BIKES BELONG COALITION
the bicycle industry group working to put more people on bicycles more often.

BIKES BELONG FOUNDATION
our affiliated foundation dedicated to children’s bicycling and bicycle safety.

WE’RE IMPROVING BICYCLING NATIONWIDE

Bikes Belong is growing steadily thanks to support from the bicycle industry as well as other partners. Our coalition and foundation budgets combined totaled $2.2 million in 2007, and in 2008 they’ll surpass $3 million. This increasing support enables us to invest in important bicycling projects and improve riding opportunities throughout the country.

IN 2007, BIKES BELONG COALITION:
» Contributed more than $530,000 in direct cash support to national, state, and local bicycle programs and projects.
» Awarded 22 community grants in 20 U.S. states.
» Strengthened our relationships with key members of Congress.
» Launched a nationwide ad campaign to motivate more Americans to ride bikes.
» Sponsored three of the year’s most important national bicycle advocacy events.
» Funded research projects to collect important bicycling data.
» Supported the Safe Routes to School National Partnership as it grew to more than 300 organizations.
» Broadened non-endemic support of the Bikes Belong Foundation, securing several new sponsors from the healthcare community.
» Developed a new website to provide more in-depth information about our efforts and resources to help people improve bicycling in their hometowns.

Bikes Belong membership dollars make this important work possible.
COALITION
FINANCIAL
SNAPSHOT

This information is specific to Bikes Belong Coalition. For details on the Bikes Belong Foundation’s 2007 budget and accomplishments, see page 21.

2007 TOTAL INCOME
$1,652,592
Supplier Dues $1,346,179
Employee Pro Purchase Program $166,777
Retailer Dues $86,900
Donations and Interest $52,736

2007 EXPENSES
$1,480,982
National Advocacy $633,228
Promoting Bicycling $308,944
Administration and Fundraising $277,485
Community Grants $261,325

INCOME GROWTH
2007 $1,652,592
2006 $1,355,882
2005 $1,172,000
FEDERAL POLICY AND FUNDING

Bikes Belong is the U.S. bicycle industry’s voice in Washington, D.C. To increase federal support for bicycling, we collaborate with leading advocacy groups and federal government leaders to enact bicycle-friendly legislation.

LOBBYING IN WASHINGTON, D.C.

We continue to work with our lobbying firm, Tongour Simpson Holsclaw and Cooney, to craft messages and build stronger relationships with key U.S. senators and representatives.

IN 2007, WE:

» Met regularly with members of Congress to tout the significant societal benefits of bicycling and push for legislation that supports it.
» Promoted the Bicycle Commuters Benefits Act.
» Positioned bicycling as an important solution to combat the obesity and climate change crises.
» Nurtured critical relationships on Capitol Hill in anticipation of the 2008-2009 campaign to maximize funding for bicycling in the next federal transportation bill, due in 2009.

NATIONAL BIKE SUMMIT

We continue as top sponsor of the National Bike Summit in Washington, D.C. The 2007 summit was the biggest and broadest to date, strengthening bicycling’s voice in our nation’s capital. Presented by the League of American Bicyclists, this annual gathering includes a coordinated lobbying effort on Capitol Hill.

A SNAPSHOT OF THE 2007 SUMMIT:

» Record attendance, with 435 participants
» 92 industry representatives, including 10 Bikes Belong board members
» 310 Congressional meetings
» High-level participation by the International Mountain Bicycling Association
» Reintroduction of the Bicycle Commuters Benefits Act in both the House and Senate
» A landmark meeting between President Bush and a group of industry and advocacy leaders to discuss bicycling
BIKESPAC

BikesPAC is the bicycle industry’s political action committee, which Bikes Belong administers. Through BikesPAC, we collect donations from individuals and contribute the money to the campaigns of members of Congress who back bicycling. This is an important part of our strategy to maximize federal funding and support for bicycling.

In 2007, we held two BikesPAC fundraisers and contributed $19,000 to the re-election campaigns of seven members of Congress—almost evenly split between Republicans and Democrats.

