



Minutes of the San Francisco Bicycle Coalition Board of Directors meeting
May 28, 2019
San Francisco Bicycle Coalition Office
1720 Market Street, San Francisco CA

Directors in attendance	Alexandra Sweet
	Andy Thornley
	Brad Williford
	Jane Natoli (Secretary)
	Jean Kao (President)
	Juli Uota
	Kelli Shields
	Marie Jonas
	Meaghan Mitchell
	Nic Jay Aulston
	Preston Rhea
	Robin Abad Ocuillo (Treasurer)
	Sarah Bindman
Shirley Johnson	
Directors absent	Mary Kay Chin
Staff	Brian Wiedenmeier (Executive Director)
	Rahul Young (Deputy Director)
	Whitney Libunao (Development Associate)
Guests in attendance	Scott Yarbough (member)
	Steven Solomon (member)
	Peggy Da Silva (member)
	Ruach Graffis (member)

Start	The meeting was convened with quorum at 6:33 pm.
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Agenda Item	Purpose	Presenter
1 Check-In and Introductions If money were no barrier, what would be the first thing you'd like to see the San Francisco Bike Coalition address today?	Information	All
2 General Public Comment Scott Yarbough expressed appreciation to Jean Kao, Shirley Johnson, and Janice Li for support of Bikes on Board on Caltrain. Rauch Graffis lamented the reduction in training for people driving taxis due to the growth of alternatives provided by transportation network companies (TNCs) and expressed her support for the San Francisco Bicycle Coalition and her desire to take back the streets for all street users.	Information	Guests



3 Community Agreements	Discussion	Nic Jay Aulston
<p>Nic Jay initiated a discussion to review our community agreements and hold space for anything we might want to add to them as a board. The board chiefly discussed the idea of adding an agreement along the lines of “the stories stay in the room, the message gets out” and our various interpretations of what that means. The board did not adopt any new agreements at this time and will continue to check in and create space for our community agreements with each other.</p>		
4 Consent Agenda	Action	Jean Kao
<p>Andy motioned to approve the April 23, 2019 minutes, Robin seconded.</p> <p>Aye: Alex, Andy, Brad, Jane, Jean, Juli, Kelli, Marie, Meaghan, Nic Jay, Preston, Robin, Sarah, Shirley</p> <p>Motion passed.</p>		
5 Board@ emails	Information	Exec Team
<p>The board received three emails since the last meeting. Two urged the board not to accept donations from automobile companies including TNCs; the third asked the board to continue work to make the visual aids at meetings more accessible and to look into a cross-member communication platform.</p> <p>Shirley asked if the emails are receiving responses. The emails currently receive auto-responses and Jean agreed to make this a standing action item for the Executive Committee to discuss incoming emails and responses.</p> <p>Brad requested the Executive Committee review the verbiage of the auto-responder.</p>		
6 Finance Report	Information	Robin Abad
<p>See Appendix A</p> <p>Due to a previously budgeted large donation that has not come in, the San Francisco Bicycle Coalition has a deficit in the previous fiscal year and has had to reassess some expenses in the coming budget. While we remained hopeful we would eventually receive that donation, we are moving forward without considering it in the next year’s budget. In addition, business partner support was lower for the year than expected. However, the organization remains in a strong cash position with almost 4 months of operating reserves. Positive trends from the end of the last fiscal year include membership revenue exceeding budgeted expectations for the year as well as an increase in individual contributions. In addition, the Chase Center bike valet contract has been signed.</p> <p>In terms of expenses, the organization was over budget on professional services, in large part due to unexpected legal services incurred over the year. In addition, due to open positions, the San Francisco Bicycle Coalition did realize some savings on personnel.</p> <p>In looking at the budget for Fiscal Year 2019-2020, there were some items removed due to reassessing the previously expected large donation. Unfortunate cuts at this time include positions supporting campaigns and valet service and the board continues to explore ways to support the organization and close these funding gaps to continue to support the great work of the San Francisco Bicycle Coalition staff.</p>		



