

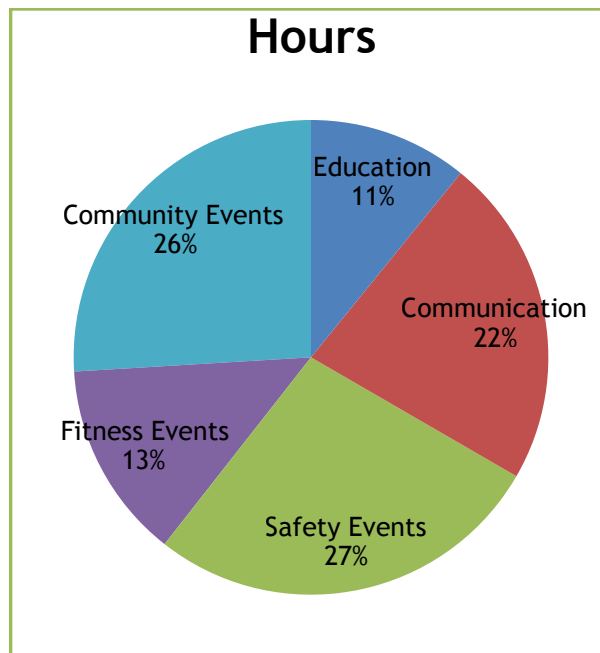


### MISSION

Bike Alpharetta Inc. is a volunteer-based, community organization which advocates for an enjoyable and safe environment for all types of bicycle use in Alpharetta, Georgia. Bike Alpharetta, Inc. is a Georgia 501c3 non-profit corporation. Membership is free and support is encouraged through volunteerism and finding partnerships to provide special funding. Bike Alpharetta is focused on:

- building awareness for cyclists and motorists to considerately share the road
- providing feedback to city planners for developing safer roadways and trails
- promoting bicycling as a healthy activity and alternative mode of transportation for riders of all ages in the community

### 2015 PERFORMANCE REVIEW



**TOTAL VOLUNTEER HOURS = 980.5**

**211% increase in  
volunteer hours tracked in 2013**

## EDUCATION ACTIVITIES – 106.5 hours

Georgia Trail Summit - June 4-6 in Columbus, Ga.

- 2 members participated for 2 days = 16 hours
- posted photos to FB and Twitter = 0.5 hour

Georgia Bike Summit – Nov. 6-8 in Milledgeville, Ga.

- 2 members participated for 2 days = 16 hours
- photos posted to Twitter and Facebook - 0.5 hour

Milton City Hall Meeting - March

- 1 member represented BA tolerant about Greenway connection plan = 1.5 hours

Alpharetta Recreation Commission Meeting - April

- 1 member represented BA to provide Bike Maps and update on Mt. Adams signs & upcoming events = 1.5 hours

Alpharetta City Council Meeting - May

- 7 members participated in proclamation for Bike to School Days = 3.5 hours

Tool Kit

- 2 members updated contents of container that contains all materials for events and health fairs. Educational items included copies of “How to Wear A Helmet” for kids, secure copies of GOHS Bicycle Pocket Guide, tip sheet on how to ride safely in a group, and reflective strap giveaways = 4 hours
- 1 member had graphic file converted by vendor to PDF for Public Safety to reprint for future safety events, file had to be produced two times = 3 hours
- 1 member acquired 250 free booklets from Georgia Bikes and take to events = 2 hours

Bike Maps

- First-ever bike map created for City of Alpharetta showing Big Creek Greenway (restrooms, bike repair stations, parking areas) and City Bike Routes (four recommended routes connecting parks, bike shops and access to greenway)
- 2 members worked on graphic files and approvals with government officials - graphic design 34 hours + meetings and email drafts for approvals 12 hours = 46 hours
- Distributed printed maps, post to web site, and send to media outlets - 12 hours



**PROMOTING TRAIL SAFETY**  
Galleria 1  
Trail safety experts share successes on screening and training volunteer security patrols and patrols led by law enforcement personnel. Tools like beacons, officers on bikes, smartphones, volunteer training and connecting to emergency services will be discussed.  
Corporal Robert Greene, Columbus Riverwalk  
Lieutenant Jeff Baxter, Atlanta BeltLine  
Officer Amanda Clay, Alpharetta Big Creek Greenway  
Moderator: Kelly Girtz, Athens-Clarke County Commissioner



## MEMBER COMMUNICATIONS & PUBLICITY - 220.5

Monthly Meetings

- 10 monthly meetings 1 ½ hours each = 15 hours (no member meeting in July or December)
- average attendance 9 people
- 1 officer created & printed agenda for each meeting = 10 hours
- 2 officers created & reviewed meeting recaps and place on web site = 10 hours
- 1 officer created & assessed online election ballots for board members = 3 hours

Email Blasts & Newsletters

- 1 officer created 19 electronic news blasts = 36 hours

Web Site & Social

- 2 people updated news, education, events and photo sections, approximately 2 hours each month per person = 24 hours
- 2 people posted updates to Facebook - 89 posts for year = 22 hours
- 1 person posted updates to Twitter - 125 posts for year = 31 hours

Analytics

- 1 person printed reports about web site, FB, Twitter and MailChimp = 4 hours

## Jerseys

- 1 member worked on new design, with approvals from BA partners, and postcards = 20 hours
- 2 members reviewed bids, worked with approved vendor and set up order process = 16 hours
- 1 member distributed postcards at events = 5 hours
- 1 member coordinated distribution of jerseys, 30 total = 4 hours

