

# RIDING TOWARD A BRIGHTER FUTURE

2022 Impact Report



QUALITY BICYCLE  
PRODUCTS



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# A Letter from Our President

At Q, we advance the experience of bicycling for the wellbeing of people and our planet. That is our purpose and what keeps us pedaling forward. **While we have always been a for-profit business, we understand that the sustainability of our organization and the wellbeing of people and our planet go hand in hand.**

2022 was a transformative year for Q and the cycling industry as a whole. The pandemic-fueled bike boom cooled, and consumer behavior shifted drastically, leading many businesses to reevaluate day-to-day operations, and adjust long-term goals.

While we had to stay flexible and shift priorities frequently, what didn't change was our commitment to our values and our planet. Despite business challenges, we've continued to find success in using our values to guide our decisions. As a certified B Corp, we remain dedicated to advancing our impact plan and leaning into the "four spokes" of this work: Advocacy, Community, Sustainability, and DEI.

In this report you'll read about some of the incredible work our team has accomplished this year including major reductions in packaging usage, publishing our first DEI Strategic Plan, increasing solar power within our U.S. operations, investing 6% of our after-tax profits to advance bicycling within our communities, and the Q Industry Scholarship program's first Racial and Gender Diversity Cohorts, to name a few.

We're glad that you're here to learn about our efforts and we're hopeful you'll join us in this important work to advance bicycling for the wellbeing of people and our planet.

See you on the trail,



Rich Tauer (he/him)

# B CORP

**Riding toward business that benefits all**

# Putting Our Values First



In April 2021 we joined a handful of other companies in the outdoor industry and became a certified B Corporation through the non-profit B Lab. We achieved this certification following a rigorous assessment of our entire business, with grading focused on our impact on employees, customers, community, and the environment.

**We're thrilled to have earned this certification because it recognizes the work we've already done and helps us stay on track** with an audit every three years. Having this certification means that we're committed to meeting high standards of performance, accountability, and transparency. We actively work to build trust with riders, bike shops, suppliers, and employees. We're focused on continuous improvement because that leads to long-term resilience for our business, and for the ecosystem we operate in.

## TO ACHIEVE THIS CERTIFICATION, A COMPANY MUST:

- **Demonstrate high level of collective good and environmental performance** by achieving a B Impact Assessment score of 80 or above
- **Make a legal commitment** by changing its corporate governance structure to be accountable to all stakeholders — not just shareholders
- **Exhibit transparency** by allowing information about its performance to be measured against B Lab's standards and appear publicly on B Lab's website

# How We Measure Up

To become a certified B Corp, a company must score at least 80 out of 250+ points on B Lab's B Impact Assessment. After completing our assessment in 2021, we earned an overall score of 82.5. Now, that might not seem like a massive achievement, but the median score for ordinary businesses that complete the assessment is only 50.9. **Starting out at 82.5 tells us that we're going above and beyond in many areas, and that we still have plenty of opportunities for growth.**



The B Corp assessment measures progress in five key areas.

Here's how we did:

## OVERALL

B impact score

**82.5**

## GOVERNANCE

overall score **15.2**

- Mission and Engagement: **2.1**
- Ethics & Transparency: **3.1**
- Mission Locked: **10\***

## ENVIRONMENT

overall score **17.8**

- Environmental Management: **3.8**
- Air & Climate: **6.1**
- Water: **1.9**
- Land and Life: **5.2**

## COMMUNITY

overall score **17.1**

- Diversity, Equity, & Inclusion: **4.2**
- Economic Impact: **1.9**
- Civic Engagement & Giving: **4.6**
- Supply Chain Management: **4.7**

## WORKERS

overall score **22.2**

- Financial Security: **9.5**
- Health, Wellness, & Safety: **5.7**
- Career Development: **2.6**
- Engagement & Satisfaction: **4.3**

## CUSTOMERS

overall score **10.0**

- Customer Stewardship: **2.5**
- Health & Wellness Improvement: **7.4\***

\* We earned these points because of our legal status as a **General Benefit Corporation**. Our business model is designed to create a positive outcome for at least one of its stakeholders — such as workers, community, environment, or customers.

To learn more about what a B Impact Assessment covers, [click here](#).



# The Path Ahead

We're proud of all the work we've done to achieve our B Corp status, and **we're excited to keep our momentum going in the areas of DEI, sustainability, community, and advocacy** to earn an even higher score in the future. The path ahead won't always be a straight one or free from potholes and flat tires, but we know that putting in the miles will be worth it.

