PROGRESS, POTENTIAL & THE SLOW PACE OF CHANGE

Together we can transform our city streets into safer, more civil places for all of us

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Our city streets in SoMa certainly aren’t safe enough, as was evidenced by the tragic four deaths this year — the most in more than a decade. We launched our Safe SoMa campaign in response, and more than 1,000 of our members sent letters to Mayor Lee calling for improvements to SoMa streets. Together, we won a buffered bikeway on Folsom Street, but other SoMa streets still remain freeway-like arterial streets.

For all the awards and accolades San Francisco has won for being bike-friendly, our City still only spends less than 1/2 of 1% of its transportation budget on bicycling, despite a 71% increase in the number of us riding.

The SF Police Department still exhibits a woefully dangerous bias against those of us who bike, as was seen when a Police Sergeant blocked the bike lane at our memorial for Amelie Le Moullac and blamed the victim, while police investigators on the case failed to look for crucial video evidence of the crash that your San Francisco Bicycle Coalition easily found.

Our City leaders may not be stepping up fast enough for your commute, but your tenacious SF Bicycle Coalition certainly is. Thanks to incredible members like you we overcame the sluggish City leadership and won monumental victories for biking this year — including lifting the bikes on BART ban, getting Market Street repaved and winning a new buffered bikeway on Folsom Street.

This year has revealed how far we still have to go to make our city safe and civil for biking. But it’s also shown how much we can accomplish when we come together as a community.

This year, we are poised to make great strides in Connecting the City. With your support, we can realize the vision of separated bikeways on the waterfront, a truly better Market Street and a safe and thriving Polk Street. Let’s pedal strong into 2014 together!

PLEASE GIVE GENEROUSLY TODAY. The San Francisco Bicycle Coalition needs your contribution to mobilize our members, build broad public support for bicycling and keep the pressure on elected officials and local agencies.
Victories of 2013

BART — WE DID IT!
After decades of work to open up more bike access on BART, this year we lifted the final restriction: the rush hour bike blackout. For far too long, Bay Area riders have had to contort their lives and commutes around this bike blackout period. We are proud that our advocacy has resulted in easier and shorter commutes, allowing people on both sides of the Bay to leave their cars at home and spend more time with their families.

SMOOTHER PAVEMENT
If you ride on our city’s busiest bicycle corridor, you remember it was full of pot holes and cracked pavement. This year, we helped fix that. We walked every block with the Department of Public Works to point out cracked pavement. This year, using a street bond measurement we helped win, we convinced the City to repave the bikeways of Market Street. Today, thousands of people pedal (including you) are pedaling on smooth pavement and new sharrows from Van Ness to the Embarcadero.

MARKET AND OCTAVIA
San Francisco’s most dangerous intersection just got safer, thanks to the long-time organizing and support of our members. A new right-turn enforcement camera will deter people making the illegal and often deadly right turn onto the freeway. Winning this camera took more than six years of advocacy and new state legislation. Thanks to all of our members who joined us on the streets, in City Hall and at the State Capital to advocate for this critical safety improvement.

NEW BIKEWAYS AROUND TOWN
This year, we won separated and buffered bikeways across the city — from the long-awaited Fell and Oak bikeways that connect the Wiggle to the Panhandle, to buffered bikeways on Bayshore Boulevard connecting the south end of our city, to the nearly complete Cesar Chavez bikeways providing a safer route along this notoriously dangerous corridor. Thanks to our Safe SoMa campaign, we also quickly won a pilot buffered bikeway and traffic calming on Folsom Street coming by the end of the year!

Together, we have made great strides in making our city streets safer for the growing number of people biking. While we have won improvements, there are still dangerous gaps in the network. We need your support this year to fix those gaps and help connect our city.
In the coming year, we are poised to make great strides in Connecting the City with 100 miles of crosstown bikeways. We finally have buy-in from the City for a larger vision, but as we saw this year, San Francisco decision-makers can be too quick to back down from important changes because of the calls of a few. We need you to amplify our calls for safe, separated bikeways and ensure we have the resources to keep the pressure on the City to follow through on these important connections — like Market Street, 2nd Street, Polk Street and Masonic Avenue. Help us make San Francisco a safer, more livable city for all of us.

**A TRULY BETTER MARKET STREET**

A truly better Market Street includes safe, separated bikeways, inviting sidewalks and efficient transit; that’s why we’re dedicating our energy toward making our city’s premier corridor a better place for you. While the City is fumbling the Better Market Street Project, we’re picking up the ball and running it toward the finish line. This year, we are focused on implementing an car-reduction pilot on Market. Close your eyes and imagine riding on a bright green separated bikeway from Octavia Street to the Embarcadero. Now that’s a truly great Market Street!

**CONNECTING OUR WATERFRONT**

San Francisco’s waterfront should be one of the most beautiful places to bike, but biking on the Embarcadero now means pedaling in a skinny, unprotected bikeway and weaving in and out of double parked cars and buses. No more! We’re working to win you separated bikeways the full length of the Embarcadero, so you can pedal from the ballpark to Fisherman’s Wharf on a smooth and protected bikeway.

**SEPARATED BIKEWAYS CITYWIDE**

The stakes are higher today as we advocate for safe, separated bikeways. We are experiencing serious push-back now on Polk Street, Potrero Avenue, 2nd Street — all places where vocal opponents are urging the City to prioritize their perception of parking convenience over your safety. Even on the unanimously approved Masonic project, angry neighbors are trying to overturn the decision in favor of the status quo. We need your financial support to ensure the City does not back down on these crucial projects.

**WHAT KEEPS YOU PEDALING STRONG? PLEASE GIVE GENEROUSLY.**

- Separated Bikeways
- Fair Treatment
- Secure Bike Parking
- Smooth Pavement
Four ways to make your gift

• Mail it in with the enclosed gift envelope
• Phone it in to our staff at 415-431-2453 x316
• Ride it in to our office at 833 Market Street, 10th Floor
• Give online at sfbike.org/pedalstrong

Pump up your impact!

CORPORATE MATCH
Many Bay Area employers will match your gift. Is your employer one of them? To qualify, make your check or credit card contribution payable to the “San Francisco Bicycle Coalition Education Fund.”
For more information, email development@sfbike.org, call 415-431-2453 x316 or indicate “matching gift” on the enclosed gift form.

GIVE STOCK
Giving stock or other appreciated securities is a great way to help us promote bicycling in San Francisco and offers important tax benefits.
For wiring instructions or more information, contact John Calaway, Development Director, at 415-431-2453 x305 or email john@sfbike.org.

DONATE ONLINE AT:
sfbike.org/pedalstrong