



## Board Meeting Agenda

**October 20, 2015, 6:30 pm – 8 pm**  
**Sheldon Oak Central, 54 South Prospect St., Hartford**

**Mission statement:** *Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling safe, feasible, and attractive for a healthier, cleaner Connecticut.*

<b>6:30</b>	—	<b>Welcome</b>	Laura Baum
<b>6:30</b>	45 min	<b>Advocacy Agenda Discussion</b> —see attachment. Guests include Reps. Cristin McCarthy Vahey (Fairfield) and Aundre Bumgardner (Groton New London)	Laura Baum, Kelly Kennedy
<b>7:15</b>	5 min	<b>HFPG Board Training Workshop</b> – brief takeaways from session 1	Laura Baum, Brendan Harris
<b>7:20</b>	30 min	<b>Year-end Fundraising Plans and Goals</b> - See 2 handouts. Summary of Discover CT rides (Chris & Scott) Giving Day (Kelly) Annual Dinner & Silent Auction (Scott, Kelly) Annual Appeal (Kelly) Share the Road Campaign Fund (Kelly, Colleen, Sean)	See left
<b>7:50</b>	5 min	<b>Lightning Round! Bike Shop/Club Ambassador Outreach</b> – brief updates from each director on their ambassador efforts	All
<b>7:55</b>	5 min	<b>Financials; Minutes</b> of Sept. meeting—review and accept/adopt	Laura Baum Scott Gamester
<b>8:00</b>	—	<b>Thank you and adjourn</b>	Laura Baum

**For Your Calendar:**

- **2015 IN PERSON Board Meetings: Nov 11, Dec 9**
- **2015 Annual Dinner & Silent Auction: Fri. Nov. 20**
- **Giving Tuesday: Dec 1**—see <http://www.givingtuesday.org/>

# Bike Walk CT Advocacy Priorities for 2016

Draft legislative and administrative advocacy priorities for 2016 and beyond:

1. **Adopt annual statewide mode share goals for bicycling and walking as modes of active transportation, with targets for 2018, 2020, 2025, and 2030.** Establish baseline by end 2016. Conduct annual household surveys thereafter. (For resources for state, regional and city mode shift goals, see endnotes.<sup>1</sup>)
2. **Allocate funding for bike ped projects** with objective, strategic criteria that prioritizes them based on such factors as congestion mitigation opportunities, connectivity, population density, economic impact, and cost.
3. Support vigorous **implementation of complete streets law** and DOT's complete streets policy at the state and municipal levels.
4. Support enforcement of the **vulnerable user law**.
5. Make "**dooring**" a bicyclist illegal.<sup>2</sup> Adopt a law prohibiting a motorist from opening an automobile's door unless the motorist is able to do so safely. Connecticut is one of only 10 states to not have this type of law.<sup>3</sup>
6. Set annual goals to reduce Connecticut's **bicyclist and pedestrian traffic fatalities**.
7. **Support** a constitutional amendment to create a **lock box** that would restrict use of the Special Transportation Fund to transportation purposes.<sup>4</sup>
8. **Support dedicated state funding** for bicycle projects and programs, especially those focused on safety and eliminating gaps and increasing access for bicycle networks.<sup>5</sup>
9. **Oppose** unaffordable and ineffective **highway expansion projects in lieu of a "fix it first" strategy** (relieve traffic congestion not by prioritizing highway improvement and expansion, but by creating and incentivizing viable transportation alternatives to the car, and fixing the roads and bridges we have first.)<sup>6</sup>
10. **Align** other relevant state policies, plans and programs, such as climate action plans, transit oriented development, public health, smart growth/POCD, greenways, tourism.<sup>7</sup>
11. Support measures for state government to **lead by example** on active transportation. Require state office buildings to provide bicycle parking for employees and visitors.<sup>8</sup>

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<sup>1</sup> Resources for state, regional, and city mode shift goals:

- [MassDOT Announces Mode Shift Goal To Triple The Share Of Travel In Massachusetts By Bicycling, Transit And Walking](#) (Oct 2012)
- [Caltrans Goals: Triple Biking, Double Walking and Transit by 2020](#) (Apr 2015)
- 2007 Portland (OR) Transportation System Plan, Chapter 2 , Policy 6.22 Pedestrian Transportation and Policy 6.23 Bicycle Transportation at <http://www.portlandoregon.gov/transportation/article/370467>. See also 2007 TSP documents at <http://www.portlandoregon.gov/transportation/67263> .

