

criticalmassnairobi.org



CRITICAL MASS NAIROBI

2024
ANNUAL IMPACT REPORT

DECEMBER 2024

TABLE OF CONTENTS

01

Introduction

02

Meet The Team

03

Introduction

04

Our Mantra

05

Vision, Mision and Guiding Principles

06

Monthly Community Rides

07

Nairobi Bike Trains

08

Toto Mass-Kid's Cycling Program

09

Kenya Cycling Women

10

Kenya Cycling Soko

11

Need For Speed

12

Ride Kenya

13

Community Social Responsibility

14

Conferences and Media Features

15

Memorable Events



FOREWARD



REFLECTIONS FROM THE DIRECTORS

It is with immense pride and gratitude that we present the Annual Impact Report 2024, a reflection of a remarkable year filled with growth and transformative milestones.

This year, we embarked on a significant transition—from being a grassroots movement to becoming a formal organisation. While this shift came with its share of challenges and a truckload of learning lessons, it also marked the beginning of a new chapter for Critical Mass Nairobi. We embraced the opportunity to professionalize our operations, expand our impact, and deepen our commitment to promoting cycling as a sustainable, inclusive, and transformative mode of transport.

2024 was a year of incredible achievements. We celebrated our 10th anniversary, a testament to a decade of advocacy, resilience, and creativity. Our programs—such as the Monthly Community Rides, Toto Mass Rides, Kenya Cycling Women, and Nairobi Bike Trains—not only strengthened community connections but also demonstrated the power of cycling to address Nairobi's most pressing urban challenges.

We want to extend our deepest gratitude to our entire team at Critical Mass Nairobi. To the members of the Driving Force, your relentless support and tireless dedication have been instrumental in steering this movement. To our marshals, thank you for your selfless sacrifices and unwavering commitment to ensuring our rides are safe and seamless.

As we look forward to 2025, our vision remains the same: To Transform Nairobi into a Cycling City.



Cyprine Odada Mitchell
Executive Director
cyprine@criticalmassnairobi.org



Evans Otieno
Chief Operations Officer
evans@criticalmassnairobi.org



MEET THE TEAM





INTRODUCTION

Critical Mass Nairobi is a grassroots movement dedicated to advocating for cycling as a sustainable, inclusive, and safe mode of transport. Since its inception in 2014, the movement has grown into a vibrant and resilient community that connects cyclists of all backgrounds while championing the need for safer streets and better urban mobility solutions. Through its innovative and creative approaches, Critical Mass Nairobi has turned challenges into opportunities, proving that cycling can be a transformative force in addressing urban issues such as congestion, road safety, and environmental degradation.

In 2024, Critical Mass Nairobi proudly celebrated its 10th anniversary, marking a decade of transformative advocacy, creativity, and community-driven initiatives. The movement has become a respected and influential voice in Africa’s urban mobility landscape, consistently organizing the continent’s largest non-competitive cycling gatherings and spearheading programs such as the Nairobi Bike Train, Kenya Cycling Women, and Toto Mass. These initiatives have not only popularized cycling as a cultural phenomenon but have also demonstrated its potential to create sustainable, inclusive cities.

This report highlights the successes, challenges, and lessons learned in 2024, showcasing the resilience and creativity that have defined Critical Mass Nairobi’s journey. It offers insights into the programs, advocacy efforts, and community impact that shaped this pivotal year. As we lay the groundwork for 2025, we call on stakeholders, policymakers, and the broader cycling community to collaborate in building a safer, greener, and more inclusive Nairobi for all.

OUR CURRENT PROGRAMS



MONTHLY COMMUNITY RIDES



NAIROBI BIKE TRAINS



KENYA CYCLING NETWORK SOKO



KENYA CYCLING WOMEN



TOTO MASS-KIDS CYCLING



COMMUNITY SOCIAL RESPONSIBILITY



NEED FOR SPEED



RIDE KENYA



OUR MANTRA



— Critical Mass Nairobi: Beyond Bikes

We are not just addressing mobility, we are also building a community.

Our Mantra, “Tujuane, Tujengane, Tuinuane,” which translates to “Let’s get to know each other, Let’s build each other up, and Let’s uplift each other.”



Staying true to this vision, our rides have become much more than opportunities to commute or enjoy leisure. They are transformative experiences where strangers meet, form friendships, and build a thriving community. Whether it’s a long-distance commute or a short neighborhood ride, these connections extend beyond the road, leaving a lasting impact on people’s lives.

Cycling with Critical Mass Nairobi has offered participants a sanctuary for mental and emotional well-being. The physical activity helps reduce stress, boosts endorphins, and enhances overall fitness. Beyond this, the camaraderie developed during rides has created a supportive social network, alleviating feelings of isolation and loneliness. Many participants have shared how cycling has helped them overcome life’s challenges, rediscover their sense of purpose, and form enduring friendships.

Our rides are inclusive spaces where everyone—regardless of age, background, or skill level—feels welcomed. For some, it’s about rekindling the simple joy of riding a bike. For others, it’s about finding a supportive community that uplifts and inspires them. Together, we promote cycling not just as a mode of transport, but as a powerful tool to enrich lives, build resilience, and foster a sense of belonging.

Through these shared journeys, we celebrate mobility and the transformative power of human connection. Critical Mass Nairobi continues to champion a healthier, more connected, and compassionate community where cycling is a bridge to greater well-being and a brighter future.

In the beginning, we said with hope, “Slowly but surely, we shall transform Nairobi into a cycling city.” Today, in 2024, we can proudly affirm, “Slowly but surely, we ARE transforming Nairobi into a cycling city.”



OUR MISSION, VISION AND GUIDING PRINCIPLES

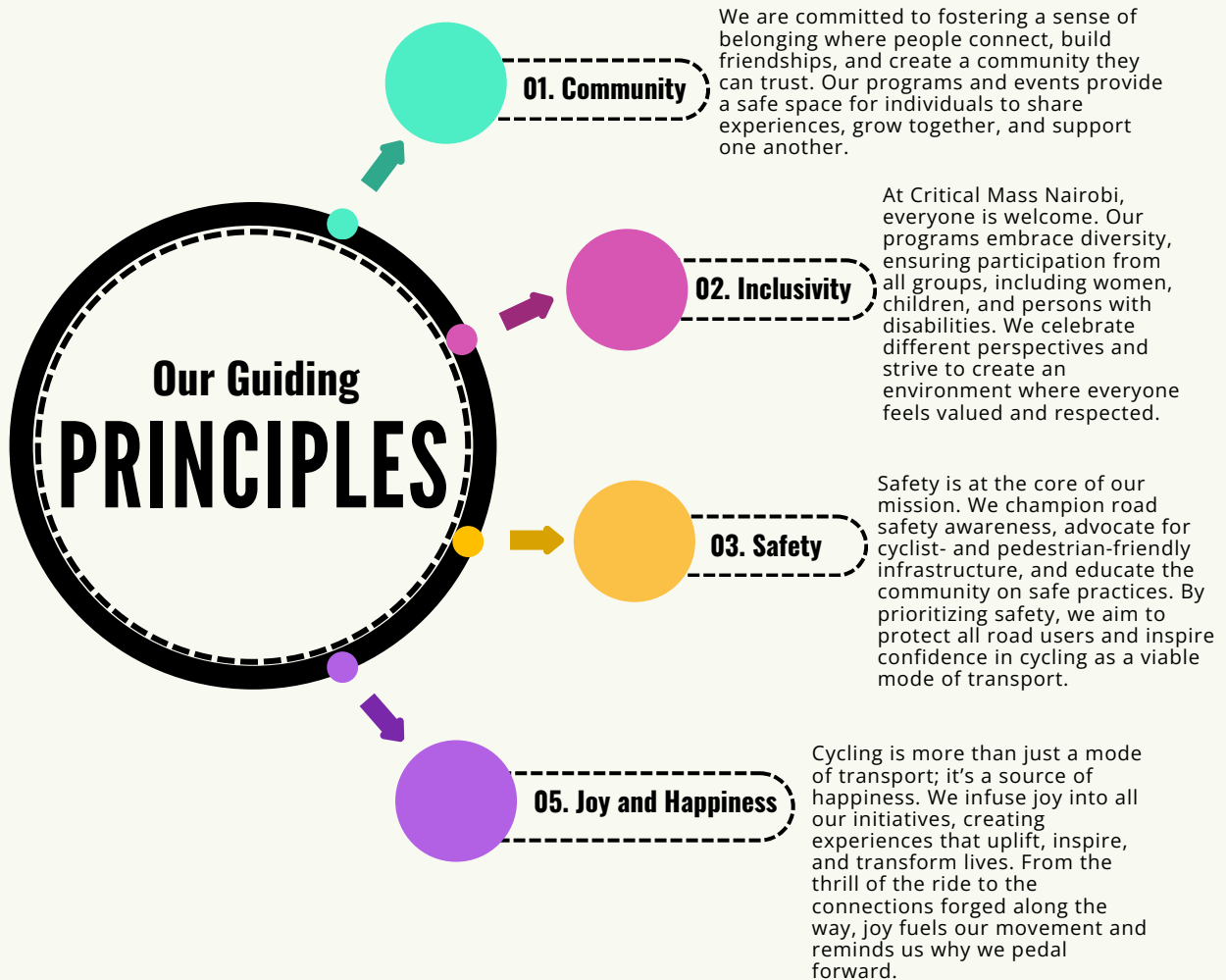
Our Vision

To create a Nairobi where cycling is not just a sport or hobby but an integral part of urban life—embraced across all communities, genders, and generations. We envision a city where safe, inclusive, and sustainable mobility options are available to everyone, and cycling is celebrated as a transformative force for environmental, social, and economic well-being.

