



Bikes Belong[™]
COALITION

Putting More People On Bicycles More Often

2006 ANNUAL REPORT

Bikes Belong is the coalition of U.S. bicycle manufacturers, suppliers, and retailers working together to put more people on bicycles more often.

Look inside to learn about our 2006 efforts.



Bikes Belong is improving bicycling throughout the U.S.

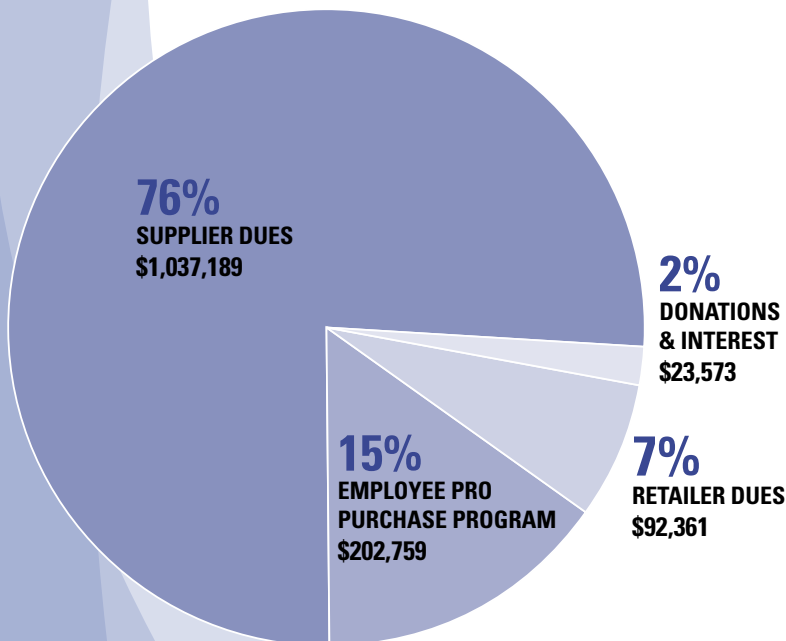
2006 was a great year for Bikes Belong. Unprecedented support from the bicycle industry enabled us to increase our investment in crucial bicycling projects, form new partnerships, and improve our staff.

IN 2006, WE:

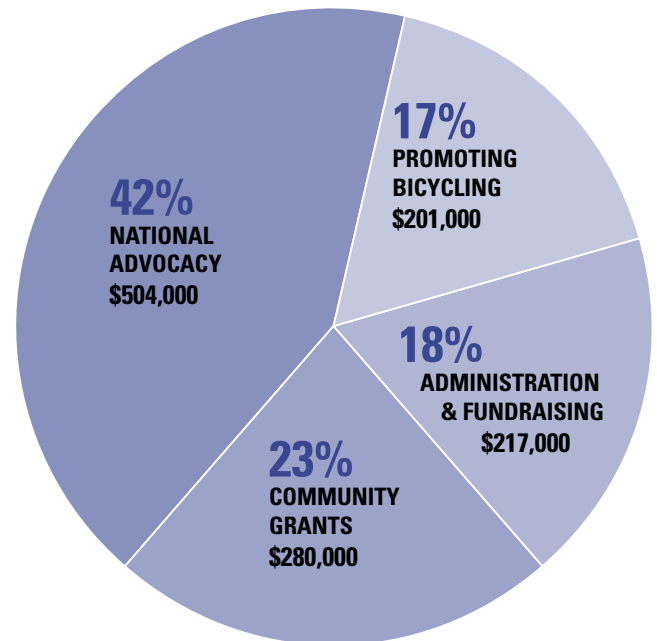
- » Established the Bikes Belong Foundation to focus on bicycle safety and getting more kids riding bikes.
- » Contributed more than \$550,000 in direct cash support to national, state, and local bicycle programs and projects.
- » Sponsored four of the year's most important national bicycle advocacy events.
- » Funded research projects to collect important bicycling data.
- » Strengthened our relationships with key members of the U.S. Congress.
- » Served as an expert source of bicycling information for the media.
- » Began work on a national PR campaign to promote bicycling.

Bikes Belong membership dollars make this important work possible.

BIKES BELONG FINANCIAL SNAPSHOT

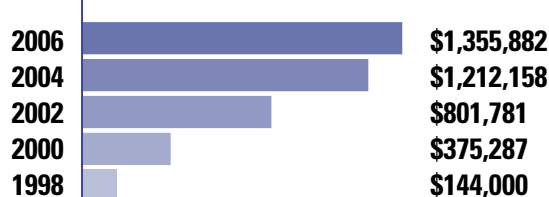


2006 INCOME
\$1,355,882



2006 EXPENSES
\$1,202,000

INCOME GROWTH



National Leadership



BIKES BELONG FOUNDATION

In June, we launched the Bikes Belong Foundation, a 501c3 nonprofit arm to focus on:

- » Bicycle safety projects
- » Children's bicycling programs

The foundation will enable us broaden our impact by facilitating funding from other foundations, government agencies, and individual donors.

