

23 Years of

20 YEARS OF

JOY

EDUCATION

ADVOCACY

COMMUNITY

EFFICIENCY

EMPOWERMENT

CONFIDENCE

AGENCY

SUSTAINABILITY

CLEAN ENERGY

SKILLS

SAFETY

FREEDOM

ADVENTURE


PLEASURE

INVIGORATION

HEALTH

FUN

SMILES



SONOMA COUNTY BICYCLE COALITION

Thanks to our sponsors & donors!

\$10K+



Community First
Credit Union



Hellman Foundation

Barbara Moulton & Tom Helm

\$5000+

John & Jill Murphy

Thanks to our sponsors & donors!

\$1000+





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\$1000+

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 Tracey Jones & Larry Meyer
 Warren Watkins

\$500+

BikePartners
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 John Lang
 John Hanley

Mike Center
 Monika Besancon
 Neil Hancock
 Kaiser Permanente
 Robert Hall

Red Peloton
 Redwood Credit Union
 Ruth Cooper
 Sheila Baker
 Sebastopol Bike Center

In 2023, SCBC:

- Produced our first Bike Advocacy Summit
- Weighed in on Active Transportation Plans county-wide
- Produced video PSA: “If you wouldn’t put it in the car lane, DON’T PUT IT IN THE BIKE LANE!”
- Held our first Golden Spoke Awards Gala
- Began developing Bike Friendly Driver training for local transit agencies
- Reached 7,500 kids with our Safe Routes to School education programs
- Started two Safe Routes to School Task Forces
- Debuted our first “How to Organize a Bike Train” workshop
- Collaborated with local bike advocacy groups Bikeable Santa Rosa, SafeStreets Petaluma, BikeSebastopol, and Move!Healdsburg

2023 WINS:

- **Bollards removed or improved on multiple bike paths**
- **Class IV protected bikeways installed in THREE cities (Petaluma, Windsor, Santa Rosa)**
- **Santa Rosa reduced speed limits in multiple areas to 20 mph**
- **Santa Rosa added over 30 new bike racks downtown**
- **Sonoma added bike parking requirements to building code**
- **A small segment of SMART path completed and others under construction**

Annual Report

Current membership: 1,004
(7.8% increase)

