



2010 annual report

Above: Morning commute in Washington, D.C.

2010 WAS AN EXCITING YEAR in the life of the League. By almost any measure, our programs grew and continued to have a positive impact on cyclists and cycling in communities across the country; the National Bike Summit, which continues to grow despite challenging economic and political times, solidified our presence as an important voice in Washington, D.C.; and we helped our members speak up for cycling more effectively than ever.

2010 was also a year when we built some critical foundations for an even more exciting future.

- We purchased a new membership software program that is transforming our ability to serve existing members and has opened up a world of new possibilities to more effectively integrate our programs and membership activities, serve our

volunteers better, and track all of our activities.

- We initiated the development of a new strategic plan that will guide us through the next several unpredictable years with a clear focus and mission.
- We strengthened our governance and volunteer development by expanding the board, adopting preferential voting for board seats, establishing a club leadership training program, and creating a new monthly e-newsletter for all volunteers serving the League.
- We launched a major donor program — Taking the Lead — to raise operating funds that will enable our programs to grow.

As we enter our 131st year, the League's board and staff are committed to building a stronger, more



Refer to the July-August 2010 issue of *American Bicyclist* for the workplan items that guide the following actions.

effective organization to promote and protect the rights of cyclists, advocate for the interests of all cyclists, support bicycling skills education, and promote cycling for fun, fitness and transportation.

Promoting and Protecting the Rights of Cyclists

At the core of all our work is the simple principle that cyclists have a right to the road. We are legitimate users of the transportation system, deserving of equitable treatment, and in 2010 we worked with our affiliates and members in Colorado, Kansas,

and Puerto Rico to preserve those rights against specific efforts to ban or restrict cyclists from the road.

Our efforts to enshrine these rights in Federal transportation law suffered a setback in November 2010 with the departure of Representative Jim Oberstar from Congress (pictured at right) — he had written language into a draft transportation bill that did not pass; we will continue to seek this guarantee in future bills.



League staff worked with more than a dozen state affiliates on legislation to improve conditions and safety for cyclists. In 2010, these centered around three distinct types of laws:

- Safe passing legislation — Mississippi and Illinois were added to the list of states requiring motorists leave a minimum safe distance of three feet when passing cyclists.
- Distracted driving legislation — Florida, Michigan and Maryland all considered initiatives to discourage texting while driving and other distracted behavior.
- Vulnerable road user laws – several states tried to pass legislation that would give the police and courts more options with which to charge motorists who drive dangerously, but without the specific intent to harm someone that is usually required to generate a punishment that fits the results of their careless or reckless behavior.

The Bicycle Friendly State program, part of the larger Bicycle Friendly America initiative, has provided us with a comprehensive database of state laws, policies and regulations that we can now share with affiliates, state legislators and our members to ensure the best possible

legal framework for cycling in all 50 states.

Advocating for the Interests of Bicyclists

As the national organization of bicyclists since 1880, we take serious-

ly our responsibility to represent the interests of bicyclists at the national level. The 2010 National Bike Summit was larger than ever and cemented the League's critical role in bringing the bicycling movement together in our nation's capitol – more than 730

a letter from the league chair ...

THANK YOU FOR YOUR CONTINUED MEMBERSHIP in the League of American Bicyclists and for supporting our shared goal of a Bicycle Friendly America.

Well over 100 years ago, the League worked to transform the political landscape, advocating for improved roads and protecting bicyclists' rights. There is a very different political landscape today, and the League continues to play a leading role in improving bicycling conditions and protecting bicyclists' rights.

Thanks to the support of our members, partners, and the cooperation and initiative of many other organizations, we are once again making headway. Bicycling — the interest, involvement, and improvement — has blossomed in the last decade. Who would have imagined bicyclists as backdrops to corporate advertising? The Secretary of Transportation standing on a table to share his support of bicycling at a Bike Summit? Or more than 13 percent of the U.S. population living in Bicycle Friendly Communities?

There is a lot to do before bicyclists are accepted and treated as mainstream, and the League continues to play an important leadership role in this effort.

The League's 2010 Annual Report details last year's accomplishments. This record of success has continued for many years, with continued growth and impact in each of the following key programs: the National Summit and bicyclist advocacy, the Bike Friendly America program, the League Cycling Instructor and bicyclist education programs, and bicycling promotion.

