



**Minutes of the San Francisco Bicycle Coalition Board of Directors meeting
April 24, 2018
San Francisco Bicycle Coalition Office
1720 Market Street, San Francisco CA**

Directors in attendance	Adam Keats (on the phone)
	Amandeep Jawa
	Andy Thornley
	Chema Hernandez Gil
	Jane Natoli (on the phone)
	Jean Kao (Treasurer)
	Jeremy Pollock
	Jiro Yamamoto (on the phone)
	Lindy Kae Patterson (on the phone)
	Marie Jonas
	Mary Kay Chin (Secretary)
	Nic Jay Aulston (President)
	Robin Abad Ocubillo
	Rocky Beach
Shirley Johnson	
Staff	Brian Wiedenmeier (Executive Director)
	Tracy Chinn (Development Director)
Guests in attendance	Maggie Chestney (member)
	Preston Rhea (member)

Start	The meeting was convened with quorum at 6:33pm.
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Agenda Item	Purpose	Presenter
1 Consent Calendar	Action	Nic Jay Aulston
<p>Motion to approve meeting minutes for March 27, 2018 with an amendment stating that the January 23, 2018 meeting minutes were approved in closed session. Andy moved. Marie seconded.</p> <p>The motion passed unanimously.</p>		
2 Old Business	Information	Jane Natoli
<p>Reminder that Bike To Work Day is May 10th and to sign up for volunteer shift.</p>		
3 President's Report	Information	Nic Jay Aulston
<p>Board@ emails -Two emails regarding the SFBC's stance on Proposition H</p> <p>Roles Action items – Jeremy volunteered Note taker – Jean volunteered</p> <p>Chema, Robin, and Lindy joined the meeting at 6:40pm.</p>		
5 Executive Director Report	Information	Brian Wiedenmeier



- 311 is now accepting reports for parking in the bike lane, a piece of objective 1.4 of our new strategic plan.
- Big month of protected bike lanes including:
 - Turk Street from Market to Powell
 - Upper Market Street between Octavia and Duboce, which the city repaved before painting
 - 8th Street is under construction from Harrison to Townsend

Deep and Jiro joined the meeting at 6:45pm.

- Twin Peaks pilot closure has been extended for two years by a unanimous vote of the SFMTA board. Staff is working to make it permanent.
- Bike To Work Day – staff is still finalizing what the ride with the mayor will look like. Jane Kim, Mark Leno and London Breed have committed to riding. Sponsorship goals were exceeded and now staff can focus on membership goals. The goal this year is for 1,000 memberships. Brian encouraged the board to continue to spread the word.
- Maggie Chestney will be recognized as Bike Commuter of the Year with a blog post coming soon.
- Welcome new staff, Rahul Young as the new Deputy Director. He will be starting May 7th and will look at HR, facilities, and ways to build an organizational culture that retains high quality staff.

The strategic plan dashboard is attached in Appendix A.

6	General Public Comment	Information	Guests
<p>Preston Rhea – excited to hear about the new 311 option but was concerned about the impact burdensome tickets might have on working people.</p> <p>Brian stated that the staff are working with Ticketing and Citing Division to have a more equitable approach to enforcement.</p>			
7	Treasurer’s Report FY2917	Information	Jean Kao
<p>End of the 2017 fiscal year fundraising came in 0.1% above budget. The fiscal year closed with five months of operational budget in the bank.</p>			
8	Policy Discussion	Information	Brian Wiedenmeier
<p>Brian presented talking points the staff developed for directors for addressing questions about the electric scooters.</p>			
9	Policy Committee	Information	Robin Abad Ocubillo
<p>Committee to be approved separately at the May meeting.</p>			
10	Approve Board Advisory Committee	Action	Nic Jay Aulston
<p>Updates</p> <ul style="list-style-type: none"> • Communication & Brand Strategy – Lindy Kae met with Chris and Veronica to see if there would be added value and they agree there is value in ongoing brand management and strategic planning. • Director Elections Committee – a formal committee instead of the ad hoc formation every year. Membership of the committee should be limited to directors not currently up for reelection. The committee will also conduct a review and evaluation of the recent election. 			



- Committees will determine themselves if they wish to add members at large to the committee.

