



LETTER FROM THE EXECUTIVE DIRECTOR

The value of our work at the San Francisco Bicycle Coalition has never been more apparent than in the past year. After four decades of strong, member-led community organizing and leadership, we are seeing the broad benefits of bicycling embraced like never before.

As City leaders confront the challenge of making San Francisco accessible for people of diverse backgrounds and economic levels, they are increasingly recognizing the value of bicycling to boost our city's affordability, accessibility and economic viability.

Policymakers appreciate that as the number of people biking increases and the number driving decreases, we can build much-needed affordable housing because less space is needed for car parking. Many people moving into SF's fastest-growing neighborhoods value secure bike parking, close proximity to transit, and bike routes over costly car parking.

Across the nation, young people are choosing local travel by bikes and public transit. This includes talent drawn to San Francisco, in part, by the urban lifestyle that allows them to easily pedal to work rather than face a long commute. We are hearing from commercial real estate brokers that their clients are prioritizing bike parking and bike-friendly workplaces as some of their highest needs when locating their businesses in San Francisco. Small businesses also benefit, as surveys show that people who are walking, biking or on transit spend more at local businesses than those arriving by car.

Furthermore, those struggling to make ends meet benefit from biking being the most affordable transportation option for many trips. For most low-income families, transportation is their second-greatest expense after housing. Meanwhile, those who depend on transit benefit as people biking open up space on crowded public transit.

It also became tragically clear this past year that our City is not moving with anywhere near enough urgency to make bicycling accessible to all who want to try it. Responding to a near-record number of fatalities on our streets in 2013, the SF Bicycle Coalition led a strong coalition of community groups demanding that street safety be prioritized by City leaders.

As you'll read in this Annual Report, we made concrete progress this year in pedaling toward our goal of a truly bike-friendly city. But we have a long way to go, and we must pick up the pace. Thank you to the members and supporters of the San Francisco Bicycle Coalition for your commitment to this worthy ride together.



LETTER FROM THE BOARD PRESIDENT

2013 was a big year for bicycling in our city and for the SF Bicycle Coalition. Reflecting back on our successes and challenges, I am more honored than ever to have served our membership and organization as Board President.

In 2013, the SF Bicycle Coalition benefitted from over 10,600 volunteer hours, a number that reflects the generosity and passion within our membership. Our active membership enables our organization to be strong, nimble and connected to our mission and to what's happening on the ground.

This year, as in past, the Board is focused on implementation of our current Strategic Plan, a document that guides our work. This Annual Report carefully follows our Strategic Plan Goals: welcome more people to biking; connect the city with safe bikeways; catalyze San Franciscans to try biking more often; ensure biking is easier and more convenient for everyone; make San Francisco streets safer; and increase public and political support for biking.

In order to implement and achieve our goals to get more people biking, it is essential that we be well funded. 2013 was a strong year for the organization. We are very proud of the diversity of our funding sources and the strength of our member and donor base. The SF Bicycle Coalition seeks to continue to move forward and work with our many constituents to enable our city to be a safe and welcoming place for people of all ages. As a board member, San Franciscan and mother, I am thrilled to be part of that ride and greatly appreciate the opportunity to serve this incredible organization and our members.



Our member-led Gals With Gears group hosts rides for women 50+ years and older. One of the regular riders is an 83-year-old woman.

WELCOME MORE PEOPLE TO BIKING

The overarching goal of our Strategic Plan is to get more people biking in our city. This year, we made huge progress toward this goal. Thanks to our advocacy, outreach and education, record numbers of San Franciscans are biking, and the community of people who bike is more diverse than ever. The City's 2013 Bicycle Count Report showed a dramatic 96% increase in ridership since 2007. Streets with new bike infrastructure have seen some of the largest growth in ridership. Here are some of the numbers:

96% BETWEEN 14% BETWEEN 2013

RIDERSHIP INCREASES ON STREETS WITH NEW IMPROVEMENTS:

36%t 78%t 83%t 19%t POLK STREET FELL AND OAK

PORTOLA & O'SHAUGHNESSY

14TH & FOI SOM

CONNECT THE CITY WITH SAFE CROSSTOWN BIKEWAYS



Our work resulted in new pavement and upgrades to the Market Street bikeway, which is used by thousands of people every day.

