

PROMOTING THE BICYCLE FOR EVERYDAY TRANSPORTATION

# TUBE TIMES

SAN FRANCISCO BICYCLE COALITION

SUMMER 2014 ISSUE 148

 FREE

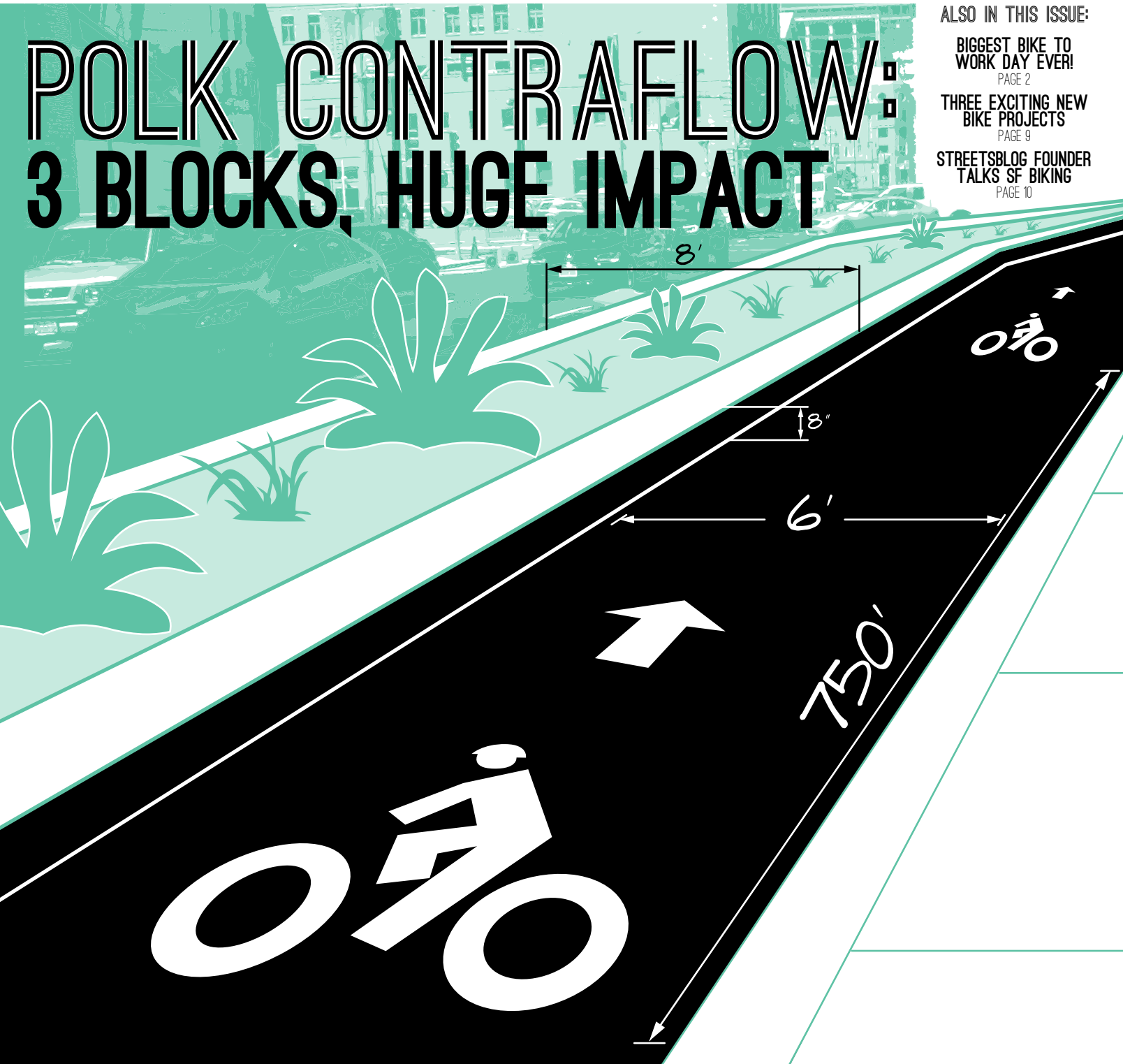
## POLK CONTRAFLOW: 3 BLOCKS, HUGE IMPACT

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## IT TAKES A VILLAGE



I remember my father wearing a light blue helmet, riding my spare bike during his recent visit to San Francisco. With concentration, he carefully worked his way up the Wiggle, Fell Street, the Panhandle and Golden Gate Park's JFK Drive to the de Young Museum. As I watched my 75-year-old father pedaling his way on a series of protected bikeways, I realized just how far we've come in terms of making San Francisco a place where people of all ages can feel comfortable biking.

But this stretch of comfortable 8-to-80 bikeways is still rare in our city. That's why, as SF Bicycle Coalition Board President, I'm committed to pushing our Connecting the City vision forward — for myself, my father, for you and for the tens of thousands of other people who bike in our great city. We're working to connect the city with continuous, high-quality bikeways from the Ferry Building to Ocean Beach; from Aquatic Park to San Francisco State; and along the Bay from the Golden Gate Bridge to Hunter's Point.

In addition to these corridors of protected bike lanes, many other awkward gaps also need attention. Your SF Bicycle Coalition is busy working on those fixes (page 9). For example, Polk Street's

one-way flow between City Hall and Market Street forced many people biking to devise different ways to continue north from Market Street, myself included. The new Polk Street contraflow lane (page 6) now makes my commute much more simple. Beyond that, the design details make the two-block journey pleasurable: green paint, bicycle traffic light, railing, median with landscaping, and a green box on Market Street for waiting. This smart investment brings us two blocks closer to a connected network of protected crosstown bikeways that welcome people of all ages to bike in our great city.

Your membership and contributions helped us get this far, and I thank you. Your initial support confirmed that it does take a village, and your continued support

### YOUR MEMBERSHIP AND CONTRIBUTIONS HELPED US GET THIS FAR, AND I THANK YOU.

is vital to completing the job. If you are not yet a member, please join. Your membership directly improves your commute and our city. If you're already a member — thank you, and I ask you to become a monthly giver or donor, providing us with the ongoing funds we need to win you the bikeways you deserve. Go to [sfbike.org/membership](http://sfbike.org/membership) to join, renew or increase your support.

I look forward to my father's next visit, which must include a ride to Civic Center to enjoy some of his favorite places: the Asian Art Museum, Chinese books at the Main Library, those special antioxidant raisins at Heart of the City Farmer's Market, drought-resistant landscaping — he comes from Tennessee, after all. Most importantly, though, I can't wait to show him what our village can achieve.

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# BIGGEST BIKE TO WORK DAY EVER!



**May 8 was the 20th Anniversary of Bike to Work Day, and San Francisco celebrated by breaking all records! Bikes accounted for 76% of Market Street traffic, and hundreds of people joined or renewed their membership with the SF Bicycle Coalition. Plus, the Lower Polk Street bikeway was unveiled.**

Enormous thanks to the 200 volunteer Bicycle Ambassadors, bag stuffers, equipment schleppers and behind-the-scenes helpers who made this year's Bike to Work Day the biggest and best yet! Special kudos to the hard working Bike to Work Day intern team: David Alexander, Angelica Aquino, Molly Bacon, Christina Duff, Myrthe Kuipers and Marie Mika.

Thanks to these sponsors whose support made Bike to Work Day possible: Metropolitan Transportation Commission, 511.org, Kaiser Permanente, San Francisco County Transportation Authority and San Francisco Municipal Transportation Agency. Additional local sponsors include: craigslist, The Dolan Law Firm, Github,

Golden State Warriors, Good Eggs, ICF International, Levi Strauss & Co., Rahman Law, Recology, San Francisco Department of the Environment, San Francisco Giants, SF Station, SF Bay Guardian & Examiner, San Francisco Public Utilities Commission, Sports Basement, Timbuk2 and Yammer.

