# ED Report – What’s In The Works as of Jan 2015

# In a Nutshell – Since the Last Board Meeting

*For the benefit of new directors, this update is more detailed than the updates I periodically provide to the board.*

Our big annual dinner and silent auction was November 24, just before Thanksgiving. Giving Tuesday was December 2. The annual appeal period basically started with our annual dinner and ended on 12/31/14. I did extensive communications work on the web site, email blasts and social media channels, continuously updated membership records and promptly issued thank yous to the 75 people and businesses who joined, renewed or donated during the annual appeal.

Also during this time I negotiated new lease, packed and moved our office, closed out our Comcast account, fine tuned our accounting, developed a cash flow statement and prepared a 2015 proposed budget, and submitted a new scope of work and budget for the DPH Complete Streets Project. And took a little bit of time off around the holidays.

The legislative session began Jan 7. Committee meetings started Jan 12. Transportation is the focus, so we need to be on high alert for rapid developments and be ready to advance our agenda at every turn. I am working on legislation to amend the ride as far to the right as practicable language and am starting the process of coordinating with legislators and advocacy colleagues.

# Membership

Current membership totaled 320 at year end despite a very hard push toward a goal of 500 members by January 7. We had a high of 321 members in February 2014. See [chart at end](#MembershipDetails) for breakdown.

# Office Space

To control costs and strengthen our finances we relinquished our small office space in favor of a small storage office at 56 Arbor Street. Our rent went from 530/month to 250/month, and Comcast from 120+ a month to 0.

I moved our office materials, copier and computer equipment during December, and moved two metal bookshelves and two lateral files to our other storage space. I offered the 2 desks, 2 work tables, conference table and chairs (all donated to us) to tenants and on craigslist. The building manager said not to worry about the remaining pieces.

We need to think about whether we really want to pay to store what we’re storing. We may be able to work with just one storage room and reduce our costs further.

# Annual Appeal

The annual appeal yielded $10,015 in new memberships, renewals and donations from 75 people and businesses. $5000 of that amount comes from Travelers. I asked for a quote from their COO and am waiting for it before I issue a media release.

Based on recent fundraising, annual appeal, communications and “brandraising” workshops or webinars I participated in, I designed the “big ideas” slideshow and theme for Giving Tuesday and the annual appeal.

# Annual Dinner & Silent Auction Update

We brought in $11,282 in annual dinner registration fees and $11,364 in silent auction receipts. Our expenses for each were $6,839 and $2,103 respectively. Net outcome = $13,0704 = our most successful dinner yet. There is an important board committee behind this effort.

I attended the December debriefing meeting and social at the Thibodeaus. They were going to compile their recommendations for next year, but I haven’t gotten them yet.

**Members Only Page & Discussion Group**

Activity is very light on the members only discussion group, but there are 104 members. Thanks to Dave Head for providing some good advice for one inquiry.  The idea for the members only group is to induce more people to join, and to provide a valuable discussion forum for members to discuss bike ped issues directly. See <http://www.bikewalkct.org/members-only.html>

# Other Fundraising

Amazon Smile and United Way campaign were two missed opportunities this year. Paul Hammer proposes a movie series. I owe him a call back.

Sal Lilienthal approached me about a CT – Burlington VT Western New England Greenway ride as a fundraiser. It’s on our 1/14 meeting agenda.

# Advocacy

My primary legislative focus is amending the language about cyclists having to ride as far to the right as practicable, replacing it perhaps with language from Colorado, which the LAB calls out as a best practice. I’ve been trying to get this ready since October, but our other activities pushed it to the back burner.

On the administrative advocacy angle, I am supposed to meet with DOT Deputy Commr Anna Barry to discuss setting express “mode shift” goals. We’ve had two meetings scheduled but I keep getting bumped by the Governor.

# Complete Streets Contract

This is year 2 of a five-year agreement with DPH worth a total of $69,420 ($13,884/year), funded by a CDC grant. Last year’s scope of work focused on the complete streets survey and scorecard, but some DPH staff ended up being uneasy with the “political” impact it had. So we’ll run the surveys again this year in May but not under the DPH contract.

Our 2015 funding will go toward NACTO training for state, local and regional planners and engineers; share the road material; and $500 in summit registration sponsorships for people from DPH-defined high risk communities. One third of the funding will go toward staff time this year.

I gave a one hour presentation on the 2014 complete streets project at the CT Recreation and Parks Association annual meeting on Nov. 24 at Mohegan Sun.

