



An Exciting Year for Marin County's Bicycle Network

MARIN COUNTY BICYCLE COALITION

ANNUAL REPORT 2009 - 2010

PROMOTING SAFE BICYCLING FOR EVERYDAY TRANSPORTATION & RECREATION

An Exciting Year for Marin County's Bicycle Network

The past year has been one of the most exciting for Marin County's bicycle network. With the final year of the \$25 million Non-motorized Transportation Pilot Program upon us, many construction projects were finally completed, resulting in visible new asphalt and bike lane striping on many of our favorite bike routes. The Lincoln Avenue Pathway and the Cal Park Tunnel along north-south bicycle Route 5 were also nearing completion and anticipation for their opening at the end of 2010 ran very high. To compliment the growing availability of bicycle routes between and within Marin's downtowns, MCBC launched the Bike Locally Campaign to focus entirely on helping novice cyclists overcome their obstacles to riding their bicycle for daily trips. The published experiences of the six Bike Locally Challenge riders, the support provided by our trained cycling mentors, and the expanding cycling resources provided by MCBC at public events encouraged more people to use their bike on Marin's bicycle network. We thank every one of our members and sponsors for choosing to support MCBC's ongoing work to complete Marin's local bicycle network - you are empowering others to try bicycling and are helping to build state-of-the-art facilities for our model bicycling community!

- Kim Baenisch, *MCBC Exective Director*



ADVOCACY HIGHLIGHTS

CAL PARK TUNNEL

- 1.1 miles, \$27 million – Completion moved steadily forward on the crown jewel of the north-south bicycle Route 5; the traffic-separated tunnel will shave 15 minutes off the commute between downtown San Rafael and the Larkspur ferry terminal.

LINCOLN AVENUE PATHWAY

- 1.2 miles, \$11 million – Construction continued on this bicycle path between the motorized routes of Hwy 101 and Lincoln Ave. in San Rafael. The path will have lighting, emergency call boxes, overpasses and a tunnel providing a direct north-south connection.

ALAMEDA DEL PRADO BIKE LANES

- 1 mile, \$1.1 million – 10 years in the making, narrowed planting medians and utility undergrounding provided new lanes through this residential neighborhood.

LOS RANCHITOS BIKE LANES

- 0.5 miles, \$900,000 – New 4-ft. bike lanes were completed and allow a much safer ride up and down the hill on the way to San Rafael or Terra Linda.

NORTHGATE PROMENADE

- European ingenuity was installed in the form of traffic-separated bike lanes adjacent to sidewalks on the north and east sides of the mall, which also fulfilled a LEED certification component of the mall's remodel.

SAN ANSELMO AVENUE

- Long-awaited new pavement and on-road sharrow stencils have smoothed the bumps away!

FAIRFAX BIKE LANES on Sir Francis Drake Blvd.

- Fabulous new asphalt with innovative buffer zones now separate bike and traffic lanes on the west end of town, just before Whites Hill.



SAFE ROUTES TO SCHOOLS

GROWING PARTICIPATION

- **Walk to School Day** – 41 schools participated in this annual fall event
- **Go for the Green Contest** – 25 schools participated generating 72,000 green trips
- **Teen contests** – 8 schools participated generating 6,000 green trips
- **Activities were conducted in 43 schools**, reaching 19,000 students, with a 5% increase in green trips

GREEN WAYS TO SCHOOL

New contests were created for the program this year:

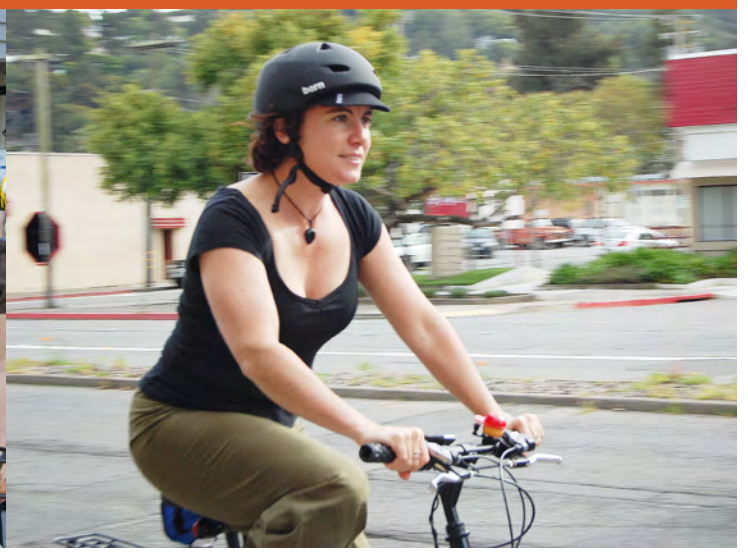
- “Go for the Green” contest was used in elementary schools, encouraging the greening of a tree poster with leaf stickers for every green trip to/from school. Each school received \$100 for its winning classroom.
- The middle school contest let students earn a raffle ticket for each green trip taken to/from school and the outstanding homeroom won a unique bike part trophy and a \$50 award. A student won a new iPod from the raffle drawing.
- In the high schools, the students formed green trip teams to compete against each other for valuable coupons and a \$100 grand prize.

- “Green Ways to School” challenge allowed schools to compete for cash awards for the most green trips in the year, for the duration of the challenge for one year and multiple years, and for the most SchoolPool sign ups.

INFRASTRUCTURE AWARDS

Funds were awarded for numerous community and school area improvements:

- **Corte Madera:** to construct a bike path along Paradise Drive between Westward Drive and Upland Circle to connect to an existing pathway
- **Novato (Hill Middle School):** to construct a sidewalk, curb, gutter, curb ramps, and widen bike lanes on Indian Valley Road and at the corner of Hill Road
- **Ross (Branson School):** to construct pedestrian refuge islands, curb extensions and ramps; to install traffic signs and pavement markings along Bolinas Avenue
- **San Anselmo:** to reconfigure the Red Hill/Greenfield/Hillsdale intersection
- **Sausalito:** to make sidewalk and curb ramp improvements along Wateree Street; to construct pedestrian paths from Ebbtide Avenue to the school parking lot and to the playing fields
- **County of Marin:** six jurisdictions were awarded funds to design and construct sidewalks, curb ramps, curb extensions, high-visibility crosswalks, and signage



MEMBERSHIP HIGHLIGHTS

BIKE LOCALLY CAMPAIGN

- The Bike Locally Challenge awarded six novice cyclists (out of 32 applicants) in May with bicycles, accessories and mentors to help them make the change from fossil fuel burning to calorie burning commuters. Their 6-month journey (through November 2010) was designed to inspire hundreds to try bicycling for local trips through conversations with other novice bicyclists, stories in the local press and posts to their Facebook pages and web blogs.

BIKE LOCALLY OUTPOSTS

- Bike Locally Outposts began appearing at local events and bicycle gathering places to provide resources and personal assistance to new cyclists who are ready to overcome the obstacles they face to daily bicycle riding.

BUSINESS COMMUTER CHALLENGE

- MCBC transformed Bike to Work Day's month-long "Team Bike Challenge" to launch a year-round activity that supports businesses in inspiring their employees to bike commute.

BIKE TO WORK DAY

- 18 Energizer Stations saw over 4,200 cyclists, including 127 who participated in an East Corte Madera "Bike to School" train. Expectant father Bevan Jones was selected as the Bike Commuter of the Year. Marin had 25 teams

participating in the regional Team Bike Challenge, including a WRA team that won first place in the region's small-business category for the Company Bike Challenge. MCBC signed up 51 new and 45 renewing members on Bike to Work Day, each received cool thank-you gifts and were entered in our Bike Month Sweepstakes.

FUN RIDES

- MCBC hit on a successful format for group rides, with all-day mixed terrain endurance rides that raised money while bringing mountain bikers a greater awareness about what we do to improve road riding facilities.

VOLUNTEERISM

- MCBC members volunteer for habitat restoration and trail work with Marin Municipal Water District and Golden Gate National Recreation Area.