# ADVOCACY

**Riding toward a bike-centric world**



# Expanding Access for All

If we want to increase ridership, then we need to improve and create cycling infrastructure that's fun, safe, and easy to get to. The way we see it, we're able to be the most effective in achieving this when we support groups that are experts in this field, whether they're a large-scale national organization or a smaller, homegrown one. **Along with hundreds of volunteer hours, we've contributed \$10.7 million to the Q Community Fund** which fuels initiatives that increase ridership, advance bicycle infrastructure, and support safe and connected bicycle communities.

## FOCUSING OUR EFFORTS

We're working hard on these goals:

- Increase and develop bicycle ridership in disinvested communities by working with bicycle-focused nonprofits on a national scale
- Help build, support, and empower bicycle advocacy groups near our U.S. distribution centers
- Advocate for bike parks and bike playgrounds near our U.S. distribution centers





# Our National Advocacy Partners

Partnering with these organizations allows us to create impactful change for cyclists in the communities in which we operate. Many of our employees also have personal connections with these organizations and volunteer as advocates, trail builders, and more. Here's what our support looked like in 2022.

“QBP has been a trusted and engaged Coalition member since day one – they truly believe in our mission to get more people on bikes more often and make bicycling better for everyone. Their leaders roll up their sleeves and get involved in our boards and committees and help us co-create a brighter future for bikes.”

– Jenn Dice (she/her), President and CEO of PeopleForBikes



## PeopleForBikes

In addition to having Q employees serve on its board, Q supports [PeopleForBikes](#) with annual membership dues, which are based on a percentage of the annual U.S. bicycle market revenue, and go toward advocating for safer, accessible bike infrastructure across the U.S.



## The League of American Bicyclists

Q supports The League of American Bicyclists with a focus on increasing BIPOC representation in the League Cycling Instructor (LCI) and Coach communities. In 2022, our support allowed The League to certify 26 new BIPOC LCI's and 2 new BIPOC coaches.



## International Mountain Bicycling Association (IMBA)

We donated \$75k to support the [More Trails Close to Home Initiative](#), which works to bring more trails closer to home.



# Our Local Advocacy Partners

We believe that local organizations can play a huge role in making biking better where our employees work, live, and ride. That's why we partnered with these organizations in 2022.

## Bicycle Colorado

We donated \$10k toward the [RIDE initiative](#), which provides DEI-focused trainings and amplifies the stories of underrepresented riders.

## Bicycle Alliance of MN

We donated \$10k to help leverage funding for its [Adult Learn to Ride Program](#), which teaches adults how to ride a bike.

## Minneapolis Parks and Recreation Board

We donated a shipping container for storage, a full fleet of BMX bikes, and tools for programming at the [Perkins Hill Pump Track](#) — the first asphalt pump track in Minneapolis, MN, which opened in July 2022.

## Lancaster Bicycle Club

We support [this organization's](#) annual Covered Bridge Classic with proceeds of the ride being donated to various bike-related charities in Lancaster County, PA.



Photo provided by Lancaster Bicycle Club

# COMMUNITY

**Riding toward thriving communities**

# Rolling Up Our Sleeves

As a values-driven company, we choose to be engaged because we care deeply about the wellbeing of bike communities. It's why we earmark 6% of our after-tax profits to give to causes we care about and why our employees volunteer with organizations that improve people's lives. To date, employees have logged more than 16,800 volunteer hours, and we've dedicated more than 10 million dollars via our 6% back initiative.



## HOW WE GIVE

**DEDICATING 6%** of after-tax profits to help build healthy & sustainable bike communities

**SUPPORTING 10k** hours of paid employee volunteer time over the course of 10 years

**INVESTING & RAISING \$1M** by 2030 to support bicycle-focused projects in underserved communities

# Where Our 6% Goes

Since 1998 we have dedicated more than \$10.7 million to the **Q Community Fund**, which made up 6% of our after-tax profits.