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- [What Does the Oregon Household Activity Survey Tell Us About the Path Ahead for Active Transportation in the City of Portland?](#) Roger Geller white paper (Mar 2013). See also [Portland Reaches 25% Cycling Mode Share!; Wow! That's Quite a Cut](#)
  - [Best Practices in Transportation Demand Management - Seattle Urban Mobility Plan](#) (Jan 2008)
  - [Tulsa Regional Bicycle & Pedestrian Plan](#) (May 2014)
  - See also SEPTA (Philadelphia) on [Increasing Transit Mode Share](#).

<sup>2</sup> LAB's Attributes of a Bike Friendly State, at [http://bikeleague.org/sites/default/files/Attributes\\_of\\_BFS.pdf](http://bikeleague.org/sites/default/files/Attributes_of_BFS.pdf)

<sup>3</sup> LAB's Attributes of a Bike Friendly State, at [http://bikeleague.org/sites/default/files/Attributes\\_of\\_BFS.pdf](http://bikeleague.org/sites/default/files/Attributes_of_BFS.pdf)

<sup>4</sup> CBIA 2015, transpo, at <http://gov.cbia.com/agenda/transportation1>

<sup>5</sup> CT's 2014 Report Card (Rank down to 22, 41/100 points), at

[http://bikeleague.org/sites/default/files/BFS2015\\_Connecticut.pdf](http://bikeleague.org/sites/default/files/BFS2015_Connecticut.pdf)

<sup>6</sup> CBIA 2015, transpo, at <http://gov.cbia.com/agenda/transportation1>

<sup>7</sup> LAB's Attributes of a Bike Friendly State, at [http://bikeleague.org/sites/default/files/Attributes\\_of\\_BFS.pdf](http://bikeleague.org/sites/default/files/Attributes_of_BFS.pdf)

<sup>8</sup> LAB's Attributes of a Bike Friendly State, at [http://bikeleague.org/sites/default/files/Attributes\\_of\\_BFS.pdf](http://bikeleague.org/sites/default/files/Attributes_of_BFS.pdf)

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## **Adopting the Advocacy Agenda**

### **Sample criteria to use when evaluating whether to take a stand on an issue:**

1. The issue has a clear and direct relationship to our mission of “changing the culture of transportation . . . to make bicycling and walking safe, feasible, and attractive.”
2. The issue directly or indirectly affects our constituents, programs, or organization.
3. By taking a public stand on this issue, we will be able to make a demonstrable difference.
4. BIKE WALK CT has organizational knowledge and expertise on this issue.
5. Taking a public stand on this issue will not undermine our organization’s credibility or relationships with funders.
6. The issue is not in conflict with a policy priority of the League of American Bicyclists or the Alliance for Biking & Walking.
7. Taking a stand on this issue is not in conflict with any other policy or position held by the organization.
8. We are responding at the right time with regard to the issue.

### **Promoting and Implementing Advocacy Issues**

Approved advocacy positions will be part of BIKE WALK CT’s strategic plan and work plans and considered when developing strategic relationships and joining coalitions.

As appropriate, the advocacy work plan will include letters to officials, C letters to editors, and open letters to the public on advocacy positions.

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*Adapted from the [YWCA’s internal policies to support local YWCA advocacy](#)*



# Connecticut

## RANKING # 22

### REGIONAL RANKING » EAST #8

GOVERNOR: Dan Malloy

DOT COMMISSIONER: James Redeker

BICYCLE/PEDESTRIAN COORDINATOR: Katherine Rattan

STATE ADVOCACY GROUP: Bike Walk Connecticut

### CATEGORY SCORES

SCORING: 5 = HIGH 1 = LOW

3 LEGISLATION AND ENFORCEMENT ⚡

3 POLICIES AND PROGRAMS

2 INFRASTRUCTURE AND FUNDING ⚡

3 EDUCATION AND ENCOURAGEMENT

2 EVALUATION AND PLANNING

### TOP 10 SIGNS OF SUCCESS

= NEW IN 2015

1% OR MORE OF PEOPLE COMMUTING BY BIKE

SAFE PASSING LAW (3 FEET OR GREATER)

COMPLETE STREETS POLICY

DEDICATED STATE FUNDING

ACTIVE STATE ADVOCACY GROUP

STATE BICYCLE PLAN (ADOPTED 2005 OR LATER)

