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LETTER
FROM OUR GOVERNING BOARD CHAIR NAOYA WADA

While this report captures the progress the Atlanta Bicycle Coalition has made over the past 3 years, what it doesn’t include is a metric for the peace of mind and happiness our organization gives to millions of Atlantans. This is what safe streets are capable of bringing to us all.

I enjoy riding my bike around Atlanta. Having been buzzed by thousands of cars and been hit by two drivers, I demanded a better environment, which is why I got involved with the Atlanta Bicycle Coalition. Their programs and advocacy help make Atlanta a better and safer place. And this expands beyond bikes — their work benefits us all.

We envision an Atlanta where everyone moves safely, easily, and sustainably throughout the city. This is why, at the end of last year, we chose to expand our strategic plan beyond bikes. We now include other sustainable and active transportation options, like walking, wheelchair use, and transit, in order to reclaim Atlanta’s streets as safe, inclusive, and thriving spaces for all.

We are excited to share with you our highlights and accomplishments from 2018 and 2019. We are committed to making a difference in our communities, and thanks to your support, we will continue to generate more peace of mind, happiness, and safe streets for all of us in the coming years.

Naoya Wada
YOU CHAMPIONED
#SAFE STREETS FOR ALL
WITH US

RELEASED UNBLOCK THE LANE REPORT
Volunteers submitted 692 REPORTS of motor vehicles parked in bike lanes, leading to City Council introducing legislation to put blocking a bike lane on equal footing with blocking a sidewalk and a ticket diversion program.

AMPLIFIED VOICES for safe and complete streets through community advocacy, prioritizing equity
- Launched #SafeStreetsForAll campaign: amplified call for equitable approach to rapid realization of safe and complete streets for all Atlantans who walk, ride and roll.
- 9 Bike Champions hired and empowered to engage communities in key street campaign neighborhoods.

RAISED AWARENESS for Atlanta’s High-Injury Network, where 88% of all traffic fatalities occur on 8% of Atlanta’s streets, concentrated in low-income, predominantly Black neighborhoods.

IMPACTED STATE-WIDE SAFER SPEEDS POLICY
Advanced HB 978, state legislation authorizing speed cameras in school zones with Georgia Bikes and Peds.

OUR COMMUNITIES ORGANIZED TO GET COMPLETE STREETS BUILT AND BETTER POLICIES IN PLACE FOR SAFE STREETS
Organized cohesive public action to insist City leaders respond to High-Injury Network safety concerns through key street campaigns:

#RespectCascade
#CompleteDeKalbAve

DEKALB AVE
Held “Walk the Walk” with 75 RESIDENTS highlighting the need for pedestrian improvements.

DISPLAYED IMPACT ON CRUCIAL SAFETY INFRASTRUCTURE THROUGH POP-UP INSTALLATIONS
- Cascade Ave
- 10th St

RAISED AWARENESS
8% OF ATLANTA STREETS ACCOUNT FOR 88% OF TRAFFIC FATALITIES.
Together, we all achieved a victory for Vision Zero because a coalition of people, organizations, neighborhoods, and families came together to advocate for safe streets with one voice. Thank you to everyone who helped Atlanta take the first step to becoming a city where no one dies in traffic.

I look forward to doing 25 and keeping my neighbors alive.

Odetta MacLeish-White, TransFormation Alliance

Vision Zero will definitely make a difference in how the city flows for all generations.

Eunice Glover, AARP Georgia volunteer, NPU-I, Atlanta Planning Advisory Board

Vision Zero will work for safe and equitable ways for people to be out walking and biking.

Laura Bracci, American Heart Association

Thank you, Atlanta— our journey to Vision Zero starts now!

Cathy Tyler, PEDS

The city needs a smarter, more nimble stand-alone Department of Transportation. Currently, transportation is divided between the City Planning and Public Works Departments. This split has been a hindrance for us and I will change that.

Mayor Keisha Lance Bottoms
ABC Candidate Questionnaire, December 1, 2017
BIKE EDUCATION

Working in public schools with programs for kids and providing free classes for adults propelled a cultural shift towards active transportation and sustainable mobility.

THROUGH OVER 180 FREE BIKE CLASSES

In three years, educated more than 2,300 people through over 180 free bike classes.

Since 2017, bike class participation increased by 60% & 25% in 2018 and 2019 consecutively, increasing the share of Atlanta commuters choosing to bike.

CREATING EXPERIENCES OF STREETS AS WE WANT THEM TO BE; BUILDING ON WHAT STREETS ARE FOR COMMUNITIES TODAY

DEMONSTRATED OPPORTUNITY FOR MORE SUSTAINABLE, SAFE, LIVELY STREET CULTURE THROUGH ATLANTA STREETS ALIVE

Attracted nearly 900,000 people to participate in 9 open streets activations across the city.

Aligned activations with key street campaigns: Cascade Ave, DeKalb Ave, and Marietta St.

Guided broader public attention toward High-Injury Network streets through SW Atlanta Streets Alive activation.
OUR VOLUNTEERS
ARE DEDICATED, AMAZING PEOPLE
WHO MAKE SO MUCH POSSIBLE

“Streets Alive is one of the things that I look forward to most in the city each year, especially exploring new communities or getting to interact with my own when streets are open for everyone. I really enjoy talking about the Atlanta Bike Coalition and the resources that are available to the community. It’s particularly a pleasure to catch up with volunteers that have become friends over the years. One of the most rewarding parts of Atlanta is getting to hear the appreciation and excitement from the community, especially if they’re asking to see more open and livable, complete streets. I can’t wait to see how Atlanta Streets Alive continues to evolve. Cheers to 10 years.”

