



**SF Bicycle Coalition Board of Directors Election  
Candidate Handbook  
Fall 2018**

So, you've decided to run for a seat on the board of directors for the San Francisco Bicycle Coalition. Congratulations!

Whether this is potentially your first experience with board service or you're a seasoned nonprofit board president, we hope this handbook will help you better understand the roles and responsibilities of serving on the SF Bicycle Coalition board, as well as the plans and key dates for the upcoming election process. This resource was created by board and staff and will be shared online, as well as directly with all declared board candidates.

**Table of Contents:**

- 1. What are the roles & responsibilities of the SF Bicycle Coalition Board of Directors?**
- 2. How much time does board service take and what does it involve?**
- 3. What other commitments are there?**
- 4. How does one become a board member?**
- 5. What are key dates/deadlines in the San Francisco Bicycle Coalition's board election this year?**
- 6. What are the rules of engagement for the SF Bicycle Coalition board elections?**
- 7. What opportunities do I have as a candidate to communicate with members?**
- 8. Does the board plan to endorse or recommend any candidates? If yes, then how so and what is the goal?**
- 9. How does the staff of the SF Bicycle Coalition communicate with members about the election and promote voting?**
- 10. Can you provide more information about requesting member contact information?**
- 11. Any questions?**

## **1. What are the roles & responsibilities of the SF Bicycle Coalition Board of Directors?**

The top responsibilities of the 15-member SF Bicycle Coalition Board of Directors include fiduciary oversight, governance duties, oversight of the executive director, setting strategic direction and fundraising — all with the goal of advancing the mission and organizational health of the SF Bicycle Coalition.

Board members are active SF Bicycle Coalition members, participate in regular meetings and attend public events, such as member gatherings and fundraising events. The board plays an important role in representing the organization on group rides and at major events, such as Bike to Work Day.

## **2. How much time does board service take and what does it involve?**

Most directors volunteer an average of two-to-five hours weekly, including evenings and weekends, with some seasons busier than others.

The full board meets the fourth Tuesday of each month (except December) from 6:30 to 8:30pm at the SF Bicycle Coalition offices. During a typical board meeting, committee chairs report on their committee's work and the board discusses broader issues.

Most board work is done in committees and directors are asked to serve on two or three committees. Current committees are audit, board development, branding, director elections, finance, fundraising, governance, membership, personnel, and political endorsements, but these can change each year depending on the needs of the organization and strengths of the directors. The committees vote on a chair and meet anywhere from once a month to once a quarter.

In addition to these meetings, directors will have follow-up work to do at home. Directors also attend an annual all-day retreat.

## **3. What other commitments are expected?**

Directors are asked to attend major events, such as Winterfest and the Golden Wheel Awards; help solicit donations and sponsorships twice a year; and directly contribute to the financial health of the organization by being a major donor and/or garnering support from others.

## **4. How does one become a board member?**

Each year, half of the 15 board seats are up for election to a two-year term. Any current SF Bicycle Coalition member is eligible to run and is asked to comply with the designated process and deadlines, as explained further below. All current members may vote (see deadline for eligibility below). We are preparing now for board elections, with voting in early 2019.

If you're considering board service, here are a few recommended steps to take:

- Read the [2019 skills and qualities](#) document to learn more about the specific top needs, professional skills and characteristics that have been identified as board priorities for this year's candidates.
- Review the election process and timeline below, which include important dates, communications, rules of engagement and next steps.
- Come to an upcoming board meeting to learn more about how the board functions. Upcoming meetings include October 23, 2018, and November 27, 2018 at 6:30 - 8:30 pm at the SF Bicycle Coalition office. All meetings are listed on our [events calendar](#). No RSVP necessary.
- Be available to meet with a current director to ask questions or learn more about their experiences.
- Complete our [online candidate questionnaire](#) and e-mail a current resume to [boardnomination@sfbike.org](mailto:boardnomination@sfbike.org) . Resumes will not be shared publicly, but the online questionnaire will be made available on our election webpage. All candidates who complete the questionnaire by the deadline (October 26, 2018) will be contacted to schedule an in-person meeting with current directors.
- All interested candidates are asked to attend an election kickoff meeting on January 10, 2019 at the SF Bicycle Coalition offices to review the process, meet fellow candidates, and ask questions.

Note: Per SF Bicycle Coalition bylaws, any member in good standing by January 9, 2019 may nominate themselves or another member as a candidate. The questionnaire has been developed to provide members with more information on candidates and to give candidates an additional way to communicate to members regarding their qualifications and experience.

### 5. What are key dates/deadlines in the San Francisco Bicycle Coalition's board election this year?

Many months and many people are involved in the planning for our board elections. Here are the major milestones in the 2019 SF Bicycle Coalition board election timeline:

<b>Fall 2018</b>	Promotion of board election among members and encouragement of interested members to declare their interest
<b>10/26/18</b>	Deadline for <a href="#">online candidate questionnaire</a> and resume submission to <a href="mailto:boardnomination@sfbike.org">boardnomination@sfbike.org</a> for candidates who wish to be considered for board recommendation
<b>10/29/18</b>	Current board starts one-on-one meetings with all board candidates to answer questions and share more information about board service.