- Representative Earl Blumenauer (D-OR)
- Representative James Oberstar (D-MN)
- Senator Norm Coleman (R-MN)
- Senator Susan Collins (R-ME)
- Senator Richard Durbin (D-IL)
- Senator John Ensign (R-NV)
- Senator Amy Klobuchar (D-MN)

RESEARCH: NON-MOTORIZED TRANSPORTATION PILOT PROJECT FUNDING

To quantify how federal bike funding affects the bicycle industry, Bikes Belong commissioned Boulder Sports Research to track bike sales in the four cities that were chosen to receive special funding for bike and pedestrian projects through the federal Non-Motorized Transportation Pilot Program (NMTPP). The research will tally sales from 2006 through 2009, with results available in 2010.

This tracking project has two goals. We want to demonstrate to Congress that the pilot program investments are encouraging more people to ride bikes. We also want to show our industry that their backing of federal advocacy significantly benefits the bike business. Statistics gathered from this study will help Bikes Belong and other bicycle advocacy groups convince Congress to expand bike funding in the next multi-year federal transportation bill.
NATIONAL PARTNERSHIPS

Bikes Belong aligns with national groups and initiatives that have the greatest potential to get more people riding bikes. From supporting programs that make communities safer for cycling to sponsoring national bicycling conferences, we focus our efforts on programs that work.
**BICYCLE FRIENDLY COMMUNITIES PROGRAM**

The Bicycle Friendly Communities program is going strong. In 2007, Bikes Belong was again the top sponsor of this League of American Bicyclists program, which recognizes cities that support bicycling and works to replicate their successes.

The program designated 13 communities in 2007, bringing the total number of Bicycle Friendly Communities to 72.

Two new sponsors stepped forward in 2007, which will enable the program to expand in 2008. Trek Bicycle Corporation pledged $1 million over three years—part of Trek’s *One World, Two Wheels* initiative. In addition, Recreational Equipment, Inc. (REI) contributed $100,000 to the Bikes Belong Foundation for REI Bicycle Friendly Communities grants.

**2007 DESIGNATIONS**

**SILVER:**
- Arlington, Virginia (promoted from bronze to silver)
- Austin, Texas
- San Luis Obispo, California
- Santa Cruz, California
- Steamboat Springs, Colorado

**BRONZE:**
- La Crosse, Wisconsin
- Lexington-Fayette County, Kentucky
- Liberty Lake, Washington
- New York, New York
- Park City, Utah
- Salt Lake City, Utah
- Santa Clarita, California
- Spartanburg, South Carolina

---

**INTERBIKE**

Bikes Belong and Interbike inked a landmark, multi-year partnership in 2007. The agreement, which makes Interbike a top financial supporter of Bikes Belong, is a big boost to our efforts to get more Americans riding bicycles. As part of the deal, Bikes Belong agreed to officially endorse Interbike as the U.S. bike industry’s trade show and collaborate with Interbike to make the show even better.

**NATIONAL COMPLETE STREETS COALITION**

We continued our support of the National Complete Streets Coalition’s work to establish new complete streets policies throughout the U.S. These efforts help create roads that safely accommodate all users, including bicyclists, pedestrians, automobiles, and public transit.

**INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION**

Bikes Belong helped sponsor IMBA’s lobbying efforts in Washington, D.C., in 2007. IMBA has organized an effective campaign for mountain biking, forging several partnerships with key federal land management agencies.

**THUNDERHEAD ALLIANCE**

Bikes Belong sponsored Thunderhead Alliance’s work to train bicycle advocacy leaders to secure federal funding. This is an important element of our effort to make sure the federal money allocated for bicycling is spent effectively.

Bikes Belong funding also helped Thunderhead release its first Benchmarking Report in 2007. This report on the status of bicycling and walking in the U.S. was published as part of an ongoing effort to collect available data and provide the information and statistics needed to build support for bicycling and walking.

**EVENT SPONSORSHIP**

We sponsored three strategic events in 2007 to share best practices and promote bicycling.

