



**Minutes of the San Francisco Bicycle Coalition Board of Directors meeting
July 25, 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
	Jenn Fox
	Jiro Yamamoto
	Lawrence Li (Treasurer)
	Leah Shahum
	Lisa Fisher
	Mary Kay Chin (Secretary)
	Nic Jay Aulston
	Rocky Beach
	Shirley Johnson
Directors absent	Lindy Kae Patterson
	Lisa Fisher
Staff	Brian Wiedenmeier (Executive Director)
	Tracy Chinn (Development Director)
Guests in attendance	Michael Seehee (member)
	Edward Hasbrouck (member)

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: June 2017 meeting minutes</p> <p>Approval: Motion to approve consent calendar. Chema moved. Shirley revised the motion to include in the minutes the list of emails the board received regarding proposed changes in board elections. Chema seconded.</p> <p>The motion passed unanimously.</p>		
2 President's Report	Information	Andy Thornley
<p>Board@ emails</p> <p>Peggy de Silva – emailed in support of ranked choice voting.</p> <p>Marie Jonas – emailed in opposition to adopting ranked choice voting.</p>		



Margaret McCarthy – emailed requesting a copy of the legal findings the board received regarding ranked choice voting.

Mars Regen – emailed thanks to the SF Bicycle Coalition’s stance on opposing the currently presented chop shop legislation.

Jiro joined by phone 6:40pm.

Jenn joined the meeting at 6:41pm.

3	Executive Director’s Report	Information	Brian Wiedenmeier
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Jiro’s call dropped at 6:42pm.

See Appendix A for progress on the strategic plan.

Upper Market Street Safety Project

Supervisor Sheehy voted to dismiss an appeal that could have held up safety improvements to this stretch of Market Street. This project will move forward with striping as early as late August. Many SFBC members spoke out, advocating for support of these bike and pedestrian safety improvements. Great work on staff for organizing.

Better Market Street

Public Works developed a plan that many of the city’s agencies could support. The project will go from Octavia to the Embarcadero and will include an 8-foot bike lane, which will be on level with the sidewalk. Private vehicles will be banned from that stretch of Market Street. Because this project includes a lot of hidden infrastructure improvements, including wiring, drainage and sewer, the total price tag for the project will be upwards of \$600 million.

Discussion

- Mary Kay asked where bike share would be included in the design. Brian clarified stationed bike shares will be in the buffer zone between the bike lane and vehicle lane.
- Nic Jay asked about delivery access. Brian stated deliveries and delivery vehicles would not be banned, which makes complicated access. The bike lane will “jog” in towards the sidewalk to accommodate loading and unloading zones. Given the needs and design of the street there will probably be a loading/unloading zone every block.
- Jenn asked where in the planning stage the design is currently. The plan is now moving from planning phase to the design phase, which will include designing every block of this project.
- Adam asked where this design fits in with what the SFBC has been advocating for. Brian stated this “Dutch” style design is right in line with what we are looking for in our city’s infrastructure.
- Jeremy asked if the bike lane would be continuous from Octavia to the Embarcadero. Brian confirmed it would be.

deep joined the meeting 6:47pm.

- Shirley asked about public transit loading zones, which Brian clarified would cut into the buffer “planter” zone.
- Brian stated all these improvements would dramatically decrease vehicle and biking speed, making it safer for all road users.
- Leah asked Brian if he felt this project would be seen as not just bike improvements but the whole street improvement, thus justifying the large price tag. Brian answered he believed there was support from department heads and the mayor’s office but that more support would be needed from the Board of



Supervisors.

- Jeremy asked if these plans were publicly presented. Brian said this was presented to the Transportation Authority Board and the Citizen's Advisory Committee will receive an in depth presentation.

Bike Share Expansion

Ford GoBike is expanding with stations currently being installed. Stationless bike share permitting is moving forward with the first permits potentially being issued in September.