<b>12/19/18</b>	Candidate interviews end for board recommendation process
<b>01/04/19 - 01/07/19</b>	Board recommendations communicated to each candidate.
<b>01/09/19</b>	Deadline to join or renew for eligibility to vote: January 9 at 11:59 pm
<b>01/09/19</b>	Confirmation of intent to run and affirmation of candidacy. All members who decide to run for the board of directors are requested to submit their candidate statement of no more than 150 words (including hyperlinks, if any) describing their qualifications for serving on the board of directors, as well as a photograph. Per SF Bicycle Coalition bylaws, any member in good standing by January 9, 2019 may nominate themselves or another member as a candidate.
<b>01/10/19</b>	Staff meets with interested board candidates to review the election process
<b>01/15/19</b>	150-word statements published in email Biker Bulletin
<b>01/23/19</b>	Voting begins; candidate forum is held which offers board candidates a chance to meet with interested members. (More details to come on exact time, location and plans for this event.) Members will have a chance to vote online or in-person at the forum and SFBC offices throughout the election period.
<b>01/29/19</b>	Deadline for candidates to submit a supplemental statement (up to 100 words including hyperlinks, if any). Candidate supplemental statements will be compiled and emailed as inline text to voting members on February 1.
<b>02/05/19</b>	Voting ends
<b>02/15/19</b>	Election results announced via blog post
<b>02/19/19</b>	Election results announced via Biker Bulletin
<b>02/23/19</b>	New Director orientation followed by all-day board retreat
<b>02/26/19</b>	First board of directors meeting for new directors at SFBC offices

**6. What are the Rule of Engagement for the SF Bicycle Coalition board elections?**

At the beginning of each year, the board of directors meets for a one-day, retreat-style meeting, where as a group, mutually agreed-upon rules of engagement for the board of directors are created and committed to. As potential directors, we'd like to share this with you and ask that your actions and behaviors during the election process also comply with these rules of engagement:

- 1) Respect each other's time, efforts & boundaries (i.e. be prepared and on time to meetings);
- 2) Show respect, empathy and professionalism in all communications and interactions;
- 3) Demonstrate a desire to learn about and from different perspectives and opinions;
- 4) Contribute to the best of your ability and follow through on your commitments; and
- 5) Act as positive, engaging and professional ambassadors for the SF Bicycle Coalition.

The staff and directors overseeing elections also commit to these rules of engagement and to the goal of running a fair, transparent and engaging election.

## 7. What opportunities do I have as a candidate to communicate with members?

There are many ways to communicate with your fellow members about your candidacy in the election. Here are all the ways our members learn about you:

1. **Candidate statement and photo.** This 150-word statement allows you to communicate your main points around who you are, why you're running, and what you'd bring to the board. Please note that candidate statements can include hyperlinks to allow you to share even more information. The statements and photos will appear in several places: the 2019 official election webpage on [sfbike.org](http://sfbike.org), on social media, and in multiple editions of the weekly Biker Bulletin email.
2. **Candidate questionnaire.** This is a brief questionnaire that all candidates are asked to complete, allowing candidates the opportunity to share more about themselves and the value they would bring to the board. This will be available on the SF Bicycle Coalition's website and allows members to more easily compare candidates' skills, experiences and strengths to help inform their votes.
3. **Candidate forum.** (January 23, 2019) This in-person event provides the opportunity for you to communicate to an live audience of members. This forum will be recorded with plans to upload to the official election webpage, so that members who could not attend can view it.
4. **Supplemental candidate statement.** This 100-word supplemental statement (including hyperlinks, if any) gives you the opportunity to provide additional information in the middle of the voting period. Statements will be compiled and emailed as inline text to voting members and linked to from the 2019 official election webpage.
5. **Other volunteer or member events** before or during the campaign time

## 8. Does the board plan to recommend any candidates?

We're always excited to see the caliber and quality of candidates that put their name forward to join the board of directors each year. This year, the board plans to recognize top candidates based on the [skills/experiences we have identified](#) as priorities, given the organization's needs, and will share the list of recommended candidates with SF Bicycle Coalition members before

the voting period begins. The total number of recommended candidates will be determined based on the candidate pool, so it may vary. Please note that we do not intend to create a slate (recommendations of the same number as open seats), but rather to recognize how the prioritized skills/needs seem to be represented in the candidate pool.

The board of directors, working closely with the executive director, has insight into the greatest needs for the organization, particularly regarding those responsibilities that are assumed by the board of directors. The recommendations are intended to highlight to members where top needs are expected to be met amongst the candidates. It is important to note that this is just one data point that members will have in making their voting decisions; they can also read the candidates' statements and see their responses to the questionnaires.

These recommendations are decided by the current directors who are not running for re-election; staff does not participate in these discussions or decisions.

#### **9. How does the staff of the SF Bicycle Coalition communicate with members about the election and promote voting?**

1. Via multiple Biker Bulletin emails
2. Via single-topic election emails
3. Online
4. Via Facebook and Twitter
5. Via print: winter issue of *Tube Times*

Note that staff commits to remaining neutral for all official communications about the election.

#### **10. Can you provide more information about requesting member contact information?**

At over 10,000 members, we are proud to be one of the largest bicycle advocacy organizations in the country. With this great opportunity also comes great responsibility to you and your fellow members. The board, staff and members have concerns about sharing members' contact information (as is a member's right to demand for nonprofits with member-elected boards under [California Corporations Code section 6330](#)). There is a concern for members' privacy, as well as concern for members' willingness to share contact information with the SF Bicycle Coalition in the future, which would lessen our effectiveness in rallying support when needed. Because of these concerns, we respectfully request that all candidates for the board of directors utilize the official process and communicate with members in the five ways provided (as outlined above). To respect members' privacy and the SF Bicycle Coalition's organizational strength and capacity, we request that you not ask for nor use the member list. We commit to provide ample and sufficient means for candidates to express their viewpoints and reach members, as laid out in this document.

If any candidate does request and receive the member list, we will share this information with members on our online election page and through election-related communications. This will allow members to understand why they are being contacted directly.

We believe that the process presented here provides ample and sufficient means for candidates to express their viewpoints and reach members, while still maintaining the health and effectiveness of our organization.

#### **11. Any questions?**

If you have any questions, please contact [boardnomination@sfbike.org](mailto:boardnomination@sfbike.org).