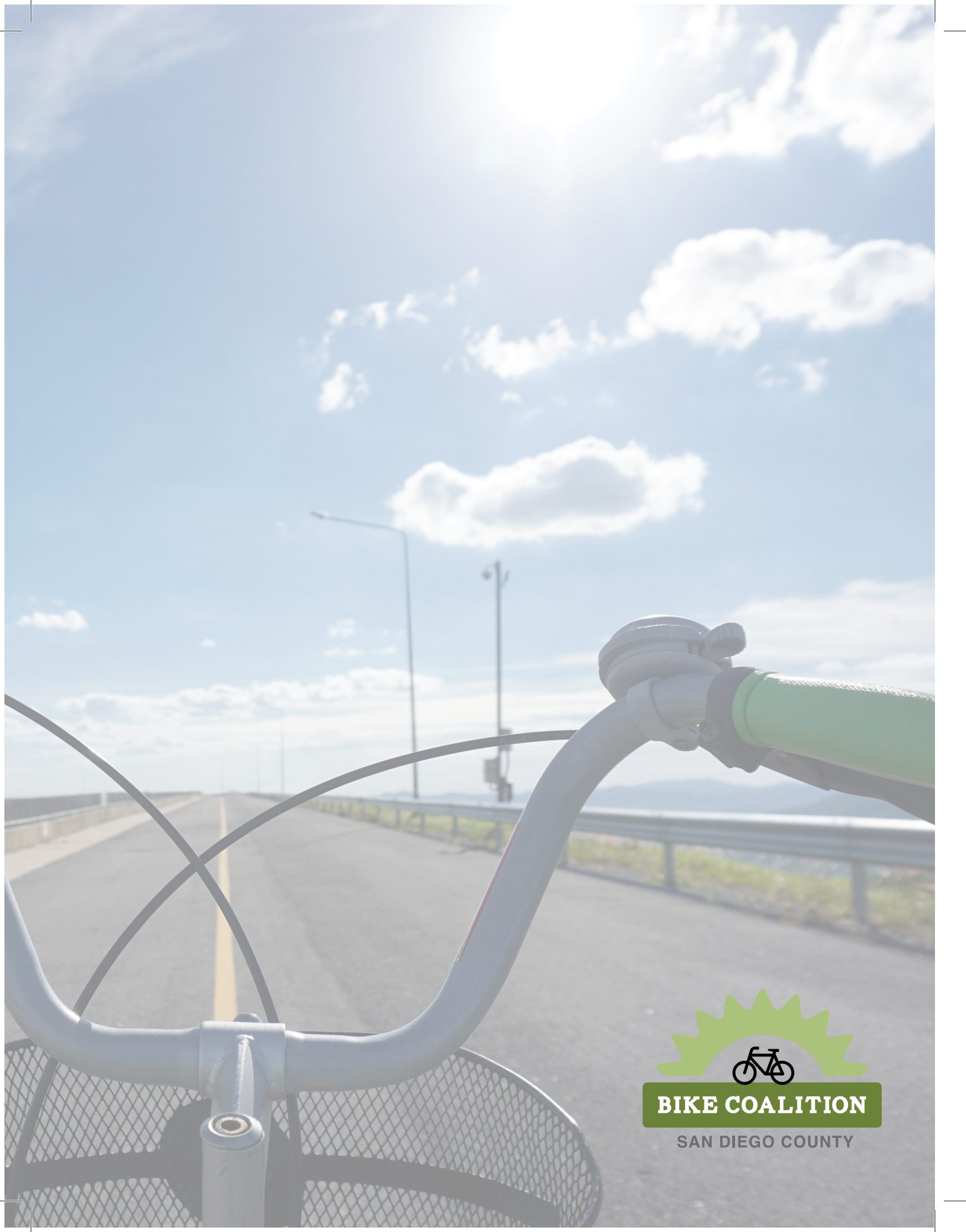




BIKE COALITION

SAN DIEGO COUNTY

2016 Annual Report



BIKE COALITION

SAN DIEGO COUNTY

IN HIGH GEAR FOR OUR 30TH YEAR

On behalf of the San Diego County Bicycle Coalition, I am pleased to present our 2016 Annual Report.