Motion to approve all committees listed including Communications & Brand Strategy and Director Elections. Policy Committee will be tabled and addressed in the May meeting. Marie moved. Andy seconded.

The motion passed unanimously.

10	Fundraising	Discussion	Marie Jonas & Tracy Chinn
<p>Individual board pledges are due April 30th.</p> <p>Golden Wheel – June 26th at the Green Room. Awardees and keynote speaker are being finalized. Sponsorship/partnership goal is \$90,000 while ticket sales are closer to \$11,000. Directors are asked to review their networks to identify potential sponsors. Handwritten invitations will be ready for pick up by directors on June 4th.</p> <p>Phone banking – possible opportunity to have directors join and receive training on phone banking as an additional fundraising opportunity.</p>			
11	New Business	Action	Nic Jay Aulston
<p>Board@ emails –when our members email the board we should give them at minimum an acknowledgement we received their email.</p> <ul style="list-style-type: none"> • Shirley suggested the executive committee manage the flow • Brian asked that a policy be added that individual board members do not respond • Executive committee will develop a draft auto response and will work to develop a policy regarding responses <p>Rules of Engagement/Board Norms</p> <ul style="list-style-type: none"> • Board Development committee will review and return to the full board with recommendation(s) <p>Committee Report Template</p> <ul style="list-style-type: none"> • Shirley created a template, which she shared • Executive committee will review and return to the full board with a recommendation 			
11	Provisional Personnel Committee – Closed session	Action	Provisional Personnel Committee Representative
<p>Motion to move into closed session. Marie moved. Robin seconded.</p> <p>The motion passed unanimously.</p> <p>The board approved the compensation package as recommended by the provisional Personnel Committee.</p> <p>Deep left the meeting at 8:38pm.</p>			
12	Action Items Review	Information	Jeremy Pollock
<ul style="list-style-type: none"> • Turk lane opening event, April 26th 9am. Directors are encouraged to join. 			



- Board pledges are due Monday, April 30th
- Executive Committee will review and report back on the following:
 - Board@ email response
 - Committee report template
 - Email policy

15	Adjourn	Action	Nic Jay Aulston
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Motion to adjourn the April 24, 2018 SF Bicycle Coalition Board meeting. Mary Kay moved. Jean seconded. Meeting adjourned at 8:40pm.

List of Appendices

A	Strategic Plan 2018-2022 Draft Dashboard April 2018
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Signature

Mary Kay Chin, Secretary

A handwritten signature in black ink, appearing to read "Mary Kay Chin".



Appendix A: Strategic Plan 2018-2022 Draft Dashboard April 2018

San Francisco Bicycle Coalition				Dashboard Overview											
Strategic Plan 2018-2022															
Goal I				Goal II				Goal III				Goal IV			
1.1	1	0%	0	2.1	No	0%	3.3	9457	1%	0%	4.1	3140	922	0	
1.2	0	0%	0%	2.2	No		3.2	No			4.2	178	0	No	
1.3	0	0	0	2.3	No		3.3	1137	0	0%	4.3	No	No	80	
1.4	Yes	0%	0												
1.5	No	0%													
1.6	0	299	0%												
1.7	No	0%	0%												



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>
Goal	30	25%	18
Actual	1	0%	0
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>
Goal	150	50%	50%
Actual	0	0%	0%
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>
Goal	15	5	1
Actual	0	0	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>
Goal	Yes	60%	40%
Actual	Yes	0%	0



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>					
<i>Goal</i>	Yes	50%					
<i>Actual</i>	No	0%					
1.6 Make bike parking secure and plentiful.							
	<i>Additional bike racks/corrais installed</i>	<i>Valet bikes parked</i>	<i>Increase numeber of attended/secure parking facilities</i>				
<i>Goal</i>	3000	75000	300%				
<i>Actual</i>	0	299	0%				
1.7 Decrease bicycle theft.							
	<i>Establish bike theft unit</i>	<i>Decrease in bike theft</i>	<i>Increase in bike registration</i>				
<i>Goal</i>	Yes	50%	50%				
<i>Actual</i>	No	0%	0%				



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	No	0%
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	No	
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>	9457	1%	0%
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>	1137	0	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>	3140	922	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>	178	0	No	No
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