



**Minutes of the San Francisco Bicycle Coalition Board of Directors meeting
March 28, 2017
San Francisco Bicycle Coalition offices, 1720 Market Street, San Francisco, CA**

Directors in attendance	Adam Keats
	Amandeep Jawa
	Andy Thornley (President)
	Chema Hernandez Gil
	Jeremy Pollock
	Jiro Yamamoto
	Lawrence Li (Treasurer)
	Lindy Kae Patterson
	Lisa Fisher
	Mary Kay Chin (Secretary)
	Nic Jay Aulston (by phone)
	Rocky Beach
	Leah Shahum (by phone)
	Shirley Johnson
	Jenn Fox
Directors absent	none
Staff	Brian Wiedenmeier (Executive Director)
	Tracy Chinn (Development Director)
Guests in attendance	Ron Richings
	Jack Kaufman

Start	The meeting was convened with quorum at 6:33pm.
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Agenda Item	Purpose	Presenter
1 Consent Calendar	Action	Andy Thornley
<p>Consent Calendar:</p> <ol style="list-style-type: none"> February 2017 meeting minutes Board advisory committee membership (see Appendix A) <p>Approval: Motion to approve consent calendar. Lawrence moved. Jeremy seconded. The motion passed unanimously.</p> <p>Discussion: Strategic Planning Committee will be taking on additional members as listed in Appendix A.</p>		
2 Public & General Member Comment	Information	Andy Thornley
Adam joined the meeting at 6:38pm.		



Jack Kaufman – requested the SFBC come out against District 8 Supervisor Jeff Sheehy’s bill regarding “chop shops” and stolen bike parts. Jack was concerned about the bill further criminalizing the homeless and further deepening the class divide.

Deep joined the meeting at 6:40pm.

3 President’s Report	Information	Andy Thornley
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Board@ emails:

One email, but name removed from the minutes due to the nature of the email. Forwarded to the appropriate staff member.

Updates:

- Sunday, April 2nd is the 50th anniversary of JFK in Golden Gate Park.
- Possible ride with representatives of the Dutch Consulate for King’s Day through Golden Gate Park.

Discussion:

Brian reported after having met with staff and community partners, the SFBC has decided to not support Supervisor Sheehy’s ordinance regarding “chop shops”. The staff is working on proposals for alternatives that would focus on the supply chain side of bike theft.

4 Finance	Information	Lawrence Lee
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Lawrence presented the final proposed 2017-2018 budget, which would start April 1st. See Appendix B.

Discussion:

- Brian noted one significant adjustment was on the personnel line, specifically for the third community organizer. Staff recommended the position be budgeted for September, when the workload would be reviewed and the need for the position reviewed.
- Jenn commented that as we watch the organization’s programmatic expenses increase, this is a good reminder for all board members to be cognizant of our role in fundraising.
- Brian reported cash reserve at a slight improvement in this final budget, with over three months of cash reserves.
- Jeremy asked if costs associated with board elections were budgeted, as discussed in previous board meeting. Brian clarified it was not budgeted and there was a potential the organization could find a member to contribute time.
- Brian stated he felt optimistic about a strong close to February 2017 and if everything goes well we should end 16-17 in the black.

Action:

Motion to approve the budget as presented in Appendix B. Lawrence moved. Deep seconded. The motion passed unanimously.

Lisa joined the meeting at 6:53pm.

5 Fundraising	Information	Lisa Fischer &
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Tracy Chinn

All board members filled out their fundraising pledges and there is a good range of goals. Many board members are interested in hosting house parties and were asked to please keep other board members informed of events. Two upcoming house parties are as follows:

- Tuesday, April 4th Mary Kay & Jenn hosting their Happy Hour house party at Emperor Norton’s Boozeland.
- Saturday, April 8th Lindy Kae hosting Get-Dandy Get-Down 3-8pm at Dandyhorse SF Bike Tours & Rentals.

