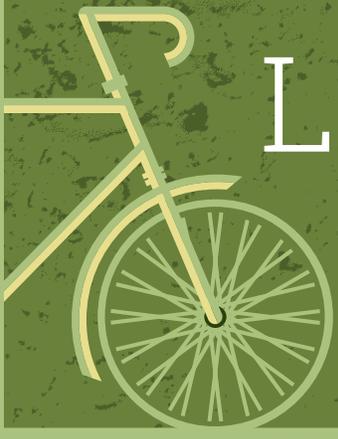


LIVING LIFE BY BIKE



SAN DIEGO BIKE COALITION 2014 ANNUAL REPORT



BIKE COALITION

SAN DIEGO COUNTY

TO OUR VALUED MEMBERS & FRIENDS:

WE ARE PLEASED TO SHARE OUR 2014
ANNUAL REPORT WITH YOU.

As you'll see, 2014 was a very successful and eventful year at the San Diego Bike Coalition. A year highlighted by record increases in support and enthusiasm for our programs and events that went a long way in fulfilling our goals to get more San Diegan's riding, more often for recreation and transportation.

Our work to advocate for and protect the rights of ALL people who ride is the core statement in our mission and overall strategic direction of the Coalition. We also believe that bicycling should be a mainstream, safe and enjoyable form of transportation and recreation and in 2014 we were excited to launch a new logo, brand and web site that we believe will be a more engaging and appealing way for us to reach our members to gather support for advocacy projects and events that strengthen our voice and local bicycling movement here in the region. At the same time, we celebrated the joy of riding and created two CicloSDias events that opened streets and provided car-free, care-free spaces to allow people to walk, ride and roll and get people thinking about what's possible when we all can safely share our streets.

Here at the Bike Coalition, we pedal the pedal and believe in "Life by Bike." Together with your support, we are making great progress all throughout San Diego County to create safer, better-connected and enjoyable places for everyone to ride. Whether your plans call for pedaling to work, to shop at a local business or to enjoy a long ride on the weekend, we are here to help make all of those experiences better and we will continue to work hard at all levels for a bike-friendly San Diego County that safely and conveniently accommodates all levels of riders. We look forward to continuing the journey with you in 2015.

Finally, we are dedicating this report to our friend Kerry Kunsman. Ride on Kerry.

In tandem,



Andy Hanshaw
Executive Director





TOGETHER WITH
YOUR SUPPORT,
WE ARE MAKING
GREAT PROGRESS
ALL THROUGHOUT
SAN DIEGO COUNTY;
TO CREATE SAFER,
BETTER-CONNECTED
& ENJOYABLE PLACES
FOR EVERYONE TO RIDE.

OUR MISSION:

Advocate, Educate, Participate

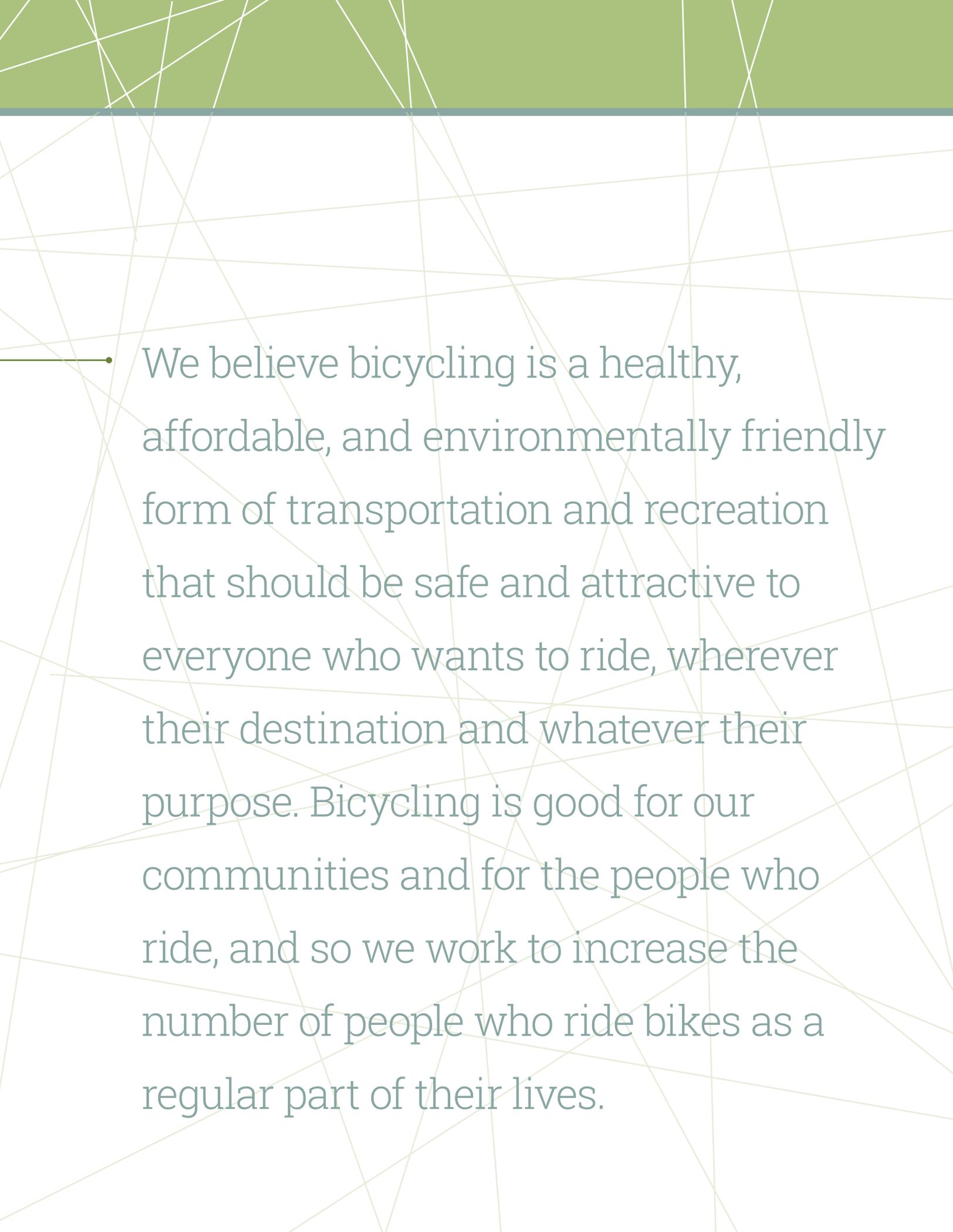
The San Diego County Bicycle Coalition advocates for and protects the rights of all people who ride bicycles. We promote bicycling as a mainstream, safe, and enjoyable form of transportation and recreation.

Since 1987, we have acted as voice for bicyclists in the region and have advocated for safer streets and hundreds of miles of bike paths, lanes and trails all across the San Diego region. We conduct educational programs, promote awareness of bicyclists and bicycling issues, review infrastructure improvements, and act as a voice for bicyclists to elected officials and decision makers all over San Diego County.



SAN DIEGO BIKE COALITION STAFF





- We believe bicycling is a healthy, affordable, and environmentally friendly form of transportation and recreation that should be safe and attractive to everyone who wants to ride, wherever their destination and whatever their purpose. Bicycling is good for our communities and for the people who ride, and so we work to increase the number of people who ride bikes as a regular part of their lives.

BOARD OF DIRECTORS:

Keeping the Wheels Turning

Staff

Executive Director:

Andy Hanshaw

Membership Development Coordinator:

Britany Statt

Programs + Education Coordinator:

Hannah Williams

Social Media + Outreach Coordinator:

Joel Flood

Bike Valet Coordinator:

Kipp Marzullo

Committee Chairs

Advocacy Chair:

Khalisa Bolling

Education:

Karl Rudnick

Organizational Development:

Carrie Stemrich

Council of Bicycle Clubs:

Mike Samyn

Regional Bike Walk Alliance:

Howard LaGrange

Officers

Chair:

Kevin Wood

Treasurer:

Julie Hocking

Vice Chair:

Judi Tentor

Secretary:

Maria Olivas

Board Members

Bike Buddies | Carl Ebert

Blind Stokers Club | Tony Morrison

Blind Stokers Club | Jennifer Erwin

Descenders Cycle Club | John Moran

North County Cycle Club | Karl Rudnick

Knickerbikers | Robert Leone

Major Taylor Cycling Club | Paul Mitchell

North Coast Velo Cycle Club | Dave Rideout

Rusty Recyclers | Robert Groff

San Diego Bicycle Club | Serge Issakov

San Diego Wheelmen | Mike Samyn

Sierra Club Bike Section | Myles Pomeroy

Urban Bike & Social Club | Hans Wangbichler

Jim Baross

Khalisa Bolling*

Elayne Fowler*

Julie Hocking

Howard LaGrange

Maria Olivas

Travis Pritchard

Carrie Stemrich

Judi Tentor

Randy Van Vleck

Stephan Vance

Dave Voss

Kevin Wood

*NEW BOARD MEMBERS

KHALISA BOLLING



Currently a community health program representative at the University of California, San Diego, Khalisa Bolling has made public health her primary focus since earning her bachelor of science in health promotion and her masters in public health. Regularly delivering group education sessions aimed at increasing physical activity and participating in advocacy efforts to increase local walkability, Khalisa brings her health expertise to the Bike Coalition to drive countywide event and policy engagement.

ELAYNE FOWLER



Known for her remarkable work as global marketing director for Electra Bicycle Company, Elayne Fowler brings an innovative approach and inspiring attitude to the Bicycle Coalition. Founder of her own marketing company, Elayne pulls from her background in strategic marketing for top-tier agencies, entrepreneurial endeavors and passion for all things bicycles to guide the Coalition.

SHIFTING GEARS:

The San Diego Bike Coalition's New Look

We are excited to launch our new logo and brand, which we feel better represents who we are as an organization.

In 2012, the Bike Coalition went through a strategic planning process and developed a new mission, vision and goals for the organization for the next five years. Now halfway through our five year plan, we decided it was important to re-evaluate our brand to make sure it correctly portrays our new direction. With the help of Roundhaus Creative Agency, we created a new logo, tagline, website and brand.

Our mission is to advocate for and protect the rights of ALL people who ride bicycles, and promote bicycling as a mainstream, safe and enjoyable form of transportation and recreation. We believe our new tagline falls right in line with these ideals.

'Life by Bike' is all about incorporating bicycling into your everyday life, whether for making short trips around town, commuting to work, riding recreationally, for fitness and more. We embrace and promote all types of riding and work to ensure everyone can enjoy a life by bike. Please visit our new website at sdbikecoalition.org. In addition to a new look, the new site has new interactive features that will make it easier for you to find information and get involved.



OUR NEW LOGO



• CORE IDEALS •

COMMUNITY

SUSTAINABILITY

HEALTH

SAFETY

ENERGY

FUN

ENGAGEMENT

LIFESTYLE

EDUCATION

TOP 14 OF 2014:

Notable Accomplishments

- 1** The Three Feet for Safety Act goes into effect, raising awareness about safely sharing roads with people on bikes.
- 2** The Protected Bikeways Act passes, encouraging cities to use safer, modern infrastructure for bikeway design.
- 3** The region implements infrastructure improvements including buffered bike lanes and parking corrals.
- 4** The Bike Coalition introduces new brand encouraging "Life by Bike" and expands to three full time staff, hiring Hannah Williams as Project Coordinator.
- 5** The City of San Diego approves its first ever Bike Advisory Committee, naming Andy Hanshaw committee chair and appointing two other Bike Coalition board members.
- 6** The Bike Coalition hosts 41 bike rodeos and community rides showing San Diegans how to safely get around by bike. Over 350 kids participated!
- 7** Thousands roll through Pacific Beach and Hillcrest/Bankers Hill for two CicloSDias events.
- 8** The 7th Annual Bike the Bay raises a record-breaking \$72,000 for the Bike Coalition.
- 9** The Carlsbad Active Village Campaign kicks off, launching the region's first biking and walking marketing and education campaign.
- 10** A record number of people participate in Bike Month and Bike to Work Day.
- 11** The Bike Coalition wins iCommute's Diamond Award for Program Excellence.
- 12** The City of San Diego commits to bike share program, set to arrive in San Diego in 2015 with 180 stations and 1,800 bikes citywide.
- 13** New Belgium's Tour de Fat raises over \$40,000 for the Bike Coalition.
- 14** The City of Coronado joins Oceanside, Chula Vista and only 57 other cities nationwide with a Silver Bike-Friendly Community designation from the League of American Bicyclists.



