



**ATLANTA
BICYCLE
COALITION**

2017

**IMPACT
REPORT**

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EXPECT BIKES ATLANTA

Dear members,

Back when I founded ABC in 1991 with Dennis Hoffarth, I could not have imagined a year like 2017.

The highlight was our **Atlanta election work**, using the “I Bike I Vote” tagline on buttons and more. Rose Scott of 90.1 WABE’s “A Closer Look” moderated our mayoral forum, “Atlanta on the Move,” organized with 13 other advocacy groups. We held a Rolling Town Hall with 30 candidates and 150 ABC members, and set up Candidate Rows at each Atlanta Streets Alive. These events established common ground with candidates before they start voting inside City Hall. After the election, we met with five City Council members to ask their support for policy change. Expect more in 2018!

Training those new to biking is always important. We partnered to offer bikes and education to Atlanta Habitat homeowners, and piloted bike safety training in four southwest Atlanta schools as part of an effort to ultimately reach every 2nd grader. Through a partnership with PDX, we gave away higher-quality bike lights to cyclists in need. And of course, we continued to create welcoming and accessible bike classes to help those new to biking or wanting to increase their confidence.

After heavy rains at April’s Southside route, **Atlanta Streets Alive broke attendance records** on our new route (Westside) and classic (Central aka Peachtree Street) routes. Each was chosen to overlap with campaigns for safe bike connections on Ralph David Abernathy, Marietta, and Peachtree. Our next Streets Alive: April 8th, 2018!



ATL Bike Champions, created in partnership with the City’s Office of Mobility and Relay Bike Share, wrapped up the first cohort from Westside, then started a second in NPU-V (from Grant Park to Adair Park). The Champions work on community engagement and education using bike share as a tool to expand the audience for biking.

Of course, there were misses, too. ABC has always had ambitious goals, so we expect pushback. **We lost a section of protected bike lane on Westview Drive**, installed without enough and removed without any community input. To prevent repeats, we called for improvements to the city’s engagement - especially involving faith institutions, challenged or changing communities, and transportation projects.

We wrapped up a data collection effort on motor vehicles parking illegally in bike lanes and released a report called “**Unblock the Lane**” with crowd-sourced data and recommendations for addressing the underlying issues.

And **we suffered loss** as well. In November, Andrew Whitlock was killed while biking home from work. Although in a brand new protected bike lane, a motorist fleeing police struck him as he crossed a busy intersection. ABC has always pushed for safety; we will work with the new Mayor and her Vision Zero commitment for zero deaths and serious injuries in traffic through safer roadway designs, better training, and reduced speed limits.

Atlanta is a great place to live and bike. I’ve been at it for forty years, and it gets better and better, thanks to ABC and all our activists and supporters like you. So let’s keep up the good work!

Henry Slack
Co-Founder of ABC, Advisory Board Member

2017 at a glance

Atlanta STREETS ALIVE

- Debut of Westside route
- **NEW RECORD!**

134,000

attendees on signature Peachtree route



Launched #IBikeIVote

- 3 Candidate Row activations at Atlanta Streets Alive
- 30 candidates participated in our Rolling Town Hall at City Hall
- 2,500 Facebook Live video views of our multi-modal mayoral forum

10 Westside residents served as bike share champions to conduct community engagement, resulting in

6 new Relay Bike Share stations in the West End + more accessible pricing



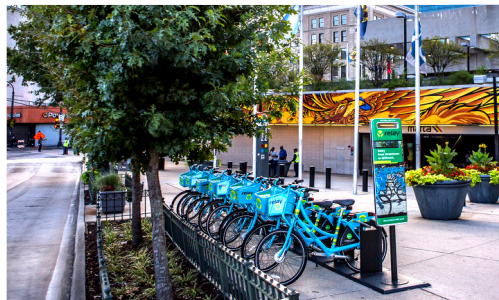
Began a new partnership, **PEDALING FORWARD**, with Atlanta Habitat For Humanity

12

Habitat homeowners received a **NEW BICYCLE + HELMET + 2 WEEKS OF TRAINING**

Provided FREE bike valet service to Falcons & Atlanta United fans at Atlanta's brand-new Mercedes-Benz Stadium

TWO WHEEL VALET



JOINED THE TRANSFORMATION ALLIANCE, working towards equitable transit-oriented development, focused on Lee Street in the West End

4 Atlanta Public Schools included in new safety education program in partnership with BRAG Dream Team and Safe Routes to School



004 new in-ground, permanent bike counters purchased and installed in partnership with the City of Atlanta Office of Mobility Planning, bringing citywide total to 9



WE'VE GROWN!