Tracy presented the board with the 2017 Development Committee – Business Outreach (Not listed in Appendix due to privacy concerns). She distributed lists of businesses and requested that board members:

1. Sign up for a business or company they would like to work with this year.
2. Add any businesses or companies missing.

Discussion:

- Tracy reviewed the different levels of giving and types of business memberships and sponsorships. She reported the organization is still looking for cash sponsors for Bike to Work Day (BTWD). The deadline for cash sponsorship of Golden Wheel is May 5th. She reported the goal of having printed Golden Wheel invitations by the May board meeting for board members to pick up and sign.
- Board members asked to clarify priority of choosing businesses, by relation or past giving. Tracy asked those board members with a strong connection to a business to prioritize those first. Past donors are often easier to approach.
- Deep asked how board members should decide what to ask of the businesses (ex. Do we ask them to join as a business member or be a cash sponsor? Which is appropriate for a smaller business?). Tracy asked that board members provide the introduction, connecting them to Tracy. Brian clarified business memberships starts at \$250, which was designed to work with small businesses and retail. He recommended giving the business options of ways they can support SFBC work.
- Brian reported Golden Wheel would be July 20th 6:30pm-9:30pm. The awardees this year are Tom Radulovich and Bicis del Pueblo. The speaker will be Mark Leno, former State Senator. The full announcement will be made after Bike to Work Day.

Action Item:

Tracy will compile board sign ups for business outreach and then follow up individually with each board member.

6 Audit

Information

Amandeep Jawa

The committee had its first meeting and reviewed the early stages of the 2016 audit process. Deep reported the auditor collected the data they needed for analysis and will return with questions for the organization. A draft report is currently underway with review in the coming months. The final audit for approval should be expected over the summer. As this auditor finishes 2016, the committee will begin to look at finding a new company, as is industry standard. Currently the committee is unable to locate the



2012 RFP and is prepared to develop a new RFP. The committee requests any recommendations of auditors from the board.

Discussion:

- Jenn asked if there was value to adding a dollar amount to the RFP. Brian reported there was room in the approved budget for the cost.
- Jeremy suggested not listing a dollar amount on the RFP might help negotiations. He also suggested listing a range rather than a specific amount.

7	Personnel	Information	Jenn Fox
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Jenn reported the committee will be starting with an overhaul of the compensation strategy. The employee manual will be updated during the summer. ED review is currently ongoing.

8	Strategic Planning	Information	Shirley Johnson
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Shirley shared the committee’s report (Appendix C). The committee is working on prioritizing scope topics. The committee and additional board members attended community & individual listening sessions training. Shirley reported the committee received suggestions for 140 groups and 50 individuals. The board is requested to list how many listening sessions and interviews they’re able to do. Shirley clarified group listening sessions should be in person while interviews can be done over the phone. Board, staff and members on the committee will then be paired up to work together on scheduling the listening sessions. The board is requested to be cognizant of staff time when scheduling. Assignments will be shared in early April.

The next committee meeting will be April 6th. In June the committee will have an all-day retreat to look at the data compiled from these sessions & interviews.

Brian reported the member Open House would be Wednesday, April 19th at the Sports Basement Grotto. This will be similar to SFMTA open houses, with stations around the room with suggested scope topics. The board is asked to think about topics that might be of interest and to think about staffing that table.

9	Membership	Information	Mary Kay Chin
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Mary Kay reported an upcoming meeting with Strategic Planning Chair, Shirley and Membership Manager Anna Gore, The Membership Committee will continue to work in concert with Strategic Planning, specifically on the Member Open House.

10	Board Development	Information	Rocky Beach
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Rocky reported the next committee meeting would be held April 6th. Rocky met with Adam, Governance Committee Chair, to review committee overlap to ensure resources were not wasted or duplicated.