Tim LePage, Atlanta Streets Alive volunteer

“Volunteer because I love the people of Atlanta. Volunteering allows me to interact in the lives of my neighbors and my business community. Volunteering is my way of giving back to the community.”

Charles Long, Atlanta Streets Alive volunteer

THANKS TO THE HARD WORK AND GENEROSITY OF SO MANY, 2018-2019 WAS A TIME OF IMPACT AND GROWTH

**Funders**

**Over $100,000**
- Mailchimp

**$30,000 - $75,000**
- Bike Law Georgia / Hagen Rosskopf
- Cox Enterprises Inc. / CLIF Bar & Company

**$11,000-$20,000**
- Piedmont Healthcare
- Lyft
- Newport
- REI Atlanta

**$5,000 - $10,000**
- Dero
- AARP Georgia
- MET Atlanta
- North American Properties
- Sprouts Farmers Market
- Brasfield & Gorrie
- Whole Foods
- Social Bicycles
- Uber Technologies
- Atlanta Downtown Improvement District
- Bird Rides
- Live Nation
- Midtown Alliance
- Atlanta United Football Club

**Grantors**

2492 Fund
- Annie E. Casey Foundation
- City of Atlanta
- Atlanta Falcons Youth Foundation
- Atlanta Fulton County Recreation Authority
- Atlanta Regional Commission
- Earthshare of Georgia
- Enterprise Community Partners
- Georgia Governor’s Office of Highway Safety
- Home Depot Foundation
- Mary Alice and Bennett Brown Foundation
- PeopleForBikes
- Solstice Foundation
- Synchrony Bank
- Thalia & Michael C. Carlos Foundation
- The Community Foundation for Greater Atlanta
- Turner Foundation
- Virginia and Charles Brewer Family Foundation
- Waterfall Foundation

**Momentum Makers**
(large individual donors)
- Dillon Baynes
- Kenny Blank
- Wayne Book
- Charles Bosserman
- Stephen Breeser
- Elizabeth Brown & Charlotte Sprague
- Justin Cutler
- Charlotte Dixon
- Scott Edwards
- Bruce Fernald
- Charlie Fortner
- Paul & Barbara Friedrich
- Lauren Giles
- Lila Hertz
- Cutler Justin
- Lois Kono
- Atiba Mbiwan
- Reagan & Mark McLaughlin
- Hilary Merlin
- Tom Morley
- Kerry O’Brate
- Amy Phuong
- Andy & Allison Powell
- James Reilly
- Susan Richardson
- Bob Riodan
- Kristy & Michael Robison
- Ted Rubenstein
- Jeff Schneider
- Jim Schroder
- Cynthia Searcy
- Rebecca Serna
- Henry Slack
- Aryeh Stein
- Stephanie Stuckey
- Robert Wagner
- Stan Wall
- Aaron Watson
- William & Anne Whitlock

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SUPPORTER SPOTLIGHT

Sometimes Atlanta can feel like it was made for traffic. The Atlanta Bicycle Coalition helps Atlanta feel like it was made for people.

Whether you’re on a bike, on foot, on a scooter, or in a car, the ABC has made mobility safer and more humane. They’ve also helped give Atlanta residents something that many did not have before: options.

We’ve loved investing in the ABC and watching them grow because they so gracefully combine advocacy, education, equitable solutions, and cultural potency. They also get results. Between bringing hundreds of thousands of joyful Atlantans to open streets to influencing our city’s commitment to Vision Zero, the ABC has consistently demonstrated a thoughtful and comprehensive approach to putting people first.

Lain Shakespeare
Senior Director of Corporate Citizenship at Mailchimp
FINANCIAL ACTIVITY SNAPSHOT
2018-2019 ANNUAL FIGURES

2018 INCOME
- All Individual Contributions: $113,569.33
- Board: $20,878.30
- Business Contributions: $246,889.75
- Grants: $437,992.17
- Earned Revenue: $9,479.03
- Dividend / Interest Income: $407.03
- Miscellaneous Income: $1,501.46
- TOTAL INCOME: $830,717.07

2019 INCOME
- All Individual Contributions: $122,953.94
- Board: $19,300.94
- Business Contributions: $289,033.25
- Grants: $419,361.08
- Earned Revenue: $12,053.53
- Dividend / Interest Income: $1,382.41
- Miscellaneous Income: $491.67
- TOTAL INCOME: $864,576.82

2018 EXPENSES
- Personnel: $470,027.62
- Professional Fees: $20,432.36
- Temps/Interns/Contractors: $198,110.46
- Non-Personnel: $141,042.38
- TOTAL EXPENSES: $848,449.82

2019 EXPENSES
- Personnel: $501,719.91
- Professional Fees: $34,394.49
- Temps/Interns/Contractors: $178,330.78
- Non-Personnel: $149,594.36
- TOTAL EXPENSES: $867,087.54

LOOKING AHEAD
2020+ STRATEGIC PLAN SHIFTS TOWARDS SUSTAINABLE MOBILITY FOR GREATER IMPACT

Took feedback from over 700 MEMBERS to arrive at new strategic plan

NEW STRATEGIC MISSION
RECLAIMING ATLANTA’S STREETS FOR PEOPLE WHO WALK, RIDE, AND ROLL

ORGANIZATIONAL CAPACITY
Grow inclusively and sustainably

ALLIED POLITICAL LEADERS
Ensure we have accountable and engaged political leaders

BEHAVIOR & CULTURE SHIFT
More people choose sustainable transportation instead of single-occupant cars

SAFE & COMPLETE STREETS
Make streets measurably safer for people biking, walking and using scooters or wheelchairs; make transit work better for people