Hairball

Brian, Supervisor Rohen, Supervisor Cohen, Director Nuru (Public Works) and the SF Chronicle will be doing a bicycling along/walk through of the area to discuss options. There are no easy solutions to this complex intersection and a major concern of our members. More work to come.

Chop Shop Legislation

Supervisor Sheehy asked to have legislation "continued", which means the legislation was not heard at the last two Board of Supervisor's meetings. Sheehy has also asked the city attorney to craft significant amendments, which Brian just received for review. Supervisors Sheehy and Ronen are working to find legislation the whole Board of Supervisors can support, which we hope to fully support as well. Brian and staff will need to review the new amendments to see if effective solutions to tackle bike theft have been addressed before the SFBC can support the legislation.

Regional Measure 3

The measure is still making its way through the State legislature but has lost a significant amount of funding that would go towards the Bay Trail bike improvements, which would include the Bay Bridge bike path. SFBC will continue to work with partners to increase the funding before it is presented to the Governor.

Folsom & Howard

In advance of the long-term improvements, near term improvements will most likely bring a fully protected bike lane to where the pilot program currently stands. Unfortunately a bike lane on Howard has been taken off the table because of the non-revenue overhead wires.

Safe Routes to School

Safe Routes to School is currently in summer mode, so staff is focused on non-school based work. Currently the city is reviewing the budget for Safe Routes to School and members are encouraged to voice support for continued financial support of Safe Routes to School.

4	Public Comment	Information	Andy Thornley
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Edward Hasbrouck – said there is a reasonable case for the board to take action on amending the bylaws for election changes, but asked the board to present the question to the membership. He also reported back from a two-month trip on EuroVelo 6 and observed the impact of attitudes of drivers towards people biking. He encouraged the SFBC to continue its advocacy in education and not just infrastructure changes to increase the number of people biking.

5	Finance	Information	Lawrence Li & Brian Wiedenmeier
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Quarter 1 closed and the committee has preliminary results. We are a little behind on membership dues. There is some concern that individual contributions year to date are down. We are behind on foundations grants. We are ahead of goals in business membership, due to extensive staff time. Brian reported staff would focus on recovering foundation grants through the rest of the year. There are also some grants in the works that are not reflected, as



these monies are not counted by the organization until an award letter has been received.

6	Fundraising	Information	Leah Shahum & Tracy Chinn
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Tracy noted Q1 is challenging for staff with two events back-to-back, but staff are committed to searching out grants and continue to strengthen relationships with donors. Staff will focus specifically on recruiting prospects and strengthening existing relationships. The board is asked to support the staff with one-on-one donor meetings in summer & fall.

The summer online appeal starts in August and \$20k is budgeted for this campaign. Having a strong project, like the Better Market Street Project, can motivate people to donate so staff are cautiously optimistic.

Business partnership has surpassed its goal, thanks to the hard work of Anna Gore, our Membership & Business Partnership Manager.

Discussion

- Chema stated in this current political climate, his nonprofit employer has found success in foundations interested in funding work specific to transportation justice. Tracy said two foundations have approached the SFBC interested in funding transportation equity and staff is pursuing them.
- Rocky stated a commitment to spend extra time working on fundraising.
- Leah reminded board to highlight the excitement of wins (e.g. Upper Market Street) and transfer these to donor meetings.

Golden Wheel

Tracy thanked board members for attending Golden Wheel (GW). Tracy also requested board members report back to development if there were any connections or introductions that should be made. Lisa helped to secure \$6,000 in corporate sponsorship of the event. Susan and Kelsey, our Event Planner and Membership & Volunteer Coordinator, respectively, both did great work to have a smooth and hassle-free event. All together GW2017 raised \$74,000, just \$6,000 short of our \$80k goal. We sold roughly 81 tickets, around \$8,850, which was under the goal. Susan managed to save \$3,000 on expenses.

