



2018 - 2019 IMPACT REPORT

CHAMPIONING SAFE STREETS FOR ATLANTA





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LETTER

FROM OUR GOVERNING BOARD CHAIR NAOYA WADA



While this report captures the progress the Atlanta Bicycle Coalition has made over the past three years, what it doesn't include is a metric for the **peace of mind and happiness** our organization gives to millions of Atlantans. This is what safe streets are capable of bringing to us all.

I enjoy riding my bike around Atlanta. Having been buzzed by thousands of cars and been hit by two drivers, I demanded a better environment, which is why I got involved with the Atlanta Bicycle Coalition. Their programs and advocacy help make Atlanta a better and safer place. And this expands beyond bikes — their work benefits us all.

We envision an Atlanta where everyone moves safely, easily, and sustainably throughout the city. This is why, at the end of last year, we chose to expand our strategic plan beyond bikes. We now include other sustainable and active transportation options, like walking, wheelchair use, and transit, in order to reclaim Atlanta's streets as safe, inclusive, and thriving spaces for all.

We are excited to share with you our highlights and accomplishments from 2018 and 2019. We are committed to making a difference in our communities, and thanks to your support, we will continue to generate more peace of mind, happiness, and safe streets for all of us in the coming years.

Naoya Wada

YOU CHAMPIONED #SAFESTREETSFORALL WITH US

RELEASED UNBLOCK THE LANE REPORT

Volunteers submitted

692 REPORTS

of motor vehicles parked in bike lanes, leading to City Council introducing legislation to put blocking a bike lane on equal footing with blocking a sidewalk and a ticket diversion program

IMPACTED STATE-WIDE SAFER SPEEDS POLICY

Advanced HB 978, state legislation authorizing speed cameras in school zones with Georgia Bikes and PEDS

AMPLIFIED VOICES

for safe and complete streets through community advocacy, prioritizing equity

- Launched #SafeStreetsforAll campaign: amplified call for **equitable** approach to rapid realization of **safe and complete** streets for **all Atlantans who walk, ride and roll.**
- 9 Bike Champions hired and empowered to engage communities in key street campaign neighborhoods



RAISED AWARENESS

for Atlanta's High-Injury Network, where **88% of all traffic fatalities occur on 8% of Atlanta's streets**, concentrated in low-income, predominantly Black neighborhoods

8% OF ATLANTA STREETS ACCOUNT FOR

88% OF TRAFFIC FATALITIES.

OUR COMMUNITIES ORGANIZED TO GET COMPLETE STREETS BUILT AND BETTER POLICIES IN PLACE FOR SAFE STREETS



Organized cohesive public action to insist City leaders respond to High-Injury Network safety concerns through key street campaigns:

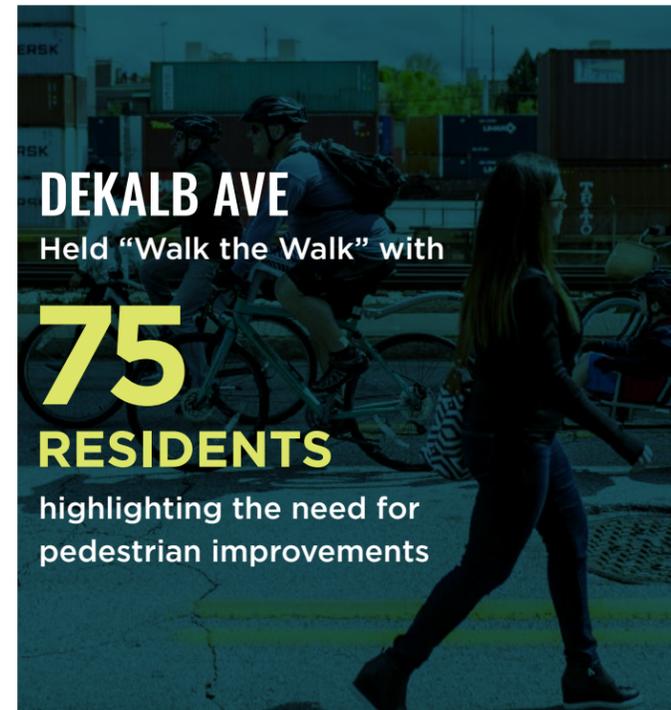
#RespectCascade
#CompleteDeKalbAve

DEKALB AVE

Held "Walk the Walk" with

75 RESIDENTS

highlighting the need for pedestrian improvements



CASCADE AVE

Displayed impact on crucial safety infrastructure through **POP-UP INSTALLATIONS**