Our Mission

To transform Nairobi into a cycling city by:

1. Promoting cycling as a key mode of urban transport.
2. Advocating for safer streets and inclusive infrastructure that supports all cyclists.
3. Building a culture where cycling is embraced for its environmental, social, and economic benefits.





WHY THIS REPORT?

The Annual Impact Report 2024 represents a pivotal moment for Critical Mass Nairobi, marking a decade of transformative advocacy, creativity, and resilience. This report serves as an opportunity to share the extensive work we have been doing, much of which has previously gone undocumented. By showcasing our efforts, we aim to:

- Demonstrate the viability of our organization.
- Inspire confidence in our mission.
- Attract new partners and funding to sustain and expand our impact.

In addition to highlighting our initiatives, this report seeks to spotlight the mobility transformations happening in Nairobi that often go unrecognized. These advancements underscore the city's positive strides toward reducing carbon emissions, improving urban mobility, and creating a more inclusive and sustainable transport system.

The report reflects on a milestone year, documenting the successes, challenges, and lessons learned while offering insights into key programs such as:

- Monthly Community Rides
- Toto Mass Rides
- Kenya Cycling Women
- Nairobi Bike Trains
- Kenya Cycling Soko
- Ride Kenya
- Need for Speed: Chapa Ka Distance
- Community Social Responsibility Initiatives

It also highlights Critical Mass Nairobi's growing global presence, evidenced by participation in international conferences, partnerships, and the Regional Critical Mass Gathering, which united cycling advocates from across Africa.

KEY PROGRAMS



1. MONTHLY COMMUNITY RIDES

Overview The Monthly Community Rides are the cornerstone of Critical Mass Nairobi's mission to create a visible, inclusive, and vibrant cycling culture in Nairobi. The rides which we began organising as far back as 2014, are held on the last weekend of every month, bringing together cyclists of all ages, backgrounds, and skill levels to promote cycling as a viable and sustainable mode of urban mobility.

What sets these rides apart is their dual purpose: they are not merely cycling events but platforms for advocacy, community-building, and education. By navigating diverse routes across Nairobi, participants celebrate the joy of cycling while advocating for safer streets, inclusive urban design, and environmentally sustainable transport options.

Highlights

1. 10-Year Anniversary Celebration

- Celebrated a decade of achievements, unity, and advocacy. The 10th-anniversary ride attracted nearly 800 participants, making it the largest community cycling event in the region.

2. Participation Growth

- Successfully organised monthly community rides throughout the year.
- Each ride attracted 300-500 cyclists, with a notable increase in first-time riders, women, and children joining the events.

3. Route Expansion

- Routes were carefully designed to showcase Nairobi's diversity and inclusivity, covering neighbourhoods such as Karen, Eastlands, and Thika Road.
- This expansion increased visibility and engagement, sparking enthusiasm for cycling in new communities.

4. Promoting Safe Cycling Practices

- Educated participants on cycling etiquette and road safety during pre-ride briefings.
- Collaborated with local traffic authorities to ensure smoother rides, raising awareness about cyclists' rights on Nairobi's roads.

5. Increased Visibility and Advocacy

- Amplified calls for dedicated cycling infrastructure through extensive documentation, social media engagement, and advocacy.
- Heightened awareness among policymakers and the public about the growing need for safer streets and inclusive urban mobility policies.

6. Community-Building

- Fostered camaraderie among cyclists, creating a strong network of advocates and collaborators who shared tips, stories, and experiences during and after rides.

7. Regional Critical Mass Gathering

- Organised a regional meeting of Critical Mass movements across Africa, fostering collaboration, knowledge-sharing, and support among cycling advocates on the continent..



Challenges

1. Limited Funding

- The lack of consistent funding restricted the program's ability to scale operations, organize larger events, and sustain resources for advocacy. This financial shortfall limited the potential impact of various initiatives.

2. Volunteer Reliance

- With over 90% of the work being volunteer-based, the movement faced challenges in maintaining long-term sustainability. Volunteer burnout and operational strain hindered the ability to scale and manage growing demands.

3. Staffing Limitations

- The absence of funding for full-time staff resulted in logistical constraints that hampered the sustainability and expansion of Critical Mass Nairobi's efforts.

4. Skills Gaps Among Beginners

- Many beginners lacked foundational skills such as road safety awareness, bike handling, and manoeuvring techniques, creating safety concerns and limiting their confidence during rides.

5. Lack or Poor Cycling Infrastructure

- Inadequate cycling infrastructure, such as bike lanes, secure parking, and safe road conditions, posed significant barriers to participation and overall program success. Cyclists often faced safety risks due to motorized traffic and poorly maintained roads.

Strengths

1. Resilience and Dedication

- Despite financial and logistical constraints, Critical Mass Nairobi's volunteers and leadership remained committed to the cause.

2. Community Trust and Support

- Earned the trust of the cycling community, fostering strong participation and a sense of ownership among riders.

3. Creativity and Innovation

- Demonstrated creativity in route design, partnerships, and advocacy through themed rides and engaging storytelling.

4. Impactful Volunteer Network

- A passionate network of volunteers ensured continuity, inspiring new riders and sustaining the movement's momentum.

5. Proven Impact

- Success in organising large-scale events like the Monthly Community Rides and the 10-Year Anniversary Celebration reinforced the movement's relevance and influence.



Looking Ahead

1. Addressing Funding Challenges

- Launch targeted fundraising campaigns to generate resources for advocacy and operations.
- Develop partnerships with corporate sponsors, foundations, and international organizations that align with sustainability, mobility, and urban development goals

2. Hiring Full-Time Staff

- Secure funding to establish key full-time positions, including program managers, communication specialists, and logistics coordinators.

3. Enhancing Volunteer Support

- Organize workshops and training sessions to equip volunteers with skills in advocacy, safety management, and event coordination.
- Implement a volunteer appreciation and rewards program to recognize their contributions and boost morale.
- Establish a mentorship system pairing experienced volunteers with newcomers to foster skill-sharing and leadership development.

4. Improving Traffic and Safety Coordination

- Strengthen partnerships with local traffic authorities to ensure consistent support and safer routes during rides.
- Equip marshals with advanced training and essential tools such as communication devices, reflective gear, and first aid kits.
- Advocate for policies that prioritize cyclist and pedestrian safety.

5. Addressing Skills Gaps Among Beginners

- Develop structured training programs to teach beginners essential cycling skills, including road safety, bike handling, and maneuvering techniques.
- Partner with local schools, community centers, and cycling instructors to create accessible training sessions tailored to new riders.
- Organize beginner-friendly rides with additional support from experienced cyclists.

6. Scaling and Community Engagement

- Develop community-specific engagement programs to better understand and address local mobility challenges.
- Launch public forums and surveys to strengthen ties with residents and gather input for future initiatives.

7. Monetization Opportunities

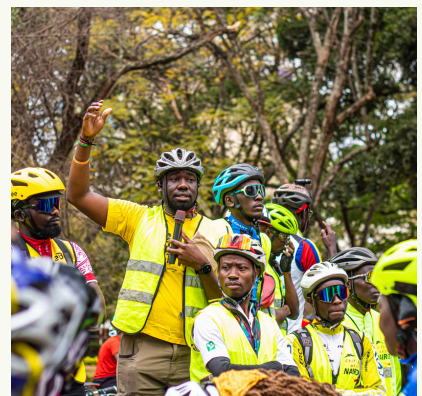
- Develop Critical Mass merchandise, including branded cycling gear, accessories, and apparel, to generate revenue and promote the movement.
- Launch income-generating programs
- Explore partnerships with local businesses and organizations to sponsor events and programs in exchange for branding opportunities

• Expanding Advocacy Efforts

- Organize campaigns focusing on infrastructure development, emphasizing the need for protected bike lanes, secure parking, and improved road conditions.
- Collaborate with policymakers, engineers and urban planners to integrate cycling-friendly policies into city development plans.
- Leverage media and storytelling to amplify the voices of cyclists and highlight the transformative impact of cycling on Nairobi's urban landscape.



COMMUNITY RIDE PHOTOS





2. NAIROBI BIKE TRAINS

Overview The Nairobi Bike Trains, a pioneering initiative by Critical Mass Nairobi, has emerged as one of the standout achievements of 2024. Launched in December 2019, the program has become a cornerstone of Nairobi's cycling culture, fostering safety, visibility, and camaraderie among cyclists commuting together.

The Bike Trains operate like normal trains, with scheduled rides and designated pick-up points in various neighborhoods. These routes were chosen for their accessibility, safety, and convenience. Led by experienced cyclists, each train follows a pre-determined schedule during peak commuting hours, allowing participants to plan their journeys and build confidence in daily cycling. With a network of WhatsApp groups connecting cyclists from each corridor, the bike trains foster a supportive cycling community and facilitate easy communication.

Highlights

1. Membership Growth

- Over 1,487 active members joined the bike trains across 10 commuter corridor WhatsApp groups.

