

BUSINESSES

Bicycle Tours of Atlanta
Engine 11
HomeGrown Restaurant Concepts
KPMG
Nitelze
Thumbs Up
REI-Perimeter
Richard Wittschiebe Hand
Whole Foods
Zipcar

MEMBER OF:

Association of Bicycle and
Pedestrian Professionals
League of American Bicyclists
Transportation for America
Alliance for Biking and Walking
(formerly Thunderhead Alliance)

ABC: ACTION!

We represent Atlanta cyclists
by serving on the following
committees/boards:

- Atlanta Regional Commission
Bike/Ped Task Force
- Georgia Department of
Transportation Statewide Bike/
Ped Advisory Committee
- Governor's Office of Highway
Safety Strategic Highway Safety
Plan Bike/Ped Task Team
- BeltLine Corridor Environmental
Impact Study – Stakeholder
Committee
- Livable Communities Coalition –
Advisory Board

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photography, Mike Laurie for
financials, and Pam Jacobson for
design and layout.



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ADVOCACY

Secured several new funding sources to support staff dedicating time to bicycle advocacy: a \$20,000 grant from Bikes Belong (REI Bicycle-friendly Communities Project); \$40,200 from the Governor's Office of Highway Safety; recipient of Whole Foods 5% Night, May 27.

Represented bicyclists' concerns at the opening of the 14th Street bridge, conspicuously lacking in bicycle infrastructure. GDOT agreed to retrofit bridge with shared lane markings, or sharrows.

Gained media coverage of dangerous design on 17th Street near Atlantic Station where double right turn lane overlapping bike lane resulted in confusion and at least one serious bicycle-car crash. GDOT ultimately removed second right turn lane.

See-Click-Fix, an online reporting tool, enabled cyclists to more easily warn each other of infrastructure dangers and request their repairs: parallel grates; metal paving plates; potholes; railroad tracks; traffic signals failing to detect bicycles; and others. Allowed ABC to pinpoint and report more than 40 parallel grate dangers.

Secured space at the Goat Farm, located on the Westside, for the 2010 Starter Bike initiative, a partnership with Georgia Tech Students Organizing for Sustainability.

The Atlanta Bicycle Coalition website got an overhaul: a fresh look and new banner, and a new database, making it more user-friendly and more useful for ABC staff in tracking memberships, contributions and events.

Drafted ordinance to allow for pedicab operation, and continue meeting with city leaders and administrators to pass legislation.

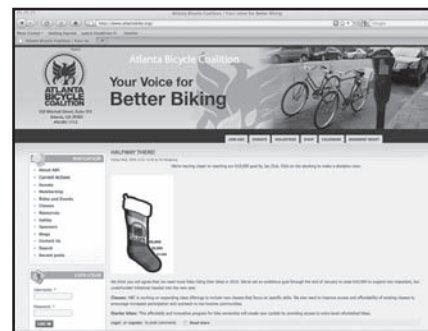
Established the A-Team in June, advocacy team meeting regularly to discuss and plan how best to speak out in support, and defense, of bicycling.

Participated in Ride to the Capitol, with routes from Roswell and Decatur, and featuring local and state representatives. ABC provided Bike Valet service.

Ran "Share the Street: Give Three Feet" advertisements on MARTA bus backs for a month.

Forty-five volunteers counted 1,886 bicyclists in 15 locations during our semi-annual Bike Counts and cyclist surveys.

Negotiated city's first sharrows on Jackson Street to counter bike lane removal. Held site visit with city engineer to address bike lane removal and safety of side-path design on Highland Connector. Pushed back against removal of bike lane on Wieuca Road with support from local bicyclists.



Attended the National Bike Summit, Washington, D.C., which garnered record attendance numbers from bicycle advocacy organizations.

Established bi-monthly meetings with City of Atlanta Department of Public Works to continue discussion of bicycle facilities and infrastructure.



FROM THE ABC EXECUTIVE DIRECTOR

The Atlanta Bicycle "Campaign" ended in 2009 and the Coalition was born. Campaigns are finite, rolling toward a goal and dispersing their assets following victory or defeat. The name change adopted by our board, simple and apt, brought forth the Atlanta Bicycle Coalition: an alliance of partners acting to improve conditions for bicycling, a two-wheeled community we continue to grow.

