



2023 EWEB Greenpower Grant Application

Contact Information:

NAME OF ORGANIZATION

CONTACT NAME

CONTACT TITLE

STREET ADDRESS

CITY/STATE/ZIP

TELEPHONE

FAX

E-MAIL

WEBSITE

PROPOSAL TITLE

GRANT AMOUNT REQUESTED

Cheryl Froehlich

SIGNATURE DATE

Email completed application and proposal to:
Cheryl Froehlich
Cheryl.Froehlich@eweb.org

1. Background:

- Mission of the organization
- The needs your organization addresses
- The population your organization serves
- A brief description of your current programs and operating budget

2. Project Description:

- Statement of the primary purpose of the project and its relationship to EWEB's mission
- The population you plan to serve and how they will benefit from the project
- Strategies you will employ to implement the project

3. Project Evaluation

- Your criteria for a successful project
- The results you hope to achieve by the end of the funding period
- The method by which you will measure effectiveness

4. Budget and Timeline

- A budget for the project for which funds are requested, **including any additional funding which has been secured at the time of application.**
- Timeline of the project

5. Attachments

- Proof of nonprofit status (copy of IRS letter)*
- List of board of directors*
- One-paragraph resumes of key staff working on the project
- Amount and source of any other funding support previously received from EWEB (if applicable)
- Proof of ownership or authority to install equipment at or otherwise modify building, if request for facility construction project

*Optional or not needed for public and academic institutions.

Application deadline: Must be submitted **no later than March 31, 2023**
Questions? Contact Cheryl Froehlich, Cheryl.froehlich@eweb.org, 541-685-7676





Eugene Water & Electric Board

4200 Roosevelt Blvd.
Eugene, OR 97402-6520
541-685-7000
www.eweb.org

2023 EWEB GreenPower Grant Program Guidelines and Criteria

Program goal:

To fund projects or programs that help promote a commitment to the environment and the community by increasing awareness and use of renewable energy sources, adoption of emerging technologies, and/or reducing or offsetting our community's carbon footprint.

Eligibility requirements:

EWEB will fund proposals that meet the grant program goal and benefit our customers and community.

Applicants must be one of the following:

- Tax-exempt organization under IRS Code Section 501(c)(3) or (4)
- Academic institution chartered by the State of Oregon
- Public institution referenced in ORS 174.109 through ORS 174/117

Funding is not provided for the following:

- Individuals
- Organizations that are in violation of state or federal laws
- Endowments
- For-profit businesses
- Programs with eligibility requirements contingent upon a stipulated religious or political affiliation.

Applications must be submitted electronically no later than March 31, 2023 to be eligible.

Evaluation Criteria:

To be considered for funding, the project or program must have a renewable energy or carbon reduction focus and benefit EWEB customers and/or the broader community.

Projects or programs could include, but are not limited to, any of the following:

- Installation of renewable energy systems including solar hot water heating, photovoltaic arrays or wind electric systems.
- Installation of battery storage systems to promote emergency preparedness and resiliency.
- Renewable energy research and feasibility studies that develop and strengthen an understanding of the origin, development and use of renewable energy sources.
- Projects or programs that support renewable energy education including curriculum development, workshops, career academies, etc.



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- Efforts focused on reducing or offsetting carbon emissions including projects that support conversion from fossil fuel to clean energy sources.

When evaluating proposals we will also take the following into consideration:

- The grant application clearly describes how the grant funds will be used and what available matching funds or support will be made available. Preference will be given to projects that have secured additional funding sources in advance of the application deadline.
- Projects or programs that support underserved populations are highly encouraged. This includes but is not limited to senior, disabled and limited-income customers, as well as individuals or families without secure housing.
- Grant applications that involve the installation of renewable energy systems and battery storage must include the system requirements.

Application process:

Step 1: Be sure your project or program meets the eligibility requirements. If you have questions, please email Cheryl.Froehlich@eweb.org.

Step 2: Complete the grant application and provide all information requested using a maximum of ten pages not including attachments. The grant application and accompanying proposal are the primary documents the EWEB Greenpower Grant Evaluation Team will use to screen grant applications.

Step 3: Applicants will be informed of eligibility and selection results. If there are fewer than five eligible applications the Grant Team will select the winning proposals. If there are at least five eligible applications, current EWEB Greenpower customers will be invited to vote to determine the grant winners.

Please note: Applications may be made public during a voting process. Please specify if there is information you would like excluded prior to your application being made public.