2. Leadership Development

- Trained 10+ captains and assistant captains to coordinate rides, ensure safety, and mentor beginner cyclists.

3. Organized Rides

- Conducted more than 10 individually organized rides, fostering participation and promoting the use of bike trains.
- The number of commuter cyclists riding together in groups increased significantly.

4. A New Way to Commute

- The Bike Trains have redefined cycling in Nairobi, providing a safe, organized, and collective way to navigate the city.
- Cyclists of all skill levels enjoy the security and camaraderie of riding together, making cycling a more viable and enjoyable mode of transport.

5. Community Building

- Beyond commuting, the Bike Trains have become a platform for building relationships and fostering cohesion.
- Cyclists connect, share ideas, and plan other group rides, expanding the inclusivity of Nairobi's cycling community.

6. Improved Respect and Road Safety

- On routes such as Jogoo Road and Thika Road, the growing presence of cyclists riding in groups has led to increased respect from motorists.
- Cyclists have also improved their road safety practices, contributing to safer shared road use.

7. Integration into Critical Mass Nairobi

- The Bike Trains have become a permanent fixture of Critical Mass Nairobi, enhancing the movement's structure and purpose.
- Their presence during Critical Mass Community Rides highlights their importance and shared values.



Challenges

1. Lack of Active Leadership

- Some bike trains struggled due to the absence of active captains or support marshals, which hindered the consistency of ride organization.
- An overreliance on Critical Mass Nairobi's central leadership reduced local initiative, creating gaps in maintaining momentum within neighborhoods.

2. Uneven Participation

- Certain neighborhoods experienced low turnout of female cyclists, underscoring the need for targeted outreach and inclusive programming.
- Difficult terrain in some areas discouraged participation, particularly among beginners or those with less robust bikes.

3. Infrastructure Challenges

- Poor road conditions, including potholes and lack of maintenance, discouraged consistent participation.
- The absence of safe parking, designated bike stops, and protected cycling lanes created barriers to accessibility and safety.
- The lack of safe bike stops along some corridors, especially in areas frequented by women and children, further limited participation and inclusivity.

4. Scheduling Adjustments

- Timings for some bike trains required adjustment, especially in neighborhoods using the trains to attend Critical Mass Community Rides.

Strengths

1. Community Leadership

- Passionate leaders from the cycling community stepped up as captains and assistant captains, fostering camaraderie and ensuring organized, safe rides.
- The use of WhatsApp groups across nearly all Nairobi neighborhoods served as a vital tool for coordination, communication, and fostering a sense of belonging within the community.

2. Increased Visibility

- The growing presence of cyclists on prominent routes such as Jogoo Road, Mombasa Road and Thika Road elevated awareness of cyclists among motorists, fostering mutual respect and acknowledgment.

3. Safer Riding Practises

- Cyclists participating in bike trains improved their road safety behavior, adopting consistent and predictable riding patterns that contributed to safer interactions on shared roads..

4. Camaraderie and Community

- The WhatsApp groups supporting bike trains became hubs for sharing experiences, building friendships, and addressing common challenges, reinforcing the community's trust and unity.



Looking Ahead

1. Strengthening Leadership

- Invest in training programs for bike train captains and assistant captains to enhance their leadership skills and improve ride coordination.
- Introduce rotational leadership models to ensure continuity and prevent burnout among active leaders.

2. Enhancing Participation

- Launch targeted outreach campaigns to engage underrepresented groups, including women and beginners, and address the barriers they face.
- Develop tailored programs, such as beginner-friendly bike trains with easier routes and additional support, to increase inclusivity.
- Explore the use of the bike train model to pilot bike buses for school children, offering a safe and organized alternative to traditional school transport.

3. Infrastructure Advocacy

- Partner with local authorities to advocate for better road conditions, protected bike lanes, and secure parking to support regular bike train operations.
- Highlight success stories from bike trains to strengthen the case for improved cycling infrastructure.
- Advocate for policies that ensure the development of safe bike stops and parking facilities along key cycling corridors.

4. Leveraging Technology

- Expand the role of WhatsApp groups by integrating route maps, safety tips, and real-time updates for participants.
- Explore digital platforms or apps to streamline scheduling and improve accessibility for users beyond WhatsApp.

5. Incorporating Bike Trains into City Transport Models

- Collaborate with city authorities and the Ministry of Transport to explore ways to integrate bike trains into Nairobi's formal transport framework.
- Advocate for supportive policies that guarantee safe pickup points and secure parking along all cycling corridors.

6. Aligning with Cycling Network Development

- Partner with urban planners to embed bike trains into the city's cycling network development plans, ensuring their inclusion in infrastructure projects.
- Conduct studies using bike trains to build a data-driven case for cycling as a core component of Nairobi's urban mobility strategy.

7. Adjusting Scheduling

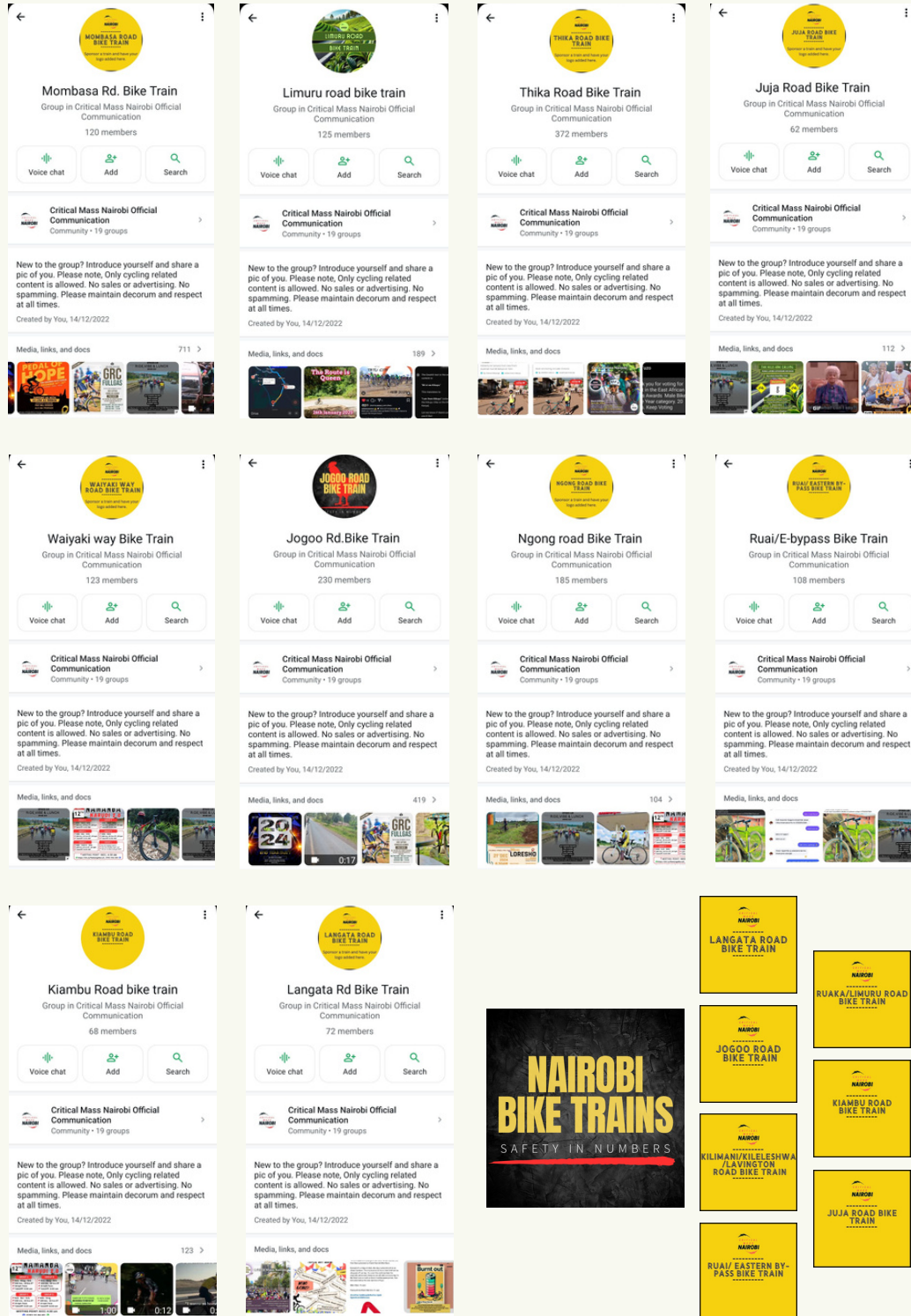
- Collaborate with local communities to identify optimal timing for bike trains that accommodate the majority's needs.
- Align bike train schedules with broader Critical Mass Nairobi activities to maximize participation and visibility.

8. Deepening Community Engagement

- Build targeted programs to engage female cyclists, school children and individuals from underrepresented neighborhoods, ensuring equitable participation.
- Use WhatsApp groups and in-person events to foster stronger bonds among participants, encourage peer mentorship, and address collective challenges.
- Organize neighborhood forums to gather feedback, share success stories, and refine the bike train model.