SHARE THE ROAD CAMPAIGN

VULNERABLE ROAD USER LAW

BICYCLE SAFETY EMPHASIS IN STRATEGIC HIGHWAY SAFETY PLAN

2% OR MORE FEDERAL FUNDS SPENT ON BIKE/PED

### OVERALL POINTS

# 41

 of 100

2014: 40 of 100

### FEEDBACK

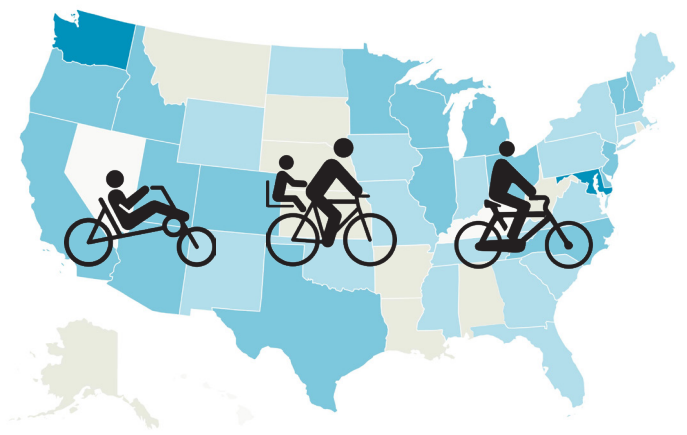
- Use the Governor’s “Pivot to Transportation” to focus on giving people safe and comfortable options to bike and walk. Current funding proposals include significant funding for bicycle projects and programs, support bills like HB 6840 to improve state funding for bicycle projects and programs. Dedicate state funding for bicycle projects and programs, especially those focused on safety and eliminating gaps and increasing access for bicycle networks.
- Develop maintenance funding and budgeting for pedestrian and bicycle infrastructure so that maintenance for those facilities is in line with the maintenance effort provided for vehicles.
- Adopt a mode share goal for biking to encourage the integration of bicycle transportation needs into all transportation and land use policy and project decisions. A mode share goal can provide the vision for an updated state bicycle master plan or be a performance measure for an updated plan.
- Adopt performance measures, such as mode shift or a low percentage of exempted projects, to better track and support Complete Streets Policy compliance.
- Update state traffic laws regarding bicyclists riding “as far right as practicable” to better inform bicyclists and the public where bicyclists can ride. Several states now specify that a bicyclist can ride explicitly in terms of the safety of the bicyclist and surrounding traffic. For instance, Colorado’s law says that a bicyclists shall ride “far enough to the right as judged safe by the bicyclist to facilitate the movement of ... overtaking vehicles.”
- Adopt a law prohibiting a motorist from opening an automobile’s door unless the motorist is able to do so safely. Connecticut is one of only 10 states to not have this type of law.

The Bicycle Friendly States ranking is based on a comprehensive survey completed by state departments of transportation and state bicycling advocates. It asks comprehensive questions across 5 categories: Legislation and Enforcement, Policies and Programs, Infrastructure and Funding, Education and Encouragement, Evaluation and Planning. The results listed above provide only a snap shot of the full application. They are intended to offer some ideas for further growth in bicycle friendliness. For more information, visit [www.bikeleague.org/states](http://www.bikeleague.org/states) or contact Ken McLeod at (202)-822-1333 or [ken@bikeleague.org](mailto:ken@bikeleague.org).



# ATTRIBUTES OF A BICYCLE FRIENDLY STATE

[www.bikeleague.org/states](http://www.bikeleague.org/states)



## Policies and Programs

There is a **Complete Streets** policy with staff training, an implementation committee, a policy checklist, a compliance procedure, and compliance performance measures.

There is a designated **Transportation Alternatives Program (TAP) program manager** and the **state bicycle and pedestrian coordinator** works fulltime on biking and walking issues.

A large percentage of schools participate in a **Safe Routes to School** program and **state funds supplement federal funds.**

There is no minimum acreage for school locations (allowing for schools in dense areas).

There is a **Smart Growth** land use policy that encourages bicycling and walking.

State office buildings, state park and recreation facilities, and other state facilities are required to provide bicycle parking.

**Roadway facility design guidelines** include good bicycle and pedestrian accommodation.

The **rumble strip** policy includes a minimum clear space of 4 feet for bicycles with spacing gaps.

People on bikes and pedestrians have **access across all major bridges and tunnels.**

There is **accountability** so that projects proposed with bicycle and pedestrian components are built with those components.

## Legislation and Enforcement

There is a **safe passing distance** of at least three feet.

There are increased penalties injuring or killing **vulnerable road users**, including bicyclists.

**Photo enforcement** is permitted by state law or enabling legislation.

Speed limits can be 20mph or lower.

