



Minutes of the San Francisco Bicycle Coalition Board of Directors meeting
June 26, 2018
San Francisco Bicycle Coalition Office
1720 Market Street, San Francisco CA

Directors in attendance	Adam Keats
	Amandeep Jawa
	Andy Thornley
	Chema Hernandez Gil (on the phone)
	Jane Natoli
	Jean Kao (Treasurer)
	Jeremy Pollock
	Jiro Yamamoto
	Lindy Kae Patterson
	Mary Kay Chin (Secretary)
	Nic Jay Aulston (President)
	Robin Abad Ocubillo
	Rocky Beach
	Shirley Johnson
Directors absent	Marie Jonas
Staff	Brian Wiedenmeier
	Rahul Young

Start	The meeting was convened with quorum at 6:30pm.
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Agenda Item	Purpose	Presenter
1 <i>Consent Calendar</i>	Action	Nic Jay Aulston
<p>Motion to approve the May 22, 2018 meeting minutes. Shirley moved and Jane seconded. Approve: Shirley, Robin, Mary Kay, Jiro, Nic Jay, Jeremy Abstain: Andy, Adam, Chema</p> <p>The motion passes.</p>		
2 Old Business	Information	Shirley Johnson
<ul style="list-style-type: none"> Directors are requested to make a sponsorship or donation ask from network Pick up Golden Wheel invitations Executive committee to finalize <ul style="list-style-type: none"> Auto reply to board@ emails Develop a work for responding <p>Rocky arrived at 6:34pm.</p> <ul style="list-style-type: none"> Janelle and Rahul will collaborate with Audit Committee to review audit proposal. A recommendation will be presented to the full board in August. 		



Shirley volunteered to be debate tracker.
Robin volunteered to track action items.

3 President's Report

Information

Nic Jay Aulston

Board@ emails

- A former member wishing to renew their membership
- A member requesting the SFBC not endorse political candidates
- Suggestion for the SFBC to Adopt-A-Highway

Executive committee will continue to review and draft an auto reply and process for responding to Board@ emails.

Jean joined the meeting at 6:39pm.

4 Executive Director's Report

Information

Brian Wiedenmeier

Quarterly progress report

- Goal 4:1 - Adult bike education progress is exceeding expected goals to-date, which may trigger a reevaluation of the goal.
- Goal 1:1 - Physically protected bike lanes & construction on the following:
 - 5th street & Townsend – both will need member support to push for prioritization. Brian will be publishing a letter to Ed Reiskin encouraging the SFMTA prioritize safety treatments on these two streets.
 - 6th street improvements will include a Class 2 (paint only) bike lane, which typically we would oppose but we believe it more strategic win to focus our resources on building a more robust bike lane on 5th instead.

Deep arrived 6:44pm.

- Goal 1:5 - Caltrain's bike boarding project has been extended to 22nd.
- Goal 1:5 - Regional Measure 3 passed and now there will be more funding set aside for bicycle and pedestrian infrastructure.
- Goal 2:3 - Our endorsed candidates for Mayor did not win, which changes the dynamics with City Hall. Potentially at a disadvantage, but we have been here before.
- Goal 4:3 - Ticket diversion program
 - Should be accomplished by end of the calendar year.
 - SFMTA, Chief of Police, Superior Court and the Treasurers office all support the program.
- Scooters share companies
 - Applications for permits are being accepted with about 15 applications already submitted
 - Current framework allows for 2,500 scooters from 5 different companies. We are speaking with most of the companies.
- Masonic Ave: a member-led campaign called "Fix Masonic" that started 6 years ago.
 - The 2012 design is not living up to 2018 expectations.
 - Some members believe we should not be celebrating this bike lane. Some members believe we should celebrate it. We want to recognize the hard work it's taken to get us here but that things are far from perfect.
 - Fix Masonic Committee are planning a celebration early July/August and the city will have a ribbon cutting late July. This will be announced in the Biker Bulletin.
- Staffing updates & announcements