3 more governing board seats

3 new staff members



50 new members gained per month in 2017

2017 at a glance

*I support
Atlanta Bicycle Coalition
because...*

*...I love to ride
and I want to
promote safety for
all who ride.*

**-PHILOMENA
SLATER**

*“Atlanta needs strong
bicycle advocacy for those
of us who use our bicycles
for transportation. We need
to continue the effort to expand
bicycle infrastructure.
Thank you for all you’re doing
to engage the community!”*

**-RICHARD
SHANNON**

*“You do a great job
at getting results for
safer, better biking in
Atlanta! Thank you for
all that you do.”*

**-MATTHEW
HUTCHINSON**

how two wheels changed my life

by Christopher Jones

It was the fall of 2016. A friend of mine texted me about a paid part-time program called Westside Bike Share Champions and recommended that I apply. Months earlier, I had been laid off from my 9-to-5 job and taken the leap towards working in my graphic design and visual art business full-time. Adding insult to injury, my car went to automobile heaven. I took my friend's advice and applied to the program. I was excited about the opportunity to use my creativity and passions for marketing and community service to do outreach in the community about Atlanta's new Relay Bike Share program. However, there was one big problem in my head - I didn't own a bike.

I was very enthusiastic about biking. I'd often marvel at the groups of riders going down Peters Street or in Piedmont Park, but I didn't know where to start. It had been so long. The Bike Champions training program required us all to participate in group rides each day, so I was provided with a bicycle.

Little did I know how big of an impact gaining two wheels on a bicycle would ultimately have on my life.

Having a part-time job helped sustain my livelihood as a creative entrepreneur. I was able to stay afloat while bootstrapping my business. However, the opportunity was worth more than just income.

Relying on riding a bicycle forced me to view my city in a whole different way. I had never stopped to realize how much mobility played in people's lives. Mobility can make a world of difference for someone who needs a reliable way to get to work or get to the store in order to provide for their family. For some, riding a bike is their only mode of transportation. Things once taken for granted in a car now commanded the attention of all of my senses.

Riding a bike pushed me out of my comfort zone. Having grown up in rural West Tennessee, I'd never ridden in traffic with cars. I was terrified, to say the least. However, having at least



Public art project at Nelson Street Relay Bike Share hub

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nine other bikers riding in the front or back of you, committed to seeing that everyone reaches the destination safely, forges a bond like no other. Where there were once ten strangers from different backgrounds and at different levels of bike experience, a shared sense of community was built in the process.

