

BIKEPGH.ORG
188 43RD STREET #1
PITTSBURGH 15201
412.325.4334
INFO@BIKEPGH.ORG



ANNUAL REPORT 2020

BOARD OF DIRECTORS

PHILLIP BENDER, SECRETARY
EDWARD ENGLER, TREASURER
BRUCE CHAN
MONICA GARRISON
BETH HAZLETT, VICE CHAIR
MAC HOWISON, CHAIR
MIKE KOTYK
DUTCH MACDONALD
BRIAN MENDELSSOHN
SUSAN PETERSEN
CATHY ROGERS
BRUCE WOODS
KAREN BROOKS
SCOTT BRICKER, EXECUTIVE DIRECTOR

STAFF

ERIC BOERER
SCOTT BRICKER
KÉYA JOSEPH
SARAH QUINN
MARC RATTAY
SAMONE RIDDLE
DEVAUGHN RODGERS
ALEXANDRIA SHEWCZYK
DEANNA SROCK
ANNA TANG
CHRISTINE YOCKEL
LYDIA YODER

FROM THE CHAIRMAN MAC HOWISON

2020 was a year that will define our city, our society, and our organization for years to come.

When Bike Pittsburgh closed its office doors on Friday, March 13th little did we know our staff wouldn't be working in the same room together again for more than a year. To describe our situation as "uncertain" puts it mildly. The future of our funding, events, membership, youth education, and our advocacy were all in jeopardy. But one only needed to look outside their window to see many more people riding bikes and walking than prior to the pandemic. Supply couldn't keep up with demand at bike shops. Bikes flew off the shelves and shops aren't expecting supply to catch up until 2022 at the earliest. In order to help provide bikes to people who otherwise couldn't get their hands on one or afford what was left in shops, we partnered with the national Bike Match Network in order to place donated bikes with those who needed them.

We immediately saw our parks become crowded and saw a lot less space on our sidewalks due to how many people were out exercising or getting fresh air while social distancing. That's why we partnered with the City of Pittsburgh to roll out a citywide slow streets program and a social distancing fitness zone pilot in Highland Park which removed cars in order to give more space to the throngs of people visiting the park to exercise and socialize safely.

Throughout this challenging year, BikePGH's staff kept delivering critical advocacy, education, and community building activities; from the intensive MoveForwardPGH partnership with the City of

Pittsburgh and Healthy Ride that delivered 12 miles of new bike infrastructure, to publishing the 8th edition of the Official Pittsburgh Bike Map, and hosting PedalPGH in a new semi-virtual format.

Local and national movements to speak up and act against racial injustice refocused our work to make sure we were serving the communities that need it most, and called into question the strategy of using police enforcement as a way to address safety on our streets. We redoubled our efforts and formed a joint Equity, Diversity and Inclusion Committee with staff and board that is thoughtful, self reflective and action oriented. We knew we had to commit to diversifying the organization at every level, educating ourselves and the Pittsburgh biking and walking community, and putting policies and programs into action. One of the things of which we are most proud is our new Transportation Justice Learning Series which explores alternatives to policing, the history of why cities are segregated and the roles transportation, access and mobility have played in keeping them that way. This series also puts a spotlight on local BIPOC led organizations and individuals doing great work in Pittsburgh. As our community emerges from COVID-19 and adapts to the continuing effects of the pandemic in new ways, I am committed to the hope that we will be united in centering equity, inclusion and accessibility in all of our work.

See you on the streets!

Mac Howison, Board Chair

2020 HIGHLIGHTS

MOVEFORWARDPGH BIKE(+) PLAN KICKOFF

MoveForwardPGH is an initiative of the City of Pittsburgh's Department of Mobility and Infrastructure to rapidly implement their new Bike(+) Plan. Working with its local nonprofit partners, BikePGH and Healthy Ride, the City is engaging the community throughout the process of installing new bike-friendly connections throughout Pittsburgh with the goal of installing 40 miles of new and improved bike infrastructure.

OFFICIAL PITTSBURGH BIKE MAP, 8TH EDITION

Since our last bike map was released 2 years ago, the City of Pittsburgh has extended the bike network to include the addition of over 14 miles of new bike lanes, Neighborways, and trails. 20,000 copies of the new map are now circulating.

OVER 1200 PEOPLE PARTICIPATED IN THE FIRST VIRTUAL PEDALPGH

This socially-distanced ride helped us raise crucial funds for biking and walking even during the uncertainty of the Covid-19 pandemic.