Huge Turnout for CicloSDias

Second-Annual CicloSDias Cherished by More Than 12,000 Riders, Pacific Beach Community Businesses and residents encourage San Diego County Bicycle Coalition to continue hosting CicloSDias in local communities.

On March 30, more than 12,000 people filled 2.5 miles of streets in Pacific Beach to walk, skate, bike, scoot, dance and skip during San Diego's second-annual CicloSDias. San Diego County Bicycle Coalition, main sponsor of the open-streets celebration, continues to receive thanks and positive feedback about CicloSDias and the healthy impact it had on the Pacific Beach community.

"I can speak for my own business knowing that we did very well that day," says Eddie Okino, owner of Turquoise Coffee along the CicloSDias route. "Now that the businesses in my section of North Pacific Beach have a better handle on what the event is all about, we'll all be much more engaged next time, which will result in even greater sales."

With the help of Discover PB, the Bicycle Coalition planned the route to include more than 500 businesses, providing optimal pit stops for crowds rolling by and supporting the local businesses that define San Diego's neighborhoods. From the open streets, groups of people shared beers in a pub on Cass Street, shopped along Garnet Avenue or picked up information on bicycling in San Diego at the Bike Coalition hub. According to organizers and volunteers, folks from all over the county migrated to Pacific Beach to experience the one-of-a-kind event, and the local residents were especially pleased with what the event brought to their neighborhood.

"Our entire family had a great time yesterday riding along the streets without cars. Zoe, my eight year-old, told me she wants this to happen once a month, and Joel, my five year-old, told me this was 'awesome,' Pacific Beach resident Susan Levin said in an email to event organizers; "Please let all the folks who had a hand in putting CicloSDias on know that I enjoyed the opportunity to ride around our beautiful community without worrying about the cars."

The Bike Coalition advocates for and protects the rights of all people who ride bicycles and share the dream of making San Diego a place that embraces open, livable communities. For a few hours each year, CicloSDias creates an opportunity for residents to experience this vision with their local businesses, neighbors, families and friends by their side.

The date and location for the next CicloSDias remains in the planning stages, but San Diego can count on another open streets celebration before the end of 2015.

For more information on CicloSDias and the Bicycle Coalition, please visit www.ciclosdias.com or www.sdbikecoalition.org.

