

A large group of people are riding bicycles on a city street. In the foreground, a man in a white long-sleeved shirt and black shorts is riding a red bicycle. Behind him, there are several other cyclists, including one on a green bicycle and another on a yellow bicycle. The background is filled with more cyclists and pedestrians, with green traffic lights visible in the distance.

# MINNEAPOLIS BICYCLE COALITION

ANNUAL REPORT 2011

*photo credit Peter and Emmet Kowler*



Dear friend,

Minneapolis has much to offer bicyclists – from a great trail network and strong cycling culture to committed elected officials and long-standing, bike-friendly community groups and businesses.

Just over two years ago, about twenty bicycle supporters met in a cold room at the West Bank Social Club to expand on an idea. An idea that a nonprofit bicycle advocacy group focused on Minneapolis could build on that base by engaging the thousands of bicycle supporters across the city to help make Minneapolis even better for biking.

With the support of dozens of volunteers, hundreds of activists, and numerous great partners, we've come a long way from that December day. It's amazing to look back at the range of accomplishments and remember that all of this has been done without any paid staff or consultants – simply individuals giving their time, skills, and positive passion for biking in Minneapolis. And it's also amazing to know that the work of the Minneapolis Bicycle Coalition is just a part of the massive local bicycle movement. There are so many groups, individuals, government officials and staff, and businesses playing their part.

I hope that as you read the following pages, you'll be inspired to become involved in that bicycling movement. Every person adds to the momentum and together we can make Minneapolis an amazing place to bicycle and an amazing place to live, work, and play.

Ride Minneapolis!

Ethan Fawley  
President, Minneapolis Bicycle Coalition

# THE MINNEAPOLIS BICYCLE COALITION ADVOCATES FOR A CITY WHERE BICYCLING IS ENCOURAGED AND EVERYONE FEELS COMFORTABLE RIDING.

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## → HISTORY ←

The Minneapolis Bicycle Coalition was incorporated as a nonprofit in December 2009 by a group of bicyclists who felt that more could be done to make Minneapolis safer and more attractive for bicycling, particularly by empowering more bicyclists to participate in city decision-making. An initial steering committee of 13 interested volunteers engaged in communications, outreach, and strategic planning efforts and laid the foundation for the formation of the Minneapolis Bicycle Coalition's Board of Directors, which had its first meeting in November 2010. The coalition began offering paid memberships in June 2011. As of December 2011, it had more than 80 members, approximately 60 active volunteers, and 19 board members.

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## → OUR SUPPORTERS ←

### Steering Committee (2009-2010)

Lisa Bender, Ryan Bender, Billy Binder, Faith Cable, Bill Dooley, Ethan Fawley, Janne Flisrand, Colin Harris, Donovan Hart, Hokan, George Rosar, Sage Tauber, Jeremy Werst

### Board of Directors (2010-2011)

DeAnn Barlow, Lisa Bender (Vice President), Billy Binder, Steve Clark, Michelle Dibblee, Bill Dooley, Dacia Durham, Ethan Fawley (President), Robin Garwood, Colin Harris (Treasurer), Donovan Hart, Matthew Hendricks, Sarah Heuer, Hokan, Anne Knauff, Ben Olson, Susan Priem (Secretary of Transportation), Lesley Schack

### Volunteer Leaders (2010-2011)

Alex Tsatsoulis, Janne Flisrand

### Volunteer Consultants

Patrick Stephenson - 30 Days of Biking; Amanda Lovelee - Video artist; Dorian Grilley, Nick Mason, and Patty Soldner - Bicycle Alliance of Minnesota; Beth Franklin - Boyum & Barendscheer, PLLP; Anne Carroll - Carroll, Franck & Associates; Katie Eukel and Art Allen - Fourth Sector Consulting; Johnny Slocum, Keith Wolf - Modern Climate; Parker Mullins - Communications Intern; Peter Kowler - Photographer, Jon Wittman, Andrea Lane, and Trevor Lettman - Space2Burn; Michael Welch - Smith Partners, PLLP; Steve Durrant - Alta Planning + Design; Alyson and John Frahm



## Strategic Planning Advisors

Alicia Adams, Lynnea Atlas-Ingebretson, Lars Christiansen, Scott Dibble, Bill Dossett, Ariaah Fine, Rebecca Gomez, Joan Pasiuk, Robert Rider, Karen Lee Rosar, Antonio Rosell, Steve Sanders, Jessica Treat, Jay Walljasper

## Funders

### *Open Streets Minneapolis Supporters*

The Alt Bike and Board Shop, Amigo Service Center, Blue Cross and Blue Shield of Minnesota, Bicycle Alliance of Minnesota, Bikes Belong, Bike Walk Week, Buffalo Exchange, Dero Bike Rack Co., Ducati Minneapolis, Falafel King, Flanders Brothers Cycle, Freewheel Bike, French Meadow Bakery, HealthSource Chiropractic & Progressive, The Hub Bike Co-Op, It's Greek to Me, Nice Ride Minnesota, Peace Coffee, Pizza Luce, Recovery Bike Shop, Sierra Club, Sir Speedy, Stroker Ace Screenprinting, Toppers Pizza, Twin Six, YMCA

### *Members*

Anonymous, Kenneth Adams, Spencer Agnew, Paul Andress, DeAnn Barlow and Kurt Martinson, Lisa Bender, Scott Berger, Billy Binder, Michael Bischoff, Susan Burns, Anne Carroll, Jeremiah Carter, Kevin Chavis, Ethan Cherin, Steve Clark, Aaron Collins, Michelle Dibblee, Robert Dixon, Rosemary Dolata, Bill Dooley, Steve Durrant, Ethan Fawley, Janne Flisrand, James Dahlgren, Maren Flynn, Paul Frenz, Robin Garwood, Janice Gepner, Peter Goss, Tom Goudreault, Robert Hain, JT Haines, Colin Harris, Donovan Hart, Katie Hatt, Matthew Hendricks, Hokan, Joshua Houdek, Thatcher Imboden, Jane Imholte, Thom and Diane Haines, Soren Jensen, Roxanne Johnson, Anne Knauff, Kathy Koch, Joe Krekeler, Kevin Lally, Andrea Lane, Trevor Lettman, Vincent Lu, Andrew Lyman-Butler, Hunter Marcks, Sheldon Mains, Shaun Murphy, Conn Newton, Lars Olson, Ben Olson, Erik Ostrem, Jeffrey Parnaby, David Peterson, Ryan Philippi, Bryce Pier, Joseph Poepping, JK Ogden, Susan Priem, Joseph Reinemann, Karen Lee Rosar, George Rosar, Sara Rostampour, Joseph Sabir, Lesley Schack, Bryan Schmidt, Harley Schreck, Stacy Sorenson, Timothy Springer, Zeb Thomas, Eileen Tierney, Alex Tsatsoulis, Julie Umhauer, Corinne Wichser, Shelby Williams, Jon Wittman, Mark Wright, Aaron Zabler, Erika Zabler

*Special thanks to the friends and family of Audrey Hull, who generously supported the Minneapolis Bicycle Coalition in Audrey's memory after she was tragically killed riding her bicycle to class at the University of Minnesota in April 2011.*

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## → GET INVOLVED ←

The Minneapolis Bicycle Coalition is a member- and volunteer- supported organization. We need your help to continue our work into the future.

### Become a Member

Your membership not only supports our work, but strengthens our organization. Add your voice to those asking for better streets for bicycling by joining today at [mplsbike.org/content/joindonate](https://mplsbike.org/content/joindonate).

### Become a Volunteer

We rely on our volunteers for everything we do! Get involved by emailing [volunteer@mplsbike.org](mailto:volunteer@mplsbike.org).

## KEY ACCOMPLISHMENTS

### Winning Better Infrastructure for Bicycling

Minneapolis Bicycle Coalition volunteers worked hard over the past year to make sure bicyclists' voices were heard in city decisions about streets. We engaged countless individuals from all walks of life—including beginning bicyclists, older bicyclists, and bicyclists with children—and logged hundreds of calls and emails to elected officials to win better infrastructure for bicycling.

Thanks to the very hard work of City of Minneapolis and Hennepin County staff and other community partners we helped get improvements on ten streets:

- Riverside Avenue bike lanes
- Franklin Avenue East & 26th Avenue South bike lanes
- Bike lanes on 4th and 5th Avenues South and 6th Street South in downtown
- Bike shoulders on the Washington Avenue bridge over 35W and the Hennepin Avenue Bridge
- Major safety improvements to bike lanes on 15th Avenue Southeast at the intersections of University Avenue, 4th Street, and 5th Street Southeast near the University of Minnesota
- A new median at the intersection of 28th Street and the Midtown Greenway
- Increased buffer space on First Avenue and green paint on Hennepin Avenue through downtown

In 2010 and 2011, we also organized bicyclists in Uptown to identify locations for new bike racks and secured funding to get bike racks installed. Working with the neighborhood associations in Lowry Hill and Lowry Hill East, we helped get more than 40 bike racks installed at businesses and apartment buildings.



photo credit Janne Flisrand

*"The Lowry Hill Neighborhood Association wanted to encourage and support the many cyclists living in our community who don't have secure places to store their bikes—especially in higher density residential areas and commercial nodes. Our cyclists are making an important contribution to our environmental and social goals, making Lowry Hill a more sustainable and livable neighborhood."*

*Craig Wilson, Lowry Hill Neighborhood Association Board of Directors*

*"After a cyclist was injured earlier this summer, a group of biking advocates came to me to urge a safer crossing solution. Thanks to Shaun Murphy, the city's bike coordinator, the engineers got to work and the solution was finished yesterday [at the Midtown Greenway and 28th Street]. Lisa Peterson Bender, Matthew Hendricks [from the Minneapolis Bicycle Coalition], and Eric Hart [from Midtown Greenway Coalition] deserve the gratitude of the thousands who will cross more safely in the years to come!"*

*Gary Schiff, Minneapolis City Council Member,  
Facebook post, Sept. 28, 2011*



*Lisa Bender (Minneapolis Bike Coalition) and Soren Jensen (Midtown Greenway Coalition) at the new Greenway median  
photo credit Ethan Fawley*

## Advocating for Policies that Support Bicycling

In 2011, Minneapolis adopted its first Bicycle Master Plan. We advocated for a number of important policies that will support bicycling long into the future.

In coordination with city staff and the city's Bicycle Advisory Committee we:

- Won a series of public meetings to hear ideas from more Minneapolis bicyclists
- Added dozens of bike facilities to the Bike Plan Map
- Included recommendations that the city adopt more bike-friendly policies
- Rallied support for the new bicycle and pedestrian coordinator position when it was in jeopardy

### **Policies adopted in the new Bike Master Plan:**

- Pass a Complete Streets policy
- Advocate for state standards that would allow for better streets for bicyclists
- Support a study on the economic impact of bicycling
- Hire a new full-time bicycle and pedestrian coordinator
- Develop a process for converting low-volume roadways to greenway-style bike facilities (like Milwaukee Avenue)
- Reduce regulatory barriers to bicycle-related businesses
- Create a permitting process for closing streets to motorized vehicles for Open Streets events
- Fund the construction of projects on the bike map and maintenance of bicycle facilities



Marc Manley (Blue Cross and Blue Shield of Minnesota)  
and Mayor RT Rybak at Open Streets  
photo credit City of Minneapolis Public Works

*“When people wanted us to cut a bicycle coordinator in this town, people rose up and made it clear that this was about safety and about the kind of city they wanted.”*

*RT Rybak, Minneapolis Mayor, Star Tribune, Sept. 30, 2011*

## Building a Strong and Sustainable Organization

During the past year, Minneapolis Bicycle Coalition volunteers have laid the groundwork for building an effective, sustainable organization for the long-term. Our vision is to create the organizational infrastructure necessary to engage and empower thousands of Minneapolis bicyclists to help make Minneapolis a world-class place to bicycle.

In 2011, we reached a number of organizational milestones including:

- Received feedback from 97 percent of respondents to our year-end survey that we were “effective” or “very effective” at working toward our mission
- Appointed the first board of directors and adopted bylaws, financial policy, and conflict of interest policy
- Completed a strategic plan and strategic communications plan
- Applied for federal tax-exempt, non-profit status
- Reached more than 2,000 bicycle supporters through our website, blog, e-newsletter, Facebook, and Twitter
- Selected a logo
- Created a membership program and grew our paid membership from zero to 80 in six months

To celebrate bicycling and thank our volunteers, we also hosted a series of events including the Minneapolis Joy Ride, an Open Streets appreciation event and a year-end member party.



## Creating “Miles of Smiles” with Open Streets Minneapolis

The Minneapolis Bicycle Coalition planned, hosted, and secured funding for the first Open Streets/ Ciclovía event in the Twin Cities. On Sunday, June 12, 2011, Open Streets Minneapolis opened about two and a half miles of car-free space along Lyndale Avenue South for people to enjoy through walking, bicycling, yoga, and more. Hundreds of volunteer hours went into planning this very successful event, which was attended by about 5,000 people.

We secured funding for Open Streets from Blue Cross and Blue Shield of Minnesota, Bikes Belong, Bike Walk Week, and several other local sponsors. We received organizational support from the Bicycle Alliance of Minnesota.



*photo credit Peter and Emmet Kowler*

*“And to this day, I believe it has been our highest sales day because of the event. And you know just a small coffee here and a small latte there; not huge sales but just that many people for that consistent amount of time proved to be one of our best days.”*

*Gordon Bellaver, Bull Run Coffee, 34th and Lyndale*

*“The Open Streets [event] really gave us an opportunity to take advantage of people moving at a slower pace, to see how we are different than our competition, and to see that we are involved in our community as well.”*

*Lonnie McQuirter, BP Gas Station, 36th and Lyndale*

*“I remember standing on Lyndale at 8 am. Slowly but surely, they came - the young, the very young, teenagers, young adults, adults of all ages and the very aged - every shape and form you can imagine and one thing was consistent: whether they walked, whatever they rode, they were all smiling and asking the same question: when do we get to do this again?”*

*Susan Priem, Volunteer Open Streets Programming Coordinator*

*“It was really important for us to engage the community early and often and not rush through the process. This process included going to neighborhood group meetings and businesses association meetings, and making it feel like Open Streets is something that everyone’s a part of.”*

*Colin Harris, Volunteer Open Streets Coordinator*



*photo credit Peter and Emmet Kowler*

## → FINANCIAL STATEMENT ←

### **Balance Sheet 2011**

Starting Assets:\$352.53

Revenues:\$38,631.00

Expenses:\$25,865.66

Ending Assets:\$13,117.87

Note: For 2011, we used the Bicycle Alliance of Minnesota as our fiscal agent for Open Streets.



[www.mplsbike.org](http://www.mplsbike.org)