



SONOMA COUNTY BICYCLE COALITION

P.O. Box 3088 • Santa Rosa, CA 95402 • 707-545-0153 • info@bikesonoma.org
SCBC is a 501c3 nonprofit organization. EIN 68-0467440

2019 ANNUAL REPORT

MISSION: The Sonoma County Bicycle Coalition promotes bicycling for transportation and recreation and works to educate the community about bicycle safety and the benefits of cycling, including good health and protecting the environment. We accomplish this through advocacy and education.

2019 SUCCESSES

LEGAL AND POLITICAL WINS

- Courtney Rudin, the driver who killed cyclist Amy Suyama during the Tour de Fuzz in 2016, was convicted and sentenced.
- The California Public Utilities Commission approved Santa Rosa's request for an extension to build a ground-level pedestrian and bicycle pathway over the SMART tracks at Jennings Avenue.
- We influenced the appointment of two new members to the SMART Board of Directors and pushed the County Board of Supervisors to take action regarding the homeless encampment on the Joe Rodota Trail.
- California's Clean Cars for All incentive program now offers low-income residents turning in an old polluting car a \$1000 rebate on an electric bike.

PLANS AND PATHWAYS

- Santa Rosa completed an updated Bicycle & Pedestrian Master Plan and was upgraded to a Silver Level Bike Friendly Community by the League of American Bicyclists.
- Petaluma has voted to put Petaluma Boulevard South on a road diet.
- A Class I bike path was completed connecting Petaluma Boulevard South with San Antonio Road at the county line, facilitating cycling between Petaluma and Novato.
- The SMART path segment between Southpoint Boulevard and Payran was completed.

OUTREACH AND EVENTS

- SCBC was mentioned or interviewed in thirty-two newspaper stories and appeared on two radio programs.
- New outreach programs included a geographically rotating Bike Happy Hour, and new partnerships for our Smart Cycling classes (Community Support Network, Kaiser, YMCA).
- We hosted a fundraising screening of the cargo bike documentary *MotherLoad*.
- We organized two new educational rides, SebastoPedal and the Pool Noodle ride.

GROWING THE NEXT GENERATION OF RIDERS

- Our Safe Routes to School Program communicated our vision of active transportation and healthy lifestyles to 22,000 K-8 students at sixty-one schools.
- We expanded our middle school program to 10 middle schools in Santa Rosa, Rohnert Park, Sebastopol, Windsor, Sonoma, and Petaluma as well as Chops Teen Club. Programming focuses on getting kids out on the road and teaching basic maintenance, primarily through after-school bike clubs.
- It is a concerning trend that each year, fewer ten-year-olds attending our fourth grade Bike Rodeos know how to ride a bike! Happily, 60% of students who couldn't ride when they arrived are successfully riding by the end of the class.
- We completed an assessment of one hundred K-8 schools for walkability, bikeability and crash data, providing corresponding maps to each jurisdiction; this insightful data will help prioritize schools for education, encouragement and engineering services in the future.

2019 LOSSES

- Governor Newsom vetoed SB 127, the Complete Streets bill, due to lobbying from Caltrans.
- Five cyclists died in vehicle collisions (up from three in 2018).
- The SMART Board of Directors removed key language regarding the pathway from the spending plan proposed for the sales tax extension.
- The new segment of SMART pathway in Petaluma will be closed this year for the widening of 101, and the new bike route at the south end of Petaluma still has some flaws.

COMING IN 2020!

