Annual Report
2009/2010

“Building a Better, Bike-able L.A. County”
The Los Angeles County Bicycle Coalition (LACBC) was started in 1998 by bicycle advocates Joe Linton and Ron Milam. LACBC began as a volunteer-driven, non-hierarchical organization and still maintains that spirit. Ron Milam was LACBC’s first Executive Director (ED) from 1998-2003. During this time, LACBC won a number of campaign victories, including bike lanes on Sunset and Silver Lake Boulevards, bike access on Metro trains and buses, and an extra $6.7 million in Metro funds for bike and pedestrian projects. LACBC soon amassed 1,000 members and established a regional chapter program. In 2001, LACBC held the first annual L.A. River Ride.

From 2003 to 2007, with ED Kastle Lund at the helm, the River Ride continued to grow, and LACBC published its first Bicycle Resource Guide. LACBC led the Enhanced Public Outreach Project, which surveyed and documented the conditions of low-income Latino cyclists, particularly bike access on public transit. The campaign to get Sharrows in Los Angeles began in 2005 as well.

Since 2007, LACBC has been led by ED Jennifer Klausner. Even as the economy has lost stability, the organization has grown from a staff of two to twelve. This reflects the increase in ridership and the increasing need for cycling advocacy over the past five years county-wide. During this time we have won a series of campaigns within the City and County of Los Angeles. We were among the instrumental voices in repealing the City of L.A.’s outdated bicycle license law that criminalized cyclists lacking licenses. Because of LACBC’s campaign, a number of L.A. streets now feature Sharrows, which will be regularly implemented on Class III bike routes as outlined in the City of Los Angeles Bicycle Master Plan draft. In 2009, LACBC conducted the first ever Bicyclist and Pedestrian Counts in the Cities of Glendale and Los Angeles. In order to diversify the bicycle movement, LACBC created City of Lights, the first nationwide program that addresses Latino immigrant cyclists’ needs through community organizing. New bicycle advocacy chapters, such as UCLA Bicycle Coalition, Santa Monica Spoke, and South Bay Bicycle Coalition, were created in partnership with LACBC. Additionally, we participated in a campaign that secured 10% of Measure R local return funds for bikes and pedestrians in the City of Los Angeles totalling $3.37 million.

### History and Overview

<table>
<thead>
<tr>
<th>1998</th>
<th>2001</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>LACBC Founded</td>
<td>First River Ride</td>
<td>Bike lanes on Sunset and Silver Lake Boulevards, Access for bikes on Metro, $6.7 million increase for Metro bike and pedestrian projects, 1,000 members, Regional chapter established</td>
<td>Annual River Ride growth, First Bicycle Resource Guide, Enhanced Public Outreach project</td>
<td>Sharrows Campaign Began</td>
<td>L.A. bicycle license law repealed, Sharrows success, City of Lights program, Bike advocacy chapters added, 10% of Measure R funds secured</td>
<td>1st Bike and Pedestrian Count</td>
</tr>
</tbody>
</table>
Dear Friends and Supporters,

Thanks to your support of LACBC, we are happy to be able to present our first Annual Report for the 2009/2010 year. Several of our campaigns have gained significant financial and political support in the last year. One of the most exciting campaign wins was the recent placement of the first Sharrows (shared lane road stencils) in the City of Los Angeles. Additionally, thanks to dedicated advocacy by LACBC and other bicycle organizations/advocates, we secured 10% of Measure R Local Return funds for bicycle and pedestrian projects for 2011. With your support, LACBC will continue to advocate for bicycle infrastructure, cyclist rights, safety, and community building.

LACBC has continued to reach out to new residents and communities in 2009/2010. Since 2008, our membership has grown by 18% from 780 to 826 household members. Additionally, this year, our annual River Ride grew to 2000+ riders from around 1300 in 2008. One of our newer outreach programs that has gained major visibility is City of Lights, which reaches out to Spanish-speaking Latino cyclists through bike safety and repair workshops/education. Over the next year, LACBC hopes to increase our membership base, which is the true key to sustainable, grassroots change. You can help us by spreading the word about our Coalition and becoming a member if you are not already.

We are deeply grateful for your dedication to LACBC. Our successes couldn’t have been accomplished without the large cyclist and advocate community of Los Angeles. Support for bicyclists is important for the future of Los Angeles so that our collective voice is heard and real change on the ground happens! Our past and current achievements have always been about building political power for cyclists through advocacy and education. Here’s to working together toward a cleaner, healthier, and bike-friendlier L.A. County!

Sincerely,

Jennifer Klausner
Executive Director
First City of L.A. Bike Count
In September of 2009, LACBC conducted City of Los Angeles’ first bicycle and pedestrian count. Prior to the L.A. Bike Count, the City of Los Angeles had no solid data on the number of cyclists or pedestrians using city streets. Initiated and led almost entirely by volunteers, the L.A. Bike Count was conducted at 50 key intersections throughout the city. The data collected through the L.A. Bike Count established a baseline for the City of Los Angeles to track year-to-year changes in cycling and walking as policy and bicycle infrastructure in the City of Los Angeles improves. By gathering this crucial data, LACBC now has statistical data to better leverage and lobby policymakers to include bicycling and walking infrastructure and policies in all projects and developments in the City of Los Angeles.

4th Street Bike Boulevard
A bicycle boulevard is a street with various traffic calming features that remains open to automobile traffic but gives priority to bikes and pedestrians through changes in the configuration of the road and sidewalk. LACBC has been working on the 4th Street Bike Boulevard campaign for a year, continuing the work that members of the bike community have been doing for years. We’ve gained support from several neighborhood councils and business improvement districts, local individuals, and L.A. Councilmember Tom LaBonge of CD4. 4th Street is also currently at the top of LADOT’s priorities for building “bicycle-friendly streets,” a new term developed in the draft update to the City of L.A.’s Bike Master Plan.

Better Bike Plan Campaign
LACBC met with key City Councilmembers, Mayoral staff, LADOT, as well as members of the City Planning Department to address cyclists’ concerns, build political support, and gain commitments for a stronger L.A. City Bike Plan. In fall of 2009, we created a Better Bike Plan Campaign to reach out beyond the cyclist community to gain backing from public health organizations, environmental groups, chamber of commerce, community organizations, and neighborhood councils. The current L.A. City Bike Plan draft, released on June 18, 2010, calls for 200 miles of new bicycle infrastructure over the next five years, nearly doubling current bikeway mileage, yet lacks a substantial annual commitment to bike lane installation throughout the City. As the bike plan enters the public workshop and hearings phase, we will continue to push hard for improved policy and infrastructure in the plan and a committed implementation strategy.

Measure R 10% for Bike/Ped
After nearly two years of petitioning the Metro Board, Mayor Villaraigosa and City Council, LACBC helped secure a full 10% of Measure R Local Return funds for bicycle and pedestrian projects for the 2011 fiscal year. On April 28th, 2010, the final votes were cast and cheers rang out through the chamber as bicyclists and pedestrians emerged victorious with an 11-3 yes vote. This is a groundbreaking change for LADOT and an exciting opportunity for our city to shift towards more sustainable, healthy and safe transportation by providing a continuous source of revenue to do so.

Sharrows
After six years of consistent lobbying, Sharrows can now be found on Fountain Ave in East Hollywood, 4th Street between Vermont and Wilton, Reseda Blvd in the San Fernando Valley, and other streets. The City of Los Angeles installed its first Sharrows (share-the-lane-arrow stencils) in June this year. Through a collaboration with Councilmember Eric Garcetti, political support from the Mayor, and funding from SCAG and the David Bohnett Foundation, we gained these integral road infrastructure improvements. Future Sharrows projects are scheduled in the City of L.A. bike plan.
Community Building

L.A. River Ride
L.A. River Ride is the largest organized bicycle ride down the L.A. River Path to highlight river revitalization. The attendance at the annual River Ride grew significantly this past year. We had over 2000 riders participate in our Tenth Anniversary Ride offering five distance/route options, the longest of which spanned the length of Griffith Park near Glendale to Seal Beach. Thanks to our generous sponsors, we were able to offer free registration for 100 kids under 12, including foster care youth who received free, brand new bikes.

Glendale Safe & Healthy Streets
In the past year, the Glendale Safe & Healthy Streets initiative has been a part of numerous successes. We completed a city-wide bicyclist and pedestrian count last fall, Sharrows have been painted on five streets in Glendale with more to come, the city celebrated Bike Month in May, and the Riverdale/Maple bicyclist and pedestrian corridor has been improved by installing curb extensions and planting nearly 100 new trees along the entire corridor. Additionally, we led site visits to Long Beach and Berkeley that were attended by Glendale City Staff, Commissioners, and elected officials.

City of Lights: Addressing Equity in Bicycle Planning and Outreach
Since 2009, City of Lights has grown from initial conversations with Latino immigrant cyclists and the distribution of lights at a single day laborer center to become a diverse, volunteer-driven collective that has started the BiciDigna bike repair co-op at the IDEP-SCA Downtown Community Job Center in conjunction with the Bicycle Kitchen. We have created a model for nationwide groups seeking to engage cyclists of color. City of Lights is building community through rides and activities, advocating for bikes through a bike parking campaign, and educating Latino cyclists through one of the first comprehensive, illustrated, and culturally-relevant Spanish bike resource guides and best practice reports available online.

Regional Work

South Bay Bicycle Master Plan
The South Bay Bicycle Master Plan was funded by Los Angeles County Department of Health’s RE-NEW grant Initiative in 2010 to facilitate more cycling and bike infrastructure in seven different cities within the South Bay region. The first resolution, which will commit municipal support of this planning endeavor, will seek approval from the Redondo Beach City Council in August 2010. After this vote, City Councils in the additional six involved cities (Hermosa Beach, Manhattan Beach, El Segundo, Torrance, Lawndale and Gardena) will be asked to pass similar resolutions. A bicycle planning consulting firm will be contracted at the end of August 2010, and cycling planning and outreach activities will kick-off in each of the seven cities.

Culver City Bike and Ped Initiative
Funded through the Los Angeles County Public Health Department, the Culver City Pedestrian and Bicycle Initiative was launched two years ago to draft a new bicycle and pedestrian master plan for Culver City. LACBC has worked to bring the public into the bicycle and pedestrian planning process by organizing numerous public meetings and social events. In summer 2010, LACBC partnered with the Culver City Historical Society to organize a Tour de Culver City highlighting the proposed pedestrian improvements in the plan and Culver City’s historic buildings along with a Family Ride of over 50 people to showcase the proposed bikeways from the plan. Through LACBC’s community organizing efforts in Culver City, a group of citizens have come together to form their own local LACBC chapter - the Culver City Bicycle Coalition - and will continue to work to improve cycling and walking in Culver City.

Metro Blue Line Bike and Ped Access Plan
The City of Long Beach has partnered with Alta Planning & Design and LACBC to engage the public and improve bicycling and walking connections to Metro Blue Line Stations serving Long Beach. LACBC helped organize bike and walk audits around all the Blue Line Stations in Long Beach to identify bike and pedestrian friendly improvements and organized public meetings with diverse community organizations—such as Latino, Cambodian, and cyclists’ rights groups.
Bicycle Awareness Ad
Beginning with a slogan contest, LACBC launched its Bicycle Awareness Safety Campaign in April 2010 in partnership with Midnight Ridazz. The goal is to raise awareness among drivers and cyclists about issues such as rights, rules, safety, and road courtesy in relation to bicycles. The LAPD, LADOT, and Mayor Villaraigosa have also been an integral part of the campaign to place print PSA’s in bus shelters and Public Amenity Kiosks (PAKs). The posters, designed by Geoff McFetridge, were unveiled on August 24th by the Mayor. By December 2010, there will be 1000 PSA posters on our City streets.

Bike Valet
LACBC continues to offer secure, professional, and attended bike valet service for events both large and small. We have evaluated our past bike valet activities and look forward to successfully growing the program. We have analyzed how bike valet can become a better outreach tool to enhance our bike valet procedures and also offer “self-serve attended bike parking” that allows staff and volunteers to speak and appeal directly to cyclists. The evaluation also outlines ways for the valet service to become a membership and fundraising tool for the Coalition. We’ve already begun successfully responding to suggestions.

Bike Lockers
The Metro Bike locker program, managed by LACBC, currently serves 548 bicycle lockers system-wide. Bike lockers provide secure parking for those who bike and use mass transit. While cyclists can usually take their bikes on Metrolink and Metro trains and buses, lockers provide another option to aid in cyclists’ commute.
2009 Financial Summary

Revenue 2009

- Grants/Contributions: 63.6% $216,555
- Membership: 12.3% $41,847
- Events including River Ride: 18.2% $62,101
- Other: 0.0% $116

Program Services: 5.8% $19,796

Expenses 2009

- Staffing: 77.7% $242,352
- Consulting/Contractors: 0.3% $952
- Printing/Postage: 1.3% $4,095
- Rent/Utilities: 2.7% $8,427
- Events including River Ride: 18% $56,249

- Grants/Contributions: 63.6% $216,555
- Membership: 12.3% $41,847
- Events including River Ride: 18.2% $62,101
- Other: 0.0% $116

Total 2009 Revenue $340,415
Total 2009 Expenses $312,075

Membership 2008-2010

80% Increase
*Households

June 08: 460*
June 09: 780*
June 10: 830*
Staff
Jennifer Klausner
Executive Director
Colin Bogart
PLACE Grant Coordinator
Brett Clermont
Bike Locker Program Coordinator
Marissa Christiansen
Seven Cities Initiative Director
Megan Dean
Bike Locker Program Manager
Carol Feucht
Membership Manager
JJ Hoffman
L.A. River Ride Director
Alexa Landt
Planning & Policy Director
Allison Mannos
Development/Urban Programs Coordinator
Ramons Martinez
Advocacy & Outreach Coordinator
Aurisha Smolanski
Campaigns & Communications Director
Erica Yoshimoto
Event & Volunteer Coordinator

Board
Alex Amerri
Cher Kusmrow (President)
Greg Larmurde
Mark Linzmeyer (Treasurer)
Scott Moore (Secretary)
Ted Rogers
Stephen Villavaso
Heidi Zeller

Individual Supporters
$1000-501
Lester and Kim Mannos*
Ryan Snyder*

$500-251
Amie Bergell
Gary Brunton
Gene Gleeson
Michael Eastwood*
Michael Johnson
Summy Feucht

$250-151
Gary Gordon
Chris Kosman
David Rosenstein
Ed Begley*
Eileen Moreno*
George Wolberg*
Kirsten Lo
Louis Gunther*
Martin Ormos
Monte Goldman*
Rod Wood
Wen Hui

$150-100
Abby Dowd and Amanda Barrett
Aaron Lipnitz
Barry and Ann Dalley*
Carl Mulstein
Christopher Allen
Daryl Gerwin
Dragontail Design Group
Edward Bore
Fred Schwarzenbach
Greg Larmurde
Howard Hackens
Jack Needelman
Jason Beardsley*
Jose Parra
Jonathan Green
Kerr Strumpell
Kris Haber
Linda Estrada
Lisa Auerbach
Louis Nerell*
Loulous Lopata*
Maria Argus
Matthew Dubois
Michael Fitts*
Paul Kyler
Ryally Kate Fox and Michael Rosen*

In-kind Business Support
Bill Orosco
Bike Pro Bicycles
Cafe Scientifique
Chrome
Clibar
CycleWorld
Cycology
Cycles
Dahon
DT Swiss
Fletcher Studio
Flying Pigeon Bicycles
Friends of Elroy USA
Gene Aury Museum
Golden Rose Florists
Good Samaritan Hospital
Helen's Cycles/L. Martin
Heralphile
Holiday Inn Express
InCycle Bicycles
KDFS Bicycles
L.A. Cafe
Laemmle Theatres
Light and Motion
MBE Entertainment
New Belgium
Open Road Bicycles
Panaracy
Planet Bike
REI
Solidarity Ink
Sparklets
Specialized Bicycles
Super Powers Shop
Two Rabbits Gallery
USC
Vigor Helmets
Whole Foods
Youth Educational Sports, Inc

Foundations, Business, & Governmental Support
Best Buy
Bikes Belong
California Community Foundation
CHSM Hill
City of Long Beach
City of Maywood
City of Paramount
Community Services and Parks, City of Glendale
Cragger Foundation
The David Bohm Foundation
El Maestro Bike Shop
Esrey and Bomerberger
Florence Gardens
Giant Bicycles, Inc.
Gordon, Edelstein, Kepark, Grant, Felton, and Goldman (gelaw.com)
Hearst
John Randolph Haynes and Dora Haynes Foundation
Kaiser Permanente Southern California Community Benefits
Laemmle Theatres Charitable Foundation
Loekie Lord Boobell & Liddell LLP
Los Angeles County Department of Public Health
Los Angeles City Councilmembers Ed P. Reyes, Jan Perry, Tom LaBonge, and Wendy Greuel
Los Angeles County Supervisors Don Knabe and Michael Antonovich
Los Angeles Wheelmen
Los Angeles World Airports
MacArthur Park and Rampart Village Neighborhood Councils
Metropolitan Transportation Authority (METRO)
New Belgium
Pitzer College
REI
Rob Family Foundation
Specialized Bicycles
University of California, Irvine, School of Social Ecology, Community Scholars Program
Whistler Trust/Baxter Partnership

If we missed listing your donation please let us know.

Report Layout and Graphics by Abby Jones

Photo Credits:
Page 2, Bryan Berretta
Page 3, Drew Bremenson
Page 4, Bike Count, Cynthia Rose and Bryan Berretta
Page 4, Ryan on Sharrow, Joe Launion
Page 4, Family, Jon White
Page 4, Glendale Berkeley Visit, Eric Anderson
Page 5, Girl on bike, Cynthia Rose and Bryan Berretta
Page 6, Rose Ride, Beth Collier
Page 6, Bike locks, Nace Band
Page 6, Gimmie 3 Poster, Geoff McFenridge
Page 7, Car Free Friday, Pontek Miller