FFIL & OAK PROTECTED BIKEWAYS

After years of advocacy, we finally won protected bikeways on Fell and Oak Streets. Though only three blocks, this protected bikeway is a crucial connector used by thousands of people biking every day. This campaign, which required parking removal, was hardwon and required years of door-to-door outreach by our staff and volunteers, as well as thousands of hours of collaboration with the SFMTA. Thanks to this new bikeway, parents and kids can get to Golden Gate Park on a safe, protected bikeway; car speeds have decreased, making roads safer for everyone; bike counts are up 52%; and bicyclist behavior has improved.

NEW BIKEWAYS CONNECTING SOUTHERN NEIGHBORHOODS

Residents in our southern neighborhoods like Bayview and the Excelsior have limited access to public transit and historically poor bicycle infrastructure. This year, thanks to the advocacy of the SF Bicycle Coalition, new protected bikeways were built in these areas. Cesar Chávez Street, once known as a 'traffic sewer,' underwent a road-diet, got new bike lanes, and saw substantial pedestrian improvements. Paul Avenue and San Bruno Avenue got new bike lanes. The industrial corridor, Bayshore Boulevard, got protected bikeways, and we laid the groundwork for more campaigns in the area.

SMOOTHER MARKET STREET

Our city's busiest corridor got smooth new pavement, posts and green paint, thanks to our advocacy. The City is set to repave Market Street in 2017, but pavement quality was deteriorating so quickly that we knew everyday riders could not wait that long. Our staff walked every block of Market Street with the City and worked closely to ensure the project moved quickly.

CRITICAL SPOT IMPROVEMENT: MARKET-OCTAVIA ENFORCEMENT CAMERA

San Francisco's most dangerous intersection got safer in 2013, thanks to the long-time organizing and support of our members. A new right-turn enforcement camera installed at the end of 2013 will deter people from making illegal and often deadly right turns onto the freeway. Winning this camera took more than six years of advocacy at the local and state level.

APPROVAL & FUNDING OF BIG CAMPAIGNS

Masonic Avenue has long been one of the most dangerous streets in the city for people biking and walking. After years of work with community groups and our member-led "Fix Masonic" committee, we won final approval and helped find funding for a dramatic Masonic Avenue redesign. The new design will transform this street by including San Francisco's first raised bikeways, major pedestrian improvements and 100 new trees. Like many of our projects, our Masonic campaign isn't just about biking, we also incorporate pedestrian and other livable streets components. Funding was also approved for a redesign of Mansell Street in the Excelsior District and 2nd Street in SoMa.

GREAT HIGHWAY BIKE LANES

Thanks to our work with community groups and City agencies, the Great Highway was repaved and striped with new bike lanes. This crucial project opens up safer, more enjoyable biking for recreation riders and tourists who use this route heavily, as well for local commuters.



After years of hard work, we finally won much-needed bikeways on Fell and Oak streets, connecting the Wiggle to the Panhandle.

CATALYZE SAN FRANCISCANS TO TRY BIKING MORE OFTEN



San Francisco hosts the biggest Bike to School event in the nation, and the SF Bicycle Coalition hosts family biking events all year long.

FREE URBAN BICYCLING CLASSES

Through our **in-class and on-road education classes**, we taught 1,100 participants the Rules of the Road and how to pedal safely and legally on San Francisco streets.

Through our **Adult Learn to Ride** classes, we welcomed 100 people to biking for the first time. Through our streetside outreach and digital and print communications, we reached tens of thousands with education materials.

This year we expanded our demographic-focused classes to reach even more and diverse groups of people. In 2013, we taught courses for the LGBTQ community, for women, and for Cantonese and Spanishlanguage speakers.

INSTILLING A LOVE OF BIKING IN THE NEXT GENERATION

The San Francisco Bicycle Coalition leads a variety of youth and family biking programs. In 2013, the SF Bicycle Coalition, along with our Safe Routes to Schools partners, organized the **biggest Bike to School Week in the nation**. This year, almost 2,500 children and parents at over 50 schools across San Francisco biked to school during our annual celebration. We also expanded the big bike event from one day to an entire week. Through our **Freedom From Training**Wheels classes, we taught over 220 little ones to bike without training wheels and expanded our family biking training, teaching **family biking classes** in neighborhoods across the city.

REACHING DIVERSE COMMUNITIES AND PROVIDING FREE TRANSPORTATION FOR LOW-INCOME RESIDENTS

In San Francisco, the high cost of transportation disproportionately affects low-income residents. Providing free transportation dramatically reduces expenses for residents and can help low-income residents gain access to jobs, schools and services. This year we hired two **bilingual community organizers** to expand our work to promote biking and organize for better biking conditions in neighborhoods and communities across the city. We expanded our Cantonese and Spanish-language education courses and published all of our safety materials in three languages.