## ADDITIONAL GIVING

We made financial and in-kind donations of at least \$1k to these organizations and groups in 2022:

- Midtown Greenway Coalition
- Adventure Cycling Association
- Little Bellas
- Project Success
- Loppet Foundation
- Trips for Kids
- Bicycle Alliance of Minnesota
- Kids on Bikes
- Pedal 4 Peace
- Stamina Racing Collective
- Special Olympics Pennsylvania
- SPCA of Northern Nevada
- National Youth Bike Council
- Our Streets Minneapolis
- Minneapolis Public Schools
- Climate Neutral
- Rise and Ride Newburgh
- Alamosa Bicycle Coalition
- Association of Outdoor Recreation and Education
- Minnesota Cycling Association
- Minnesota Mountain Bike Series
- Bicycle Industry Employers Association
- Lancaster Bicycle Club
- Minneapolis Parks and Recreation Board

## 2022 Where we funneled our giving

### National Interscholastic Cycling Association (NICA)

Guided by the values of fun, inclusivity, respect, and community, NICA builds strong character through mountain biking.

### International Mountain Bicycling Association (IMBA)

IMBA creates, enhances, and protects great places to ride mountain bikes.

### PeopleForBikes

PeopleForBikes builds more safe and convenient places to ride, transforming America through bicycling.

### Free Bikes 4 Kidz

Each year Free Bikes 4 Kidz gives away hundreds of refurbished bikes to empower kids to “go places.”

### Trips for Kids

This non-profit gives kids from all walks of life the opportunity to experience the joy of riding a bike and freedom to explore their world.

### League of American Bicyclists

This organization is on a mission to create a bicycle-friendly America for everyone.

# Bike Shops Know Best

Local bike shops know their communities best, which makes them uniquely equipped to create positive change. It's this belief that jumpstarted our Community Grant program. In 2022, with partner suppliers, Q leveraged \$125,000 to support 14 projects that create tangible, local change and contribute to the sustainability of the industry.

Here's what grant recipients accomplished:



## MONTLAKE BICYCLE SHOP SEATTLE, WA

Expanded its youth apprenticeship program that serves youth in Southern King and Northern Pierce counties where investment in bicycling has been historically low.



## VILLAGE BIKES SARASOTA, FL

Partnered with [Turning Points](#) to double its capacity and put 100 safe and reliable recycled bikes a month into daily service for transportation to work, school, shopping, and the joy of riding a bike.



## CG BIKES BELFAST, ME

Worked with the [Ecology Learning Center](#), a public charter high school, to develop and build out student bicycle resources.



## MOTION MAKERS BICYCLE SHOP SYLVA, NC

Expanded its technical and gear support for participants of [Remember the Removal](#), a bicycle ride commemorating the forced removal of the Cherokee people from their eastern homelands.



## PORTLAND GEAR HUB PORTLAND, ME

Increased equitable access to the outdoors through its Bikes for All Mainers program, which will include translating application materials into multiple languages and hiring former participants to lead the program.



## BIKE BAKERSFIELD BAKERSFIELD, CA

Helped kids in East Bakersfield get back on their bikes and learn from local mechanics (women and people of color) with fun, hands-on events, riding opportunities, and encouragement.



**FAIRMOUNT BICYCLES**  
PHILADELPHIA, PA

Grew its Community Fund, which provides discounts on select products and services to low-income individuals with an Electronic Benefit Transfer (EBT) card.



**AMAGANSETT BEACH AND BICYCLE**  
AMAGANSETT, NY

Supported [i-Tri](#) with bicycle training sessions enabling youth participants to learn skills and techniques to safely ride a bike.



**CAMPFIRE CYCLING**  
TUCSON, AZ

Implemented a Bikepacking Gear Library Program with the aim of offering educational, experiential, and community support to BIPOC, youth, folks within the LGBTQIA+ community, and women-identifying people.



**WISCONSIN BIKE FEDERATION**  
MILWAUKEE, WI

Continued the Repair Stand Education and Engagement program, which builds connections and supports programming in the community with a focus on Spanish-speaking populations.



**QUEEN CITY BICYCLE COLLECTIVE**  
MANCHESTER, NH

Partnered with local elementary schools to provide an earn-a-bike program and outfit participants with additional safety-oriented biking accessories.



**WALT'S BIKE SHOP**  
COLUMBIA, MO

Assisted Local Motion in developing a new Neighborhood Rides youth bike education program in Columbia, Missouri's [Vision Zero priority neighborhoods](#).



**BIG SHARK BICYCLE COMPANY**  
ST. LOUIS, MO

Funded an Adaptive Cycle Repurpose Program between [Cycle St. Louis](#) and Big Shark Bicycle Co. to help create cycling opportunities for individuals with disabilities.



**RESER BICYCLE OUTFITTERS**  
CINCINNATI, OH; NEWPORT, KY; COVINGTON, KY

Worked with [Tri-State Trails](#) to purchase affordable, high-quality rechargeable lights, locks, and other gear to distribute to underserved communities through a pop-up shop event series.

