ATLANTA IS BETTER BY BIKE
DEAR SUPPORTERS,

In 1996, Atlanta was ranked one of the three worst cities for cycling. In 2016, we finally made it onto Bicycling Magazine’s list of best U.S. cities to ride a bike. As we scan behind us, we see a lot of progress during the past two years, but we’re only halfway up the hill. Atlanta’s appearance at #43 out of the top 50 cities on Bicycling Magazine’s list shows us how long we’ve come, but also reinforces that we still have an uphill climb in order to make biking fully integrated into Atlanta’s daily life, culture and infrastructure.

Along with our staff, an engaged board of Atlanta leaders and over 1600 members, I’m proud to be part of this growing organization, founded in 1991 by grassroots advocates like you to seek better conditions for bicycling.

In 2016, our 25th anniversary, we created a new strategic plan with an updated mission: to transform Atlanta into a more livable, accessible city by making biking equitable, safe, and appealing.

**How will we get there? We have three core strategies:**

> build a network of safe and connected bike lanes, trails and neighborhood greenways that equitably serve communities
> create fun and educational opportunities to experience biking, including Atlanta Streets Alive, educational rides and classes
> empower individuals and communities to organize for safe streets for all, biking, and active transportation

Biking is a powerful tool for individuals and communities, and we are committed to opening up the experience and benefits to as many Atlantans as possible.

I hope you’ll continue to partner with us and make Atlanta better by bike.

Rebecca Serna

Executive Director
For safer streets and projects that create approximately 30 miles of bike lanes.

ABC currently serves as co-chair on the Board for the Technical Advisory Committee.

Partnered with MARTA and MailChimp to install bike fix-it kiosks at train stations and installed dozens of bike racks around the city.

How we left our mark:

- Provided valet parking for more than 6,000 BIKES at 22 events and festivals
- Worked with city to hire the first Chief Bicycle Officer after brokering a HALF-MILLION dollar deal to create this position inside City Hall with grant funding from the Atlanta Falcons Youth Foundation
- Organized a bicycle STUDY TOUR taking a group of elected officials and key city staff to Chicago funded by PeopleForBikes
- Successful Bond for Bikes campaign, calling on city to allocate 15% of the infrastructure bond to bikeways and Complete Streets.
- New bikes distrubuted through Earn-A-Bike
- 8 weeks of bike safety and maintenance courses through Earn-A-Bike
- 80
- 4,000 Blinkie lights distributed through Earn-A-Bike
- 83
- News stories about Atlanta Bicycle Coalition and biking in Atlanta
- Offered free bicycle education classes
- $32.5 MILLION RENEW ATLANTA
- 20 1 5 YEAR IN REVIEW
- HOW WE LEFT OUR MARK
- Atlanta STREETS ALIVE
- 10.5 miles of streets opened
- 7 neighborhoods connected
- 172,000 people attended on bike and foot
JUST A YEAR INTO THE POSITION we created, the Chief Bicycle Officer successfully launched the city’s first bike share program, and partnered with us to hire Westside residents who are championing bike share in their communities. The City further expanded the network of trails and bike lanes and created a bike rack program that is installing parklets and mural bike racks throughout the city.

THANKS IN PART TO OUR ADVOCACY, TSPLOST PASSED WITH AN OVERWHELMING MAJORITY AND WILL FUND

$133.7 million in bike projects
65.5 miles of bicycle infrastructure
accounts for 45% of total revenue of $300 million

THIS IS A DRAMATIC REVERSAL OF USUAL FUNDING SPLIT

RECEIVED A GRANT to provide a NACTO training for the City of Atlanta staff, especially the Renew Atlanta team and contractors. The goal is to ensure everyone designing bike projects is familiar with current best practices.

We also served on the Renew Atlanta bond committee and pushed for all bike projects to meet NACTO standards.

HIRED AN EDUCATION COORDINATOR to create frequent and engaging bike safety classes and programming. We held eight Bike Share 101 classes to familiarize Atlantans with the new bike share system, taught adults to ride for the first time through our True Beginners class, created a new educational offering called Urban Confidence Rides, educated hundreds of cyclists waiting to valet park their bikes at events, and started working on a ticket diversion program to give people ticketed for bike violations the opportunity to take a class in exchange for fee reduction.