Additional details:

Grant fund distribution will be divided into three parts and will be contingent on process in achieving stated outcomes/milestones:

1. Project kick-off
2. Mid-term report or milestone
3. Final evaluation or inspection

Projects should be completed within 18 months of first funding of the grant distribution. EWEB will consider multi-year funding requests but reserves the right to review a grantee's progress on an annual or more frequent basis to determine whether subsequent grant is appropriate.

Please note: Acceptance of EWEB Greenpower Grant funding may impact eligibility for other EWEB incentives or programs.

2023 EWEB GreenPower Grant Program Grant Narrative

We are grateful for the opportunity to submit a proposal to the EWEB GreenPower Grant Program. Our proposal is for the **Re-Cycling Toward Equity** program to support active transportation and build vocational skills training while reducing the community's carbon footprint.

1. Background

Mission of Shift Community Cycles:

Shift Community Cycles is a nonprofit, community bike shop in Eugene, Oregon. Shift Community Cycle's formal mission is to "support and conduct activities to equitably support bicyclists and create healthy bicycle-friendly communities through activities, advocacy, and education." Our public mission is "to remove barriers to the cycling culture for children, women, LGBTQ2S+, BIPOC community, and individuals with (seen and unseen) disabilities."

Shift Community Cycles offers education and outreach to youth, adults, underserved and under-resourced communities. We seek to be a hub of bike cultural activity for ALL. Access, safety, and inclusion are key to a sustainable future.

The Need Shift Community Cycles Addresses

While Eugene touts its "bike-friendly" status, our community has a long way to go when it comes to access, inclusion, safety, and convenience. Our programming and outreach efforts are a direct result of responding to these community needs, and are informed by current research on the social determinants of health, youth development, and sustainability.

To say Shift Community Cycles is a nonprofit "bike shop" is an oversimplification of our efforts. Our programs and services are social justice "advocacy" disguised as efforts to educate, innovate, and invigorate the bike culture in Eugene. Everything we do is geared to help eliminate health disparities for marginalized people and communities. Shift Community Cycles is a community-driven strategy to advance equity and improve the health and well-being for those experiencing health disparities, while promoting environmental sustainability.

Shift Community Cycles makes it a priority to be out in the community to see what the needs are. In every program developed and implemented, we seek to meet the needs of individuals and groups who have requested our services, regardless of their ability to pay. This is a tall order, yet it represents our commitment to encourage low-carbon, climate-friendly, sustainable practices. This requires dialogue, but mostly a lot of listening. We collaboratively create curricula, using evidence-based practices when available, then tweak to meet the needs of our community and/or a specific population.

There are no not-for-profit "community bike shops" or bike hubs in the greater Eugene-Springfield area. BEST (Better Eugene Springfield Transportation) advocates for sustainable transportation. Safe Routes to Schools (SRTS) is very limited in scope. Unlike the Portland Metro area, the city and county do not fund

bicycle-related programming and services, and the majority of local, federal, or state pass-through and allocated solely for capital infrastructure.

The Population Served

Shift Community Cycles was born out of the desire to make bicycles and sustainable transportation available to a wider demographic and all ages. We primarily serve children, women, LGBTQ2S+, BIPOC, and individuals with disabilities in under-resourced communities.

After all, recreational riding has not been an easy sell for all youth. Historically, cops tend to categorize BIPOC youth on bikes as either gangsters or homeless, and treat them accordingly. BIPOC youth on bikes are often harassed. That and the stigma the criminalization of cyclists had created in some communities has helped convince many BIPOC youth that cycling simply was not for them. We are actively challenging these perceptions by making bike riding more relatable and more accessible, giving these youth an opportunity to see themselves as cyclists.

Current Programs at Shift Community Cycles

Our board has embraced an “inclusion imperative.” Acknowledging that bike culture has been seen as the domain of older white guys, we proactively foster an organizational culture where every voice and talent is welcome, heard, and respected.

Our signature programs and services align with our inclusive mission:

- **Shift Bicycle Distribution** partners with community organizations to distribute bicycles to those in need, from 0-100 years old. We help to avoid duplicative efforts and streamline the process for applicants. We also provide a safety and education course onsite for partner organizations.
- **Shift Clinic** is a safe space for community members to fix their bike with access to parts and technical assistance. We offer a range of memberships.
- **Shifting Gears** provides after-school education and services for youth ages 14-18. It includes riding skills, safety, and basic bicycle mechanics.
- **Shift into Bicycle Maintenance** is a beginner’s youth mechanic training clinic that trains youth ages 16-21 years-old to learn basic bicycle mechanic skills and earn a bike for themselves.
- **Shift Winter Riding Clinic** provides winter safety educational training, and gear to winter commuters.