Bicyclists are **not required to use a sidepath or bike lane.**

“**Dooring**” a bicyclist is illegal.

Bicyclists have discretion on **where to ride on the road.**

It is illegal for drivers to **drive distracted** or use a **handheld cell phone** or to **text while driving.**

Bicycling enforcement is part of the **Police Officer Standards and Training (POST) course**, **police academy curricula**, and provided by **advocacy groups.**

**Data is collected -- and publicly available -- on traffic citations issue, prosecutions, and convictions of incidents related to bicycles.**

## Infrastructure and Funding

**Transportation Alternatives Program (TAP) funds** are spent promptly on bicycling and walking projects, and not transferred.

Previous years' **Transportation Enhancements, Safe Routes to School, and Recreational Trails dollars** are being spent on bicycling and walking projects.

**Learn more and see current ranking at [bikeleague.org/content/states](http://bikeleague.org/content/states)**

The state uses the full range of federal funding sources on bicycling and walking projects, including:

[Surface Transportation Program \(STP\)](#)

[Congestion Mitigation and Air Quality Improvement Program \(CMAQ\)](#)

[Highway Safety Improvement Program](#)

[Section 402 State and Community Highway Safety Grants](#)

The state commits state revenue for bicycle and pedestrian projects and programs.

The whole state highway network has paved shoulders and bike lanes at least 4 feet wide.

There are many miles of bicycle trails.

The state uses physical activity as a criteria in project selection and uses [Health Impact Assessments](#).

The state bicycle route system is signed and marked, is part of the [US Bike Route System](#), and included on an available map.

Bicycles are allowed on Amtrak trains, [regional passenger rail](#), and state operated buses.

## Education and Encouragement

The state has a Share the Road campaign and a Share the Road driver training for state employees.

The drivers license test and the commercial drivers license test have questions on motorists' responsibilities towards cyclists and information is included in the drivers manual.

The traffic offenders' diversion program includes information on sharing the road with bicyclists.

There's a statewide Safe Routes to School curriculum.

There is an active statewide [advocacy group](#).

There is a statewide [bike \(or bike/ped\) conference or summit](#).

Statewide entity promotes [Bike to Work Day](#), a [bike challenge](#), and makes a Bike Month proclamation.

Governor and/or State Legislators hold a bike ride.

There is a cross-state ride or a professional multi-day race in the state.

The tourism board actively promotes bicycle tourism.

There is a state-sponsored bicycling-specific website.

There is a state-sponsored major bicycling event to promote cycling and physical activity.

## Evaluation and Planning

More than 1 percent of commuters [bike to work](#).

State conducts household travel surveys for all trips.

The state conducts counts of bike/ped/transit/multimodal commuting.

There are few bicyclist fatalities.

Bicycle and pedestrian safety are emphasis areas in the state [Strategic Highway Safety Plan](#).

The state has up to date statewide bicycle and pedestrian plans and is making progress towards implementing them.

The state has statewide mountain bike trail plan, a trails master plan, and an [MOU/MOA](#) regarding mountain bike trails.

A state [bicycle, pedestrian, and/or Safe Routes to School advisory committee](#) meets regularly, with inclusive and interagency participation.

There are published goals and/or performance measures to increase biking and walking and decrease bicyclist and pedestrian fatalities.

There is a statewide study on the [economic impact of bicycling and walking](#).

The [plan for reducing carbon emissions](#) encourages bicycle use.

Learn more and see current ranking at [bikeleague.org/content/states](https://bikeleague.org/content/states)



**October 8, 2015**

**For Immediate Release**

Contact

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### **Costly Highway Widening Won't Solve Congestion**

*Statement of Tri-State Transportation Campaign Executive Director Veronica Vanterpool on Connecticut Governor Dannel Malloy's announcement on widening Interstates 95 and 84:*

"It's clear that the Connecticut Department of Transportation still hasn't heard that you can't build your way out of congestion."

"Widening Interstates 84 and 95 creates additional roadway capacity, but state leaders should not conflate increased capacity with decreased congestion. Studies have shown that adding capacity to highways attracts drivers who previously used other routes or other modes, or chose not to travel altogether because of the expectation of congestion. It's a phenomenon known as induced demand. In other words, if you build it, they will come."

"If Connecticut leaders are serious about addressing congestion, they should take advantage of the Federal Highway Administration exemption the state was granted which allows for variable rate tolling on federal-aid highways. This means higher tolls during peak hours, and lower tolls during off-peak hours. This type of congestion pricing system gives drivers an incentive to use transit, carpool or travel when roads are less congested."