- **Bicycle Leadership Conference**, San Diego, CA—February 4–6, 2007
- **National Safe Routes to School Conference**, Dearborn, MI—November 5–7, 2007

---

Above: New York earned a 2007 bronze designation in part because of the city’s three-year commitment to doubling the number of on-street bike lanes. Mayor Michael Bloomberg is determined to make New York one of the best big cities for bicycling.
COMMUNITY GRANTS

In 2007, the Bikes Belong Grants Program awarded 22 grants in 20 states, distributing more than $180,000 in cash to bolster local bike efforts and help build facilities. These diverse projects are helping get more people on bikes from coast to coast.

SINCE 1999, WE’VE:
» Awarded 154 grants in 43 states and the District of Columbia
» Leveraged more than $457 million in federal, state, and private funding
» Helped fund 1,400 miles of bike paths, lanes, and trails
» Helped link close to 6,400 miles of trail facilities

For a complete list of Bikes Belong grants, visit bikesbelong.org.

2007 GRANTS

BIKE PATHS
Alabama: Five Mile Creek Greenway Partnership—Tarrant Aqueduct Trail
Indiana: Aboite New Trails—Aboite Central Loop
Iowa: Siouxland Trails Foundation—Iowa-South Dakota Recreation Trail Bridge
Louisiana: The Urban Conservancy—Lafitte Corridor Greenway
Missouri: Missouri State Parks Foundation—Taking Katy to the Capital
New Hampshire: Windham Rail Trail Alliance—Windham Rail Trail
North Carolina: City of Gastonia—Highland Rail Trail
South Carolina: City of Charleston—East Bay Bicycle/Pedestrian Pathway
Tennessee: Johnson County Trails Association—Laurel Creek Trail Project

MOUNTAIN BIKE PROJECTS
Pennsylvania: Friends of the Wissahickon—Sustainable Trails Initiative
South Dakota: Black Hills Mountain Bike Association—Cowboy Hill Trail System
Texas: Austin Ridge Riders Mountain Bike Club—Slaughter Creek Trail
Wisconsin: Human Powered Trails—Medary Quarry Project

BMX/BIKE PARKS
Florida: BMX Training Facility
Illinois: Chicago Area Mountain Bikers—Plainfield Bike Park
North Carolina: Cape Fear Cyclists—Blue Clay Bike Park
Oregon: City of Vernonia—Vernonia Bicycle Skills Park

ADVOCACY
California: Bay Area Bicycle Coalition—Regional Transportation Plan Advocacy Initiative
California: San Francisco Bicycle Coalition—Healthy Saturdays in Golden Gate Park
Maine: Trails for a Healthy Maine Coalition—Trails for a Healthy Maine
Minnesota: Midtown Greenway Coalition—Midtown Greenway Advocacy Initiatives
New York: Transportation Alternatives—Campaign for Car-Free Parks
Indiana Central Loop: A 2007 Bikes Belong grant is helping Aboite New Trails complete their Central Loop, connecting all the major bike paths in Fort Wayne, Indiana. The project also received funding from two local hospitals, a school, and several businesses along the route.
A significant component of Bikes Belong’s mission is to promote bicycling to the American public. We talk to the press, share statistics, create publications, and conduct nationwide ad campaigns.

NATIONAL AD CAMPAIGN

Bikes Belong completed creative development on the first phase of a nationwide ad campaign designed to inspire non-cyclists to ride. The ads are appearing in national magazines, as well as on billboards in Chicago and Boston.

Entitled “Remember Me,” the campaign includes three separate ads, targeting different audiences. Each ad features a long-lost bicycle speaking to its owner, reminding former riders how much they once enjoyed bicycling. The ads also appeal to new riders by suggesting how bicycling is fun, convenient, and healthy.

Our “Remember Me” ad campaign rolled out in Boston and Chicago, with more cities planned for 2008.
NEW BIKES BELONG WEBSITE

We launched a new website in July to provide more in-depth and easily accessible information. It caters to a variety of audiences, including Bikes Belong members, journalists, government leaders, grant seekers, bicycle advocates, and the general public. One of the site’s key features is a searchable map of all the community grants we’ve awarded since 1999. Visitors can see what projects we’ve funded, and search for projects by location and type.

In addition, the website features an expanded resources section, including a new press kit for journalists, tip sheets on how to make bicycling better in your community, bicycling photos, and more.