11	Governance	Information	Adam Keats
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Adam reported the committee met March 21st and covered the following:



1. Ranked choice voting (RCV): the committee invited the group of members (Members for More Representative Elections) specifically interested in RCV to attend and present to a proposal to the committee. It was a basic proposal on how to accomplish RCV via a bylaw amendment. The committee will look at the benefit-burden analysis of moving forward with RCV and will return to the full board with a proposal. Any decision will involve a bylaw amendment and will help to give staff a clear direction. In the next meeting, April 18th, the committee will finalize the proposal.
2. Date of the 2017 elections: the committee looked at possibly moving the election to the beginning of 2018, reviewing what mechanism would be needed for that kind of change. The committee will work with the Board Development Committee and staff to see what will be the best fit so that staff can be in a better position to support the elections.
3. Review of board meeting order of process: the committee is looking at various meeting order processes (e.g., Roberts Rules, American Parliamentary Procedure, etc.).
4. Guidance for closed sessions: the committee is reviewing when and how the board utilizes closed sessions and will work to develop a process.

12 Executive Director's Report	Information	Brian Wiedenmeier
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Brian presented a quarterly report for progress towards our 2012-17 Strategic Plan (Appendix D).
 Highlights:

- 7th & 8th Street bike lane projects have been installed with transit boarding islands. Lane striping to come and working with SFMTA to get these ready for BTWD. These will be the city's newest parking protected bike lanes, from Market to Harrison and as a direct result of the Mayor's 2016 Executive Directive.
- Currently two protected bike lane plans are in the works, upper Market and Turk Streets. SFMTA is moving forward with the protected bike lane on upper Market, only after Supervisor Sheehy came out in support. SFMTA was working on a parking protected bike lane for Turk Street but the plans were watered down to paint-only when the SF Fire Marshal opposed them. This is in direct opposition to the Mayor's 2016 Executive Directive and the types of complete streets the SFMTA has historically designed. The SFBC will need to work with SFFD and SFMTA to deliver the highest quality streets.
- Bike & Roll to School is this month and there have been over 100 schools signed up to participate. The media school will be Lafayette Elementary on April 18th, 7am. Supervisor Fewer, SFMTA and SFBC will be out that morning to kick off the week.
- The Bike Ed program was able to hire new staff for multilingual outreach. Libby will supervise the program, which will be deployed throughout the summer.
- There will be a personnel change in the fall when Libby leaves to attend graduate school. The job posting is being reviewed and will be posted in the coming weeks.
- Between March 11-20th there were two incidents at 1720 Market (SFBC offices) where two windows were broken and then a subsequent break and entry. Report is available on DropBox for review. Nothing was stolen, as staff has been locking up valuables & bikes away at night. But the result was a \$12,000 charge for the window repair. Brian spoke with the LGBT Center, who have had windows damaged on a monthly basis. The LGBT Center budgets \$30-\$40,000 a year for window repair & replacement. Brian reported while there is insurance for these situations, we want to be mindful of raised rates as a result.
- BTWD on May 11th. BART and Muni ads are up and running. For the first time, the ads will be both inside and outside of the trains/buses.



Discussion

Chema asked about the use of “neighborways” and voiced concerns for neologism and the term not translating to Spanish or Chinese correctly. Brian clarified the SFMTA chose the name. Andy added during the injunction the SFMTA looked at other cities for language regarding complete streets and wanted to find a word that moved away from identity politics to find a friendlier way of saying “complete streets”. Brian requested board members with thoughts on the language to speak with Julia, who is managing the relationship with the SFMTA regarding the “neighborways” projects.

13	Reflection	Information	Andy Thornley
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- Andy was pleased with the thorough and complete budget approved by the board.
- Rocky voiced admiration for how board members worked together and discussed beyond differences.
- Chema and Deep both traveled to DC and NYC (respectively) and both noted differences in bike/pedestrian infrastructure in these two cities in comparison to San Francisco.
- Lisa requested to have more staff and board social bonding time. Rocky, as chair of the Board Development Committee, said that was on the committee’s goals this year.

12	Adjourn	Action	Andy Thornley
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Motion to adjourn the March 28, 2017 SF Bicycle Coalition Board meeting. Rocky moved. Jenn seconded. Meeting adjourned at 8:23pm.