**1,667** PAID VOLUNTEER HOURS  
LOGGED IN 2022

since the program started in 2012:

**16,893** | **22,200**  
ON-THE-CLOCK | OFF-THE-CLOCK

**VOLUNTEER  
HOURS**

# Volunteer Allowance Program

One way we give back to the communities where we work is through people power. Our Volunteer Allowance Program supports employees with 24 hours of paid, on-the-clock volunteer time each year. Additionally, our employees can log off-the-clock volunteer time, for which we donate \$10 per hour to that organization (up to \$400 per employee per year). Since this program was formed in 2012, **employees have built miles of singletrack, fixed up hundreds of bikes, cooked meals for our communities, helped kids bike to school, and more.**



# Changing Gears Leave

In 2012 we launched our Changing Gears Leave to offer long-term employees an opportunity to **pursue their passion through promoting bicycling, engaging in community service, or contributing to environmental causes.** This benefit is available to any employee who's worked at Q for 10 consecutive years in a full-time position and covers full or partial pay for up to 4 weeks. In 2022 we had 9 Q employees use this leave to contribute their skills, time, and energy to causes they care about.

*“ I believe my leave impacted me all in all kinds of ways, from learning new things, rejuvenating my mind and body and in many ways finding a new community in people eager to get out and explore the state of Wisconsin on bike.”*

– Scott Haraldson (he/him), customer service supervisor at Q



*“ This experience helped me build a community with a new volunteer network and strengthened my investment in local environmental efforts. It was my first experience working with a team of naturalists, who helped me learn about plant identification and documentation techniques needed for scientific study.”*

– Amy Kippley (she/her), brands product manager at Q



# SUSTAINABILITY

**Riding toward a healthy planet**



# Reducing Our Footprint

Bikes are good for the environment, sure, but what about all of the resources it takes to design, build, ship, and sell them? **Minimizing our carbon footprint in manufacturing, distribution, day-to-day operations within our buildings, and for our customers is a top priority for us as a business.** Also, as a collective of individuals who value outdoor recreation, we want to do everything that we can to preserve the places where we live, work, and play. Here are the actions we're taking to put the planet first.

## OUR SUSTAINABILITY GOALS:

- Carbon neutrality for domestic U.S. operations by 2030
- 100% powered by on-site solar at all 4 U.S. facilities by 2030
- Carbon neutrality for all Q-owned products by 2040

since 2016, Q has  
**ELIMINATED**  
**9,500**  
 metric tons of  
**CO<sub>2</sub>**

**46%** of **ENERGY**  
 at Q's U.S. facilities is powered by  
**ON-SITE SOLAR**

**3,277,763** kWh produced since 2006

distribution centers using Packsize to  
**MINIMIZE PACKAGING: 3**



# Going Carbon Neutral

While we've always valued the environment and prioritized best business practices when it comes to sustainability, it wasn't until the Intergovernmental Panel on Climate Change in 2018 that we fully appreciated how important it was that we take quick and decisive action.

**Complete carbon neutrality is our ultimate goal,** however current limitations require that our short-term goals focus on U.S. operations, which are within our direct control. In the long-term, we'll continue to work with our business partners to expand carbon neutrality to all aspects of our business.



## Offsetting Our Emissions

After taking stock of our environmental efforts, we saw there was more we could do to offset our carbon emissions. While we recognize carbon offsetting isn't a perfect solution, we're committed to working with organizations that actively capture carbon from the atmosphere and protect resources that naturally reduce carbon, like forests. We know that, to be effective, carbon offset credits must demonstrate additionality, meaning the greenhouse gas reductions would not have occurred had we not purchased the credits.

We currently work with **NATIVE ENERGY** and **UPS** to **OFFSET** our **EMISSIONS**



# Hello Sunshine

**One big way we reduce our emissions is by investing in cleaner energy sources like solar.** To date, 46% of Q's overall energy usage at U.S. facilities is powered by solar panels located at our distribution centers, offices, and at U of Q Institute. In 2022, our solar arrays produced 1,396,308 kWh (kilowatts per hour) of solar power.