Pedaling Towards Progress is our theme for this year's report...and that's exactly what we're doing, together. This year, we grew stronger in our movement and we can proudly look back on a year filled with increased momentum as we built a better, safer place for all of to us ride in San Diego County.

From new bike lanes approved on a very busy Broadway Avenue in Chula Vista to the 9-mile network of bike lanes passed in the Downtown Mobility Plan, we were there to show our strong support that led to the approval of these and other major projects across the region. It simply can't be done without our support.

Our education programs reached more people, both children and adults than ever before and our major events grew to include more participants and raising more valuable funds for our programs. That's all due to the hard work our board and staff put into making the Coalition what is, our region's powerful voice for all who ride.

Finally, we are eager to pedal into 2017, our 30th year here at the Bike Coalition! So many before us built this organization and it's only because of the sustained, committed support that our members and volunteers have given us over the years that we have been able to build such a strong coalition. Here's to the bike path ahead of us and another 30 years of progress!

Andy Hanshaw

Executive Director



Pedaling Towards Progress

A full-page background image showing a cyclist from behind, riding a road bike on a paved road that curves through a hilly, forested landscape. The cyclist is wearing a black and red jersey, black shorts, white socks, and an orange helmet. The road has white dashed lines on the left side. The background features dense green trees and a clear sky.

Our Mission

Advocate | Educate | Celebrate

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 recreation and transportation.

Board Members

Keeping the Wheels Turning

Since 1987, we have acted as a 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 liason for bicyclists to elected officials and decision makers all over San Diego County.



Officers



CHAIR
Khalisa Bolling



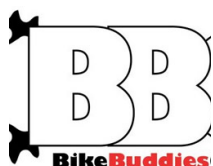
VICE CHAIR
Katie Crist



TREASURER
Kevin Wood



SECRETARY
Mary Elliot



BOARD MEMBERS

BIKE BUDDIES

Carl Ebert

BIKES DEL PUEBLO

Vi Nguyen

BLIND STOKERS CLUB

Tony Morrison + Jennifer Erwin

CYCLO-VETS

Dave Nichols

DESCENDERS CYCLE CLUB

Bernard Bogard

KNICKERBIKERS

Robert Leone

MAJOR TAYLOR CYCLING CLUB

Dave Campilargo

SAN DIEGO BICYCLE CLUB

Serge Issakov

SAN DIEGO WHEELMEN & SIERRA CLUB BICYCLE SECTION

Myles Pomeroy

WHEEL WOMEN OF SAN DIEGO

Susie Murphy

URBAN BIKE & SOCIAL CLUB

Committee Chairs

ADVOCACY CHAIR

Randy Van Vleck

EDUCATION

Jim Baross

COUNCIL OF BICYCLE CLUBS

Serge Issakov

REGIONAL BIKE WALK ALLIANCE

Douglas Alden

AT LARGE MEMBERS

Hugo Salgado

Randy Van Vleck

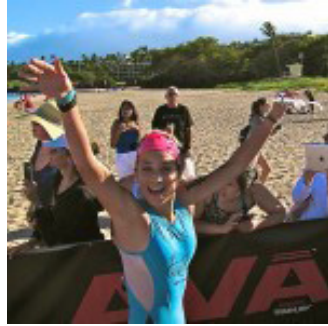
Stephan Vance

Dave Voss

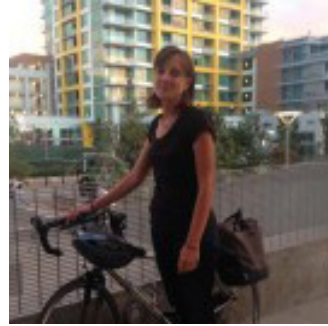
Staff



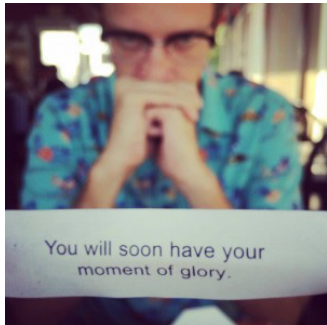
EXECUTIVE DIRECTOR
Andy Hanshaw



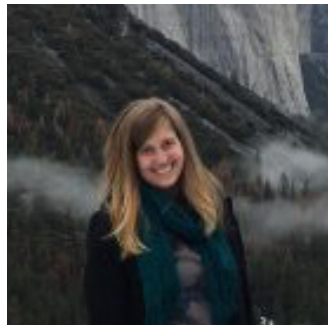
**MEMBERSHIP & MARKETING
COORDINATOR**
Erin Stephens