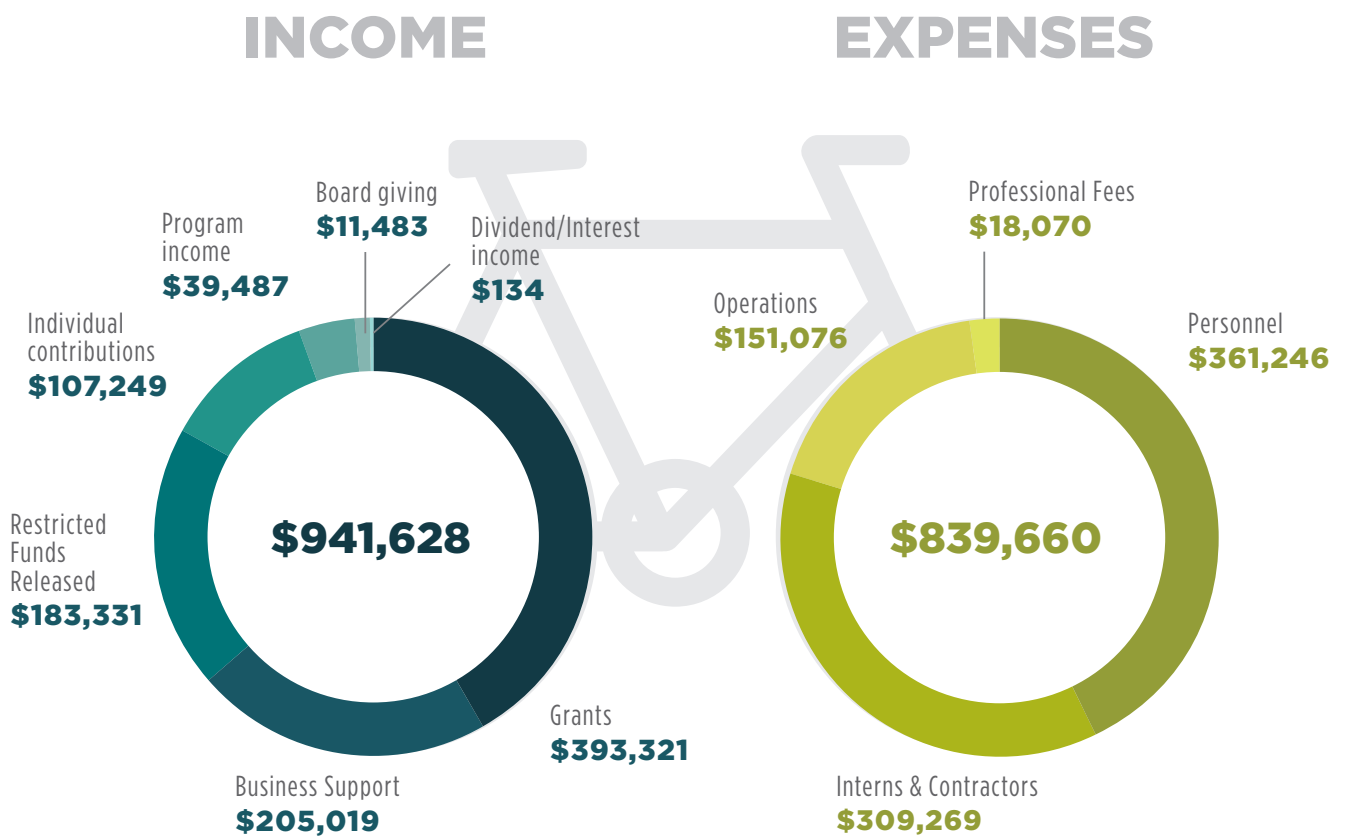
One of the things that I'm most grateful for that came out of this experience was how it opened the doors for me to lead a public art project at the Nelson Street Relay Bike Share hub in the Castleberry Hill neighborhood. The hub sits in front of a closed and fenced-off bridge where people used to just park and toss trash. With funding from the Centers for Disease Control Partnerships In Community Health, and support of the City of Atlanta, Atlanta Bicycle Coalition, and the Castleberry Hill Neighborhood Association, I worked with community volunteers to make the corner more attractive through painting a vibrant ground mural that represents the energy of the city. The purpose of the mural is to

encourage people to get out, move, and experience life, and of course, to utilize the bike share hub.

Growing up, it was instilled in me to leave any room I enter better than it was when I found it. More than 20 volunteers came out on a Community Paint Day to help bring my mural concept to life. In the days that followed, it's been encouraging to see people dock their bicycles or walk out of Smoke Ring restaurant across the street and hear the words "Thank you." In turn, this experience has left me in a better state as well. Everyone wants to make their mark on the world in some way, but if it doesn't benefit anyone else but yourself, then what good does it serve?

Without being involved in the Westside Bike Champs program, I never would have had this opportunity to get a hand up, step out of my comfort zone, see the world differently, or step through a new door towards my future.

2017 statement of activity



Income	2017
Individual contributions	\$107,249
Board giving	\$11,483
Business support	\$205,019
Grants	\$393,321
Program Income	\$39,487
Restricted Funds Released	\$183,331
Dividend / Interest Income	\$134
Total Income	\$941,628

Expenses	2017
Personnel	\$361,246
Professional Fees	\$18,070
Interns/Contractors	\$309,269
Operations	\$151,076
Total Expenses	\$839,660
Net	\$100,364
Other income	
Contributions for Future Period	\$20,169
Net Income	\$120,533

2018 where we're headed

Foster civic engagement

- Create opportunities for citizens to connect with their City Council members and mayor
- Promote Community Advocacy Toolkit as a public resource to be shared by coalition partners and other community advocates
- Improve biking and walking access to West End and Oakland City MARTA stations through community-led efforts in collaboration with the TransFormation Alliance
- Continue to enrich Bike Champions program and enhance its impact

Align Atlanta Streets Alive with key street campaigns

Provide a platform for public engagement at Atlanta Streets Alive for projects on:

- DeKalb Avenue
- Marietta Street
- Peachtree Street

ADVANCE OUR POLICY PLATFORM

Adoption of a city-wide residential speed limit of 25 mph

Prioritization of bike share stations in low-income neighborhoods for improved last-mile access to/from transit