5	Committee Reports	Information/ Discussion	Brian Wiedenmeier Shirley Johnson Andy Thornley Lindy Kae Patterson Robin Abad Ocubillo Rahul Young
	<p>Fundraising</p> <ul style="list-style-type: none"> To date, Golden Wheel has 50 sponsors and has reached 80k of our 90k goal. July 13th is the deadline for sponsorship. Discussion of ways to increase fundraising by Directors. <p>Director Elections</p> <ul style="list-style-type: none"> Timeline for election will be voted on at the July meeting. Discussion of board recommendations/endorsements presented by the committee <p>Personnel - ED review</p> <ul style="list-style-type: none"> Received feedback from 12 directors and 7 current/former staff Brian shared a draft leadership agenda, which will be the framework for evaluation. Andy to schedule a committee meeting and will resent a recommendation to the full board in July. <p>Branding & Strategy</p> <ul style="list-style-type: none"> Committee met and worked on defining branding before discussing tasks of the committee. Received feedback and participation with staff, ensuring a robust discussion. First task is to dig into what members/non-members think of us. Hoping to have something to report in August. A "brand": it's not what you think you are, but what they think you are. <p>Policy</p> <ul style="list-style-type: none"> First meeting was on May 29th and it was determined the committee will be a working one not a standing committee. Goals of identifying ways the board can advance the strategic plan in our policy work. Process might include: a standing agenda item where we can address emerging policies or issues and to develop a Slack channel. <p>Finance April had a late close due to BTWD, but actuals are close to target. Chema left the meeting at 8:11pm.</p>		
6	Feedback on board meeting process	Discussion	All
	<p>Discussion</p> <ul style="list-style-type: none"> Jane supports condensing what is presented to the full board Shirley advocated for shifting process towards robust notes, read before the meetings with more upfront planning from all directors. Deep pointed out this would require a culture shift. Jeremy recognized the importance for allowing time for digestion. Robin asked if posting the Friday before would be enough time. Deep cautioned against adding more tasks and requirements to an already extensive workflow for 		



directors.

6	Action Items Review	Information	Robin Abad Ocubillo
<ul style="list-style-type: none"> • Robin to follow up with governance and accountability dashboard. He will also work on developing a clear policy on how to schedule the ad hoc Policy working group. • Jeremy will schedule a Board Development committee meeting. • Adam will schedule a Governance committee meeting. • Deep will schedule an Audit committee meeting. • Andy will schedule a Personnel committee meeting. • Jean will follow up on ticket sales for Golden Wheel. • All – add your house parties on the shared calendar. 			
6	Adjourn	Action	Nic Jay Aulston
<p>Motion to adjourn the June 26, 2018 SF Bicycle Coalition Board meeting. Andy moved. Deep seconded. Meeting adjourned at 8:28pm.</p>			

Signature

Mary Kay Chin, Secretary

List of Appendices

Identifier	Title
A	2018-06-26 Quarterly ED Report



Appendix A: 2018-06-26 Quarterly ED Report



June 26, 2018

Quarterly Strategic Plan Progress Report

GOAL I: Demand high-quality infrastructure and push for visionary improvements to connect the city

Objectives:

1. Establish physically-protected bike lanes as the standard for bike improvements, especially on Vision Zero high-injury corridors.
 - A. *30 miles of protected bike lanes across every supervisorial district*
 - B. *25% of approved bike lane projects include protected bike infrastructure*
 - C. *18 miles annually of new and upgraded bicycle and pedestrian safety infrastructure constructed on high-injury corridors*

Progress

- Upper Market Street, Turk Street and 8th Street (extension to Townsend) all wrapped up construction of protected bike lanes, bringing high-quality infrastructure to known high-injury corridors.
 - Member-driven Valencia Street campaign continues as we prepare for SFMTA-led workshops this summer. In the last two months, we've hosted member committee meetings, organized a walking tour with the SFMTA, met with parents at Buena Vista Horace Mann Elementary and talked with Lyft about their geofencing pilot.
 - Our SoMa advocacy continues as we pushed for protected bike lanes on 5th Street and Townsend Street, two projects that will host open houses later this year. We are seeing some positive movement on Howard Street as well to bring near-term improvements to match Folsom Street's protected bike lane.
 - Masonic Avenue is wrapping up construction in July, and we are pushing for near-term improvements focused on the last block to connect to/from the Panhandle.
2. Fight for land use policies, street design, and operations that prioritize safe, comfortable sustainable transportation over fast driving.
 - A. *150 "hot spot" improvements*
 - B. *50% increase in perceived safety biking in San Francisco*
 - C. *50% decrease in bicycle crash rate citywide*

Progress

- n/a



3. Expand car-free spaces within parks and on city streets.

- A. *15 regular open streets events per year*
- B. *5 new permanent open, car-free spaces*
- C. *One new, larger-scale car-free event spanning multiple neighborhoods*

Progress:

- The car-free pilot at Twin Peaks was extended for another two years, and we continue working towards a long-term, permanent car-free space here.
- We continue meeting with SF Recreation & Park Department, Mayor's Office on Disability and other stakeholders towards more car-free space in Golden Gate Park, including the extension of Healthy Saturdays to be year-round.