List of Appendices

Identifier	Title
A	Board Advisory Committee Membership
B	2017-2018 Budget Summary
C	Strategic Planning Committee Report for the March 28, 2017 SFBC Board Meeting
D	Quarterly Strategic Plan Report

Signature

Mary Kay Chin, Secretary	
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Appendix A: Board Advisory Committee Membership

San Francisco Bicycle Coalition Board of Directors Committees – March 2017

Audit

Deep Jawa (chair)
Jenn Fox
Jeremy Pollock
Leah Shahum

Board Development

Rocky Beach (chair)
Andy Thornley
Deep Jawa
Jeremy Pollock
Mary Kay Chin

Finance

Lawrence Li (chair)
Adam Keats
Lisa Fisher
Nic Jay Aulston
Rocky Beach
Shirley Johnson

Fundraising

Leah Shahum (chair)
Jeremy Pollock
Lawrence Li
Lindy Kae Patterson
Lisa Fisher
Nic Jay Aulston

Governance

Adam Keats (chair)
Andy Thornley
Chema Hernández Gil
Deep Jawa
Jiro Yamamoto
Shirley Johnson



Membership

Mary Kay Chin (chair)
Chema Hernández Gil
Jeremy Pollock
Jiro Yamamoto
Lindy Kae Patterson
Lisa Fisher
Nic Jay Aulston

Personnel

Jenn Fox (chair)
Adam Keats
Lawrence Li
Leah Shahum

Strategic Planning

Shirley Johnson (chair)
Abigail Tinker
Ana Vasudeo
Anna Gore
Brian Wiedenmeier
Catherine Orland
Chema Hernández Gil
Deep Jawa
Frank Chan
Janice Li
Jiro Yamamoto
John Beckman
Libby Nachman
Lindy Kae Patterson
Mary Kay Chin
Rocky Beach
Sacha Ielmorini
Tracy Chinn



Appendix B: 2017-2018 budget

SFBC 2017-2018 Budget						
Yearly Summary						
Version 3.1 (second Finance Committee review) March 16, 2017	2017-2018 Budget	2016-2017 YTD Trend	New Budget over Trend	New Budget over Trend as a %	2016-2017 Budget	Comments
Total Income	2,240,363	1,834,469	405,894	22.1%	2,296,641	This budget year's challenge is achieving our intended goals with a full (i.e. no open positions) and hopefully more stable staff. The 9-month (3 of 4 quarters) YTD trend is that all major income areas were less than budgeted except for Contacts, and that had already been drastically reduced. The two biggest areas that represent ambitious goals compared to our trend are 4200-Individual Contributions and 4400-Business Partner Support.
Total Expense	2,248,220	2,015,039	233,181	11.6%	2,335,905	The silver lining of 2016-2017 is that savings from staff vacancies offset much of the income shortfall. However, we enter 2017-2018 with a payroll of 18.5 FTE with a newer staff and their salaries more recently adjusted to market. Most other expenses are comparable to prior years, including 1720 Market now that we've been here more than a year and understand the space better. Professional services is significantly lower as we no longer expect as much in-kind pro bono legal advice.
Net Income	(7,857)	(180,570)	172,713	-95.6%	(39,264)	The projected net loss in 2016-2017 will not be as bad as the trend here indicates. However, we should be conservative given we enter the budget year staffed without the slack of open headcount. It also means that hiring of new positions will likely wait until we can convince ourselves we will be better off than a cash balance of around 3-4 months of operating reserve throughout the year.
Top 3 ways the Board can help:						You are the best ambassadors of our mission. Take pride in being a Board Member, share your enthusiasm for bicycling, connect others to our mission.
4200-Individual Contributions						1. We are very fortunate to have many Board members as major individual contributors to the organization. Help us reengage individual donors and identify new prospects.
4400-Business Partner Support						2. We would benefit from you pitching businesses you come across on becoming a Business Member of the SF Bicycle Coalition. Engage professional connections in our work.
4500-Events and Benefits						3. We appreciate your connections to businesses for Event Sponsorships, especially for Bike to Work Day in May, the Golden Wheel Awards in July, and Winterfest in November/December. Attend events, sell tickets, engage our members.



