LETTER
FROM OUR GOVERNING BOARD CHAIR NAOYA WADA

While this report captures the progress the Atlanta Bicycle Coalition has made over the past three 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 #SAFESTREETSFORALL 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

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

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

RAISED AWARENESS
8% OF ATLANTA STREETS ACCOUNT FOR 88% OF TRAFFIC FATALITIES.

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

CASCADE AVE
Displayed impact on crucial safety infrastructure through POP-UP INSTALLATIONS

75 RESIDENTS

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.

**WE SPARKED AND SHEPHERDED CREATION OF A STANDALONE DEPARTMENT OF TRANSPORTATION IN THE CITY OF ATLANTA, THANKS TO AN ENGAGED COMMUNITY!**

**VISON ZERO**

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*

**ACTIONS & RESULTS**

- Launched campaign for ATLDOT in 2017, during City of Atlanta elections
- Participated in ATLDOT task force, holding City accountable for selecting leadership committed to upholding safety, equity and mobility values
- Led committee on City’s community engagement protocols
- Influenced ATLDOT inception, laying groundwork for Vision Zero adoption
- First ever ATLDOT Commissioner hired in November 2019

The city needs a smarter, more nimble stand-alone Department of Transportation. Currently, transporation 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.

Launched 9 SHIFTING GEARS cycle education programs in APS schools to increase safe and active mobility advocacy in school communities.

In three years, we have 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

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Grantors

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Momentum Makers

(large individual donors)

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<td>Hilary Merlin</td>
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<td>Tom Morley</td>
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Tim LePage, Atlanta Streets Alive volunteer

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Charles Long, Atlanta Streets Alive volunteer
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

LEADERSHIP

Governing board
Leonard Adams
Wesley Brown
Steven Cousins
Jason Dozier
Patton Dycus
Todd Fedell
Bruce Fernald
Michael Green
Jack Honderd
Stephanie Hudson
Max Leventhal
Pat Moore
Shayna Pollock
Allison Powell
Alice Rolis
Ken Rose
Joseph Scalia
Lauren Schuman
Cynthia Searcy
(past chair)
Naoya Wada
(chair)
Camille Ward
Jared Welsh

Advisory Council
Heather Alhadeff
Brent Brewer
Bruce Fernald
Brian Gist
Ryan Gravel
Atiba Mbiwan
Andisheh Nouraei
Jenny Park
Bob Riordan
Cynthia Searcy
Henry Slack
Stephanie Stuckey
Dan Thornton
James Tyler
Kari Watkins
Aaron Watson
Gerald Weber
Jared Welsh
Eric Wilson
Jeffrey Wisard

Team
Sagirah Jones, Community Engagement Coordinator
Haydée Santana, Deputy Director
Rebecca Serna, Executive Director
Stephen Spring, Program Manager-Education
Keisa Bruce Steele
Bennett Foster
Dan Hill
Heather Luyk
LaMiiko Moore
Adah Pittman-DeLancey
Evey Wilson
FINANCIAL ACTIVITY SNAPSHOT

2018-2019 ANNUAL FIGURES

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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