## Photo Op for City Bike Routes

- 1 member coordinated photo op on May 14, edited images and provided to local media = 6 hours
- 9 members participated with Alpharetta mayor = 4.5 hours
- 1 member worked with City to create signage featured in photo = 2 hours

## Grant Opportunities

- 1 member coordinated grant from REI, with photo op in January = 4 hours
- 1 member wrote proposal for grant with Park Tool, for Jan 2016 = 4 hours

## **SAFETY EVENTS & ACTIVITIES – 267 hours**

### Promotional Items

- members approved purchasing safety items for giveaways and publicity - 255 arm/leg reflector bands and 250 white safety lights. 2 members coordinated designs and vendors = 12 hours

### Ride to the Capitol - March 24 from Alpharetta to Atlanta

- 2 members involved in event planning, 1 hour each = 2 hours
- 2 members at event start, 1 hour each = 2 hours
- 1 member led ride from Alpharetta to Roswell = 1 hour
- 1 member led ride from Alpharetta to Atlanta = 4 hours
- Alpharetta Dept of Public Safety supported ride with motorcycles from Alpharetta to Roswell

### YMCA Safety Event - April 25 at Alpharetta YMCA

- 2 members involved in event planning and execution = 8 hours
- 1 additional member provided event-day support = 1.5 hours

### ADP Health Fair - May 20 at ADP offices in Alpharetta

- 3 members involved in event planning and execution = 8 hours

### Ride of Silence - May 20 in downtown Alpharetta

- 4 members to plan and implement, 2 hours each = 8 hours
- 32 people participated with photo op, 1 hour each = 32 hours

### Remember & Ride On - June 24 in Roswell

- 2 members coordinated event with Bike Roswell = 3 hours
- 6 members promoted and attended event, with 3 speaking at forum = 12 hours

### iCan Bike - July 13-17 in Alpharetta

- 2 members with Alpharetta Dept of Public Safety took over event management = 120 hours
- 1 member volunteered one shift each day = 7.5 hours
- 3 members provided publicity = 3 hours
- 3 members provided lunch on Friday = 3 hours

### REI Bicycle Safety - Aug. 13 class in Alpharetta

- 2 members coordinated class materials and instruction = 4 hours

### LexisNexis Health Day -

- 3 members involved in event planning and execution = 9 hours

### Trail Signage

- First-ever trails signs created for Mt. Adams mountain bike trails off the Big Creek Greenway.
- 4 members worked on graphic files, approvals, and installation = 22 hours



ADP Health Fair



iCan Bike



Mt. Adams Signage

## **FITNESS EVENTS – 132 hours**

### Weekly Rides for Recreation – Wed Evening Apr to Oct

- 15 after-work rides from Apr to Oct held for beginners and intermediate riders from Endurance House
- 3 test rides held in Mar to determine courses with 3 members = 18 hours
- 2 members coordinated rides each week, average of 3 hours each Wed (rainouts not counted) = 90 hours
- maps created and placed online by 1 member and route markings painted on road by 2 members
- 3 members participated in giving turn-by-turn “how to ride in a group” instructions for inaugural Harry’s Not In A Hurry ride, 2 hours each = 6 hours
- 1 member led Beginner Ride on eight dates with instruction on “how to ride on the road”, 2 hours each = 16 hours
- various members gave five minute safety talk and handed out lights/reflectors prior to every Harry’s ride = 2 hours

## **COMMUNITY EVENTS – 254.5 hours**

### REI Grand Opening - March 15 in Alpharetta

- 1 member prepared Tool Kit and set up display = 1 hour
- 2 members worked table for 3-hour event = 6 hours
- 1 member disassembled display = 0.5 hour
- 6 members attended event and met community leaders for BA = 12 hours

### Food Truck Alley - April 17 in Alpharetta

- 3 members involved in event planning and execution = 9 hours

### Roswell Mayor’s Ride\* – Sunday, April 26 in Roswell

- 1 member coordinated supplies and set up = 3 hours
- 6 members worked rest stop = 24 hours
- 2 additional volunteers for part of event = 4 hours

### Bike to School Day - May 6 at Alpharetta Elementary School

- 1 member managed event planning and coordination with Dept of Public Safety = 3 hours
- 1 member managed publicity and photography = 2 hours
- 7 members participated in event = 12 hours

### Bike to School Day - May 12 at Manning Oaks Elementary School

- 1 member managed event planning and coordination with Dept of Public Safety = 3 hours
- 4 members participated in event = 8 hours

### Hospitality Highway Century SAG – Sunday, July 12 in Roswell/Alpharetta

- 2 members coordinated supplies and set up = 6 hours
- 6 members participated at rest stop = 24 hours
- 2 members provided promotion for event = 3 hours

### Tour de France Celebration & BA Anniversary Party – July 14 in Alpharetta

- 1 member planned event, managed restaurants & shops, and created flyers = 24 hours
- 2 members worked check-in table = 4 hours
- multiple members attended event and promote - total of 65 in attendance
- generated revenue for Bike Alpharetta with donations from local restaurants and shops

### Bikes For Kids – November bike collections and December 5 Clean Up/ Fix Up Day

- 8 members involved with event planning for 3 months = 54 hours
- 1 member managed site inspection = 2 hours
- 1 member created publicity materials = 2 hours
- 6 members help on Dec 5 for Clean Up /Fix Up Day = 48 hours
- total of 62 volunteers donated time on Dec 5, repairing more than 220 bikes/tricycles