Appendix C: Strategic Planning Committee Report for March 28, 2017 SFBC Board Meeting

Summary

- The committee developed a draft mission statement and draft core values. We'll continue to refine these during the strategic planning process.
- The committee prioritized scope topics (see below).
- Our consultant, Matt Biggar, provided training on community listening sessions and stakeholder interviews at the committee meeting on March 6.
- The committee has received recommendations of over 140 groups and over 50 individuals for community listening sessions and interviews, respectively. It is not practical to contact all these groups and individuals, and the committee will prioritize the groups/individuals at its next meeting in on April 6.

Request to the board

At the March 28 board meeting, Shirley will ask how many listening sessions and interviews each board member has the interest and bandwidth to participate in. Plan one hour for each listening session and 30 minutes for each interview.

Strategic Planning Process Overview

(gray has been completed)

Phase	What	When
I. Needs Assessment	Review of existing data Input from board and staff	January-February
II. Shaping Direction for Strategic Plan	Determine plan scope and duration Development of core values Design and prepare Phase III	February-MarchApril
III. Broad Stakeholder Input	Input from membership and external stakeholders Data analysis	MarchApril-May
IV. Development of Strategic Plan	Development of goals, objectives and strategies	May-June
V. Plan Writing	Drafting, revising, finalizing and presenting plan	July-August

Opportunities for general member input (gray has been completed)

1. Webpage scheduled to go public February 28 with a form seeking input on groups and individuals to contact for strategic planning
2. Open house – scheduled for the evening of Wednesday, April 19
3. Member survey – to be opened in April or June (still under consideration)
4. Member meetings to review draft plan – to be scheduled in July

Scope Prioritization



Scope Topics	Indication of Priority Areas (each committee member chose up to 4 topic areas by placing a dot next to the topic)
Advocacy and Programs (e.g.: campaigns; how to support member advocates & balance of inside/outside advocacy; education; project prioritization method)	17 dots
Outreach and engagement (e.g.: member engagement; community engagement; coalition building)	14 dots
Equity (e.g.: race; socio economics; geographic; ability; gender/sexuality; age [youth and seniors]; families)	12 dots
Organizational sustainability (e.g.: fundraising; growing the membership; gauging taking on grants)	11 dots clarification that outreach and engagement (topic above) is primarily about member engagement and this topic area is more about having a strong member base to support organization financially and otherwise
Communications (e.g.: facilitation of member-to-member communications; elevating the brand)	5 dots
Emerging technologies and trends (e.g.: transportation network company [TNC], aka ridesourcing; electric bikes; bike sharing; electric skateboards; driverless cars)	4 dots
Other- Partnerships with Business	2 dots
Governance (e.g.: responsibilities and effectiveness; format for getting work done; representation; transparency; board election process; bylaws update)	2 dots
Operations (e.g.: staffing including diversity; technological capacity; facility; financial management; dashboard for progress against strategic plan)	0 dots

Additional Information

- The committee has added members at large to the committee: Abigail Tinker, Catherine Orland, John Beckman, and Sacha Ielmorini.
- See [minutes from the Strategic Planning Committee meeting held March 6, 2017](#) in the board's DropBox.

Committee Members



Abigail Tinker, Amandeep Jawa, Ana Vasudeo, Anna Gore, Brian Wiedenmeier, Catherine Orland, Chema Hernández Gil, Frank Chan, Janice Li, Jiro Yamamoto, John Beckman, Libby Nachman, Lindy Kae Patterson, Mary Kay Chin, Rocky Beach, Tracy Chinn, Sacha Ielmorini, Shirley Johnson (chair)

Working Groups

- Member open house: Ana, Brian (chair), Chema, Deep, Shirley
- Member survey: Anna (chair), Chema, Frank, Libby, Lindy



Appendix D: Quarterly Strategic Plan Report

SF Bicycle Coalition Quarterly Strategic Plan Report March 2017

Primary Goal	Measure
By 2017, at least half of San Franciscans will bicycle occasionally and at least one-quarter will bicycle frequently, or at least a few times per week.	Using professional polls, show that 25% of San Franciscans use bikes as frequent transportation. Frequent = at least 2-to-4 trips per week

Progress on Primary Goal: New independent polling of likely voters in SF found that 17% bike more than once per week, and 51% bike at least once a month. This is the first time that a majority of SF voters have reported biking occasionally.