# The Nonprofit Marketing Blog

## The Secret Sauce of Fundraising

By [Iris Sutcliffe](#). Posted in [Best Practices](#) on October 5, 2015

Can you guess the number one thing—the “secret sauce,” if you will—that can energize your individual donor fundraising? The answer might surprise you: a fundraising plan.

In the Nonprofit 911 webinar [The Big Picture: Data for Fundraising for Success](#), Heather Yandow of Third Space Studio shared an interesting tidbit that emerged from data in the latest [Individual Donor Benchmark Report](#) (IDBR). This year, the report looked at individual donor fundraising data from 87 nonprofits with budgets under \$2,000,000.

In past years, the IDBR generally looked at averages, but Yandow kept wondering, “What is an indicator of success?” So she asked an expert named Mike Glover to look at the IDBR data and see if he could answer that question.

Glover’s top takeaway from the IDBR data: **The only thing that seems to matter is if you have a fundraising plan. When your organization has a plan, investing more time and money means something in terms of individual donor fundraising success.**

### Having a fundraising plan:

- **Makes donor meetings more fruitful.** Nonprofits with a plan that invested time in meeting individual donors raised more money per meeting—about \$5,000 more. Nonprofits without a plan, however, showed no correlation between the number of donor meetings and the amount of individual donor revenue raised.
- **Boosts your fundraisers’ results.** Glover compared salaries to individual donor gifts among nonprofits with and without fundraising plans. He found that nonprofits with a plan tended to pay fundraisers more, who in turn raised more money from individual donors—\$4.25 per donor for every \$1 more in salary, a four-to-one increase. The assumption is if you’re paying staff more, you’ll find a better-qualified candidate and have better resources available for training. You may also have more money in your fundraising budget, of course, but your organization clearly values that position and their work.

Does the whole idea of following a plan make you nervous? Don’t sweat it. Most organizations that reported having fundraising plans also responded, “I have a fundraising plan, and I check in on it from time to time.” The second most popular answer: “It mostly sat on the shelf. I created it but didn’t really look at it.”

Even though most organizations weren’t constantly referencing their fundraising plan, they still saw beneficial effects from it. That tells us that it’s not so much the plan that’s important, but the planning.

So, the real secret sauce is that process of sitting down on your own and as a group, thinking about your goals for the year, discussing priorities and strategies, getting buy-in, and putting some things on the calendar. Go through that process and you’ll likely end up with the ultimate product: a nice boost in your individual donor fundraising.

Download your own [fundraising plan template](#).

# How to Create a Fundraising Plan

Set goals and find fundraising success with this easy-to-use template.

According to the 2014 Individual Donor Benchmark Report, the secret sauce for raising more money is to **have a fundraising plan**. A good fundraising plan serves as your roadmap for the year. It doesn't need to be complicated but your plan should answer these four questions:

1. How much do you need to raise this year?
2. How does that fundraising total breakdown between unrestricted and restricted purposes?
3. How will your different sources of funding contribute to that goal?
4. How will fundraising activities help you hit your goal?

## TEN SIGNS OF A BONA FIDE GRASSROOTS ADVOCACY GROUP

In order for an organization to effectively give or receive assistance, generally it should have evolved to the point where it has most of the following 10 things. Of course, some groups have none of them but nevertheless are effective, and some have all these things but are still ineffective.

An effective grassroots group generally has:

1. A clear **mission** and a firm commitment to a place.
2. A defined **membership** that pays dues. Generally a “membership” that does not pay dues is not a real membership.
3. **A budget that raises funds internally from its members. A substantial amount of an organization’s funds should come from its members and individual gifts.** If an organization is financially dependent on one donor or funder, then it is merely a wholly owned subsidiary of that donor and its staff is essentially the funder’s employees.
4. A **formal organization** with named officers and a single spokesman. Any organization which lacks the capacity to select officers and the discipline to restrict itself to one public spokesman is probably just an embryonic organization.
5. A **leader** who was elected by a formal body that can also remove him. Every organization is a shadow of its leader and an organization without a leader is rare. A nonaccountable leader may be highly effective but always speaks only for himself.
6. Organized periodic **public programs**. An grassroots advocacy organization without public programs probably lacks the public support necessary for continuity.
7. A periodic **newsletter**. An organization must have the capacity to communicate its message, accomplishments, campaigns to its members.
8. Public **outreach**. One cannot have serious [environmentalism] grassroots advocacy without serious outreach.
9. Technical **capacity** to perform activities related to its mission. Organizations without in-house specialists or easy access to them cannot effectively represent [environmental] interests.
10. A formal **charter** of incorporation, by-laws, and some arrangement for tax exempt status or a viable alternative. Lack of this may indicate that the organization is a pretend organization.