Discussion

- 'deep asked to compare 2017 and 2016 GW results. Tracy shared a three-year report and that GW2017 out performed GW2016. 'deep asked if there was clarity on various years out performing others. Tracy stated development is still working on the right strategy to get a consistently high performing Golden Wheel.
- Brian stated in higher performing years with lesser-known keynote speakers, it was a few board members actively working on funding and attendance. 2013-14 was a "boom year" for built environment and many companies wanted to show positive support of the community including SFBC.
- Leah reminded board members to share information on attendees they talked with.
- Rocky asked for development to instruct board members on the most strategic way they can help support in fundraising.
- Shirley asked if a development could revisit creating a dossier on potential donors, partners or businesses for future GW events.

Jiro rejoined the meeting by phone at 7:29pm.



7	Audit	Action	Amandeep Jawa
<p>SFBC performed an audit every year for the last five years. The auditor has seen marked improvement in the last two years. Janelle, Frank and Brian have all done a lot of work to make this process run smoothly. The auditor reported or recommended the following:</p>			
<ul style="list-style-type: none"> • We are in a positive position with 10:1 assets to liability and 70% expenses are paid for by programmatic work. • Improvements should be made in how we apply credits against balance due and the time lag it often takes. Staff has developed several mechanisms to address this. • The size of bank accounts vs. FDIC insurance levels could use improvement, but due to staff bandwidth and the resulting need for four separate accounts, changing banks is not currently recommended. • Auditor recommended updating accounting software. The committee will review with staff the potential support needed for this transition and will be addressed in staff 2018 workflow. • Finance committee to review and make recommendations to staff finance manual. 			
<p>Discussion</p>			
<ul style="list-style-type: none"> • Jeremy noted that for being a membership-based organization, which relies on smaller donations, getting above the 70% programmatic support threshold is difficult and that we are in a good position. • Lawrence clarified that as Finance Committee Chair, he reviews accounts receivable on a monthly basis as an additional check. He also stated the committee would present a recommendation for full board review and approval regarding a staff finance manual. • Adam voiced concern that we use Wells Fargo Bank and suggested using this audit as an opportunity to move to a bank that shares a more similar moral and ethical standard. Brian clarified that physical proximity to the SFBC office plays a part in the choice of bank, but that options could be reviewed. 			
<p>Action</p>			
<p>Motion to approve the draft audit presented. Leah moved. 'deep seconded.</p>			
<p>The motion passed unanimously.</p>			
8	Strategic Planning	Information	Shirley Johnson
<p>See Appendix B for the Strategic Planning Committee Report, which includes draft value statements, goals and objectives.</p>			
<p>The committee is currently administering the strategic planning member survey for member feedback on our draft goals and objectives. The survey closes 8/4 and the board is encouraged to share the survey with their networks.</p>			
<p>There will be two member forums for membership feedback (8/17 & 8/27). Board members are encouraged to attend.</p>			
<p>The next committee meeting will be in mid-September where the committee will work to develop metrics for the plan. The committee will then present the draft to the full board for review in September, with a vote in October. The staff plans on reviewing the draft goals and objectives during their staff retreat (8/2) and will provide the committee with feedback.</p>			
<p>Discussion</p>			
<ul style="list-style-type: none"> • Jeremy recommended calling out that low-income communities and specifically communities of color are at a disadvantage and the need to address that in our advocacy. Shirley will work with Brian to look at wording. • Andy suggested using the comment section in the survey for feedback and further word-smithing. 			



- Jeremy asked to look at how or where we would address the specifics of how the SFBC deals with new development projects. The housing issues in San Francisco will only continue to dominate the conversation and it would make politicking clearer if there was specific wording in the strategic plan about how we think about those topics. Leah recommended keeping the language more open, giving the organization more flexibility. Brian also pointed out goals specific to coalition building and partnering with organizations for the more narrow work.

9 Membership

Information

Mary Kay Chin

The committee met and developed feedback for the Strategic Planning Committee on the member forums. The committee will be developing and managing the breakout session in the two upcoming member forums.

