Dear Friends of the Los Angeles County Bicycle Coalition,

Last year was a year of growth and change both here at LACBC and across Los Angeles. I took over as Board President in the fall and as I look back at the events and achievements of last year I am reminded of why I am proud to serve our membership and this organization. In 2014 we secured the approval of Los Angeles’s first protected bike lanes and commitments to traffic safety and greater funding. We laid the groundwork for a citywide network of next generation bikeways and welcomed a new leader at LADOT. We released the results of our 2013 bike count, conducted in partnership with Los Angeles Walks. Through it all, we hosted yet another record-setting River Ride, made a splash riding to the Emmys, and doubled the impact of Operation Firefly. We celebrated that impact and launched a new awards gala, the Firefly Ball, to honor three outstanding individuals in the public and private sector who are working to make Los Angeles a more healthy, safe, and fun place to ride a bike. For the first year we awarded Andy Leeka the Passionate Pedal Award, Suja Lowenthal the Innovator Award and proudly, Alex Baum the Alex Baum Award for Achievement in Advocacy.

Finally, the biggest change for our organization came in August of last year, when our Executive Director of seven years, Jennifer Klausner, announced she would step down from her role at the helm of LACBC at the end of December. In October, we launched our nationwide search for a new leader and at our December Board Meeting, we were pleased to select Ms. Tamika Butler to take her place. Tamika hit the ground running in January getting to know as many members, partners, and the bike community at large while working with staff to determine goals and plans for LACBC’s work for 2015 and beyond.

Our board is committed to our strategic plan to increase our membership and strengthen and diversify the organization’s funding streams. With our Regional Partnership of twelve Local Chapters and Neighborhood Bike Ambassadors we are working towards our mission to build a better, more bikeable Los Angeles by bringing diverse communities together to improve the bicycling environment and quality of life for the whole county.

On behalf of our board, staff and local chapters, thank you for your continued support, your membership and all that you do to make LACBC a success.

Join or renew your membership today!

Steve Boyd
Board President

Mission

The Los Angeles County Bicycle Coalition builds a better, more bike-able Los Angeles by bringing diverse communities together to improve the bicycling environment and quality of life for the whole county.

Vision

LACBC envisions a Los Angeles County that is a great place for everyday, year-round bicycling. People live in healthier, more vibrant communities, where the air is cleaner and streets are both quieter and safer for everyone. More women, families and children ride their bikes, and appreciate opportunities to enjoy their neighborhoods and their city. All people, of varying cultures and backgrounds, can ride their bikes everywhere, safely and conveniently.

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Bookkeeper
Membership

LACBC is the only member-based nonprofit advocacy group working to make the Los Angeles region a healthy, safe and fun place to ride a bike.

We currently have 1,560 members.

Social Media in Numbers

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Regional Partnership

In a county with over 10 million residents and 89 local jurisdictions, LACBC extends our efforts by supporting a growing network of all-volunteer Local Chapters. As a core part of our mission, we foster and empower local advocacy with policy know-how, administrative support and peer-to-peer exchange. Local chapters use their firsthand knowledge of their city and neighborhood concerns to identify local bicycle and pedestrian issues and launch dynamic campaigns to solve them. They are well-placed to cultivate community support through their connections with local residents, leaders and merchants, raising bicycle awareness in their areas by hosting rides and fun events, advocating for better infrastructure and more bicycle parking, urging their city councils to create or update their bicycle master plans, hosting safety courses, and a lot more! We invite local advocates to join the chapter in their community or work with us to start a new one.

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CAMPAIGNS

In 2014 LACBC made steady progress toward a more bike-friendly region. At the beginning of the year, we set ambitious goals of bringing protected bike lanes to Los Angeles, appointing a bike-friendly LADOT General Manager, staffing up Los Angeles Department of Transportation (LADOT)’s bikeways and pedestrian groups, and increasing funding for walking and biking throughout Los Angeles County. We are proud to say we delivered. In 2014, we secured the approval of Los Angeles’s first protected bike lanes and commitments to traffic safety and greater funding, laid the groundwork for a citywide network of next generation bikeways, and welcomed a new leader at LADOT.