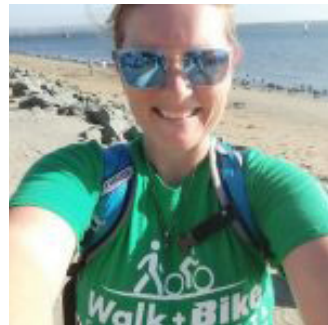
EDUCATION MANAGER
Michelle Luellen



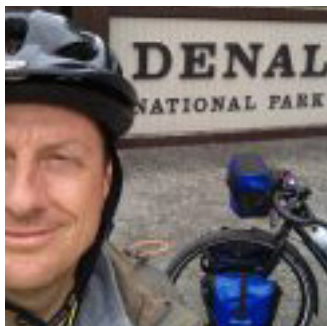
**EDUCATION PROGRAM
COORDINATOR**
Kevin Baross



PROJECT COORDINATOR
Chelsea Hunter



PROJECT COORDINATOR
Skii Fleeton



BIKE VALET MANAGER
Jesse Clark



2016 Golden Gear Awardees

Each Year, the San Diego County Bicycle Coalition recognizes individuals, groups and organizations/cities for their outstanding work in advancing access and improvements for bicycling all across the County. We are pleased to honor the following awardees for 2016:



VOLUNTEER OF THE YEAR

Karl Rudnick

Every year we recognize people in the county who have helped us accomplish our mission and goals. Karl is a very well-deserving person for that award for his longtime dedication to the organization, but also for his effort to help us do our job internally better with limited staff and resources.



COMMUNITY PARTNER OF THE YEAR

2016 CicloSDias Partners

City Heights Community Development Corp.
City Heights Business Association
Adams Avenue Business Association
North Park Main Street
North Park Community Association
Corridor Neighborhood Association



BIKE FRIENDLY BUSINESS OF THE YEAR

Hub & Spoke Cycleworks

A community center for the bike obsessed. They fabricate, customize, and build many types of bicycles, but that is simply the material product of a lifestyle obsession we all love.



PUBLIC PARTNER OF THE YEAR

Councilmember Marti Emerald

Councilmember Emerald pushed for the city's first protected bike lane along 54th Street and she personally testified at the local planning group to support buffered bike lanes on the heavily trafficked Fairmount Ave. She also helped install 3 complete traffic calming projects in her district and helped oversee the I-15 commuter bike path construction (opening mid 2017)



ADVOCATE OF THE YEAR

Nicole Capretz, Climate Action Campaign

Nicole is a strong advocate for bicycling in her work to fight climate change. She was a leader behind the creation of the city's historic Climate Action Plan which calls for significant increases to bicycling mode share by 2020 and 2035.



Advocate: Successful Campaigns & Ongoing Campaigns

1.

Downtown Mobility Plan

In 2016, The San Diego City Council voted unanimously in favor of approving the Downtown Mobility Plan in order to accommodate and prepare for a future that will triple the population and double the number of people working downtown in the next 20 years.

The plan includes a 9-mile bike lane network that will connect people riding to their neighborhoods and jobs.



2.

Regional Bikeways

The Bike Coalition advocated for progress towards implementation of the \$200 million Regional Bike Plan Early Action Program which will build out 40 bikeway projects over the next 10 years.

These include protected bikeways in North Park, Uptown and Pershing Avenue, as well as important regional bikeways including the Bayshore Bikeway and Coastal Rail Trail.

3.

Chula Vista Campaign Spotlight

After 3+ years of community-lead advocacy, Bike Walk Chula Vista successfully achieved unanimous City Council approval for Bike Lanes on Broadway Avenue. Chula Vista's most dangerous street will benefit from four miles of Class II Bike Lanes from C Street to Main Street.