We are partnering with NAACP on **RACE (Real Action Concerning Equitable) Cycling Outreach** to encourage BIPOC youth to dip their toe into cycling with the support they need, including earning a free bike. Cycle Oregon recently awarded us a \$16,700 grant to implement this program this summer (2023).

We are planning to roll out the following programs:

- **Gender Ally Programming (GAP)** offers a gender equality mechanic training clinic. Our pilot project will train 12 individuals in 4 separate sessions, to learn basic bicycle mechanic skills while empowering and highlighting local mechanics typically within the marginalized community.
- **Roller Dirty** is a woman-led adult mountain bike instruction, education, and skills development. SHIFTC will provide, maintain, and store a small fleet of mountain bikes for women to learn to ride in the dirt.

Shift Community Cycles partners with the City of Eugene, Eugene Water & Electric Board (EWEB), Lane Transit District (LTD), Safe Routes To School (SRTS), 4J Eugene and Springfield school districts, Centro

Latino Americano, NAACP, and other allies to develop and deliver programs for marginalized individuals and under-resourced communities. We are developing programs with Back2Youth (creates pathways to health, wellness, and resiliency by reconnecting youth with nature), H.O.N.E.Y (Honoring Our New Ethnic Youth), and Hosea Youth Services (serving homeless youth ages 16-21).

Current Operating Budget

Our current operating budget has been included as an attachment to this proposal.

2. Project Description

Re-Cycling Toward Equity: Purpose and Relationship to EWEB's mission

For many a bicycle is a main form of transportation. It costs less and is quicker than public transportation. It's reliable and gives individuals freedom and the ability to not be held to a structured schedule. When combined with public transport it can allow individuals to travel further and go to previously inaccessible areas. This aligns with the GreenPower Grant Program's goals to reduce our community's carbon footprint. Still, there are many in our community who do not have access to a bicycle or the means to maintain one.

Background: Free Bikes 4 Kidz Eugene-Springfield (FB4K) was formed in 2018. In its first year, community members donated 200 used bikes, and FB4K was able to refurbish and donate bikes to kids. Jim Nevada, Shift Community Cycles Co-Founder & Executive Director, was also collecting bikes and fixing them up in his backyard to give to neighborhood kids and individuals who had no means of transportation. As COVID hit, he gained interest from FB4K and they recruited him to develop their program. In 2021, Shift Community Cycles collected and refurbished 600 bikes which were given to children in need in the area. In 2022, 1,000 bikes were collected, refurbished, and distributed. Bikes that were not able to be given new life were recycled, keeping waste and material out of landfills. 500 bikes were donated to school-aged kids and 100 learned to ride. Shift Community Cycles is on track to collect 1,200 bikes this year. On April 8, 2023, bikes will be collected at all four Market of Choice locations, and Bob Keefer Center in Springfield.

FB4K is made up of a small volunteer board of directors. Their primary role is coordinating the annual collection. Shift Community Cycles has coordinated the refurbishing, recycling, and distribution, which involves managing many volunteers over many weeks. Shift Community Cycles has only recently grown to 3.0 FTE employees. Two of the employees are bike mechanics, and the other is skilled at non-mechanical refurbishment and recycling/reuse. In 2022, to meet the community need, Shift Community Cycles' co-founders volunteered hundreds of hours to this project, which is not healthy or sustainable.

There is a shortage of skilled bicycle mechanics in our community coupled with a high demand for bikes by families who cannot afford them for their kids.

The Proposed Project: Shift Community Cycles will implement **Re-Cycling Toward Equity**. Essentially, it is an equitable bicycle giveaway program with a vocational training component. We will hire an individual from an underserved community for part time employment, and train them on bicycle mechanics. We will also educate and mentor them on how to order, purchase, establish connections within the community, and build a program around bicycle distribution. This programs goal will be to fix up and provide 100 bikes, lights, locks, and helmets to the Eugene/Springfield community, with a focus on distribution to underserved youth. The new employee will also be trained and supported to educate and offer basic maintenance classes to the community on a sliding scale. The end goal for this employee will

be to take someone with minimal or zero experience to someone who is now employable full-time in a bicycle shop setting. The goal for the recipients is to empower them and encourage them to use bicycles in combination with public transit as a means of transportation in lieu of automobiles. We plan to reach out to LTD for support with up to 100 bus passes to add to the bike equipment package.

Our proposal for **Re-Cycling Toward Equity** is a win-win. It will keep bikes out of landfills, providing environmental benefits, and give more youth access to active transportation, reducing the carbon footprint.

Population Served and the Benefits of the Project

Re-Cycling Toward Equity will primarily serve youth from under-resourced families and communities.