Advocates rallied to save the “My Figueroa” complete streets project, which will include Los Angeles’s first protected bike lane. LACBC led the charge to keep the project on track by working with key partners to overcome opposition from an auto dealership group and other large stakeholders along the Figueroa Corridor from downtown Los Angeles to USC. Over 60 pedestrian, bicycle and transit advocates from across the city showed up in support of the project at a March City Council committee meeting, while Councilmember Curren Price, Councilmember Jose Huizar and Mayor Eric Garcetti worked diligently to address opponents’ concerns. The final appeal against the project was dropped one month later.

180 Miles of Family Friendly Bikeways

In February, the City of Los Angeles announced a 180-mile network of family friendly bikeways. Los Angeles is in the midst of updating its transportation plan for the first time since the 1990s, and a citywide network of protected bike lanes is a key component. The City spent most of 2014 gathering feedback on the plan, which is scheduled to go to Planning Commission in the spring of 2015 and the City Council after.

LACBC worked with the Department of City Planning to develop a 180-mile network of protected bikeways and high-quality neighborhood streets that will “provide safe, convenient, and comfortable local and regional facilities for cyclists of all types and abilities.” This is another of LACBC’s campaign goals we asked Mayor Garcetti to accomplish this year.

2013 Bike Count

LACBC released the results of our 2013 Bike Count just in time for Bike Week in May, conducted in partnership with Los Angeles Walks and with the support of over 400 volunteers across the City. The report found that bicycling is increasing overall, but primarily where the City is installing new bikeways, proving “If you build it, they will come!”

Other key findings included that bicyclists seek out higher quality facilities, which carry a disproportionate share of the city’s riders. On those higher quality facilities, a greater share of riders are women, suggesting that the best way to increase bicycling among among all people is to install more bike paths and protected bike lanes.

My Figueroa

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Images left-to-right:
2014 Bike Count Report, available online;
Board Member Sharon Muir tabling at cicLAvia;
Former Executive Director Jennifer Klausner at Bike to Work Week Press Conference for Metro;
Members of Local Chapter Walk Bike Glendale during their Pastry Walk 2014.
Complete Streets Policy with Metro

After a year-long campaign, LACBC achieved a long-held goal of a Complete Streets Policy for Metro, Los Angeles County's primary transportation agency. As the main funder of all transportation projects—including highways, transit, streets and bike paths—this new policy will affect projects throughout the county and its 89 local jurisdictions. Metro’s policy was recently recognized as one of the ten best of 2014 by the National Complete Streets Coalition for comprehensively addressing coordination across multiple agencies. LACBC anticipates spending much of 2015 working to ensure this landmark policy is implemented.

Policy Work Moves Forward

In September, new LADOT General Manager Seleta Reynolds released a revolutionary strategic plan for the department after only weeks on the job that includes a “Vision Zero” policy to end traffic deaths by 2025. While Vision Zero rightfully grabbed the headlines, the plan also dove deep into reforming the department to better achieve its mission, including often overlooked priorities like project management and staff morale, laying a roadmap for Reynolds’s tenure at LADOT. The strategic plan elevated many of LACBC’s priorities, including safe routes to school, completion of the Los Angeles River bike path by 2020, and updating the department’s manuals to include modern safety treatments like protected bike lanes.

Pushing for Representation

At LACBC’s urging, Councilmember Mike Bonin successfully authorized three new bike & pedestrian coordinator positions at LADOT in the City budget in May. These additional staff positions are critical to make progress on a backlog of grant-funded street safety projects and to seek funding for future improvements.

In June, Mayor Eric Garcetti appointed bike/ped-friendly Seleta Reynolds to lead the LADOT. Seleta came to Los Angeles with a strong track record implementing safety improvements in San Francisco, including innovative bikeway designs and safe routes to school projects. She started work in August after a smooth confirmation process and has since met regularly with LACBC to address our priorities.

Localized Efforts Make Progress

Throughout the year, LACBC worked on campaigns across the City and County, engaging local advocates, partner organizations and key stakeholders in our work to make all communities in Los Angeles County healthy, safe and fun places to ride a bike. We made substantial progress in building support for a safe North Figueroa in Northeast Los Angeles, a complete Santa Monica Boulevard through the City of Beverly Hills and a visionary Hyperion Bridge between the Los Angeles neighborhoods of Silverlake and Atwater Village.

