



Marin County Bicycle Coalition

We do the work, you take the ride.

www.marinbike.org

V 415 456 3469
F 415 456 9344
733 Center Blvd.
Fairfax, CA 94930

Board of Directors

Jerry Edelbrock, *President*
Scott Klimo, *Vice President*
Don Magdanz, *Secretary*
Ian Roth, *Treasurer*
Matt Adams
Maureen Gaffney
Terry Graham
Celia Graterol
Stephen Hesson
Vince O'Brien
Alexander Price
Tom Woolley

Advisors

Mark Birnbaum
Joe Breeze
Tom Hale
Deb Hubsmith
Jim Jacobsen
Patrick Seidler
Julia Violich

Staff

Kim Baenisch
Executive Director
Tom Boss
Membership Director
Jo Ann Richards
Volunteer and 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 Director
Laura Kelly
Safe Routes Project Coordinator
Peggy Clark
Safe Routes Project Coordinator
Share the Road Program Manager
Aviva Joseph
Safe Routes Teen Coordinator
Gwen Froh
Safe Routes Teen Coordinator
Frances E. Barbour
Safe Routes Instructor
Heather Crawford
Safe Routes Instructor

January 14, 2010

Dear Business Owner:

2010 is going to be an amazing year for cyclists in Marin County and we want to partner with your business to make it a win-win! Big projects will be completed and open for use, including the Lincoln Hill Pathway and the Cal Park Hill Tunnel! We also expect the planning for a new pathway in Tam Valley and the much overdue repaving of Sir Francis Drake Blvd. through Samuel P. Taylor Park.

MCBC will also be launching a Bike Locally campaign, which will focus on the obstacles many people face when considering riding a bicycle for transportation, recreation and everyday use. We will provide them with incentives and tools to overcome these obstacles and get them out on bikes!

MCBC's track record proves we can do it; here are some accomplishments from 2009:

- ✓ 650 new bike parking spaces throughout Marin
- ✓ 366 new members joined MCBC, pushing membership over 1,500
- ✓ Safe Routes to Schools expanded to middle and high schools, getting more kids on bike!
- ✓ New facilities installed, including Sharrows, Countywide bike route signs and Los Ranchitos Bike lanes!
- ✓ Thousands celebrated the bicycle at MCBC events, including the Mill Valley Bike Swap, Bike to Work Day and Biketoberfest!

We'd appreciate your support of the Marin County Bicycle Coalition, the institution making Marin County a model community for cyclists. Attached is a menu of a variety of ways your business will be recognized for supporting MCBC. Our printed and emailed materials are read by thousands weekly, our three most popular events are attended by thousands of cyclists, and our bike parking service reaches 65,000 people every year.

With signs that the economy is finally turning around, we think 2010 will be a great year for Marin's many bike shops, restaurants, retail stores and services. Please partner with MCBC and let's get more people riding bikes together!

Thank you for your consideration. I look forward to speaking with you about these opportunities by January 31.

Tom Boss, Membership Coordinator