Thanks to the generous businesses for their tasty treats in support of Bike to Work Day: Duboce Park Cafe, GoGo SqueeZ, Honest Tea, Hubert's Lemonade, KIND Bars, KRAVE Jerky, Philz Coffee, popchips, Precita Park Cafe and ZICO Coconut Water.

The bike celebrations didn't stop after Bike to Work Day. We made May Bike Month, and celebrated all month long. A huge thanks to SF Bicycle Coalition members and supporters for packing the Bike Month calendar with a bike-tacular 140 bike events in May — ding, ding!

Wait, did you say 140 bike events in one month? Yes! A true example of how much San Francisco loves biking, the Bike Month calendar kept growing as community members added their own ideas and events. Thanks for celebrating biking with us everyday!



Bike to Work Day commuters give thumbs up for coffee and treats at a Market Street Energizer Station.

## Welcome New Members

Warmest welcome to the hundreds of new SF Bicycle Coalition members who joined on Bike to Work Day and throughout Bike Month! As a new SF Bicycle Coalition member, you're now part of a diverse coalition of thousands of people who are dedicated to improving bicycling conditions in our city.

Throughout Bike Month, you might have noticed the citywide enthusiasm for biking. We want you to carry that excitement throughout the year. San Francisco is a wonderful city to bike in all year long, and we'll help you keep your wheels spinning with recreational rides and tons of bike-y events throughout the year. Keep your eyes on the events calendar at [sfbike.org/events](http://sfbike.org/events), and join us for a Volunteer Night (second Wednesday of every month), Golden Wheel (July 15), a New Member Meet and Greet (July 23) or one of our many other social events. See the Chain of Events (page 13) for more details.

If you have questions, comments or ideas, let us know! You'll find tons of resources on

our website, and you can always reach us directly by emailing [membership@sfbike.org](mailto:membership@sfbike.org). Thank you for adding your energy to our diverse, warm and welcoming community, and thanks for helping to make San Francisco a better place to bike.

## Biggest and Best Bike & Roll to School Event Yet

In April, over 3,500 students, parents and teachers celebrated the biggest Bike and Roll to School Week yet, with 66 schools all over San Francisco participating! Since the first Bike to School Day in 2009, the celebration has grown every year, and we're thrilled to see so many more kids and families biking to school.

Jason Serafino-Agar, former SF Bicycle Coalition staff and parent at Miraloma Co-Op Nursery School, reported that in a week-long event, a whopping 43 of the school's 52 families participated! McKinley Elementary organizer, Susie Williams, exclaimed, "we had some kids ride to school for the first time ever and loved it. But we're at the top of the hill so some were beat!" The biggest

climb of all may have been for Philip and Sala Burton High School bike club members, who pedaled up Mansell Avenue to school near McLaren Park.

SF Safe Routes to School sponsors Bike and Roll to School Week, an event organized by the SF Bicycle Coalition. The Safe Routes to School program will expand from 15 schools to 40 throughout the SF Unified School District beginning in Fall 2014! Contact [info@sfsaferoutes.org](mailto:info@sfsaferoutes.org) to have a presenter come to your back to school night, kindergarten orientation, school assembly or parent meeting at the beginning of the new school year.

## Welcome New Staff

This spring we welcomed a cadre of great new staff. Tyler Frisbee, our new Policy Director, was an aide to Congressman Earl Blumenauer and Capitol Hill's number one bike advocate. Long-time member Brian Wiedenmeier came on as our Development Director after a time at ODC; Janelle Wong joined our team as Operations Manager, bringing her wealth of experience and awesome two-kid family bike into our office; Erin Durkee is our new Technology Coordinator, keeping our office and systems running; and Francisco Grajales is heading up our world-famous Valet program as Valet Parking Coordinator. Get to know the new staff at any of our big events, or say hi at [sfbike.org/staff](http://sfbike.org/staff).



## Vision Zero Advances

Part of making biking an option for everyday transportation means making our streets safer for everyone. Since the beginning of the year, much of our work to make San Francisco safer has been under the umbrella of the larger Vision Zero Coalition, made up of dozens of community groups determined to eliminate the most serious of traffic collisions and their tragic consequences over the next ten years. Our work has led to commitments from the Mayor, the Board of Supervisors, SFMTA, SFPD, and many other City agencies. One of the most exciting

developments has been the SFMTA's "24 Vision Zero Projects in 24 Months," representing some of the most dangerous corridors and intersections in our city like Howard Street, where the Folsom Street pilot will be duplicated. Stay tuned to [sfbike.org/visionzero](http://sfbike.org/visionzero) over the coming months to see the progress we're making.

## Thank You to Our New Business Members

We are proud to welcome AECOM, Fenwick & West, Tagged and Terabit Systems as our newest SF Bicycle Coalition Business Members!

Did your office get rolling for Bike Month? Want to keep them rolling all year long? The Business Membership program will give you the support and resources you need to make your workplace even more bike-friendly. Become a member to receive in-office bicycle education, access to business member bike rides, bike parking consultations, volunteer opportunities and more.

In addition to receiving the benefits of membership, your organization can take pride in the fact that you are supporting our work to improve bicycling conditions in our city. Join today to transform your workplace – and our city – into a better place to bike, work and play. Learn more at [sfbike.org/businessmembership](http://sfbike.org/businessmembership).

## Thanks, Climate Riders

Thank you to all riders and supporters who made Climate Ride California a huge success! Team members raised over \$500,000 for climate change, active transportation and bicycle advocacy benefitting organizations like the SF Bicycle Coalition. This year, riders spent four days riding 250 miles from San Francisco through California wine country to arrive at the steps of our state capitol.

Climate Ride California is more than a bike trip – it's an inspiring journey with people dedicated to supporting their favorite sustainability, active transportation, and environmental non-profits. Riders not only had an incredible time meeting fun, intriguing people, but also returned inspired by the experience. Thanks to the awesome Climate Ride team for supporting our work!

## Seeking Talented Board Members

Half of the seats on the SF Bicycle Coalition Board of Directors — a 15-person elected body that oversees our strategy, finances, fundraising and overall



Three cheers for a record-breaking Bike and Roll to School Week!



One of the participating businesses in SF's first Bicycle-Friendly Business District.

organizational health — will be up for election at the end of the year. We are looking for strong candidates who can commit their time and energy to steering and improving our work. To learn more about the Board of Directors and its work, as well as the election process, see [sfbike.org/board](http://sfbike.org/board). Interested potential candidates should contact Board President Lawrence Li by August 6 at [boardnomination@sfbike.org](mailto:boardnomination@sfbike.org).



Our professional driver education now includes Genentech bus drivers.

### Expanding our Reach to Professional Drivers

Over the past few years, your SF Bicycle Coalition has expanded its education efforts to teach drivers how to safely share the streets with people biking. Currently, we partner with the City to train every aspiring taxi driver (around 160 drivers per month), and we produced a Muni operator training video. This year, we were able to expand our driver education program to include approximately 500 Recology and 75 Genentech drivers, where we focused on best practices for driving in San

Francisco alongside people biking. In addition, the SFMTA has approved funding for a Large Vehicle Driver Training program that aims to educate all City employees as well as companies operating within our city that manage fleets of large vehicles. The SF Bicycle Coalition will be working with the SFMTA and other partners to shape this program and reach as many drivers as possible. If you are interested in helping us reach even more drivers at your business, contact [eric@sfbike.org](mailto:eric@sfbike.org).

