

TRUCKEE MEADOWS BICYCLE ALLIANCE
BIENNIAL REPORT
2024-2025



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NOTICE: In an effort to make our annual report as accessible as possible, we've included links and QR codes. Everything that is underlined is a link. Click away!



WHO WE ARE

In short, we are about bikes, and more importantly, supporting the people who want to ride them! We got our start as a committee to organize Washoe County Bike Week more than 20 years ago. Since then we've evolved, branched off from the Nevada Bicycle Coalition, became a 501(c)(3) non-profit, and expanded our mission. Currently, we are an all-volunteer organization, with 9 board members, including 4 officers.

OUR MISSION

Build a more vibrant Reno-Sparks where people have a choice of safe, healthy, and practical ways to get around. We engage and advocate so that our roads and paths benefit people, whether they bike, walk, roll, ride, or drive.



A LETTER FROM THE PRESIDENT

Dear Friends,

If you can't remember the last time you got an annual report from TMBA, it's because we've never produced one before. But thanks to you, our organization has been growing, reaching new people, and doing more than ever before – so we knew it was time. In fact, we decided that our first report would be a biennial report, covering all our highlights from 2024 and 2025!

So much has happened in the past two years that it's hard to know where to start. We welcomed new board members and a fresh slate of officers. We went to Carson City to hold our first-ever board retreat, where we reflected on hard earned gains, updated our mission, and charted a path forward.

We organized rides and events: some were more ambitious projects (like Ride Reno and Spin Sparks), others were just a few people doing fun things on bikes (see our 2024 Holiday Light Cruise). It was a big two years for infrastructure planning in Reno-Sparks, with TMBA holding forums, mobilizing public comments, and testifying at public meetings in support of safer connected infrastructure, including downtown Reno's Biggest Little Bike Network, Keystone Bridge, West 4th Street Project, and Pyramid Way in Sparks. We also stepped up our bike parking game in a big way, more than tripling bike valet coverage at scores of events and organizing the Bike Rack Blitz mapping event.

And while we try to center the fun, economic, and health benefits of biking in our work, these years also brought tragic reminders of the consequences of inadequate infrastructure and careless driving.



Washoe County has seen spiking numbers of fatality crashes on the roads for everyone: bikers, pedestrians, drivers, and motorcyclists. We've responded on many fronts: directly appealing to city staff to fix unsafe conditions, publishing a perspective in the Reno Gazette Journal, and organizing a public forum in honor of the World Day of Remembrance for Road Traffic Victims, featuring leading roadway safety expert Dr. Tara Goddard.

As we get into 2026, we are at a crucial crossroads. Can we reverse the devastating safety trends of recent years? Can we ensure that Washoe County builds, maintains, and funds transportation infrastructure that allows people of all ages and abilities to feel safe? Can we increase collaboration with the thriving mix of bicycling clubs, organizations, agencies, and businesses in our community?

With your support and involvement, we are confident the answer is yes! Please enjoy our report – and we'll see you on the road.

Sincerely,

A handwritten signature in black ink, which appears to read "Tom P. Albright". The signature is written in a cursive, flowing style.

Dr. Tom Albright

ENGAGEMENT

HIGHLIGHTS

TMBA is entirely made up of volunteers who call Washoe County home— and that’s why community engagement is the core of all we do. Over the past two years, we’ve made efforts to increase our membership, expand our online reach, and strengthen ties with our community through trainings and workshops.

2,700

COMBINED TOTAL FOLLOWERS ON SOCIAL MEDIA

In 2025, TMBA quadrupled our reach on instagram alone— reaching nearly 40,000 views.



BIKE RACK MAP

Working with 20 volunteers, we mapped 100+ local bike racks to incentivize businesses to support quality bike parking, and help cyclists know where to park and shop/eat/play.



SMART CYCLING TRAINING

Board Members Shane and Lauren (League Cycling Instructors) lead a smart cycling class at UNR.

2,000+

MAILING LIST SUBSCRIBERS

Since 2024, we’ve seen a 49% increase in our email list subscribers, where we send out urgent calls to action, share details about our monthly meetings and events, and receive donations. If you’re not already on our list, you can join [here](#).

ADVOCACY HIGHLIGHTS

In 2024 and 2025, TMBA advocated tirelessly for better streets. We supported AB-168, a risk reduction approach to traffic laws; wrote letters on safer infrastructure; supported the designation of Bike Month; and identified unsafe parking situations.

DAYLIGHTING

After TMBA identified a dangerous crossing in downtown, the City of Reno fixed it using ‘daylighting,’ which opens up the corners of intersections, greatly improving visibility.



Downtown Reno crosswalk after installing daylighting markers.

BIKE MONTH 2024



TMBA supported the Washoe County Designation of Bike Month. We also held events such as Biktopia!