*“ We invest in solar panels because of our dedication to people and planet. In the long run it's going to contribute to our carbon neutral goals, save us money, and it's something our employees can be proud of.”*

– Seth Nesselhuf (he/him), director of corporate social responsibility at Q





SINCE IMPLEMENTING PACKSIZE:

30% LESS  
CARDBOARD

used for boxes

34%  
REDUCTION  
in void fill

goal:  
80%  
REDUCTION  
in void fill by  
2030

REDUCTION  
IN RECYCLABLE

AIR  
BUBBLES:  
40%

# Minimizing Waste

We're helping the planet (and saving your mail carrier's back!) by partnering with **Packsize — a right-sized packaging on-demand system**. Starting in August 2022, we implemented this technology at three of our U.S. distribution centers, which involved installing machines that select appropriately sized boxes for each order and make the packing process more efficient.

## Here are the immediate impacts:

- We're opting for custom corrugated boxes made from sustainable, easily recyclable materials.
- Using boxes that are the appropriate dimension for each unique order means we use less void fill (material that fills empty space).
- Right-sized boxes combined with less void fill keeps our shipping efficient. Our delivery trucks are packed full of products instead of air or excess packaging materials.





# Better Bike Packaging



As part of our goal of reducing the amount of packaging we use and making sure the materials we do use are environmentally conscious, **we decided to take a magnifying glass to how we package bikes for transit** – and it turns out that there is plenty of room for improvement. In June 2022 we started the process of saying goodbye to plastic and polystyrene foam and hello to more recyclable cardboard.

Surly piloted this new process with the Bridge Club and later applied it to the Karate Monkey and Krampus. We then moved on to other popular bikes within our family of brands like the All-City Cosmic Stallion, All-City Zig Zag, Salsa Horsethief, and Salsa Spearfish. Our goal is to apply this to all our bike models by 2025.

complete elimination of all  
**POLYSTYRENE  
FOAM**

**GRAMS**  
per bike

from to **158 → 0**

12-month  
**EXPECTED**

**1,922** kg  
**REDUCTION**

reduction in  
**PLASTIC**

from to **126 → 50**

**924** kg  
**REDUCTION**

increase in  
**RECYCLED  
CARDBOARD**

increasing to **158**

**1,922** kg  
**INCREASE**



# Leave the Car Keys at Home

When it comes to transportation, it pays to drive less — for Q employees at least! **With our Q Ride Incentive Program, all full- and part-time employees are eligible to earn money for using alternative modes of transportation** for work commutes, personal errands, special company events, and seasonal ride challenges.

Alternative transportation includes biking, ebiking, walking, carpooling, and mass transit. Eligible commutes include any travel to and from a place where an employee performs work as well as to and from sanctioned volunteer opportunities.

**“** Having support from a company to ride your bike or take public transit to work instead of driving a car is pretty cool. I’m very lucky to work somewhere that is passionate about the things that I care about.”

— Ian Price (he/him), service center technician at Q



	in 2022	since 2006
<b>MILES LOGGED</b>	<b>98,107</b>	<b>3,657,978</b>
<b>CO<sub>2</sub> SAVED</b>	<b>75,542</b> lbs	<b>2,816,643</b> lbs
<b>COMMUTER CREDITS PAID OUT</b>	more than <b>\$23k</b>	more than <b>\$674k</b>



# From Rider to Recycler

The explosive growth of ebikes has been great for leaving more cars in garages more often. One not-so-great aspect is a growing need to safely dispose of ebike batteries. That’s why, in November 2021, we partnered with PeopleForBikes and Call2Recycle — the nation’s largest, most reliable battery recycling program experts — **to give bike shops an easy way to recycle spent ebike batteries.** Participating shops are listed as drop-off sites on an [online database](#) and receive kits to safely ship retired ebike batteries to facilities where they will be returned to their proper recycling stream rather than a landfill.

## How it’s going



**98 BIKE SHOPS** enrolled & trained

**224** END OF LIFE KITS SENT

**1,296 BATTERIES RECYCLED**

**31** LITHIUM-ION BATTERY INCIDENT KITS SENT  
for damaged/defective ebike batteries that require additional safety precautions



# Keeping Winter Cold

In January 2023, our flagship cold weather riding brand 45NRTH announced a new partnership with [Protect Our Winters](#) (POW), a non-profit organization that helps passionate outdoor people protect the lifestyles they love from climate change. **Without winter, we will lose the beautifully cold rides we love and 45NRTH can no longer exist — and so, we believe it's our responsibility to take action.** This year 45NRTH is committing \$10k to POW in support of its unrivaled and urgent work to curb climate change.



