Introduction & Program Design
In Spring 2010, the City of Long Beach, CA, in coordination with Waste Management (WM), its franchised recycling hauler, and six local non-profits, developed and launched “RE:CYCLE your Bicycle” a new program to collect and repair bicycles for beneficial reuse in the community. Waste Management secured funding for RE:CYCLE your Bicycle via a $10,000 grant from Keep California Beautiful. The purpose of the program was to promote the City’s burgeoning bike community and alternative mobility policies while also promoting re-use and landfill avoidance. It also had a secondary benefit of providing much needed funds to important local non-profit organizations.

The program’s success was built on the collaborative efforts of the public and private sector stakeholder and can serve as a model of public-private-nonprofit partnerships that promote public policy and also support community service.

Below is a partial listing of groups that participated in “RE:CYCLE your Bicycle:”

- The City of Long Beach This program required the dedicated collaboration of the Environmental Services Bureau, Transportation Department, Parks and Recreation Department, Alternative Mobility Program, and Mayor’s Office.
- Waste Management WM donated all collection, recycling, and disposal bins; was an important conduit between participating agencies and provided expertise in establishing recycling programs.
- Bike HUB A local bike non-profit, managed all bike repair and reuse/distribution.
- Meals on Wheels A local non-profit, assisted with bike collection.
- Food Finders A local non-profit, assisted with bike collection.
- Boy Scouts Troop 29 A local non-profit, assisted with bike collection.
- LB Creative! A local non-profit, assisted with bike collection.
- Keep California Beautiful non-profit that provided grant funding and administrative support.

All bikes collected through the program were brought to the Bicycle HUB, an area nonprofit and co-op where volunteers learn and teach basic bicycle maintenance skills at no cost to participants. HUB received funding (via the Keep California Beautiful grant) of $25.00 per bike to assist with the costs of repairing and refurbishing each bike. Refurbished bikes were then donated back to low income youth in the community. Through RE:CYCLE, participating youth “earned” the donated and refurbished bikes by taking part in a seven-week course to learn general bike mechanics. Donated bikes that were beyond repair were recycled as scrap metal by WM.

The program included two bike collection events, which brought the following results:

Results from the Summer 2010 Event
The first event included five separate drop off locations at designated City parks where Residents dropped off donated bikes over the course for four consecutive Saturdays and resulted in the collection of approximately 75 bikes.

Results from the Fall 2010 Event
The second collection event involved a “Bike Round Up” operated by four local non-profits tasked with collecting and
delivering the bikes to The HUB. Nonprofits assisting with bike collection, including Meals on Wheels, Long Beach Boy Scout Troup 29, LB Creative, and Long Beach based Food Finders food bank, received $20.00 for each bike they collected. The second event resulted in the collection of 98 bikes.

Overall, approximately 175 were collected for reuse, repair, or recycling. Approximately 25% were donated “as is,” and did not require repair. 50% required repair before they were donated, and 25% were used for parts or scrapped for recycling. Based on the average weight of 50 pounds/bike, approximately one ton of metal was recycled.

Program Budget and Local Non-Profit Fundraising
Because all equipment, staffing, outreach, and supplies were donated by Waste Management or the City, almost all $10,000 of the grant funding went directly to the participating nonprofits to support their efforts in the program, providing much needed funds in a difficult economy. Only 78% of budgeted funds were required for the program, resulting in a surplus of $2225 to fund a future bike collection and re-use event.

The event was so successful, the group produced a video and uploaded it to YouTube to help other community create similar programs (video link: http://www.youtube.com/watch?v=qti8n7vFulM)

Below is a report of how grant funds were spent:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUB</td>
<td>$3,335</td>
<td>Repaired or donated approximately 175 bikes</td>
</tr>
<tr>
<td>Boy Scouts</td>
<td>$220</td>
<td>Collected 11 bikes</td>
</tr>
<tr>
<td>Food Finders</td>
<td>$700</td>
<td>Collected 35 bikes</td>
</tr>
<tr>
<td>LB Creative</td>
<td>$620</td>
<td>Collected 32 bikes</td>
</tr>
<tr>
<td>Meals on Wheels</td>
<td>$400</td>
<td>Collected 20 bikes</td>
</tr>
<tr>
<td><strong>Total Non-Profit Contributions</strong></td>
<td><strong>$5,775</strong></td>
<td></td>
</tr>
<tr>
<td>Cost of Video</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total Program Cost</strong></td>
<td><strong>$7,775</strong></td>
<td></td>
</tr>
</tbody>
</table>

Conclusion
Not only did this program provide approximately 175 refurbished bikes to the community, supporting alternative transportation and physical fitness, it helped promote re-use messaging in a fun and informative way. Additionally, $5725 was donated directly back to the local community the partnering non-profit agencies.

Of course, this program also assisted the City attain its additional goal of increasing bike ridership. “This is another example of Long Beach’s efforts to encourage a healthy and sustainable lifestyle and to move closer to becoming the most bicycle-friendly city in America,” said Charles Gandy, mobility coordinator for the city.

In the end, the goals of each stakeholder were met or exceeded. As explained by Mayor Bob Foster, “This innovative program is an excellent way to help Long Beach be even more sustainable as well as benefiting our youth. We’re encouraging alternative transportation, healthy lifestyles and recycling though one amazing community program.”

WM