



CYCLING IS THE SECOND MOST POPULAR OUTDOOR ACTIVITY IN THE U.S.

Source: Outdoor Foundation, 2010

47%

OF AMERICANS SAY THEY WOULD LIKE MORE BIKE FACILITIES IN THEIR COMMUNITIES.

Source: National Highway Traffic Safety Administration,



Studies have shown that homes closer to bike paths are more valuable.

Source: Bikes Belong Foundation



THE AVERAGE PERSON WILL LOSE 13 LBS IN THEIR FIRST YEAR OF RIDING TO WORK

Source: Outdoor Foundation, 2010

BALANCE

Cycling produces the balance between exertion and relaxation which is so important for the body's inner equilibrium.

HEART

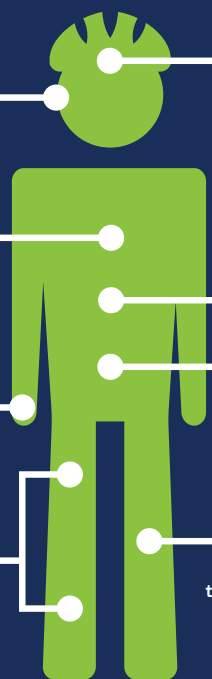
All the risk factors that lead to a heart attack are reduced and regular cycling reduces the likelihood of heart attack by more than 50%.

COORDINATION

Moving both feet around in circles while steering with both your hands and your body's own weight is good practice for your coordination skills.

MUSCLES

A week of inactivity reduces the strength of the muscular system by up to 50% and can harm them long-term. During cycling, most of the body's muscles are activated.



MENTAL HEALTH

Cycling has a relaxing effect due to uniform, movement which stabilizes physical and emotional functions. It reduces anxiety, depression and other psychological problems.

BACK PAIN

Cycling posture is optimum, and the cyclic movement of the legs stimulates muscles in the lower back.

WAISTLINE

Cycling is ideal for targeting problem areas. It enables people who can not move easily to exercise. It increases fitness and stimulates the body's fat metabolism.

JOINTS

The circular movement of cycling assists the transport of energy and other metabolic products to the cartilages, reducing the likelihood of arthrosis.

Source: Cavill N, Davis A, 2007. "Cycling and Health: what's the evidence?" Cycling England.

ON A ROUND TRIP OF TEN MILES, CYCLISTS SAVE AROUND \$10.00 A DAY

Source: Commute Solutions, 2011



More than three times as many new bicycles (14.9 million) are sold in the U.S. each year than cars (4.6 million)

Source: National Bicycle Dealers Association, 2010

CYCLING/WALKING PROJECTS CREATE 11-14 JOBS PER \$1 MILLION SPENT COMPARED TO JUST 7 JOBS CREATED PER \$1 MILLION SPENT ON HIGHWAY PROJECTS

Source: The Alliance for Biking & Walking Benchmarking Project

Infographic designed by Jonathan Hart



Strategic Plan

EXECUTIVE SUMMARY

OUR MISSION

**To create a healthier,
more sustainable Atlanta**
by making it *safer, easier, and
more attractive* to bicycle for
fun, fitness and transportation.

VISION FOR 2016



**ATLANTA IS
DESIGNATED
A BICYCLE
FRIENDLY
COMMUNITY**

Through effective and focused advocacy, education, technical assistance and partnerships, Atlanta is designated a Bicycle Friendly Community by the League of American Bicyclists.

**3,500
MEMBERS**



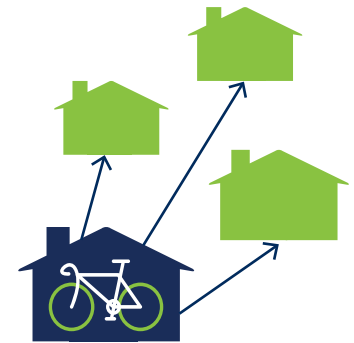
FULL TIME STAFF

Known and respected voice for all cyclists with 3,500 diverse and engaged members who represents all kinds of cyclists; with 4-6 full time staff with specialized skills, a governance Board of 15-18 members and leaders, and well involved and recognized volunteers in all areas of the organization.



**FIVE
HUNDRED
THOUSAND
DOLLAR
ANNUAL
BUDGET**

\$500,000 annual budget from membership, individuals, government, corporations, foundations, and earned income; and leveraged partnerships with others to enhance funding for cycling infrastructure projects.



Accessible shared headquarters with other nonprofits with access to classes, offices and outside training, and needed technology and operational infrastructure for continued growth.

STRATEGIC OBJECTIVES FOR 2014



MEMBERSHIP

Expanded to 2000 – 2500 members for increased awareness, resources for programs, and to have 'bigger voice' in advocacy, by developing new membership options and recruiting racers, recreational riders, off-road riders, students and commuters.