# DIVERSITY, EQUITY, & INCLUSION

**Riding toward more butts on bikes**

# Diversifying Our Company, Industry, and Ridership

We believe that intentionally prioritizing diversity, equity, and inclusion (DEI) efforts make us stronger. **Embracing different ideas, perspectives, and experiences helps us get more butts on bikes** and fosters a workplace and industry where people feel valued and welcome. When DEI is valued, it leads to more inclusive products, more welcoming bike shops, and more belonging during group rides.



# Widening the Bike Path

Our [DEI Strategic Plan](#) was developed by our DEI Manager Elyse Rylander and includes insights on Q's work in this area along with plans for continued progress through 2024. Releasing this plan publicly increases transparency, accountability, and hopefully inspires companies that are looking for ideas to deepen their own DEI work.

“ We hold ourselves to a continually evolving high social-impact standard that addresses nuanced inequity, creates truly inclusive experiences and strives towards justice for all.”

– Elyse Rylander (she/her), DEI manager at Q



# We're Committed

Our vision is Every Butt on a Bike. The only way we can advance this vision is by working to eliminate injustice and inequality at Q, in our communities, and within the bike industry. In 2020, [we committed to achieving seven goals by 2030](#) to grow and support diversity in cycling.



## Check in with our **10** Commitment **YEAR**

**Invest, raise, and leverage \$1 million to support bicycle-focused projects in underserved communities.**

Together with participating Dealer's Choice partner suppliers, we contributed \$125k to [14 projects](#) in 2022, bringing our project total to 29.

**Create an additional 20 urban bike parks and/or trail systems.**

In 2022 we gave a shipping container for on-site storage and 15 BMX bikes to the Perkins Hill Pump Track in Minneapolis, MN.

**Train 1,000 BIPOC (Black, indigenous, people of color) individuals in foundational bicycle mechanic skills and 100 in intermediate bike mechanic skills.**

[Break the Cycle](#) graduated 100 students from the level 1 program and 24 students from level 2 program in 2022. It also hosted several community ride events. Since we made our commitment, 131 total students have graduated.

**Hire 100 interns through our Equity and Diversity Internship program.**

In 2022 we hired 8 interns in the areas of marketing, supply chain & logistics, software development, human resources, purchasing, credit, and engineering. Since 2020, we've hired 12 total interns.

**Provide 300 U of Q Institute scholarships to underrepresented individuals.**

In 2022 we awarded scholarships to 42 recipients. We hired a consultant and had our DEI manager train U of Q instructors in how to create culturally relevant learning environments for adults.

**Provide 100 League Instructor Scholarships to underrepresented individuals via the League of American Bicyclists.**

The League of American Bicyclists trained 31 BIPOC League Cycling Instructors who received a scholarship from Q in 2022. Last year there were 20 instructors, bringing our total to 51.

**Support Q employees with 10,000 hours of paid volunteer time.**

In 2022 employees volunteered 1,627 hours for local causes and organizations that they're passionate about bringing our 2-year total up to 2,607 hours.



# Breaking Down Barriers

In 2021, Q launched [Break the Cycle](#) — a grassroots program developed by employee Darrow Jones that creates pathways toward working in the bike industry and supports BIPOC community leaders. The program has two main offerings — P3 rides and Bicycle Tech Labs.

## In 2022

**100 RIDERS** participated in **P3** rides

**24 STUDENTS** COMPLETED **TRAINING** through Bicycle Tech Lab

## Bicycle Tech Lab

Bicycle Tech Lab offers bicycle maintenance education courses to BIPOC community members. The curriculum combines Q’s Break the Cycle and Barnett Bicycle Institute’s materials.

### Bicycle Tech Lab Classes:

- Flat Fix
- Bicycle Fit
- Brake Adjustment
- Derailleur Adjustment
- Wheel Alignment
- Bearing Adjustment

## Pizza, Pedals, & Professors (P3) Rides

P3 Rides are designed to remove barriers to cycling and foster community connections via bikes and pizza. Rides are led by local “bike professors,” who cover safety and routine bicycle maintenance topics intended to empower BIPOC community members.

### Each P3 Ride Includes:

- Road safety clinic
- Child care
- Community ride + basic bike maintenance class
- Food (pizza!)
- Free multi-tool

# Pass the Wrench

When bike shops better reflect the communities they serve, everyone wins. **Our Q Bike Mechanic Scholarship programs increase gender and racial diversity within the bike industry by expanding participants' skills so that they can advance their careers.** Scholarship recipients receive free tuition to attend either U of Q Institute or United Bicycle Institute, housing, plus a stipend. To date, Q along with partner brands and United Bicycle Institute have contributed nearly \$500k and awarded 182 scholarships.