370,000 attended 4 routes
Connected 16 neighborhoods
Awards from Atlanta Magazine and Creative Loafing

HOW WE LEFT OUR MARK
CITY ELECTIONS ARE ALWAYS IMPORTANT FOR ADVOCACY ORGANIZATIONS but 2017 promises to be a key election. During the past eight years, we’ve experienced unprecedented success in part due to our ever-growing relationship with the Mayor, City Council, and city staffers.

As a 501(c)3 nonprofit, we can’t endorse candidates for office, but we have set some ambitious goals for public engagement this year. We want to increase public and political support by making biking and safe streets high-profile issues in the 2017 City of Atlanta elections. Our approach starts with a platform we’re asking candidates to adopt -available at www.atlantabike.org/platform2017.

We’ll invite you to get to know the candidates with us all year, starting with a Rolling Town Hall in May to celebrate National Bike Month, and closing the election cycle with a multimodal transportation Mayoral Forum in September.

Key goals we’ll advocate to the city include: create an Atlanta Department of Transportation, adopt a Complete Streets Policy, make housing more affordable by reducing car parking requirements, build 100 miles of high-quality bike lanes and trails, set regular bike lane cleanings, prioritize installing bike share stations in low-income neighborhoods, adopt a goal of zero traffic deaths, and add $3 million to the city budget to connect gaps in the bikeway network and enhance safety of existing projects.
As Atlanta’s bike share program continues to expand, we’ll continue to advocate for policies that increase equitable outcomes through bike share, such as density of stations throughout the city’s neighborhoods, community outreach programs, affordable rates, and a new position within the bike share operator - an Inclusion Manager who will work to integrate a cash payment option among other equity initiatives. We played a key role in getting bike share off the ground in Atlanta with our 2012 feasibility study, so it’s a good feeling to see the bikes in use.

Recognizing the intersection of active transportation with other issues, we want to be an ally to other groups’ efforts so that the bikeway network is used by all Atlantans. Key issues we’ll support include affordable housing, and equitable enforcement of bike and traffic safety ordinances.

We’ll continue to improve integration of cycling with other transportation options, by working with MARTA to expand bike repair stations, and by encouraging ride/car sharing services to add bike racks.

It’s not enough to build a network of bike infrastructure. It’s equally important to ensure all Atlantans, especially those from marginalized communities, have full access to and feel safe using the bike network. The affordability of housing accessible to the bike network and bike-friendly streets is a key priority for us. By making it safe for all to ride a bike for transportation, we can increase economic mobility in our city.

In our strategic plan, we call for a bikeway network of high quality, well-maintained bike lanes, trails, neighborhood greenways, and bike share stations, so that all Atlantans live within 1/2 mile of the bike network that connects the entire city.

Atlanta Streets Alive will continue to be our signature initiative, giving thousands the chance to experience vibrant, active, streets safe for biking and walking.

Our emphasis on increasing safety for everyone will grow with expansion of our bike education program and community outreach.

And we’ll work to support communities seeking trainings and capacity to improve their neighborhood streets for people.
TORRANCE WONG
“\[I\ volunteer because I enjoy cycling as a mode of transportation, exercise, and leisure with others who share the same passion and interests at the Atlanta Bike Coalition!\]”

PAT MOORE
“I am passionate about cycling, and it’s an added bonus when I can combine it with volunteering for ABC.”

CARTAVIOUS FLOOD
“Volunteering gives me the opportunity to connect with others who share the same passion for biking!”
As explained by Torrance Wong, "I volunteer because I enjoy cycling as a mode of transportation, exercise, and leisure with others who share the same passion and interests at the Atlanta Bike Coalition!"

Cartavious Flood shares, "Volunteering gives me the opportunity to connect with others who share the same passion for biking!"

The image presents a financial summary, detailing income and expenses for the Atlanta Bike Coalition for the years 2015 and 2016. The income categories include individual contributions, board, businesses, grants, program income, other income, and restricted funds returned. The expenses are divided into programs, fundraising, and administrative sections. The total income for 2015 is $682,222, while for 2016 it is $669,992. The total expenses for 2015 are $552,334, and for 2016, they are $667,239.
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