Elimination of off-street minimum parking requirements for housing developments in all zoning districts

Line item in City budget for connecting gaps in the bikeway network, bike lane maintenance, and enhancing safety of existing projects

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2017 sponsors and funders

2492 Fund
AAA South
Acuity
American Endowment Foundation
Annie E Casey Foundation
Atlanta-Fulton County Recreation Authority
Atlanta Bicycle Barn
Atlanta City Council District 1 Carla Smith
Atlanta Falcons Youth Foundation
Atlanta Fine Homes Sotheby's International Realty
Atlanta Pro Bikes
Atlanta Regional Commission
Atomic Entertainment
Banyan Street
Brand Properties
Brasfield & Gorrie
Bruce Hagen, PC / BikeLaw Georgia
Butler-Tobin
Caravan Bicycles
CBRE
Citizens Lanier Holdings
City of Atlanta
CLIF Bar & Company
Columbia Ventures
Community Farmer's Market
Condesa Coffee
Cox Enterprises Inc.
Crossbow Advisors
Cumberland Community Improvement District
Dero Bike Parking

Draper & Associates
DW General Fund
East Decatur Greenway
East Decatur Station
Eco Denizen
EDISON Bicycles
ELV Associates, Inc
Engel & Volkers Atlanta
Eventide Brewing
FirstService Residential
Focused Community Strategies
Gateway Facility Services
Governor's Office of Highway Safety
Greystar
Hogan Construction Group, LLC
Home Depot Foundation
Inman Park Dentistry
Intown Animal Hospital
JB Training Resources
JE Dunn
JPX Works
Kimley-Horn
Law Offices of Gerry Weber
Love to Ride
MACC
MailChimp
Mariner
Multivista
New Belgium Brewing Company
Newport USRE
Noell Consulting Group

PeopleForBikes
Perkins+Will
Plumbing Express
Porsche
Raulet Property Partners
Selig Enterprises
Sheley Hall & Williams
Six Feet Under
SK Collaborative
Smart Growth America
South City Partners, LLC
Synchrony
Tailfin Marketing
Team Novo Nordisk Pro Cycling
The Community Foundation for Greater Atlanta
The Sessions Law Firm
The Simon Law Firm
The Solstice Foundation - David S. Lindenbaum
Three Taverns Craft Brewery
Tim Haahs and Associates
Torrot
Tribridge Residential
TSW
Two Wheel Valet
Urban Realty Partners
Uzun+Case, LLC
Vanguard
Vantage Realty Partners
Weissman
Whole Foods Market

Naoya Wada
Camille Ward
Lauren Welsh
Elliott Wood

Donors of \$1000 and up

Steven Cousins
Jack Honderd
Glenn Kurtz
Max Leventhal
Andy & Allison Powell
Robert Riordan
Michael Robison
Alice Rolls
Kenneth Rose
Cynthia Searcy
Henry Slack
Aryeh Stein

2017 board of directors

2017 Governing Board

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Assistant Dean for Academic Programs at Georgia State University, Andrew Young School of Policy Studies

Naoya Wada (Vice Chair)
Managing Partner at Never Without

Max Leventhal (Treasurer)
Owner's Representative, Woodruff Arts Center

Jared Welsh (Secretary)
attorney at Kilpatrick Townsend & Stockton

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Principal, JPX Works

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Georgia Institute of Technology, Director of Parking

Saba Long
communications professional

Jack Honderd
Principal at East Decatur Station

Michael Green
Principal at Pansophy Capital

Stephanie (Tobben) Malinauskas
Director of Marketing and Communications at Ruth's Chris Steak House

Eric Wilson
Senior Associate at Heery International

Camille Ward
HR Business Partner at Coca-Cola

Cynthia Curry
Director of IoT at the Metro Atlanta Chamber of Commerce

Steven Cousins
bike commuter, member, and volunteer

Alice Rolls
Executive Director at Georgia Organics

2017 Honorary Board

Atiba Mbiwan
Associate Director at The Zeist Foundation Inc.

Aaron Watson
Senior Counsel at Thompson Hine

Heather Alhadeff
Program Management Officer at City of Atlanta

Henry Slack
Co-founder with Dennis Hoffarth, bike commuter for 40 years, mechanical engineer

Dan Thornton
owner of Free-Flite Bicycles

Ryan Gravel
Founder, SixPitch

Robert Riordan
Alston & Bird



VOLUNTEER



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**ATLANTA
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