**42**  
SCHOLARSHIPS  
AWARDED  
in 2022

each  
SCHOLARSHIP  
is **VALUED**  
at approximately  
**\$2,500**

“ My focus after acquiring these skills is using them to help my community. I'd like to start a mutual aid maintenance/repair clinic so I can repair and tune up bikes for the homeless and low-income populations.”

– Jon Camunes (he/him), 2022 Q Bike Mechanic Scholarship recipient

# Supporting Our Leaders

We believe that everyone benefits from DEI training — including our leaders. That's why we've invested in leader-specific sessions at Q. From June 2021 to December 2022, leadership completed more than 1,500 hours of training which was facilitated through in-house workshops and through The Winters Group — a Black woman-owned diversity, equity, inclusion, and justice consulting firm we hired. **Topics included understanding bias, navigating difficult conversations, cultural competence, allyship, microaggressions, bystander intervention, stereotyping, and more.**

Distribution Center Operations Manager Brett Gearou leading a Shift Start Meeting at Q-Central

## Change Starts Here

**Right now, our office employees largely reflect the bike industry, not the communities where we operate.** We're working to change that by taking the following actions:

- Strategically connecting each week with ten organizations that work with groups that are underrepresented in the bike industry
- Leveraging our B Corp status to attract new candidates
- Assessing job descriptions and interview questions through a DEI lens
- Posting jobs in more locations to reach a broader audience
- Increasing racial and gender diversity within our leadership positions
- Finding ways to increase the retention of BIPOC and women employees such as internal mentoring, career development plans, and leadership training

Due to the combined impact of these efforts, we expect that we'll surpass our goal of increasing racial and gender diversity in our applicant pool by 15% year-over-year.

# Creating Bonds

With our employees working remotely or at distribution centers scattered across the U.S., **it has become increasingly important that we facilitate virtual connections, and a sense of belonging.** That's why, in January 2022, we rolled out Employee Resource Groups (ERGs). These groups offer employees more opportunities to cultivate identity-specific community at work while also creating another channel to provide Q leadership with input to further evolve the company's goals and culture.



**“**Through the ERGs, I've seen that fear can be replaced by learning. When we view situations in new ways it opens us up to the beautiful diversity that surrounds us.”

– Tamara DeGarmo (she/her), principal technology product manager & ERG facilitator at Q

