

Moving Forward

This past May, I was honored to be selected to follow in the footsteps of Catherine Ciarlo, who so ably led this organization for seven years. It's an amazing organization to be leading, and an amazing time and place to be doing so.

The BTA was formed more than 15 years ago to create healthy, sustainable communities by making bicycling safe, convenient, and accessible. We've historically focused our efforts on making major roads accessible to bicycling, so that existing, experienced cyclists have great transportation choices.

We're doing just that, and the signs point to one unmistakable truth: we're winning.

We'll continue to work for transportation options for experienced cyclists, but we're also directing our advocacy and education efforts toward potential and beginning cyclists. Recent surveys show that as many as two-thirds of Portlanders would like to bike more; it's likely that surveys across the region would reflect similar



A Bicycle Safety Education student practices fixing a flat tire.

numbers. So we're pushing for more low-traffic routes, more off-street bike and pedestrian paths, and neighborhoods where it's safe for kids to walk and bike to school.

Each year, we set out an ambitious list of goals for our work – under our five major strategic goals fall a host of activities through which we open minds and roads to bicycling across Oregon and Southwest Washington. As we work to accomplish these goals, more and more people are choosing to bicycle.

The staff of the BTA are pleased to present you with highlights of our goals and accomplishments 2005, showing how – with your support – we're moving forward.

Thanks for being part of the BTA. We couldn't do it without you.

Evan Manvel
Executive Director

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Many thanks to our outgoing board members Hillary Barbour, Tom Miller and Nicole Peterson, and outgoing staff members Catherine Ciarlo, Kasandra Griffin and Brita Johnson.

The BTA Staff

Evan Manvel, Executive Director

Scott Bricker, Policy Director

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School Program Coordinator



BICYCLE TRANSPORTATION ALLIANCE

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BTA Development Director Kristie Perry shows off the stylish BTA bike rack.

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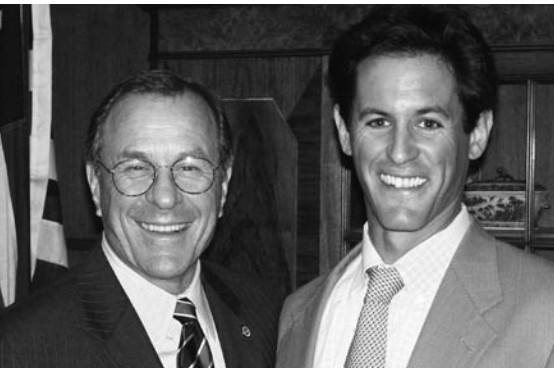
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ANNUAL REPORT
2005

Highlights from 2005

The BTA ensured the passage of pro-bicycling laws and policies

Nationally, the BTA helped push for programs and facilities for bicyclists in the new federal transportation bill, including an increase in all existing bicycle programs, \$5 million for regional bicycle paths, and a new Safe Routes to School Program that will provide \$7 million for Oregon over six years.



BTA Policy Director Scott Bricker and Gov. Ted Kulongoski at the signing of the "Safe Roads to School" bill.

The BTA drafted legislation, cultivated political friends, and activated hundreds of cycling citizens to push through two new Oregon laws that make bicycling better. The "Bicyclists Bill of Rights" made it legal for cyclists to pass vehicles on the right, and gave bicyclists the freedom to leave a bicycle lane to avoid obstacles or make a turn. The "Safe Routes to School" bill set up a fund to help communities increase bicycling and walking to school.

We released our *Blueprint for Better Biking: 40 Ways to Get There* this year. The Blueprint lays out a strategy and a roadmap to increase bicycling in the Portland metro area, detailing 40 projects, programs, and policies that are critical to bringing the region to the next level. We've already made progress on more than a dozen of these projects.

Bike Commute Challengers at Clark College in Vancouver, Washington.

We activated a hundred local cyclists to let Metro know that bicycling is a key part of our region's livability, health, and economy. Your testimony in favor of bike-friendly projects helped secure funding for completion of the Springwater Corridor, closing gaps in the Marine Drive trails, acquiring land for the Beaverton Powerline Trail, putting bike lanes on SW Capitol Hwy, improving the Sellwood Bridge, and much more.

We also activated advocates statewide and in SW Washington to support our bike-friendly bills at the state legislature as well as projects in Gresham, Troutdale, Clackamas and Washington Counties, and the Columbia River Gorge, and supported local advocates around the state in communities including Eugene, Philomath, Lake Oswego, Salem, and Vancouver, Washington.

In response to bicyclist fatalities in the Portland area, the BTA created a Five-Part Plan to reduce future crashes and related injuries and established a "crash team" of staff and volunteers to push for a comprehensive community response.