132 PEOPLE ATTENDED THE WOMEN & NON- BINARY BIKE SUMMIT

Our 7th annual (and first virtual!) summit was presented by Dollar Bank. Speakers included Shequaya Bailey, Monica Garrison, Diana Hildebrand, and more.

FREE BIKES THROUGH BIKE MATCH NETWORK

In the midst of the COVID-19 crisis, more people were looking for safe and affordable ways to navigate the Pittsburgh region. We were proud to partner with the Bike Match Network to match over 20 Pittsburghers with free bikes for transportation.



ADVOCACY

WE HELPED WELCOME A NEW STREET TYPE TO PITTSBURGH—THE NEIGHBORWAY!

This new low-impact street design improves connections to existing bike routes, creates safer environments for bicyclists and pedestrians, reduces vehicle collisions and speeding, and has minimal impact on parking. In 2020 more than three miles of Neighborways were installed with more on the way in 2021.

ONLINE ADVOCACY WORKSHOPS

We hosted a series of Online Advocacy Workshops to keep our advocates informed and engaged in a new virtual setting.

VIRTUAL BIKE TO CAMPUS WEEK

Together with Pitt and CMU, we hosted a virtual Bike to Campus Week on our platforms. This week-long series of online activities and info sessions was aimed at welcoming new riders and sharing tips and tricks for the road!

OVER 145,000 TRIPS ON THE PENN AVE BIKE LANES

Over 145,000 trips have been counted on the Penn Ave bike lanes this year (and the highest daily number of trips all year was recorded during PedalPGH!)

GAP TO THE POINT PROTECTED BIKE LANES

Working to make Downtown more bike-friendly, not only to aid residents and workers into one of the top employment centers in the state but also to make sure that tourists and recreational cyclists using the GAP are able to safely access all of the great food and culture that downtown has to offer. National advocacy organization, People for Bikes, recently named the project one of America's 10 Best New Bikeways of 2020.



EDUCATION

OFFICIAL PITTSBURGH BIKE MAP, 8TH EDITION

We released the 8th edition of the Pittsburgh Bike Map. This new update adds in over 14 miles of new bike lanes, Neighborways, and trails so you can get where you need to go.

OPERATION ILLUMINATION LIGHT GIVEAWAY

Despite the pandemic, we were able to hold three Operation Illumination light giveaway events, and gave out 175 light sets to unlit cyclists in Pittsburgh.

FAMILY BIKING GUIDE

This is a free resource for Pittsburghers looking to get started biking in the city with kids.

SAFE ROUTES TO SCHOOL CHAMPION SCHOOLS

BikePGH is partnering with the City of Pittsburgh's Safe Routes to School Coordinator to assist this year's SRTS Champion Schools.

1ST GRADE LEARN TO RIDE CURRICULUM

We formed a partnership with Pittsburgh Public Schools and Children's Hospital to bring a learn to ride curriculum to first graders in 2021.

HOW-TO VIDEOS

Our educational how-to videos including "How to use a contraflow bike lane," and "How to buy a bike in Pittsburgh" amongst others were viewed tens of thousands of times in 2020.

TRANSPORTATION JUSTICE LEARNING SERIES

We started a new mini-site on bikepgh.org dedicated to transportation justice, which looks at who does not have access to safe, affordable, and convenient transportation – and why. We believe that Pittsburgh must examine our shared history of systematic inequalities, including those based on race, ability, gender identity, economic class, and geography, and how those inequities impact access to transportation options. Through examination, active listening, and advocating for policy reform, we can start to reshape our streets and who has safe access to them.



EVENTS

PEDALPGH FUNDRAISER RIDE

1,245 people participated in our largest fundraiser!

ROLL & STROLL VIRTUAL ACTIVITY CHALLENGE

In May we launched a virtual activity challenge for our members called Roll & Stroll, with weekly biking and walking activities that could be done anywhere, anytime.

OVER 1,250 MEALS DONATED THROUGH THE CITY OF STEEL WALK/RUN

The City of Steel Walk/Run – our first truly “virtual” event—had over 50 participants! With their help, we were able to donate 1,250 meals to the Greater Pittsburgh Community Food Bank.

7TH ANNUAL WOMEN & NON-BINARY BIKE SUMMIT

Our 7th Annual Women & Non-Binary Bike Summit went virtual, bringing together 132 participants to for transformational day of learning and empowerment.