Our network of 12 local chapters each worked on projects and programs in their own communities from downtown bike access in Pomona to green bike lanes in Santa Monica and a first-ever bicycle master plan for the City of Downey. We helped jurisdictions throughout Los Angeles County win over $100 million in funding for walking, biking and safe routes to school projects from the new state Active Transportation Program, the majority of which targeted low income communities. As demand for biking continues to grow across the county, LACBC will continue the hard work of building support for the policies, programs and projects that will make bicycling safer, more comfortable and convenient for riders of all ages and abilities.
Los Angeles County is home to over 10 million people living in 89 different local jurisdictions. While we have made great strides to grow into our “County” name, LACBC’s many local partnerships are essential for us to serve Los Angeles County’s diverse communities. LACBC continues to increase our commitment to underserved communities, particularly in South and Southeast Los Angeles, by supporting local allies and growing capacity among public agencies and nonprofit partners.

**City of Los Angeles Safe Routes to School Strategic Plan**

Starting in 2010, LACBC began working with the Safe Routes to School National Partnership to advocate for a comprehensive safe routes to school strategy for the City of Los Angeles, which previously suffered from a fragmented complaint-driven, project-by-project approach that largely ignored neighborhoods with the greatest need. In March 2011, the City directed $1.2 million toward a new citywide Safe Routes to School Strategic Plan, followed by hiring the City’s first-ever pedestrian coordinators in September 2012 to lead this project. Since then, the City has for the first time created a proactive, data-driven framework to prioritize the top 50 (out of 495) schools based on pedestrian safety, attendance boundaries and family income. Based on this framework, Los Angeles competed for and was awarded $22 million in new safe routes to school funding from the California Active Transportation Program Cycle 1 for improvements near its highest-priority schools.

**Active Streets L.A.**

Funded by the Los Angeles County Department of Public Health, LACBC successfully concluded a two-year partnership with T.R.U.S.T. South L.A. and the Los Angeles Department of Transportation (LADOT) to develop a community-based planning process for bicycle and pedestrian improvements along the 2010 Bicycle Plan’s Neighborhood Network. Active Streets L.A. empowers communities to create safe walking and bicycling routes to parks, schools, and local businesses along their neighborhood streets. Initially focused on South Los Angeles, the Active Streets L.A. pilot program yielded over $1 million in funding for bicycle and pedestrian improvements along Budlong Avenue from Exposition Boulevard to Gage Ave. LACBC released the Active Streets L.A. toolkit, which illustrates possible street improvements with easy-to-understand images and text in a convenient playing-card format.

The toolkit has the potential to transform how LADOT engages communities by making the planning process open and accessible to neighborhood stakeholders. For more information about Active Streets L.A. and to download a copy of the toolkit, go to: http://la-bike.org/activestreetsla.
LACBC partnered with LA n Sync (www.lansync.org) and the Safe Routes to School National Partnership to help the Los Angeles region support competitive proposals for the California Active Transportation Program, the state’s largest dedicated source of funding for walking, biking and safe routes to school projects. Agencies from across Los Angeles County pitched their best ideas for projects at an event at the Annenberg Space for Photography’s Skylight Studios. Aiming to give a boost to applicants with limited capacity, particularly from low-income communities of color, LA n Sync provided grantwriting assistance to two successful projects. The City of Inglewood was funded to do their first Bicycle and Pedestrian Master Plan, while the Los Angeles River Revitalization Corporation was funded to complete the La Kretz Crossing bicycle, pedestrian and equestrian bridge in North Atwater. Additionally, LA n Sync supported the City of Bell Gardens to work with its neighboring cities to prepare for an application in the 2015 funding cycle for a subregional active transportation plan.

Southeast Cities Active Transportation Master Plan

In 2014, LACBC continued to expand outreach and education to underserved communities in Los Angeles County. The Southeast Cities (a group of densely populated, predominantly Latino cities located a few miles southeast of downtown Los Angeles) are heavily impacted by goods movement, creating unique safety and public health challenges for people walking and biking, despite overwhelming demand in these low-income communities. Without active transportation plans, these cities have struggled to prioritize infrastructure improvements and programs for pedestrians and bicyclists to increase safety and better connect community destinations, including schools, parks, regional transit and job centers.

