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## ANNUAL REPORT 2012





# OM THE PRESIDENT

#### DEAR BIKE PITTSBURGH MEMBERS AND SUPPORTERS,

I have been connected to Bike Pittsburgh for nearly ten years—as a member, supporter, beneficiary, and board member. Now, as President of the Board of Directors, I'm proud to serve and help lead this organization that has made so many improvements for people who ride bikes in Pittsburgh. I've witnessed a number of significant accomplishments and milestones reached by Bike Pittsburgh, but 2012 was really a significant jumping off point for us.

2012 was our 10 year anniversary as an organization. To mark the occasion, our Board of Directors led a strategic planning effort to ensure that BikePGH will be around for at least another 10. Through this process we revisited our mission statement, vision, values, and goals, and developed an action plan with metrics to achieve success by the year 2020. We engaged scores of key individuals and organizations in Pittsburgh, and emerged with a bold vision for our future and the future of the urban core of Allegheny County.

We made profound changes, like setting the goal of increasing our area of impact beyond the

borders of the City of Pittsburgh, and including pedestrian safety in our advocacy. We believe that what benefits people who ride bikes will also enhance the safety of people walking – connecting our communities and making streets safer for everyone. At the heart of this inclusion of walking with biking is a recognition that we have always been on the same team. Everyone is a pedestrian, and more people are riding bikes than ever before. Our work gives them a voice, and a platform to effect change.

I am inspired by the passion for safe, livable streets I see in our communities, and look forward to working with you in support of Bike Pittsburgh. We all benefit from making sure that we achieve our mission of transforming the region's streets and communities into vibrant, healthy places by making them safe and accessible for everyone to bike and walk.

Thank you,

Mac Howison

President, Bike Pittsburgh Board of Directors

2012 WAS CHALLENGING YEAR FOR BIKEPGH. On a positive note, we made great strides moving biking and walking forward. We adopted a new strategic plan, we successfully lobbied the City to go after and receive federal dollars for bike share, we welcomed the first two bike parking corrals onto our streets, we put on our first ever PedalPGH while attracting 2,700 participants, we welcomed a statewide safe passing law, and we got 17 miles of on-street bike markings after a minimal year for striping in 2011.

But it was also an incredibly tough year for the bike community, and by far my most difficult in seven years as executive director of Bike Pittsburgh. Two high profile bike fatalities on Penn Avenue in the East End, our intern suffering traumatic injuries from a hit and run in Lawrenceville, a Pitt Professor put in the hospital after another hit and run in Highland Park, a bike shop employee stabbed while carrying his bike up a set of South Side steps to his home after a potential minor altercation with a deranged driver made it clear that our work is far from finished.

PASSIONATE, RESILIENT **COMMUNITY THAT COMES** THROUGH IN GOOD TIMES **BUT MORE IMPORTANTLY IN** TIMES OF CRISIS.

I hope that we never go through another year like 2012, but if there is one thing to learn from these tragedies, it is that we have built a strong, passionate, resilient community that comes through in good times but more importantly in times of crisis. Every time a negative bikerelated incident occurred this year, the

supportive response through rides, donations, letters, and social media comments was overwhelming. I found this to be so encouraging as the only way that we will be able to continue to change Pittsburgh is to grow and strengthen our community.

We at BikePGH are fighting every single day to make Pittsburgh the great place to ride and walk that we all envision, and we are so thankful for all of your support in helping us to carry out our mission.

Sincerely,

Scott Bricker **Executive Director** 







#### **ADVOCACY**

**2012 STARTED OUT WITH A MUCH WELCOMED SURPRISE** from the state capitol, Harrisburg. The Safe Passing Bill, that we've been working on getting passed for years, was pushed through State legislature, and signed by Governor Corbett. The law codifies how drivers should pass a bicyclist

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safely, and propelled Pennsylvania as a leader in this realm by putting in place a four foot passing minimum, as compared to the three foot minimum in most other states.

Spring of 2012 was ushered in with a long sought after initiative coming to

fruition while setting an important precedent. The City installed Pittsburgh's first on-street bike parking corral in front of OTB Bicycle Cafe in the South Side, where two car parking spaces were repurposed for the parking of 22 bicycles. Shortly thereafter, the DPW installed a second corral in front of Mad Mex in Shadyside. Symbolically, this is a major step for Pittsburgh, however there were important logistical milestones as well. The process itself involved getting permissions from not only the City's Art Commission, but PennDOT, putting the groundwork in place to install many more bike corrals in the future.

Bike lane painting season started out with the tying up of some partially completed 2011 projects, namely Millvale Ave and Friendship Ave in Bloomfield, Neville St in Oakland, and Ellsworth in Shadyside. Most significantly, bike lane striping expanded outside of the Golden Triangle to the Northside, with the installation of bike lanes along Brighton Rd, connecting to the North Shore Trail at Tony Dorsett Dr. All in all, 2012 saw the installation of approximately 17 miles of on-street bike lanes and sharrows, no small task, bringing the City total up to 53 miles—an unthinkable amount only a few years ago.

Not all was good news in 2012. There were several serious crashes and attacks, two of which involved fatalities mere blocks from each other on Penn Ave. While fatalities are extremely rare in Pittsburgh, the events caused us to assess and

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rethink our focus regarding messaging towards drivers, since all of the major incidents involved drivers who were either under the influence and/or driving on a suspended license, influencing a future public relations effort as well as our approach to law enforcement.

The fatalities did spur the city to swift action as they fast-tracked some bike infrastructure around the Penn Ave corridor. They installed bike lanes on Thomas Blvd and shared lane markings on Reynolds St and Meade St, as well as some way-finding signs. These projects marked how quickly the City can design and install bike lanes when they are prioritized.

The work throughout the year that takes place in our monthly Urban Cycling Committee Meeting with the City of Pittsburgh, has been gaining momentum. We are getting closer to having some examples of innovative bike infrastructure, as seen in some the most bike-friendly US cities. It's a bit early to say, but we're hoping that 2012's work will sprout a benchmarking 2013.

#### **MEMBERSHIP**

**AS A MEMBER-BASED ORGANIZATION** Bike Pittsburgh relies on the input and voices of our members to further our mission of a vibrant healthy city that is safe and accessible for

everyone to bike and walk. We are proud to report that the results compiled from our 2012 Membership Survey indicate that our membership is growing and we are excited by the changes of the past year.

OUR MEMBERSHIP IS GROWING AND WE ARE EXCITED BY THE CHANGES OF THE PAST YEAR.

.....

We have developed a new, cohesive packet that all new members receive upon joining. This includes information on

our programming, a refer-a-friend card, a BikePGH sticker, a set of Fiks Reflective stickers for better visibility, and the new BikePGH crash card. The crash card is the size of a business card when folded in half and contains basic instructions of what to do if one in in a crash. There is an overview of the pertinent laws for drivers and bicyclists, and spaces to record necessary information about the incident and police officer's information. In addition, there is a newly designed member card with updated rights, responsibilities,

and safety tips on the back that can be used to get discounts at participating businesses.

OUT OF APPROXIMATELY 2100 MEMBERS, OVER ONE-THIRD TOOK THE TIME TO LET US KNOW ABOUT THEMSELVES.

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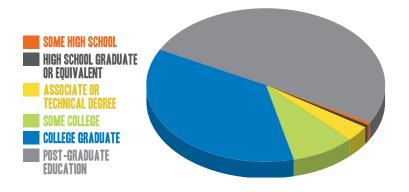
Among our membership, demographic diversity is changing slowly, but we still strive to have our membership reflect that of the city. While

there is much work to be done, the wheels are in motion. Out of approximately 2100 members, over one-third took the time to let us know about themselves. Based on these responses, our membership remains fairly young, educated and middle class. The largest segment of our membership (33%) is between the ages of 25-34 with the rest spread fairly evenly up to age 65 and many through 85+. Over one-third are women (37%) and the vast majority have a college degree or postgraduate education. Approximately 70% of our members have full time jobs and own their homes.

While our base is still racially homogenous with 96% identifying at least partially as Caucasian, the number identifying as Latino or Hispanic rose to almost 3% with a little over 1% identifying as black or African American or Asian. We are continuing to work with neighborhood and community groups such as the Major Taylor Cycling Club and the Hill House Consensus Group to outreach to communities of color.

Bicycling and walking are both a regular part of life for most with bicycling ranking as our members' secondary transportation mode and walking a close third after the automobile. One quarter reported using a bicycle for transportation regularly and nearly half ride recreationally several times per month.

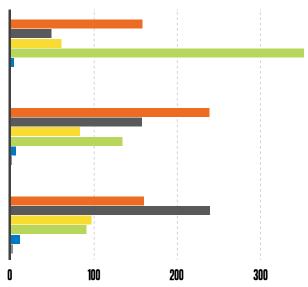
#### WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU'VE COMPLETED?





WHAT THREE MODES OF TRAVEL DO YOU USE FOR THE MOST NUMBER OF TRIPS TO GET AROUND? PLEASE SELECT ONE PRIMARY MODE, ONE SECONDARY MODE, AND ONE TERTIARY MODE.





Among people who bike, the majority of riders (over 60% percent) feel fairly safe on the streets of Pittsburgh. Fewer people feel completely safe and not safe at all as compared with last year's percentages at 4% each. This is an important area that we will continue to address. An overwhelming percentage (85%) cited awareness among Pittsburgh politicians and decision makers as being extremely important. On-street bike facilities (76%), motorist education on operating a vehicle around bikes/peds (79%), and police

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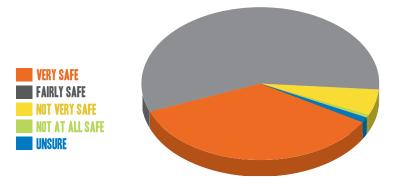
enforcement of motorists' responsibilities (75.4%) were all rated as very important. Bike Pittsburgh members also vote for what is important to them with 97% voter registration.

**DECISION MAKERS AS BEING**This past year we added to our outreach programming. We continued the light giveaway program with two pop-up stations targeting

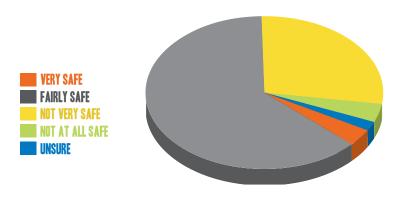
riders without proper illumination at dusk and giving them free lights and educational materials. We also debuted the I <3 My Bike pop-up photo-booth in which riders get a picture taken with their bikes to be put on the BIkePGH Flickr page, and record their contact info along with identifying bicycle info into our private database. This both gives people a nice photo of themselves with their bike and ensures that if the bike is stolen the individual has the necessary information as proof of possession.

While there is room to grow, the majority of our membership rated themselves as very satisfied with how we are representing them as bicyclists, leading efforts to promote biking and walking, making Pittsburgh more livable, and providing timely information about issues important to biking and walking.

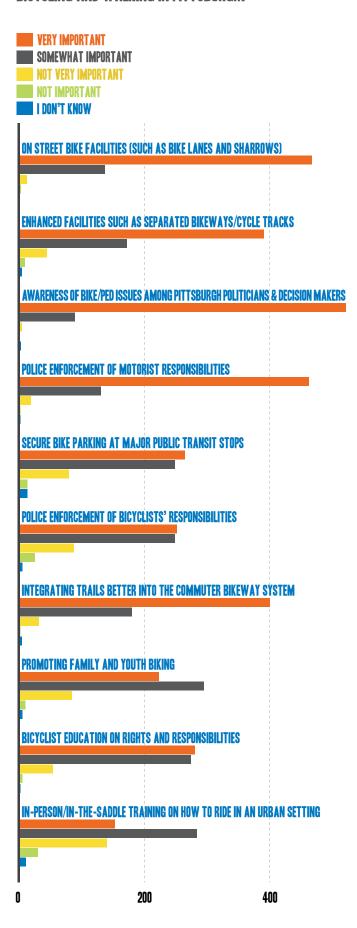
### ON AVERAGE, HOW SAFE DO YOU FEEL RIDING YOUR BICYCLE ON THE STREETS OF PITTSBURGH?



#### ON AVERAGE, HOW SAFE DO YOU FEEL WALKING IN PITTSBURGH?



## PLEASE RATE HOW IMPORTANT EACH ISSUE IS, IN YOUR OPINION, FOR BETTER BICYCLING AND WALKING IN PITTSBURGH.



## PROGRAMS

#### NATIONAL BIKE CHALLENGE

The 2012 National Bike Challenge pit the Burgh against cities nationwide as we bid adieu to the Car Free Calculator, our previous tool for calculating people riding, their mileage and the good they were doing for the environment, their pocketbook, and their health. In our first year taking part in the Challenge, 1067 people signed up to represent the Pittsburgh region! We formed 84 teams and represented nearly 400 employers. Pittsburgh's numbers were solid. At the end of the competition period, we logged enough commuting miles to keep nearly 350,000 pounds of CO2 out of the atmosphere. Combined with our recreational miles we burned nearly 8,000,000 calories by riding well over 350,000 miles. All told, we placed 36th out of hundreds of cities nationwide, and Pittsburgh was the largest metro area that placed in the top 40.BikePGH hosted a wrap party at OTB Bicycle Cafe where trophies were awarded to the team and the leading female and male riders with the most miles.

#### NATIONAL BIKE TO WORK DAY 2012

BikePGH collaborated with 35 local businesses to bring Pittsburgh its largest and most successful National Bike to Work Day celebration in 11 years. Over 500 bike commuters visited 14 Hydration Station around town. 500 Car Free Fridays tote bags filled with BikePGH water bottles. reflective stickers from local business FiksReflective, vitaminwater, NuGo bars, wool socks from Bicycle Times magazine, a Car Free Fridays collectors button, and generous discounts from 11 local companies. It was also the first time a Pittsburgh Mayor joined BikePGH for a bike pool on his way to work. When the Mayor arrived to his destination Allegheny County Executive Rich Fitzgerald joined him to jointly address the enthusiastic crowd at the City County Building.





#### **CAR FREE FRIDAYS**

In 2012 BikePGH collaborated with the Kelly Strayhorn Theater and OTB Bicycle Café to promote Car Free Fridays events. Kelly Strayhorn offered patrons free tickets to their shows and OTB offered special discounts to customers. All told, 42 events were promoted under the Car Free Fridays banner.

BikePGH continued our commitment to the local workforce by providing resources and programs that enable employers to further promote biking, transit, and walking. 19 Car Free Fridays Action Kits were distributed to area residents last year to inspire their workplace and communities to encourage friends, neighbors, and colleagues to be more thoughtful about their transportation choices. BikePGH led four bike commuting forums to discuss with community members a wide range of topics related to bike commuting and bike maintenance.

#### **BIKE FRIENDLY EMPLOYER**

Eight employers earned Bike Friendly Employer recognition from BikePGH either for their entire operation or a specific facility by proving that their workplace culture embraces and promotes biking to work, and by providing bike parking that is secure, convenient and plentiful. Our BFE awardees in 2012 were Action Housing PGH, Aero Tech Design, Barkley REI, Click Brands, Kane Region Center—Ross TWSP, Kelly Strayhorn Theater, Student Conservation Association, and Zipcar.

#### **BUSINESS MEMBERS**

BikePGH finished 2012 with 94 business members. A banner year for the business member program and an excellent testament to the Pittsburgh business and non-profit communities in their support of making Pittsburgh a better city for bicycling and walking.



#### **CAR FREE FRIDAYS SPONSOR & PARTNERS**

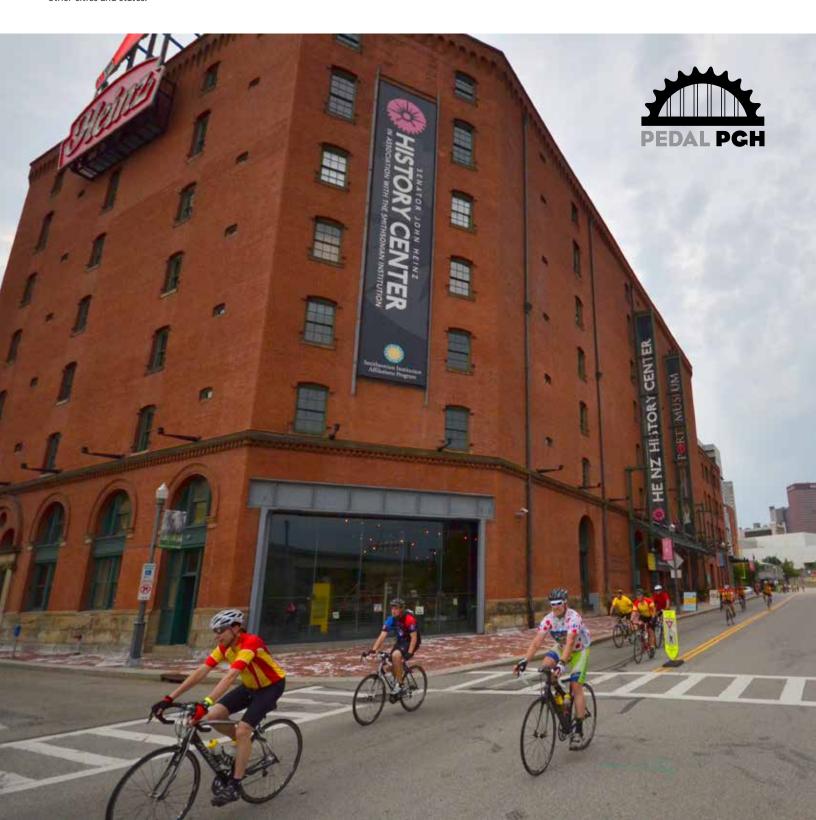
BikePGH, ALCO Parking and Highmark were joined by Whole Foods Market, the East End Food Coop, Fiks Reflective, Colin Burch Designs, NuGo, the Port Authority, Mullen, the Airport Transportation Corridor Association, the Cultural Trust, vitaminwater, and Rotating Mass Media.

The list of partners includes Allegheny County, the City of Pittsburgh, the Quiet Storm, the Big Idea, Arsenal Cider House, Zeke's Coffee, Piper's Pub, Penn Brewery, Lili Coffee Shop, Baum Boulevard Automotive, espresso a mano, Commonplace Coffee Company, Bikram Yoga, the Kelly Strayhorn Theater, OTB Bicycle Cafe, Group Against Smog and Pollution, the Priory Hotel, Golden Triangle Bike Rental, Chatham University, Carnegie Mellon University, the University of Pittsburgh, Duquesne University, the Pittsburgh Downtown Partnership, CommuteInfo, and REI.

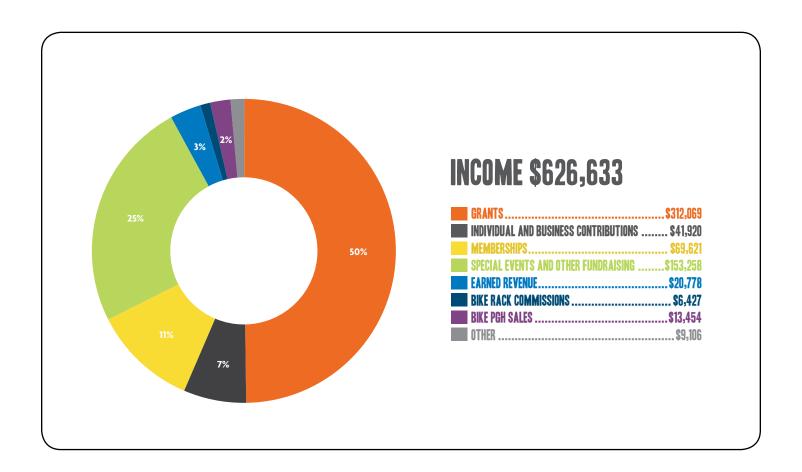
#### **PEDAL PGH**

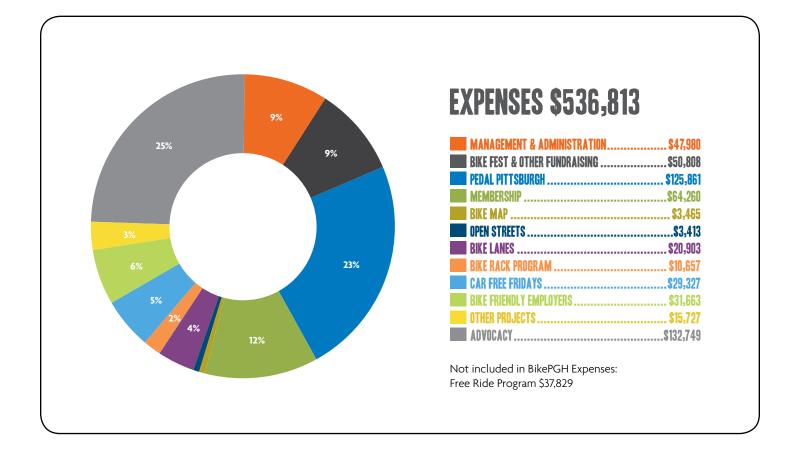
**BIKEPGH HOSTED PEDAL PITTSBURGH FOR OUR FIRST TIME** on Sunday, August 5, 2012. A warm, rainy day made for a soggy ride for the 2,500+ registered riders and hundreds of volunteers, vendors, and staff who took part in the event. 2012 featured a new stretch of Car-Free Streets on Carson Street and the Birmingham Bridge in the South Side. Most of our riders were either from the City of Pittsburgh or from the surrounding metro area. In the future we hope to close down even more miles of streets thus attracting thousands more people to ride, including many more from other cities and states.

Strong support from the Colcom and McKenna Foundations were critical to BikePGH having the financial stability to continue Pedal PGH in 2013. For the 20th edition of Pedal PGH on August 25, 2013 BikePGH looks forward to growing the event to over 3,000 participants. In 2013 Pedal PGH will be a celebration of cycling closing our 9th annual BikeFest and be a ride to remember.



#### **FINANCIALS**





#### THANK YOU. WE CANNOT DO THIS WORK WITHOUT YOU!

#### **GRANT SUPPORT IN 2012** Advocacy Advance The Benter Foundation Colcom Foundation Katherine Mabis McKenna Foundation The Heinz Endowments Brooks Foundation administered by PNC Charitable Trusts Richard King Mellon Foundation BUSINESS MEMBER CHAMPION BUSINESS MEMBER BIKE FRIENDLY EMPLOYER SPONSOR 11 Stanwix St Action Housing • Aero Tech Designs Cyclewear • Airport Corridor Transportation Association ••• ALCO Parking ••• American Diabetes Association • American Eagle Outfitters BarkleyREI • Baum Boulevard Automotive Bearded • Bicycle Heaven Bicycle Times/Dirt Rag •• Big Bang Bikes big Burrito Restaurant Group Bikram Yoga Squirrel Hill Botero Development • Branding Brand Cardo Systems Carnegie Mellon University Chemistry •• ClickBrands, Inc. ClickNathan, Handmade Websites Colin Burch Design and Illustration Cultural Trust Deeplocal •• Dero • East End Brewing Company • East End Food Co-op Eat'n Park Hospitality Group Edgar Snyder & Associates •• Essential Public Radio Fiks: Reflective Garbella Design Gelman & Reisman Law Offices

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pair Networks
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Performance Bike Pittsburgh
Phipps Conservatory
Piper's Pub
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UPMC Sports Medicine
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vitaminwater
Vivisimo •
Walnut Capital
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West Liberty Cycles •

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Whole Foods Market Pittsburgh •••
WYFP •
Zipcar •
1000-3000
Todd Derr & Amy March
Donna Harsch & George Loewenstein
Sarah J. & C. Talbot Heppenstall
Susan Petersen & Stefan Frembgen
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Elizabeth Hazlett
William Lovas
Mark Lowe
Steve & Joe McMahon
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Reid Andrews & Roye Werner
Phillip Bender & Kristin Udvari
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