### Bikes + Businesses, a Winning Combination

We've seen our business programs take off in 2014. Through our Commute by Bike program, in partnership with the SFMTA, we've already taught over 40 classes at San Francisco businesses and have reached a wide range of companies, including tech companies, nonprofits, neighborhood small businesses and large corporations. So far we've instructed over 250 San Francisco employees, and will reach hundreds more by the end of Summer. In June, we helped launched San Francisco's first Bike-Friendly Business District in Yerba Buena, and in the Spring we conducted three Bikes and Business workshops with Central Market small businesses. We'll also be doing more neighborhood Bikes and Business workshops throughout the summer with neighborhood merchant groups. Visit [sfbike.org/business](http://sfbike.org/business) to get your company involved.

### Community Bike Builds Pedaling Forward

Our Community Bike Build program has grown in leaps and bounds since it began in late 2012, bringing more than 1,500 reclaimed bikes to communities



Community Bike Build volunteers and recipients work together to refurbish bikes.

that need affordable, healthy transportation in San Francisco. An important part of this was successfully passing the Reclaimed Bicycle Ordinance, which guarantees access to unclaimed, City-owned bicycles for use in programs like ours. Earlier this year, we concluded our HEAL Zone Bayview Bike Build series with our most ambitious event yet: 100 bikes for a half a dozen

community groups in the area. A huge shout-out to all of our volunteer-member wrenchers! Later this summer we will begin our next series of event in the Mission and Excelsior in collaboration with some new and old partners. Keep an eye open for more fun wrenching opportunities at [sfbike.org/volunteer](http://sfbike.org/volunteer).

*22<sup>nd</sup> Annual*  
**GOLDEN WHEEL AWARDS**

TUESDAY, JULY 15, 6:30-9PM | DELANCEY STREET FOUNDATION

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Shaping Our Streets, Our Community**

*Keynote Speaker*  
**AARON NAPARSTEK**  
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Get tickets online at  
**SFBIKE.ORG/GOLDENWHEEL**

## MEMBER PROFILE: CIAEE CHING



Ciaee Ching is a 27-year-old children's book illustrator who is always looking to stretch and learn new skills — and biking has been her most recent endeavor. In March, Ciaee joined one of our Adult Learn to Ride classes. She then joined the SF Bicycle Coalition and pedaled with us on Bike to Work Day! We caught up with her to hear about her new biking adventure is going.

### Take a Free Class like Ciaee!

All our Urban Bicycling Workshops are offered for free and funded in part by the SFMTA and SFCTA.

Adult Learn to Ride  
Intro to Urban Bicycling  
On-Road Street Skills  
Youth & Family Biking

Register today!

[sfbike.org/education](http://sfbike.org/education)

### When and why did you decide to start biking?

I got really tired of waiting for the bus and have always thought biking looked like so much fun, so I decided to learn to ride in March this year.

### Can you describe what it's been like for you learn to ride a bike?

It's funny that I used to look at bicyclists and think to myself, "Wow, to balance themselves on two wheels like that must take some crazy talent!" Now I'm able to do the same! It still feels a little bit magical to me. The Adult Learn to Ride class was definitely a great way to start off. They got me pedaling in less than an hour, although I didn't always succeed at making turns. Nevertheless, I was very excited and ordered a bicycle the minute I got home.

### What's your favorite part about riding a bicycle in San Francisco?

There's always so much to see. I'm noticing things in my city that I haven't before. I had never fully appreciated how wonderful and different the neighborhoods are in character, colors, smells and people.

### Why are you excited about the SF Bicycle Coalition?

All the resources! All the excited and awesome people! All these plans and visions towards safer biking! What's there not to be excited about?

### How has biking changed the way you interact with the city?

It definitely feels like I'm interacting with people more. A kind stranger helped me out the first time I tried to put my bike on the bus. Another random stranger helped me when I tried to lift my (heavy) bike up onto a rather tall bike rack. Another told me that they liked how I decorated my bike. It's a warm and wonderful city we live in.

### You learned to ride in March with the intention of rolling with the crowds on Bike to Work Day in May. Did you ride on the big day?

I did! I was a little nervous, so I got my partner to ride with me on that day. We stopped by the Energizer Station at the Ferry Building and got the awesome Bike Doctor (Pete) to look at my bike. It was great fun!

### Huge Thanks to Brando!

Our **Tube Times** Distributor is retiring after 14 years of volunteering! A huge thank you to Brando for spreading the bike news all over town! It's dedicated volunteers like Brando who keep our wheels spinning! Volunteer at [sfbike.org/volunteer](http://sfbike.org/volunteer).

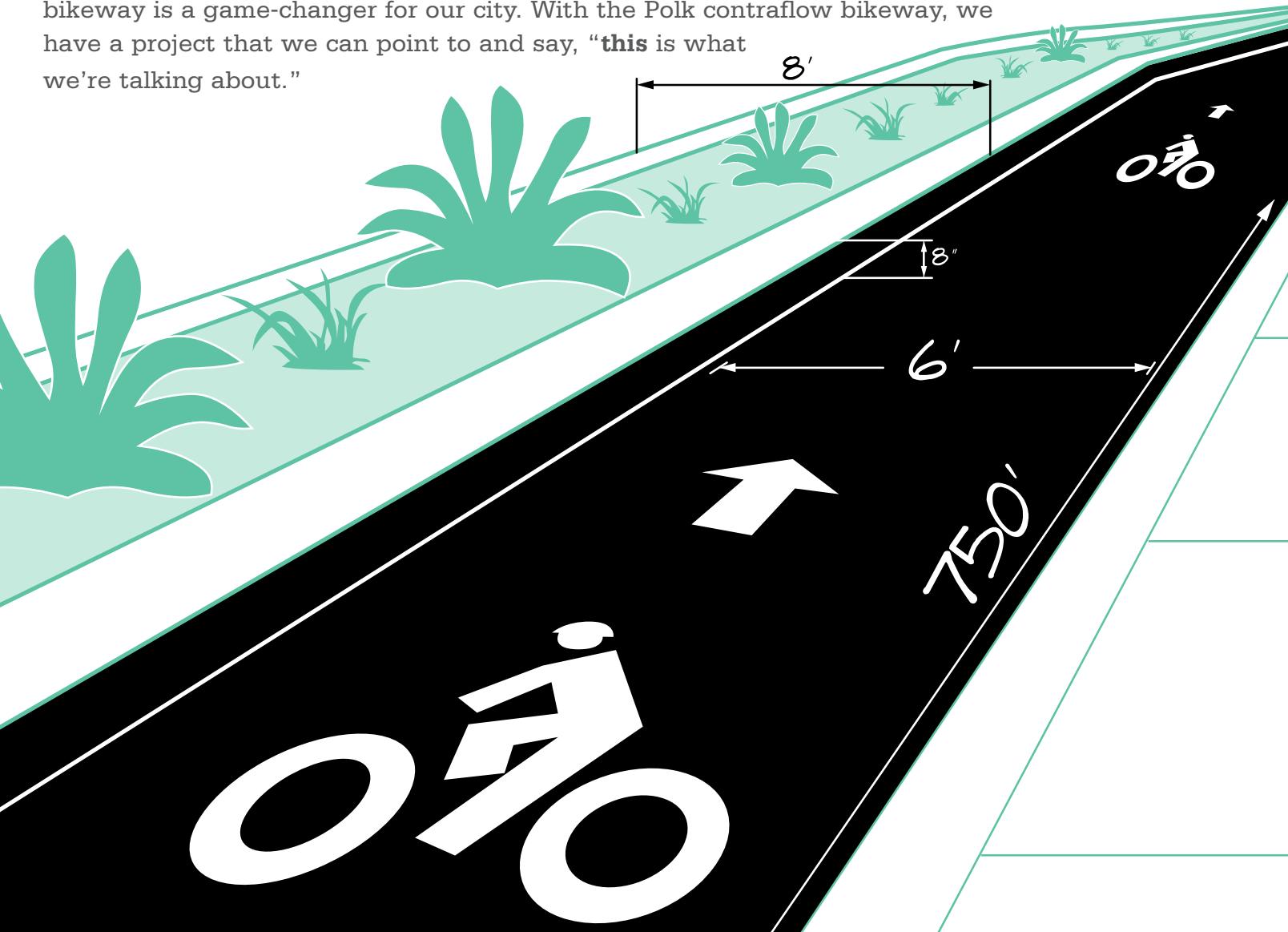


# POLK CONTRAFLOW: 3 BLOCKS, HUGE IMPACT

The Lower Polk Street protected bikeway opened with fanfare — a ribbon cutting, cheering onlookers, a cadre of local media snapping photos and dozens of City leaders taking part in the inaugural ride.