Bike Walk Chula Vista, a volunteer-lead community group, worked closely with city staff, the city's Safety Commission, community leaders, and the Chamber of Commerce to generate support for the project. Once Old Highway 101, Broadway Ave will now be outfitted with Complete Street features as the majority of the project gets implemented this year.

Educate

Our education programs cover the entire county







Educational Programs

Looking back, 2016 was the busiest year on record for the SDCBC Education Department, and we are excited about that.

Educational Program Outreach



8,600 youth & 500 adults

In our bike rodeos, community bike rides, bike and learn together rides, social rides, Intermediate Bike Classes, Brown Bag Lunchtime Commuter Classes and Smart Cycling Classes we reached 8,600 youth and 500 adults, 101 of which graduated from our Smart Cycling courses.



Partnerships

We partnered with: Chula Vista Elementary School District, The City of Chula Vista, The City of Coronado, The City of Carlsbad, the California Office of Traffic Safety, The County of San Diego Supervisors office, The City of San Diego, San Ysidro Community Foundation and SANDAG.



League of American Bicyclists

We partnered with the League of American Bicyclists to hold a closed League Certified Instructor training which brought us nine new certified instructors. Four are Spanish bilingual instructors and one a Vietnamese bilingual instructor, with the majority of the new instructors living and working south of the 8 freeway.



Community Outreach

We fortified existing relationships with Casa Familiar, City Heights Community Development Corporation, Circulate San Diego, Bikes del Pueblo, Rady Children's Hospital, San Ysidro School District, Second Chance, Southeastern Kiwanis and the Urban Collaborative Project.

Key Grants

1.

Office of Transportation Safety

Our work with the California Office of Transportation Safety (OTS) is directly related to our participation in the City of San Diego's Vision Zero campaign. Urban Traffic Safety Schools worked in collaboration with City Heights Community Development Corporation and the Copley-Price Family YMCA to host Smart Cycling Classes and Basic Road Safety Condensed Smart Cycling Classes.

Held on Saturdays in the YMCA community room, community members learned the basics of riding a bike on the road in traffic. After a quick introduction, the participants did on-bike drills in the parking lot, and then went on a short bike ride. San Diego Police bicycle officers rode behind the participants, creating a unique experience for everyone involved.

2.

Carlsbad

In 2016, The City of Carlsbad renewed its Walk+Bike Carlsbad campaign with an expanded view of increasing cycling in the entire city of Carlsbad, not just the downtown village.

SDCBC held community bike rides, Smart Cycling Classes and a Carlsbad Police Department training. As a result, we hired a new staff member, Chelsea E. Hunter, as our Carlsbad Outreach Coordinator.



A photograph of a person riding a bicycle on a paved surface. The person is in the upper left, and their shadow is cast long and dark across the pavement towards the bottom right. The shadow of the bicycle is also visible, showing the wheels and frame. The pavement is light-colored and textured.

Chula Vista Campaign Spotlight

In 2016 we held 16 events—elementary safety assemblies, bike rides and rodeos reaching a total of 1,578 youth and their parents.

Chula Vista Campaign

Encouraging and Educating

In 2016, we worked with the Chula Vista Elementary School District and the City of Chula Vista Recreation Department to create two campaigns:

The Chula Vista Elementary School District project worked directly with Circulate San Diego and four elementary “pilot” schools to educate and encourage bike usage with the four school communities. In 2016, we held 16 events-elementary safety assemblies, bike rides and rodeos reaching a total of 1,578 youth and their parents.

Walk+Bike Chula Vista is our Education and Encouragement Campaign with the City of Chula Vista Recreation Department and Circulate San Diego. As a part of this project, we held five meet-up rides, three community bike rides, one Bike and Learn Together ride, a Smart Cycling class, a bike rodeo and a bike light giveaway. We also worked with the Third Avenue Village Association to give technical assistance on how to become more bike friendly businesses.

In this process, we have engaged 203 people (adults and youth), gave away 500 lights and engaged 93 businesses. We could not have accomplished this without help from the Chula Vista Bike Walk Committee and San Diego Mountain Biking Association.