VISION ZERO

Together, we all achieved a victory for **Vision Zero** because a coalition of people, organizations, neighborhoods, and families came together to advocate for safe streets with one voice. Thank you to everyone who helped Atlanta take the first step to becoming a city where *no one* dies in traffic.

**25
SAVES
LIVES**

Organized
cohesive
movement
toward goal of

**ZERO
TRAFFIC
FATALITIES
&
25MPH
DEFAULT
SPEED LIMIT**

with almost
20 partner
organizations.



I look forward to **doing 25** and keeping my neighbors alive.

Odetta MacLeish-White, TransFormation Alliance



Vision Zero will definitely **make a difference** in how the city flows for all generations.

Eunice Glover, AARP Georgia volunteer, NPU-I, Atlanta Planning Advisory Board

Vision Zero will work for **safe and equitable ways** for people to be out walking and biking.

Laura Bracci, American Heart Association

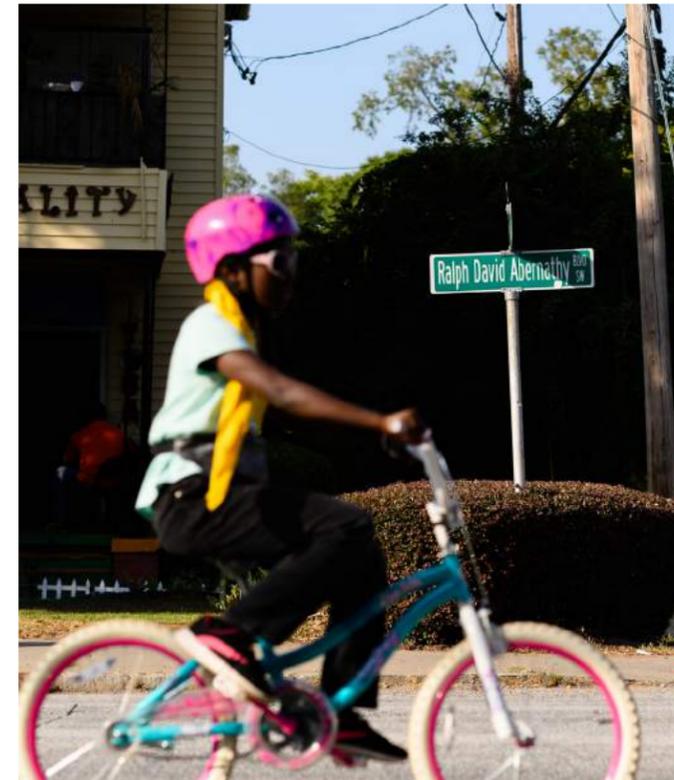


Thank you, Atlanta—our journey to Vision Zero starts now!

Cathy Tyler, PEDS



WE SPARKED AND SHEPHERDED CREATION OF A STANDALONE DEPARTMENT OF TRANSPORTATION IN THE CITY OF ATLANTA, THANKS TO AN ENGAGED COMMUNITY!



ACTIONS & RESULTS

- Launched campaign for ATLDOT in 2017, during City of Atlanta elections
- Participated in ATLDOT task force, holding City accountable for selecting leadership committed to upholding safety, equity and mobility values
- Led committee on City's community engagement protocols
- Influenced ATLDOT inception, laying groundwork for Vision Zero adoption
- First ever ATLDOT Commissioner hired in November 2019

The city needs a smarter, more nimble stand-alone Department of Transportation. Currently, transportation is divided between the City Planning and Public Works Departments. **This split has been a hindrance for us, and I will change that.**

*Mayor Keisha Lance Bottoms
ABC Candidate Questionnaire, December 1, 2017*



BIKE EDUCATION

Working in public schools with programs for kids and providing free classes for adults propelled a cultural shift towards **active transportation and sustainable mobility**.