Standing next to the fresh green bikeway, DPW Director Muhammed Nuru proclaimed, “Our city is moving in the right direction.” Supervisor Jane Kim stated, “This is the kind of bike lane that will get me out of a car and onto a bike.” And SF Bicycle Coalition member Shannon Dodge said simply, “This is going to transform my commute.”

Why was there so much hubbub for a three-block project? Quite simply: the Polk Street bikeway is a game-changer for our city. With the Polk contraflow bikeway, we have a project that we can point to and say, “**this** is what we’re talking about.”





SF Bicycle Coalition member and SF's Bike Commuter of the Year, Bao-Tran Ausman, pedals the new family-friendly Lower Polk Street bikeway with her kids.

## A KEY CROSSTOWN BIKEWAY

The Lower Polk Street bikeway fills in a key link in our Connecting the City vision of 100 miles of crosstown bikeways that link your home to your work and everywhere in between.

Polk Street is the backbone of Connecting the City's north/south bikeway. As the flattest route, Polk Street is a natural connector between City Hall and the Marina. Your SF Bicycle Coalition is busy working on getting protected bikeways the full length of Polk Street, and this lower section is a great start. The new bikeway fills in a critical gap by safely connecting two of our busiest bikeways: Market and Polk Streets.

Before the Lower Polk Street bikeway was completed, if you wanted to ride from Market Street to Polk Street business district or to City Hall, you had brave Van Ness Avenue, a freeway, or ride on the sidewalk, which is illegal. The new bikeway (called a contraflow because it goes against the flow of car traffic) eliminated both of those terrible options, providing a clear connector between bustling bikeways.

There are still lots of gaps in our network, and your SF Bicycle Coalition is working to fill those. From multi-block gaps to issues of light timing to streets and bikeways in need of repaving, we're working on all the fronts to make your ride more comfortable.

This year, we worked closely with the SFMTA to come up with a list of key spot improvements to tackle first, and we're glad to see projects like the Duboce/Market intersection already improved. Contribute your own spot improvement suggestions at [sfbike.org/resources](https://sfbike.org/resources).

## THE IMPORTANCE OF GOOD DESIGN

A beautiful, inviting design is what separates the Polk Street bikeway from the other handful of protected bikeways in the city. The bikeway itself is physically separated from car traffic with a curb and landscaped median filled with succulents.

An appealing design like this is important in winning support for more bike projects. Connecting the City with crosstown bikeways requires buy-in from residents and business owners – it's why SF Bicycle Coalition staff and member-leaders attend countless community meetings and walk door to door to explain the broad value of projects. Recognizing that bike projects are also traffic calming and street beautification projects goes a long way in creating community and business support.

The Polk Street design stands in stark contrast to other protected bikeways in the city (like Market Street), which are primarily offset by white soft-hit posts that are often run over or damaged by illegally parked vehicles. We're pleased to say that the white posts on the Fell and Oak Street bikeways will be replaced with large planters and greenery soon, and our Market Street vision includes permanent and continuous separation for bikes.

## NOT JUST FOR BIKES

The Polk project is part of the next generation of bikeways — projects that don't just benefit bike riders, but clearly benefit *all* road users. Protected bikeways make order out of chaos, creating clear delineation for all road users. People on bikes feel safer with separation from cars; people driving don't have to worry about



hitting someone on bike; and people walking have a buffer between the sidewalk and street, providing a calmer environment and reducing the distance they have to walk across busy streets.

## WHAT'S NEXT?

There are more bike projects like the one on Lower Polk Street underway. In June, the City implemented the long-awaited San Jose Avenue pilot, adding a buffered bikeway to this previously chaotic street, creating a calmer commute for thousands of people who bike here every day. Posts and green paint are coming to that stretch soon. In 2015, the Masonic Avenue boulevard project will break ground, consisting of raised bikeways and a planted median with 100 new trees. Change is underway across the city!

We're thrilled to see 8-to-80 projects like the Lower Polk Street, Fell and Oak Streets and San Jose Avenue bikeways in the ground. The vision for a truly connected city is starting to take shape. Thank you to all of our members, volunteers and community groups who have helped champion these protected bikeways. Together, we are Connecting *our* City!

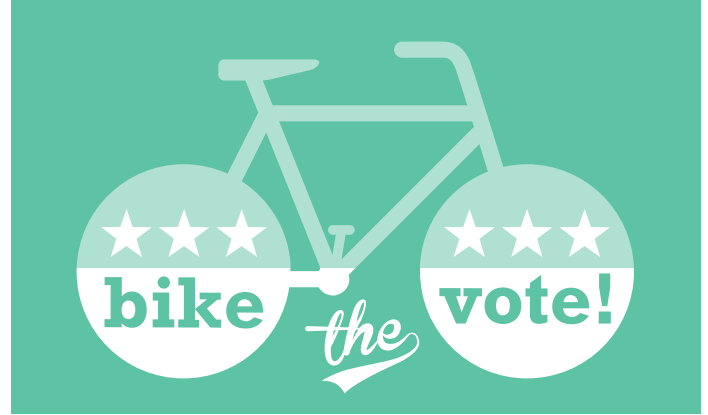
Get more involved with our Connecting the City



campaigns at [sfbike.org/connectingthecity](http://sfbike.org/connectingthecity).



Thousands of people pedaled the Polk contraflow bikeway on Bike to Work Day.



On November 4, San Franciscans will head to the polls with the chance to help ensure that SF keeps rolling toward becoming a bike-friendly city. SF Bicycle Coalition members weigh in on our endorsements, helping us select the most bike-friendly candidates and measures. Stay tuned to [sfbike.org/vote](http://sfbike.org/vote).

### Key Bike-Related Decisions on the Ballot:

**Transportation and Road Improvement Bond:** This General Obligation Bond will provide much-needed funding to improve our transit system, including advancing the long-overdue Transit Effectiveness Project, as well as advancing complete streets improvements for safer streets, including a major overhaul of Market Street.

**Elected Leaders:** We'll evaluate which candidates are most bike-friendly. The SF Board of Supervisors most directly affect our work as they decide on critical bike issues, including bike projects in their neighborhood and funding in the City budget. Getting bike-friendly supervisors in these districts is key to the success of our bike network and **Connecting the City**. Districts 2, 4, 6, 8 and 10 are all up for election this year.

**VLF in 2016:** We're disappointed that the vote to restore the Vehicle License Fee is not moving to this November's ballot, given that it would have raised much-needed funds for Vision Zero safety priorities, helping build more bikeways and repaving streets. We are expecting this vote be held instead in 2016, as committed to by the Mayor and a majority of the Board of Supervisors. In the meantime, we'll need to focus even greater energy on ensuring that the hole in expected VLF funding is filled.