The Bikes Belong Foundation received 501c3 status from the Internal Revenue Service, which allows it to operate as a charitable organization that can receive tax-deductible donations from individuals. It serves as a separate, complementary organization to the Bikes Belong Coalition.

SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP



We continued as lead sponsor of this partnership, which has grown to more than 240 groups collaborating on the national Safe Routes to School movement and providing resources to state and local SRTS programs.

At the end of 2006, we secured a three-year grant of more than \$600,000 from the Robert Wood Johnson Foundation. The money will support the Safe Routes to School National Partnership's State Network Implementation Project, an initiative to advance SRTS efforts in 10 key states.

PAUL DAVID CLARK BICYCLING SAFETY FUND

In 2006, we continued to raise money for the Clark fund, which honors Paul Clark—a San Francisco cyclist who died in a bicycle-truck collision in 2005. The fund works to increase bicycle safety, focusing on Northern California.

BICYCLE FRIENDLY COMMUNITIES



We remain the main supporter of this League of American Bicyclists program, which recognizes cities with exemplary conditions for bicycling. The program honored 16 new communities this year. The spirit of competition among big-city mayors is inspiring action nationwide.

In total, 63 communities have earned the prestigious designation. In 2006, the program recognized:

Gold: Madison, WI
San Francisco, CA
Tucson/Eastern Pima Region, AZ

Silver: Bellingham, WA
Jackson, WY

Plus 11 bronze.

To learn more, visit www.bicyclefriendlycommunity.org.

NATIONAL COMPLETE STREETS COALITION

We contributed \$15,000 to this effort to promote and develop "complete streets"—roadways that accommodate all users, including bicyclists, pedestrians, automobiles, and public transit. Our grant matched support provided by AARP and the American Society of Landscape Architects, aligning us with influential partners. Visit www.completestreets.org for more.

National Leadership (CONTINUED)

THUNDERHEAD ALLIANCE'S BENCHMARKING PROJECT

In 2006, Bikes Belong contributed \$10,000 to the Thunderhead Alliance's Benchmarking Project, a data collection and analysis effort designed to measure the success of bicycling programs across the United States. Visit www.thunderheadalliance.org.



BICYCLE LEADERSHIP CONFERENCE

We served as one of the top sponsors of this important annual gathering of bicycle industry leaders. At the 2006 event, Bikes Belong guided attendees on a bicycle tour of Tempe, Arizona, to showcase how the city earned a silver Bicycle Friendly Community designation.

TRAILS TO SALES STUDY

We completed research on the connection between new bike trails and bike sales. Combining our own online survey of bicycle retailers with a survey commissioned by the A.C. Nielsen Center for Marketing Research (at our request), we learned that:

- » Bicycle retailers report increased sales after new trails are built nearby.
- » Individual cyclists spend more on bikes and accessories after they become aware of new trails in their area.

We are using this data to increase support for bicycle facilities at the federal, state, and local levels. To learn more, visit bikesbelong.org.

BICYCLE COMMUTING STUDY

We awarded \$10,000 to support a Humboldt State University (California) study to measure the effects of bicycle commuting on health. We expect results in 2007.

PRO WALK/PRO BIKE

For the first time, we provided financial support to this biennial gathering of bicycle and pedestrian program specialists, advocates, and government leaders committed to improving conditions for bicycling and walking. The 2006 conference, held in Madison, Wisconsin, drew a record 645 attendees.



Federal Policy & Funding

LOBBYING IN WASHINGTON, D.C.

We continue to retain the prominent lobbying firm, Tongour Simpson Holsclaw, and meet regularly with federal leaders. In 2006, we promoted the Bicycle Commuters Benefits Act, which would allow employers to give employees who commute by bike a tax-free stipend of \$40–100 per month. In addition, we worked to energize the Congressional Bike Caucus to make it larger, more active, and influential.

NATIONAL BIKE SUMMIT

We again served as lead sponsor of the National Bike Summit, the annual bicycle conference and lobbying effort on Capitol Hill. The 2006 gathering attracted a record 375 attendees, who met with more than 350 members of Congress to push for additional federal support for bicycle facilities and programs.

National **Bike Summit®**



BIKES PAC



BikesPAC—the bicycle industry’s bipartisan political action committee—is an important part of our strategy to maximize federal support and funding for bicycling. Through BikesPAC, we support the members of Congress who back bicycling. In 2006, we held two

BikesPAC fundraisers and contributed an unprecedented sum of \$26,500 to the re-election campaigns of 15 members of Congress—almost equally split between Republicans and Democrats.