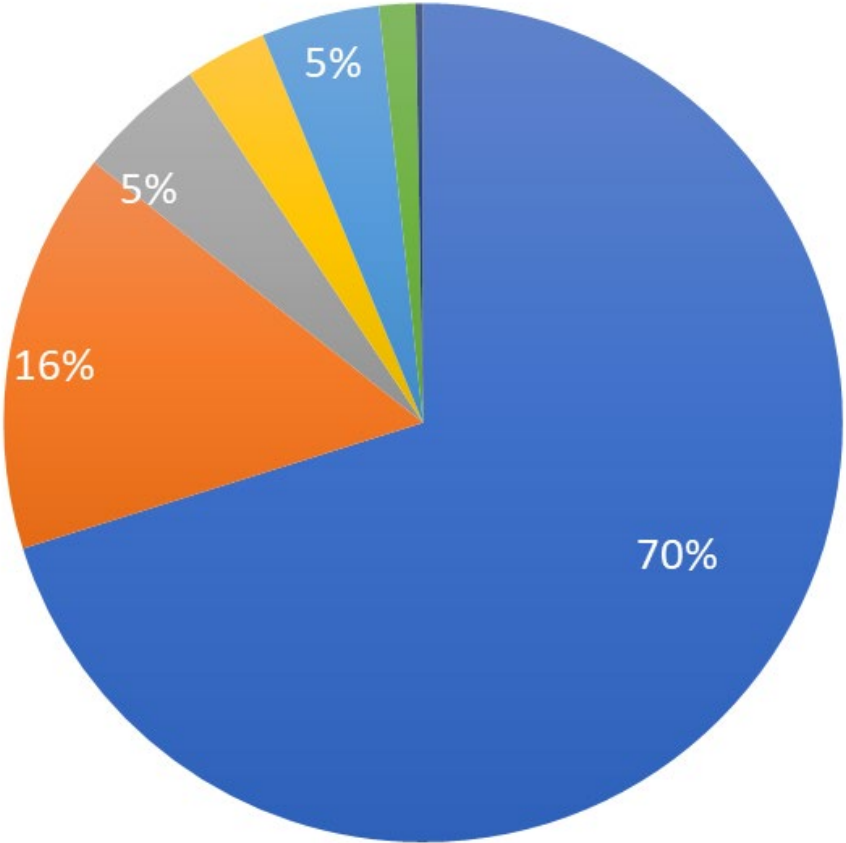
Media mentions: 37



Financial Report

Operating Income	\$717,757
Operating Expenses	696,099
NET INCOME	\$21,695

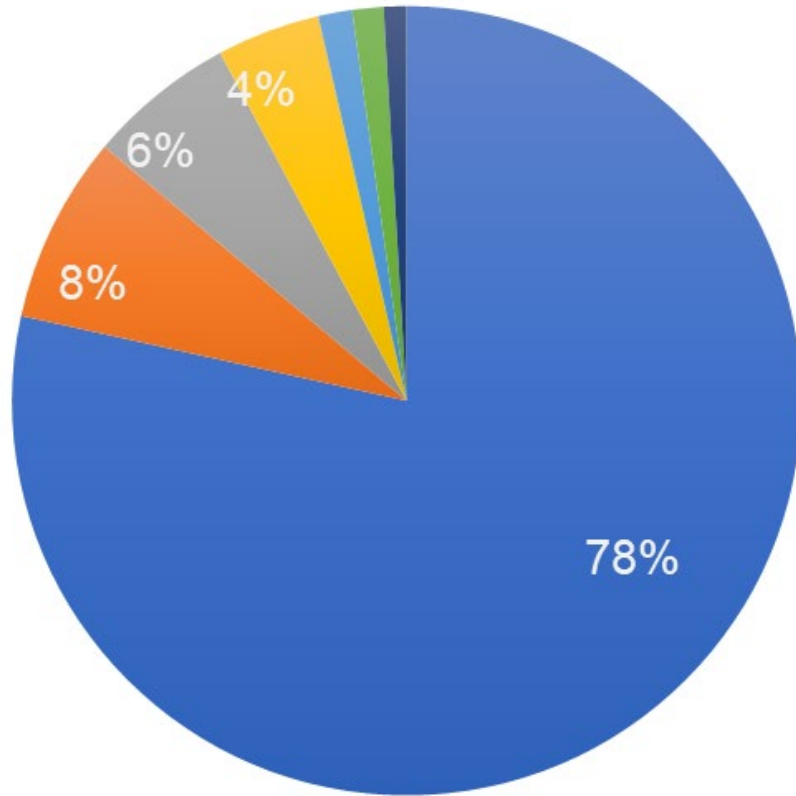
2023 INCOME



Contract Income	\$503,418
Donations	111,300
Membership Dues	35,613
Grants	22,500
Events & Sponsorship	32,699
Bike Parking	10,050
Sales	2044

TOTAL \$717,624

2023 EXPENSES



Personnel	\$546,725
Event expenses & materials	53,498
Administrative expenses	42,078
Office expenses	29,505
Equipment	9,674
Postage & printing	8,899
Marketing & promotion	6,499
TOTAL	\$696,878

BALANCE SHEET

ASSETS	As of 12/31/23	As of 12/31/22
Bank Accounts	\$256,129	241,588
Deposits Held	150	1,473
Security Deposit	1,000	1,000
Undeposited Funds	4,901	00
Workers Comp Premium Deposit	0	276
Depreciation	-2,040	-2,040
Computer Hardware	3,395	3,395
TOTAL ASSETS	\$263,535	245,694

LIABILITIES & EQUITY	As of 12/31/23	As of 12/31/22
Credit Cards	\$1,338	\$835
Employee Reimbursement		-127
Payroll Liabilities	-1958	5,046
State Board of Equalization Payable	64	45
Use Tax Owed		1,193
Total Liabilities	\$556	\$6,992
Capital Stock	859	858
Retained Earnings	266,384	275,533
Net Income	-3,150	-37,689
Total Equity	\$264,091	\$238,702

Total Reserves \$131,302

Goals for 2024

- Update strategic plan
- Create an Advisory Council
- Create more local advocacy teams
- Increase our team's diversity so we can serve ALL of the cycling community more effectively and equitably
- Diversify our income stream
- Build up our Smart Cycling program
- New rides/events serving underserved communities
- Report cards? (hold cities accountable)
- Bike map update?

2024 Events

- February: Biker Chicks Road Cleanup
- March: How to Start a Bike Train
- April: Pre-BTWD Clinic, Earth Day
- May: Wine Country Century, BTWD, Green Fondo
- June: Golden Spoke/Bike Month Awards
- October: Women on Wheels (WOW) ride

plus multiple Smart Cycling Classes, Family Bike Workshops, Biker Chick Rides, Bike Valet, and more!