4. Work to eliminate double-parking and illegal loading/unloading in bike lanes.

- A. *Enable double-parking reporting through 311 to establish a baseline*
- B. *60% reduction in the number of illegal bike lane encroachments in high-injury corridors and 40% reduction elsewhere compared with baseline*

Progress

- SF 311 launched a new feature to allow the system to collect detailed data on illegal parking violations, including drivers who double park in bike lanes. We have met and will continue to hold the SFMTA accountable to smart, targeted parking enforcement to decrease this known issue.

5. Ensure bike access and capacity on bridges and local and regional transit.

- A. *Secure full funding for construction of a bicycle path on the Bay Bridge western span*
- B. *50% increase in the number of people arriving and traveling by bike to BART and Caltrain*

Progress

- Bay Bridge West Span bicycle and pedestrian path planning was put on hold due to the Regional Measure 3 vote, but we continue working with Arup and expect public workshops and open houses this summer to unveil their preferred conceptual design.
- Caltrain: After pushing for years, Caltrain finally piloted their "Bikes Board First" pilot to allow passengers with bikes to board the bike car first. Starting in June, they have expanded to include 22nd Street Station as well and early results seem positive for decreasing boarding times.

6. Make bike parking secure and plentiful.

- A. *3,000 additional bike racks/corrals installed*



- B. Facilitate valet bicycle parking programs to reach 75,000 people*
- C. Triple the number of locations with attended or otherwise secure bike parking service*

Progress

- Parked 2,884 bicycles in Q2. We kicked off a valet bicycle parking every Sunday at the Presidio Picnic which brought in another major partnership for the valet bicycle parking program.
7. Decrease bicycle theft.
- A. Establish a bike theft unit in the San Francisco Police Department (SFPD)*
 - B. 50% reduction in bicycle theft*
 - C. 50% increase in bike registration*

Progress

GOAL II: Build public support and political power to win affordable and sustainable transportation for all San Franciscans.

Objectives:

1. Secure significant, new funding sources for bicycle infrastructure by winning local and regional funding measures.
 - A. Win all endorsed ballot measures that bring in new revenue for active transportation*
 - B. 10% of all new transportation revenues are allocated to bicycle and pedestrian projects*

Progress

- Through our endorsements work, we helped win Regional Measure 3, which was supported by over 65% of San Francisco voters. While the measure was not perfect, this funding will keep our city moving and our public transit affordable, while improvements for people biking and walking see a boost of \$150 million regionally on Bay Trail projects.
 - Our Transportation Justice Coalition has continued to convene as we look to engage Mayor-elect London Breed on finding smart, progressive revenue sources to fund our transportation needs.
2. Ensure new and emerging mobility technologies and services, especially transportation network companies (TNCs) and delivery services, are safe and complement bicycling.
- A. Enact city and state policies that positively integrate new and emerging mobility technologies into San Francisco's transportation network*

Progress:

- Scooter share: We continue regularly meeting with scooter share companies and getting updates from the SFMTA on the new scooter share program. We expect permits to



begin being issued later this summer. We continue to work with Calbike and our bike advocacy partners across the state on developing best practices for scooter share companies as operations expand.

3. Elect powerful champions for bicycling as mayor of San Francisco, in key supervisorial districts, and to other important offices citywide.

A. All SF Bicycle Coalition-endorsed candidates are elected to office and are held publicly accountable to their constituents

Progress

- We endorsed Mark Leno and Jane Kim for mayor and Rafael Mandelman for District 8 supervisor. In the weeks leading up to the June 5 elections, we connected members to campaigns and hosted or promoted a variety of events so our members had a chance to learn more about our endorsed candidates.
- Rafael Mandelman won his race, and we look forward to working with him to fulfill his campaign promises of delivering protected bike lanes on Valencia Street and expanding bike share throughout his district.
- We congratulated Mayor-elect London Breed on her victory, and we look forward to working with her to advance her transportation agenda towards a safe, more bike-friendly city for everyone.

GOAL III: Grow, engage, and empower our membership to strengthen our organization and deepen community support for bicycling.

