



ANNUAL REPORT 2020

San Diego County Bicycle Coalition



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TO OUR MEMBERS

We are pleased to share our 2020 Annual Report for the San Diego County Bicycle Coalition. We can confidently state that 2020 was unlike any year the Bike Coalition has ever faced but proudly, we responded with caution, careful planning and adjusting, and came through better and stronger as an organization.

Thanks to your support, we were able to continue our mission to deliver diverse educational programs (including virtual classes), advocacy efforts that led to more "wins" for cyclists, and we engaged with more of you to grow a strong network of support for safe and accessible bicycling across San Diego County. We are proud of our response to the COVID-19 pandemic and we are grateful for the awakening to a long overdue social and racial justice movement that demands change. For us, this is one of our highest priorities moving forward and you will see changes from us to be more inclusive and representative in our board, staff members and the work that we carry out for better bicycling for all.

As always, we cannot do any of this without you and we appreciate the strong showing of support you demonstrated in 2020 that kept our wheels spinning and our organization thriving.

Thank you for your continued support! We can't wait for the year ahead and our plans to Advocate, Educate and Celebrate with you.



Handwritten signature of Andy Hanshaw in blue ink.

Andy Hanshaw
EXECUTIVE DIRECTOR

ABOUT US

The San Diego County Bicycle Coalition is a 501(c)3 non-profit organization, dedicated to making bicycling better in San Diego County. 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.

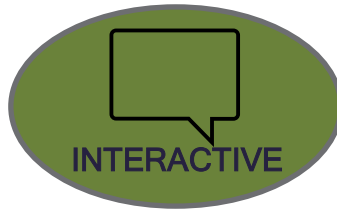
MISSION

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.

ADVOCATE, EDUCATE, CELEBRATE!

2020 Vision

Keeping up with the changing times, we aim to adapt our programming and make our work more accessible to a broader audience throughout San Diego County. This includes bi-lingual class offerings, closed captions, interactive classes that put biking in a broader context. We're creating more online content and designing events/classes that cater to people of different ages and abilities.



Membership

To grow a stronger group of bike riders in San Diego, we transitioned to free membership!

9,586 members strong!
+1,420 new members in 2020

BOARD MEMBERS

OFFICERS

<i>CHAIR</i>	Richard Opper
<i>VICE CHAIR</i>	David Nichols
<i>TREASURER</i>	Pierre Pfeffer
<i>SECRETARY</i>	Keith Fuller

COMMITTEE CHAIRS

<i>GOVERNANCE COMMITTEE</i>	Katie Christ
<i>ADVOCACY COMMITTEE</i>	Stephan Vance
<i>COUNCIL OF CLUBS</i>	Myles Pomeroy
<i>EDUCATION</i>	Jim Baross
<i>MEMBERSHIP</i>	David Nichols
<i>OUTREACH AND EQUITY</i>	Denice Williams
<i>OUTREACH AND EQUITY</i>	Joseph Garcia

MEMBERS AT LARGE

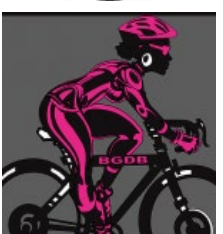
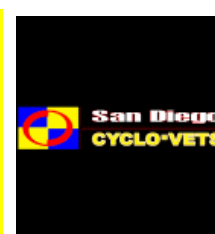
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Frank Lehnerz	Howard LaGrange
Jean Passino	Karl Rudnick
Kevin Wood	Linda Webb
Mary McGuirk	Richard Stakelum

CLUB REPRESENTATIVES

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<i>BLIND STOKERS</i>	Dan Orr
<i>CHALLENGED ATHLETES</i>	Jaimie Lynch
<i>MAJOR TAYLOR CYCLING CLUB</i>	Will Hardin
<i>SAN DIEGO BIKE CLUB</i>	Serge Issakov
<i>THE TURTLES</i>	Monte Murbach



COUNCIL OF CLUBS



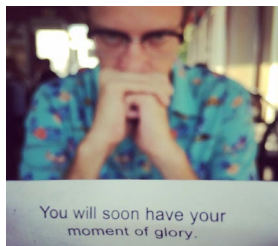
2020 STAFF MEMBERS



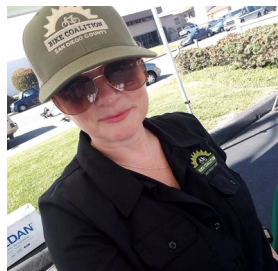
Andy Hanshaw
EXECUTIVE DIRECTOR



Sylvie Froncek
PROGRAMS
DIRECTOR



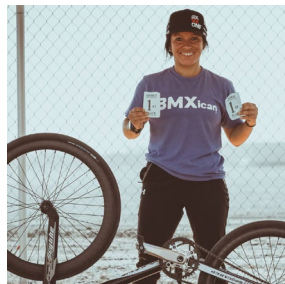
Kevin Baross
EDUCATION
PROGRAM MANAGER



Skii Fleeton
MEMBERSHIP
COORDINATOR



Oliver Zuniga
COMMUNICATIONS &
OUTREACH
COORDINATOR



Rocio RC Colon
OUTREACH
COORDINATOR



Jesse Clark
BIKE VALET, OFFICE &
TECHNOLOGY
MANAGER



Jennifer Hunt
ADVOCACY
COORDINATOR

ADVOCACY HIGHLIGHTS

We are proud to see years of advocacy are coming to fruition as SANDAG makes great progress on the Meade and Landis Bikeways in North Park and the 4th and 5th Avenue portions of the Uptown Bikeway. Throughout the year we worked with the City of San Diego Mobility Board and local committees to advocate for safer streets and better bike infrastructure.