Suddenly, everything was clearer, if not easier. No cliff, no end, just a road (great for riding!) moving us toward a reinvigorated membership and mission. We will share that road by offering members meaningful volunteer opportunities, engaging their passions and strengths, and encouraging them to develop their own unique contributions to better bicycling. We will open the road to everyone, regardless of age or ability level, through an Atlanta Streets Alive! program with new and less experienced riders in mind. We will swell our community through the Starter Bikes program, providing affordable, decent bicycles as inexpensive, healthy transportation, and couple it with our education series to empower new riders as confident city cyclists.

Our community and safety increase with every new set of wheels sharing the road. Our membership continues to rise - we are striving for 750 in 2010. We are cultivating ongoing strategic partnerships and forging new ones with like-minded organizations to better reshape Atlanta for the bicycle and its riders. This coalition is getting stronger and gaining momentum. We thank you, our constant supporters, for your commitment and care. Now, go ride your bikes!

ABC's mission is to make it safer and easier for people to ride bicycles. We believe this will help create a healthier, more sustainable Atlanta and allow people to enjoy a higher quality of life while improving public health, cleaning the air, reducing congestion and building community.

BOARD OF DIRECTORS

Atiba Mbiwan, President –
Associate Director,
The Zeist Foundation, Inc.

Dan Hourigan, Vice President –
Program Director,
Midtown Transportation Solutions,
Midtown Alliance

Michael Laurie, Treasurer –
Director, Transaction Services,
KPMG

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Technical Project Manager,
Emory University
Woodruff Library

Jason Switchenberg –
Project Manager,
Richard Wittschiebe Hand

John Adams –
Mediator

ATLANTA BICYCLE COALITION STAFF

Rebecca Serna,
Executive Director

Ali Mangkang,
Outreach Manager

Amy Goodwin,
Special Projects Manager



ABC and the Downtown TMA hosted the second annual Bikefest.

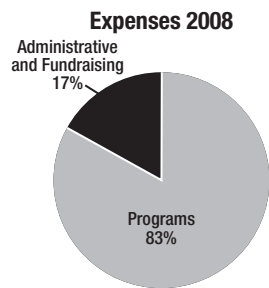
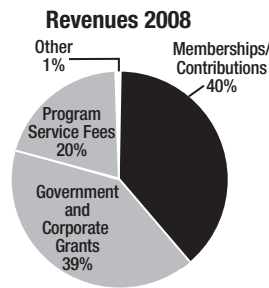
ABC: YOUR MEMBER-SUPPORTED BIKE ADVOCATES

As always, membership is at the core of our funding and fosters a community of like-minded cyclists, of all levels. Members' input guides our actions; their gracious support empowers us to act on their behalf. We offer a hearty thanks to our member supporters. Our 2009 membership was 424. This is slightly up from 2008's total membership number of 383; however, a priority goal for 2010 is to crest 750 members.

Cycling is community, so we emphasized cycling in our communities with casual, fun rides. Courteous Mass continues to grow, in both consistent size of attendance and popularity with new, casual and community-minded cyclists. Members Jett Marks, Jeff McMichael and Theresa Kanter took active hands planning Courteous Mass routes and leading rides, and planning mid-route snack stops.

FINANCIAL REPORT

	Audited Dec. 31, 2007	Audited Dec. 31, 2008
Revenues		
Memberships/Contributions	39,828	68,101
Government and Corporate Grants	38,562	65,843
Program Service Fees	2,468	32,855
Other	4,088	1,684
Total Revenues	84,946	168,483
Expenses		
Programs	169,360	106,040
Administrative and Fundraising	41,576	21,271
Total Expenses	210,936	127,311
Change in Net Assets	(125,990)	41,172
Net Assets at Beginning of Year	95,453	(30,537)
Net Assets at End of Year	(30,537)	10,635



EDUCATION

Participated in police training seminar for DeKalb County's newly-established bike patrol unit, and conducted roll call trainings for the entire Dunwoody Police Force.

Hosted 80 participants at four Lunch & Learns.

Organized a panel on the topic of Women and Cycling.

Presented at Bike! Bike! Southeast, a conference on community bike shops, on the topic of advocacy.

Established the Bike Buddy program, encouraging and enabling newcomers by pairing them with experienced city cyclists sharing the same route.

