

2011 Annual Report

What a productive year it has been at the Bicycle Alliance of Washington! Bicycle advocates and active transportation partners helped us earn some legislative victories. We've grown Safe Routes to School programs in communities across the state. We refined our vision, mission and goals through an inclusive strategic planning process.

Legislative Victories

The Bicycle Alliance and our legislative partners passed a bill that incorporates teaching motorists how to safely drive around bicyclists and pedestrians in Traffic School curriculum. This session we also helped pass the vulnerable user bill, strengthening penalties under the negligent driving laws, and a bill that established (but didn't fund) a Complete Streets grant program that encourages local jurisdictions to adopt complete streets ordinances.

Over 100 active transportation, transit and rail advocates gathered in Olympia in February for Transportation Advocacy Day. We are one of the organizers for this annual event.

A two-day planning summit that included stakeholders resulted in revised vision and mission statements and goals for the Bicycle Alliance.

Hub & Spoke

Hub & Spoke is an opportunity for us to connect with bike riders in their communities. We organized events in Olympia, Mount Vernon and Spokane in 2011. Accompanied by WSDOT Bicycle-Pedestrian Coordinator Ian Macek, we met with local advocates, bike club members, elected officials, city planners, educators and others to explore ways to grow biking at the local level.

Strategic Plan

The Bicycle Alliance hosted a two-day strategic planning summit that included the participation of 40 stakeholders representing bike clubs, elected officials, health organizations, advocacy partners, transportation agencies, planners, and urban and rural interests. This inclusive process resulted in a revised vision, mission and goals for the organization.



The Bicycle Alliance met with community advocates in Mount Vernon to discuss ways to grow bicycling locally.

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The Bicycle Alliance helped bring bicycle safety education to students all around the state through its Safe Routes to School program.



Safe Routes to School

We were busy this year helping five school districts in south King County implement a comprehensive Safe Routes program in their schools, serving over 1700 students. The Bicycle Alliance taught teachers in 31 school districts across Washington State how to instruct students on safe biking and walking skills. Working with Spokane Regional Health District, we provided Safe Routes community workshops in Medical Lake and Cheney. We now have a second staff person who is nationally certified to teach Safe Routes to School.

Go by Bike

Go By Bike, a pilot program designed to bring bicycle safety education to college students, was launched this year. Instructor training was provided at Bellevue College, Pierce College, Olympic College and North Seattle Community College, and loaner bikes and helmets were acquired for the program.



Volunteers help the Bicycle Alliance with membership mailings each month.

Other Highlights

We met with stakeholders in the Methow Valley to begin coordinating our work on the US Bicycle Route System.

We worked with the Peninsula Trails Coalition to weigh in on the alternatives proposed by Olympic National Park for the Olympic Discovery Trail.

We coordinated efforts with Futurewise and community activists to rally support for and pass a Complete Streets ordinance in Spokane.

We participated in the Southwest Policy Maker's Bike Ride in Vancouver.

Over 4600 Share the Road license plates have been sold in Washington State, supporting our safety education work including the distribution of curriculum and print materials that teach motorists how to safely share the road with bicyclists and pedestrians.

Nearly 150 volunteers provided over 3800 hours to the Bicycle Alliance in 2011.

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Our reach:

- ✓ We had over 195,000 unique visits to our website, *bicyclealliance.org*.
- ✓ Over 17,000 unique viewers visited our blog in 2011.
- ✓ *Bike Bites* e-newsletter was distributed to over 3,000 advocates each month.
- ✓ *The Advocate* was mailed quarterly to over 2,500 readers.
- ✓ We have over 950 followers on Facebook and Twitter.
- ✓ Handed out education materials and spoke with over 2300 citizens about bicycling at outreach events around the state.

2011 Financial Statement

REVENUE

Membership, contributions, grants:	327,098
Program contracts:	573,202
Program revenue:	7,988
Auction (net):	69,789
Other revenue:	136
REVENUE TOTAL:	\$978,213

EXPENSES

Administrative:	19,679
Fundraising:	71,864
Program:	782,235
EXPENSE TOTAL	\$873,778

2011

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