

## 1. Tell us about your interest in serving on the San Francisco Bicycle Coalition Board of Directors. (100 word limit)

I'm deeply passionate about the SFBC's mission for reasons both personal and professional. Not only is biking my primary mode of transportation, I also co-own a bike-centered business—Pedal Inn (soon "Dandyhorse") Bike Tours + Rentals. In addition, after ten years as a nonprofit brand strategy consultant, I'm looking for ways to rebalance my work-life, give-receive ratio. Serving on the SFBC Board seems like the perfect opportunity to give my best and highest to the community that has given so much to me and that so tangibly improves the livability and sustainability of our city for everyone.

---

## 2. Describe your involvement with the San Francisco Bicycle Coalition to date. (100 word limit)

I've been an SFBC member since shortly after I moved to SF in 2009. Together with my life and business partner, I've participated in a number of SFBC events over the years. Beyond volunteering for things like Bike to Work Day, we've co-led several Bike Camping 101 workshops/fundraisers (@ Swell, Huckleberry, and various public libraries) and an Overnight Ride to HMB for Bike Month. We've donated products/tours for Winterfest auctions and for events put on by other SFBC member businesses. I've also co-led a women's ride (Women Ride the Waterfront) to help build community around women who bike in SF.

## 3. What skills, experience and relevant qualities would you bring to Board service? (100 word limit)

I've worked with many boards in ten years as a nonprofit consultant. This means I would bring a clear understanding of my role as a board member and the role of the board within the organization. Though my experience is primarily in the education sector, I've also worked with some land and landmark conservancies, public/political education campaigns, and some social-purpose, mission-driven businesses. I also bring relevant perspectives as a woman who bikes for day-to-day transportation and recreation and as owner of a bike-related business.

---

#### 4a. Do you have specific experiences/skills in the following areas, which are ongoing needs on a board of directors?

	Yes	No
Fiduciary oversight	<input type="radio"/>	<input checked="" type="radio"/>
Governance duties	<input checked="" type="radio"/>	<input type="radio"/>
Strategic direction	<input checked="" type="radio"/>	<input type="radio"/>
Fundraising	<input checked="" type="radio"/>	<input type="radio"/>

#### 4b. Elaborate on any experience or skills you possess in these areas (150 Word Limit)

Governance duties: I've worked with boards in the trans-disciplinary role of creative director, leading qualitative research with internal and external stakeholders and managing and working alongside teams (on both the client and agency sides of the relationship and both strategic and tactical sides of the process) with designers, writers, filmmakers, web developers, nonprofit and business leaders, and other creative thinkers and doers.

Strategic direction: I've helped many boards integrate strong brand strategy and design thinking into the strategic planning process, ensuring that both the process itself and the tangible artifacts of the process achieve more than mapping out future programmatic enrichments but also build cultural momentum toward a transformative vision.

Fundraising: My experience centers around developing strong, brand-aligned messaging (i.e., making the case) for advancement offices, major gifts officers, on-the-ground volunteers, and institutional communications. As a creative director, my role has been to straddle the theoretical/strategic and practical/tactical sides of this message development.

.....

### 5a. Do you have specific experiences/skills in the following areas, which are specific priorities this year for the SF Bicycle Coalition Board of Directors?

	Yes	No
Legal experience in areas relevant to SF Bicycle Coalition's mission and work	<input type="radio"/>	<input checked="" type="radio"/>
Strategic planning experience	<input checked="" type="radio"/>	<input type="radio"/>
Organizational / nonprofit management experience	<input checked="" type="radio"/>	<input type="radio"/>
Financial oversight skills (incl. capacity to serve as Treasurer)	<input type="radio"/>	<input checked="" type="radio"/>
Personnel management skills	<input checked="" type="radio"/>	<input type="radio"/>
Relevant connections to / representation of diverse communities in SF, particularly communities of color, families, residents of outer neighborhoods, youth, and seniors	<input checked="" type="radio"/>	<input type="radio"/>
Relevant connections to bicycle retail or industry	<input checked="" type="radio"/>	<input type="radio"/>

## 5b. Elaborate on any experience or skills you possess in these areas (150 Word Limit)

In addition to the elaborations above regarding strategic planning and nonprofit management experience...

Personnel management skills: I've led teams within companies and nonprofit orgs that have highly collaborative and participatory cultures, so my leadership experience lends itself to an organization like the SFBC that's open and committed to discerning and representing the many different voices within its membership.

Relevant connections to/representation of diverse communities: I bring my perspective and position as a woman and bike-related business owner who bikes in and around SF for transportation and recreation. I have strong ties in queer communities in SF.

Relevant connections to bicycle retail/industry: I'm co-owner of Pedal Inn (soon to be "Dandyhorse") Bike Tours + Rentals, which is designed to serve locals and those new-to-SF (or new-to-biking in SF) but also serves many out-of-town visitors and cycling tourists. We also have strong relationships with other SF and Bay Area bike businesses.

---

## 6a. Have you served or are you currently serving on a nonprofit board of directors?

Yes

No

## 6b. If "yes," please list which nonprofit board(s) you have served on. (50 Word Limit)

---

7. Fundraising is a key responsibility of a nonprofit board. Are you willing to make a personally significant gift and participate in fundraising events and activities?

Yes

No

8. Are there any other aspects of your background and experience that you would like members to know about? (150 word limit)

I'm deeply grateful for the great work the bike coalition does. Even in the relatively short time I've lived in SF, I've seen so many amazing, tangible changes to the livability and bikability of our streets thanks to the SFBC. These improvements benefit me every day as I bike in and around the city. They have a huge impact on the small business my partner and I own. And beyond enjoying the results of the SFBC's policy and advocacy work, I'm also grateful to be a part of this community and excited to see it grow and evolve. I'd be honored to have the opportunity to play a part in all of this critical work as a member of the SFBC Board of Directors.

---

This form was created inside of SF Bicycle Coalition.

Google Forms