- We have an opportunity to influence the spending plan for the proposed extension of Transportation Measure M, which will be on the November ballot. This will result in an increase of funding for bicycle infrastructure.
- The County is embarking on a Vision Zero plan to reduce traffic fatalities.
- Several of our jurisdictions have passed, or are considering, Climate Emergency Declarations, providing another collaboration opportunity to improve bicycle infrastructure and policy.
- At the state level, Calbike is working with Caltrans to update the Highway Design Manual and with the DMV to improve the driver's manual.
- Sonoma County and the city of Petaluma will be updating their Bicycle & Pedestrian Master Plans.
- We're looking forward to even more new Smart Cycling partnerships with Sonoma County Library and in Roseland.
- We're in the early exploration stage of planning one or more Ciclovía/Open Streets events in 2020 or 2021.
- The Changing Gears program will offer Smart Cycling and bike repair classes to inmates at Sonoma County Jail.
- We hope to involve even more local businesses in Bike to Work Month, including offering Bike-Friendly Driver training to transit agencies and companies with delivery fleets.
- We're partnering with Sonoma County Regional Parks to offer family bike rides at Spring Lake.

BOARD OF DIRECTORS

- Alex Mallonee, President
- Bob Stender, Vice President
- Jenny Bard, Secretary
- Cathy Balach, Treasurer
- John Murphy
- Bjorn Gripenburg

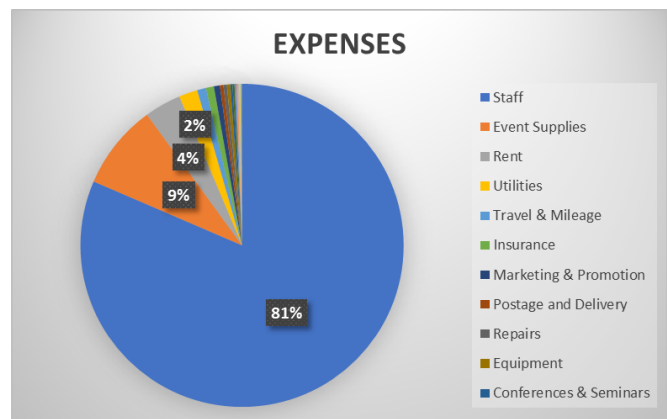
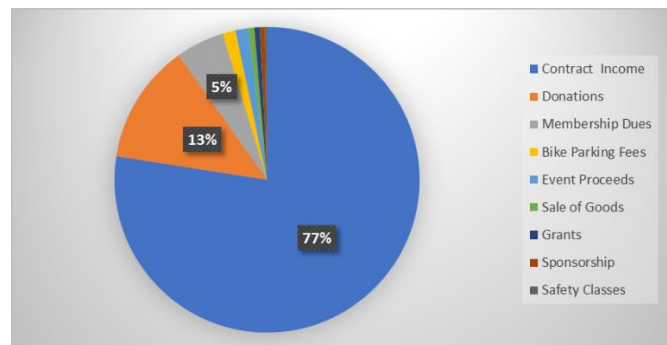
STAFF

- Eris Weaver, Executive Director
- Tim Bacon, Office Manager
- Cherie Barnett, Outreach and Events Coordinator
- Tina Panza, Education and Safe Routes to School Director
- Michelle Nikolayew, Safe Routes to School Education Program Manager
- Sarah Hadler, Safe Routes to School Coordinator
- Cindy O'Grady, Bilingual Education and Outreach Coordinator
- Danielle Pearl McElwee, Safe Routes to School Educator

2019 FINANCIALS

INCOME	
Contract Income	\$453,755
Donations	74,403
Membership Dues	30,061
Bike Parking Fees	8,020
Event Proceeds	7,980
Sale of Goods	3,707
Grants	3,500
Sponsorship	3,100
Safety Classes	1,236
Contract Income	453,755
TOTAL INCOME	\$585,762

EXPENSES	
Staff	\$474,703
Event Supplies	49,637
Rent	21,357
Utilities	10,843
Travel & Mileage	5,185
Insurance	4,619
Marketing & Promotion	3,470
Postage and Delivery	2,094
Repairs	2,001
Equipment	1,959
Conferences & Seminars	1,271
Bank Charges	1,175
Professional Fees	1,100
Office Supplies	952
Printing	778
Bad Debt	520
Office Equipment	516
TOTAL EXPENSES	\$582,648
NET INCOME	\$3,114



THANK YOU TO OUR DONORS & SPONSORS!

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