of their time at work or at home, open-ended questions were asked to identify the factors that would help respondents to become physically active at work as well as in their neighborhood. Key Findings:

- o In general, respondents were aware of the everyday physical activities that were beneficial to their health. About 2 out of 3 respondents (67.0%) selected ≥ 5 of the listed activities. The options given were to walk briskly, ride a bicycle, garden, swim, practice yoga, dance, jog, lift weights, a. take the stairs.

- o About 1 in 6 respondents (17.3%) use the greenway. However, about 1 in 5 respondents (19.2%) did not know what greenways are.

- o About 1 in 2 (52.4%) respondents use the park for ≥ 1 activity. The most common use of the park was for walking. However, about 1 in 3 respondents (34.6%) do not use the park for any of the listed physical activities.

- o About 1 in 8 respondents (11.6%) indicated that they were already physically active at work. Almost 1 in 3 respondents (30.1%) thought that getting an exercise break would help them to become more physically active at work, and about 1 in 12 thought that having a standing desk (8.2%) or a gym-like facility (8.4%) would help them to become more physically active at work.

- o About 1 in 5 (20.8%) respondents reported that they were already active in their neighborhood. However about 1 in 6 (18.2%) said that they needed to be motivated to be physically active. Similarly, 1 in 6 (17.6%) respondents reported that having better sidewalks and more street lights would help them to become more physically active in their neighborhood.

- Summary & Synthesis

- o The majority of the respondents indicate that they know that everyday activities such as gardening, swimming, walking, jogging, and practicing yoga could improve their health. Most respondents use the neighborhood parks for one or more activities but many did not know where the greenways were located. While some respondents were already physically active in their neighborhoods, others have concerns about neighborhood safety or their ability to remain motivated to exercise on their own. For some, nothing would make them want to exercise in their neighborhood. While some respondents were already physically active at work, others thought that having exercise breaks, a standing desk or gym-like facilities would make them more physically active at work. Again, for some respondents, nothing would get them to be more physically active at work.

J2. Describe the short-term impacts of the project/program and how they align with the community need identified above.

The projects in the grant proposal are designed to introduce people to the skills, safe practice, and benefits of cycling. In the short term, more children will participate in cycling for physical activity in the programs offered.

J3. Describe the long-term impacts of the project/program and how they align with the community need identified above.

In the long term, teaching children, adolescents, and families the skills of safe cycling; providing opportunities to participate using the trails and bike lanes available in Winston-Salem; and building a community that appreciates cycling for both recreation and sport, will increase physical activity and positively impact health outcomes for the city.

J4. Referencing previous section on outcomes, describe how the impacts noted above will be measured.

In the short term the NCC will measure the number of children and adolescents who are taught about and get to practice safe cycling, the number of Bikeshare stations created and their use, the number bikes distributed and the percent increase year over year of those taught and those who use bike share and participate in cycling events. In the long-term, the measures of physical activity and physical inactivity that the health department monitors should improve.

K. Funding Stability

Completed by michael.hosey@usncc.org on 4/25/2022 2:02 PM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

K. Funding Stability

Please provide the following information.

Funding stability is an assessment of both the organization's annual funding and the planned funding mechanism for the project/program from grants, donations, sales, and other income generators. To the extent possible, the City wishes to ensure applying entities have sustainable funding sources outside the City's ARPA allocation. An entity will be deemed as having superior funding stability if it demonstrates at least three years of sustainable grant, contribution, and/or fee-based revenues to cover operating costs. The entity must also demonstrate commitments from other organizations to cover the full cost of project deficits or future-year operating costs (in combination with realistic fee-based revenue assumptions).

K.1. Have your organization's operating revenues covered operating expenses the last three years?

Yes

K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?

0.00 %

K.3. What percentage of your project/program's budget is covered by City ARPA funds as part of this request?

20.00 %

K.4. Please provide narrative on funding for this program after City ARPA funding has been exhausted.