Through LA n Sync, LACBC identified a willing partner in the City of Bell Gardens to lead a subregional effort to create active transportation plans for five adjacent cities that currently lack them. This initiative provides significant progress towards LACBC’s goal of having all 88 cities in the county adopt bicycle and pedestrian plans. Thanks to LA n Sync’s support, the Cities of Commerce, Cudahy and Vernon have joined with Bell Gardens in this effort. With Huntington Park and Bell already advancing their own active transportation plans, the Southeast Cities region is poised for significant gains in the coming years. In parallel with the progress among our public agency partners, LACBC is expanding our programs and leading a series of family-friendly rides to engage residents and build support for biking and walking improvements. Each ride takes local residents through their neighborhoods with fun spots focused on the active transportation possibilities in their area. The rides end with surveys and discussion about the changes residents want to see where they work, live, and play. LACBC is taking this information to the policymakers that matter and advocating for the change the local residents hope to see. In the coming year, LACBC will continue to coordinate among partner agencies and organize outreach events to generate public momentum for a more walkable and bikeable Southeast Los Angeles County.
“Operation Firefly” (Operación Luciérnaga) is an education and bike light distribution program intended to make sure people riding bikes in Los Angeles are riding safely at night.

When riding at night in California, a white front light and reflectors are required by law (CVC21201). More importantly, riding without lights and reflectors is dangerous. According to the most recent data from the National Highway Traffic Safety Administration, 69% of bicyclist fatalities in 2012 in the U.S. were in urban areas, and 48% of the bicyclist fatalities occurred between 4:00 pm and midnight (NHTSA “Traffic Safety Facts” April 2014 DOT HS 812 018).

Our goal is to seek out people riding without lights for various reasons, especially riders who may not have the means or time to acquire lights on their own.

Education

In 2014 LACBC began offering regular 2-hour bicycle education classes, “Basic Bicycling Skills”, at no cost to LACBC members. The same course as also provided to Burbank Water and Power on a contract basis for their employees who wanted to check out a bicycle from BWP's private bike share fleet.

» LACBC, along with our local chapters in Santa Monica and Glendale, and in partnership with Metro and CicLAvia published a total 50,000 copies of our “Bike Smart Rules of the Road” pocket guides for distribution throughout the county. We also introduced a Fix a Flat postcard thanks to graphics donated by Sally Carson.

» “I Give 3 Feet” graphic in collaboration with AAA, Wire Media & CalBike

» 3 Feet for Safety Act tip sheet with AAA and Calbike - distributed all over SoCal by AAA - 250,000 total

» Collaborated with First 5 LA to publish bilingual “Family Biking Guide” with content provided by San Francisco Bicycle Coalition and editing by LACBC and First 5 LA.

» Collaborated with First 5 LA on Safe Bicycling Video using footage from LACBC’s Kid’s Festival at 2014 LA River Ride.
Neighborhood Bike Ambassadors

This is an initiative is to support the implementation of the City of LA bicycle master plan. Neighborhood Bike Ambassadors work on one of 5 City of LA area committees: the Valley, South LA, the Westside, Central LA, and the Eastside/Northeast LA. Neighborhood Bike Ambassadors build local street level support for bike projects like bike lanes, boulevards, bike parking corrals, bike friendly business districts and more. Bike Ambassadors work with Neighborhood Councils and other local neighborhood & community groups including local businesses, schools, churches, etc to build awareness & support for projects, create safer streets, and help make Los Angeles healthier. Ambassadors organize community bike rides and other fun and educational events to help get more Angelenos out cycling.

Over the last 2 years, the Neighborhood Bike Ambassador program has grown to a volunteer base of 600 stakeholders in Los Angeles who want to make a difference in their communities. Through strategic training and hands-on experience these individuals are equipped with the knowledge to engage their neighbors, reach out to businesses, and organize campaigns. The NBA program has produced a strong network that reaches all parts of Los Angeles, from Chatsworth to Eagle Rock to Del Rey to Wilmington.

Since its inception, the NBA program has provided an opportunity for individuals to get more involved with LACBC. Some ambassadors have joined our board, participated in our annual Climate Ride fundraiser, organized campaigns to advocate for bike lanes, and contributed financially to ensure LACBC grows as an organization. NBAs in northeast LA continue to advocate for a safer N. Figueroa corridor while Central NBAs maintain pressure on City Hall to transform the Hyperion Bridge into a livable bridge crossing the LA River. Ambassadors in Mid-City successfully advocated for a comprehensive network of neighborhood bike-friendly streets that won support at City Hall and they are now pursuing funding to see their project through completion. The NBA program continues to be a successful avenue for those who want to get more involved and provides the resources and network needed to bring communities together.

Bike Valet

LACBC’s Bike Valet is easy, convenient, and secure bike parking. Events that attract a lot of people on bicycles need bike parking. LACBC Bike Valet provides its own bike racks for events and establishes a secure zone around the valet area to guard the bikes. Bike Valet is just like valet car parking, or coat check. You bring your bike to the Valet attendants, they take your bike, and you get a number to reclaim your bike later. It’s that easy! This makes parking your bike much less of a hassle for attendees – no need to hunt for a parking spot or lock up your bike. Attendees can also leave their lights, accessories, and bags on their bike, knowing that it won’t be messed with or stolen on the street. LACBC provides this service throughout the county and is partnering with different events to make sure that sustainability and a healthy LA is prominent at their venue.
Climate Ride
Climate Ride is a 501(c)(3) organization that organizes life-changing charitable events to raise awareness and support sustainability, active transportation, and environmental causes. In 2013 LACBC became one of the beneficiaries and formed Team LACBC to do the Climate Ride: California North Coast ride in May, raising nearly $20,000. In 2014 we doubled the fundraising with nearly 15 riders, and for 2015 we have a goal of $115,000 with a team of twenty!

Finish the Ride
On Sunday, February 17th, 2013, Damian Kevitt and his wife were riding their bikes around the streets of Los Angeles and along the L.A. River Bike Path when someone driving a light colored minivan struck Damian and pinned him underneath the mini-van. Damian suffered road burns and lost his right leg, and has since vowed to Finish the Ride that he started on that day. Around 500 people joined Damian on Finish the Ride on April 27th.

Proceeds benefited Challenged Athletes and LACBC.

River Ride
LACBC’s Biggest Fundraising Event along the LA River Bike Path! Now in it’s 14th year, LACBC’s Annual Los Angeles River Ride grows in participation every year. This event is the largest event that happens on the LA River every year and calls attention to the state of the LA River and it’s bike path to over 3,000 Angelenos. Now with two start/finish locations, one in Long Beach and one in Griffith Park, participants have ten different rides to choose from, everything from 100 miles down to a 1 mile ride and safety rodeo for kids as young as two. This ride has something for cyclist’s of all ages and all abilities. The ride is now free to kids 12 and under and families enjoy low cost ticket prices. The River Ride is proud to have provided hundreds of brand new bicycles to kids living in foster care. Not only is the event a wonderful day of fun in the sun, it is also supports LACBC and the LA River Corp’s Greenway 2020 campaign that seeks to complete all 51 miles of LA River Bike Path by the year 2020.
El Grande Fondo de Los Angeles Crest

The exclusive 1st Annual El Grande Fondo de Los Angeles Crest travelled through the classic high country of the San Gabriel Mountains along scenic Angeles Crest Highway and up to historic Mt. Wilson. This super-sweet event was a partnership between LACBC and National Forest Foundation. The ride included a full century (100 miles), a metric century (62 miles) and a 30 mile route. The ride benefited the

Firefly Ball

The First Annual Awards Gala - “Celebrating a Bright Future for LA County”

Named out of its timing with the seasonal launch of Operation Firefly, an education and bike light distribution program of LACBC, the Firefly Ball was a light-filled evening of art, music, food and drink as we honored community members doing good bike work. This first year’s honorees were: Andy Leeka — Passionate Pedal Award; Alex Baum — The Alex Baum Award for Achievement in Advocacy; and Suja Lowenthal — The Innovator Award.

Open House

Held at the beginning of December at LACBC’s downtown HQ the Open House is our annual celebration for our local chapters to celebrate and learn about everything that we did throughout the year. 2014 was especially poignant as it was a sad goodbye to our outgoing Executive Director, Jennifer Klausner.
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Michelle Mowery
Deborah Murphy
Shayla Myers
Eddie Navarette
Patrick Pascal
Jim Pocrass
Port of Long Beach
Stephanie Ramirez
Carolyn Ramsay
Michael Rosenberg
Alexander Rousmaniere
SCAG

Zach Schau
Greg Seyranian
Keith Shaw
Fred Schwarzenbach
Dave Snyder
Gil Solomon
Josh Squire
Stifel
Hal Suetsugu
Peter & Brooke Smuts
Thomas Smuts
Trenton Strong
Linda Swarzman
Adam Tischer
William Tugurian
Carrie Ungerman
Nancy Ungerman
Joseph Valdez