TIPS SHEETS TO IMPROVE BICYCLING

To help businesses and individuals improve bicycling in their communities, Bikes Belong produced three one-page guides. They provide concise, easy tips on how to make towns and cities more bicycle friendly, increase ridership, and grow bicycle businesses.

BMX ACCESS REPORT

In January, Bikes Belong published an online report examining BMX use of parks that have been built and managed primarily for skaters. These venues appeal to cyclists since BMXers enjoy many of the same features as skateboarders. Yet BMX use of skateparks has raised concerns about liability, compatibility with skateboarders, and potential damage to park surfaces. Our document offers advice on making it work.
We established the Bikes Belong Foundation in June 2006 to focus on children’s bicycling and bicycle safety projects. Less than 18 months later, the foundation is going strong, supporting the Safe Routes to School National Partnership, the Paul David Clark Bicycling Safety Fund, and the Bicycle Friendly Communities program.

Several high-profile foundations and companies are now supporting the foundation’s efforts, including:

- Bikes Belong Coalition
- Humana
- Robert Wood Johnson Foundation
- Centers for Disease Control and Prevention
- Harvest Foundation
- Kaiser Permanente
- REI
FOUNDATION
FINANCIAL SNAPSHOT

2007 TOTAL INCOME
$499,600
Safe Routes to School
National Partnership Support $366,580
General Foundation Support $130,000
Donations and Interest $3,020

2007 EXPENSES
$346,271
Programs (Grants, Stipends & Wages) $322,500
General Administration $12,600
Fundraising $11,171
PAUL DAVID CLARK BICYCLING SAFETY FUND

The Paul David Clark Bicycling Safety Fund awarded its first two grants in 2007, for projects that will create safer riding opportunities in San Francisco and New York City.

SAN FRANCISCO BICYCLE COALITION—HEALTHY SATURDAYS CAMPAIGN (CALIFORNIA)

The San Francisco Bicycle Coalition received $10,000 to campaign for car-free Saturdays in Golden Gate Park. This initiative will expand options for safe cycling in the city—particularly for new riders, families, and children. Bikes Belong Coalition provided $5,000, and the other $5,000 came from the Paul David Clark Bicycling Safety Fund, part of the Bikes Belong Foundation.

TRANSPORTATION ALTERNATIVES—CAMPAIGN FOR CAR-FREE PARKS (NEW YORK)

New York City’s Transportation Alternatives was awarded $10,000 to campaign for car-free pilot programs in Central and Prospect parks. Bikes Belong Coalition and the Bikes Belong Foundation each provided $5,000 for the project.

SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP

The Bikes Belong Foundation continues as host of the Safe Routes to School National Partnership, which is working to create safe ways for kids to walk and bike to school. The partnership secured several new sponsors in 2007 and launched a State Network Project in nine states and the District of Columbia. These efforts create best practices and help communities establish effective Safe Routes to School (SRTS) programs.

The partnership launched a new website at the start of the 2007-2008 school year. It includes an interactive U.S. map that allows users to access pages for all 50 states and the District of Columbia, a robust search function, updated national SRTS news, in-depth policy pages, event listings, resources, and a submit-a-story form.

In addition, the partnership released a national report, Safe Routes to School: 2007 State of the States, in the fall. It examines progress with the national Safe Routes to School program, discusses program needs, showcases early success stories, compiles observations, and identifies Safe Routes to School resources. Deb Hubsmith, the partnership’s director, presented the report to Congress on October 2.
REI BICYCLE FRIENDLY COMMUNITIES GRANT PROGRAM

In September, REI awarded $100,000 for this new Bikes Belong Foundation grant program. The innovative grant awards will bolster the Bicycle Friendly Communities program, run by the League of American Bicyclists and sponsored by Bikes Belong Coalition. Grants will help designated Bicycle Friendly Communities achieve their long-term goals by providing seed money for technical assistance and evaluation, bicycle master plans, infrastructure improvements, and pilot projects.