NAIROBI BIKE TRAINS PHOTOS





3. TOTO MASS: KIDS CYCLING PROGRAM

Overview Critical Mass Nairobi's flagship kids' cycling program, has rapidly grown into a cornerstone initiative, inspiring children and families to embrace cycling in a safe and engaging environment. With consistent growth and enthusiasm, Toto Mass continues to nurture essential skills, build confidence, and foster a love for outdoor activity among Nairobi's youngest cyclists. In 2024, the program reached significant milestones while navigating challenges that require strategic focus for future growth.

Highlights

1. Growing Membership

- The Toto Mass WhatsApp group grew to 156 members in 2024, establishing a vibrant platform where families connected, shared updates, and coordinated participation. This growth reflected the program's increasing popularity and its role as a trusted community hub.

2. Consistent Growth in Ride Numbers

- Toto Mass organized four rides in 2024, each attracting more participants than the previous one. This steady increase highlighted the program's growing appeal and positioned it to outpace the participation levels of the main Monthly Community Rides.

3. Strategic Partnerships and Support

- Partnered with Kenya Urban Roads Authority (KURA) to secure a centralised and safe location for Toto Mass rides, ensuring accessibility and safety for participants.
- Received outstanding support from Nairobi Area Traffic Police.

4. Positive Public Reception

- The joy of Toto Mass extended beyond participants:
 - Motorists and onlookers frequently clapped, cheered, and slowed down to encourage the children, creating a supportive and uplifting atmosphere.
 - Many bystanders expressed interest in joining the program.

5. Independence and Sense of Adventure

- Toto Mass provided children with a secure, engaging space to develop foundational cycling skills such as balancing, pedaling, and maneuvering. These skills not only built confidence and independence but also cultivated a lifelong sense of adventure and appreciation for cycling as a mode of transport and recreation.

6. Growth and Popularity

- The program's success fueled demand for expanded training opportunities. This momentum led to plans for structured, skill-building sessions tailored to children's needs, including beginner-friendly rides and personalized instruction.

7. Strengthened Family and Community Bonds

- Toto Mass served as a unifying force, bringing families together through shared cycling experiences. Parents were inspired to join cycling initiatives, creating a ripple effect that strengthened family connections and encouraged community-building through outdoor activities.

8. Nurturing Future Mobility Advocates

- Toto Mass went beyond cycling lessons, instilling a deeper understanding of the environmental, social, and health benefits of cycling. By empowering children to see cycling as both a practical skill and a sustainable lifestyle choice, the program nurtured the next generation of advocates for inclusive urban mobility.



Challenges

1. Low Engagement in the WhatsApp Group

- While rides saw strong turnout, low engagement within the WhatsApp group hindered effective planning and communication with parents and caregivers. This gap limited the ability to mobilize support and share updates consistently.

2. Lack of Structured Support

- The absence of an appointed team of parents or caregivers placed an overreliance on the volunteer-run Critical Mass leadership team. This created logistical challenges, making it difficult to sustain and expand the program.

3. Skill Gaps Among Children

- Many new participants lacked basic cycling skills, such as balancing, pedaling, and maneuvering, leading to slower progression during rides.
- Some children, unaccustomed to outdoor environments, were easily distracted, resulting in minor falls or incidents, which increased safety concerns.

4. High Demand for Rides

- The program's popularity outpaced available resources, creating a high demand for more frequent rides. This demand placed additional strain on volunteer marshals and the leadership team.

5. Funding and Infrastructure Challenges

- Limited funding restricted the program's ability to expand offerings, such as providing bikes or organizing training sessions.
- Poor road conditions and the lack of child-friendly cycling infrastructure remained significant barriers.

Strengths

1. A Safe and Inclusive Environment

- Toto Mass provided a secure and welcoming space for children to learn and enjoy cycling. This emphasis on safety reassured parents and encouraged participation.

2. Community and Family Bonding

- The program strengthened family ties by encouraging parents to cycle alongside their children, fostering a supportive and engaged community that shared experiences and built lasting connections.

3. Inspiring Role Models

- Volunteer marshals and experienced riders served as mentors, offering guidance and support to young cyclists. Their presence inspired discipline, confidence, and a love for cycling among participants.

4. Visible Public Impact

- The program strengthened family ties by encouraging parents to cycle alongside their children, fostering a supportive and engaged community that shared experiences and built lasting connections.

5. Advocacy Potential

- Toto Mass cultivated a generation of young cyclists who understood the importance of sustainable mobility. These young participants were likely to become future advocates for cycling-friendly policies and infrastructure.



Looking Ahead

1. Strengthen Parental and School Involvement

- Actively engage parents and schools to provide logistical and organizational support for rides and training sessions.
- Form a parent-led committee to oversee activities, streamline communication, and ensure continuity within the WhatsApp group.
- Partner with schools to integrate cycling programs into extracurricular activities, broadening the reach of Toto Mass.

2. Introduce Pre-Ride Training Programs

- Offer pre-ride training sessions focused on foundational skills, including balancing, pedaling, and maneuvering.
- Develop outdoor adaptation exercises to help children gain confidence, focus, and awareness in dynamic environments.
- Create beginner-friendly groups to ensure a safe and supportive learning atmosphere for new participants.

3. Secure Funding for Growth

- Partner with corporate sponsors, foundations, and local businesses to secure sustainable funding for bicycles, training programs, and operational costs.
- Launch community fundraising initiatives, such as merchandise sales or charity events, to generate additional revenue.

4. Enhance Marshal Support and Ride Coordination

- Recruit and train more marshals to ensure rides are well-coordinated and safe, especially for younger and less experienced participants.
- Equip marshals with necessary tools, such as first aid kits and communication devices, to enhance safety and preparedness.

5. Advocate for Child-Friendly Infrastructure

- Work with policymakers, urban planners, and organizations to develop child-centric cycling paths, safe parking areas, and improved roads tailored to the needs of young riders.
- Collaborate with academia and research institutions to build evidence for the benefits of child-friendly cycling infrastructure.

6. Explore New Engagement Models

- Pilot initiatives such as bike buses for schools, using the Toto Mass framework to create safe and organized commuting options for children.
- Expand the WhatsApp group engagement by sharing more dynamic content, including photos, success stories, and interactive polls, to foster a stronger sense of connection and participation.



3. TOTO MASS PHOTOS





4. KENYA CYCLING WOMEN: WOMENS CYCLING PROGRAM

Overview: Kenya Cycling Women, continues to break barriers, empowering women to embrace cycling while fostering a supportive and inclusive community. In 2024, the initiative achieved remarkable milestones, including expanded membership, impactful research, enhanced leadership, and a stronger focus on skill development. These achievements cemented Kenya Cycling Women's role as a beacon of progress for women cyclists in Nairobi and beyond.

The group has also seen the rise of a growing sisterhood, with women building meaningful connections through shared cycling experiences. Members are teaming up to commute together, emphasizing safety in numbers, particularly for those living in the same neighborhoods. Beyond cycling, this community has become a space where women celebrate each other's milestones, from personal achievements to professional growth, fostering a culture of empowerment and mutual support.

Highlights

1. Expanded Membership

- The initiative grew to 161 members in 2024, forming a vibrant and diverse community of female cyclists who actively participate in rides, events, and discussions.

2. Dynamic Community Engagement

- The Kenya Cycling Women WhatsApp group remained the initiative's heart, enabling ride planning, commuting coordination, and personal connections.
- The group has also become a hub for women to form commuting teams, prioritizing safety in numbers and building a sense of collective security and belonging.
- Members used the platform to celebrate each other's milestones, creating an uplifting and inspiring environment that extended beyond cycling.

3. Organised Impactful Themed Rides:

- Red Ride in the City: Highlighting women's growing presence in Nairobi's cycling culture; White Ride: Promoting unity and peace; Pink Ride: Raising awareness on women-centered issues and celebrating women's strength; Skirts on Bikes: Challenging stereotypes and promoting the freedom to cycle in any attire.

4. Research and Advocacy

- Conducted a survey of 64 female cyclists to identify challenges and policy gaps.
- Developed an Actionable Strategy Document with support from Women Mobilize Women, outlining interventions for gender-sensitive policies.

5. Inspiration and Growth

- Members of Kenya Cycling Women have become advocates and role models, inspiring other women to take up cycling and champion safer streets.

6. A Platform for Connection

- Women-only rides offered a safe and judgment-free environment, fostering empowerment and confidence especially in beginners.



Challenges

1. Leadership Gaps

- Despite appointing new leaders, cultivating a larger pool of confident female leaders remained a challenge. Many women lacked the training, mentorship, or self-assurance necessary to take on leadership roles effectively, resulting in over-reliance on a few active leaders.

2. Marshal Support for Women's Rides

- Women's rides often required additional marshal support to ensure smooth coordination and safety, especially for beginners. Limited availability of trained marshals sometimes affected ride execution and participant confidence.

3. Uneven Participation

- Some neighbourhoods saw lower turnout due to safety concerns, challenging terrain, and lack of supportive infrastructure.

4. Skill Gaps

- Many new participants lacked basic cycling skills, such as balancing, pedaling, and maneuvering, leading to slower progression during rides. The cyclists also had little understanding on road safety.

Strengths

1. A Supportive and Inclusive Network

- The initiative has created a safe space where women feel supported, empowered, and valued.

2. Strong Community Bonds

- Women openly shared experiences, challenges, and victories, forming deep connections that extended beyond cycling. The group's camaraderie fostered a culture of mutual encouragement and collective growth.