Discussion

- Jeremy asked if there will be a celebration to launch the strategic plan. Brian stated the communication plan regarding the launch had not yet been developed
- Brian clarified that a strong strategic plan can be used in fundraising and engaging members to be excited about our work.

10 Board Development

Information

Rocky Beach

Board Staff Event

The event was successful, with lots of positive response from staff and board. Contributions towards food should be sent directly to Rocky. The committee would like to host another event again in the near future.

Mid-year Check Ins

Mid-year check ins with board members have begun and resulted in several deep conversations. The current priority is to meet with members whose terms are ending to assess the needs of the board for next year.

Board Elections

The committee is behind on the board election process, but will be meeting soon to address next steps. The board will be asked to give feedback on what skills or qualities should be prioritized. The board is also asked to start thinking about recommendations for board member recruitment.

Next steps

- Jeremy and Rocky will meet to look deeper at election timelines.
- The committee will meet to discuss board election timeline and options.
- Brian will ask staff to provide the voting data for Winterfest so that it can be analyzed with regard to the impact of moving the election timeline.

11 Governance

Information

Adam Keats

The Governance Committee did not meet in July but will be scheduling a meeting for August. The committee is looking into outside legal counsel to review of the ranked choice voting proposal. Andy spoke with two different law firms and received two proposals.

Discussion

- Rocky asked to clarify what we would be asking for in the review. Adam clarified it would be the following:
 - Review the bylaws and assess if the proposed amendments for ranked choice voting is possible by a board vote
 - Produce a risk assessment
- Nic Jay asked to include moving the election timeline in this assessment.



Action

Motion to approve contract with NEO for a cost no larger than \$2,500 for the review of the proposed bylaws amendments. Adam moved. Lawrence seconded.

Approve: Lawrence, Chema, Shirley, Leah, Adam, Andy, Rocky, Mary Kay, Jiro, 'deep

Abstain: Jenn, Jeremy, Nic Jay

The motion passed.

12	Closed Session	Action	Andy Thornley
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SF Bicycle Coalition Board uses closed sessions to discuss personnel and human resource topics.

The board discussed and approved Brian's annual performance review and salary adjustment.

13	Adjourn	Action	Andy Thornley
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Motion to adjourn the July 25, 2017 SF Bicycle Coalition Board meeting. Adam moved. Andy seconded. Meeting adjourned at 9:04pm.

List of Appendices

Identifier	Title
A	July 2017 Strategic Plan Progress Dashboard
B	Strategic Planning Committee Report for July 25, 2017 SFBC Board Meeting

Signature

Mary Kay Chin, Secretary	
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Appendix A: July 2017 Strategic Plan Progress Dashboard

SF Bicycle Coalition July 2017 Strategic Plan Dashboard			
GOAL	SUBGOAL	Metric	DASHBOARD STATUS
Overall Goal: RIDERSHIP			
	Percentage bicycling occasionally	Professional poll; City data	Green
	Percentage bicycling frequently	Professional poll; City data	Yellow
Goal 1: CONNECTING THE CITY			
	50 mi of expanded/improved network	miles of new *and improved* bike facilities	Green
	50 biking network hot spots	# spot improvements	Green
	Support strengthening of regional connections, including the Golden Gate Bridge, Bay Bridge and regional transit	milestones; non-numerical	Green
	Open more bicycle access on local and regional transit systems and bridges so that at least half of San Franciscans believe that it is easy and inviting to travel regionally by bike	milestones; non-numerical	Green
	repave 90 blocks/year	blocks of bike routes repaved	Green
Goal 2: CATALYZE BIKING			
	50K attendance at Sunday Streets	Initially: # events Eventually: conversion rate	Green
	Teaching 1000 adults/yr	# adults taught in bike classes	Green
	Increase bike trips via bikeshare	Initially: bike share members Eventually: new users	Yellow
	Encourage increased biking among San Franciscans under 18, with 5% biking frequently and 25% biking occasionally	See above, "Overall Goal"	Green
	15K @ Bike to School	Initially: # BTSD participation Eventually: #BTSD conversion	Green
	100K @ Bike to Work	Initially: # BTWD participation Eventually: # BTWD conversion	Green
Goal 3: INTEGRATE INTO LIFESTYLE			
	75% parking requests w/in 3 mo	# new bike racks installed	Green
	1 bike corral/district	# bike corrals installed	Green
	Help 5k parents or caregivers begin & continue biking w/ their children, more often	Biking w/ Babies; YAFB newsletter subscription; bike train trainings; Family Biking workshops.	Green
	1K business integrate biking	# businesses tangibly engaged	Green
	outreach: every district & 3 languages	Deviation of people biking demographics from SF demographics: age, race, gender, income, zip code	Yellow
	75,000 people use valet	# of valet users	Green
	Member satisfaction	Member survey result average	Green
	An increasing number of members combine bicycling and transit trips	Member survey result	Green