SHARE THE ROAD CAMPAIGN

In an effort to generate goodwill among motorists and cyclists, the Bikes Belong Foundation teamed with the Stanford University Medical Center and Silicon Valley Bicycle Coalition to organize a pilot Share the Road event at Stanford University in Palo Alto, California, in June. We’d like to inspire communities throughout the country to hold similar events.

BIKES BELONG FOUNDATION BOARD

PRESIDENT: Ariadne Delon Scott, Director for Specialized
VICE PRESIDENT: Patrick Seidler, CEO of WTB
TREASURER: Fred Clements, Executive Director of the National Bicycle Dealers Association
SECRETARY: Elizabeth Train, Bikes Belong

Leslie Bohm, CEO of Catalyst Communication
Brad Brown, VP of Web Strategies for REI
Blair Clark, Senior VP of Smith Sport Optics
Dr. David Spain, Chief of Trauma & Surgical Care, Stanford Hospital
BIKES BELONG COALITION LEADERSHIP

The Bikes Belong Board of Directors includes executives from the top companies in the U.S. bicycle industry. Their collective experience and knowledge of our business guide the Bikes Belong vision, creating an influential force in America.

Nineteen companies are now represented on the board. In November, the board re-elected Kozo Shimano of Shimano American as president, Steve Meineke of Raleigh as vice president, and Chris Fortune of Saris Cycling Group as treasurer for one-year terms.

BOARD OF DIRECTORS

PRESIDENT: Kozo Shimano, Shimano American Corporation
VICE PRESIDENT: Steve Meineke, President of Raleigh America
TREASURER: Chris Fortune, President of Saris Cycling Group
SECRETARY: Elizabeth Train, Bikes Belong

Leslie Bohm, CEO of Catalyst Communication
John Burke, CEO of Trek
Penina Bush (alternate), VP of Shimano American Corporation
Lance Camisasca, Interbike/Lifeboat Solutions*
Fred Clements, Executive Director of the National Bicycle Dealers Association
Pat Cunnane, President of Fuji Bicycles
Lisa Falvy, VP of Advocacy for Sportworks
Steve Flagg, CEO of Quality Bicycle Products
Jeff Frehner, CEO of Pacific Cycle*
Mike Greehan, CEO of Green Light Media
Chris Kegel, Owner of Wheel & Sprocket
Kwai Kong, President of Specialty Retail Division for Easton-Bell Sports*
Chris Lambiase, Publisher of Bicycling Magazine
Michael Mercuri, VP of SRAM Corporation
Ariadne Delon Scott (alternate), Director for Specialized
Patrick Seidler, CEO of WTB
Mike Sinyard, CEO of Specialized
Elysa Walk, General Manager of Giant*

STAFF

Tim Blumenthal, Executive Director, tim@bikesbelong.org
Mat Barlow, Special Projects Coordinator, mat@bikesbelong.org
Erik Esborg, Finance Director, erik@bikesbelong.org
Richard Fries, Development Advisor, richard@bikesbelong.org
Gary Sjoquist, Director of Government Relations, gary@bikesbelong.org
Avery Stonich, Marketing & Communications Director, avery@bikesbelong.org
Elizabeth Train, Grants & Research Director, elizabeth@bikesbelong.org

SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP STAFF

Deb Hubsmith, SRTSNP Director, deb@saferoutespartnership.org
Brooke Driesse, Program Associate, brooke@saferoutespartnership.org
Robert Ping, State Network Manager, robert@saferoutespartnership.org

*New board members in 2007

Bikes Belong board members and staff at their June 2007 meeting in Boulder, Colorado.
your support of BIKES BELONG is an investment in the future of bicycling in America. It’s good for business, kids, health, and quality of life.

HOW YOU CAN HELP:

» Suppliers, retailers, and other bicycle businesses, please join Bikes Belong Coalition.

» Foundations, corporations, government agencies, and individuals, please donate to the Bikes Belong Foundation.

» Businesses, please join Bikes Belong Coalition.

» Suppliers, retailers, and other bicycle businesses, please join Bikes Belong Coalition.

Visit bikesbelong.org today.

Bikes Belong

P.O. Box 2399
Boulder, CO 80306

Your support of Bikes Belong is an investment in the future of bicycling in America.