The project positively impact our community in two ways:

1. Underserved and marginalized communities may have a difficult time accessing bicycles especially at an age where kids are growing so fast and they need transportation for work, school, sporting events, and social interaction.
2. Whatever bikes they may have could be in disrepair. Many of the areas where these individuals live do not have bike shops, or repair services other than when Shift Community Cycles can arrange to do via a free pop-up repair service for a single day in their region.

A GreenPower grant will allow us to pilot test training a new employee from scratch to become a bike mechanic and advocate, while also benefitting the community. Once we have our methods refined, we plan to repeat this process with new trainees.

Implementation Strategies

The new employee will report to the Executive Director, and work closely with the Operations Director. Both of these are co-founders who are skilled in training new employees.

We practice: (1) Integrating inclusive thinking in all board / staff meetings. We listen for understanding, and take the extra time to consider all views. The result is better decisions. (2) Making all volunteers and clients feel welcomed and give them equal opportunity to connect, belong, and grow—to contribute to the organization, advance their skill sets and careers, and feel comfortable and confident being their authentic selves. (3) Uplifting and encouraging volunteers/staff to become a high-performing organization in which teams collaborate and meet client needs.

3. Project Evaluation

Programs at Shift Community Cycles are being evaluated using both quantitative and qualitative metrics. We are fortunate to have board members with research and evaluation experience who have helped coach us on logic models for program development, client and volunteer satisfaction surveys, etc. Overall success of the program will be measured by the number of bikes fixed up and distributed to the target population. Success of the new employee will be based on qualitative metrics which include learning core bike mechanic skills; learning or improving customer service/training/presentation skills, and earning a sustainable income. We will also seek ways to follow up with a select number of youth to gauge our success in promoting active and public transportation as a first choice.

3. Project Budget and Timeline

We are requesting a grant in the amount of \$50,000 from EWEB's GreenPower Program.

Component	Amount	Funder	Status of Funding
Executive Director 0.08 FTE of \$57,330	\$4,586	EWEB	Pending GreenPower Grant
Operations Director 0.10 FTE of \$57,330	\$5,733	EWEB	Pending GreenPower Grant
New Employee \$20/hour @ 1,000 hours	\$20,000	EWEB	Pending GreenPower Grant
Employment Taxes 15% of salaries and wages	\$4,548	EWEB	Pending GreenPower Grant
Refurbished Bikes 100 @ \$150 ea.	\$15,000	EWEB	Pending GreenPower Grant
USB Re-Charge Light Set 100 @ \$50 ea.	\$5,000	Regional Foundations (Autzen, Cow Creek, etc.)	In Process
Youth Bike Helmet 100 @ \$50 ea.	\$5,000		
Youth Bus Passes 200 @ \$67.50 for 3-month pass	\$13,500	LTD	Planned
Shift CC Facility 25% of Space	\$10,092	Shift Community Cycles	Committed
Marketing and Outreach	\$2,500	Shift Community Cycles	Committed
Volunteer Mgmt (In-Kind)	\$1,200	FB4K	Committed

<i>Subtotal</i>	\$87,159		
Indirect (10% of Total Direct Costs)	\$8,715	Shift Community Cycles	Committed
Program Total	\$95,874		

Upon funds being available:

Q1:

- Press release.
- Secure additional grants.
- Recruit, hire, and onboard new employee.
- Mentor and train new employee.
- Collect bicycles for refurbishment.

Q2:

- Assess new employees skills/training needs, and fill gaps.
- Recruit volunteers.
- Begin refurbishing bicycles.
- Begin marketing and outreach to youth.
- Begin bicycle distribution.

Q3:

- Continue Q2 activities.
- Begin educational component.

Q4:

- Continue Q2 and Q3 activities.
- Evaluate program.
- Submit report.

5. Attachments

- GreenPower Grant Application
- IRS Determination Letter
- List of board of directors
- One-paragraph resume of key staffing
- Prior support from EWEB

Thank you for your consideration of our **Re-Cycling Toward Equity** program. We understand that this is a very different request from those you received for a building or center to be powered by solar units. We hope that you will see the value in our program. We are extremely excited about the opportunity to provide this incredible program to a sector of the community that currently does not always have the resources at-hand to shrink their carbon footprint.

Thomas M. Holden

430 East 31st Avenue. Eugene, OR 97405. 541-912-6771

Statement of support for Shift Community Cycles

To whom it may concern,

I am extremely pleased to support Shift Community Cycles (SHIFTCC) in their quest to advance sustainable transportation in our community. Through my personal and professional association with Jim Nevada and Josh Goldfarb (the leadership of SHIFTCC), I recognize the notable success they've had engaging with our community; making bicycles and bicycle education more accessible to a wider demographic. SHIFTCC's leadership is passionate about taking action to support equity and justice in our community and promoting organizations, policies and people who are working to achieve equal access, resolving inequities and removing institutional barriers that limit the ability of all people to develop their full potential, on and off the bike saddle.