MEMBERSHIP & COMMUNITY

DONORS AND MEMBERS

BikePGH finished 2020 with nearly 3,100 households contributing to our mission.

MONTHLY MEMBERS

491 people have chosen to become monthly members, contributing \$5 or more per month towards safer Pittsburgh streets.

BUSINESS MEMBERS

Our business network includes more than 70 active business members, sponsors and community partners who believe in supporting safe streets for people biking and walking.

WOMEN & NON-BINARY PROGRAM

The Women & Non-Binary Program (WMNBikePGH) hosted 10 coffee meetups and 5 workshops both in-person and virtually.

BIKE MATCH NETWORK PARTNERSHIP

BikePGH partnered with the Bike Match Network during the Covid-19 pandemic to connect people who have an extra bicycle with the people who need them most. Since the program launched this summer over 20 matches have been made, providing local essential workers and others with much-needed transportation.

VOLUNTEERS

Our volunteers took on socially-distanced tasks like delivering face masks, tuning up bikes for the Bike Match program, and testing the new PedalPGH routes to ensure safe solo riding.

BIKE SHOPS AS ESSENTIAL BUSINESSES

BikePGH worked with the Bicycle Coalition of Greater Philadelphia and organized local bike shops to request that the PA designate bike shops as essential businesses. As a result of our collective advocacy, the Wolf Administration confirmed that bicycle repair is an essential business and shops stayed open, keeping our citizens moving.



MOVEFORWARDPGH

MOVEFORWARDPGH BIKE(+) PLAN KICKOFF

MoveForwardPGH is an initiative of the City of Pittsburgh's Department of Mobility and Infrastructure to implement their new Bike(+) Plan. Working with its local nonprofit partners, BikePGH and Healthy Ride, the City has been engaging the community throughout the process of installing new bike-friendly connections throughout Pittsburgh.

moveforwardpgh.org

BETTER BICYCLING INFRASTRUCTURE

In 2020 the partnership that comprises MoveForwardPGH made strides in improving Pittsburgh's bicycling infrastructure and in making it easier for drivers, cyclists, and pedestrians to get around safely. Last year, the City added 12 miles of new bike lanes, trails, and Neighborways.

ADVERTISING THE BENEFITS

Through billboards, bus shelter ads, online ads, videos, and even bus wraps, a lot of eyes were seeing how bike infrastructure can benefit them. The digital advertising has logged 11.5 million impressions, with 305K views on one video alone!

NEIGHBORHOOD BIKE/PED COMMITTEES

Collaborated with more than a dozen bike/ped committees to share the Bike(+) Plan, inform them about MoveForwardPGH, and incorporate their feedback on projects.

ONLINE COMMUNITY MEETINGS

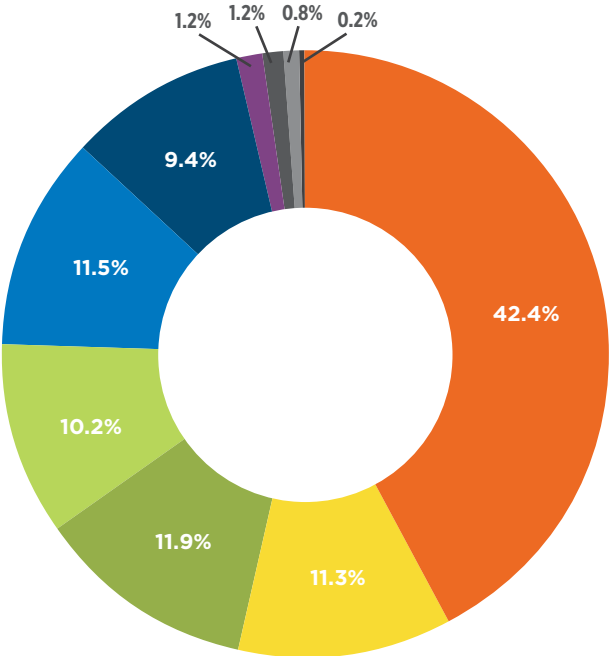
Hosted 13 online community meetings with 843 participants to gain feedback and support

GETTING THE WORD OUT

With an unprecedented level of outreach, we got the word out with postcards, street signs, yard signs, emails, and building a new website to communicate with the public.