Launched **9 SHIFTING GEARS** cycle education programs in APS schools to increase safe and active mobility advocacy in school communities



Since 2017, bike class participation increased by **60% & 25% IN 2018 AND 2019** consecutively, increasing the share of Atlanta commuters choosing to bike.



CREATING EXPERIENCES OF STREETS AS WE WANT THEM TO BE; BUILDING ON WHAT STREETS ARE FOR COMMUNITIES TODAY



DEMONSTRATED OPPORTUNITY FOR MORE SUSTAINABLE, SAFE, LIVELY STREET CULTURE THROUGH ATLANTA STREETS ALIVE

Attracted nearly **900,000 PEOPLE** to participate in **9 OPEN STREETS ACTIVATIONS** across the city

Aligned activations with key street campaigns: Cascade Ave, DeKalb Ave, and Marietta St

Guided broader public attention toward High-Injury Network streets through SW Atlanta Streets Alive activation

OUR VOLUNTEERS

ARE DEDICATED, AMAZING PEOPLE WHO MAKE SO MUCH POSSIBLE

“**Streets Alive** is one of the things that I look forward to most in the city each year, especially exploring new communities or getting to interact with my own when streets are open for everyone.

I really enjoy talking about the Atlanta Bike Coalition and the resources that are available to the community. It's particularly a pleasure to catch up with volunteers that have become friends over the years. One of the most rewarding parts of Atlanta is getting to hear the appreciation and excitement from the community, especially if they're asking to see more open and livable, complete streets. I can't wait to see how Atlanta Streets Alive continues to evolve. Cheers to 10 years.”

Tim LePage, Atlanta Streets Alive volunteer



“I volunteer because **I love the people of Atlanta.**

Volunteering allows me to interact in the lives of my neighbors and my business community. Volunteering is my way of giving back to the community.”

Charles Long, Atlanta Streets Alive volunteer

THANKS TO THE HARD WORK AND GENEROSITY OF SO MANY, 2018-2019 WAS A TIME OF IMPACT AND GROWTH

Funders

Over \$100,000

Mailchimp

\$30,000 - \$75,000

Bike Law Georgia / Hagen Roszkopf

Cox Enterprises Inc.

CLIF Bar & Company

\$11,000-\$20,000

Piedmont Healthcare

Lyft

Newport

REI Atlanta

\$5,000 - \$10,000

Dero

AARP Georgia

MET Atlanta

North American Properties

Sprouts Farmers Market

Brasfield & Gorrie

Whole Foods

Social Bicycles

Uber Technologies

Atlanta Downtown Improvement District

Bird Rides

Live Nation

Midtown Alliance

Atlanta United Football Club

Grantors

2492 Fund

Annie E. Casey Foundation

City of Atlanta

Atlanta Falcons Youth Foundation

Atlanta Fulton County Recreation Authority

Atlanta Regional Commission

Earthshare of Georgia Enterprise Community Partners

Georgia Governor's Office of Highway Safety

Home Depot Foundation

Mary Alice and Bennett Brown Foundation

PeopleForBikes

Solstice Foundation

Synchrony Bank

Thalia & Michael C. Carlos Foundation

The Community Foundation for Greater Atlanta

Turner Foundation

Virginia and Charles Brewer Family Foundation

Waterfall Foundation

Momentum Makers

(large individual donors)

Dillon Baynes

Kenny Blank

Wayne Book

Charles Bosserman

Stephen Breeser

Elizabeth Brown & Charlotte Sprague

Justin Cutler

Charlotte Dixon

Scott Edwards

Bruce Fernald

Charlie Fortner

Paul & Barbara Friedrich

Lauren Giles

Lila Hertz

Cutler Justin

Lois Kono

Atiba Mbiwan

Reagan & Mark McLaughlin

Hilary Merlin

Tom Morley

Kerry O'Brate

Amy Phuong

Andy & Allison Powell

James Reilly

Susan Richardson

Bob Riordan

Kristy & Michael Robison

Ted Rubenstein

Jeff Schneider

Jim Schroder

Cynthia Searcy

Rebecca Serna

Henry Slack

Aryeh Stein

Stephanie Stuckey

Robert Wagner

Stan Wall

Aaron Watson

William & Anne Whitlock

Elliott Wood



SUPPORTER SPOTLIGHT

“Sometimes Atlanta can feel like it was made for traffic. **The Atlanta Bicycle Coalition helps Atlanta feel like it was made for people.**”



Whether you're on a bike, on foot, on a scooter, or in a car, the ABC has made mobility safer and more humane. They've also helped give Atlanta residents something that many did not have before: options.