Celebrate

Raising funds and awareness for better bicycling in San Diego County

5.5.16

Bike Month in May

Cyclo de Mayo kickoff ride and the largest Bike to Work Day to date with over 9500 registered riders across the County. Produced regional Bike Guide and distributed nearly 40,000 copies.

8.28.16

Bike the Bay

We had our 9th Annual event pedaling over the San Diego-Coronado Bay Bridge which raised over \$70,000 for the SDCBC.

9.24.16

Tour de Fat

New Belgium Brewing's annual costumed parade and party returned to San Diego and raised nearly \$30,000 for our great programs.



10.30.16

CicloSDias

The Bike Coalition brings open streets back to San Diego with the 4th CicloSDias. Over 10,000 people walked, biked, skated and rolled through car-free streets in North Park, Normal Heights and City Heights.



Media Features

With more than 50 placements in online and print publications, 20 TV segments, and 15 placements in event listings SDCBC is pedaling toward more exposure to the greater San Diego Area.

Online and print publications. Highlights include:

- Times of San Diego – [San Diego Bike Coalition Invites Public to Kerry’s Ride](#)
- San Diego Union Tribune – [I.B. breaks ground on Bikeway Village](#)
- San Diego Downtown News – [A path toward mixed reaction](#)
- KPBS – [Want To Weigh In On San Diego’s Budget? Play The KPBS Budget Game](#)
- San Diego Union Tribune – [Bikeway supporters ride in honor of its champion](#)
- The Coronado Times – [Coronado Public Schools Celebrate National Bike to School Day](#)
- KPBS – [Coronado To Redo Bike Plan After Residents’ Complaints](#)
- Village News – [TAC recommends all-way stop at Rainbow Valley Blvd. and Fifth St.](#)
- San Diego Reader – [How to ride a bike in City Heights](#)
- San Diego Newscape – [5 Tips for Biking Safely](#)
- San Diego Union Tribune – [Cyclists want more than bike lanes](#)
- KPBS – [Bike Lanes In Downtown San Diego Mean Fewer Parking Spaces, Car Lanes](#)
- San Diego Union Tribune – [Ambitious plan would transform downtown streets](#)
- Los Angeles Times – [San Diego’s streets are about to become a lot more bike-friendly](#)
- LGBT Weekly – [3,500 people to pedal for once-a-year view of San Diego](#)

TV Segment Highlights Include:

- NBC 7 – [Coronado Students Bike to School](#)
- Voice of San Diego – [Bikes vs. Parking](#)
- Channel 10 - [Downtown mobility plan \(6/20\)](#)
- KFMB – [Ride/Rally for City Council DTMP \(6/21\)](#)
- Telemundo – [Ride/Rally for City Council DTMP \(6/21\)](#)
- KUSI – [Bike the Bay \(8/25\)](#)
- NBC 7 – [Holiday Joy Ride \(12/5\)](#)

Event Listings Highlights Include:

- KSON – [National Bike Month Kick-Off Party](#)
- SoCal Pulse – [Cinco de Mayo in San Diego](#)
- San Diego Reader – [Solstice Bike Ride](#)
- SoCal Pulse – [San Diego Events: The Best Things To Do This August](#)



Featured Article, As Seen In SD Union Tribune

August 22nd 2016, San Diego Union Tribune “A chance to bike across San Diego-Coronado Bridge”

Thousands of bicycle riders will get a chance to cruise over San Diego-Coronado Bridge this Sunday during the ninth annual Bike the Bay event.

The opportunity to pedal across that span is part of a 25-mile waterfront ride scheduled to start and finish in downtown San Diego at Embarcadero Marina Park South. The course is set to loop around the Bayshore Bikeway, first south on the Silver Strand to Imperial Beach and then north through Chula Vista and National City.