Conducted an instructional bicycle tour and lecture at the summer seminar for the Institute of Transportation Engineers, St. Simons Island, Georgia.

Governor's Office for Highway Safety funded ABC to organize a training seminar on bicycle facility design for 30 civil engineers.

Conducted 13 bicycle safety classes (True Beginners, Confident City Cycling) with 116 total students.

EVENTS

ABC, in conjunction with PEDS and Citizens for Progressive Transit, hosted a Green Transportation Conversation Sept. 1, at the Loudermilk Center. Moderated by Maria Saporta, this mayoral forum posed alternative transportation scenarios and questions to the four front-runners at that time for Atlanta's top seat: Lisa Borders; Mary Norwood; Kasim Reed; and Jesse Spikes.

The annual Share the Road challenge took place on Labor Day with 321 riders, hosted by Atlanta Cycling.

Distributed 120 blinkies sets at Oct. 2 Light Up the Night! and continue to distribute blinkies sets and headlights to cyclists in need, averaging 20 sets per month. More than 100 cyclists rode through downtown Atlanta and Castleberry Hill, where they were a rolling installation in the community-wide Le Flash outdoor light art exhibition. Members also received Nite Ize products discounts through October 31 at Outback Bikes, JCS Cycles and Bicycle South.

Bike to Work Week, May 11-15: Monday, Bike Shop Night, with member discounts; Tuesday, Get Your Bike Buddy Here, mentor meet-up and social at Engine 11; BikeFest, featuring bicycle fashion show; Thursday, Atlanta-area Bike to Work Day; Friday, after-party and logo unveiling at the Nook.

More than 200 commuters and cyclists attended the second annual downtown BikeFest, a partnership with the Downtown TMA.

Offered several special, one-time rides, including Sept. 15 Bike to Braves; Oct. 17 Pedals & Produce and Oct. 18 Urban Agriculture Ride, with Georgia Organics and Slow Food Atlanta.

Offered monthly rides available for free to all: the ABC Fun Ride, held on the third Sunday of each month; Stella's Gap and Baby Six Gap, held on alternating months; the Stone Mountain Bike & Hike, held every third month; and Courteous Mass, monthly on the second Friday.

Bike Valet: parked more than 500 bikes at eight events, including the Red Bull Soap Box Derby and Sir Paul McCartney's Green Concert at Piedmont Park.

Hosted monthly Commuter Breakfasts to further develop the bicycling community at local breakfast favorite Thumbs Up, which provided a free cup of coffee to participants.

Courteous Mass continued drawing support and new cyclists, incorporating snack/sag stops in the summer months for ice cream.

The second BeltLine Bike Tour started at the West End's Gordon White Park on April 26. More than 200 bicyclists rode on three routes: a five-mile family ride; a 13-mile casual ride; and the Urban Explorers ride, covering the BeltLine's 22-mile circumference.

Distributed 120 blinkies sets at Oct. 2 Light Up the Night! and continue to distribute



Fall True Beginners Cycling Class

Established Heels on Wheels, a regular women-only social and style ride: dressy ladies and casual cruising.

PARTNERS/SPONSORS

BIKE SHOPS/ ORGANIZATIONS

Atlanta Cycling
BeltLine Bikes
Bicycle South
Bike Athens
Bike Cobb
Bike Cherokee
Bike Gwinnett
Bike Roswell
Covington-Conyers Cycling Club
Decatur Bikes
Faster Moustache
Free-Flite Bicycles
Georgia Bikes and Georgia Bikes Alliance
Intown Bikes
JCS Cycles
No Brakes
Outback Bikes
REI
Savannah Bicycle Campaign
Sopo Bicycle Cooperative

GOVERNMENT/ UNIVERSITIES

Atlanta Regional Commission
Centers for Disease Control
Bike Emory
City of Atlanta
City of Roswell
Downtown Transportation Management Association/
Central Atlanta Progress
Georgia Department of Transportation
Georgia Tech Students Organizing for Sustainability
Governor's Office of Highway Safety
GSU Bikes
Midtown Transportation Solutions/
Midtown Alliance

NONPROFITS

BeltLine Partnership
Citizens for Progressive Transit
Earth Share of Georgia
Georgia Organics
Livable Communities Coalition
Park Pride
PEDS
Slow Food Atlanta
West Atlanta Watershed Alliance and
Outdoor Activity Center

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