



Shannon Tracey, Outreach Chair
National Bike Summit • Washington, DC
March 10, 2010

Where we began...



After two years:



Saw through Whole Foods campaign

Filed for 501 (c)(3) status

Won small victories

Attended ABW training

Held strategic planning

Began “Bike Broadway” campaign

Goal of hiring ED by end of 2009

Applied for Advocacy Advance Grant

May 1, 2009

Awarded Advocacy Advance Grant...
...and a matching grant from Trek...
ON THE SAME DAY!

Now there's a way to launch
Bike to Work Month



Additional benefits



Don't
Skip
The
Trainings!

Meeting the Match



Two mailings

- October
- December

Board Gifts

8-10 Outreach Events

Volunteer Party

Adding It Up

150 members at
the end of 2009

=



Walk Oakland Bike Oakland: Need a Subtitle Here

Shannon Tracey, Outreach Chair
National Bike Summit • Washington, DC
March 10, 2010



National Bike Summit, March 10, 2010
www.walkoaklandbikeoakland.org

Next Steps



National Bike Summit, March 10, 2010
www.walkoaklandbikeoakland.org



See for yourself!

Oaklavia 2010:
June 27
October 10

Winning Campaigns:
October 15-17

Online at www.walkoaklandbikeoakland.org or
Facebook

Twitter: [walkoakbikeoak](https://twitter.com/walkoakbikeoak) Flickr: [groups/wobo](https://www.flickr.com/groups/wobo/)



National Bike Summit, March 10, 2010
www.walkoaklandbikeoakland.org