The BTA's events and activities raised money and raised the profile of bicycling

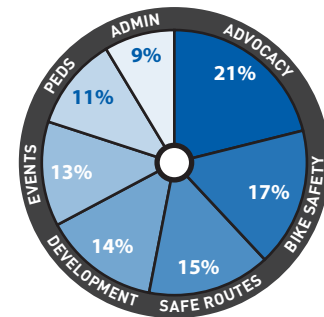
The 10th annual Alice B. Toeclops Awards Party and Auction drew more than 500 elected officials, community leaders, local decision-makers and everyday cyclists to celebrate the year's bike heroes and raise more than \$70,000 to support the work of the BTA.

More than 600 individual volunteers supported the BTA's mission by volunteering at summer events that highlighted the fun and feasibility of bicycling like the Midsummer Night Ride, Tour de Fat, and the Providence Bridge Pedal. The Bridge Pedal drew more than 17,000 cyclists to explore Portland's bridges and raised more than \$30,000 for the BTA's advocacy and education work.

The annual Bike Commute Challenge racked up record stats in its 10th anniversary year, with a 35% increase in participation. More than 5500 employees at 536 business, non-profit and public agency workplaces rode to work in September as part of the BTA's biggest annual effort to inspire people to make bike commuting a part of their healthy daily patterns.

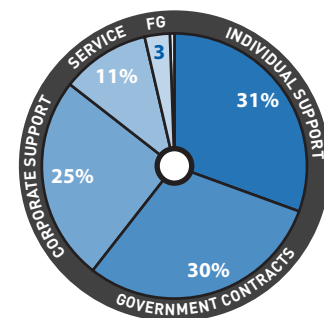
The BTA managed its resources wisely, and built them to support its mission

Each year, the BTA receives support from individual members, business sponsors and community partners – we're honored to receive that support, and proud to put it to good use.



EXPENSES

Advocacy	\$137,601
Bike Safety Education	\$111,124
Safe Routes to School	\$97,754
Development	\$93,348
Events, Outreach, and Promotion	\$83,129
Pedestrian Enforcement	\$74,774
Administration	\$57,933
TOTAL	\$655,662



REVENUE

Individual Support	\$186,677
Government Contracts	\$183,070
Corporate Support	\$151,631
Fee for Service	\$66,762
Foundation Grants	\$17,766
Other	\$2,570
TOTAL	\$608,476

*Does not include \$61,000 in contract work completed but not paid for by December 31st.

Figures based on unaudited actuals

The BTA communicated our message to bicyclists and beyond

The BTA has expanded our media outreach, resulting in more newspaper, television and radio stories, and a growing presence in emerging media such as blogs and web-based news sites. We were mentioned in over 100 news stories in 2005.

The BTA's bi-monthly *Cycletter* got an updated look—and continued to bring timely bike news, resources, and advocacy opportunities to more than 4200 households and businesses across the region. The bi-weekly e-mail *Digest* connected 2100 people in the Portland Metro-area to the BTA's work, engaging them in up-to-the-minute bike news, urgent advocacy alerts and volunteer opportunities that support bicycling.

We also completed a site redesign of www.bta4bikes.org, adding a blog, weather forecasts, maps, and more.

The BTA's services and programs built support for pro-bicycling policies

Our first full year of the Safe Routes to School Program has flourished: we reached over 20,000 children statewide, involved more than 70 schools, assisted ten communities around the state in developing their own Safe Routes programs and provided trainings in six communities. We wrapped up a seventh year of our Bicycle Safety Education program, through which we taught bike safety skills to 4000 students at 40 schools in 11 Oregon communities.

In Portland, the BTA leads the program team for the City of Portland's new comprehensive Safe Routes effort, which brings together community partners and engineering, enforcement, education and encouragement solutions to increase

the number of kids who walk and bike to school. This is becoming the leading model for urban Safe Routes programs.

Our new Pedal Power Squad provided learning and skill building opportunities to youth through after-school rides that emphasize bicycle safety, while our Pedestrian Safety Education program taught over 900 second and third graders how to be safe and alert when crossing intersections on foot.

The BTA's role in coordinating Oregon Walk + Bike to School Day helped increase participation in the annual event by nearly 5,000 students. In October, more than 12,500 students at 65 schools around Oregon participated in the sixth annual event. Walk + Bike to School programs, like those the BTA offers around the state, represent one of the few proven strategies to get kids more physically active.

In a successful partnership with the Oregon Department of Transportation and Willamette Pedestrian Coalition, we raised awareness about motorist responsibility toward pedestrians, distributing nearly \$65,000 in mini-grants to police departments around the state for driver education efforts, including pedestrian safety enforcement operations and diversion classes.

Portland City Commissioner Sam Adams celebrates International Walk + Bike to School Day with local kids.



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These significant contributors have helped to make our work possible

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