1. Through our Connecting the City campaign, upgrade, expand and connect over 50 miles of bikeways, neighborhood greenways and other connections throughout San Francisco towards making them attractive and comfortable to people of all ages, from an 8-year-old to an 80-year-old.

Related progress: Two-thirds of San Franciscans (66%) support building a network of cross-town bike lanes connecting every neighborhood in San Francisco, even at the expense of travel lanes and parking spots.

Objectives

- 50 miles of expanded and improved bicycling network.
 - **Recent Progress:**
 - Celebrated the opening of the Mansell People Path. Previously dedicated to high-speed traffic bisecting McLaren Park, Rec and Park led a citywide effort to reallocate two of four lanes on Mansell to people, providing a two-way bike lane, a running path and ample room for people walking.
 - Earned considerable media coverage of delays threatening all protected bike lanes in SF, both planned and prospective.
 - **7th & 8th Streets:** Approved in November, protected bike lanes on both streets from Market to Harrison will be complete in the coming weeks.
 - **Page Street:** Center-running bike lane will be extended one block further up. Continuing to engage members in supporting “neighborway” treatments, including traffic diverters and other traffic calming improvements for the Hayes Valley/Lower Haight portion.
 - **8th Avenue:** Similarly engaging members and supporting “neighborway” treatments from GGP to Presidio on this north-south corridor in the Richmond.
 - **The Wiggle:** The project originally approved in late 2014 will be breaking ground soon. In advance of that, we’ve been working with Castro CBD and artist Mona Caron to maintain and upkeep the Duboce Bikeway Mural.



- **Geneva Avenue:** As a major multimodal corridor, we've been doing extensive grassroots outreach to engage members and community stakeholders to better understand neighborhood needs. Public outreach led by SFMTA to launch in spring/summer.
- **Folsom & Howard Streets:** We kicked off a member committee last year and have won commitments from SFMTA for near-term improvements as long-term planning continues through this year for protected bike lanes through SoMa.
- **Hairball:** We've been engaging our members and reaching out to homeless advocates and service providers around upcoming improvements for certain sections of the Hairball (where Cesar Chavez, Bayshore and Potrero meet under Highway 101).
- *50 Bike Network hot spots upgraded, including routes linking schools to other destinations.*
 - **Recent Progress:**
 - **17th & Church:** Engaged members around community meeting led by SFMTA to review proposals to improve this known crash hotspot.
 - **16th/7th/Mississippi:** Engaged members and SFMTA staff in improving this Mission Bay hotspot, with the change in 16th Street bike lane.
- *Ensure repaving of 90 blocks per year, on average, of bike routes.*
 - **Recent Progress:**
 -

2. Catalyze San Franciscans to try biking more often.

Objectives

- *Teach over 1,000 adults a year how to ride comfortably in San Francisco, offering culturally-appropriate instruction and resources in multiple languages across the city.*
 - **Recent Progress:**
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- *Strongly support the successful launch and expansion of a robust bike sharing system.*
 - **Recent Progress:** Supporting regulations for dockless bike share that will ensure people of all abilities have safe access to public rights of way.
- *Encourage increased biking among San Franciscans under 18 with 5% biking frequently, and 25% biking occasionally.*
 - **Recent Progress:**
- *Induce 15,000 San Franciscans to try biking to school through Bike to School Day.*
- *Induce 100,000 San Franciscans to try biking to work through Bike to Work Day.*

3. Integrate biking into more San Franciscans' lifestyles to make it as easy and compelling as possible for people to bike more often.

Objectives

- *Help get significantly more attractive bike parking on public and private property for everyday*



commercial, residential, and employee use by expanding the toolbox and demand, and making the process easier.

