



**ATLANTA
BICYCLE
COALITION**

2020

IMPACT REPORT

LETTER FROM THE BOARD CHAIR

While change is said to be one of the constants in our world, certainly no one was able to predict what we all experienced over the last year. It was filled with questions, doubt, and uncertainty. We all had to adapt to our new reality.

Perhaps it is our familiarity with riding, walking, and rolling around our city that has taught us to be nimble. I know, when I am riding my bike, walking, or riding transit, every outing is a little different from the last. I need to avoid new obstacles, navigate the traffic, and adapt to developing conditions. These daily challenges, whether large or small, become easier to adapt to the more I move throughout the city.

Despite the challenges last year, we made progress toward our goal of reclaiming Atlanta's streets as safe, inclusive, and thriving spaces for all. We were able to do so in part from our growth as an organization, as well as from the relationships we have with our supporters, partners, and members. I am proud to say that, throughout an unprecedented year, the Atlanta Bicycle Coalition persevered and progressed; I like to believe our agility was a key trait that aided in that outcome.

We are excited to share with you our highlights and accomplishments from 2020. We continue to be committed to making Atlanta a city where everyone moves safely, easily and sustainably, and can only do so with your generous and steadfast support.



Naoya Wada
Chair, Board of Directors





2020 ACCOMPLISHMENTS

2020 began with celebration: the **13th ANNUAL BLINKIE AWARDS AND MEMBER PARTY** and the **10th ANNIVERSARY OF ATLANTA STREETS ALIVE**. The COVID-19 pandemic changed life for everyone. While our commitment to an Atlanta where everyone moves safely, easily, and sustainably throughout the city never wavered, we did make some changes. We moved to a fully virtual office set up on a permanent basis. We were forced to put Atlanta Streets Alive – our car-free streets activation – on pause. However, working fully virtually opened new opportunities.

Our **BICYCLE SAFETY EDUCATION CLASSES** reached students all over the world. Our **BIKE FAMILY PROGRAM** provided bicycles to students and their families in a time when outdoor recreation was surging in popularity. Our **STREET COMMITTEE ADVOCATES** were able to learn, network, and advocate for safety improvements along Moreland Ave and Donald Lee Hollowell Pkwy from the safety of their own homes. Thanks to partners, supporters, volunteers, and donors, we made significant progress against our goals in 2020. Learn more about the 2020 accomplishments you made possible below.

GOALS

1 Make streets measurably safer for people biking, walking, and using scooters or wheelchairs

- Hold the City accountable to complete projects in existing City transportation plans.
 - **SPURRED A \$4 MILLION INCREASE IN THE ATLANTA DEPARTMENT OF TRANSPORTATION BUDGET**
 - Advocated for design changes on **DEKALB AVENUE**; construction began in fall 2021
 - **ADVOCATED FOR TACTICAL URBANISM PERMIT**; City launched it in fall 2020
- City adopts Vision Zero and safe speeds legislation.
 - **THE CITY ADOPTED VISION ZERO ORDINANCE WITH A NEW DEFAULT 25 MPH SPEED LIMIT COVERING 75% OF ATLANTA STREETS.**
 - **BUILT A COALITION TO CALL FOR THE REMOVAL OF POLICE ENFORCEMENT FROM VISION ZERO**
 - Pushed for barricades and physical changes of streets to reduce street racing
- Develop, engage, and inform through Community Advocates for Safe Streets
 - Implemented **COMMUNITY ADVOCATES FOR SAFE STREETS PROGRAM**
 - Designed and facilitated Neighborhood Planning Unit (NPU) R Transportation Safety Leaders Academy with ATLDOT and Partnership for Southern Equity





CELEBRATING 10 YEARS OF ATLANTA STREETS ALIVE



PEACHTREE STREET, reimagined with protected bike lanes and on-street parking, looking south from North Avenue.



2 Make transit work better for people

- Began advocacy campaigns for greater bus stop access and equitable fare policies
- Advocated for the CDC to include needs of transit riders in COVID-19 reopening guidelines, alongside coalition partners

3 More people choose to use sustainable transportation, instead of single-occupant cars

- Rallied support for a more frequent Atlanta Streets Alive program on Peachtree Street
 - **CELEBRATED THE 10TH ANNIVERSARY OF ATLANTA STREETS ALIVE**
 - **STREETS ALIVE**
 - Participated in the Department of City Planning's design of a portion of **PEACHTREE ST AS A SHARED SPACE**
- Workplaces and Atlanta Public Schools adopt active transportation policies.
 - Prompted Atlanta Public Schools' Tuskegee Airmen Global Academy to adopt active transportation policies and embed **TRANSPORTATION ADVOCACY IN PROJECT-BASED LEARNING CURRICULUM**

4 Ensure we have accountable and engaged political leaders

- **PUBLISH ANNUAL POLICY AGENDA**

- Garnered support from 19 partner advocacy organizations for these policy campaigns: **VISION ZERO**, **REDUCED SPEED LIMIT**, **CHANGES TO POLICE PURSUIT POLICY** and **TACTICAL URBANISM**

5 Grow inclusively and sustainably

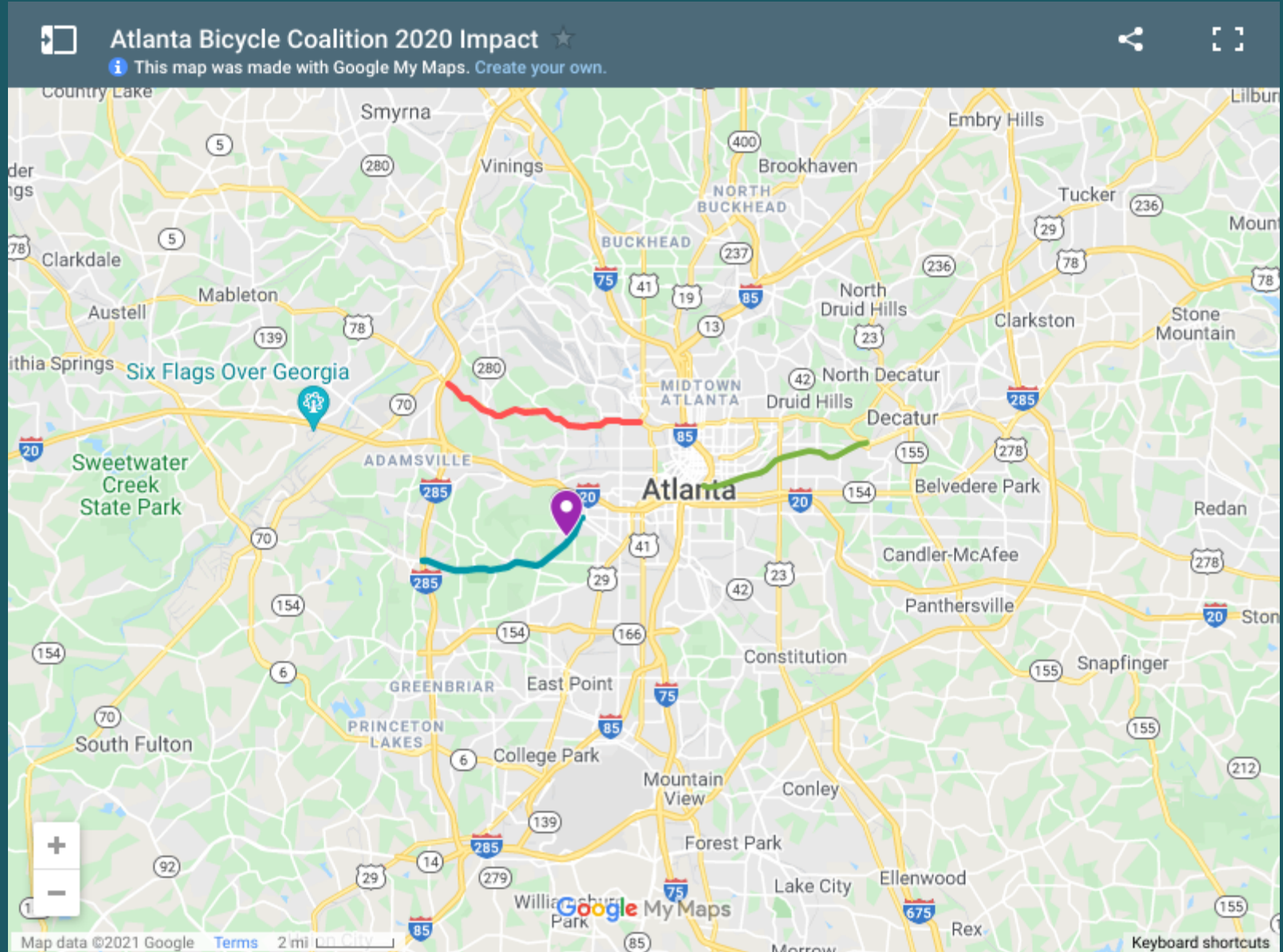
- Adopt a fundraising plan to support growth.

- **HIRED SENIOR DEVELOPMENT MANAGER THROUGH MAILCHIMP'S FORWARD PROJECT GRAN PROGRAM**



MAP OF OUR IMPACT

This map details some of the most significant improvements and challenges to active, sustainable transportation and recreation in Atlanta in 2020. Click on each location to learn more.



DONORS

For nearly 30 years, the Atlanta Bicycle Coalition has accomplished audacious advocacy victories and moved Atlanta closer to becoming a city where everyone can move safely, easily, and sustainably. Without the generous support of our donors and supporters, the impact we've shared in this report would not have been possible.

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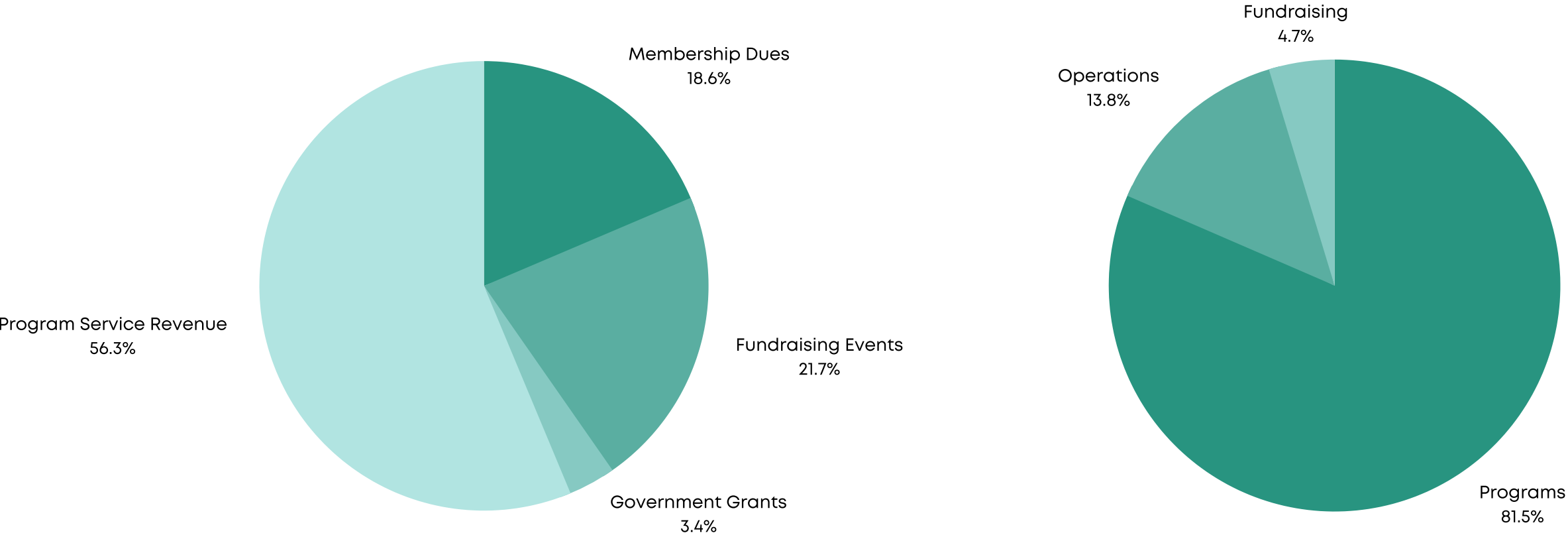
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FINANCIAL SNAPSHOT



These figures are from the Atlanta Bicycle Coalition's Fiscal Year 2020 990 (1/1/2020 - 6/30/2020). FY2020 was a short, transition year from a calendar fiscal year to a July to June fiscal year.

STAFF + BOARD

STAFF

- Rebecca Serna, Executive Director
- Haydée Santana, Deputy Director
- Sagirah Jones, Community Engagement Coordinator
- Heather Luyk, Program Manager - Atlanta Streets Alive
- Margaret Mullins, Communications Coordinator
- Stephen Spring, Program Manager - Education & Outreach
- Rachel Stanley, Senior Development Manager



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