

The **Bicycle Transportation Alliance** creates healthy, sustainable communities by making bicycling safer, more convenient and more accessible.

The Bicycle Transportation Alliance and its network of citizen advocates put rubber to the road in Oregon and SW Washington in 2002, helping the region to live up to its reputation as a leader in livability and a mecca for bicycling. ♦ In a time of shrinking transportation budgets and faltering commitment to bicycle-friendly policy, the BTA has made important gains. We've built support for bicycling at the planning level, made streets safer and friendlier for bikes, educated kids about safe cycling and involved individuals in making their communities better places to live and ride a bike. We're



making our mark.

growing

FRIENDLIER POLICY, FRIENDLIER STREETS

The Bicycle Transportation Alliance is the voice for cyclists in Oregon and SW Washington and a champion for enlightened policy, working to ensure that resources are dedicated to bicycling.

- ◆ Building on our 2001 Safe Routes to Schools **legislative success**, in 2002 the BTA laid the groundwork for legislation to create a funding source for traffic safety education programs, including our Bike Safety Education Program.
- ◆ The BTA's **Building Bicycle Utopia workshop** gave 40 activists from around the region the tools they need to be effective advocates for bicycling in their communities.
- ◆ BTA staff and citizen advocates **tracked road projects** around the state to ensure that bike and pedestrian accommodations were included. In Portland, the BTA weighed in on the Burnside Redevelopment Plan, Naito Parkway Reconstruction, Morrison Bridge redesign, and St. Johns Bridge reconstruction. Statewide, BTA staff monitored 50 modernization projects funded through the Oregon Transportation Investment Act.
- ◆ A crew of BTA volunteers is **watch-dogging new construction** in downtown Portland to ensure that bike parking meets city code.
- ◆ BTA staff **represented cycling interests** on policy committees including the Oregon Bicycle and Pedestrian Advisory Committee and Metro's Transportation Policy Alternatives Committee.

RAISING VISIBILITY

BTA programs and events celebrate and promote biking, while building respect for cycling. Our strong leadership and vision are helping to move bicycling into the mainstream, as evidenced by Executive Director Catherine Ciarlo's recognition as 2002 Woman of the Year by the Portland chapter of the Women in Transportation Seminar.

- ◆ The BTA's **Bicycle-Friendly Communities Report Card** graded 22 Oregon cities on their bike-friendliness, putting local biking conditions on the media radar in more than a dozen cities and giving local citizens a tool to make their communities more bike-friendly.
- ◆ BTA staff worked as part of the **BikeSummer** Steering Committee to bring BikeSummer to Portland in August. This international festival of bicycling brought biking to the public eye with flair, attracting more than 5000 cycling enthusiasts from around the region, the country and beyond.

◆ More than 250 companies participated in the BTA's 7th annual statewide **Bike Commute Challenge**, competing for the highest percentage of bike trips to work. This year's Challenge got over 2600 employees on their bikes for more than 29,500 miles, and inspired 433 new bike commuters.

- ◆ The efforts of nearly 700 BTA volunteers helped make the Providence **Rose Pedal**, in Portland, a success for more than 20,000 participants. This weeklong festival of cycling events for the whole family highlighted the bicycle as both recreation and transportation.
- ◆ The BTA's **Bike Locker Program** facilitated bike commuting by making the bike-transit connection easier. In 2002, the BTA managed 236 bike lockers along the light rail line between Hillsboro and Gresham, with a 95% occupancy rate.
- ◆ The BTA's humorous and hard-hitting series of "share the road" **TV commercials** went national, distributed to activists around the U.S. for broadcast in their communities.
- ◆ Volunteers provided **secure bike parking** for thousands of bikes at eight summer festivals in Portland, Beaverton and Gresham.
- ◆ The **Alice B. Toeclips Awards Party and Auction** celebrated the accomplishments of bicycle advocates from around the state and raised money to support the BTA's work.

HEALTHY KIDS, SAFE COMMUNITIES

A national leader and innovator in youth education, the Bicycle Transportation Alliance provides a model for other groups working to improve kids' health through increased physical activity. Locally, our office serves as a source for bicycling information, and our staff helps get people on their bikes and cycling safely.

- ◆ The BTA coordinated **Safe Routes to Schools Programs** at four middle schools in Portland and Corvallis, helping to create coalitions of parents, health professionals and transportation planners. These teams identify hazards and work toward solutions to increase youth bicycling and walking to school.

PHOTO BY CHRIS HO



- ◆ As part of our **Safe Routes for Kids Program**, the BTA ran our nationally-recognized **Bike Safety Education Program** in 14 cities in Oregon and SW Washington, educating 4,250 kids in 147 classrooms, and increasing bicycle ridership from 4% to 14% among participating students.
- ◆ Over 15,000 of the BTA's *Safe Routes for Kids* brochures and safety booklets, printed in both English and Spanish, were distributed to children and families in Oregon and around the country.
- ◆ The **Bike-to-School Challenge** and **Bike-to-School Tuesday** promoted bicycling at 14 schools in Portland and Central Oregon. Children and adults rode their bikes together – increasing cycling, getting fit, and earning prizes for participation.
- ◆ BTA Education Director Scott Bricker chaired the **National Safe Routes to Schools** funding taskforce and sat on the League of American Bicyclists national Education Committee.