[sfbike.org/vote](http://sfbike.org/vote)

# BETTER BIKEWAYS UNDERWAY!

Thanks to our incredible members and community partners, new bikeways are being added across the city. Here are three exciting new projects:

## SAN JOSE AVE.



In June, the SFMTA implemented the much-awaited San Jose Avenue pilot project. The one-mile stretch, from the I-280 off-ramp to Randall Street, includes a road diet, buffered bike lane and forthcoming soft hit posts and green paint. Much like the recently implemented Polk Street contraflow, the project will close a critical gap in our bike network and finally create a safe and symmetrical bike route from the Mission to the Excelsior and Glen Park neighborhoods. This project is the result of years of community organizing and we're excited to see the project on the ground. The pilot is a chance to see how the bike lane works and what other improvements are needed. Weigh in on the design at [sfbike.org/sanjose](http://sfbike.org/sanjose).

## THE EMBARCADERO



The SF Bicycle Coalition's work for a people-friendly waterfront continues! This project – so big that it's being managed by two SF Bicycle Coalition staff (Janice Li and Paolo Cosulich-Schwartz) — is in the early stages, when member participation is critical. The SFMTA, along with the Port, are considering a revamp of the Embarcadero, which will include better bicycle infrastructure and a cleaner, more inviting way to move bicyclists along the waterfront. Janice and Paolo are doing outreach to stakeholders, examining design possibilities, and making sure that we have the strongest case possible for good bike facilities on the Embarcadero. Get involved at [sfbike.org/embarcadero](http://sfbike.org/embarcadero).

## COLUMBUS AVE.



Our dedicated members have been working closely with neighborhood groups and merchants for the last several months to develop a “complete streets” vision for Columbus Avenue in North Beach. This popular street is lined with restaurants and shops and has narrow sidewalks, but has almost no bicycle infrastructure. Our advocacy, working closely with neighbors, has led to a plan for trial buffered bike lanes on a portion of Columbus, but there are still hurdles when it comes to funding bike lanes and wider sidewalks along the entire length for the entire length. Learn how you can get involved by going to [sfbike.org/columbus](http://sfbike.org/columbus).

## Take Action



Volunteer and support our work!  
[sfbike.org/volunteer](http://sfbike.org/volunteer)



Speak up at a community meeting!  
[sfbike.org/events](http://sfbike.org/events)



Sign up to receive email updates!  
[sfbike.org/campaigns](http://sfbike.org/campaigns)

**and move these projects forward!**

22<sup>nd</sup> Annual  
**GOLDEN WHEEL AWARDS**  
 JULY 15, 6:30–9PM



**Q&A** *with keynote speaker*  
**AARON NAPARSTEK**

We are honored to have Streetsblog founder and livable streets guru Aaron Naparstek as our keynote speaker. Here's just a preview of his ideas on biking, safe streets and San Francisco:

**With so many important issues in the world, why did you choose transportation?**

Transportation chose me! After moving from Manhattan to Brooklyn in the late '90s, I became fascinated with the non-stop horn honking and motor vehicle mayhem on the streets outside of my apartment. Why were these beautiful neighborhood streets so dysfunctional and who was in charge of fixing them? At the time I was working as a web producer; I saw streets as yet another kind of user-interface and started thinking a lot about how they might be re-designed. I had also just discovered bike commuting. The bicycle was a revelation. Here was this remarkably fast, inexpensive, pleasurable, non-polluting form of urban transportation, and it seemed like the City did almost nothing to encourage it. I figured if I could help make New York City streets safer and better for biking I'd be satisfying my own

selfish interest while also taking a small bite out of some much bigger problems – traffic congestion, air pollution, climate change, obesity, the list goes on. Transportation touches everything.

**Why did you launch Streetsblog, and has it grown into what you dreamt it would be?**

In the early 2000s, I started getting involved in livable streets advocacy work in Brooklyn. I ran Transportation Alternatives' Car-Free Prospect Park campaign. We won some major victories and that work was very satisfying to me. I saw that there was incredible passion and energy around neighborhood-level transportation issues, but the press and policymakers barely paid any attention at all. I'm a journalist by training and I thought that this spectrum of issues would make a great beat to cover on an ongoing basis. This was 2004 or so; the dawn of "web 2.0" and social media. It no longer cost very much to start a new publication. So I pitched the idea for Streetsblog to Mark Gorton, an entrepreneurial financier and philanthropist (and now a good friend) who I knew was very interested in this stuff. I was about five minutes into my spiel when he was just like, "Yes, let's do this." Mark and I certainly thought that Streetsblog would be effective but we were both amazed at how quickly it had such a big impact.

**What new projects are you working on at Harvard/MIT?**

A lot of my recent work has been about training the next generation of advocates and building the livable streets movement. My most high-impact project has been StreetsPAC. Last year, I co-founded a new political action committee that supports candidates for elected office who are committed to improving the safety, mobility and livability of New York City's streets. StreetsPAC endorsed 21 candidates in the September 2013 primary elections and 16 of them were victorious. We were instrumental in moving New York City's new Mayor Bill de Blasio to adopt his Vision Zero program to reduce traffic-related injuries and fatalities on New York City streets. Since taking office, the City Council candidates we supported have been fantastic. StreetsPAC helped to ensure that the livable streets revolution that started under Michael Bloomberg is continuing under de Blasio. Every city should have a StreetsPAC.

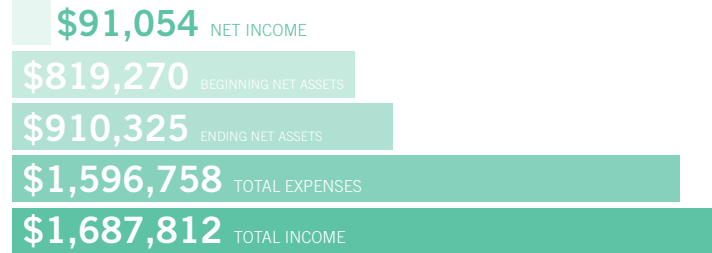
**What do you think are the biggest remaining obstacles toward making New York and San Francisco truly great biking cities?**

The big challenge is political will. Taking street space and resources away from motor vehicles generates controversy and causes what I call "bikelash." We need visionary political leadership that is willing to move the city forward even when that's going to upset the status quo. This doesn't happen on its own. The transformation we've seen take place in New York City in recent years is the result of four decades of grassroots advocacy. Bike advocates need to build new coalitions, get more organized and claw their way up the local political power structure. In New York City, the bike-haters sometimes like to call us "The All-Powerful Bike Lobby." Perhaps that is exactly what we ought to aspire to be.