Funds that are being requested extend services which are already being offered by the NCC and partner organizations.

To increase services, contracted workers will be utilized as opposed to hiring staff.

The contracted workers will be used to provide training for teachers, increase the ability to refurbish and donate bikes, and manage the Bikeshare during the activation phase. Over the course of three years, the teachers in the new schools should have the training and confidence to take over bike instruction. The NCC will help these teachers apply for funding to obtain their own bike fleet. If funding is not obtained, the NCC will continue to load bikes to the schools. An increasing number of volunteers will be trained to solicit and refurbish bikes by the contracted workers. This cadre of volunteers should be able to maintain the volume of bikes being readied for distribution once the grant ends. Additionally, the NCC continues to both apply for grant funds for this program and to partner with other like-minded organizations to increase its output. The increase in Bikeshare traffic adds funds that will be used to sustain the program in the new sites after the grant ends. Winston Salem Cycling and Gears and Guitars, which are events under the NCC, have ongoing work to elicit sponsor funds to support their activities. As these events grow, so does the revenue they generate to support the activities. The proposed plan includes offering free music throughout the events. If there are not funds available to cover the free events, they could revert to ticketed events. Police support is a big-ticket item in putting together a bicycle race or recreational event. If funds are not available to continue such a large-scale event, some of the road events could be scaled back.

K.5. Please attach commitment letters from other organizations showing financial support for the project/program.

Commitment Letters

***No files uploaded*

L. Representation

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

Completed by michael.hosey@usncc.org on 4/25/2022 2:06 PM

L. Representation

Please provide the following information.

Representation deals with how diverse an organizations leadership is compared with community demographics, which includes Winston-Salem's race/ethnic backgrounds as well as gender. Local non-profit organizations should reflect the communities they serve. Since organizations are requesting to receive ARPA funding through the City, we must ensure these entities hold themselves accountable to having diverse staff and leadership panels

L.1. Provide a list of board members including the race, ethnicity, and gender identification for each member.

Name	Race	Ethnicity	Gender Identification
Sterling Swaim	W	non-Hispanic	Male
Dek Driscoll	W	non-Hispanic	Male
Ginny Norton	W	non-Hispanic	Female
Robin Team	W	non-Hispanic	Male
Richard Rauck	W	non-Hispanic	Male
Don Flow	W	non-Hispanic	Male
Mike Robinson	W	non-Hispanic	Male
John Wilson	W	non-Hispanic	Male

M. Required Documents

Completed by michael.hosey@usncc.org on 4/25/2022 2:37 PM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

M. Required Documents

Please provide the following information.

For North Carolina Secretary of State - Current and Active Status, [Click Here](#)

Documentation

Code of Conduct/Conflict of Interest Policy *Required

Conflict of Interest Form.docx

Copy of the agency's latest 990 Form as submitted to the Internal Revenue Service *Required

NATIONAL CYCLING CENTER, INC._2020_TAX RETURN_US TAX RETURN.pdf

Organization By-Laws *Required

NCC Bylaws.pdf

Articles of Incorporation *Required

Articles of Incorporation NCC.pdf

Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) *Required

National Cycling Center Organizational Policies.docx

IRS 501(c)3 Designation Letter *Required

National Cycling Center Inc._IRS Notice of Exempt Status 501(c)(3).pdf

Most recent audited financial statements or a third-party review *Required

NATIONAL CYCLING CENTER, INC._2020_TAX RETURN_US TAX RETURN.pdf

North Carolina Secretary of State - Current and Active Status *Required

Secretary of State Non-Profit Active Status for NCC 4.25.2022.docx

N. Submit

Completed by michael.hosey@usncc.org on 4/25/2022 3:56 PM

Case Id: 15157

Name: National Cycling Center - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

I certify that all information entered into this application is true.

Michael Hosey

Electronically signed by michael.hosey@usncc.org on 4/25/2022 2:41 PM

04/25/2022