Digital Marketing Campaign Specialist  
Janessa Daniels attends an ERG meeting

## OUR EMPLOYEE RESOURCE GROUPS

# BIPOC ERG / QUEERS OF Q / WOMEN OF Q / Q ALLIES

OVER **50**  
INTERNS  
have joined us  
since 2016

in 2022 we  
**WELCOMED**  
**12**  
INTERNS

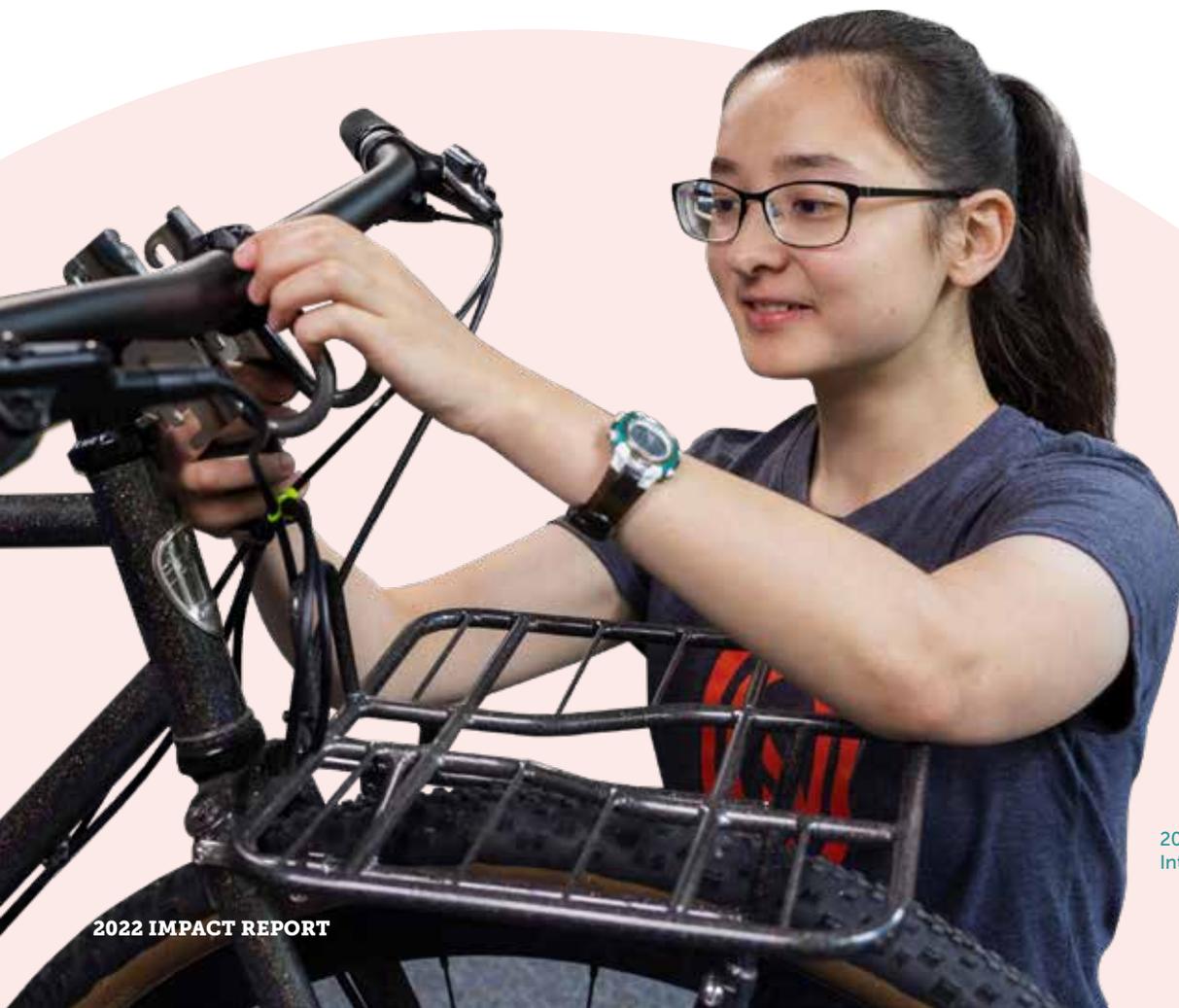
“ Working at Q has shown me just how important it is that the company I work for shares my same ideals and goals.”

– Max Reineke (they/them),  
2022 graphic design intern

# Building A Better Industry

Our Equity and Diversity Internship program moves the industry forward by providing paid internship positions for students from underrepresented communities and identities. In addition to creating career pathways, this program brings new ideas and perspectives to Q and creates an avenue for diverse candidates to enter the bicycle industry. **Each summer, interns gain real-world experience in the fields they’re pursuing, working both independently and contributing to group projects.** Since the start of this program in 2016, several interns have gone on to land full-time employment at Q.

[Meet our 2022 Summer Interns](#)



2022 Design Engineering  
Intern Gina Kim

# Looking Forward

We've come a long way but understand we're far from perfect, so we've got big plans for the next couple years! Here's what we're currently working toward.

## Rolling up our sleeves for our communities

We're aiming to have 50% of our employees volunteer at least once in 2023.

## Eliminating the use of "forever chemicals" (PFAS) from softgoods

We're getting rid of PFAS in softgoods within our family of brands by 2025. That means we'll use zero "forever chemicals," which is better for the health of people and the planet.

## Going further on minimizing packaging materials

We're working to decrease our use of corrugated cardboard by 30% and plastic poly bags by 40% in 2023 vs. 2022 levels.

## Kicking plastic to the curb with 45NRTH

By 2024, all 45NRTH clothing will be packaged without plastic poly bags, which is one more step toward keeping winter (and the earth) cool.



## Turning up the dial on solar

By 2025, 87% of our energy use for U.S. operations will come from on-site solar panels.

## Building on our diversity, equity, and inclusion (DEI) commitments

We're continuing to work towards the goals set forth in our [10-Year Commitment to Inclusion](#) and [DEI Strategic Plan](#).

# Thank You

We're grateful for this opportunity to share our progress, and to our partners and customers for holding us accountable. The ride ahead will bring a variety of new challenges and successes, but we're excited to tackle them with you.

If you have any questions or feedback, please contact us at [community@qbp.com](mailto:community@qbp.com).  
For media inquiries, contact us at [media@qbp.com](mailto:media@qbp.com).

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