ANNUAL REPORT 2017
Members Bring the Magic

The ways people get around San Francisco are changing. 2017 saw the launch of bike share in our city in a big way, introducing thousands more people to the joy of bicycling. As the number of people biking (and scooting and rolling) continues to grow, our city’s network of protected bike lanes needs to grow to improve safety and keep up with demand.

Our 10,000-plus members agree. That’s why they speak out loudly and consistently for improvements to San Francisco’s bicycle infrastructure. In 2017, their voices were crucial to seeing protected bike lanes built along Upper Market Street. Together, we celebrated the opening of McLaren Park’s Mansell People Path. And we held the City to their commitments to deliver safe streets across our city again and again. But it’s just the beginning.

Guided by our new, five-year strategic plan, the SF Bicycle Coalition is leading the way in winning more protected bike lanes across our city. If we ever hope to achieve ambitious goals like Vision Zero and emission reduction, the pace of change must accelerate.

We’ve also been busy welcoming people to bicycling, from our free safety education classes and Community Bike Builds, to our Safe Routes to School programming and Freedom from Training Wheels, thousands of people learned to bike safely and responsibly with the SF Bicycle Coalition last year. And we’re conducting those classes in languages other than English with culturally competent instructors, helping to ensure that people from every neighborhood in San Francisco have access to safe, healthy and affordable transportation choices.

Our members make all of this work possible. If you’re already a member: thank you. If you haven’t joined yet, today’s the perfect day to do so. Together, we can make San Francisco an even better place to bike.

Sincerely,

Brian Wiedenmeier
Executive Director, San Francisco Bicycle Coalition
Programs Delivered Big

- 658 Adults and children we taught how to ride a bike.
- 42 Adult Bicycle Education classes offered.
- 1,003 People served through Adult Bicycle Safety Education classes.
- 5,389 SF residents reached at major festivals for Bicycle Safety Education Outreach.
- 7,236 Students celebrated Bike & Roll to School Week 2017.
- 93 Schools participated in Bike & Roll to School Week 2017.
- 285 Bikes distributed to low-income residents in SF through our Community Bike Builds Program.
- 10,136 Bikes parked at events across SF by our Valet Bike Parking team.
Not only is Asumu a staple at every Volunteer Night at our office and almost every major event, he's also participated in almost every advocacy campaign we've been involved with, from writing letters of support to sitting through hearings. In addition, Asumu attended more SF Bicycle Coalition events in 2017 than any other member.

Advocacy All-Star Award:
Asumu Takikawa (pictured left)

All-Around Superstar Award:
Dani Arias

Dani has helped with almost every volunteer job that we have to offer, from outreach to volunteer night to event setup and more. She also did back-to-back captain shifts at our 2018 AM Mission Energizer Station, which pulled in more members than any other station in the history of Bike to Work Day.

Most Active Ambassador Award:
Patrick Lindley (pictured right)

Not only was Patrick our most active ambassador in 2017, he also was at almost every Volunteer Night and three out of our four major events in 2017. Patrick takes the entire Bike to Work Day off of work just to help recruit members, working four Energizer Stations on the big day.

Rookie of the Year Award:
Victor Poon

Even though Victor started volunteering as part of his barter membership in August of 2017, in just four months, he volunteered more than anyone else who started volunteering in 2017. From the start, Victor catapulted from parking bikes to become a full-blown Bicycle Ambassador, and has joined us at almost every outreach we've had since.

Special Projects Award:
Patti Schock

We like to call Patti our “on-call” volunteer because she always makes herself available to help us with whatever we need in the office, from putting together membership packets to entering data. Everyone in our office loves it when Patti comes in, and she lights up our space with her bright smile and positive attitude.
Once four lanes of fast-moving traffic bisecting San Francisco’s second-largest park, Mansell Street was due for a road diet. Planners limited motor vehicle traffic to just two lanes on one side of a planted median, opening up the other two lanes for the Mansell People Path. We helped cut the ribbon on this beautiful new corridor in February 2017, making McLaren Park much more accessible for people walking, running and biking.

Following the tragic night of June 22, 2016, when two people died biking in SF in separate hit-and-runs, the late Mayor Ed Lee issued an Executive Directive challenging the City to build three physically protected bike lanes within nine months. With the completion of protected bike lanes on Seventh and Eighth streets (in January and February of 2017), then Division/13th streets in May, the City rose to the challenge, setting a new precedent for how urgently safety improvements may be delivered in SF.
When we launched our Bike Share for All campaign, we envisioned the most affordable low-income bike-share program in the country, accessible for the widest swath of people. When the operator of the GoBike bike-share system announced its expansion across San Francisco in June 2017, they also launched their Bike Share for All program, including every single ask of our campaign, from $5 annual memberships to the possibility of cash payments. We were proud to partner with Chinese Newcomers Service Center and SF Yellow Bike Project on culturally competent outreach, resulting in 15 percent of all GoBike members enrolling in Bike Share for All.

When District 8 leadership wavered behind the Upper Market Safety Project, members sent hundreds of emails, securing project approval and resulting in the rejection of an appeal. Upper Market Street’s protected bike lanes are now enjoyed by thousands daily between Octavia and the Wiggle.