7 Executive Director's Report	Information	Brian Wiedenmeier
<p data-bbox="167 373 370 401">See Appendix B</p> <p data-bbox="167 434 1321 462">There is an updated Strategic Plan 2018-2022 dashboard available to show progress on our goals.</p> <p data-bbox="167 495 492 522">Bike To Work Day (BTWD):</p> <p data-bbox="167 556 1455 646">We broke lots of records, including the number of members signed up. Brian thanked the board and members present for engaging and volunteering. Over 1,300 individuals signed up on BTWD and that would not be possible without the work of everyone involved.</p> <p data-bbox="167 680 440 707">Strategic Plan updates:</p> <p data-bbox="167 741 1455 858">Mayor Breed is committed to double the pace of the construction of protected bike lanes around the City, pledging to build 20 miles in 2 years. The City is planning to amend the transportation code to allow city engineers to upgrade the street without going to a full SFMTA board meeting for approval, which will hopefully lead to projects getting in the ground quicker. Projects expected in the next few months include:</p> <ul data-bbox="407 892 1081 1100" style="list-style-type: none">● 7th Street● Alemany Boulevard● California Street● Golden Gate Avenue● Howard Street● Leavenworth Street● Valencia Street between 19th Street to Cesar Chavez <p data-bbox="167 1134 1455 1192">Since we have political leadership at the highest level, we are confident that we can exceed our Strategic Plan 2018-2022 Goal One, Objective One of 30 miles of protected bike lanes.</p> <p data-bbox="167 1226 1487 1316">Regarding Strategic Plan 2018-2022 Goal One, Objective Four (Bike lane encroachment), Mayor Breed wants to use 311 data to direct resources to areas reported as blocked. Violations for blocking bike lanes have already increased.</p> <p data-bbox="167 1350 1433 1470">In support of Strategic Plan 2018-2022 Goal One, Object Five (regional transit), the BART board of directors voted to keep two bike spaces per car on their trains. On June 6th, the Caltrain joint powers board will be meeting to consider design options for the new railcars. Caltrain committee will be advocating for 4 cars with bike parking and more seats in view of bikes, however the Caltrain staff recommendation will be 2 cars</p> <p data-bbox="167 1503 1429 1562">Regarding Strategic Plan 2018-2022 Goal One, Object Six, the Chase Center contract is 200 events a year, capacity inside for up to 300 bikes.</p> <p data-bbox="167 1596 1466 1686">In terms of Strategic Plan 2018-2022 Goal Three, Objective One (membership growth), we are 1,500 members away from our goal of 12,000 members and are excited to explore more strategies of growing membership and meeting potential new members where they are at.</p> <p data-bbox="167 1719 1471 1839">Uber and Lyft launched recent safety campaigns, including in app alerts reminding individuals to look for people biking and not pick up and drop off in bike lanes. While the Bike Coalition has made some asks for more alerts like this, we were not directly involved in this campaign, though this kind of work does support Strategic Plan 2018-2022 Goal Four, Objective Three (educating all road users)</p>		



Staffing Updates:

We have hired a new development director, who will be starting July 8th, and are hopeful about filing the open communications and marketing director role as well.

Nic Jay asked Brian about opportunities to write letters and conduct outreach regarding ongoing campaigns. Staff regularly provides action alerts when it is time to get involved.

Shirley asked about our current engagement and relationship with Mayor Breed given we did not endorse her in the last election since there has been such strong support of bike infrastructure recently from the Mayor's office. We continue to work with the Mayor and she has empowered her staff, many of whom we have worked with over the years, to move forward with the important work of making our City streets safer.

6	Committee Reports	Information/ Action	Committee Chairs
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Board Development - Alex Sweet

- The committee is working on goals to support the initiatives and priorities including:
 - the election calendar
 - a first draft for a recruitment letter for potential board candidates

Endorsements & Audit - Jane Natoli

- We will be meeting on Thursday and have more updates at the next meeting

Fundraising & Membership - Sarah Bindman

- The committee has set short-term priorities and goals including:
 - Strengthen the board's role in fundraising, including training
 - Creating a dashboard to track metrics
 - Supporting the membership survey which Kelsey plans to have out by the end of June
 - Analyzing membership levels and potentially expanding them to include options such as a low-income membership
- The Golden Wheel Awards are on July 25th
- The awardees are:
 - People Protected
 - former Supervisor Jane Kim
- The theme is that we can do more, we can do it better, we can do it faster to make a more safe, just, and healthy city
- Board members can help make Golden Wheel a success by providing leads for potential sponsors that we would like to see involved as well as completing handwritten notes to encouraging past sponsors and donors to continue to support our work. Whitney will follow up with more details
- Shirley inquired about the process for selecting the Golden Wheel awardees.
 - It is not a formal process; however, we look to selecting individuals and organizations who are deserving, have not been previously award, and create a sense of balance and narrative.