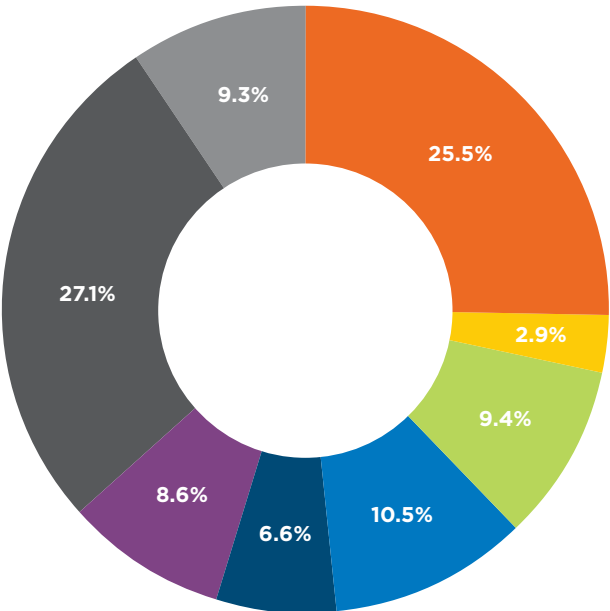


FINANCIALS



INCOME \$1,312,122

GRANTS.....	\$555,718
PPP LOAN FORGIVENESS	\$148,000
INDIVIDUAL & BUSINESS CONTRIBUTIONS.....	\$156,758
MEMBERSHIPS.....	\$133,607
OPEN STREETS & OTHER EVENTS.....	\$151,290
PEDAL PGH.....	\$122,710
EARNED REVENUE.....	\$15,540
BIKE RACK COMMISSIONS.....	\$16,309
BIKE PITTSBURGH SALES.....	\$10,051
OTHER.....	\$2,139



EXPENSES \$1,010,335

MANAGEMENT, GENERAL & FUNDRAISING	\$257,785
WOMEN AND NON-BINARY PROGRAM	\$29,164
PEDAL PITTSBURGH	\$95,094
MEMBERSHIP PROGRAM	\$106,159
OPEN STREETS	\$66,745
BUSINESS PROGRAM.....	\$87,368
ADVOCACY.....	\$273,849
PUBLIC EDUCATION	\$94,170

THANK YOU. WE CANNOT DO THIS WORK WITHOUT YOU!

Thank you to our 3,400 members and donors who contributed financial support of \$187,000 in support of our mission in 2020!

FOUNDATION SUPPORT IN 2020

Anonymous Foundation
Benter Foundation
Collage Giving Fund
Edward H. and Margaret A. Malone Foundation
Grable Foundation
Henry John Simonds Foundation
Henry L. Hillman Foundation
People for Bikes
Pittsburgh Foundation - Susan Petersen Donor
Advised Fund
Prairiewood Fund
The Heinz Endowments

BUSINESS MEMBERS: GOLD

Arsenal Motors Building
Peoples
Uber Technologies, Inc.
UPMC Health Plan

BUSINESS MEMBERS: SILVER

Aurora
Dollar Bank
Gelman & Reisman
Google
Highmark / AHN
Pitt Ohio
PNC Bank
Port Authority
Ring Bender LLP

BUSINESS MEMBERS: BRONZE

Aero Tech Designs
ALCOSAN
Confluence
Dero
Edgar Snyder
Giant Eagle
Gregori Construction
Jendoco Construction Corporation
OTB Bicycle Café
Pittsburgh Bike Share/Healthy Ride
Somera Road
Toole Design
Trau & Loevener
UPMC Sports Medicine
Wahila Creative
Walnut Capital

BUSINESS MEMBERS: BASIC

1st Gear Coffee Roasters
Adam Solar Rides
Argo AI
Bear Dog Bicycles
Bicycle Heaven
Biketek
Cannondale
Carnegie Library of Pittsburgh
Carnegie Mellon University
Chatham University
Dirty Harry's

Duolingo
East End Food Co-op
Fern Hollow
Free Ride
Global Wordsmiths
Golden Triangle Bike
Green Building Alliance
Iron City Bikes
Kindred Cycles
Kraynick's Bike Shop
Lawrenceville Corporation
NuGo Nutrition
Pfaffmann + Associates
Pittsburgh Downtown Partnership
Pittsburgh Technology Council
PUMP
Reimagine Creative Technologies, Inc.
Snitger's Bicycle Store
Springboard Design
Starkist
Steady State Cycles
SweetWater Bikes
The Bicycle Workshop
The Wheel Mill
THICK Bikes
Trailflo Bikes
University of Pittsburgh
Urban Design Associates
Waxwing Cycles
WESA/WYEP
West Liberty Cycles ■