After years of work by our members and staff, in October 2017 we won approval of near-term protected bike lanes on Folsom Street — a notorious high-injury corridor known as a site of serious collisions. At year’s end, thousands of people were biking new protected bike lane segments along Folsom as construction neared completion. Next up: Howard Street!
THANKS TO OUR GENEROUS SUPPORTERS!

The San Francisco Bicycle Coalition’s victories and accomplishments are fueled by our members and supporters who believe in the daily advocacy we do to make San Francisco a better place to live, work and bike. Thank you to the following businesses, foundations and individual supporters who gave generously to make our work possible in 2017:

- Motivate International Inc*
- Quantcast*
- Salesforce*
- Sports Basement*
- The Veen Firm, PC*
- Walkup, Melodia, Kelly & Schoenberger*
- Bikeista*
- David Baker Architects*
- Forest City Developers*
- Kenwood Investments/Treasure Island LLC*
- Laughing Monk Brewing*
- Mission Bay Development Group*
- The New Wheel*
- Rahman Law PC*
- Skidmore, Owings & Merrill*
- Slack Technologies*
- Arup*
- Atlassian*
- California Medical Association*
- Community Thrift Store*
- Conger Moss Guillard, Inc
- Landscape Architecture*
- Harris Personal Injury Lawyers*
- ICF International*
- Kaiser Permanente*
- Kilroy Realty Corporation*
- Law Office of Daniel H. Rose
- Pacific Gas and Electric Company*
- Paoli & Geerhart LLP*
- Perkins + Will*
- Sally Morin Law*
- The San Francisco County Transportation Authority*
- Saris*
- Terabit Systems*
- University of California San Francisco*
- Yellow Cab of San Francisco*

**FOUNDATIONS & BUSINESS SUPPORT**

$25,000 - $49,999
- Hellman Foundation*
- Climate Ride*

$15,000 - $24,999
- Bay Area Bicycle Law
- Dolan Law Firm*
- Google Matching Gifts Program*
- Recology*

$10,000 - $14,999
- Adobe*
- Anonymous*
- craigslist*
- Levi Strauss & Co.*
- Linkedin*

$5,000 - $9,999
- Build Inc.*
- Hellman-Gibbs Family Philanthropic Fund*

$2,500 - $4,999
- Build Inc.*
- Hellman-Gibbs Family Philanthropic Fund*

$1,000 - $2,499
- Anonymous*
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David Baker Architects
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Mick and Sabrina Hellman

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Jim Greer and Daphne Keller
Mark and Catherine Slavonia

$10,000 - $14,999
Kate and Bill Duhamel
Martha Ehrenfeld and Carla McKay
Jean Fraser and Geoffrey Gordon-Creed
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Michael Yanov*
Elia Zamaria
Margaret Zhou
Scott Zimmermann and Phanthong Mesomsub*

IN-KIND SUPPORT

20th Century Cafe
21st Amendment Brewery
Abus Locks
Alonzo King’s LINES Ballet
Alter Eco
American Conservatory Theater
Arizmendi Bakery
Asian Art Museum
Avenue Cyclery
Back of the House
Bai Brands
Barry Beans
Beach Blanket Babylon
Bean Bag Cafe
Bear Republic Brewing Co.
Berkeley Racing Canoe Center
Bern Unlimited
Big Hand
Bi-Rite Market
Bicycle Coffee Company
Bike Connection
Bike Kitchen
Bike Seat Companion
Blue Diamond Almonds
Blue Waters Kayaking
Body Awakening
Boomerang Bikes
Box Dog Bikes
BrainWash Laundry
Burning Man
California Academy of Sciences
California Canoe & Kayak
Caltrain Bike Station
Canyon Market
Citizen Chain Cyclery
City and County of San Francisco
City Arts & Lectures
CIVIC
Civic Cyclery
Cleary Bikes
Clif Bar
Coletta Gelato
Contemporary Jewish Museum
Crucible
## 2017 Financials

**Total Revenue:** $2,152,263  
**Total Expenses:** $2,201,221

### Breakdown
- **Events + Benefits:** 22.7%  
- **Foundation Grants:** 13.3%  
- **Membership Dues:** 16.2%  
- **Contracts:** 17.3%  
- **Individual Contributions:** 16.4%  
- **Business Partner Support:** 6.4%  
- **Other Income:** 3.7%  
- **Program Service Fee:** 4%  
- **Operating:** 8.7%  
- **Fundraising:** 18.1%

### Financials
- **Beginning Net Assets:** $1,020,375  
- **Net Income:** $48,958  
- **Ending Net Assets:** $971,417

*The numbers listed above are projections and awaiting audit.*
Participant riding their newly built bike at 100% College Prep Bike Build.

Janelle Phung, Family and Schools Coordinator, teaches Intro to Urban Bicycling in Cantonese at Chinese Newcomers Service Center.

Miles Stepto, Program Coordinator (right), and Charles Deffarges, Community Organizer (second from right), with participants of a Community Bike Build.

MTC Spare the Air Youth Family Biking workshop at Jose Ortega Elementary.

2017
CONNECT WITH YOUR SAN FRANCISCO BICYCLE COALITION!

- Sign up for the weekly Biker Bulletin
- Read the latest news on our blog
- Come to our next volunteer night
- Take one of our free bicycle education classes

Report written by Chris Cassidy and designed by Veronica Newell.

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