3. Visibility and Inspiration

- Themed rides increased visibility for women cyclists, breaking stereotypes and inspiring others to embrace cycling. These rides showcased the strength and resilience of women within Nairobi's cycling culture.

• Advocacy Potential

- Kenya Cycling Women's growing membership and visibility positioned it as a strong advocacy platform for promoting safer streets, gender-sensitive cycling policies, and better infrastructure for women cyclists.

• Visibility and Inspiration

- Themed rides increased visibility for women cyclists, breaking stereotypes and inspiring others to embrace cycling. These rides showcased the strength and resilience of women within Nairobi's cycling culture.

• Demand for Advanced Rides

- The high demand for more women-only rides, including endurance and long-distance rides, underscored the group's evolution and ambition. This enthusiasm highlighted a growing confidence and skill level among members.



Looking Ahead

1. Leadership Development

- Organize capacity-building workshops to train and mentor potential leaders. Topics could include advocacy, group management, and public speaking.
- Establish a mentorship program pairing experienced leaders with new members to cultivate confidence and leadership skills.

2. Enhancing Marshal Support

- Recruit and train more marshals including female marshals, to support women's rides, particularly in high-traffic or challenging areas.

3. Expanding Participation

- Launch targeted outreach campaigns to engage underrepresented neighborhoods, addressing safety concerns and infrastructure challenges.
- Develop partnerships to provide affordable bicycles and training for women in underserved areas, removing financial barriers to participation.

4. Skill-Building Programs

- Introduce structured pre-ride training sessions focusing on essential skills such as balancing, pedaling, and maneuvering.
- Offer road safety workshops tailored to urban cycling, empowering participants to navigate city streets with confidence.

5. Strengthening Community Engagement

- Organize more community-building activities, such as group outings, mentorship meetups, and workshops, to deepen bonds within the sisterhood.
- Use the WhatsApp group to share success stories, cycling tips, and milestones, encouraging active participation and engagement.

6. Resource Mobilization

- Collaborate with corporate sponsors and organizations to secure funding for rides, training sessions, and advocacy campaigns.
- Introduce branded merchandise to generate revenue while promoting the group's identity and mission.

7. Advocacy for Infrastructure

- Work with local authorities, urban planners, and stakeholders to advocate for safer cycling paths, parking facilities, and gender-sensitive urban policies.
- Use insights from participant experiences and survey data to build a strong case for improved infrastructure

8. Advanced Ride Programs

- Organize women-only endurance and long-distance rides to meet the growing demand for advanced cycling opportunities.
- Develop tailored training sessions for participants to build stamina, enhance skills, and prepare for long-distance challenges.



KENYA CYCLING WOMEN PHOTOS





5. KENYA CYCLING NETWORK SOKO

Overview: Launched in 2022, Kenya Cycling Soko is a vibrant digital marketplace hosted on WhatsApp, serving as a vital platform for the cycling community to buy, sell, and exchange cycling-related items.

From bicycles and gear to accessories and services, the marketplace has grown into a thriving hub, consistently operating at its 1025-member capacity with an ever-present waiting list of eager merchants and buyers. Despite its undeniable success, Kenya Cycling Soko faces challenges in scalability and long-term sustainability, prompting plans for strategic growth and platform expansion.

Highlights

1. Active Marketplace with High Demand

- The WhatsApp group consistently operates at its 1025-member cap, with a long waiting list of merchants and buyers eager to join.
- Facilitated the sale of a wide range of cycling-related items, supporting the cycling economy and connecting vendors with a ready market.

2. Management by Critical Mass Nairobi Leadership

- While no dedicated Soko Manager exists, the Critical Mass Nairobi leadership team oversees operations, ensuring adherence to rules, civility, and good sales practices.
- The team's moderation ensures quality listings, transparency, and respectful engagement among buyers and sellers.

3. Inclusivity and Rotation System

- To accommodate new users, the team periodically implements a rotation system, removing inactive or long-standing members to create space for others.
- While not ideal, this approach ensures opportunities for more vendors and buyers to participate actively.

4. Fostering Community Engagement

- The Soko has become an integral part of the cycling community, fostering connections among vendors and buyers while driving economic activity within the cycling ecosystem.

5. Open Communication

- Merchants and customers maintain active, open lines of communication, fostering trust and ensuring transactions run smoothly.
- The marketplace's transparency has set a standard for civility and reliability in online sales.

6. Honest Buyer Support

- Kenya Cycling Soko became a trusted platform where buyers could ask questions and receive honest answers about products and services.
- Any false or misleading information was promptly flagged by the community, ensuring buyers received value for their money and confidence in their purchases.

7. Prompt Conflict Resolution

- Instances of disagreements between merchants, or between merchants and buyers were promptly addressed through collaboration between the Critical Mass Nairobi leadership team and other merchants.
- This collective approach not only resolved conflicts but also reinforced the community's collective responsibility.



Challenges

1. Limited Capacity on WhatsApp

- The 1025-member limit on WhatsApp restricts the marketplace's reach, creating bottlenecks in user access and participation.
- The rotation system, while necessary, disrupts user continuity and is unsustainable as a long-term solution.

2. Lack of Dedicated Management

- Without a designated Soko Manager, the Critical Mass Nairobi leadership team must divide its attention between Soko operations and other initiatives, limiting growth potential and efficiency.

3. Income Generation

- Despite its popularity, Kenya Cycling Soko currently generates no revenue, missing an opportunity to fund Critical Mass Nairobi initiatives and enhance marketplace features.

4. Scalability and Expansion

- The platform's reliance on WhatsApp limits its scope to users within the group, excluding potential merchants and buyers from across Kenya..

5. Monitoring and Enforcement

- The group requires constant monitoring by the Critical Mass Nairobi leadership to ensure adherence to cycling-specific content rules.
- Non-cycling-related posts and rule violations must be promptly flagged and removed, which places an ongoing burden on the leadership team.

Strengths

1. High Engagement and Demand

- The marketplace's consistent operation at full capacity underscores its popularity and relevance within the cycling community.

2. Community-Driven Success

- The Soko operates with strong community values, promoting civility, transparency, and fair trade practices.

3. Economic Impact

- By facilitating cycling-related transactions, the Soko supports the livelihoods of vendors and provides buyers with access to affordable, quality items.

4. Trusted Platform

- The Soko's moderation and rule enforcement have built trust among users, ensuring a safe and reliable space for transactions.

5. Honest Buyer Support

- Buyers benefit from open communication and the community's collective effort to flag misinformation, ensuring that buyers receive accurate product information and value for money.

6. Fostering Community Bonds

- The platform's open communication fosters camaraderie among merchants and buyers, making it more than a marketplace—a thriving community hub for cycling enthusiasts.



Looking Ahead

1. Explore New Platforms

- Expand beyond WhatsApp to scalable platforms, such as a dedicated website or a social media marketplace, to accommodate more users.

2. Appoint a Dedicated Soko Manager

- Assign a Soko Manager to oversee daily operations, manage the rotation system, and implement strategies for growth and monetisation.
- The manager can also handle vendor onboarding, customer support, and enforcement of group rules.

3. Monetisation Strategies

- Introduce small listing fees or membership subscriptions for vendors to generate income that supports Critical Mass Nairobi's programs.
- Offer premium features, such as highlighted listings or priority access, for a nominal fee.

4. Expand Vendor and Buyer Base

- Actively market the Soko to attract merchants and buyers from across Kenya, fostering inclusivity and diversity in the marketplace.
- Partner with cycling-related businesses and organisations to enhance product offerings and participation.

5. Maintain Community Values

- As the platform grows, ensure that rules promoting civility, transparency, and good trade practices remain intact, preserving trust and engagement within the community.
- Promote the ethos of honest buyer support by maintaining open communication channels and encouraging the community to flag misinformation.

6. Expand Vendor and Buyer Base

- Actively market the Soko to attract merchants and buyers from across Kenya, fostering inclusivity and diversity in the marketplace.
- Partner with cycling-related businesses and organisations to enhance product offerings, attract niche vendors, and increase participation.

