



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

2020 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.

2020 SUCCESSES

LEGAL AND POLITICAL WINS

- Sonoma County voters approved Measure DD, quadrupling local funding for bicycle infrastructure projects.
- The County Board of Supervisors lost their appeal of the judgement in Williams v County of Sonoma.
- The defeat of Measure I has resulted in greater willingness on the part of SMART directors and staff to listen to and address our concerns about the multiuse path.
- Nancy Serrano, the driver who killed cyclist Adrian Albert on Highway 12 in June, was apprehended and pled guilty/no contest.

PLANS AND PATHWAYS

- The homeless encampment was cleared from the Joe Rodota Trail.
- We worked with multiple jurisdictions to solve problems with obstructed or incorrectly striped bike lanes.
- The city of Santa Rosa has hired a dedicated bicycle & pedestrian planner and added a Class IV bike lane on E Street.
- Petaluma created a Slow Streets program to encourage walking & cycling in select neighborhoods.

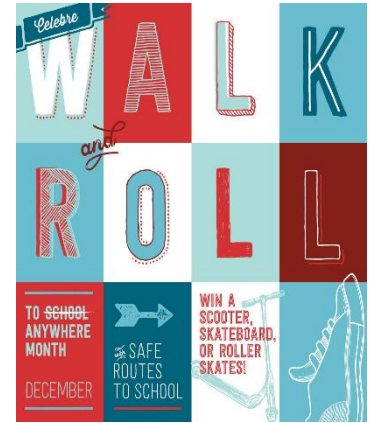
OUTREACH AND EVENTS

- SCBC was mentioned or interviewed in thirty-four newspaper stories.
- New virtual programs included BikeChats with a variety of speakers, Bike Happy Hour, and Smart Cycling safety classes.
- We hosted a virtual *North Bay Bicycle Film Festival*.



GROWING THE NEXT GENERATION OF RIDERS

- Our Safe Routes to School program staff learned new technologies and re-created our curriculum into remote, digital formats.
- Using our new online education portal, SRTS staff offer both live and pre-recorded lessons on bicycle & pedestrian safety.
- Each month we offer a new virtual “Walk and Roll” challenge for both elementary and middle school students, complete with cool prizes.
- Despite the challenges of school closures, uncertainty about changing COVID-19 guidelines and the switch to distant learning, 42 schools are participating in SRTS programs.



2020 LOSSES

- The Wine Country Century (our biggest fundraiser) was cancelled due to coronavirus, as were all of our elementary school Bike Rodeos.
- Two cyclists died in vehicle collisions (down from five in 2019).
- Our Changing Gears program in Sonoma County Jail was closed (due to coronavirus) just months after launching.

COMING IN 2021!

- **SCBC will be celebrating our 20th Anniversary throughout the year!**
- May will still be Bike Month, with less of an emphasis on commuting.
- Our Safe Routes to School educators will be offering semiprivate Family Bicycle Riding lessons.
- We are in conversations with Petaluma about creating a Ciclovía event for the fall.
- Several sections of new Class I bike paths should begin construction.
- Sonoma Clean Power and the city of Healdsburg will be launching e-bike incentive programs.
- Sonoma County and the cities of Petaluma and Cotati will be updating their Bicycle & Pedestrian Master Plans.
- Pete Buttigieg, responsible for many successful active transportation projects in South Bend, will take office as Secretary of Transportation.



BOARD OF DIRECTORS

- Alex Mallonee, President
- Jenny Bard, Vice President & Secretary
- Bob Stender, Treasurer
- Cathy Balach
- John Murphy
- Bjorn Gripenburg
- Bonnie Hogue
- Amy Loukonen
- Lynn Deedler

CORE STAFF

- Eris Weaver, Executive Director
- Debbie Platt, 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
- Danielle Pearl McElwee, Safe Routes to School Educator

2020 FINANCIALS

INCOME	
Contract Income	250,485.92
Donations	61,310.49
Membership Dues	27,770.00
Sale of Goods	9,240.96
Sponsorship	4,800.00
Bike Parking	3,300.00
Events & Classes	3,311.24
Total Income	360,282.77
Cost of Goods	- 981.00
GROSS INCOME*	\$359,301.77

*does not include Paycheck Protection Program loan of \$79K

EXPENSES	
Payroll Expenses	293,760.77
Contract Labor	24,463.25
Rent	18,875.00
Utilities	11,132.12
Insurance	4,721.47
Event Equipment & Supplies	4,313.92
Travel & Mileage	2,957.10
Office Equipment & Supplies	1,680.47
Bank Charges	1,568.40
Postage and Delivery	1,244.31
Repairs	1,199.82
Marketing & Promotion	808.62
Printing	576.74
Professional Fees	550.00
Conferences & Seminars	530.89
Dues and Subscriptions	384.00
Licenses and Permits	117.00
TOTAL EXPENSES	\$366,950.41
NET INCOME	- 7,464.34



INCOME
Contracts 69%
Donations 17%
Member Dues 8%



EXPENSES
Staff 86%
Rent & Utilities 8%

THANK YOU TO OUR DONORS & SPONSORS!

PLATINUM LEVEL (\$5000 or more)

Santa Rosa Cycling Club

TITANIUM LEVEL (\$1000-4999)

Jay Alexander
Jenny Bard
Gary Helfrich & Karen Donaghy
Tracey Jones & Larry Meyer
Jan Kahdeman & Brian Purcell
John Kenner
David & Angela Levinger
Alex Mallonee
John & Jill Murphy
Kurt Noble
City of Sebastopol

GOLD LEVEL (\$500-999)

Katherine Barkley	John P. Riley
Richard Bland	Geoffrey Skinner & Joan Schwan
Lynn & Barbara Deedler	Community First Credit Union
Thomas Duckett	Marin Bikes
John Hanley	Redwood Credit Union
Darrin & Dial Jenkins	Sonoma Clean Power
Tom Helm & Barbara Moulton	Yuba Bicycles

BUSINESS MEMBERS

BikePartners Bike Shop	North Santa Rosa Physical Therapy
Black Cat Studio	Paragon Machine Works
Cazadero Supply	Patrick Slayter Architect
City of Sonoma	Pedego Santa Rosa
Community Bikes	Redwood Empire Labor Mgmt Corp.
dhbetty Bicycle Jewelry	Sally Morin Bike Injury Lawyer
Echelon Cycle & Multisport	Spoke Folk Cyclery
Gilleran Energy Management	Vinjoy Website Design & Marketing
Law Office of Daniel H. Rose	Windsor Bike & Sport
Lee's Body Shop	Wine Country Cyclery
Mary Alexander & Associates	Wordshop Translations
Mike Bicheler Electric	W-Trans