PROGRAM & PARTNERSHIP

More cyclists, including youth, are safely riding in Atlanta, especially along, around and connecting to the BeltLine, through education and technical assistance, and partnering with others.



ADVOCACY

More favorable state and local policy, and bike appropriate infrastructure support cyclists in Atlanta, through advocacy and partnering with others.



FUNDING & RESOURCE DEVELOPMENT

Realized a \$300,000 annual budget (½ from individual and members, and ½ from government, corporations, foundations and earned income) with the needed fundraising infrastructure, capacity and donor recognition; while working to leverage all available funds for bike infrastructure improvements along, around and connecting to the Beltline.



MARKETING & COMMUNITY AWARENESS

Leverage current efforts, successes and social media; enhance formal public relations; and targeted marketing, initially to cyclists, to be recognized by the metro Atlanta community as the voice for all cyclists.



BOARD

Twelve to fifteen member governance Board, all with a passion for biking and all involved as leaders in building and sustaining the organization, including fundraising/development, community awareness and advocacy.



STAFF & VOLUNTEER

3-4 full time staff and contractors with specialized skills in advocacy, communications, fundraising, membership and education; with volunteers more recognized and involved in education, events and group rides.



FACILITIES & OPERATIONS

Partnering with complementary organizations in sharing space, and operational/support services; while obtaining IT and operational resources needed for member and staff growth.

ANNUAL GOALS FOR 2012



MEMBERSHIP

1. Expand membership from 888 to 1,000, initially focusing on City of Atlanta and inside the Perimeter.
2. Conduct a proactive membership drive targeting event and ride participants and ABC office and website visitors; and creating incentives for current members to recruit their peers and friends.
3. Further develop student memberships, starting with GSU, Georgia Tech, Emory, Agnes Scott and AUC.
4. Explore affiliate membership with bike ride organizations and bike shops.



PROGRAM & PARTNERSHIP

1. Meet with receptive school systems to begin developing a youth bike education and ambassadors program, along with local colleges and universities.
2. Focus on the Lionel Hampton trail project, 5th Street project, and bike racks as the key bike infrastructure improvements in 2012.
3. Partner with bike organizations and facilitate volunteer and member interaction for increased group rides; while focusing staff efforts on 3-4 large group ride/events.
4. Conduct safety audits on several key streets with a high level of bike crashes, and conduct safety campaigns to increase compliance among cyclists and drivers.



ADVOCACY

1. Program priority and focus is advocacy for regional transportation sales tax referendum and Complete Streets policies in metro Atlanta.



FUNDING & RESOURCE DEVELOPMENT

1. Develop needed fundraising infrastructure, including improving donor management and recognition.
2. Conduct small cultivation events hosted by board members and/or well-recognized Atlantans, and possibly tie to group rides with major donors.
3. Submit government and foundations grants, initially for advocacy work and youth education.
4. Conduct a member annual giving campaign to begin developing an organizational infrastructure fund/operating reserve.
5. Begin to develop a community fundraising collaborative for bike facilities (similar to Park Pride's PARC campaign).

ANNUAL GOALS FOR 2012



MARKETING & COMMUNITY ENGAGEMENT

1. Better engage those that visit the website, including membership recruitment and frequent updates, and improving the Facebook/website connection.
2. Leverage recent advocacy success by promoting ABC results in the annual report, and share need for and benefits of membership to Facebook friends, riding community and members.
3. Conduct 2-3 large group rides, built into the regular monthly rides schedule and incorporating fundraising opportunities, with a diversity of well-recognized people who serve as spokespersons and boost attendance at these rides.
4. Develop a formal public relations plan, seeking experts as volunteers on the board committee, and contracting professionals to promote key events.



BOARD

1. Recruit 3-5 new members with strong political, corporate or resource contacts, and expertise in communications, public relations, public health or transportation engineering.
2. All board members are more involved in fundraising and relationship building, including 100% board giving, meeting with major donors and prospects, sending personal letters to major donors and prospects, and enhancing community awareness/advocacy by attending important community meetings.
3. Develop an Advisory Council of dedicated volunteers and an Honorary Board of influential leaders within the community.



STAFF & VOLUNTEER

1. Hire staff to conduct outreach and communications, and/or an Executive Assistant.
2. Conduct an Executive Director evaluation and growth development plan with annual organizational priorities.
3. Develop a volunteer training and recognition program.
4. Explore recruiting an intern or volunteer to serve as a Volunteer Coordinator.



FACILITIES & OPERATIONS

1. Explore sharing space with other organizations, including Sopo, and sharing operational support services (finance, marketing and fundraising/development).
2. Upgrade computer hardware and software for staff.