Showing support in 2020

- ✓ **Cardiff Cycletrack Project**
- ✓ **Complete Communities: Mobility Choices**
- ✓ **Slow Streets**
- ✓ **\$300 Million Regional Bike Network**
- ✓ **Downtown Mobility Plan**
- ✓ **Supported California Bicycle Coalition's legislation to improve bicycling**
- ✓ **30th Street Protected Bikeway project**
- ✓ **Downtown Cycletrack Network**

Pandemic Response

Responding to the COVID-19 stay at home orders, the San Diego County Bicycle supported a state-wide campaign to ensure that bike shops were listed as essential businesses and allowed to remain open to support bicycle commuters. We advocated for cycling to be recommended by the CDC as an alternative to group transportation or increased single occupancy vehicle use.

Following that effort, we helped to form a broad coalition of community groups to advocate for "slow streets" and allow for neighborhood streets to be transformed so that residents could enjoy safe, open spaces for cycling and walking.

SHIFT: San Diego Regional Bike Summit

We held our second Regional Bike Summit from February 6th to 8th, 2020 at Balboa Park. With more than 300 people in attendance and an impressive list of thirty guest speakers, people came from across California to take part in round table group discussions, networking opportunities and informative lectures on the state of cycling. We hosted a San Diego Mayoral candidate forum focused on mobility justice, bicycling infrastructure and policies for climate action and bicycling and walking projects.



PROGRAMMING ACCOMPLISHMENTS

From January to March we held in-person classes and large group events including monthly Bike the BLVD rides down the recently completed El Cajon BLVD bus/bike lane with more than 100 riders at each excursion! Mid-March and the start of the COVID-19 stay at home orders brought us all inside, save for a few small, outdoor classes and distribution events. But we turned to semi-virtually programming and here is what we accomplished!



1390 registered riders (183 new riders!)

122 participating organizations

1,320,000 miles ridden



100+ classes taught

2000+ students



100+ bicycles given away

400+ lights distributed

200 reflective vests distributed

Looking Ahead

This unprecedented year forced us to grow and change in important ways. As we look forward to the next years, some important lessons from 2020 will stay with us in our work. We will continue to expand our online programming and offer virtual classes and events to engage with people, wherever they are at. We brought outreach and equity into focus this year and we will continue to look at our impact through those lenses. Lastly, we expanded our board to create a more representative group of San Diego Cyclists and we hope to cultivate a more inclusive cycling community through this effort.

Goals for 2021

- Follow through on our commitment to a more equitable, accessible and successful bicycling advocacy organization
- Maintain our momentum and renewed interest in bicycling for new riders brought in by the COVID-19 pandemic
- Work towards returning safely to group rides and events including Bike the Bay and CicloSDias
- Launch the Regional Bike Center Campaign
- Engage with and gain support from new local and regional elected leaders to further goals towards equity, climate action, active transportation and sustainability.
- Celebrate more bikeway openings!

Liberty Station Bike Center



In December 2020 we were given the deed to a building in the Naval Training Center Park in Liberty Station which had once been slated for demolition. Over the next few years we will be fundraising to revitalize this building and turn it into a Family Bicycle Center.

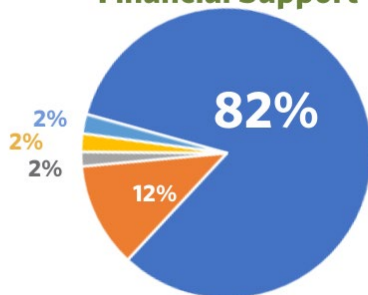
How can you help?

Become a part of the SDCBC! **Membership is free**, just join our mailing list to stay up to date with what we're up to in your community. We have year-round **volunteer opportunities**. You can learn more about these on our website or by contacting our volunteer coordinator. Stay up to date on **advocacy efforts** and attend a city council meeting to speak up for what you want to see in your area. **Make a donation** or help with our fundraising efforts to ensure that we can keep providing free classes and events that reach more residents all over the county!

FINANCIAL SUMMARY

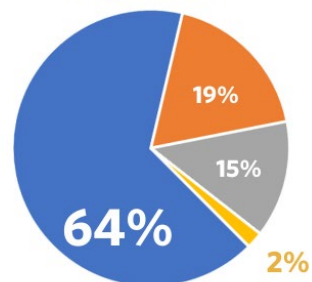


Financial Support



■ Grants ■ Gifts (Donations) ■ Program Service Fees ■ Events ■ Corporate Sponsorships

Expenses



■ Programs ■ Events ■ Operations ■ Membership and Development

THANK YOU TO OUR 2020 DONORS!

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Jonathan Moore	Susan Reed	Jay Stanke	

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