>> *An avid cyclist, Rep. James Oberstar (MN)—front left—is one of bicycling’s biggest advocates in Congress. BikesPAC regularly supports Oberstar, who has served in the House of Representatives since 1975 and is now Chair of the House Committee on Transportation and Infrastructure.*

FEDERAL BIKE/PED FUNDING

1999-2004
**\$400 MILLION
PER YEAR**

2005-2009
**\$1 BILLION
PER YEAR**

>> *Bikes Belong helped boost annual federal bike/ped spending from \$400 million to \$1 billion.*



Community Grants

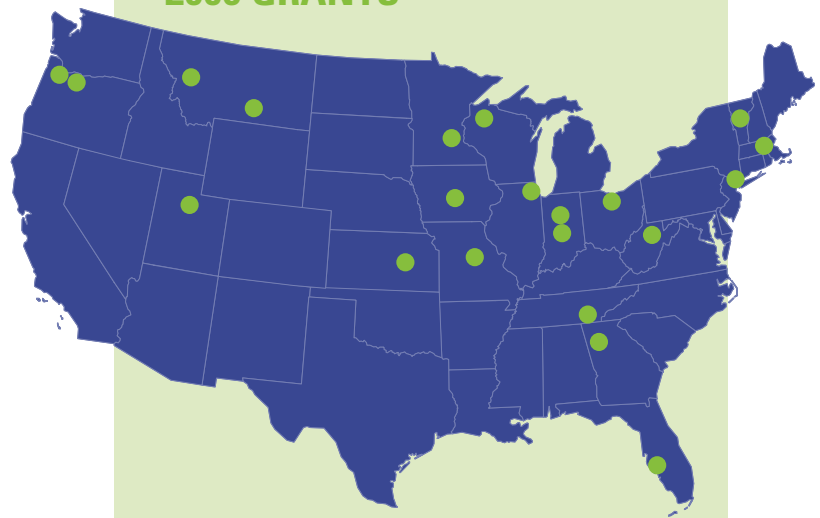
The Bikes Belong Grants Program continues to enhance bicycling throughout the U.S. In 2006, we awarded 21 cash grants in 18 states, distributing \$159,850 to the following grassroots bicycling projects:

- » **Florida:** Venice Area Beautification, Inc. – Venetian Waterway Park
- » **Georgia:** City of Carrollton – Carrollton Greenbelt Spur
- » **Illinois:** Chicagoland Bicycle Federation – Sunday Parkways
- » **Indiana:** B & O Trail Association – B & O Trail
- » **Indiana:** Hoosier Mountain Bike Association – Brown County State Park Trails
- » **Iowa:** Des Moines County Nature Trails Association – Gateway Project/Mississippi River Trail Re-Route
- » **Kansas:** Community Connection Trail Coalition – Community Connection Trail
- » **Massachusetts:** City of Fitchburg – BMX Park
- » **Minnesota:** Minnesota Off-Road Cyclists – Organizational Development
- » **Missouri:** PedNet – “From Proficiency to Practice” Program
- » **Montana:** City of Billings – Big Ditch Trail
- » **New York:** Concerned Long Island Mountain Bicyclists – Cunningham Park Trail System
- » **Ohio:** ClevelandBikes – Cleveland Bike Station
- » **Oregon:** Bicycle Transportation Alliance – Bicycle Boulevards Campaign
- » **Oregon:** City of Gresham – Gresham/Fairview Trail
- » **Tennessee:** Outdoor Chattanooga – Raccoon Mountain Trail System
- » **Utah:** Mountain Trails Foundation – Historic Union Pacific Rail Trail
- » **Vermont:** City of Montpelier – North Branch Park Multi-Use Trail
- » **West Virginia:** Friends of the Cheat – Preston Rail Trail
- » **Wisconsin:** Chequamegon Area Mountain Bike Association – Hayward Cluster Singletrack
- » **National:** Adventure Cycling Association – National Cycling Network

SINCE 1999, WE'VE:

- » Awarded 132 grants in 40 states, totaling more than \$1 million.
- » Leveraged \$450 million of other funding.
- » Helped fund 1,400 miles of bike paths, lanes, and trails.
- » Helped link close to 6,000 miles of trail facilities.

2006 GRANTS



>> *The Historic Union Pacific Rail Trail in Park City, Utah, is an important link in the city's multi-use path system, providing a safe recreation route for riders of all ages and connecting to miles of nearby mountain bike trails.*



Bikes Belong Coalition Leadership

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Shimano American Corporation

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Patrick Seidler, CEO of WTB

Mike Sinyard, CEO of Specialized

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Your membership in Bikes Belong is an investment in the future of bicycling. Join or renew your membership today at bikesbelong.org.

To learn about our 2007 plans, visit bikesbelong.org.



Bikes Belong[™]
COALITION

Putting More People On Bicycles More Often

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