

June 1, 2010. Location changed to 105 Medley Drive, Harmony Woods, Newark 19713

From Caroline and Frank:

1. DART bus rack action plan. General Honse is on the warpath. Duck and Cover.
2. Drew getting us on board with Biking & Walking Alliance as one of their constituents
3. Continue Elderberry
4. 2% Solution – preceeded by defunct 301 Project. Great project for James
5. Begin to plan an annual BikeDE event-Gala-Mini Summit-bike day....you get the picture
6. More feet on the street reporting and blogging about issues
7. Bike racks at businesses outside of downtown Newark
8. ACME and Shoprite grant-biker buyer discounts – look into this
9. Beef up our mailing list and do personal contacts to engender interest in joining us based on their response on the questionnaires
10. Pick quick hit projects to entice newbie advocates
 - a. Feet on the street reporting
 - b. Work on bike rack project
 - c. Assist with other quick projects to give them a hit of success and then their hooked.

From James:

We need to be present

- in Dover, at the Capitol
- at meetings of the Delaware Bicycle Council
- at relevant committee hearings in the state legislature
- at WILMAPCO Council and Committee meetings
- at community meetings where issues relevant to bicycling come up
- at DelDOT meetings and workshops

We need someone who is on a 1st name basis with the Senators and Representatives on the state legislature's transportation committees, with the WILMAPCO Council and with DelDOT officials. We need someone to develop relationships with decision makers. We need someone who is recognized and trusted. And, given the amount of time required for all this, we probably need to pay him/her.

FUNDRAISING

Even a part-time paid Executive Director of Bike Delaware would require far more funds than Bike Delaware has ever raised in the past. But other bicycling advocacy groups have found ways to raise money to pay staff. The New Jersey Bicycle Coalition, formed long after Bike Delaware (and with a much lower bike summit attendance) has already secured a \$25,000 grant from the Alliance for Biking and Walking and are working to match it.

Here are some ideas for Bike Delaware to do the same:

- 1) New Membership Category: Sustaining Member. Currently, Bike Delaware membership is free. This should not change. But there is no reason why we couldn't introduce a new "sustaining member" category. A sustaining member would get a few extra perks (T-shirt? Bumper sticker?).

2) Bike Delaware Ride/Race With Corporate Sponsors Corporate support is a major source of revenue for other advocacy organizations. Just asking for support directly, however – as a charitable donation - is often ineffective.

1. Instead, we could create an event like a ride or a race and approach corporations with an advertising opportunity connected with the event. (They could still write of the expenditure as a charitable donation, but we would advertise their support in connection with the event.)

3) A “Gala” Event -- Delaware Greenways appears to get a lot mileage out of this type of event.)

4) Delaware Bike Summit -- The Summit this year had sponsorship income of about \$7,500. Could Bike Delaware take over the organization of the Summit, increase the sponsorship income and turn it into a revenue generating event?

5) Corporate Philanthropic Programs

From Drew:

1. Build membership, especially on the board.

Add James immediately (non-voting if necessary to avoid problem of even number of voters)

Get guidance from Alliance on building membership and programs.

Target John McCormick for board to create safety programs.

2. ID people for projects from the Bike Summit questionnaires

Pair people onto pet projects, then determine if the project: can mate with existing programs, such as helmets for kids or bike-to-school

- can execute on low- to no-funding so can start right away
- requires funding then look for a good fit for a funding grant (I've started building a list of target foundations
- Submission deadlines and grant goals are extremely important
- I still believe that health organizations, like Nemours Foundation, are eager to help us put together programs that promote exercise and, oh by the way, fight obesity.
- We need 501C status to get any grants

3. Look for other ways of mating with existing groups to increase leverage and footprint

- Build alliances and cross-membership, such as w. Sussex Cycling or Urban Bicycle Program
- Leverage our current strengths: writers, blogs, and website to other small bike orgs
- Cover topics like the Rte 1 brouhaha between Lewis and Rehoboth. In other words, we don't have to run every cycling program -- we can help promote others

4. Monitor and create legislation
Complete Streets

Three Foot Passing law - we should try to get this passed into law