GET YOUR TICKET ONLINE AT [SFSBIKE.ORG/GOLDENWHEEL](http://SFSBIKE.ORG/GOLDENWHEEL)

# 2013 A YEAR IN REVIEW

## FINANCIAL SUMMARY\*



## INCOME



## THANKS TO OUR DONORS & SPONSORS

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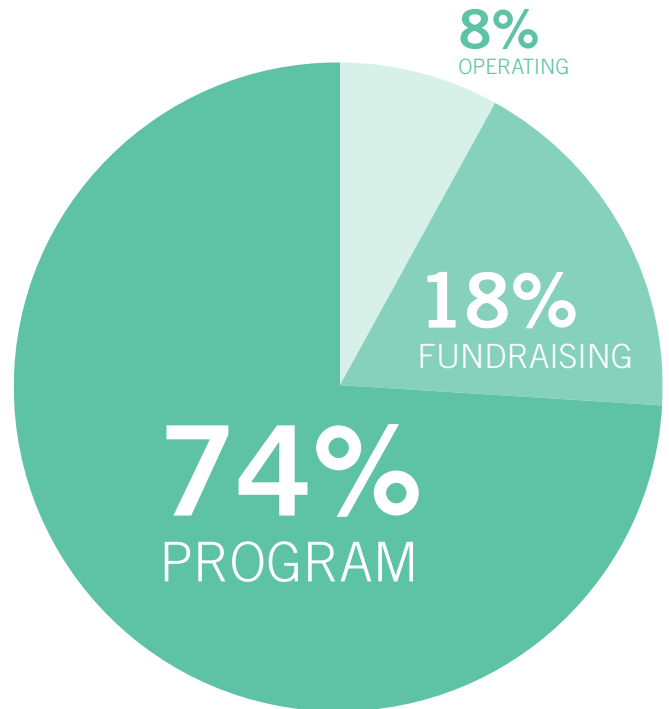
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James Elsasser and Martin Breitenbach  
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Leah Plack

\*All or a portion of the donation was contributed to the SF Bicycle Coalition Education Fund.

We apologize if we inadvertently omitted your donation. Please let us know at [development@sfbike.org](mailto:development@sfbike.org).



# CHAIN OF EVENTS



JULY | AUGUST | SEPTEMBER

For additions to the Chain of Events, visit [sfbike.org/events](http://sfbike.org/events). To submit an event or organize a Rec Ride, go to "Submit an Event" at the bottom of our website.

## Events



**SUMMER OF BIKE LOVE**  
**THU., JULY 10** | 7:30-9:30AM | Caltrain Station, 4th & Townsend St.  
**THU., JULY 17** | 5-7PM | Panhandle, Fell & Lyon St.  
**THU., JULY 24** | 7:30-9:30AM | Embarcadero (Check online for exact location)  
**THU., JULY 31** | 5-7PM | Duboce Ave. & Market St.  
Celebrate biking in the city with the SF Bicycle Coalition's Summer of Bike Love. We're throwing a streetside party every Thursday in July, handing out treats and pumping up tires. Want to be part of the Summer of Bike Love as a Bicycle Ambassador? Sign up at [sfbike.org/volunteer](http://sfbike.org/volunteer).

**SUNDAY STREETS** | 11AM-4PM  
**SUN., JULY 13** | Richmond  
**SUN., AUG. 24** | Mission  
**SUN., SEP. 14** | Western Addition  
**SUN., SEP. 28** | Excelsior  
Sunday Streets opens streets to people by closing them to cars and by creating recreational space for everyone! The SF Bicycle Coalition will be teaching our Freedom from Training Wheels workshop, and we'll have a Service Station at the event offering free air for your tires. Stop by and say hi! Visit [sundaystreetsf.com](http://sundaystreetsf.com) for more info.

**GOLDEN WHEEL AWARDS**  
**TUE., JULY 15** | 6:30-9PM | Delancey Street Foundation, 600 Embarcadero  
Join us for the 22nd Annual Golden Wheel Awards, where we honor local groups and individuals making our city a better place to live, work and bike. This year we are pleased to have Streetsblog founder, Aaron Naparstek, as our keynote speaker. Get your tickets at [sfbike.org/goldenwheel](http://sfbike.org/goldenwheel).

**BIKE PARKING IN SF: POLICY, DESIGN, AND BEST PRACTICES**  
**THU., JULY 17** | 5:30-7PM | AIA SF, 130 Sutter St.

This hour-long course is aimed at acquainting architects and designers with best practices for indoor and outdoor bike parking. It will address a variety of solutions to the common challenges of creating functional and efficient bike parking. It will also include instructions on utilizing bike parking to optimize LEED points and suggestions for integrating sound bike parking into overall building design.

**SF BICYCLE COALITION BOARD MEETINGS**  
**TUE., JULY 22, SEP. 9** | 6:30-8:30PM | SF Bicycle Coalition, 833 Market St., 10th Floor

SF Bicycle Coalition Members are invited to attend Board meetings. See [sfbike.org/events](http://sfbike.org/events) for agenda and details.

**NEW MEMBER MEET AND GREET**  
**WED., JULY 23** | 6-7:30PM | SF Bicycle Coalition, 833 Market St., 10th Floor

If you've been an SF Bicycle Coalition member for less than a year, we warmly invite you to come to our New Member Meet and Greet! We'll have snacks, beverages and plenty of indoor bike parking. Bring your bike upstairs with you!

**PEDALFEST\***  
**SAT., JULY 26** | 11AM-7PM | Jack London Square, Oakland  
Support Bike East Bay while enjoying a free celebration of bikes, food, family and fun! Highlights include pedal-powered food, a pedal-powered outdoor stage featuring live music, dare devil stunts, a kid's bike rodeo, safety training, and the most amazing collection of bikes. More info at [pedalfestjacklondon.com](http://pedalfestjacklondon.com).

**10+ YEAR MEMBER APPRECIATION PARTY**  
**THU., AUG. 14** | 6-8PM | Dolan Law Firm, 1438 Market St.  
Join us for a fun and inspiring evening honoring the SF Bicycle Coalition members with a decade or more of support. If you have been a member for ten or more years, join us to swap "remember when" stories over light snacks and drinks. This year, we will have a special tribute to the 20-year members! RSVP required at [sfbike.org/event/10-year](http://sfbike.org/event/10-year).

**BIKES, BUSINESS & BREWS: BUSINESS MEMBER HAPPY HOUR**  
**WED., AUG. 20** | 6:30-8PM | Bitters Bock and Rye, 1111 Polk St.  
Join us for a Happy Hour and learn best practices on how to get more of your workplace biking. You'll hear from SF Bicycle Coalition Business Members about how they incentivize bicycling, provide safe and secure bike parking and build biking culture and community within their workplace.

Email [business@sfbike.org](mailto:business@sfbike.org) if there's a topic at your organization that you'd like to discuss. This event is open to all employees of SF Bicycle Coalition Business Members.

**TOUR DE FAT PRE-PARTY**  
**THU., SEP. 11** | 6-8PM | Location TBD  
Get in the Tour de Fat festivities early by coming to a pre-Tour party! You can meet the fun New Belgium Carnies plus pre-register for the parade and buy beer tokens in advance. More details at [sfbike.org/fat](http://sfbike.org/fat).



**TOUR DE FAT**  
**SAT., SEP. 13** | 10AM-5PM | Lindley Meadow, Golden Gate Park  
The Tour de Fat's bikes, costumes, music and philandering philanthropy is coming back! The event kicks off with a costumed bicycle parade that winds through Golden Gate Park followed by eclectic entertainment ranging from musical acts to yo-yo performers, bike contests and even vaudeville acts. It's part of a ten-city tour hosted by New Belgium Brewing, and all of the money raised during the day goes directly to the SF Bicycle Coalition and the Bay Area Ridge Trail Council! There are lots of great volunteer roles, too! Check out the details at [sfbike.org/fat](http://sfbike.org/fat).

## Rides

**WOMEN RIDE: PACIFICA PIER**  
**WED., JULY 9** | 6-8:30PM | Swell Bicycles, 4002 Irving St. at 42nd St.  
Ride down the coast from the Sunset to Pacifica Pier and back! This no-drop women-only ride will be about 22 miles with some hills. Hydration drinks by Skratch Labs. RSVP at [sfbike.org/rides](http://sfbike.org/rides).

**SWELL RIDES\***  
**FRI., JULY 11, AUG. 8, SEP. 12** | 6PM  
**THU., JULY 24, AUG. 21, SEP. 25** | 7:30AM | Swell Bicycles, 4002 Irving St.  
A new series of morning and evening rides led by the team at Swell Bicycles! Monthly AM rides ~25 miles at medium pace and PM rides ~15 miles at a casual pace. These community building rides are free and no rider will be left behind! Routes and details on [facebook.com/swellbicycles/events](http://facebook.com/swellbicycles/events).