In 2013, we launched our **Community Bike Builds**, for which we partner with neighborhood and community groups to refurbish bikes and donate them to at-risk youth. SF Bicycle Coalition volunteers work on the bikes with recipients. At the end of each Bike Build, the SF Bicycle Coalition teaches a free bicycle education class in either English, Spanish or Cantonese.

"My husband, daughter and I got bikes. The next day, we went for a ride together along the water. On Monday, my husband biked to work. I was shocked. We live on a hill and when he rode it home up the hill, the neighbors cheered him on."

- JANET ALLEN-WILLIAMS, BAYVIEW BIKE BUILD PARTICIPANT



SF Bicycle Coalition members volunteer for Community Bike Builds which provides free transportation for low-income San Franciscans.

ENSURE BIKING IS EASIER AND MORE CONVENIENT FOR EVERYONE



After decades of advocacy, BART now allows bikes on board at all times of day, making an easier commute for people on both sides of the bay.

MAKING BART MORE BIKE-FRIENDLY

Since 1975, the SF Bicycle Coalition has been opening up more access on BART for people with bikes. In 1975, we won bikes on board; in the 1980s, we helped win the removal of the bike permit; and in 2013, we helped remove the final obstacle: the commute hour bike ban. Lifting the ban opened up regional commuting by bike, reduced congestion on the streets, cut commute times in half, and allowed people to spend more quality time with their families. As San Francisco becomes increasingly expensive and people move to surrounding areas, being able to combine bikes and transit is even more important.

CREATING MORE SECURE BIKE PARKING

Lack of secure bike parking is one of the main reasons people cite for not biking in San Francisco. With our goal of getting more San Franciscans to bike, we're working hard to create more secure bike parking.

In 2013, our staff worked closely with business leaders and owners across the city to help **update the City's Planning Code to create more bike parking**. The new law increases the number of required bike parking spots in new buildings from about 2% (or less) to a minimum of 5%, helping San Francisco buildings keep up with the increase of biking in the city.

This year we **expanded our bicycle valet program** that provides free valet at hundreds of events in SF, including all SF Giants home games. Our valet program welcomed record numbers of Giants fans arriving by bike and reduced crowding on public transit and streets. In 2013, we partnered with **America's Cup to provide bike valet at all events**. In total, we parked 40,000 bikes during the year. With additional funding, we hope to expand this program even more.

WINNING MORE ON-STREET BIKE PARKING

In 2013, the City added another **400 bike racks** and doubled the number of on-street bike parking corrals from seven to 14. The San Francisco Bicycle Coalition was instrumental in connecting business owners to the City's bike parking program opportunities; our volunteers and interns went door to door to businesses across San Francisco to let them know about their bike parking options. In addition to on-street and sidewalk bike parking, we also moved bike parking legislation forward and helped get more secure bike parking at transit stations.

EXPANDING THE BIKE SHARE NETWORK

It's not every day that a city launches a whole new public transportation system, as our City did when Bay Area Bike Share (BABS) launched in August. Though the SF Bicycle Coalition does not run the program, we have been instrumental in promoting bike share and ensuring that it grows beyond the small 700-bike pilot. We partnered with BABS to offer free bicycle education classes to members and profiled riders to help attract even more users. We're proud that thanks to our work, the program will expand to 3,000 across a wider swath of the city. Bike share has already attracted a steady increase in people biking, and the expansion will welcome even more.

PROGRESS IN REDUCING BIKE THEFT

Thanks to our work, the City issued its first ever look at the bike theft problem, adopted a goal to reduce bike theft by 50% over the next five years and put money toward programs to curb theft. We also laid the ground work for a voluntary bicycle registration program that would help riders get their bikes back if stolen.





In response to a series of bike rider fatalities in SoMa, we launched our impactful Safe SoMa Streets campaign.

MAKE SAN FRANCISCO STREETS SAFER FOR EVERYONE

RECORD-BREAKING SAFETY OUTREACH

The San Francisco Bicycle Coalition is proud to be the leading resource for street safety in San Francisco. Through our free bicycle education classes (page 6) and our professional driver courses (page 11), we taught thousands of people at our in-class and on-road courses.

In 2013, we reached more than 10,000 people with our street safety materials and **Bicycle Rules of the Road**, now published in English, Spanish and Chinese.