SAFETY LETTER TO THE EDITOR



Responding to a spate of deadly crashes, we published an op-ed in the Reno Gazette Journal

BIGGEST LITTLE BIKE NETWORK

We provided community feedback for the Biggest Little Bike Network— slated for construction in 2026.



CAMPAIGN FOR STOP-AS-YIELD



We supported the stop-as-yield bill, which passed the Nevada Assembly.

TOWARDS A SAFER TRUCKEE MEADOWS

A Roadway Safety Crisis

Fatal crashes in Washoe County are up 23% in the first half of 2025.

Nevada is recognized as one of the most dangerous states in the USA for people biking and walking.

Crashes are predictable outcomes of design, policy, and enforcement failures.

How we're responding:

Raising awareness in social media and local news outlets.

Educating people on safer biking and driving practices.

Advocating for pro-safety legislation and policies.

Pushing for safer and connected biking and walking infrastructure



World Day of Remembrance for Road Traffic Victims (WDoR)

On Nov 18 2025, we organized our community's first-ever commemoration of WDoR.

Over 60 survivors, elected officials, transportation/safety professionals, and every day folks attended.

The event featured remarks from crash survivor Rew Goodenow, information on safety from Zero Fatalities Nevada, and a speech from roadway safety expert Dr. Tara Goddard.

The event was cited by elected officials in subsequent meetings.



KRNV crash on Prater Way in Sparks



KOLO Man killed in collision on Prater Way ...



YouTube Sparks Fire responds to crash in area ...



KRNV Multi-vehicle crash shuts down

“Dr. Goddard’s expertise helps us understand how this public health crisis is the result of not just a few bad drivers but of a transportation system that does not prioritize safety”

-Dr. Tom Albright, TMBA President

WE'RE ALL IN ON BIKE PARKING

2,000+

 BIKES CARED FOR AT OUR
FREE BIKE VALET

The lack of secure and handy parking for bikes is one of the barriers preventing people from using their bike for transportation. Events that attract thousands of people can create standstills in traffic and fill up parking spots for blocks at a time. Bike valet can fix both of these problems– that’s why in two years, we’ve quadrupled our bike valet service.

What we’re doing:

- We’ve organized a “Bike Rack Blitz,” a community bike parking mapping event helping Reno-Sparks go from zero to over 100 bike rack locations mapped!
- Educating the community on what good and bad bike parking look like.
- During these two years, we’ve parked over 2,000 bikes at our bike valet. Bike valets let you ride right up to an event, leave your bike under the care of a friendly attendant, enjoy your event stress-free, and return to pick up your bike when done – all for free!





RIDE RENO SPIN SPARKS

At TMBA, we believe having fun, non-intimidating events is key to getting more people (and kids!) on bikes. It's important to introduce new bike lanes, paths, and other infrastructure to potential riders.

In 2024, we hosted Ride Reno-Spin Sparks:

- Supported by Commissioner Mariluz Garcia in collaboration with Bernice Mathews Elementary, Northern Nevada Public Health, Reno & Sparks Police, Washoe County Sheriff, Granite Construction and RTC-Washoe.
- There were over 100 participants, t-shirts designed by elementary students, and a showcase of the Oddie Wells protected bike lanes.



FINANCIALS & PROGRAM IMPACT

2,000+

Bikes cared for
at our Bike Valet



100+

Kids on bikes at Ride
Reno, Spin Sparks

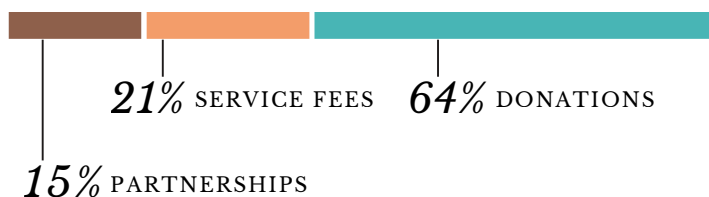


4800+

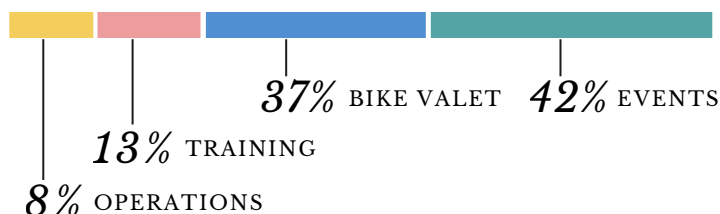
Email subscribers and
social media followers



SOURCES OF INCOME



ALLOCATION OF EXPENSES



TOTAL INCOME: \$39,000

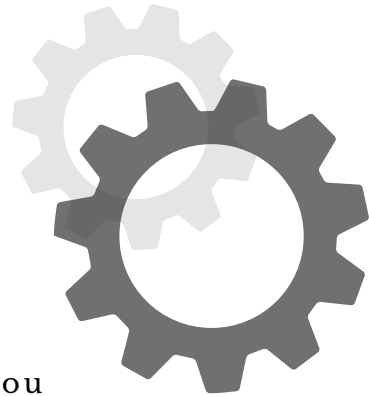
TOTAL EXPENSES: \$18,885

During this two year period, we increased both income and expenditures, allowing us to put on more activities, get more people training, and increase our communications (e.g. this report!). We have also been able to grow our reserves so that we can increase our future ambitions to support our mission. Turn the page to find out more about our future!