DIRT BOWL

- MCBC partnered with the Nor Cal High School Mountain Bike Racing League to host this celebrity group ride on Super Bowl Sunday. Forty-five riders rode the trails of Marin with Dave Wiens, Gary Fisher and Otis Guy, raising \$9,000 for better bicycling.

MEMBERSHIP

- Our member numbers hit a new high of 1,599 in May with the help of a matching \$15,000 grant from the Dean Witter Foundation.



CLASES GRATIS PARA CICLISTAS SOBRE SEGURIDAD DE TRÁNSITO EN LAS CALLES

WalkBikeMarin ofrece clases EN ESPAÑOL para aprender las medidas de seguridad y leyes de tránsito que ciclistas deben seguir cuando montan bicicleta en las calles.

Los participantes recibirán

GRATIS:

- Mapa de rutas para ciclistas en el condado de Marin
- Reflectores para bicicleta
- Luces para tu bicicleta (para poder andar en la noche)

• La clase ofrece explicaciones de como montar bicicleta en las calles y avenidas con seguridad y confianza, evitar choques y multas, cruzar calles e intersecciones y mucho mas.

• Las clases son apropiadas para personas de 16 años en adelante.

2010 CLASES

SHARE THE ROAD CAMPAIGN

BASIC STREET SKILLS

- MCBC hosted eight classes in this ongoing free educational series, with a record number of 146 cyclists registered; 103 attended due to receiving traffic citations. Over 60% of participants attended for educational reasons, indicating MCBC is reaching a greater segment of the county seeking bike education. Classes were conducted in three new communities providing greater accessibility to local residents.

BIKE EDUCATION PRESENTATIONS

- MCBC volunteers, law enforcement and community members hosted two festive tabling events where we spoke to local drivers, cyclists and pedestrians about responsibilities and actions for sharing roads throughout Marin. 935 individuals were reached through our conversations and safety tip handouts at these two events.

SPANISH BASIC STREET SKILLS

- The first four bicycle education classes were conducted in Marin's Spanish-speaking communities this year. Two community members were trained as instructors to

present a 2-hour PowerPoint presentation in Spanish. Classes were conducted in San Rafael and Novato with 41 people attending. Bike lights, reflectors and MCBC maps were provided to the class attendees.

RIDING WITH YOUTH

- Workshops to teach parents how to bike ride with their young children were conducted in Novato, San Rafael, San Anselmo and Mill Valley. Attendance increased by 60% per from last year with 71 students and parents attending. Families participated in black-top drills and a local road ride in their own neighborhood which helped them gain knowledge of nearby road conditions and bike facilities.

CHECKPOINTS

- On-the-road "Checkpoint" outreach with law enforcement was conducted in 2009 in five communities. Over 1800 motorists and cyclists received MCBC's new "Let's be part of the Solution" safety handout addressing the responsibilities all road users have to share the road safely and sanely.

many thanks to MCBC's volunteers

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O'Donnell's Nursery
Paradigm Cycles
Paradise Hamburgers and Ice Cream
Patrick Le Pelch Architecture
Pedal Panties
Peet's Coffee and Tea
Pelican Inn
Peloton Cellars, Inc.
Red Dragon Yoga
Redwood High School
REI-Corte Madera
Rickshaw
Road Runner Burrito
Safeway
San Francisco Giants
San Francisco Bay Trail
San Marin High School
ServerSmith
Shmaltz Brewing
Shimano
Sierra Nevada
Sir Francis Drake High School
Sol Foods
Sorella Caffè
Smith Optic
Speakeasy
Specialized
Sports Basement
SRAM
Starbucks
Steffano's Pizza
Stephen Hesson
StudioVelo
Summit Bicycles
Sunshine Bicycle Center
Tam Bikes
Team Hamana
Timbuk2
Tom Woolley
Toni Tierney Designs
Triple Rock Brewing
Trumer
United Markets
Village Peddler
WalkBikeMarin
Waterfront Restaurant
Wells Fargo Center for the Arts
West Point Inn Association
Western Spirit
Whole Foods
Wilderness Trail Bikes