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Adapted from Appendix B of Organize To Win: Hints, Checklists, and Do’s and Don’ts for Grassroots Campaigns--An Organizer’s Guide, by Jim Britell. Sept. 2015, version 2.4. The original was written for environmental grassroots campaigns.

## Bike Walk Connecticut Profit & Loss Prev Year Comparison January 1 through October 20, 2015

	Jan 1 - Oct 20, 15	Jan 1 - Oct 20, 14	% Change
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
46400* · Other Types of Income	0.00	100.00	-100.0%
49900 · Uncategorized Income	8,584.34	0.00	100.0%
<b>43400 · Direct Public Support</b>			
43450* · Individ, Business Contributions	0.00	2,300.17	-100.0%
43410 · Corporate Contributions	1,280.00	0.00	100.0%
<b>43450 · Individual Contributions</b>			
43453 · Annual Appeal	240.00	100.00	140.0%
43454 · Employer Matching Gifts	665.62	2,220.14	-70.0%
43452 · United Way/Workplace Giving	158.62	0.00	100.0%
43450 · Individual Contributions - Ot...	1,518.93	1,356.25	12.0%
<b>Total 43450 · Individual Contributions</b>	<u>2,583.17</u>	<u>3,676.39</u>	<u>-29.7%</u>
<b>Total 43400 · Direct Public Support</b>	3,863.17	5,976.56	-35.4%
46400 · Miscellaneous Income	161.36	0.00	100.0%
<b>47200 · Program Income</b>			
47291 · NACTO Workshop	6,330.00	0.00	100.0%
47290 · DPH Complete Streets Contract	10,103.90	20,474.01	-50.7%
47260 · Summit	4,195.00	0.00	100.0%
47250 · Bike Education	2,255.00	2,693.36	-16.3%
47210 · Bike to Work	100.00	0.00	100.0%
<b>47220 · Memberships</b>			
47222 · Individual Memberships	6,650.00	7,672.39	-13.3%
47221 · Business Memberships	1,250.00	1,000.00	25.0%
<b>Total 47220 · Memberships</b>	<u>7,900.00</u>	<u>8,672.39</u>	<u>-8.9%</u>
<b>47240 · Rides and Walks</b>			
47242 · Discover Tour Sponsorships ...	16,650.00	0.00	100.0%
47241 · Discover Tour Registration - ...	3,940.00	0.00	100.0%
47244 · Discover Tour Registration - ...	10,160.00	0.00	100.0%
47245 · Discover Tour Sponsorships ...	16,650.00	500.00	3,230.0%
<b>Total 47240 · Rides and Walks</b>	<u>47,400.00</u>	<u>500.00</u>	<u>9,380.0%</u>
<b>47230 · Annual Dinner &amp; Silent Auction</b>			
47231 · Annual Dinner	0.00	4,240.00	-100.0%
47233 · Silent Auction	400.00	50.00	700.0%
<b>Total 47230 · Annual Dinner &amp; Silent Au...</b>	<u>400.00</u>	<u>4,290.00</u>	<u>-90.7%</u>
<b>Total 47200 · Program Income</b>	<u>78,683.90</u>	<u>36,629.76</u>	<u>114.8%</u>
<b>Total Income</b>	<u>91,292.77</u>	<u>42,706.32</u>	<u>113.8%</u>
<b>Gross Profit</b>	91,292.77	42,706.32	113.8%
<b>Expense</b>			
<b>62100 · Contract Services</b>			
62150 · Outside Contract Services	0.00	3,750.00	-100.0%
<b>Total 62100 · Contract Services</b>	0.00	3,750.00	-100.0%
<b>63000 · Program Services Expenses</b>			
63990 · NACTO Workshop	1,215.00	0.00	100.0%
63980 · DPH Complete Streets Contract	7,991.90	4,223.36	89.2%
63900 · Summit	1,915.00	0.00	100.0%
63200 · Silent Auction	361.20	0.00	100.0%
<b>63300 · Discover Tour</b>			
63310 · West Hartford Tour Expense	7,517.81	0.00	100.0%
63320 · New Britain Tour Expense	6,070.13	0.00	100.0%
<b>Total 63300 · Discover Tour</b>	<u>13,587.94</u>	<u>0.00</u>	<u>100.0%</u>
<b>63400 · Bike Education</b>			
63420 · Coordinator/Instructors	600.00	800.00	-25.0%
<b>Total 63400 · Bike Education</b>	<u>600.00</u>	<u>800.00</u>	<u>-25.0%</u>