- *Ensure that the City fulfills at least 75% of bike parking requests within three months.*
- *Facilitate valet bicycle parking programs to reach 75,000 people.*
 - We provided valet bicycle parking services at Google Next, a multi-day conference in the Moscone Center that took place in early March.
 - Similarly, we teamed up with San Francisco's Pro Soccer Team, the SF Deltas, and will host valet bicycle parking at their first two season games starting in March.
 - We have continued to provide valet bicycle parking at Bike to Theater Night with A.C.T.
- *Increase the number of bike corrals or equivalents to at least one per significant commercial district in the city.*
- *Help 5,000 parents and/or caregivers in all parts of the city begin and continue biking with their children, more often.*
 - **Recent Progress:**
 - In the first quarter, we hosted a series of family biking events to help parents, children, and caregivers prepare for Bike and Roll to School Week (April 17-21). Since February, we have hosted family biking workshops and learn to ride events in the Bayview, Excelsior, Portola, and Western Addition.
 - We currently have 81 schools signed up for Bike and Roll to School Week compared to 69 schools at the same time last year. Our goal is to have 100 schools signed up by early April.
 - In March, we kicked off our Biking with Babies (Pregnancy to Toddlers) class series at various locations throughout the city.
- *Help 1,000 businesses in all parts of the city integrate biking more into their work and facilities.*
 - **Recent Progress:**
- *Ensure outreach and safety materials are distributed in at least three languages, in every district with culturally-appropriate outreach.*
 - **Recent Progress:**
 - We will begin 20 months of multilingual bicycle education outreach for our SFMTA Bicycle Education Outreach contract starting this April at Sunday Streets and at major festivals. We have hired 4 bicycle education outreach workers, two of which are fluent Spanish/English speakers, to begin bicycle education outreach at major events throughout the city. We are currently recruiting Chinese speaking bicycle education outreach workers.
- *Provide excellent support services to our members so that member rate of satisfaction with our Programmatic work is 90% or higher.*
 - **Recent Progress:** We are preparing to send out a survey to low-income members from our Community Bike Build program in order to evaluate how we can further support new Bike Build members and keep them engaged in our work.
- *Support the improved integration of bicycling and transit, including taxis, in San Francisco.*
 - **Recent Progress:**



- *An increasing number of members combine bicycling and transit trips.*
 - **Recent Progress:**
- *Support the implementation of easily-accessible, visible bike parking and sharing stations at and near major San Francisco transit hubs.*
 - **Recent Progress:**
 - We initiated the formation of an SF-focused working group for bike share, which includes City staff and the Mayor's office. This group is helping to inform community outreach for bike share expansion, with a focus on bringing social and geographic equity to the system usage.
 - We worked with the City to find a solution to stationless bike share programs, which came in the form of legislation to create a new permit to hold companies to the same level of standards that Motivate is being held to through their contract with MTC.

4. Increase (actual and perceived) safety of bicycling on San Francisco's streets by working with street users most likely to create safety issues.

Objectives

- *Increase the awareness of people driving motorized vehicles of bicyclists' rights, with emphasis on educating frequent drivers, such as drivers of Muni, taxicabs, car shares, shuttle vans, City drivers and delivery trucks, and enforcement of laws against the most dangerous behaviors, particularly of drivers.*
 - **Recent Progress:**
 - Assemblymember Phil Ting introduced AB 87, which will increase penalties for autonomous vehicle companies that skirt regulations. We continue to track AVs and their impact in SF.
- *Support the City to proactively and systematically reduce speeding on the most dangerous biking streets.*
 - **Recent Progress:**
 - Assemblymember David Chiu formally introduced AB 342, The Safe Streets Act of 2017, to authorize automated speed enforcement as a five-year pilot in San Francisco and San Jose. We are closely engaged in a two-city working group to help get this bill passed as it advances through this legislative cycle in Sacramento. Asm. Phil Ting and Sen. Scott Wiener are also co-authors.
 - Asm. Ting also introduced AB 756, a state bill to set a lower speed limit in Golden Gate Park to 15mph. We have written a letter in support.
- *Increase awareness of people biking of their rights and responsibilities.*
 - **Recent Progress:**
 -