2014 FINANCIALS:

Breaking Down the Year

FINANCIAL SUPPORT

TOTAL: \$271,313.00



EVENTS \$202,833.00



MEMBERSHIP \$19,070.00



GRANTS \$24,818.00



GIFTS \$24,542.00

EXPENSES

TOTAL: \$269,608.00



MEMBERSHIP + DEVELOPMENT \$61,855.00



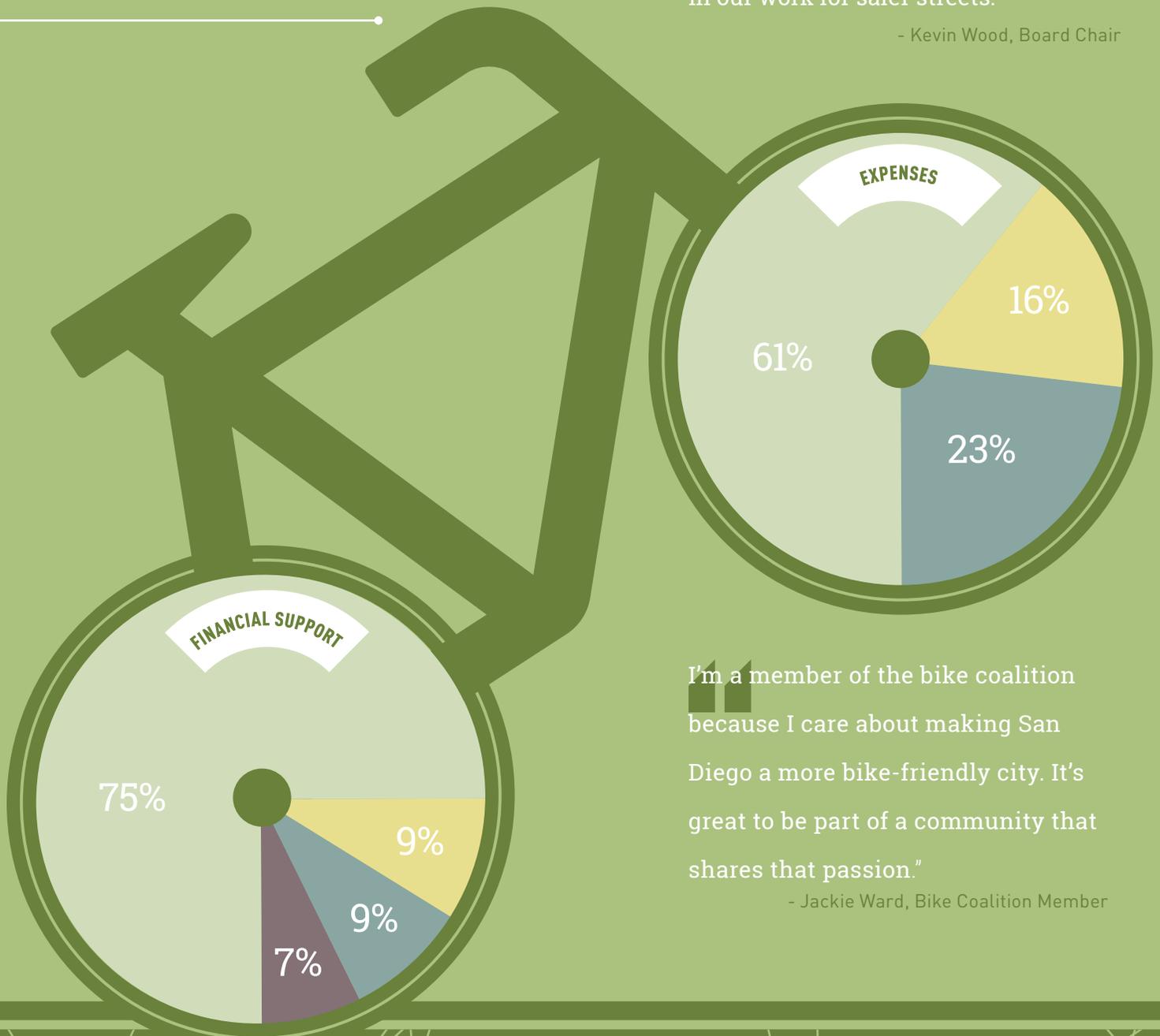
PROGRAMS \$165,275.00



OPERATIONS \$42,478.00

“We appreciate the tremendous support from our members and contributors this year, which has allowed us to expand our programs, increase ridership, and engage more advocates in our work for safer streets.”

- Kevin Wood, Board Chair



“I’m a member of the bike coalition because I care about making San Diego a more bike-friendly city. It’s great to be part of a community that shares that passion.”

- Jackie Ward, Bike Coalition Member

SAFE STREETS:

Infrastructure Improvements and New Laws Add Safety

Safety treatments have been added all throughout the county including buffered bike lanes and road diets. Both are designed to provide a greater comfort for bicyclists on roadways. In addition, several business districts across the county are taking steps to accommodate more bicycle parking to make it more secure and attractive for bicyclists to shop, dine and play.



**3 FT
RULE** A new state law that
requires motorists to
provide a minimum of
three feet of space when
passing a bicyclist.



PROTECTED BIKEWAYS ACT

Giving cities the ability to plan and implement modern guidelines for bicycle infrastructure, including protected bikeways.



ROLLIN' AROUND TOWN:

Life By Bike in San Diego





OUR SUPPORT SYSTEM:

Testimonials, Sponsors & Affiliations



I dedicate my time and knowledge to the coalition rodeos because like the mechanics before me it is important to pass on knowledge and safety about bicycles to the younger generations to ensure the continued love and respect for the bicycle."

-KATE COWPER

It's a chance to make cycling better for everyone who rides, or for that matter who doesn't ride yet. It's an opportunity to use my skills and experience to improve my community and help my fellow riders, residents, and visitors."

-ROBERT LEONE



SPONSORS & AFFILIATIONS





BIKE COALITION

SAN DIEGO COUNTY