11:47 AM

10/20/15

Cash Basis

**Bike Walk Connecticut**  
**Profit & Loss Prev Year Comparison**  
 January 1 through October 20, 2015

	Jan 1 - Oct 20, 15	Jan 1 - Oct 20, 14	% Change
<b>63500 · Bike to Work</b>			
63540 · Food	0.00	525.49	-100.0%
63530 · Publicity	0.00	987.00	-100.0%
63500 · Bike to Work - Other	929.70	740.82	25.5%
<b>Total 63500 · Bike to Work</b>	929.70	2,253.31	-58.7%
<b>63600 · Advocacy Expenses</b>	656.71	65.00	910.3%
<b>Total 63000 · Program Services Expenses</b>	27,257.45	7,341.67	271.3%
<b>65000 · Operations</b>			
65011 · Board Development	0.00	143.80	-100.0%
65090 · Office Space- Rent	1,720.00	4,195.00	-59.0%
65080 · Equipment	0.00	125.00	-100.0%
65340 · Employment Taxes	3,608.19	4,157.61	-13.2%
65330 · Salaries	42,511.35	48,870.07	-13.0%
65110 · Marketing/Promotion	184.98	34.98	428.8%
65001 · Business Registration Fees	0.00	100.00	-100.0%
<b>65005 · Bank Service Charges</b>			
65005.2 · PayPal Service Charge	196.70	79.96	146.0%
65005.3 · Credit Card Processing Fee	362.72	210.36	72.4%
65005.1 · Payroll Processing Charges	1,417.83	1,069.11	32.6%
65005 · Bank Service Charges - Other	0.00	-632.88	100.0%
<b>Total 65005 · Bank Service Charges</b>	1,977.25	726.55	172.1%
<b>65010 · Books, Subscriptions, Reference</b>	0.00	15.00	-100.0%
<b>65015 · Membership Dues</b>	100.00	200.00	-50.0%
<b>65020 · Postage, Mailing Service</b>	15.75	106.74	-85.2%
<b>65030 · Printing and Copying</b>	0.00	386.51	-100.0%
<b>65040 · Supplies</b>	7.94	112.45	-92.9%
<b>65050 · Telephone, Telecommunications</b>	100.00	1,061.50	-90.6%
<b>65060 · Website</b>	71.80	24.94	187.9%
<b>65070 · Outside Contract Services</b>	300.00	0.00	100.0%
<b>65120 · Insurance - GL, D&amp;O, WorkersC...</b>	1,392.00	1,379.95	0.9%
<b>65200 · Technology, software, etc.</b>	1,445.70	1,098.70	31.6%
<b>65310 · Conference, Convention, Meeting</b>	16.50	949.69	-98.3%
<b>65320 · Travel</b>	0.00	834.19	-100.0%
<b>Total 65000 · Operations</b>	53,451.46	64,522.68	-17.2%
<b>66000 · Payroll Expenses</b>	0.01	0.00	100.0%
<b>Total Expense</b>	80,708.92	75,614.35	6.7%
<b>Net Ordinary Income</b>	10,583.85	-32,908.03	132.2%
<b>Net Income</b>	<b>10,583.85</b>	<b>-32,908.03</b>	<b>132.2%</b>



**Mission:** *Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible, and attractive for a healthier, cleaner Connecticut.*

The September 9, 2015 board meeting was hosted at Eric Town Square in Glastonbury by Kevin Vicha. Laura Baum called the meeting to order at 6:34 pm by Laura Baum. Participating were: Laura Baum, Scott Gamester, Chris Skelly, Ray Willis, Kelly Kennedy, Brendan Harris, Sue Smith, Sean Alexander, Colleen Alexander, Kevin Vicha, and Chris Brown. Dave Head participated by phone. Bill Young was not able to attend. Emily Wolfe did not attend, having recently resigned her board directorship due to ongoing heavy work commitments.