We've loved investing in the ABC and watching them grow because they so gracefully combine advocacy, education, equitable solutions, and cultural potency. They also get results. Between bringing hundreds of thousands of joyful Atlantans to open streets to influencing our city's commitment to Vision Zero, the ABC has consistently demonstrated a thoughtful and comprehensive approach to putting people first.”

*Lain Shakespeare
Senior Director of Corporate Citizenship
at Mailchimp*

LEADERSHIP



Governing board

Leonard Adams	Bruce Fernald	Shayna Pollock	Cynthia Searcy <i>(past chair)</i>
Wesley Brown	Michael Green	Allison Powell	Naoya Wada <i>(chair)</i>
Steven Cousins	Jack Honderd	Alice Rolls	Camille Ward
Jason Dozier	Stephanie Hudson	Ken Rose	Jared Welsh
Patton Dycus	Max Leventhal	Joseph Scalia	
Todd Fedell	Pat Moore	Lauren Schuman	

Advisory Council

Heather Alhadeff	Henry Slack
Brent Brewer	Stephanie Stuckey
Bruce Fernald	Dan Thornton
Brian Gist	James Tyler
Ryan Gravel	Kari Watkins
Atiba Mbiwan	Aaron Watson
Andisheh Nourae	Gerald Weber
Jenny Park	Jared Welsh
Bob Riordan	Eric Wilson
Cynthia Searcy	Jeffrey Wisard

Team

Sagirah Jones, *Community Engagement Coordinator*
 Haydée Santana, *Deputy Director*
 Rebecca Serna, *Executive Director*
 Stephen Spring, *Program Manager-Education*

Keisa Bruce Steele
 Bennett Foster
 Dan Hill
 Heather Luyk
 LaMiiko Moore
 Adah Pittman-DeLancey
 Evey Wilson

FINANCIAL ACTIVITY SNAPSHOT

2018-2019 ANNUAL FIGURES



2018	INCOME	2019
\$113,569.33	Individual Contributions	\$122,953.94
\$20,878.30	Board	\$19,300.94
\$246,889.75	Business Contributions	\$289,033.25
\$437,992.17	Grants	\$419,361.08
\$9,479.03	Earned Revenue	\$12,053.53
\$407.03	Dividend / Interest Income	\$1,382.41
\$1,501.46	Miscellaneous Income	\$491.67
\$830,717.07	TOTAL INCOME	\$864,576.82



2018	EXPENSES	2019
\$470,027.62	Personnel	\$501,719.91
\$20,432.36	Professional Fees	\$34,394.49
\$198,110.46	Temps/Interns/Contractors	\$178,330.78
\$141,402.38	Non-Personnel	\$149,594.36
\$848,449.82	TOTAL EXPENSES	\$867,087.54

LOOKING AHEAD

2020+ STRATEGIC PLAN SHIFTS TOWARDS SUSTAINABLE MOBILITY FOR GREATER IMPACT

Took feedback from over **700 MEMBERS** to arrive at new strategic plan



ORGANIZATIONAL CAPACITY
Grow inclusively and sustainably

NEW STRATEGIC MISSION



RECLAIMING ATLANTA'S STREETS FOR PEOPLE WHO WALK, RIDE, AND ROLL

ALLIED POLITICAL LEADERS
Ensure we have accountable and engaged political leaders

BEHAVIOR & CULTURE SHIFT
More people choose sustainable transportation instead of single-occupant cars



SAFE & COMPLETE STREETS
Make streets measurably safer for people biking, walking and using scooters or wheelchairs; make transit work better for people



ATLANTABIKE.ORG

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