WHAT'S NEXT?

A lot has happened in these recent years, but even more is in store! Here are three big accomplishments we are setting our sights on:

- 1 Increase collaboration on bike access in our community.** We'll lead, support, and collaborate with other organizations on events such as the Reno-Sparks Bike Summit, Bike month, and the Safer Mobility Collaborative.
- 2 Make our streets, roads, and paths safer.** We'll make sure you have a pro-safety/pro-people voice by insisting on safer, connected, and inclusive infrastructure design, organizing public support, and encouraging the public to use bike and pedestrian infrastructure!
- 3 Grow our organization.** We're building community – that means more supporters, followers, participants, public awareness, and contractors. We plan on hosting another board retreat, holding more public-facing events, and helping local youth get training to advocate. We are also planing website and social media updates, and improving our community and supporter communication.



All of this will require more effort than ever before. This is why we're adding new board members, hiring contractors, and making big plans. But we can't do it without your support.

You can help us make Reno-Sparks a safer, better place to ride by:

Letting your elected officials, friends, and family know you support safer, more connected bike infrastructure.

Participating in TMBA meetings, events, and campaigns. Following our social media. Joining our email list.

Making a monthly or one-time donation to help us ensure that community members of all ages and abilities feel safe and encouraged to choose biking as a way to get around.



[**DONATE HERE**](#)

THANK YOU, TMBA COMMUNITY

▶ AGENCY PARTNERS

We are thankful for a positive and respectful working relationship with local agencies and governments, including:

- RTC-Washoe
- City of Reno
- City of Sparks
- Washoe County
- Northern Nevada Public Health

▶ TMBA BOARD MEMBERS

Tom Albright, Lauren Brilliant, Jaime Chapman, Sue-Ting Chene, Vanesa de la Cruz Pavas, Shane Kapala, Cayman Levonian, Ky Plaskon, Katelyn Wilcox
Past Board Members: Jennifer Kent, Morgan Trieger

▶ PARTNERS, CONTRACTORS, & VOLUNTEERS

Web hosting: Clutch Creative
Meeting Space: Craft Wine and Beer, Reno Public Market
In-kind support: Washoe Sherrif, Reno PD, Granite Construction
Contractors: Zane Levonian, Magdalena Albright
Retreat facilitator: Katia Albright

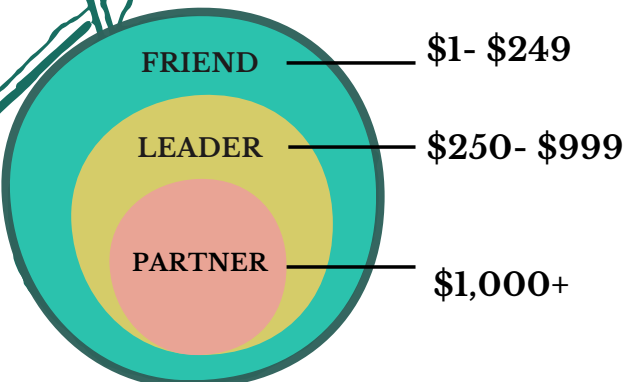
▶ FINANCIAL SUPPORTERS

Major event support provided by: Mayor Hillary Schieve (Reno) and County Commissioner Mariluz Garcia

Individual supporters: T Albright, T Bardlsey, J Bokelmann, C Bralts, K Burrell/Coeur Mining, J Butler, G Christensen, T Coleman, MJ Crosthwait Jr, MJ Finchum, G Flanagan, W Fry, J Holcomb, A Horan, H Jefferson, M Kranton, E Loeffler, Malikowski Law Offices, Ltd., G Morrison, CA Paolini, C Parkhurst, J Petro, K Plaskon, CL Rahimzadeh, A Reaser, J Romaggi, B Santner, C Schmidt, L Schneidmiller, D Sinnott, B Slenker, A Solomon, C Strandlund, J Thompson, AJ Visty, L Welander, A Williams, C Wong, A Woodburn, T Woodburn, C Zalenski, plus many more unnamed and anonymous. *Many donations were made in honor of the memory of Susan Mae Goodenow. We are touched by this generosity and strive to honor her memory with the work we do.*

KEEP OUR WHEELS TURNING

click to donate



SCAN TO DONATE →



QR CODES

Here are some of our most helpful links. Scan away!



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[CALENDAR](#)

click to see calendar online



[MAILING LIST](#)



[DONATE HERE](#)