- ◆ Working with the League of American Bicyclists, the BTA completed preliminary planning for the 2003 **Bicycle Education Leadership Conference**, which we'll co-host in June.
- ◆ The BTA's popular bi-monthly **Bicyclists Legal Clinic**, led by bicycle lawyer Ray Thomas of Swanson, Thomas and Coon, educated

commuters about their legal rights and responsibilities.

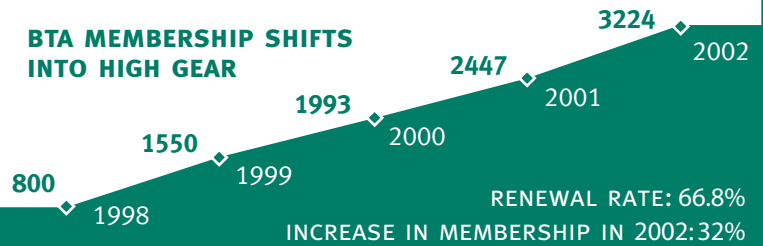
- ◆ We introduced a monthly **Commuting 101** workshop, which equips commuters with safe riding techniques, tips for a comfortable commute, gear advice and more.

GROWING STRONGER

From the increase in our membership to an overwhelming response on the part of new and returning volunteers, 2002 was a successful year for cycling and for the Bicycle Transportation Alliance. This vitality is crucial as we face challenges to cycling during lean budget years.

- ◆ The BTA **reached more cyclists** than ever: our weekly e-newsletter expanded to inform more than 1200 activists in the Portland metro area; our monthly *Cycletter* reached nearly 4000 homes and businesses in Oregon and SW Washington.
- ◆ The BTA's partnership with **AmeriCorps/Northwest Service Academy** helped expand our Safe Routes for Kids program and Bike to School Challenge.

BTA MEMBERSHIP SHIFTS INTO HIGH GEAR



- ◆ BTA **membership** is up around the region, with notable growth in the Portland suburbs and Vancouver, WA.
- ◆ The BTA's seven **statewide chapters** made their presence felt around Oregon, organizing recreational rides, weighing in on state and local policy, educating youth, providing low-cost lights and regional bike maps to cyclists, and lobbying for bike lanes and wider shoulders on state and county roads.

BTA CHAPTERS

Bicycle Friendly (Clatsop County)	Getting There - Sensible
Central Oregon BTA	Transportation for Corvallis
Columbia County BTA	Mid-Willamette Valley BTA
Eugene Bicycle Coalition	Washington County BTA

- ◆ More than **900 volunteers** supported the BTA's programs and operations in 2002 by helping out with bike safety education, bike parking, Providence Rose Pedal, research projects, technology assessment and improvement, committee involvement, outreach, and weekly office support. We salute our volunteers, to whom we owe so much of our success!

BTA BOARD OF DIRECTORS

Hal Ballard , NW Portland	Tom Miller , N Portland
Debra Carus , Clackamas	Jerry Norquist , Sisters
John Fahsbender , NE Portland	Doug Parrow , Keizer
Jay Graves , NE Portland	Brian Reynolds , NE Portland
Steve Gutmann , SE Portland	Cat Samson , NE Portland
Bruce Kilgore , Lake Oswego	Brent Ward , SW Portland
Evan Manvel , SE Portland	Craig Wilson , Lake Oswego

OUTGOING BOARD MEMBERS:

Jane Eichenberger, David Levine, Sheila Lyons, Amanda Potter

SOURCES OF FINANCIAL SUPPORT

Income:

Membership and individual donations	\$127,558
Corporate support	\$109,821
Foundation grants	\$20,000
Merchandise sales	\$16,630
Government contract (Bicycle Safety Education) ...	\$76,119
Fees for services	\$49,764
Other	\$835
TOTAL	\$400,727

stronger.

LIST OF DONORS JANUARY 1, 2002 – DECEMBER 31, 2002

BUSINESS SPONSORS

\$50,000+

Oregon Department of Transportation

\$20,000-\$49,999

Cycle Oregon Fund of the Oregon Community Foundation
Providence Bridge Pedal

\$5000-\$19,999

Bike Gallery
City of Gresham
City of Portland
NIKE
Raleigh Bicycles
St Charles Medical Center

\$2000-\$4999

Bike N Hike
City of Ashland – Planning Division
Good Sport Promotion
Grapheon
Nature's: A Wild Oats Market
Peace Health
Planet Bike
REI—Portland
River City Bicycles
Specialized Bicycles

\$1000-\$1999

ABR Inc
Bike Friday
Commuter Solutions – Lane Transit District
Giant Bicycles
League of American Bicyclists
Melvin Mark Companies
Portland General Electric
REI – Eugene
Russell Development Company