DASHBOARD KEY	
Green	Meet or Exceed Goal
Yellow	Near Meeting Goal
Red	Behind Goal

Membership	Current count	10,276
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sfbike.org	Users	16,667
Apr 21 - May 21, 2017	Pageviews	37,803
	Pages / Session	1.72
	Avg. Session Duration	00:01:29
	% New Sessions	64.03%

	Support the implementation of easily-accessible, visible bike parking and sharing stations at and near major SF transit hubs	Station Siting	Green
Goal 4: BIKE SAFETY			
	Reduce bike injury rate by 10%	Collision report	Red
	Increase San Franciscan's awareness of bicycling as a legitimate form of transportation to 95%	Binder poll	Green
	Increase the perception of the safety of bicycling in San Francisco to 80%	Binder Poll	Yellow
	Decrease significantly the frequency of encroachment into bike lanes and bikeways	#parkingdirty, social media	Red
	Ed for majority of frequent drivers	# professional drivers trained	Green
	Support the City to proactively & systematically reduce speeding on the most dangerous biking streets	ASE & V0	Yellow
	Reach 10,000 annually through street outreach events and other events such as Sunday Streets	petition signatures, BTWD bags (+ Sunday Streets attendance)	Green
	1/4 of articles mention safety; 3 focus	Salesforce (quarter by quarter, not cumulative)	Green
	Reach 100,000 annually through print and electronic communications	E-mail data, Tube times, Media hits	Green
	Reach thousands annually through adult bicycle education, FFTW, SRTS & other classes	aggregate ad number: adult bike ed + FFTW + YAFB + SRTS bike classes + YBike middle school PE	Green
Goal 5: POLITICAL & PUBLIC SUPPORT			
	Increase clout via membership rise	Salesforce member count	Yellow
	Ensure 20% of SF Bicycle Coalition members participate in actively advancing our organization's priorities	Salesforce member Engagement Score	Green
	Increase to 85% the number of San Franciscans who believe that the City should do more to support bicycling.	Binder poll	Green
	Increase to 75% the number of San Franciscans who believe that they City should do more to support bicycling.	Binder poll	Yellow
	Increase funding for bicycling	Programmed % of MTA capital budget	Yellow
	Neighborhood support	# letters of support/testimony/sign ons from neighborhood groups	Green
	Business support	# letters of support/testimony/sign ons from businesses	Green



Appendix B: Strategic Planning Committee Report for July 25, 2017 SFBC Board Meeting



Strategic Planning Committee Report for July 25, 2017 SFBC Board Meeting

Summary

- The committee has written draft goals and objectives (see below) based on the extensive input collected from board, staff, members, and the broader community.
- The [strategic planning member survey](#) went live on Friday, July 21 and is open until Friday, August 4.
- Member forums are scheduled for Thursday, August 17 and Sunday, August 27.
- The next committee meeting will be mid-September to finalize the draft strategic plan, including adding metrics to the objectives.
- The draft plan will be presented to the board at the September board meeting for approval at the October board meeting.