We handed out Rules of the Road pamphlets at hundreds of events and in every Bike to Work Day and Bike to School Week bag. This year, we expanded our safety outreach through digital communications.

RESPONSE TO FATAL CRASHES

Tragically, four people were killed while biking on San Francisco streets in 2013, the highest number since 2007. In each of these fatalities, the bicyclist was hit by a professional driver on a SoMa street with inadequate bike infrastructure. In response to these fatal crashes, the SF Bicycle Coalition launched our **Safe SoMa campaign**, which demanded that the Mayor fix SoMa's known dangerous locations and require professional drivers to take courses in sharing the streets with bikes. Our work resulted in a **safer bikeway on Folsom Street** and support from dozens of city and community leaders for future improvements.

BICYCLE EDUCATION FOR PROFESSIONAL DRIVERS

This year, we also expanded our work to reach more frequent drivers by developing a course for all new taxi drivers on how to safely share the streets with people biking. In 2013, we **taught 1,600 taxi drivers** and launched a **video for Muni operators** on how to navigate the streets with people on bikes. We also began to work on developing curriculum for Recology drivers, a hopeful precedent for many companies that have significant numbers of drivers in San Francisco.

FAIR AND EQUAL ENFORCEMENT FOCUS

This year, we brought much-needed attention to how the SF Police Department responds to bike and pedestrian cases. After one fatal crash, the SFPD failed to look for

video evidence of the crash, incorrectly and publicly blamed the victim and blocked the bike lane during a Memorial event, endangering more riders. The SF Bicycle Coalition later canvassed the neighborhood and found footage of the crash. This on-the-streets advocacy helped bring attention to the larger issues of police injustice in bike and pedestrian cases. In response, the City held numerous hearings on police response that resulted in a commitment by the SFPD to focus on the most dangerous locations at the most dangerous locations, as well as a plan to revisit past cases.

BIKE POLITE CAMPAIGN

In 2013, we launched our **Bike Polite** campaign to remind people on bikes to yield to pedestrians. We set up stations around the city, acting as crossing guards and offering positive reinforcement for those who bike polite.



The SF Bicycle Coalition's Bike Polite events remind bicyclists to yield to pedestrians and to help create safer streets for all road users.

INCREASE PUBLIC AND POLITICAL SUPPORT FOR BICYCLING

BIKE TO WORK DAY

The city's annual Bike to Work Day celebration is always a wonderful chance to highlight the great role that biking plays in making San Francisco a great place to live for everyone. 2013 was no exception. People on bikes accounted for 76% of traffic on Market Street, and many of those people — including Mayor Lee and nine of the 11 District Supervisors — had a chance to be tallied by the new bike counter on Market Street. The San Francisco Bicycle Coalition helped secure private funding to help pay for the purchase and installation of the city's first and much-loved totem bike counter.

MORE SUPPORT FOR BIKE FUNDING

In 2013, through a series of unprecedented hearings and official City reports, we helped City decision-makers and the public understand how little our City spends on biking, and how important it is to increase spending. We focused attention on the cost-benefits of biking and raised more support for funding bike projects. Through our work on the 2030 Mayor's Transportation Taskforce and the new San Francisco Transportation Plan, we successfully gained preliminary commitments from the City to increase funding for bicycle projects and infrastructure.

POLLS SHOW: SAN FRANCISCO LOVES BIKING!

A 2013 independent poll by David Binder Research showed that San Francisco voters think is biking is good for San Francisco and want to see more bike improvements.

3/4

believe bicycling is good for San Francisco 2/3

support adding separated bikeways to improve safety

62%

support increasing trips taken by bike to 10-15% in five years



Mayor Lee (front right) and other City leaders joined us for Bike to Work Day commute and press conference.

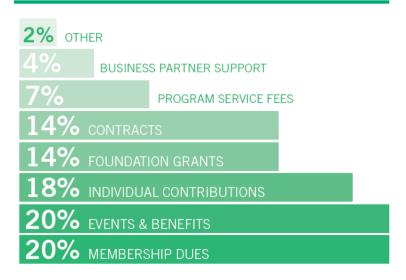
OUR REACH IN 2013

The San Francisco Bicycle Coalition is propelled by financial and human resources. Sustained by a diverse base of thousands of card-carrying members, the SF Bicycle Coalition is the principal advocate speaking for the tens of thousands of people who bike in San Francisco each day. Our success on the ground is augmented by the financial support we receive from hundreds of individual donors, foundations and corporate partners. The SF Bicycle Coalition's brand, expertise and long-term commitment to improving bicycling is leveraged by one of our greatest assets — a dedicated volunteer base of over 800 volunteers who in 2013 contributed almost 11,000 hours of community service and tenacious citizen advocacy.