Org Strengthening - Preston Rhea

- Org Strengthening met in the Mission at the Calle 24 space; Preston encouraged other committees to consider meeting in public spaces like this to further engage the community
- The committee reviewed and finalized goals for 2019:
 - Role clarification
 - healing and clean-up
 - increasing investment in Diversity, Equity, and Inclusion work
- They also drafted a timeline of this work.
- Next steps including a deep dive into these processes to further flesh out the work of the committee.
- The committee identified three priorities for the current board:
 - Clarifying roles
 - Healing
 - Increasing resiliency
- At present, they are not prioritizing the theory of change, but are mindful that it will be good to include in the next strategic planning cycle

Personnel - Marie Jonas

- The committee is prioritizing the Executive Director (ED) evaluation.
- In addition, there will be opportunities for staff to provide feedback on the board's performance as previous ED valuations have been used this way in the past
- We are continuing to explore how we will use the board feedback, but it is not meant to be scientific or perfect.
- Marie is happy to share the questions if you have not seen them
- In the past, we have only requested feedback from Brian from his direct reports; we will be expanding that opportunity to the entire staff this year
- Marie is going to attend an all staff meeting next week to contextualize this to the staff in the near future.
- Finally, the Personnel Committee will be meeting June 6 with the goal of having a final ED evaluation completed by August

Governance - Shirley Johnson

- The Governance committee discussed the possibility of inviting others to participate and decided to only consider experts as necessary; they encourage others to consider this question as well
- In terms of the five goals, the first two have been completed, two are currently under discussion, and the fifth is still in the future
- Governance has completed an expected timeline of this work
- The committee is also asking the board for an action tonight regarding drafting a blog post and membership survey question specifically in regard to the donation policy.
- The board discussed the potential purpose of this draft post as well as hopes and reservations regarding potential questions about gift acceptance in a membership survey, exploring ideas of how we hope to use this information as well as how the organization has handled contentious issues in the past on products such as the membership survey



- After a discussion of the timeline to move this forward as well as the purpose, who the owners would be, concerns about survey design, and what impacts this would have on staff's work on the membership survey, Preston moved to adopt a motion to draft a blog post regarding the donation policy as well as a potential membership survey question, Kelli seconded

Aye: Alex, Andy, Brad, Jane, Jean, Juli, Kelli, Meaghan, Nic Jay, Preston, Robin, Sarah, Shirley

Nay: Marie

Abstention: none

Motion passed.

- There will be a joint Fundraising and Membership/Governance committee meeting regarding this on June 20th.

7 Adjournment	Action	Jean
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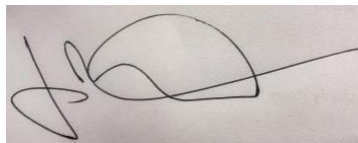
Motion to adjourn the May 28th, 2019 meeting of the SF Bicycle Coalition Board of Directors at 8:29 pm
Robin moved, Andy seconded