Draft Mission Statement

The San Francisco Bicycle Coalition works to transform San Francisco's streets and neighborhoods into safe, just, and livable places by promoting the bicycle for everyday transportation.

(action taglines: Advocate. Educate. Collaborate.)

Draft Core Values

TRANSPORTATION JUSTICE: We believe in the equitable support and treatment of all people and that everyone should have access to safe, affordable and healthy transportation options.

PEOPLE POWER: We are committed to building an inclusive grassroots coalition of people to create positive change through collective action.

SUSTAINABILITY: We fight climate change and promote a more sustainable world by getting more people to bike more often.

JOY: We value the bicycle as a healthy, fun way to get around the city, connecting us with each other and our communities.

Draft Overall Goal (three options)

Option A: By 2022, a majority of people from all backgrounds in San Francisco will bicycle for everyday transportation.

Option B: By 2022, San Francisco will have the highest rate of bicycling per capita of any U.S. city.

Option C: By 2022, riding a bicycle in San Francisco will be easy, safe and fun for everyone.



Draft Goals and Objectives

Goal I: Demand the highest-quality bike infrastructure and push for visionary bike improvements across the city

Objectives:

1. Establish physically-protected bike lanes as the standard for bike improvements, especially on Vision Zero high-injury corridors
2. Improve safety at intersections to reduce collisions
3. Establish traffic-calmed streets throughout the city
4. Expand car-free spaces within parks and on city streets
5. Decrease double-parking and illegal loading/unloading in bike lanes
6. Ensure bike access and capacity on regional and local transit and bridges
7. Make bike parking secure and plentiful

Goal II: Build public support and exercise political power to win affordable and sustainable transportation for all San Franciscans

Objectives:

1. Secure more funding for bicycle infrastructure by winning local and regional funding measures
2. Engage in coalition building with key organizations in San Francisco including environmental justice, human rights and affordable housing advocates
3. Partner with pedestrian, transit, and land use advocates to promote sustainable and accessible transportation
4. Support the expansion of bike share systems in San Francisco with a focus on access and affordability
5. Ensure emerging mobility technologies are safe, accessible, and affordable, and complement bicycling
6. Elect a champion for bicycling as mayor of San Francisco in 2019
7. Encourage members who are able to vote to participate in municipal elections
8. Decrease bike theft
9. Become the primary source of support and information for bicycling in San Francisco

Goal III: Grow, engage, and empower our membership to strengthen our organization and deepen community support for bicycling

Objectives:

1. Increase the number of individual members through grassroots organizing and strategic coalition building
2. Build an organization that reflects San Francisco's demographics
3. Encourage and support member-led advocacy campaigns
4. Better engage individuals at every step of the advocacy process
5. Enable better communication among members
6. Expand business partner programs



Goal IV: Introduce San Franciscans of all ages to the joy of bicycling and encourage more San Franciscans to bicycle more often

Objectives:

1. Reach thousands of adults through bicycle education classes
2. Reach thousands of young people and their parents and caregivers through youth and family bicycle education and Safe Routes to School
3. Reach thousands of people through targeted community engagement efforts
4. Work with and educate city officials about bicyclists' rights
5. Refurbish and distribute thousands of bicycles through Community Bike Builds
6. Build on the positive image of bicycling in San Francisco by emphasizing the rules of the road for all users

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-April
III. Broad Stakeholder Input	Input from membership and external stakeholders Data analysis	April - June
IV. Development of Strategic Plan	Development of goals, objectives and strategies	June
V. Plan Writing	Drafting, revising, finalizing and presenting plan	July - September

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 – held Wednesday, April 19
3. Member survey – open July 21 through August 4
4. Member forums to review draft plan – August 17 and August 27

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 survey: Anna (chair), Chema, Frank, Lindy
- Member forums: Anna (chair), Brian, Mary Kay, Shirley