5. Increase public and political support for bicycling.

Objectives



- *Increase clout and reach of organization through significantly building membership.*
 - **Recent Progress:**
 - *Ensure 20% of SF Bicycle Coalition members participate in actively advancing our organization's priorities.*
 - **Recent Progress:**
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 - *Increase public recognition of the role of bicycling in improving San Francisco.*
 - *Increase to 85% the number of San Franciscans who believe that bicycling is good for the city.*
 - **Recent Progress:**
 - *Increase to 75% the number of San Franciscans who believe that the City should do more to support bicycling.*
 - **Recent Progress:**
 - *Significantly increase the amount of funding dedicated to improving and increasing bicycling in San Francisco.*
 - **Recent Progress:**
 - We continue to organize and convene regular meetings of the Transportation Justice working group. Our main focus now is the revamped Transportation 2030 Task Force, now the T2045 Task Force, led by the Mayor's office and Sup. Peskin (as chair of SFCTA Board). Meetings will start up in April to identify/prioritize needs and match them with potential revenue measures.
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Development Addendum

by Tracy Chinn

Development Associate onboarding

Our newest team member Gina Schumacher started in January 2017. Her first few months have been steady onboarding and turning over of programs. She'll be managing some individual giving programs, business partner support, grant prospecting and providing event support. So far she's brought on four new [discount partners](#) and renewed two Bike to Work Day sponsors. In March, she'll focus on building our grant pipeline and prospecting new foundations.

Bike to Work Day Sponsorships

Bike to Work Day is May 11, but cash sponsorships have been underway since February. So far, we've raised \$117,170 towards our \$128,475 goal, with about \$10k to go. We have Bay Area Bicycle Law to thank for a lead sponsorship as well as the SFMTA with a \$38k sponsorship plus inkind marketing support. Look for our ads on Muni in April.

Spring online appeal

Our spring online appeal will start in March and run through April. It will include four emails, two in March and two in April. We have budgeted to raise \$15,000.

Grants

In February we received a \$200,000 general support grant from craigslist, which was double what we had budgeted.

February Membership Addendum

By Anna Gore

February numbers are in:

	Budget	Actual	Variance
FY Q1 (April-June)	\$113,480	\$106,724	-6%
FY Q2 (July-Sept)	\$88,430	\$83,835	-5%
FY Q3 (Oct-Dec)	\$102,380	\$94,457	-8%
January 2017	\$21,410	\$23,752	11%
February 2017	\$21,110	\$17,094	-19%
YTD	\$346,810	\$325,862	-6%

Member Count (2/28/17): 9,497

(71 new and 498 renewing memberships)

February Highlights:



Take heart - our membership numbers will rebound on Bike to Work Day.

(-) the bulk of our budget shortfall is due to outreach and online memberships being lower than budgeted. Online memberships were actually on par with last year, but well below budget, which was based on 2015 actuals. As for outreach, one of our service stations was rained out.

(+) Phonebanking absolutely rocked it in February, exceeding their budget by nearly 50%!

(+) Monthly Giving continues to be strong.

March-ing forward:

- Both of our March Service Stations and the Mission Sunday Streets were extremely successful, coming in way above our membership goals.
- Women's History Month events are going well. Libby recruited a number of new members at our WTF workshop, and we have Margaret's and Juli's rides as well as a happy hour to look forward to!
- Our March email appeal is off to a slow start, but we have two emails to go.
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Memberships Request - Now is the time to practice your pitch before Bike to Work Day, where we expect to gain over 1,000 new and renewing members. The best way to practice is to be out there alongside our Bicycle Ambassadors at Sunday Streets, a Service Station or another event. Please find an event and time that works for you and sign-up directly via our volunteer page, or let me know if you plan to stop by. If we're all on-point and well practiced, this BTWD can have the biggest impact on our member numbers and support of our advocacy yet!