On behalf of the Board of Directors, I want to thank the small, dedicated, and talented staff for making such a big difference in so many ways.

And thanks to you, our members and partners — your support and help are critical to creating a Bicycle Friendly America.

Hans van Naerssen,
League Chair

participants visited close to 400 Congressional offices to make the case for bicycling.

The star of the Summit in 2010 was U.S. Transportation Secretary Ray LaHood. His now famous table-top speech at the event almost overshadowed his release a few days later of a powerful statement of national transportation policy. LaHood announced that the days of favoring motorized over non-motorized transportation were over — an important affirmation of the League’s equity statement.

The National Bike Summit is also a showcase for America Bikes — a coalition of national bicycling organizations focused on passage of bicyclist-friendly Federal transportation legislation — and the bicycling agenda we have taken a leading role in crafting with our partners.

In addition to playing a leading role in the America Bikes coalition, League staff continued to serve on the boards of the National Complete Streets Coalition and Safe Routes to School National Partnership. We also initiated new working relationships with AAA, the US Green Building Council, the National Council for Promoting Physical Activity, and the Towards Zero Deaths national traffic safety initiative.



Ray LaHood at the 2010 National Bike Summit



Charleston, S.C.

The League invested time and money in boosting awareness of National Bike Month in 2010, including Bike to Work Day.

Our excitement at the launch of the Cities for Cycling initiative by the National Association of City Transportation Officials — including development of an urban bicycle facility guidebook — was tempered only by the slow-but-steady progress made by the National Committee on Uniform Traffic Control Devices (on which we serve) and the American Association of State Highway and Transportation Officials to update their guidance on developing bicycling infrastructure.

At the state and local level, our Bicycle Friendly America programs continued to set the standard, and provide the blueprint, for communities, states and businesses wanting to do more to encourage bicycling. (See 2010 highlights in box).

The BFA programs were perfectly complemented by the Advocacy Advance initiative — a joint project with the Alliance for Biking & Walk-

ing and funded by the SRAM Cycling Fund. Advocacy Advance staff published ten technical assistance tools and awarded grants worth more than \$200,000 to local organizations with the overall goal of securing more funding for bicycling and walking projects and programs.

Support Bicycling Skills Education

In 2010, the League certified more than 400 new cycling instructors, bringing the number of active League Cycling Instructors across the country to more than 1,600. Those instructors are teaching curricula that have — with the exception of the motorist course — all been updated within the last two years. We took one of the courses, our core Traffic Skills 101 class, into an online format for the classroom portions. This beta-testing of an online format will

2010 BFA HIGHLIGHTS

A 21 percent increase in applications for the Bicycle Friendly Community program

21%

A 40 percent increase in applications for the Bicycle Friendly Business program

40%

Launched the Bicycle Friendly University program



Expanded the BFC program to Ontario, Canada in partnership with the Share the Road Coalition

500 communities

Providing technical assistance to 500 communities

enable us to develop an online suite of classes in the near future.

The second edition of our education book, now called *Smart Cycling*, was published in October by Human Kinetics. Earlier in the year we released our Safe Routes to School Curriculum, the perfect teaching tool to ensure that bicycling skills are taught as part of every Safe Routes to School program.

Promote Bicycling for Fun, Fitness, and Transportation

The re-launch of the League's blog was one of many highlights in a year in which League programs were written up in publications such as *USA Today*, the *Wall Street Journal*, *Forbes* and countless smaller magazines and newspapers. The blog quickly became a reliable resource for members as well as state and local advocates wanting to keep up with our work and issues.

We invested time and money in boosting awareness of National Bike Month in 2010, including Bike to Work Day — the latter continued to be the single busiest day of the year for our Web site traffic — in the hopes of attracting a major sponsor in subsequent years. A record number of events and participants in Bike to Work Day events increased the profile of the event in the media.

Our National Rally in Albuquerque in June was a great event,

but sadly attendance was low. We continue to explore ways to make our presence known in the larger bicycling community — and were greatly aided in this task by our new volunteer State Ambassadors, who participated in dozens of events around the country, sharing League literature and information. We also established a presence at industry events such as Interbike and the Bicycle Leadership Conference at the Sea Otter Classic.