\$500-\$999

Amazing! Online Marketing
Asante Health System
Ashland Community Food Store

Astoria School District
Bicycle Repair Collective
Burley Design Cooperative
CO-Motion Cycles
Corvallis Cyclery
Coventry Cycle Works
David Evans & Associates
DK Whitaker Engineering
Flexcar Portland
Fred Meyer, Inc.
Fremont Family Vision
Fuji Bicycles
Gales Creek Insurance
Kaiser Foundation Health Plan
Ma Nao Books
North Star Foundation
Oregon Country Fair
Oregon Department of Transportation—Region 2
Oregon Screen Impressions
Prendergast and Associates
Rejuvenation
Sellwood Cycle Repair
TeamEstrogen.com
Washington Traffic Safety Division

\$250-\$499

Abandon Magazine
The Bardy Company
The Bike Peddler
Bike Central
Bob's Bicycle Center
Bridgeport Brewing
Burlingame Pizza
CH2M Hill
Chris Ho, Photographer
Corvallis Hospital
Downtown Chiropractic Clinic
Eye Health Northwest (Dr. Scott Grealish)
Full Sail Brewing
Hot Lips Pizza
Islamic Jihad of Love
John R. Roberts, APC
Kiwanis Club of Corvallis
Logo Sapiens German-English Translations

Madrona Hill Baking Company
Nacco Materials Handling Group Inc
New Belgium Brewing Company
New Seasons Market
OTAK
Perkins Coie LLP Advised Fund of the Oregon Community Foundation
Portland Manual Lymph Drainage Clinic
Resource Revival
Robert Sampson, DPM
Russ Auto Group
Seven Corners Cycle and Fitness
South Salem Cycleworks
Swanson, Thomas & Coon
URS Corporation

BIKE CLUBS & EVENTS

\$2000-\$4999

Cascade Cycling Classic
Mid-Valley Bicycle Club
Portland Wheelmen Touring Club
Swan Island Cycling Classic

\$1000-\$1999

Greater Eugene Area Riders (GEARS)
Northwest Tandem Rally
Siskiyou Velo

\$500-\$999

Eugene Bicycle Coalition
Salem Bicycle Club
Vancouver Bicycle Club

INDIVIDUAL DONORS (BUD CLARK SOCIETY)

\$5000+

William M. Brod Fund of the Oregon Community Foundation
Susan Rosenthal

\$2000-\$4999

Rogers Family Fund of the Oregon Community Foundation
James & Dorothy Ciarlo

\$1000-\$1999

Bob & Debra Carus
Sharon M. Fekety Fund of the Oregon Community Foundation
Jay Graves
Rick Hermanson
STG 3 Lonnie Johnson Jr
Bruce Kilgore
Melanie Moler & Dave Eggleston
Evelyn Nye
Brian Reynolds
Ellyn Stier

\$500-\$999

Anonymous
Craig Bachman
Dale Call
Reed, Ned & Devin Harkness
Kasandra Griffin
Kristin Lensen & David Whitaker
Mark Meininger
Jerry Norquist & Victoria Graves
Jeff Willensky & Jennifer Soyke

\$250-\$499

Hal Ballard
Lynn Bauer
Joe & LaVonne Blowers
Todd Boulanger
Tom Brown
Catherine Ciarlo
Bud Clark
John Cunningham
Jane Eichenberger & Curtis Roth
Mary Fellows & John Russell
Sarah & Roger Friedel
Joel & Barbara Grover
Steve Gutmann & Amanda Potter
Mike Hrykewicz
Charles Holzweissig
Teresa Hill
Ed Kushner
Jeff Locke
Evan Manvel
John Miner
Dan & Gail Nelson
Jack, Marion, & Hazel Newlevant
Jonathan Nicholas
Doug Parrow
David Paul
Mike & Barbara Porter
Sarah P. & William R. Robertson
Charitable Trust
Galen Seitz & Jacqueline Villnave
Howard & Manya Shapiro
Rebecca Slak & Jeff Cole
Jeffrey Smith & Sharon Hennessy
Ken & Karen Southerland
Ellen Vanderslice & Scott Parker
Jeff & Diane Wills

If we missed your name, please let us know so that we can print a correction in our next newsletter.

thank you!



PHOTO BY MATT GIRAUD

BTA STAFF

Back Row: Scott Bricker, *Youth Programs and Education Director*; Catherine Ciarlo, *Executive Director (on leave Oct 2002–Jan 2003)*; Karen Frost, *Program Director*; Jessica Roberts, *Office Manager and Membership Director*; Tom Moes, *AmeriCorps Member*.

Front Row: Brita Johnson, *Communications and Volunteer Coordinator*; Kasandra Griffin, *Interim Executive Director*; Serra Sermet, *Youth Programs and Education Coordinator*.

BTA CONTRACT STAFF

Ashland: Carol Lee Rogers
Bend: Tanya Ignacio, Muffy Roy, Joanne Stevens
Corvallis: Josh Storer
Eugene: Jason Agar
Gresham/Vancouver, WA: Jenny Gilbert

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