Objectives:

1. Increase the number of members through grassroots organizing and strategic coalition building.
 - A. Grow individual membership to 12,000*
 - B. 5% annual list growth across communications channels*
 - C. 50% increase in the number of business members*

Progress

- Membership count (as of June 20, 2018): 10,125
- Bike to Work Day 2018 was a groundbreaking success. We crushed our goal of 1,075 members with 1,225.
- Ahead of Bike to Work Day, we trained over 140 members through our Bike to Work Day-specific Bicycle Ambassador and Captain training.
- List growth:
 - Baseline list size as of Jan. 2, 2018
 - Facebook Likes: 21,702
 - Twitter: 26,800
 - Instagram: 2,815
 - Biker Bulletin subscribers: 33,280
 - TOTAL: 84,597
 - Progress as of June 8, 2018
 - Facebook Likes: 21,639



- Twitter: 27,300
- Instagram: 3,012
- Biker Bulletin subscribers: 34,449
- TOTAL: 86,400
- Change: +1,803 or +2.13%
- Baseline Business Membership count (as of March 23, 2018): 58
- 2. Build an organization whose members, board, and staff reflect San Francisco's demographics.
 - A. *Report annually on closing the gap between the organization's and San Francisco's demographics*

Progress:

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- 3. Engage members and individuals to power our advocacy and increase our effectiveness.
 - A. *Maintain an average of at least 10,000 volunteer hours annually*
 - B. *Train 250 members in a leadership development program*
 - C. *Establish an organization-wide leadership ladder and increase member engagement by 10% at each level per year.*

Progress

- Led by community organizer Charles Deffarges, we hosted a three-part workshop series to share community organizing skills and knowledge with our members in May. We look to grow this training to be run as a full-day workshop in the future.

GOAL IV: Introduce San Franciscans of all ages, identities, and backgrounds to the joy of bicycling and encourage more San Franciscans to bicycle more often.

Objectives:

1. Reach thousands of people through bicycle education and school safety programming, emphasizing rules of the road.
 - A. *Reach 50,000 adults*
 - B. *Reach 30,000 young people, parents, and caregivers*
 - C. *25% increase in the number of children biking to school*

Progress

- In Q2, we reached 8,074 children through youth and family biking programs. This includes Safe Routes to School Bike and Roll to School Week, Sunday Streets, and the Chinatown Family Bike Fair. This bike fair was a multigenerational family event held at Joe DiMaggio Playground where we provided bicycle safety instruction in Cantonese. For this event, we also partnered with various organizations such as Y-Bike for youth



focused bicycle education and Ford GoBike for adult bicycle safety education and Bike Share for All membership sign ups.

- In Q2, we reached a total of 1,426 parents and caregivers through youth and family biking education.
 - A total of 210 adults attended our 14 bicycle safety education classes.
 - We engaged with 1,537 San Francisco residents through our bicycle safety education outreach at large scale events such as Sunday Streets.
 - We distributed a total of 12,500 Rules of the Road cards through Bike and Roll to School Week and Bike to Work Day.
2. Support bicycling for everyday transportation among communities that experience barriers to riding.
- A. *Refurbish and distribute 1,000 bicycles through Community Bike Builds*
 - B. *50% increase in people who bike in San Francisco identify as female, trans, or femme*
 - C. *Advocate for the expansion of accessible and affordable bike share systems and bike share membership programs*
 - D. *Hold at least one event annually in each supervisorial district with disproportionately low membership*

Progress

- This quarter, we distributed 123 bikes to low income residents through the Community Bike Build program. This number includes a large scale Community Bike Build with International High School where we taught 50 low income immigrant teens the Rules of the Road as well as a bike maintenance curriculum. Additionally, in May we held a joint Bicycle Safety Education Class and Community Bike Build at Florence Fang Community Garden in partnership with Chinese Newcomers Service Center. We provided bicycle safety instruction in Cantonese for all of the participants.
 - In June, we partnered with Strut for our annual LGBTQ Intro to Urban Cycling course.
3. Educate all road users how to share the road safely and respectfully.
- A. *Ensure the SFPD continues to meet its Focus on the Five goals*
 - B. *Demand fair, equitable, and accountable traffic enforcement methods*
 - C. *Train 2,500 professional drivers*
 - D. *Establish a ticket diversion program for people cited while biking*

Progress

- Various parties are committed to starting a bicycle ticket diversion program in San Francisco (SFMTA, SFPD, Superior Court, Financial Justice Project), and we are potentially close to starting a pilot program. We're working on getting SFPD to commit a staff person to project manage. SFMTA says the agency is ready to discuss funding once this step happens. However, there are still political and bureaucratic risks.