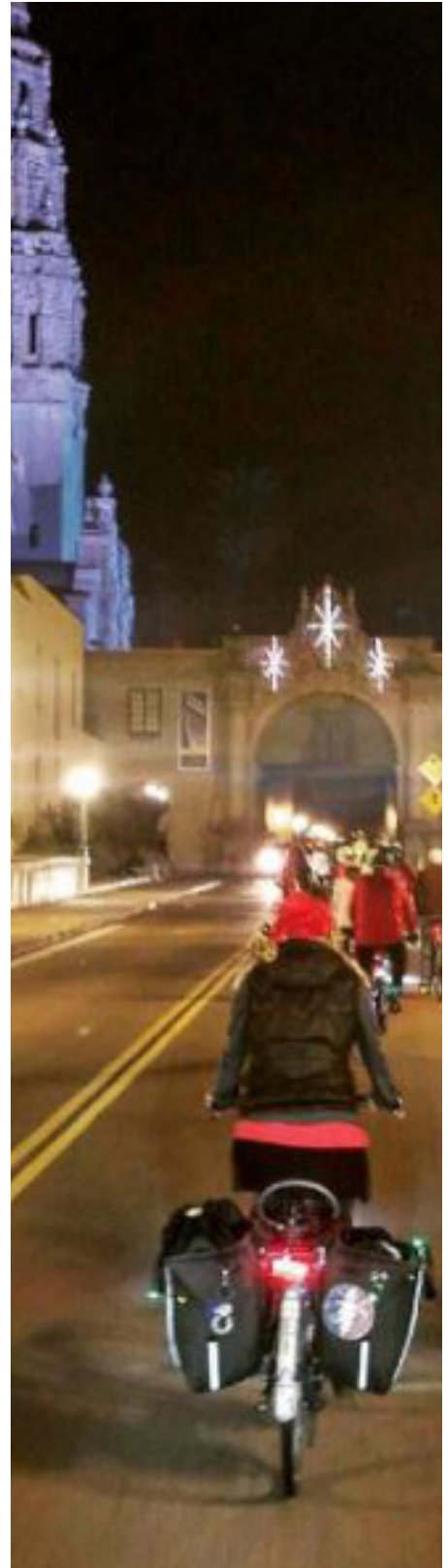
The anticipated start time for competitive ride is 7 a.m., while the wave of recreational riders is slated to leave at 8 a.m. There will be a post-ride festival, with food trucks and a beer garden, until 12:30 p.m. at the finish line.

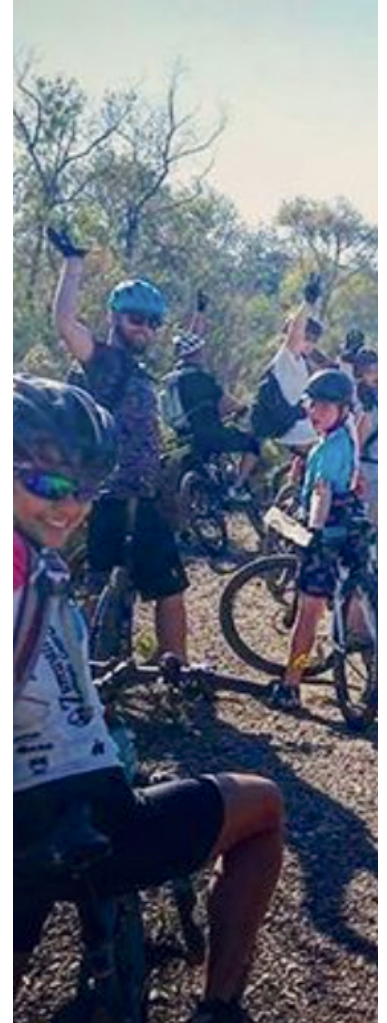
Before the rides begin, there will be a ceremony for the National City portion of the Bayshore Bikeway, scheduled to be break ground this fall.

Last year, more than 3,000 people participated in the Bike the Bay event, which is organized by the San Diego Bicycle Coalition. All riders must be 10 or older and must wear helmets.

Registration is required; go to bikethebay.net.

A Year in Photos





Sponsors & Affiliates

GOLD



SILVER



GOLD



GOLD



GOLD

SILVER





2016 Financials

A Year In Numbers



\$419,177

Financial Support

\$108,590

Events

\$14,343

Membership

\$22,873

Gifts

\$270,535

Grants

\$2,836

Program Fees



\$379,085

Expenses

\$50,822

Events

\$272,621

Programs

\$33,335

Operations

\$22,307

Membership & Development





Keep in Touch



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