7. Enhance Conflict Resolution Framework

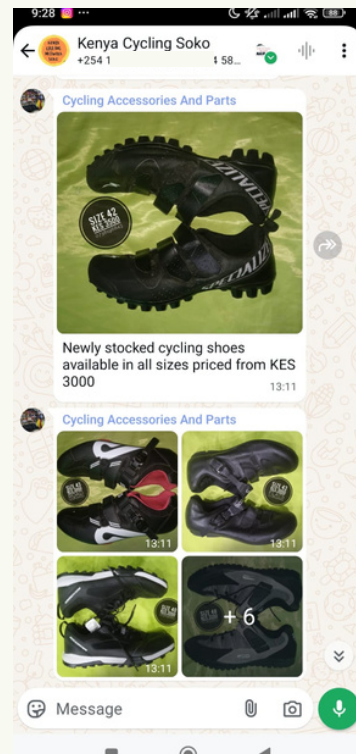
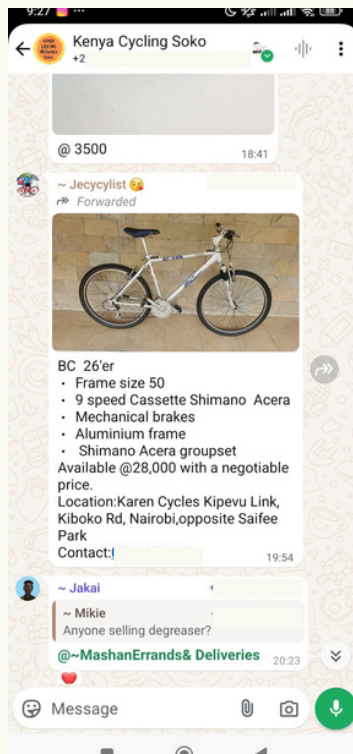
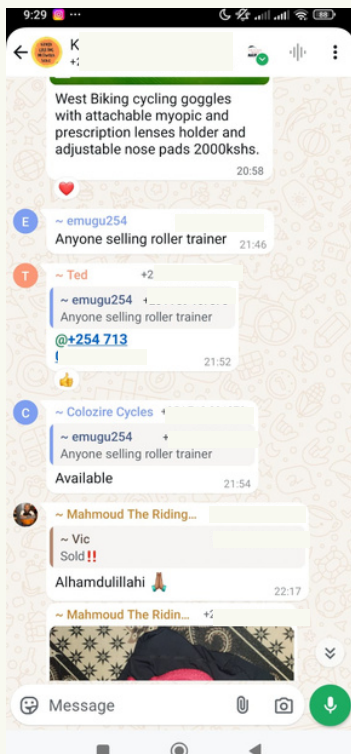
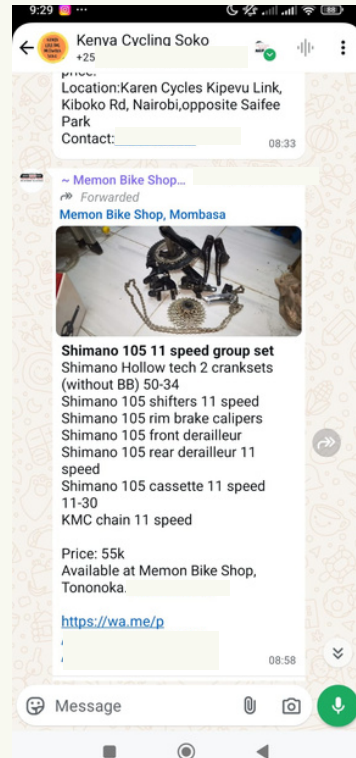
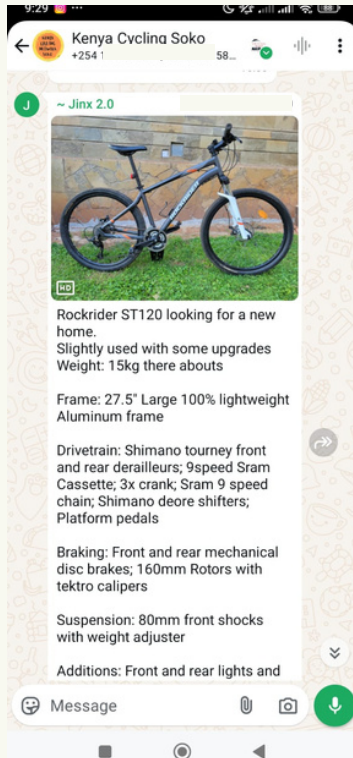
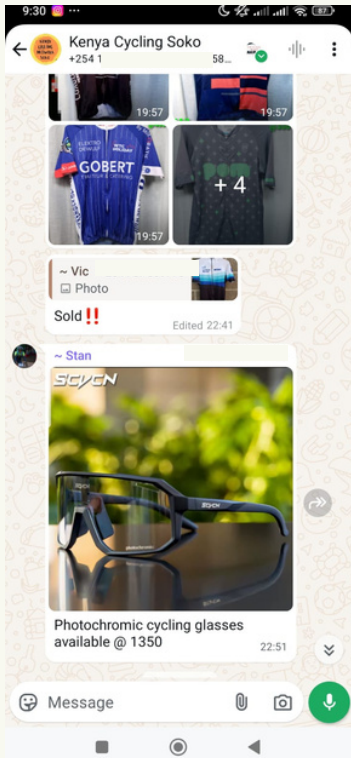
- Develop a streamlined conflict resolution process integrated into the new platform to address disputes quickly and transparently.
- Train a dedicated team to manage escalations and ensure disputes do not disrupt the marketplace's harmony.

8. Broaden Educational Opportunities

- Provide resources and workshops for merchants on best practices for online sales, product listing, and customer engagement.



5. KENYA CYCLING SOKO PHOTOS





6. NEED FOR SPEED - FASTER AND LONGER RIDES

Overview: Recognising the growing number of cyclists seeking longer, faster rides and a safe environment for training, Critical Mass Nairobi introduced the Need for Speed - Chapa Ka Distance program. This initiative was designed to cater to cyclists interested in endurance rides and competitive training, addressing the lack of safe training environments in Nairobi.

The program not only nurtures aspiring competitive cyclists but also provides an opportunity for recreational riders to challenge themselves in a supportive environment.

Highlights

1. Successful Implementation of Rides

- Organised four Need for Speed - Chapa Ka Distance rides, each tailored to test endurance, speed, and skill.
- Attracted a mix of competitive cyclists and recreational riders looking to push their limits.

2. Focus on Competitive Development

- Created a platform for cyclists aiming to transition into competitive riding, offering mentorship and structured group rides.
- Connected participants with experienced cyclists who provided guidance on race techniques, training strategies, and endurance management.

3. Community Building

- Fostered camaraderie among long-distance riders, creating a supportive network for cyclists with shared goals and interests.
- Encouraged collaboration among riders to tackle challenges such as tough terrains and varying fitness levels.

4. Increased Visibility

- Highlighted the potential of cycling as a sport in Nairobi, inspiring more riders to consider competitive cycling.
- Amplified calls for safer roads and infrastructure to support athletic and recreational cycling.



Challenges

- **Safety Concerns**
 - Poor road infrastructure and unsafe driving behavior limited the participation of cyclists, making it difficult to identify safe training routes for endurance rides.
- **Participant Skill Levels**
 - Although the event was advertised as an elite or endurance-focused program, beginners and less skilled cyclists occasionally joined, slowing the group's overall pace and progress.
- **Lack of Suitable Equipment**
 - Some participants did not have bikes suitable for long-distance or high-performance riding, resulting in mechanical issues and slower progression.
- **Resource Constraints**
 - Lack of funding prevented the program from providing essential support such as chase cars, ambulance services, marshals, and nutritional assistance for participants.
 - Reliance on a strained volunteer base for event management limited scalability and placed additional pressure on leadership and volunteers.
- **Scalability and Sustainability**
 - While demand for the program has grown, the strain on volunteer resources and lack of institutional funding remain significant barriers to expansion.
- **Limited Government Support**
 - The Ministry of Sports has yet to actively support such initiatives, which are critical for nurturing local cycling talent and promoting competitive sports in Kenya.

Strengths

- **High-Impact Training Opportunity**
 - The program provided a perfect training environment for competitive cyclists, filling a critical gap in Nairobi's cycling ecosystem.
- **Consistent Improvement**
 - Each iteration of the Need for Speed - program showed noticeable improvement, with better organization and increased participant satisfaction.
- **Growing Demand**
 - By facilitating cycling-related transactions, the Soko supports the livelihoods of vendors and provides buyers with access to affordable, quality items.
- **Community Building**
 - The rides fostered camaraderie among participants, creating a supportive environment for cyclists with shared goals and interests.
 - Participants collaborated to overcome challenges, such as tackling difficult terrains and providing assistance to slower riders.
- **Advocacy and Visibility**
 - The program highlighted the challenges faced by cyclists, amplifying calls for better road infrastructure and safer driving behavior.
 - It showcased the potential of cycling as a competitive sport, inspiring broader interest and support.



Looking Ahead

1. Strengthening Partnerships with the Ministry of Sports

- Engage the Ministry of Sports to support the program through funding, infrastructure improvements, and athlete development initiatives.
- Advocate for the integration of cycling into national sports development plans, leveraging the program's potential to nurture competitive talent.

2. Improving Infrastructure and Safety

- Collaborate with local authorities to identify and develop safe training routes with proper cycling infrastructure.

3. Expanding Participant Base

- Develop targeted outreach programs to encourage greater participation.
- Offer beginner-focused endurance rides to allow new cyclists to gradually build their skills while maintaining the integrity of advanced-level events.

4. Enhancing Support Systems

- Secure funding for essential services like chase cars, ambulance support, marshals, and nutritional assistance to improve the overall experience and safety of participants.
- Recruit and train additional volunteers to reduce the strain on the current volunteer base and ensure scalability.

5. Introducing Skill Development Workshops

- Host pre-ride workshops focusing on endurance techniques, race strategies, and bike maintenance to prepare participants for long-distance rides.
- Offer mentorship programs where experienced cyclists can guide beginners and recreational riders in transitioning to competitive cycling.

6. Expanding Advocacy and Visibility

- Use the program to highlight the need for better road infrastructure and safe driving practices, amplifying advocacy efforts.
- Engage media outlets to document and showcase the program's success, increasing public and policymaker awareness.