FINANCIAL REPORT

OUR STATEMENT OF FINANCIAL POSITION JULY 2009 - JUNE 2010

INCOME

Advertising Income	3,619.33
Corporate Grants	5,500.00
County Contracts	40,000.00
Donations	50,694.00
Event Income	35,783.88
Fee for Service	83,508.55
Foundation Grants	118,000.00
Government Grants	326,699.71
Membership Dues	53,514.86
Product Sales	26,936.75
Sponsorship	27,677.22
Interest Income	1,963.40

Total Income **773,897.70**

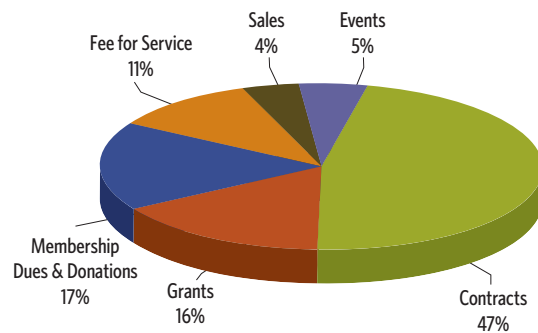
EXPENSES

Event Partners	2,167.94
Independent Contractors	107,217.26
Liability Insurance	4,757.24
Marketing	1,060.00
Meals, Meeting Food & Entertainment	13,412.59
Organization Memberships	975.00
Other Charges & Fees	5,715.97
Payroll Expenses	80,501.05
Salaries & Wages	420,593.55
Postage and Delivery	4,925.36
Printing & Reproduction	29,775.51
Rent	35,625.89
Repairs/Maintenance	836.85
Safe Routes Prizes	7,966.45
Office Supplies/Exp Equipment	12,645.65
Telephone	1,927.33
Travel & Conference Fees	8,780.57
Utilities	2,391.58
Web/Internet/DSL	2,518.22
Operating Reserve	30,000.00

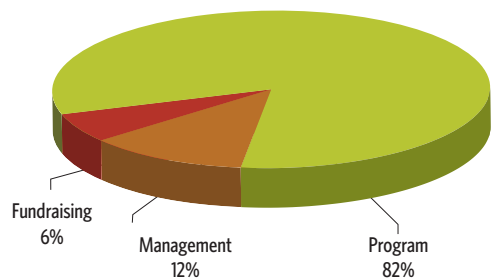
Total Expenses **773,794.01**

NET INCOME **103.69**

INCOME



EXPENSES



MARIN COUNTY BICYCLE COALITION

P.O. Box 1115
Fairfax, CA 94978

415.456.3469
Fax: 415.456.9344

www.marinbike.org

MCBC STAFF

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Membership Director

Jo Ann Richards,
Volunteer & Activities Coordinator

Bob Trigg, *Administrator*

Deb Hubsmith,
Advocacy Director

David Hoffman,
Director of Planning

Andy Peri,
Advocacy & Outreach Coordinator

Wendi Kallins,
Safe Routes to Schools Program Director

Laura Kelly,
Safe Routes to Schools Volunteer Liaison

Peggy Clark,
Share the Road Program Manager, Safe Routes to Schools Project Coordinator

Aviva Joseph,
Safe Routes to Schools Teen Program Coordinator

Gwen Froh,
Safe Routes to Schools Teen Program Coordinator

Holly Bogin,
Safe Routes to Schools Teen Assistant

Frances E. Barbour,
Safe Routes to Schools Instructor

James Sievert,
Safe Routes to Schools Instructor

DIRECTORS

Maureen Gaffney, *President*

Scott Klimo, *Vice President*

Don Magdanz, *Secretary*

Ian Roth, *Treasurer*

Matt Adams

Jerry Edelbrock

Terry Graham

Stephen Hesson

Vince O'Brien

Alexander Price

Tom Woolley

ADVISORY BOARD

Mark Birnbaum

Joe Breeze

Tom Hale

Deb Hubsmith

Jim Jacobsen

Patrick Seidler

We do the work, you take the ride.