**GALS WITH GEARS** | 10AM  
**SUN., JULY 12** | SF to Berkeley  
**SUN., AUG. 3** | Crissy Field  
**SUN., SEP. 7** | SF to Alameda  
Join the Gals for monthly scenic rides for women aged 50+ young. We lead

fun rides with easy tips on city riding. We are not fast riders and will not leave anyone behind. RSVP required at [sfbike.org/gals](http://sfbike.org/gals).

**GOLDEN GATE BIKE ADVENTURE TIME**  
**SUN., JULY 20** | 9:30AM-1:30PM | City Hall, 1 Dr. Carlton B. Goodlett Pl.  
Come roll with Greenbelt Alliance, the SF Bicycle Coalition, and the American Planning Association's Young Planners Group on this 18-mile bike ride from SF through Marin. Get educated about efforts on both sides of the Golden Gate Bridge to improve bike safety, past and current development proposals that threaten the Marin Headlands, and how tunnels and trains will transform commutes. RSVP required at [sfbike.org/rides](http://sfbike.org/rides).

**MARIN HEADLANDS ART RIDE**  
**SUN., JULY 20** | 12-4PM | Meet at McLaren Lodge, Golden Gate Park, NW Corner Fell St. and Stanyan St.  
Take a merry ride over the bridge to the Headlands Center for the Arts and drop in on their Summer Open House. Meet HCA's Artists in Residence and Affiliate Artists in their studios, see and discuss current works-in-progress, and check out this very groovy scene nesting in the former Fort Barry site. Rain cancels ride; no RSVP required.

**52ND ANNUAL MARIN CENTURY 2014\***  
**SAT., AUG. 2** | All Day | San Rafael  
One of the most scenic, best supported rides on the West Coast! Hosted by Marin Cyclists, six fully supported routes ranging from 30-200 miles and attracts over 3,100 riders from the San Francisco Bay area and beyond. Members of the SF Bicycle Coalition can receive a discount on registration. Email [membership@sfbike.org](mailto:membership@sfbike.org) for details and to get a promo code.

**WOMEN RIDE TIBURON**  
**SAT., AUG. 9** | 10AM-2PM | Golden Gate Bridge (SF side by Visitor's Center)  
Ride across the Golden Gate Bridge to beautiful Tiburon and back! This no-drop women-only ride will be about 25 miles with some hills and treats by Skratch Labs and Andytown. RSVP at [sfbike.org/rides](http://sfbike.org/rides).

**WEST OF THE WEST**  
**SAT., AUG. 16** | 1:30PM | Legion of Honor, Lincoln Park, Land's End  
San Francisco is the West's West, but when was the last time you pedaled all the way out to the Pacific Plate? This ride will take a loping, loving look at the City's western edge, stopping to explore curiosities and celebrities along the way, ruins and relics and remarkable riches. 2+ hour ride; have a big lunch beforehand, we'll stop somewhere for a snack. Rain cancels ride; no RSVP required.

## LET'S PRACTICE TOGETHER

**Various Sundays in Golden Gate Park**  
New to biking? Come practice with an easy ride in Golden Gate Park's car-free space, then ride a bit in traffic and end with tasty treats! No hills, and experienced cyclists will be around to accompany you. RSVP required at [sfbike.org/rides](http://sfbike.org/rides).

## RIDE TO TOUR DE FAT WITH SAN JOSE BIKE PARTY

**SAT., SEP. 13** | Departs 11:45AM | *SF Caltrain Station, 4th & Townsend St.*  
Party on your way to Tour de Fat! Meet up with the San José Bike Party in the Southern Bike Car on either the 801 or 427 train. Their route captains will lead a convoy through SF, ending at Tour de Fat for an afternoon of entertainment and refreshing New Belgium brews! Details at [sfbike.org/fat](http://sfbike.org/fat).

## BBQ BIKE TOUR

**SAT., SEP. 27** | 3-5:30PM | *Mission*  
Explore some of San Francisco's delicious BBQ by bike! We'll sample some unique flavors plus compare the classic dishes to find our favorite. Must be an SF Bicycle Coalition member to ride. RSVP required at [sfbike.org/rides](http://sfbike.org/rides).

# Volunteer

## BICYCLE AMBASSADOR TRAINING

**TUE., JULY 1** | 6-7:30PM | *SF Bicycle Coalition, 833 Market St., 10th Floor*  
Flex your advocacy muscle and become a Bicycle Ambassador! Come to our training to get up to date on what's going on with the SF Bicycle Coalition and learn how to sign up new members. This training will also prepare you to volunteer at races, festivals, Service Stations and other events. You must be a current member of the San Francisco Bicycle Coalition to become a Bicycle Ambassador. RSVP at [sfbike.org/volunteer](http://sfbike.org/volunteer).

## SF BICYCLE COALITION PHONE BANK

**TUE., JULY 1, AUG. 5, AUG. 19, SEP. 2, SEP. 16**  
**WED., JULY 16** | 5-8PM | *SF Bicycle Coalition, 833 Market St., 10th Floor*  
Join the volunteers who keep the SF Bicycle Coalition membership strong. No cold-calling, just calls to friendly lapsed members offering an easy way to renew. Plan to stay for the thank-you dinner afterward and get to know your fellow volunteers.

## VOLUNTEER NIGHT

**WED., JULY 9, AUG. 13, SEP. 10** | 5-8PM | *SF Bicycle Coalition, 833 Market St., 10th Floor*  
This SF Bicycle Coalition tradition has been happening for as long as we can remember, and newcomers are always welcome. So stop by, snack on tasty treats, chat with fellow members, and help us keep our organization rolling. Dinner is provided. Bring a friend – the more the merrier! Don't forget to bring up your bike to the office! Special thanks to Rainbow Grocery for generously providing snacks for our volunteers. No RSVP necessary.

## SERVICE STATIONS

**TWICE MONTHLY** | *Citywide*  
Twice a month, your SF Bicycle Coalition pops up in different neighborhoods with our friendly, volunteer-staffed Service Station, offering hi-fives and free coffee or other goodies to folks riding by. If

you'd like to volunteer to brighten the rides of your fellow commuters, view our upcoming Service Stations and sign up at [sfbike.org/volunteer](http://sfbike.org/volunteer).

## VALET BIKE PARKING

**ONGOING** | *Citywide*  
Justifiably famous in SF, the SF Bicycle Coalition's Valet Bike Parking is like a coat check for bikes. You will be trained on site by our friendly and experienced Valet Supervisors; no previous experience required. View upcoming opportunities and sign up at [sfbike.org/volunteer](http://sfbike.org/volunteer).

# Classes

## ADULT LEARN TO RIDE

**SUN., JULY 13** | 10AM-2PM | *Waller Street Bicycle Learning Area, Stanyan at Waller St.*

You're never too old to learn to bicycle! Instructors will work one-on-one to teach the basics of: balancing, starting and stopping, steering a bike, proper helmet fit and seat adjustment. This class is funded in part by the SFMTA and SFCTA. RSVP required at [sfbike.org/education](http://sfbike.org/education).

## FREEDOM FROM TRAINING WHEELS AT SUNDAY STREETS

**11AM-2PM**  
**SUN., JULY 13** | *Richmond*  
**SUN., AUG. 24** | *Mission*  
**SUN., SEP. 14** | *Western Addition*  
**SUN., SEP. 28** | *Excelsior*  
As part of our family biking education, we can teach your young one how to balance, turn and pedal without training wheels. Bring your child's bike and helmet if you have one. If not, we have a few balance bikes for kids aged 2-5. Find out more at [sfbike.org/education](http://sfbike.org/education).