7. Institutionalizing the Program

- Work toward making the Need for Speed program a recognized initiative under national sports organizations to ensure long-term sustainability.
- Develop a structured calendar of events, including regional and national endurance cycling competitions, to build a robust platform for competitive talent.

8. Establishing Dedicated Communication Channels

- Create a dedicated WhatsApp group or social media channels for the program to facilitate better coordination, updates, and engagement with participants.
- Use these platforms to foster a sense of community among endurance cyclists and provide a forum for sharing tips, resources, and ride experiences.



6. NEED FOR SPEED PHOTOS





7. RIDE KENYA: EMPOWERING RIDERS THROUGH TRAINING

Overview: Critical Mass Nairobi, in partnership with eBee, launched Ride Kenya in 2024 to address a critical gap in Nairobi's cycling ecosystem: the lack of training opportunities for individuals who don't know how to ride bicycles or those seeking to refresh their skills. This initiative aligns with Critical Mass Nairobi's mission to make cycling accessible to everyone, regardless of skill level, by offering a supportive and structured learning environment.

Ride Kenya has quickly gained traction as a transformative program that equips participants with essential cycling skills while fostering a sense of confidence and independence. By combining technical instruction with a community-oriented approach, the program has created a safe space for beginners and returning riders alike to embrace cycling.

Highlights

1. Strategic Partnership with eBee

- Partnered with eBee to utilise their training grounds in Westlands, providing a centralised, safe, and accessible location for cycling lessons.

2. Comprehensive Training Programs

- Designed sessions for absolute beginners, focusing on balance, pedalling, and basic road safety.
- Offered refresher courses for individuals looking to regain confidence or refine their cycling techniques.

3. Community Impact

- Empowered individuals who had never cycled before, opening up new mobility options and recreational opportunities.
- Inspired participants to join Critical Mass Nairobi's rides and contribute to the growing cycling culture in Nairobi.

Program Structure and Offerings

1. Beginner's Cycling Basics

- Focused on building foundational skills like balancing, pedalling, and manoeuvring.
- Included guided practice sessions with one-on-one support from trained instructors.

2. Refresher Courses

- Tailored for riders who hadn't cycled in years, emphasising road confidence, group riding, and advanced handling techniques.

3. Customizable Sessions

- Personalised training for individuals or small groups, ensuring participants progress at their own pace.



Opportunities for Growth

1. Expanding Training Locations

- Partner with additional facilities across Nairobi to increase accessibility and serve more neighbourhoods.

2. Sponsorship Opportunities

- Secure funding from corporate sponsors to provide subsidized or free training for underserved communities.

3. Developing a Train-the-Trainer Program

- Train more instructors to scale the initiative and maintain high-quality training as demand grows.

Looking Ahead

Ride Kenya is poised to become a cornerstone of Nairobi's cycling ecosystem, empowering individuals to embrace cycling for mobility, fitness, and recreation. By addressing challenges such as infrastructure and funding, the program can expand its reach, provide resources for underserved communities, and inspire a new generation of confident riders.

Through its partnership with eBee and continued community engagement, Ride Kenya will not only nurture skilled cyclists but also contribute to a broader cultural shift toward sustainable urban mobility





8. CSR ACTIVITIES: EMPOWERING COMMUNITIES THROUGH CYCLING

Critical Mass Nairobi is more than a movement for cycling advocacy; it is a community committed to addressing societal challenges and leveraging the strength of the cycling community to create meaningful social change. In 2024, the organisation implemented impactful Corporate Social Responsibility (CSR) initiatives, demonstrating the power of compassion and collaboration. This section outlines the year's key CSR activities, including the Charity Ride to Kibera Slums, the Flood Victims Donations Drive, Special Memorial Rides, and the Tree Planting and Clean Air Campaign.

1. Charity Ride to Kibera Slums

Critical Mass Nairobi organised a charity ride to Kibera, one of Africa's largest informal settlements, showcasing how cycling can be a tool for advocacy and social impact.

- **Purpose:** The ride aimed to connect with the Kibera community and support the Kirta Pad Bank, an initiative providing sanitary pads to women and girls in need.
- **Generous Contribution:** Critical Mass Nairobi donated enough sanitary pads to sustain the program for over a year, ensuring uninterrupted menstrual hygiene for its beneficiaries.
- **Advocacy and Awareness:** By linking cycling with social impact, this initiative highlighted the importance of menstrual hygiene and empowered women and girls in underserved communities.

The Impact:

- **Empowering Women and Girls:** The donation provided a year-long solution, allowing beneficiaries to focus on education and work without interruption.
- **Strengthening Community Ties:** The charity ride fostered connections between cyclists and the Kibera community, building understanding and solidarity.
 - **Cycling for Change:** Demonstrated how cycling can address social issues and inspire collective action.





2. Flood Victims Donations Drive

In response to the devastating floods in Kenya, Critical Mass Nairobi mobilised the cycling community to implement one of its most impactful CSR initiatives: the Flood Victims Donations Drive.

- **Purpose:** To provide emergency relief and support to families affected by the floods in Nairobi and its environs.
- **Coordinated Donations and Collections:** Partnered with 15 bike shops across Nairobi as drop-off points, successfully collecting truckloads of donations, including mattresses, clothes, food, diapers, and more. These donations were delivered to flood victims, reaching areas as far as Mai Mahiu and providing relief to hundreds of families.

Key Highlight:

The spirit of community and kindness was evident as Nairobi’s cycling community came together to bring hope and relief to those in need.

- Generously, although we didn’t use it, a community member offered a helicopter for evacuations, underscoring the resourcefulness of the cycling network.
- Funds were also collected to help flood victims relocate from high-risk areas.
- This exercise also demonstrated the kindness of bike shop owners.

The Impact:

- **Immediate Relief:** Provided essential supplies to families during a challenging time.
- **A Model for Future Action:** The citywide coordination of the donation drive highlighted the power of collaboration, serving as a blueprint for future initiatives.

 FLOOD VICTIMS DONATIONS DROP-OFF POINTS In collaboration with the Kenya Cycling Community.		
Donations Drop Off-points		
CBD (Along Nyerere Road)	Children's traffic park (KURA)	741
Lower Kabete	Kabete Cycle Mart	718
Loresho (Loresho Groove)	Limitless Bike Shop	718
Miangi Roundabout	Basabrina Bike Shop	115
Mombasa (Koinage Road, Tononoka)	Memon Sports Shop (Mombasa)	797
Kiambu Road (next to Kasarini junction)	Kasarini Bike shop	794
Parklands	Tabbs Bike Shop	723
Eastlands (Tena Estate)	Gravel Riders Club	780
Ruiru (The Nest Business Park)	Cycling parts and Accessories	738
Lavington	Green Cycle Shop	717
Kawangware	Green Cycle Shop	717
Karen opposite St Christopher's secondary schc	Bison Bike Shop	723
Karen (The Hub Mall)	Decathlon Karen	795
Pangani/ Eastleigh	Memon Sports Shop Nairobi	713
Upperhill (Bunyala Road)	Bike Village	721
Upperhill (Masaba Road)	The Nairobi Bicycle Garage	702
Ruaka/ Rosslyn (Limuru Road)	Bike and Accessories Shop	740
Langata (Langata Link Road)	Digo Cycle (Manuti Heights)	733
Waiyaki Way (Wanginge)	Ex UK Bike Shop	710





3. Fundraisers and Memorial Rides

This year, unlike in 2023 when we were overwhelmed by the need to organize multiple memorial rides due to traffic crashes, we were spared from such tragedies on the road.

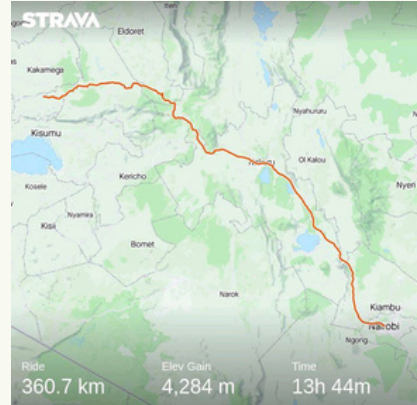
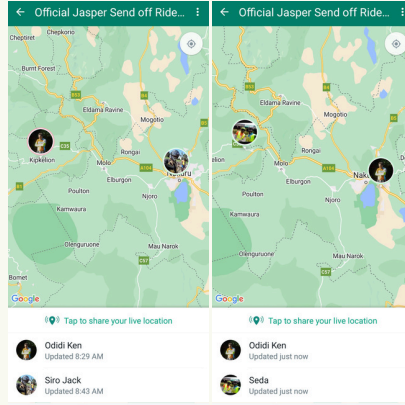
However, 2024 dealt us a different kind of heavy blow. We tragically lost our Lead Marshal, Jasper Wendo, affectionately known as Masumbuko, due to a non-traffic-related event. Jasper was deeply loved by the entire Kenya Cycling Community, and his untimely death left an irreplaceable void in the Critical Mass Nairobi team.

