



ANNUAL
REPORT
.....
2014



DEAR MEMBERS AND FRIENDS,

If the Boston Cyclists Union were a bicycle, then 2014 could go down in history as the year in which we performed a major tune-up of the organization. We are building a well-oiled machine that directs as much organizational energy and resources as possible toward creating the sort of urban environment we all want: comfortable, connected, and eminently bikeable.

We adopted a streamlined set of strategic priorities that focuses on revving up the Boston Cyclists Union's three signature programs: the Bikeways for Everybody campaign, the Bike to Market program, and the Commute Boston program. The plan also sets ambitious financial goals and seeks to empower new leaders—on the Board and on every committee, working group, and task force.

The Boston Cyclists Union is moving decisively away from its “start-up” phase and coming into its own as an efficient, maturing, professionalized organization, laser-focused on getting more people on bikes. In 2014, we did the necessary work of unifying our document cloud and improving financial controls and also established a strategic reserve fund to protect the organization from financial exigencies. We made tremendous headway on important organizational work, such as hiring new Community Organizer Doug Johnson and clarifying roles and job descriptions across the organization. Not exactly sexy stuff, but vital to organizational health, performance, and resilience.

On the advocacy front we convened an “Organizing Advance,” comprised of 35 advocates from all corners of the city, to hatch our new, board-approved “Bikeways for Everybody” campaign. Bikeways for Everybody promises to accelerate the design, funding, and implementation of the comfortable bikeways that people in Boston, Brookline, Cambridge and Somerville say are most needed. Supported in part by generous grants from People for Bikes and the Helen & William Mazer Foundation, the campaign

reaches across the crazy-quilt of jurisdictions, municipalities, and alphabet-soup government agencies responsible for our roadway network in order to promote coherent bikeway connections along the routes that people actually really want to ride.

On behalf of the Board of the Boston Cyclists Union, I invite you to pedal with us as we continue to pursue our shared mission and vision in this beautiful city.

Ride safe!

Steven Bercu
President of the Board of Directors



Union director Pete Stidman introduces Roxbury resident and crash victim Marcus Green to Mayor Martin J. Walsh at the Bike Union's Mayoral Bike Ride Nov. 22, 2014. —Photo courtesy of Mayor's Press Office

OUR MISSION

To promote the bicycle

OUR VISION

Boston is
world renowned
for year round cycling,
a place where people ride
for fun, exercise, and
transportation.



BIKEWAYS FOR EVERYBODY

A new Vision for the Arborway.

COMMONWEALTH AVENUE CYCLETRACK

The Bike Union's Activist Group pulled out all the stops to ensure that the first large street reconstruction designed under Mayor Marty Walsh's watch was a transformative one—for the city and for his administration. Using crash data compiled by the Union's Research Group, ED Pete Stidman crafted a powerful argument: As Boston's most crash-prone street, not including a protected bike lane on Commonwealth would save the city money—but cost the people of Boston tens of millions in hospital bills and even death over the next 50 years. Bike Union volunteers Fei Peng and Peter Furth and others created three possible cycletrack designs, and volunteer artist David Curran created a rendering to show what the plan might look like in real life. Dozens of volunteers gathered over 2,500 petition signatures and successfully invited Mayor Marty Walsh to experience the street first hand on his first bike ride as mayor of Boston. Then, working with BU Bikes, the Bike Union helped organize an event that brought 130 cyclists to a rally on Dec. 9 one of the rainiest nights of the year. On Dec. 23 the City of Boston finally relented and agreed to include a cycletrack on Comm Ave, setting a precedent for the city and the region.

SEAVER STREET CYCLETRACK

The Bike Union helped neighborhood residents organize and make suggestions to Boston's Public Works Department that resulted in an improved design for Seaver Street in Roxbury. What was once a bike lane is now a mix of bike lanes and cycletracks.

GATEWAY EAST CYCLETRACK, BROOKLINE

Working with the Brookline Bicycle Committee, the Bike Union took a critical look at plans to reconstruct part of Route 9 in Brookline. The road connects several quiet neighborhood streets with the Muddy River Bike Path, but not for bikes. Brookline's plan did not even include bike lanes, but working with volunteers Peter Furth, Marc Tedrow, and Jessi Flynn the Bike Union came up with a competing plan with a raised cycletrack. Several community groups embraced the Union's plan at a public charrette in December, prompting the town to rethink their design.

GRAND JUNCTION MEETS THE PEOPLE'S PIKE

Sometimes the Bike Union's strongest card is simply bringing people together around great ideas. When the state began working on a plan to straighten part of I-90 in Allston, the Union held a meeting to bring Allston's bike activists together with another group in Cambridge who are working to bring about the Grand Junction Path. The two projects could connect over the railroad bridge crossing the Charles River under the BU Bridge. The result of their hard work together is a MassDOT commitment to include a section of the proposed bike path in the highway project's scope.

CAMBRIDGE STREET CYCLETRACK

Allston activists (with Bike Union support) won a cycletrack on a plan for a bridge over I-90 on Cambridge St., which opened up an opportunity for them to win a cycletrack on the rest of the street in MassDOT's I-90 straightening project, and also in the short term before that project is complete.



BIKEWAYS ON EVERY PARKWAY IN THE REGION, STARTING WITH THE ARBORWAY IN JAMAICA PLAIN

Originally sparked by the #WinterBiker campaign in the early days of 2014, the Bike Union has helped lead a group of advocates from all over Eastern Massachusetts to create real and significant change at the state's Department of Conservation and Recreation. As a leader in the new Urban Paths and Parkways Committee, the Bike Union inspired planning processes to add bikeways to Morrissey Blvd. in Dorchester and the Arborway in Jamaica Plain (see new design of Murray Circle at top left). Those efforts, however, are just a prelude for what's to come. In 2015, the Union will help oversee a new "Parkway Plan" that is aimed at adding cycletracks to all parkways in the region.



SAVING THE SUMMER STREET CYCLETRACK

When an advisory group threatened to remove the Summer St. cycletrack from the South Boston Waterfront Sustainable Transportation Plan, the Bike Union set up a successful letter campaign to keep it intact.

Ridership has increased

36%

since the Bike Union began in 2010
(based on ACS data)

Boston is ranked **14th**
for bike commuting among the **70** largest cities

AND

Cambridge is ranked **5th**
for bike commuting of all cities and towns.

The Bike Union launched

29

mobilizations
for public meetings in 2014

VISION ZERO

FIRST-IN-NATION SIDEGUARD ORDINANCE IN BOSTON

The Bike Union has the political contacts and Volpe Transportation's Alex Epstein has the specialized knowledge that bring about great policy. Thanks to the great leadership of Boston City Councillor Ayanna Pressley and Mayor Marty Walsh, and the work of

Kris Carter in the New Urban Mechanics Dept., an ordinance was created that requires all trucks

contracting with the city of Boston to have sideguards that help keep people out of harm's way in the event of a crash. Because over half of Boston's fatal crashes in the past four years have involved large vehicles, this ordinance is likely to save several lives in the future.



A STRONG VOICE WITH THE WALSH ADMINISTRATION

After winning office in 2014, Marty Walsh gathered some of the greatest transportation minds in Boston to serve on his Transition Team. Bike Union executive director Pete Stidman was among them, and continues to serve the city as a member of the GoBoston 2030 Mobility Team. One of his top priorities with the Walsh Administration has been advocating that the city to adopt Vision Zero.



Pete Stidman illustrates the danger of dooring to Boston Mayor Marty Walsh on Commonwealth Ave at the Bike Union's Mayoral Bike Ride on Nov. 22, 2014. —Photo courtesy of Mayor's Press Office

Boston averages

484

bike crashes per year according to BPD Data 2010-2012

15 percent

of victims are reported injured,

3 are killed.

These are the first benchmarks for **Vision Zero.**

Defining the problem is the first step to **solving it.**

2,557

PEOPLE

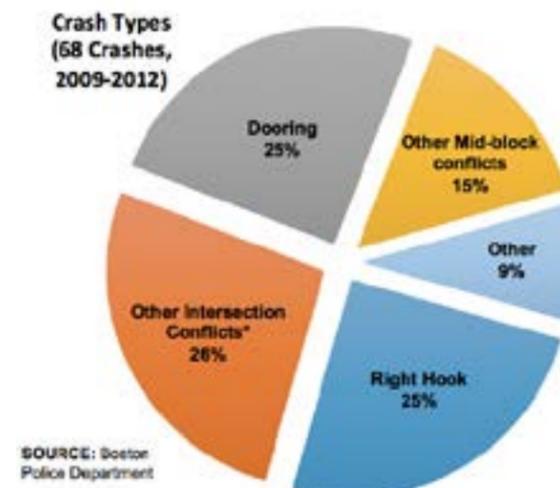
signed the petition for cycletracks on **COMMONWEALTH AVE**



A new interactive crash map released in 2014. It was created with data compiled by a team including the Boston Police Department, Harvard School of Public Health, Boston Area Research Initiative, and the Boston Cyclists Union. Find it at <http://worldmap.harvard.edu/maps/boston-bikes>.

NEW INTERACTIVE CRASH MAP OPENS DATA TO PUBLIC

The same work that won a Commissioner's Commendation from Police Commissioner William Evans in 2013 continued to bear fruit in 2014 with the release of an interactive crash map (see page 6). With the crash map, bike activists can look at compelling stories (narrative police reports) that show the cause of crashes and inform better street design decisions that can effectively reduce injuries and fatalities. On Commonwealth Avenue, the Bike Union calculated that over 25 percent of all crashes were doorings, a compelling statistic that helped win a cycletrack on the street.



SOURCE: Boston Police Department

Crash analysis of Commonwealth Ave.

GROWING THE BICYCLE MOVEMENT

THE RISE OF THE WORKING GROUPS

In 2014 the Boston Cyclists Union's staff established three volunteer working groups to help empower new leaders in the organization. The new organizing strategy opened the door to new ideas and programs, including the the Union's new Bikeways for Everybody campaign (see right), the Boston Bike Winter program, a new interactive crash map to be released in 2015 and a low-stress bicycling study of the city of Boston currently underway in a partnership with consulting firm Howard Stein Hudson.

The working groups have also become part of the pipeline to greater leadership opportunities in the organization, such as the board of directors and staff. Several board nominations in 2015 were of or from members of the working groups, and in 2014 the Bike Union hired former intern and Research Group member Doug Johnson as its new Community Organizer. Part of Doug's responsibilities include helping new people get involved in the working groups and be as productive as they can be.

THE THEORY BEHIND BIKEWAYS FOR EVERYBODY

The Bikeways for Everybody campaign is based on similar proactive campaigns in San Francisco and Pittsburgh that call for crosstown routes through the city, but with a new wrinkle. Based on the results of the Bike Union's annual "Organizing Advance" (a meeting of over 30 of the Union's most active bike activists) the Bikeways for Everybody campaign will find ways to deduce what bicyclists in each neighborhood most want. What are the most pressing needs, their top priorities? What will bring them out in droves to community meetings? And then fold that into one campaign that seeks to achieve each neighborhood's top priorities by 2025.

In this way Bikeways for Everybody supports all of the Boston area's network plans (Green Links, Boston, Brookline, Cambridge and Somerville's bike plans) by identifying the routes among them that have the most demand, and political support. As many of our elected officials note, Boston is a city of neighborhoods, and what neighborhoods want, neighborhoods often get.

When the city, town, or state focuses on the most important routes to people, they also stand a better chance of having a real measurable impact on mode shift. When we focus on the key routes first, we maximize the number of people who have access to comfortable cycling.

The Bike Union
came into contact with over
17,000 PEOPLE

268 PEOPLE
volunteered

16 businesses
offer discounts
for Boston Cyclists Union members



Boston Bike Winter's 2014 Solstice Ride, organized by Programming Group volunteers.



ENCOURAGING MORE RIDERS

OVER 58
unique volunteers spent

592
hours

at 37 Bike to Market events
teaching 419
people to fix 926 bikes.

BOSTON
BIKE
WINTER

A 1st in New
England

More than
10,000

people experienced Open Streets

BOSTON BIKE WINTER

A new effort bike promotion effort based on the success of the Organizing Group's #WinterBiker campaign came out big in 2014, offering four Bike Winter Socials at local bike shops and bars and three "Winter Wednesday Warmers" that gave out hot coffee, hot coco and breakfast burritos to bike commuters thanks to Equal Exchange and Beantown Taqueria.

BIKE TO MARKET

At the Bike Union's popular bike repair program, big changes were afoot in 2014. Based on input from a Bike to Market strategy retreat in the early Spring, the program increased its focus on bike repair education. Every participant was offered an apron and tools and invited to fix their own bike. Nearly half did so, and the experiment provided information on how to get as many as two-thirds of participants' hands dirty in 2015.

COMMUTE BOSTON

In 2014 the Bike Union created a new logo, web page, and list of services for local employers in Boston. By joining the Bike Union, businesses can take advantage of classes for their employees and get help from Bike Union staff on making their business more bike friendly.

OPEN STREETS

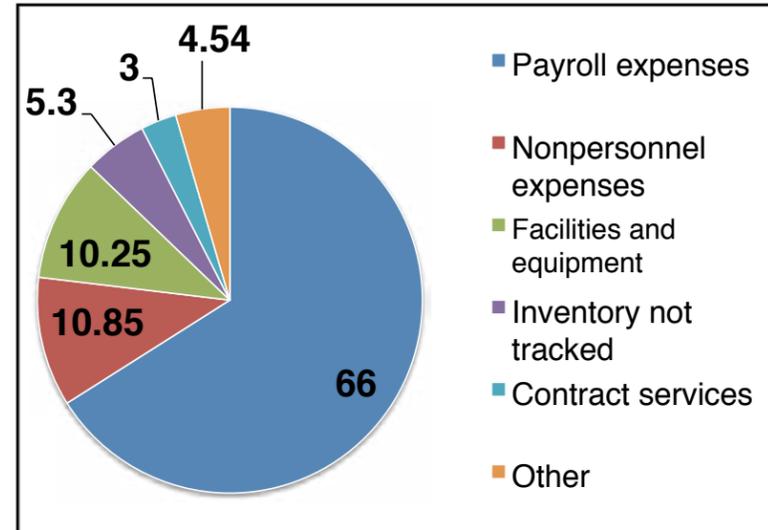
In a collaborative effort between the Emerald Necklace Conservancy, LivableStreets Alliance, Nuestra Comunidad, Project RIGHT and the Sustainability Guild, the Boston Cyclists Union again opened up Blue Hill Avenue to people. The 2014 crowds were bigger, and the dozens of events included a salsa concert, an outdoor church service, and an urban fashion show right down the double yellow line.