## INTRO TO URBAN BICYCLING

**WED., JULY 16** | 6:30-7:30PM | *Alley Cat Books, 3036 24th St.*  
Has it been a long time since you've been on a bike or are you new to riding in the city? The course is a one-hour presentation covering the basics of how to pick the right bike for everyday riding in SF, the rules of the road, route planning and more! A great introduction for anyone considering bicycling, or looking to brush up on their skills. This class is funded in part by the SFMTA and SFCTA. RSVP required at [sfbike.org/education](http://sfbike.org/education).

## INTRO TO URBAN BICYCLING

**TUES., JULY 29** | 6:30-8PM | *Recology Golden Gate, 900 7th St.*  
Ever wanted to see what bikes look like from a big rig truck? We are partnering with Recology to educate people on the joy of biking and on the blind spots around trucks. The one-hour course covers the basics of how to pick the right bike, the rules of the road, route planning, locking and more! A great introduction for anyone considering biking or looking to brush up on their skills. This class is funded in part by the SFMTA and SFCTA. RSVP at [sfbike.org/education](http://sfbike.org/education).

## FLAT TIRE REPAIR WORKSHOP

**WED., AUG. 6** | 6-8PM | *Pedal Revolution, 3085 21st St.*  
Have you been putting off learning how to fix a flat? Or do you need a refresher before a big ride? Join us at this easy flat tire repair workshop! Friendly Pedal Revolution staff and youth interns will instruct visitors on procedure and proper tool usage. RSVP at [sfbike.org/event/flat-tire](http://sfbike.org/event/flat-tire).

**TOUR DE FAT**  
Bikes, Beer & Bemusement. HIGH FIVES & ADMISSION FREE  
BENEFITING:  
**SAN FRANCISCO**  
GOLDEN GATE PARK 9/13/14  
10AM-5PM  
**VOLUNTEER!**  
[SFBIKE.ORG/FAT](http://SFBIKE.ORG/FAT)

Logos for: BICYCLE COALITION, Bay Area Ridge Trail Council, NEW BELGIUM BREWING

## TRAFFIC SKILLS 101-1: CLASSROOM

**SAT., JULY 12** | 11:30AM-3:30PM | *Harvey Milk Center for the Arts, 50 Scott St.*  
**SAT., AUG. 16** | 10AM-2PM | *Sports Basement, 1590 Bryant St.*  
**SUN. SEP. 21** | 10AM-2PM | *Richmond Police Station, 461 6th Ave.*  
Looking to get comfortable riding in San Francisco? The Traffic Skills 101-1 course is a four-hour presentation covering all you need to know for biking in SF and the Bay Area. This is the perfect course for anyone already riding to hone their skills or for people interested – but intimidated – by urban traffic. This course is required to take our On-Road course, where instructors take you out on a group ride in traffic. No bicycle is necessary for this class. RSVP required at [sfbike.org/education](http://sfbike.org/education).

## TRAFFIC SKILLS 101-2: ON-ROAD WORKSHOP

**SAT., AUG. 23, SEP. 13** | 10AM-4PM | *Waller Street Bicycle Learning Area, Stanyan at Waller St.*  
Practice what you learned in the Traffic Skills 101-1. After a basic bike maintenance session, the class will practice bike maneuvering skills in a car-free practice area before riding on the streets in small, intimate groups led by instructors. The prerequisite Traffic Skills 101-1: Classroom course is required before taking this class. This class is funded in part by the SFMTA and SFCTA. RSVP required at [sfbike.org/education](http://sfbike.org/education).

Follow us on Facebook ([facebook.com/sfbike](http://facebook.com/sfbike)), Twitter (@sfbike) and Instagram (@sfbike) for up-to-the-minute additions.

**The Problem: Bad Drivers. Bad Roads.**  
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Become a San Francisco Bicycle Coalition member and get discounts all over town!

American Cyclery, Arizmendi Bakery\*, Avenue Cyclery, Bay City Bike Rentals and Tours, Bespoke Cycles, Big Swingin' Cycles, Bike Friday, Blazing Saddles Bike Rentals, BoomBotix, Box Dog Bikes, Canyon Market, Chrome, Citizen Chain, City CarShare, City Cycle of San Francisco, Crumpler Bags, Dahon, DD Cycles, Department Seventeen, Dolores Park & Duboce Park Cafes, Emazing Bicycles, Farmgirl Flowers, Freewheel, Fresh Air Bicycles, Golden Gate Pedicab, Golden State Health, Good Hotel, Good Vibrations, Green Apple Books, Greens To Go, Heavy Metal Bikes, High Trails Cyclery, Huckleberry Bicycles, Kasa Indian, Lombardi Sports, Market Street Cycles, Mike's Bikes, Mission Bicycle Company, Mission Workshop, Mojo Bicycle Cafe, Motostrano, The New Wheel, Noe Valley Cyclery, Nomad Cyclery, Nopalito, Ocean Cyclery, Other Avenues Co-op\*, Pacific Bikes & Boards, Pedal Revolution, Potrero Bicycle Works, PUBLIC Bikes, Pushbike, Refried Cycles, Rickshaw Bagworks, Roaring Mouse Cycles, Rock & Roll Massage, Sacred Grounds Cafe, See Jane Run Sports, Sports Basement, Streets of San Francisco, Swell Bicycles, Timbuk2, A Tran's Bay Bike Shop, Treat Street Bicycle Work, Valencia Cyclery, Velo Rouge Cafe, VeloBrews, Warm Planet Bikes, Wiggle Bicycles, Zip Car, Zoic

\*Must arrive by bike to receive discount. See sfbike.org/discounts for details.

BIKE MONTH BY THE NUMBERS
76% OF MORNING MARKET STREET TRAFFIC WAS BIKES
750' LENGTH OF POLK STREET CONTRAFLOW BIKE LANE
NUMBER OF EVENTS HOSTED DURING BIKE MONTH IN MAY 140
3,000+ # OF STUDENTS, PARENTS AND TEACHERS WHO PARTICIPATED IN BIKE & ROLL TO SCHOOL WEEK
# OF BIKE TO WORK DAY VOLUNTEERS 300
900 # OF PEOPLE WHO BECAME SF BICYCLE COALITION MEMBERS ON BIKE TO WORK DAY



JOIN THE SAN FRANCISCO BICYCLE COALITION!

Become a member of the San Francisco Bicycle Coalition and help us Connect the City and make San Francisco a better place to live, work and bike. As a member, you get discounts all over town, free bike trailer and air travel bike box rentals and more. See sfbike.org/membership for all the benefits.

NAME

ADDRESS CITY ZIP

HOME PHONE EMAIL

MEMBERSHIP LEVEL:

- \$35 ONE YEAR MEMBERSHIP
\$250 SUPPORTING MEMBER\*
\$52 A BUCK A WEEK
\$500 PATRON\*
\$120 SUSTAINERS\*
\$1,000 DONOR\*

\*includes FREE SF Bicycle Coalition T-Shirt:

Men's Size OR Women's Size

MAKE CHECKS PAYABLE TO: San Francisco Bicycle Coalition
Check with your employer about matching your donation.

NAME

CREDIT CARD NO. EXP. Date (MM/YY)

- VISA MASTERCARD
Do not share my name, even with cool organizations the SF Bicycle Coalition likes.

YES, I WANT TO VOLUNTEER!

SIGN ME UP FOR INFO ON:

- Market Street
Polk Street
2nd Street
The Wiggle
The Embarcadero
Bikes and business
SoMa streets
Other:

