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# BIKE DURHAM

# ANNUAL REPORT

2020

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**PREPARED BY**  
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EXECUTIVE DIRECTOR

# WE ACKNOWLEDGE THE DIFFICULTY

2020 was a long, difficult year for so many in Durham and across the world. The COVID-19 pandemic brought fear, uncertainty, face coverings, social distancing, isolation. For Bike Durham, our plans for being together during Bike Month were put on hold and then canceled. We observed restrictions put on transit services, raising concerns about how essential workers would continue to get to work.

In response to the shutdown, many people turned to the outside, with many more people walking and biking on Durham's trails and temporarily quieter streets. A light was shone on the desire and willingness people have to walk and bike when they feel safe on our streets.

Then, at the end of May, the murder of George Floyd brought forth a powerful racial justice movement opening many eyes to systemic racism in Durham and America and creating momentum for real and lasting change.

We responded to these difficulties by building new relationships around safe streets and equitable transit. We revised some of our internal processes that had been slowing our progress on diversifying the organization. And we found new ways to connect with our members and supporters, despite the pandemic.





# WE CELEBRATE OUR SUCCESSES

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## **TOOK THE LEAP TO BUILD A STRONGER ORGANIZATION**

- Contracted with our first executive director
- Developed and implemented revisions to our Board recruitment and composition
- Adopted a two-year Strategic Plan

## **SUPPORTED THOSE WALKING, BIKING, AND USING TRANSIT DURING THE PANDEMIC**

- Distributed of 9,000 face coverings to transit riders and workers from April to July
- Launched six curated bike rides on RideWithGPS during Bike Month
- Co-led 5 neighborhood bike rides with Oxford Manor and Club Boulevard communities in partnership with Durham’s Neighborhood Improvement Services and the Durham Bike Co-op
- Attracted more than 250 registered attendees at six Educational Webinars
- More than 72 registered participants for our “Ghost Stories of Durham” Halloween group rides

## **CONTINUED WORK TO CENTER RACIAL EQUITY**

- Shifted from proposing solutions for people to building relationships and finding solutions together
- Supported Braggtown, Merrick-Moore, and Walltown neighborhoods in their calls for equitable development that would provide safe places for walking and biking, add affordable housing, and protect sensitive wetlands

# WE CELEBRATE OUR SUCCESSSES CONT'D

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## CONTINUED FIGHT FOR BETTER TRANSIT

- Highlighted transit needs of essential workers during early stages of COVID-19 pandemic and successfully advocated for transit service to be re-instated on busiest lines
- Launched the Transit Equity Campaign with five partner organizations - Durham Committee on the Affairs of Black People, People's Alliance, Durham Congregations in Action, and Coalition for Affordable Housing and Transit
- Successfully supported more than \$2.5 million in transit budget for improvements in bus stops, safe access to transit, and bus schedule reliability.

## CONTINUED FIGHT FOR SAFER STREETS

- Successfully called on the City to develop an equitable Shared Streets pilot program slowing speeds on neighborhood streets through barriers, signs, and street paint.
- Saw through the implementation of our efforts calling for a No Right Turn on Red signal at Highgate Drive and NC 54, where Tyagan Bolick was hit on his bike in 2019.
- Bike Durham members and supporters generated more than 120 comments to City Council urging them to create annual funding programs to develop a city-wide network of sidewalks, protected bike lanes, and slow streets. In response, Council has directed staff to develop funding strategies for an equitable green infrastructure package.

## WE BUILT SUPPORT FOR OUR MISSION

### Members

299 members, 80 new in 2020

### Email Subscribers

1316 subscribers, 300+ new in 2020

### Social Media Followers

1520 on Twitter (195 new in 2020)

1862 Facebook followers (156 new in 2020)

1247 Instagram followers



# WE ARE GRATEFUL TO OUR 2020 SPONSORS AND CONTRIBUTORS



## FINANCIAL SUMMARY

Revenues = \$73,700

Expenses = \$23,900

## CORPORATE SPONSORS

### Innovator (\$2,500 or greater)

City of Durham Way to Go Program

HDR, Inc.

Three Oaks Engineering

### Leader (\$1,000 - \$2,499)

BikeLawNC

GoTriangle GoPerks Program

## GRANTS

American Public Transportation Association

Carolina Tarwheels

Duke Cycling Club

New Belgium Brewery

PeopleforBikes

Whole Foods



**\$1,000+**

**DONORS \$1,000 OR GREATER**

Karalyn and Joe Colopy  
Christine Payne  
Allison Shauger  
Suzanne and Craig Young

**DONORS \$200-\$999**

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Lanier Blum  
Tyagan Bolick  
Dan Clever  
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Shaun and Danielle King  
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Laurie Muzzy  
James Nishimuta  
John Tallmadge  
Tom and Judy Tallmadge



**\$200+**

## DONORS \$100-\$199

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