ANNUAL FINANCIAL REPORT

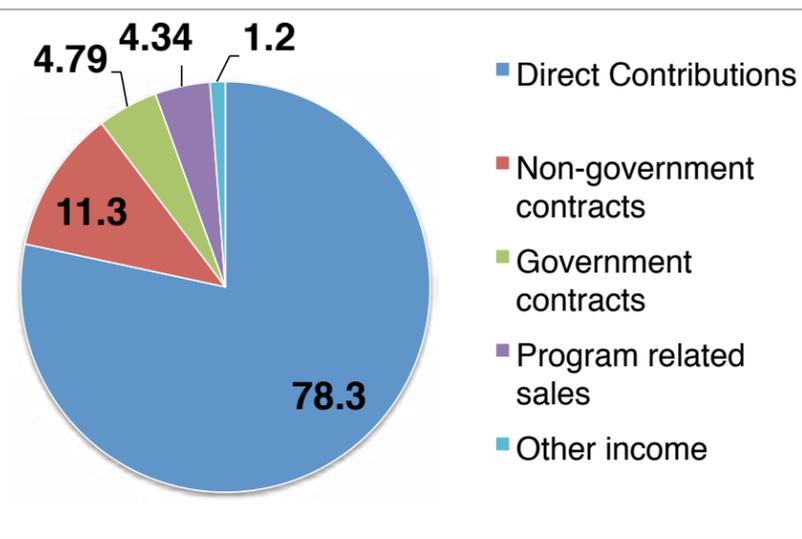
Balance Sheet

TOTAL INCOME	\$120,932.56
TOTAL EXPENSE	\$119,845.26
NET INCOME	\$1,087.30
BEGINNING NET ASSETS	\$29,350.48
ENDING NET ASSETS	\$30,438.12

Expenses



Income



STAFF

Pete Stidman, *Executive Director*
Douglas Johnson, *Community Organizer*

CREATORS OF THIS REPORT

Pete Stidman, *Executive Director*
Douglas Johnson, *Community Organizer*
Rebecca Wolfson

BOARD OF DIRECTORS

(December 2014)

Steven Bercu, *President, Chair of Finance & Operations Committee*
Kristine Aristide, *Vice President*
Rebecca Wolfson, *Treasurer*
Phil Stango, *Clerk, Chair of Governance Committee*
Mike Green, *Chair of Development Committee*
Christine Casalini
Tom Evans
Peter Furth
Yvonne Lalyre
Jon McCurdy
Dana Ostberg, *Founder*
Luis Sanchez, *Lead Mechanic, Founder*
Conor Semler
Jason Stockmann

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Jeorginio Exinor
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Hannah Kates
Ben O'Brien
Jason Quarries
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Jill Wlash
Vanessa Wanyu Chou
Sierra Yit
Fan Zhang

THANK YOU!

THE FOLLOWING BUSINESSES, GOVERNMENTS, FOUNDATIONS, AND INDIVIDUAL SUPPORTERS GAVE GENEROUS CONTRIBUTIONS TO MAKE OUR WORK POSSIBLE IN 2014.

\$5,000 and above

Steven Bercu
City of Boston (Bike to Market Support)
Climate Ride 2014 NYC-DC
Green Lanes Grant 2014
Nels Nelson / Katherine O'Neill

\$1,000-\$4,999

BUDA Good Cause
Andrew Fischer
Peter & Elizabeth Furth
Green Lane Project
Jason & Fischer, Attorneys at Law
John Hancock
Harry Mattison
Jon McCurdy
Bob Shulman
El Pelon Taqueria
The Julia & Nate Sharpe Charitable Fund
David White

\$250 to \$999

Randall Albright
David August
Scott Carson
Cezanne Cartier
Christine Casalini
Arina Jean Chaplin
Bob Dizon
Tom Evans
Laura Everett
Jascha Franklin-Hodge
Sarah Freeman
William Furr
Katherine Gross
Adina King
Tim Neunzig
Ben Orenstein
Prospect Mortgage
Anthony Roldan

\$250 to \$999 (cont'd)

Alan Shapiro
Tiffany Thacher
David Weinstein
Peter Yao
Michael Zahniser
Zipcar
Joshua P Zisson