List of Appendices

Identifier	Title
A	Finance Reports
B	Strategic Plan 2018-2022 Dashboard

Signature

Jane Natoli, Secretary





Appendix A



**April 2019 Financial Statement
SFBC & SFBC Education Fund Combined**

	Instructions								Total Budget	YTD Trend Projection
	April				Year To Date (Apr 19 - Apr 19)					
	Actual	Budget	Fav/(Unfav)	%	Actual	Budget	Fav/(Unfav)	%		
Income										
Membership Dues	(19,874)	(21,550)	(1,676)	-8%	(19,874)	(21,550)	(1,676)	-8%	(368,475)	(339,818)
Individual Contributions	(16,010)	(16,250)	(240)	-1%	(16,010)	(16,250)	(240)	-1%	(545,500)	(537,443)
Foundation Grants	(25,000)	(24,583)	(417)	2%	(25,000)	(24,583)	(417)	2%	(181,996)	(185,083)
Business Partner Support	(1,957)	(9,750)	(7,793)	-80%	(1,957)	(9,750)	(7,793)	-80%	(182,750)	(36,681)
Events and Benefits	(-)	(-)	(-)	0%	(-)	(-)	(-)	0%	(527,100)	(527,100)
Program Service Fees	(16,495)	(12,690)	(3,805)	30%	(16,495)	(12,690)	(3,805)	30%	(255,123)	(331,620)
Contracts	(51,045)	(55,441)	(4,396)	-8%	(51,045)	(55,441)	(4,396)	-8%	(512,258)	(471,640)
Sales	(4,777)	(4,850)	(73)	-2%	(4,777)	(4,850)	(73)	-2%	(24,150)	(23,787)
Misc Income	(8)	(7)	(1)	14%	(8)	(7)	(1)	14%	(84)	(96)
In-Kind Income [NEW]	(-)	(-)	(-)	0%	(-)	(-)	(-)	0%	(66,100)	(66,100)
Cost of Goods Sold	(255)	(175)	(80)	-46%	(255)	(175)	(80)	-46%	(3,075)	(4,481)
Total Income	(134,911)	(144,946)	(10,035)	-7%	(134,911)	(144,946)	(10,035)	-7%	(2,660,46)	(2,514,88)
Expense										
Salaries and Wages	(117,041)	(116,853)	(188)	0%	(117,041)	(116,853)	(188)	0%	(1,489,108)	(1,491,504)
Payroll Taxes	(9,270)	(9,342)	(72)	1%	(9,270)	(9,342)	(72)	1%	(122,846)	(121,899)
Employee Benefits	(9,412)	(11,410)	(1,998)	18%	(9,412)	(11,410)	(1,998)	18%	(150,237)	(123,929)
Professional Services	(30,993)	(19,717)	(11,276)	-57%	(30,993)	(19,717)	(11,276)	-57%	(181,966)	(286,031)
Subtotal Personnel	(166,716)	(157,322)	(9,394)	-6%	(166,716)	(157,322)	(9,394)	-6%	(1,944,157)	(2,023,363)
Program Support	(9,233)	(12,910)	(3,677)	28%	(9,233)	(12,910)	(3,677)	28%	(237,820)	(170,085)
Staff Development & Conferences	(200)	(945)	(745)	79%	(200)	(945)	(745)	79%	(8,940)	(1,892)
Travel	(854)	(495)	(359)	-73%	(854)	(495)	(359)	-73%	(11,565)	(19,953)
Advertising and Promotion	(19,540)	(12,765)	(6,775)	-53%	(19,540)	(12,765)	(6,775)	-53%	(81,585)	(124,886)
Subtotal Program	(29,827)	(27,115)	(2,712)	-10%	(29,827)	(27,115)	(2,712)	-10%	(339,910)	(316,815)
Occupancy	(15,851)	(15,097)	(754)	-5%	(15,851)	(15,097)	(754)	-5%	(210,074)	(220,566)
Office Expenses	(7,484)	(7,265)	(219)	-3%	(7,484)	(7,265)	(219)	-3%	(100,000)	(103,014)
Depreciation	(733)	(1,319)	(586)	44%	(733)	(1,319)	(586)	44%	(15,823)	(8,793)
Insurance Premiums	(-)	(-)	(-)	0%	(-)	(-)	(-)	0%	(8,100)	(8,100)
Information Technology	(738)	(2,322)	(1,584)	68%	(738)	(2,322)	(1,584)	68%	(55,507)	(17,642)
Subtotal Operating	(24,806)	(26,003)	(1,197)	5%	(24,806)	(26,003)	(1,197)	5%	(389,504)	(358,115)
Total Expense	(221,349)	(210,440)	(10,909)	-5%	(221,349)	(210,440)	(10,909)	-5%	(2,673,57)	(2,698,29)
Net Income	(86,438)	(65,494)	(20,944)	-32%	(86,438)	(65,494)	(20,944)	-32%	(13,110)	(183,406)
Cash Balance										
	4/30/2019									
	Actual	Budget								
Cash Balance in SFBC	(467,824)									
Cash Balance in SFBC Ed Fund	(200,892)									
Total Cash	(668,716)	(663,010)								
O [1]	3.2	3.2								
Avg of the next 3 mo. of expenses		210,716								
Encumbered Grant Funds Remaining		0								
Open Invoices		326,354								
Deferred Revenue		170,021								



Appendix B



San Francisco Bicycle Coalition
 Strategic Plan 2018-2022

Dashboard Overview

Goal I	Goal II	Goal III	Goal IV
1.1 9.74 63% TBD	2.1 Yes 5%	3.3 10489 1% 12%	4.1 25307 22105 0
1.2 TBD -20% TBD	2.2 Yes	3.2 No	4.2 436 0 Yes Yes
1.3 10 1 0	2.3 No	3.3 3157 310 0%	4.3 No No 80 No
1.4 Yes TBD TBD			
1.5 No 13%			
1.6 501 13357 TBD			
1.7 No TBD TBD			



San Francisco Bicycle Coalition
 Strategic Plan 2018-2022

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

Objectives

1.1 Establish physically-protected bike lanes as the standard for bike improvements, especially on Vision Zero high-injury corridors.