I am closely connected with SHIFTCC as a regular volunteer since their inception just over a year ago, and my business is actively collaborating with SHIFTCC. I founded a local sustainable transport business called Cyclized, and I have established a successful and productive relationship with SHIFTCC. Through my volunteering at SHIFTCC, I have learned crucial technical skills relevant to my business, which involves bicycle refurbishment prior to electrification services. The leadership at SHIFTCC have invested their expertise and experience to help me advance my skillset and knowledge, enabling me to offer professional services to my customers. The way Cyclized supports SHIFTCC is by allocating a portion of revenues directly back to SHIFTCC. My customers recognize the benefits of supporting SHIFTCC and the important work they do in the community.

SHIFTCC is uniquely qualified to promote and advance sustainable transport goals through their vast level experience and expertise, comprehensive cadre of equipment and tools, and also most importantly; the depth of their connections and respect they've garnered within our community. SHIFTCC has been working extremely hard to build this network, and they have a proven track record collaborating with public and private organizations and individuals, with programming that successfully focuses on bicycle education & vocational training, accessibility and equity.

I look forward to collaborating with SHIFTCC on their sustainable transport goals.

Sincerely,

Thomas Holden

EWEB GreenPower Grant Program

Amount and source of any other funding support previously received from EWEB:

In 2023, Shift Community Cycles received a \$25,000 grant to develop an electric cargo bike loan program.

<https://nbc16.com/news/local/eweb-awards-125000-in-grants-to-promote-electric-mobility>

**Shift Community Cycles
2023 Board Roster**

Board Role	Board Role	Professional Affiliation	Email	Phone Number
Stephen Flannagan	President	Business Owner	rovingbikedude@mailcan.com	
Dave Anolik	Vice-President	Partner, JonDave Consultancy	daveanolik@gmail.com	
Curt McKinney	Treasurer	Retired, FP&A and Cost Accounting Manager	mckinrog@aol.com	
Claire Roth	Secretary	Better Eugene-Springfield Transportation	claire@best-oregon.org	
James Nevada	Director	Director, Shift Community Cycles	jamesnevada0@gmail.com	607-760-8390
Josh Goldfarb	Director	Owner, 360 Cycles	goldfarb999@hotmail.com	541-513-3213
Lori J Bumgardner	Director	Owner, Goddess of Grants	lori@goddessofgrants.com	541-514-3004
Recruit Attorney	TBD			
Recruit Realtor	TBD			

This is a new board list. Bios will soon be up on the website at: shiftcc.org

EWEB GreenPower Grant Program

One-paragraph resumes of key staff working on the project:

Jim Nevada, Executive Director/Co-Founder

In 2021, upon learning of Jim's master mechanic skills, Free Bikes for Kidz (FB4K) in Eugene recruited Jim to aid and develop their program. Each year Shift CC and FB4K collect and refurbish 800 bikes which are given to children in need. Local school districts rely on Jim to develop bike-related curriculum and provide instruction. Prior to moving to Eugene, Jim managed two community bike shops and a mobile operation in Colorado, where he also expanded a summer camp program for kids.

Josh Goldfarb, Operations Director/Co-Founder

Josh has been a longtime advocate for sustainable transportation. Josh lost his best friend to a bicycle crash when a car hit him at a downtown intersection in 2008. He owned and operated David Minor Theater, a pub-theater, with an adjacent "underground" bike shop in his honor. After 12 years, the theater permanently closed during the COVID-19 pandemic. Josh currently owns 360 Cycles, a for-profit, full-service bike shop with a mission to "recycle, restore and reuse."

Jim and Josh organize pop-ups for the City of Eugene Bike Week, coordinate valet bike parking for city events, and collaborate on bike advocacy efforts. With the launch of Shift CC, Jim and Josh are fulfilling a longtime goal to serve as an innovative, cooperative "hub" for likeminded folks interested in bicycles and bike transit.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

SHIFT COMMUNITY CYCLES
% STEVE LAMPER
1430 WILLAMETTE ST UNIT 313
EUGENE, OR 97401

Date:
August 11, 2022
Employer ID number:
81-1271236
Form 990 required:
990, YES
Person to contact:
Name: Ms. Zwick
ID number: 0195586

Dear Sir or Madam:

We're responding to your request dated June 01, 2022, about your tax-exempt status.

We issued you a determination letter in March 2016, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements