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**INFO@BIKEPGH.ORG**

FROM THE CHAIRMAN **MAC HOWISON**

2019 was an impressive year of planning and focus for BikePGH. With the help of Emily Taylor from teenyBIG consulting, the board and staff authored a new three-year strategic plan that rededicated our efforts toward our tried and true programmatic focuses—Advocacy, Community, and Education—while ending up with a refreshed mission, vision, values, and goals. During this nine-month strategic planning the staff at BikePGH didn't let up on the programming to which they had committed themselves.

The advocacy “wins” were impressive ranging from long-awaited bike infrastructure on Forbes Avenue in Oakland, to nearly 2 miles of protected lanes in Hazelwood, and a new complete streets policy being adopted by Wilkins Township. We hosted a full day of training bike/ped advocates from around the region, encouraged more universities to start bike/ped committees and prompted them to partner to host Pittsburgh's first Bike to Campus Day. We also engaged nine candidates for City Council districts 1, 3, 5, 7, and 9 with our We Bike. We Walk. We Vote. questionnaire to gauge their commitment to our issues.

Our education and communications teams created videos that were watched more than 87,000 times. We closed out our afterschool Positive Spin program and began reworking it in order to serve more students during the school day. With the new Kids Hub activities at OpenStreetsPGH and various educational forums hundreds more young people were taught how to ride safely than the previous year.

Our community-building events including OpenStreetsPGH, PedalPGH, and the WMNBikePGH Summit engaged more than 63,000 people throughout the Pittsburgh community. And, we launched a brand new pedestrian-focused event series, Steps We Take, which brought together Polish Hill, Fineview, Troy Hill and the West End to celebrate Pittsburgh's vast network of city steps. More than 1,500 attendees got to experience the steps in a new way and then left empowered with tools to help them advocate for their community's unique infrastructure.

BikePGH's donor-membership grew to 3,400 people who support safe streets including more than 400 choosing to be monthly sustaining members. Our volunteer corps topped off at 350 individuals who donated more than 2000 hours of their time to BikePGH. Thank you!

2020 has already been one of the most challenging years that many of us have experienced – and we know that difficult times are still ahead. At BikePGH we are committed to our mission and believe that with your voice and your support there are great possibilities for the future of Pittsburgh as a place where mobility and justice meet. Let's build on the opportunities that our present circumstances call on us to address.

See you on the streets!



Mac Howison, Board Chair



**BIKE  
PGH!**

# ANNUAL REPORT 2019

# 2019 HIGHLIGHTS

## 1,000 PEOPLE LEARNED SAFE RIDING SKILLS

Nearly 1,000 youth and adults learned safe riding skills through our education programs.

## OVER 1,000 TRIP ON PENN AVE BIKE LANE

Over 1,000 trips have been taken on the Penn Ave bike lane.

## OVER 60,000 PEOPLE PARTICIPATED OPENSTREETSPGH

Over 60,000 people participated OpenStreetsPGH, our free event series that opens miles of streets to people of all ages and abilities.



# INFRASTRUCTURE & PLANNING

## HAZELWOOD BIKE LANE

Weighing in at 1.9 miles, the city's longest protected bike lane opens for business in Hazelwood, with the construction of the Hazelwood Green development. Stay tuned for even more great bike infrastructure coming to the neighborhood.

## SAFE FIFTH FORBES

4 years after launching our Safe Fifth Forbes campaign, the City and PennDOT completed the installation of bike lanes on Forbes Ave in Oakland, from Bigelow Blvd to Margaret Morrison St, connecting Carnegie Mellon University and the University of Pittsburgh.

## MAKE MY TRIP COUNT

15% of respondents living within the City of Pittsburgh indicated that they regularly ride a bike for transportation, according to April's Make My Trip Count Survey. Overall, 4.5% of respondents say that they regularly ride, up from 1.5% just five years ago.

## ADVOCACY EVENTS

We demonstrated the need for protected bike lanes through 3 on-the-ground advocacy events: Data Protected Bike Lane Project, National Red Cup Project, and Parking Protected Bike Lane Demonstration.

## ADVOCACY TRAINING DAY

We held our first ever Advocacy Training Day where nearly 30 bike and pedestrian advocates learned how to plan a winning campaign for their neighborhood projects.

## BIKE/PED COMMITTEE

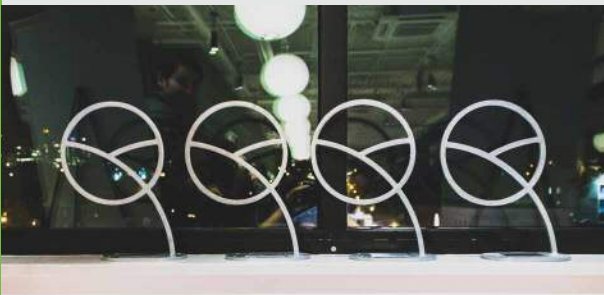
We started the first University Bike/Ped Committee which held the first Bike To Campus Day.

## COMPLETE STREETS

5 municipalities have now passed Complete Streets Policies in Allegheny County, with the addition of Wilkins Township in September.

## I WALK, I BIKE, I VOTE

9 candidates for City Council Districts 1,3,5,7, and 9 responded to our I Walk, I Bike, I Vote questionnaire.



# EDUCATION

## CITY CYCLING

In 2019, we educated nearly 500 people in our City Cycling program, including expanding our adult education to more women and non-binary people, immigrants, refugees, non-native English speakers, and veterans.

## HOW-TO VIDEOS

Our educational how-to videos were watched more than 87,000 times.

## POSITIVE SPIN

Positive Spin has expanded and is now undergoing remodeling. We are creating and testing a new version of our program that will engage students during school hours. The goal is to bring cycling education to all students during school. This new form of programming is projected to serve over 200 students by the end of fall 2019.

## SUMMER DREAMERS

Despite the loss of a week and a half of programming, our Summer Dreamers Academy students each rode upwards to 200 miles over the summer.

## POSITIVE SPIN TOOLKIT

Since we developed the Positive Spin toolkit – a guide to starting your own youth bike program, we have presented the toolkit via the train-the-trainer model to 6 national audiences and 5 local. Our goal is to increase the number of schools and community groups offering bike education to youth both during and after school here in Pittsburgh and surrounding areas.



# EVENTS

## 6TH ANNUAL WOMEN AND BIKING FORUM

Our 6th Women and Biking Forum brought in keynote speaker Monique G. López to inspire and address over 100 attendees.

## OPENSTREETSPGH

OpenStreetsPGH brought over 60,000 people to over 12 miles of Car-Free streets.

The East Liberty, Shadyside, Homewood, Point Breeze route measured 4.5 miles long – our longest route ever, while we estimate 25,000 attended the route through Lawrenceville, Strip District, and Downtown.

## 26TH ANNUAL PEDALPGH

With over 2,800 riders and generous support from the sponsorship community, the 26th Annual PedalPGH raised almost a quarter of a million dollars for our mission.

## SLOW ROLL SERIES

The Positive Spin Alumni & Friends Slow Roll Series peddled off for its second season. This year our ridership more than quadrupled with 104 riders over three rides this summer.

## STEPS WE TAKE

We launched a new pedestrian-focused event series – Steps We Take – which brought together the communities of Polish Hill, Fineview, Troy Hill, and the West End to celebrate Pittsburgh's vast network of city steps. Over 1500 attendees got to experience the steps in a new way and left empowered with information on how to advocate for their community's unique infrastructure.



# MEMBERSHIP & COMMUNITY

## DONOR-MEMBERS

Finally, we get to talk about you, and there are a lot of you! BikePGH now has 3,400 donor-members who support safe streets. Not a member? Join today!

## SUSTAINING MEMBERS

406 people became sustaining members, contributing \$5 or more per month towards safe streets.

## OUTREACH

Our Seasonal Outreach Associates worked over 50 events, in over 20 neighborhoods, engaging and educating thousands of Pittsburghers.

## WOMEN & NON-BINARY PROGRAM

Women and Non-Binary Program hosted 7 bike rides, 11 coffee meet-ups, and the 6th Annual Women & Non-Binary Forum.

## BUSINESS MEMBER NETWORK

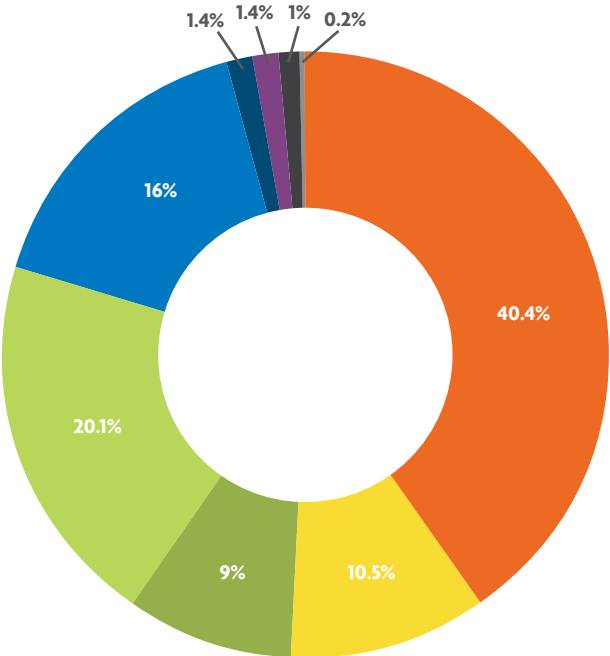
BikePGH's Business Member Network includes over 80 businesses.

## VOLUNTEERS

350 individuals volunteered over 2000 hours. Whether attending our monthly volunteer nights, helping out at events like OpenStreetsPGH and PedalPGH, supporting our advocacy efforts, or working with our education programs, volunteer support has been crucial to our success!

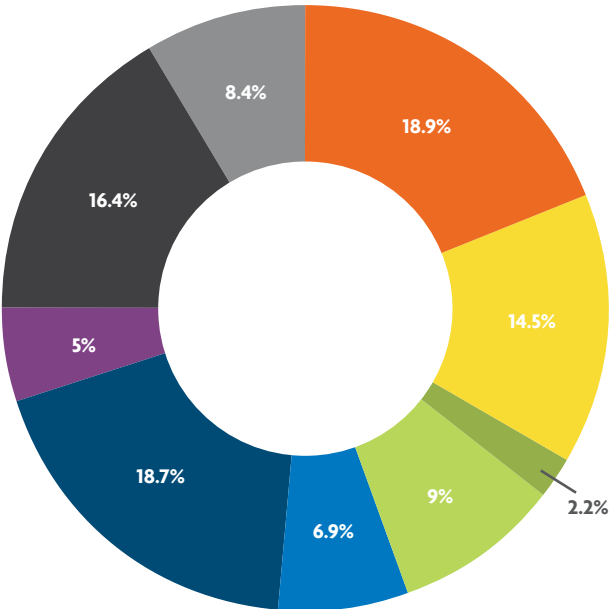


# FINANCIALS



## INCOME \$1,412,259

GRANTS.....	\$571,243
INDIVIDUAL & BUSINESS CONTRIBUTIONS.....	\$148,976
MEMBERSHIPS .....	\$126,786
OPEN STREETS .....	\$283,477
PEDAL PGH AND OTHER EVENTS.....	\$225,659
EARNED REVENUE.....	\$19,723
BIKE RACK COMMISSIONS.....	\$20,058
BIKE PITTSBURGH SALES.....	\$13,996
OTHER.....	\$2,341



## EXPENSES \$1,379,141

MANAGEMENT, GENERAL & FUNDRAISING ....	\$260,059
PITTSBURGH STEPS EVENTS.....	\$200,000
WOMEN AND NON-BINARY PROGRAM .....	\$30,302
PEDAL PITTSBURGH .....	\$124,646
MEMBERSHIP PROGRAM .....	\$95,192
OPEN STREETS .....	\$257,918
BUSINESS PROGRAM.....	\$69,119
ADVOCACY .....	\$226,557
POSITIVE SPIN & PUBLIC EDUCATION .....	\$115,347

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

## FOUNDATION SUPPORT IN 2019

Anonymous Foundation  
The Benter Foundation  
Berkowitz Family Foundation  
Buncher Foundation  
The Grable Foundation  
Grantmakers of Western PA  
The Heinz Endowments  
Hillman Foundation  
Northern Trust: College Giving Fund  
People for Bikes Foundation  
The Pittsburgh Foundation  
PNC Charitable Trusts  
WI Patterson Charitable Fund

## BUSINESS MEMBERS: GOLD

UPMC Health Plan  
UPMC Sports Medicine

## BUSINESS MEMBERS: SILVER

Agency 1903  
Alco Parking  
Blume Honey Water  
Dero  
Gelman and Reisman  
Google Pittsburgh  
Highmark Blue Cross Blue Shield  
Jimmy Johns  
Over the Bar Bicycle Café  
Oxford Development Company  
Pitt Ohio  
PNC Charitable Trusts  
Ring Bender LLP

Uber Technologies  
UPS Mid Atlantic District

## BUSINESS MEMBERS: BRONZE

Aero Tech Designs  
ALCOSAN  
Argo AI  
Confluence  
East End Food Co-op  
Environmental Charter School  
Flyspace Productions  
Green Mountain Energy  
Gregori Construction Inc.  
Pittsburgh Steelers  
PJ Dick, Trumbull, & Lindy Paving  
Pro Bike + Run  
Stage AE  
Straub  
Toole Design Group  
Trau & Loevner  
Walnut Capital  
WESA / WYEP

## BUSINESS MEMBERS: BASIC

Aurora  
Bear Dog Bicycles  
Bohlin Cywinski Jackson  
Desmone Architecture  
Duolingo  
Flyspace Productions  
Fort Pitt Capital Group  
Giant Eagle  
Global Wordsmiths

Goodwill of Southwestern Pennsylvania  
Green Building Alliance  
Iron City Bikes Lawrenceville  
Jendoco Construction Corporation  
Jewish Federation of Greater Pittsburgh  
Kindred Cycles  
Kraynicks Bike Shop  
Lawrenceville Corporation  
Management Science Associates  
New Belgium  
NuGo Nutrition  
Pfaffmann + Associates  
Pittsburgh Downtown Partnership  
Public Source  
R & R Radiology Consultants, LLC  
Redhawk Coffee  
REI Pittsburgh  
Reimagine Creative Technologies, Inc.  
Riverlife  
Rothschild Doyno Collaborative  
Row House Cinema  
South Side Travelers Rest  
Specialized  
State Farm  
Sweetwater Bike Shop  
The Wheel Mill  
Thick Bikes  
Trek of Pittsburgh  
TRYP Hotel  
University of Pittsburgh  
Urban Design Associates  
West Liberty Cycles  
Wildcard  
YMCA of Greater Pittsburgh

# OUR 2019 INDIVIDUAL SUPPORTERS: THANK YOU!

## 10000+

Anonymous  
Edward & Connie Engler,  
Canaan & Jaryn Colwick & Evan Engler \*  
Chuck Hammel

## 5000+

Roy R. Weil & Mary M. Shaw

## 1000-4999

Chip Burke & Carole King  
Phillip Cresswell  
Todd Derr & Amy March  
Elizabeth Hazlett & Jim Fleming  
Michael, Erin, Addison & Aidan Kotyk  
Carol Lampe

## 500-999

Anonymous  
Elly & Estelle Fisher  
Lyn & Ken Krynski  
Beth Roessner  
Anne Marie Toccket & Eric Davis  
Elaine Musgrave & Michael Wood-Vasey

## 250-499

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Anonymous  
Anonymous  
Anonymous  
Anonymous  
Anonymous  
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Reid Andrews, Roye Werner & George Andrews  
Jon Bricker  
David Hull & Natalie Glance  
Sherree Goldstein  
Allyson Hausner  
Mac & Jennifer Howison  
Janis & Jonas Johnson  
Nancy Levine & Jon Nelson  
Jeff & Kate Maurin  
Mary McGlohon  
Fernando Mendez  
Becky Mingo & Dutch MacDonald  
Elizabeth Steiner & Will Bernstein  
Jon Webb

## 101-249

Anonymous  
Joanne & Eric Beckman  
Harmony Sullivan & Justin Cummings

Lori Flynn  
Gracie Gage  
Nick & Katie Germany  
Matthew Glenn  
Hannah Gommerstadt  
Ben Hedin  
Sara Horsey & Kevin Herrington  
Jonathan Kuhn  
Cathy Rogers  
Mary Ann Steiner  
Clifford & Diane Stevenson  
Leah Turner  
Joe Wilson  
John Yackovich

## 100

Anonymous  
Anonymous  
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Anonymous  
Sarah Aerni  
Mary & Caroline Barendsfeld  
Amanda Barry & Jason Miller  
Trudy Bayer  
Laurie & Frank Bruns  
Brett Buttenfield  
Kimberly Callahan  
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Reza Vali & Nan Weizenbaum  
John Wojtyna & Lorelli Moser  
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Theodore Zellers  
Laura Zimmermann ■

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