Organizational Development

Membership in the League remained static in 2010 — we didn't lose members, as did many other associations during that period, but we didn't see any significant increase either. Without costly and resource-intensive direct mail campaigns, the League's individual membership numbers have hovered around the 20,000 mark for years. Overall satisfaction levels among the membership remains high, with 33 percent saying they are "very satisfied" and 52 percent "satisfied" with their membership.

Several steps taken in 2010, however, will help us attract more members in the future. These include:

- Implementing a new membership database with greater flexibility and more features to help us track and manage member records. We immediately began to see ways in which we can better



of League members are satisfied or **VERY** satisfied with their membership.

serve our members and integrate our program activities into the membership program.

- Increasing volunteer support. We launched an e-newsletter — *The Headset* — for all League volunteers that gives them more timely and in-depth information about the League's activities that they can share with their classes, clubs, and other cyclists that they meet.
- Expanding the board and adopting preferential voting for all at-large board members. We had a record number of candidates for the 2011 board elections and were able to appoint candidates with valuable skills to serve the organization.
- Launching a leadership training program for bike clubs. We hosted two training courses and a series of webinars on running a local bike club, and increased the number of affiliated clubs and advocacy groups to more than 800 — this figure was less than 500 as recently as 2005.

Against a tough economic background, the League increased overall revenues in 2010, delivered effective programs to more communities, organizations and businesses than in prior years, and secured renewed multi-year funding commitments from our main industry supporters: Trek, SRAM and Bikes Belong. We were also honored to earn a Charity Navigator Four Star Charity rating in recognition of our "ability to efficiently manage and grow its finances." |||

Presenting on the BFA programs in more than 20 states and localities

Sponsoring the Velo City Global, Pro Walk Pro Bike, and World Mountain Bike conferences to promote the BFA programs