	<i>Miles of protected bike lanes</i>	<i>Approved bike lane projects including protected bike infrastructure</i>	<i>Annual miles of new & upgraded infrastructure along high injury corridors</i>
<i>Goal</i>	30	25%	18
<i>Actual</i>	9.74	63%	TBD

1.2 Fight for land use policies, street design, and operations that prioritize safe, comfortable sustainable transportation over fast driving.

	<i>"Hot spot" improvements</i>	<i>Increase in perceived safety of biking</i>	<i>Decrease in bike crash rate</i>
<i>Goal</i>	150	50%	50%
<i>Actual</i>	TBD	-20%	TBD

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

	<i>Regular open streets events per year</i>	<i>New permanent open, car-free spaces</i>	<i>Larger-scale car-free event</i>
<i>Goal</i>	15	5	1
<i>Actual</i>	10	1	0

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

	<i>Enable double-parking reporting through 311</i>	<i>Bike lane encroachment reduction, high injury corridors</i>	<i>Bike lane encroachment reduction, citywide</i>
<i>Goal</i>	Yes	60%	40%
<i>Actual</i>	Yes	TBD	TBD



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

	<i>Funding for Bay Bridge Western Span</i>	<i>People arriving to Caltrain & BART by bike</i>
Goal	Yes	50%
Actual	No	13%

1.6 Make bike parking secure and plentiful.

	<i>Additional bike racks/corrals installed</i>	<i>Valet bikes parked</i>	<i>Increase number of attended/secure parking facilities</i>
Goal	3000	75000	300%
Actual	501	13357	TBD

1.7 Decrease bicycle theft.

	<i>Establish bike theft unit</i>	<i>Decrease in bike theft</i>	<i>Increase in bike registration</i>
Goal	Yes	50%	50%
Actual	No	TBD	TBD



San Francisco Bicycle Coalition
 Strategic Plan 2018-2022

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

Objectives

2.1 Secure significant, new funding sources for bicycle infrastructure by winning local and regional funding measures.

	<i>Win all endorsed revenue measures</i>	<i>New revenue allocated to bike & ped projects</i>
Goal	Yes	10%
Actual	Yes	5%

2.2 Ensure new and emerging mobility technologies and services, especially transportation network companies (TNCs) and delivery services, are safe and complement bicycling.

	<i>Enact Policies</i>
Goal	Yes
Actual	Yes

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

	<i>All endorsed candidates elected</i>
Goal	Yes
Actual	No



San Francisco Bicycle Coalition
 Strategic Plan 2018-2022

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

Objectives

3.1 Increase the number of members through grassroots organizing and strategic coalition building.

	<i>Number of members</i>	<i>Annual list growth</i>	<i>Increase in business members</i>
<i>Goal</i>	12000	5%	50%
<i>Actual</i>	10489	1%	12%

3.2 Build an organization whose members, board, and staff reflect San Francisco's demographics.

	<i>Annual demographic report</i>
<i>Goal</i>	Yes
<i>Actual</i>	No

3.3 Engage members and individuals to power our advocacy and increase our effectiveness.

	<i>Annual volunteer hours</i>	<i>Members trained</i>	<i>Member engagement at each level</i>
<i>Goal</i>	10000	250	10%
<i>Actual</i>	3157	310	0%



San Francisco Bicycle Coalition
 Strategic Plan 2018-2022

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

4.1 Reach thousands of people through bicycle education and school safety programming, emphasizing rules of the road.

	<i>Adults reached</i>	<i>Young people, parents and caregivers reached</i>	<i>Increase in biking to school</i>
<i>Goal</i>	50000	30000	25%
<i>Actual</i>	25307	22105	0

4.2 Support bicycling for everyday transportation among communities that experience barriers to riding.

	<i>Bikes distributed</i>	<i>Increase in women, trans femme ridership</i>	<i>Advocate for expansion of accessible & affordable bike share</i>	<i>One annual event in each district</i>
<i>Goal</i>	1000	50%	Yes	Yes
<i>Actual</i>	436	0	Yes	Yes

4.3 Educate all road users how to share the road safely and respectfully.

	<i>SFPD Focus on the Five goal met</i>	<i>Accountable traffic enforcement advocacy</i>	<i>Professional drivers trained</i>	<i>Ticket diversion program established</i>
<i>Goal</i>	Yes	Yes	2500	Yes
<i>Actual</i>	No	No	80	No