# Summit

I’ve been talking with Roger Geller of Portland about teaching the NACTO workshop for professionals and headlining the next day at our summit. We’re aiming for Apr 23-24-25 or Apr 9-10-11. I am working on securing one well-appointed venue for both days that will accommodate exhibitors and be near enough to the busway to include it as an after summit ride. CCSU is not available in April, May or June. Univ of Hartford has not been all that responsive. West Hartford town hall is probably too big. I have an inquiry in with the Lyceum—a little smaller than I’d like but perhaps workable and certainly affordable. *Corporate training centers? United Health Group? Aetna?*

**Bike Ed**

Tony has coordinated an April TS 101 to take place before the next LCI session that Steve Mitchell is hosting in Simsbury. Tony is using a link to a page on our website that I haven’t had a chance to update yet.

If we’re going to conduct any bike ed programs to coordinate with the opening of the busway, now is the time to start planning and lining up the instructors, place, and times.

**Important note: The Bike Ed projector and large bin of bike ed equipment did not seem to be in our office or storage room. Help?**

# Communications

Outgoing communications in the form of web updates, email newsletters and social media posts have been sparse since the end of the year due to lack of time.

# Banking, Mail, Membership Recordkeeping, Plus

Without admin and communications help, I’m also handling the mail, making bank deposits and coordinating with Ken, and now Scott, writing the newsletter, updating the website and social media, promoting membership and managing member records.

**Other**

* RPA’s Fourth Regional Plan roundtable discussions continue
* I-84 meeting this month
* New England Bike Summit – Sept 24
* BPAB Annual Report
* National Bike Summit - mid March
* CT Rides fair this month

**Going Forward--My Immediate To Do List**

* Print, bring conflict of interest and board member agreements to Wed pm meeting.
* \*\*\*WED, THURS: Review as far right as practicable statute; review LAB best practices; find CO statute; draft proposed amendment; touch base with colleagues, Beth Bye, Roland Lemar.
* \*\*GET VENUE for summit. Follow up with Lyceum, Scott G. Confirm with Roger Geller.
* Get Travelers statement; write and send media release
* Monitor transpo committee activities; attend committee meetings
* Monitor status of DPH revised scope of work, handoff to new liaison
* Engage 1-3 board members, members to help with Summit planning
* Update website- esp advocacy and front page
* Get new board bios and photos; add to site
* Posts to members only page and news page
* Write, design and send Jan email newsletter
* ID December lapsed members; urge to renew
* ID members that expire in Jan; urge to renew
* Get webster account fixed so I can access it online
* Write and mail thank yous to handful of recent donors that I don’t have emails for
* Meet Scott Friday am for bank signatory change
* Follow up with Sal Lilienthal
* Engage board member to work with Paul Hammer on feasibility of movie series
* I-84 meeting – review materials and attend
* BPAB meeting – prep and attend.
* Reschedule meeting with Dep Commr Anna Barry
* Pick up giveaways for Elm City to send with Ray
* Download contact info for 2015 legislators; upload to Constant Contact. ID and segregate house and senate; transpo committee members into separate lists.
* Work with Scott on QB clean up; recording bank and paypal deposits
* Since OCT: Contact West Hartford about complete streets survey results
* Since June: Dvp method to easily output complete streets survey results by town into merge fields for a readable report and summary.
* Review, respond to new ED performance review materials.
* Try to get board meeting minutes within 7-10 days.
* Add new directors to News Board page feeds. Remove old directors.
* Go through email from last 2 weeks and respond where needed.
* Respond to CT Rides.
* Touch base with CCMC, Go Media on Share the Road campaign. Investigate Go Media as possible designer for our STR materials.
* Create event registration for April TS 101; update web page; post to Ms only and News pages.
* 1099s to contractors
* Check whether check was ever issued to Mike Gallagher as requested in Oct
* Calendar tasks from Business Plan for next ExComm meeting
* Collect and return office keys
* Post office, bank runs; record payments received; issue thank yous.

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| **2014 Year End Membership Report** | | | | |
| Individual ($35) | 147 |  | Business Member – Bronze ($250)   |  | | --- | | BSC Group, Inc. | | Weiss Multi-Strategy Advisers | | Fitzgerald Halliday | | 3 |
| Individual - recurring | 34 |  | Business Member – Silver ($500) Narragansett Bay Wheelmen Inc | 1 |
| Family/Household ($60) | 70 |  | Business Member – Gold ($1000)  Sound Cyclists Bicyclists Club (SCBC) | 1 |
| Family/Household - Recurring | 15 |  | Business Member – Platinum ($2500) | 0 |
| Supporting ($100) | 29 |  | Business Member – Premier ($5000)  Travelers | 1 |
| Supporting - Recurring | 11 |  |
| Sustaining ($250) | 5 |  |
| Student ($15) | 1 |  |
| Lifetime | 2 |  |