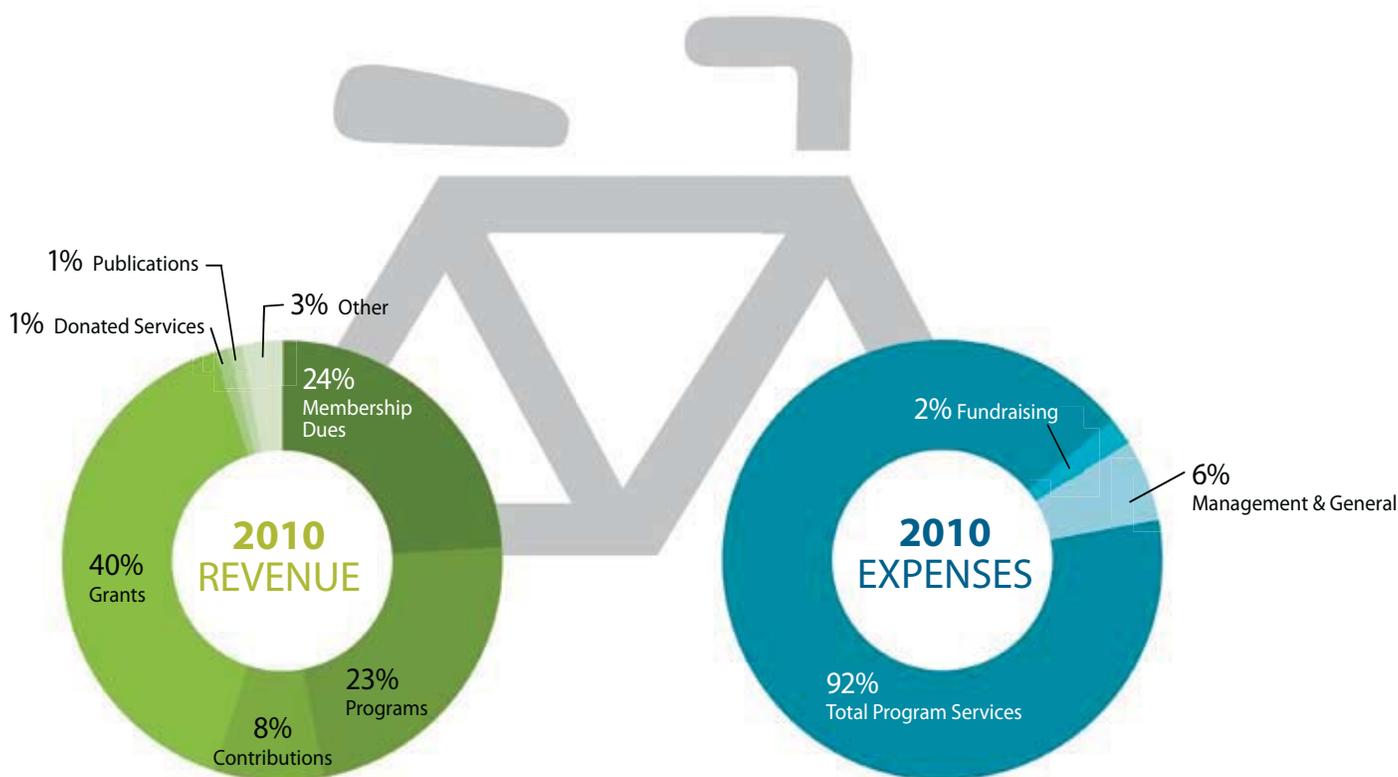
2010 financial report

A FULL AUDIT OF THE LEAGUE'S FINANCES FOR calendar year 2010 has been completed. We are pleased to report that 92 percent of our expenses were directed towards our critical advocacy and education programs for the second straight year — making this the 14th year in succession this percentage has exceeded 80 percent.

In 2010, we posted a loss of \$90,306 for the year. While this is dis-

appointing, the explanation is simple: the surplus of \$206,000 from the prior year included a \$100,000 grant payment right at the end of 2009 that was spent in 2010 to purchase new membership software. We are delighted that Trek and SRAM renewed their commitment to our core advocacy programs, and the Bikes Belong Coalition continues their multi-year support of the National Bike Summit and Bicycle Friendly America program.

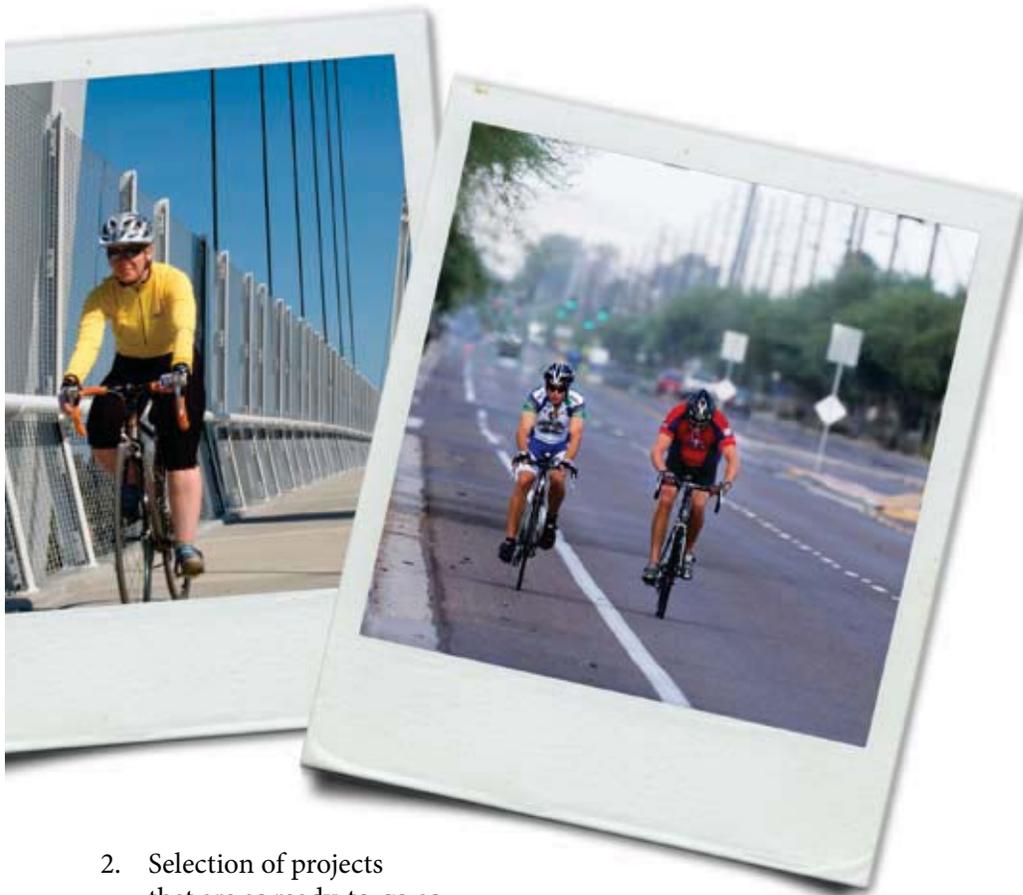
We are fortunate to have diverse sources of income. The outstanding support of the bike industry, coupled with our member dues and contributions, establishes a solid base for our program work. The National Bike Summit and our education seminars now contribute one-fifth of our income. We are enjoying the functionality and flexibility of the new membership database as we strive to serve you, our members and supporters. Thank you for your support in 2010.