2013 FINANCIAL SUMMARY*



INCOME



OUR VOLUNTEERS

In addition to our financial capital, the SF Bicycle Coalition's daily advocacy is propelled by our dedicated volunteers, members and Bicycle Ambassdors.

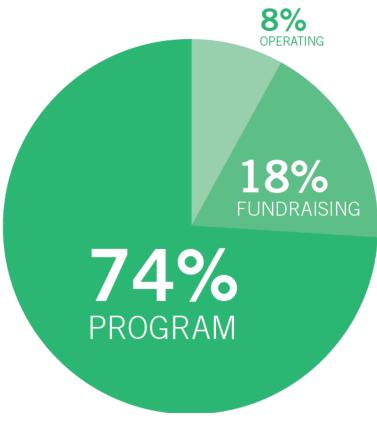
150

850

BICYCLE AMBASSADORS TRAINED VOLUNTEERS

10,600

EXPENSES



*Combined SF Bicycle Coalition and SFBC Education Fund, pending final independent auditor's report.

OUR REACH

As one of the most influential advocacy groups in the nation, we reach huge numbers of people with our outreach and education materials.

15,000 28,000

QUARTERLY MAGAZINE READERS NEWSLETTER SUBSCRIBERS

30,000 SOCIAL MEDIA FOLLOWERS

THANKS TO OUR GENEROUS SUPPORTERS

The San Francisco Bicycle Coalition's victories and accomplishments are fueled by our members and supporters who believe in the daily advocacy we do to make San Francisco a better place to live, work and bike. Thank you to the following businesses, foundations and individual supporters who gave generously to make our work possible in 2013:

FOUNDATION & BUSINESS SUPPORT

\$50,000+

Hellman Foundation* The Summit Charitable Foundation*

\$25,000 - \$49,999

PeopleForBikes Foundation*

\$10,000 - \$24,999

Anonymous* Climate Ride* craigslist* Dolan Law Firm* Kongregate Odwalla* Rock & Rain*

\$5,000 - \$9,999

AT&T California* Bi-Rite Market* Bicycle Defender* Blue Shield of California* Clif Bar Family Foundation* Community Foundation of the Ozarks* Community Thrift Store* Fortune Family Foundation Inc* Fox Point, Ltd.* Fund for the Environment and Urban Life*

Gaia Fund*

Golden State Warriors* HDR Foundation*

John M. & Leslie L. Woodward Foundation* Jonathan Weiner Charitable Gift Fund* Kaiser Permanente Community Giving

Campaign* Law Office of Daniel H. Rose

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Recology

Recology Golden Gate Disposal* Rouda, Feder, Tietjen & McGuinn* Sally Morin Law*

San Francisco Giants*

San Francisco Waterfront Partners, LLC* Skidmore, Owings & Merrill*

Treasure Island Community Development*

Trek Bicycle*

\$1,000 - \$2,499

Anonymous Foundation CREDO Mobile* The Darius Fund* Dero Bike Rack Co* Emerald Fund* Fletcher Bay Foundation* Horizons Foundation* ICE International* Law Offices of Callaway and Wolf* Law Offices of Linda Ross* Luminescence Foundation*

Marin Cyclists³

Martin Building Company*

Maximus Real Estate Partners*

New Relic*

Panoramic Interests* Paoli & Geerhart LLP*

Platinum Advisors*

RG Architecture*

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Thomas C. Hays and Mary Ann Hays Family

Charitable Trust* WSP Environmental*

\$500 - \$999

AECOM ARUP* BKF Engineers* City CarShare ClimateWorks Foundation*

Contrada Bikes' eLock Technologies* Fehr & Peers*

Grizzly Peak Cyclists Jensen Architects*

Leddy Maytum Stacy Architects*

Patxi's Chicago Pizza* Pocket Development LLC*

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Google Matching Gifts Program*

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PG&E Campaign for the Community*

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Visa* Wells Fargo*

Yahoo! Matching Gifts Program*

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\$250-\$499

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Blair and Hillary Peterson*
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Michael Poremba and Ania Moniuszko*
Marshall Powers
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Shaana Rahman*

Sean Rhea Megan Rickert*, in memory of Rob Koziura

Cameron Ross Peter and Francky Sahmel

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