To honor Jasper's memory and give him a befitting send-off, we came together as a community to do three things:

1. **Fundraiser for Jasper's Family:** We coordinated a successful fundraiser to ensure his family was not burdened by the financial costs associated with his passing. This was a testament to the love and respect Jasper commanded within the community.
2. **Memorial Ride in Nairobi:** A memorial ride was organized within Nairobi to celebrate Jasper's life, his contributions to Critical Mass Nairobi, and the cycling community at large. It was an emotional and heartfelt event where cyclists came together to honor their dear friend.
3. **Cycling to Eregi, Kakamega County:** For the first time in our history, and in a show of unparalleled solidarity, we coordinated rides from Nairobi to Eregi in Kakamega County, where Jasper was laid to rest. This initiative brought together cyclists from across Kenya in a multi-faceted effort:
 - **Group 1:** Rode from Nairobi all the way to Kakamega.
 - **Group 2:** Rode from Nairobi to Kisumu and proceeded to Kakamega the following day.
 - **Group 3:** Took the train to Kisumu with their bicycles and rode from Kisumu to Kakamega.
 - **Vehicular Transport:** Another group supported the effort by providing vehicular transport to ensure all logistics were covered.

Visiting Jasper's family and hearing how much he spoke about his love for cycling was both heartwarming and heart-wrenching. Jasper's passion and dedication to cycling were an inspiration to all who knew him. His loss has left an indelible mark on our community, and we miss him dearly.

Looking ahead, we hope to make this long-distance memorial ride a regular event. Beyond honoring Jasper's memory, this initiative would provide an opportunity for cyclists to experience Western Kenya's unique landscape and culture. Moreover, it allows us to start spreading "the gospel" of cycling to other cities, fostering a broader cycling culture across the country and inspiring more communities to embrace this transformative mode of transport.





9. CONFERENCES AND PUBLICATIONS

In 2024, Critical Mass Nairobi actively participated in global and regional forums to advocate for cycling and sustainable urban mobility, amplifying its influence and strengthening its network.

Key Conferences

1. Hamburg Sustainability Conference (Hamburg, Germany)
 - Highlight: Signed the Hamburg Charter on Just and Inclusive Mobility, reinforcing commitment to global sustainability goals.
2. International Transport Forum (ITF) (Leipzig, Germany)
 - Highlight: Panelist: Innovative Mobility Solutions for Developing Cities.
3. Velo-city 2024 (Ghent, Belgium)
 - Highlight: Presented Nairobi as a case study for grassroots-driven mobility transformation.
4. World Urban Forum (Cairo, Egypt)
 - Highlight: Signed the Childrens Cycling Manifesto.

Looking Ahead

Critical Mass Nairobi plans to:

1. **Expand Participation**
 - Engage in more conferences to share insights, strengthen partnerships, and advocate for sustainable mobility.
2. **Publish Stories**
 - Collaborate with outlets to document and amplify the evolving narrative of cycling in Africa.
3. **Leverage Visibility for Advocacy**
 - Use media presence to influence policy, secure funding, and engage more stakeholders.
 - By maintaining a strong presence in global mobility discourse, Critical Mass Nairobi continues to inspire action and collaboration.



9. MEMORABLE EVENTS

Skirts on Bikes!
A Celebration of Women on Wheels

24th November 2024

9:00am to 12:00pm
Distance: Approx. 28kms
Start/Finish Point: Children's Traffic Park, Nyerere Rd
P.s. This is a women's ONLY ride. NO CHARGES!

Contact: Phone +25475582860 Email: info@criticalmassnairobi.org
Website: criticalmassnairobi.org Facebook, Instagram, X, LinkedIn, TikTok @criticalmassnairobi

Critical Mass Nairobi
Last Ride of 2024

30th November 2024

Start: 9:00am
Distance: 50Kms
Start/Finish Point: Jeevajeje Garden
This ride is longer. Kindly carry snacks or cash
Kindly ensure your bike is in TipTop condition

Contact: Phone +25475582860 Email: info@criticalmassnairobi.org

Nairobi toto mass
"Pedal for Joy"
A Fun Kids Bike Ride with a Purpose!

In honour of September: Suicide Awareness Month

22nd Sept 2024

Start time: 9:00am
End time: 12:00pm
Meeting Point: Children's traffic Park, Nyerere Road!

Let the Kids Go Outside and Play!

Toto Mass is a cycling initiative by Critical Mass Nairobi.
For any inquiries get in touch via our socials
@criticalmassnairobi or info@criticalmassnairobi.org

2nd June 2024

MADARAKA EXPRESS!
CRITICAL MASS NAIROBI JUNE 2024 RIDE

9:00am - 12:00pm
Distance: Approx. 30kms
Start/Finish Point: Jeevajeje Garden

Contact: Phone +25475582860 Email: info@criticalmassnairobi.org
Website: criticalmassnairobi.org Facebook, Instagram, X, LinkedIn, TikTok @criticalmassnairobi

26TH OCTOBER 2024

Critical Mass Nairobi

9:00AM TO 1:00PM
DISCOVER NAIROBI ON TWO WHEELS
MAKE NEW FRIENDS WHILE YOU ARE AT IT!
START/FINISH POINT: JEEVAJEEJE GARDEN
CHARGES: FREE! JUST SHOW UP WITH YOUR BIKE

Contact: Phone +25475582860 Email: info@criticalmassnairobi.org
Website: criticalmassnairobi.org Facebook, Instagram, X, LinkedIn, TikTok @criticalmassnairobi

Burnt out

Sorry Friends but No Ride on 28.09.2024
We're taking a break, but you can still hit the road.
We encourage you to link up with members of your bike trains or any other group and go for a ride!

1ST JUNE 2024

NEED FOR SPEED! CHAPAKA DISTANCE!

70KMS

Start/Finish Point: Jeevajeje Garden
Wheels up: 8:00am on the dot!
The route will only be shared the morning of the ride.
Contact: Phone +25475582860 Email: info@criticalmassnairobi.org
Facebook, Instagram, X, LinkedIn, TikTok @criticalmassnairobi

CRITICAL MASS NAIROBI 27 JULY 2024

THEME: DRESS-UP 3.0
REP. YOUR CULTURE/ COUNTRY
START/END POINT: JEEVAJEEJE GARDEN
DISTANCE: 28KM

NAIROBI TOTO MASS KIDS DAY-OUT!

9th JUNE 2024

9:00am - 11:00am
Distance: Approx. 15kms
Start/Finish Point: Children's Traffic Park, Nyerere road, Nairobi

Contact: Phone +25475582860 Email: info@criticalmassnairobi.org
Website: criticalmassnairobi.org Facebook, Instagram, X, LinkedIn, TikTok @criticalmassnairobi

NAIROBI TOTO MASS KIDS DAY-OUT!
Sunday, 28 April, 2024

DUE TO THE ONGOING RAINS AND FLOODS THE RIDE HAS BEEN POSTPONED TO A FUTURE DATE TBD

WE APOLOGIZE FOR THE INCONVENIENCE BUT YOUR SAFETY COMES FIRST

MEETING POINT: CHILDREN'S TRAFFIC PARK ON NYERERE ROAD
TIME: 9:00AM TO 10:00AM
DISTANCE: 10KMS

IN PARTNERSHIP WITH

Thank you Hon. Naisula Lesuada for sponsoring the Kenya Roads Amendment Bill 2024 and standing with pedestrians and cyclists across Kenya

#AmendKenyaRoadsAct2007
#TellYourMPtoSupportNMT

LEARN TO RIDE

SIGN-UP HERE



CONCLUSION: PEDALLING TOWARD A CYCLING CITY

As we look back on 2024, Critical Mass Nairobi is proud of the strides we've made in creating a vibrant cycling culture in our city. Through impactful programs, advocacy efforts, and community-driven initiatives, we are transforming the way Nairobi moves. But this transformation is not one we can achieve alone.

The Need for Partnerships and Funding

Our work has demonstrated the incredible potential of grassroots movements to drive change, but to scale these efforts and sustain impact, partnerships and funding are essential. We need the support of stakeholders, private sector partners, and like-minded organisations to be sustainable, expand our current programs or even scale and support other counties.

Investing in Our Team

Over the past decade, our dedicated team of volunteers has been at the heart of this transformation, tirelessly championing cycling as a mode of transport, recreation, and empowerment, as well as being reliable and trusted leaders and mentors in Kenya's cycling community. Their passion and commitment have kept this movement alive, but sustaining this momentum requires investing in their growth. Training programs focused on advocacy, leadership, and technical skills are essential to equip them for the challenges ahead. By supporting their development, we ensure that this movement continues to thrive, guided by a team that is confident, capable, and ready to lead into the future.

Our Real Joy

Ultimately, our real joy is seeing more people back on bicycles—regaining their health, rediscovering happiness, and forming lasting friendships. It's about creating a community people can rely on and seeing our city government and road authorities slowly but surely recognize cycling as an essential part of Nairobi's transport fabric.

We are also deeply grateful to the motorists who see us and share the road with us. We celebrate the successes we've achieved, the lessons we've learned, and the promise of an even brighter future. Every cyclist we encounter—whether commuting, riding for leisure, or joining one of our events—represents a step forward in transforming our city into a more inclusive, sustainable, and connected space.

website: [Get to Know Us: 10 Years of Cycling Advocacy](#)

Facebook: [Photos Never Lie. See Our Adventures Over the Years](#)

Instagram: [We Go Viral and Create an Impact](#)



CRITICAL MASS NAIROBI

2024

ANNUAL IMPACT REPORT



WWW.CRITICALMASSNAIROBI.ORG



INFO@CRITICALMASSNAIROBI.ORG



+254755821660