CONSOLIDATED STATEMENT OF ACTIVITIES

(For the year ended December 31, 2010)

	Unrestricted	Temporarily Restricted	2010 Total	2009 Total
REVENUE AND SUPPORT				
Membership dues	\$ 562,283	—	\$ 562,283	\$ 556,604
Programs and rallies	\$ 350,945	—	\$ 350,945	\$ 517,940
Contributions	\$ 220,436	—	\$ 220,436	\$ 175,343
Grants	\$ 12,136	\$ 978,086	\$ 990,222	\$ 921,863
Publication	\$ 48,298	—	\$ 48,298	\$ 26,553
Donated services	\$ 2,070	—	\$ 2,070	\$ 18,625
Interest and dividends	\$ 13,927	—	\$ 13,927	\$ 13,511
Other	\$ 2,487	—	\$ 2,487	\$ 0
Unrealized gain on investment	\$ 40,166	—	\$ 40,166	(\$ 59,138)
Realized gains on investment	—	—	\$ 0	\$ 0
<i>Net assets released from restriction:</i>				
Satisfaction of program restrictions	\$ 851,834	(\$ 851,834)	\$ 0	\$ 0
Satisfaction of time restrictions	\$ 150,000	(\$ 150,000)	—	—
Total Revenue and Support	\$ 2,254,582	\$ 23,748	\$ 2,230,834	\$ 2,289,577
EXPENSES				
<i>Program Services:</i>				
• Advocacy	\$ 1,211,517	—	\$ 1,211,517	\$ 959,902
• Membership Activities	\$ 370,552	—	\$ 370,552	\$ 323,632
• Promotion	\$ 242,771	—	\$ 242,771	\$ 253,810
• Education	\$ 320,519	—	\$ 320,519	\$ 371,614
Total Program Services	\$ 2,145,359	\$ 0	\$ 2,145,359	\$ 1,908,958
<i>Supporting Services:</i>				
• Management and general	\$ 137,270	—	\$ 137,270	\$ 124,074
• Fundraising	\$ 38,511	—	\$ 38,511	\$ 50,517
Total Supporting Services	\$ 175,781	\$ 0	\$ 175,781	\$ 174,591
Total Expense	\$ 2,321,140	\$ 0	\$ 2,321,140	\$ 2,083,549
CHANGE IN NET ASSETS	(\$ 66,558)	(\$ 23,748)	(\$ 90,306)	\$ 206,028
NET ASSETS, BEGINNING OF YEAR	\$ 277,913	\$ 443,546	\$ 721,459	\$ 515,431
NET ASSETS, END OF YEAR	\$ 211,355	\$ 419,798	\$ 631,153	\$ 721,459



THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 510, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

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2. Selection of projects that are as ready-to-go as possible.
3. Multi-year project programming so complex projects can be staged to use appropriation and obligation authority when ready (to see how this is managed well, look at any of the big highway funding programs, like NHS and state STP).
4. Transparent decision-making process with meaningful public involvement.
5. Clear criteria for selecting the best projects.
6. Project sponsors (local governments) offering good cost-effective projects that invest in proven facilities and programs that will grow cycling and walking (and project sponsors being forthright and accurate about project implementation timetables).

Cyclists interested in working on these kinds of campaigns should get in touch with their local bicycling advocacy group or members of the Advocacy Advance team: Darren Flusche, darren@bikeleague.org; Brigid O'Keane, Brigid@peoplepoweredmovement.org; Jeff Peel, Jeff@bikeleague.org; and visit advocacy-advance.org for more information and resources for accessing federal transportation funds. |||