1. **New Director Introductions:** New directors Colleen Alexander, Sean Alexander, Brendan Harris, and Sue Smith were introduced and welcomed to the board.
2. **Minutes** – Kelly Kennedy noted that the distributed minutes were an earlier version that was missing the name of a possible speaker for the annual dinner who Chris Brown suggested. There were no other revisions or comments on the minutes for the August 2015 board meeting. The minutes of the August 2015 board meeting were approved unanimously following a motion by Kevin Vicha, seconded by Chris Skelly.
3. **Financials** – Scott Gamester summarized Bike Walk CT's financials (attached). As of 8/31/15, our cash on hand was \$94,286 and our net income was \$12,837.43, (\$77,843.07 income less \$65,005.64 expenses). Our average monthly expenses are \$8125 in 2015 (versus 8213 in 2014). The financials through 8/31/15 were accepted unanimously following a motion by Chris Brown, seconded by Chris Skelly.
4. **Mission Statement Orientation & Discussion:** Bike Walk CT's mission is to *change the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut.* To help orient new directors, the board reviewed Bike Walk CT's mission statement and discussed examples of advocacy and education, and what it means to be a mission-driven organization. Kelly provided a one-page handout on advocacy (attached). Laura suggested that each board meeting contain a placeholder to make sure our activities are aligned with our mission.
5. **ED Report, Calendar of Initiatives:**
  - **Membership Report:** Kelly reported that membership continues to hover in the low 300s.
  - Kelly called the board's attention to a few major initiatives, including **the DPH complete streets contract**, the new **Share the Road brochure**, the **HFPG Board Leadership Program Application**, and developing a bona fide **advocacy agenda** in October and November.
  - Kelly asked all board members to review the handout (attached) for the long list of projects, programs and initiatives that are on our plate through the end of the year since there was too much material to cover in 5-10 minutes.
  - Scott noted that the calendar listing of work in progress was particularly helpful and asked that future editions include a column indicating whether board help was needed.

- Kevin Vicha and Brendan Harris expressed interest in participating in the HFPG Board Leadership program with Kelly and Laura program if we are selected.
  - Colleen, Sean and Chris Brown offered to help represent Bike Walk CT at the CT Cycling Festival.
6. **Bike Club/Shop Ambassador Progress:** As part of directors' important board ambassador roles, directors are asked to have regular interactions with bike shops and clubs so those organizations (and their members and customers) feel more engaged with us and are more aware of our advocacy and education work. Scott reported meeting with Newington Bike. Ray discussed his family's bike shop. Chris Skelly discussed working with Keith Nappi of Suburban Sports on the Discover NB Tour. Laura noted she needs to take some club/shop account assignments, as do all new directors. Kelly was asked to re-distribute the list of shops and clubs so directors can choose their assignments.
  7. **HR Consultant Update:** Kevin Vicha reported that we are moving forward with working with nonprofit HR expert Janet Waterston on identifying best practices for board and staff roles. We are aware that our bylaws will need to be updated accordingly. The plan is for Janet to consult with Kelly and a few directors, mostly by phone.
  8. **Discover New Britain Fundraiser on Sept. 27:** Chris Skelly reported that 51 riders had registered as of Sept. 9, and that the West Hartford and New Britain partners had met, and in New Britain's case, exceeded their sponsorship goals. Bike Walk CT still had several thousand dollars to go to meet its sponsorship commitments. Chris urged directors to make every effort to solicit sponsors and contribute individually to close that gap. Directors were all asked to register for the event and actively promote the ride to their personal and professional networks.
  9. **Annual Dinner and Silent Auction on Nov. 20:**
    - Kelly reported that CCSU did not properly record our reservation for the large banquet hall (capacity about 250), and that the smaller room (capacity about 175) was reserved for us instead. In discussing with Emily (previously working on the dinner), Kelly reported that time and cost considerations tilted toward sticking with the smaller room.
    - Colleen Alexander volunteered to help work on the silent auction committee.
    - **Scott Gamester, who is chairing the Silent Auction committee, asks:** If you want to volunteer or know of someone who could volunteer, please reach out to [scott.gamester@gmail.com](mailto:scott.gamester@gmail.com) If you can provide, or have ideas for potential donation items or the auction please let [scott.gamester@gmail.com](mailto:scott.gamester@gmail.com) know! Focus on big ticket items, including memorable experiences that could garner donations Scott will send last year's silent auction item list to the board to spur their ideas.
  10. **Merritt Parkway Trail:** Ray Willis and Dave Head briefed the board on the Merritt Parkway Trail, which was followed by a lively review of positions in favor and against it. This topic was put on the agenda because Bike Walk CT was asked for its written support of the project. It was determined that as a point of due diligence, directors needed to be better informed about the project first. Dave Head committed to drafting a letter of support for completing the feasibility study, which will provide more concrete details about cost and time to complete. Ray and Kelly will collaborate on the draft letter.

**Laura Baum adjourned the meeting at 8:08 pm.**