

2003 IN REVIEW



Thunderhead Alliance member organization San Luis Obispo County Bicycle Coalition's teaches children safe bicycle riding skills.

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The Thunderhead Alliance is a private non-profit corporation organized under section 501(C)(3) of the Internal Revenue Service Code.

ABOUT THE THUNDERHEAD ALLIANCE

A Brief History

1970's – Contemporary bicycle advocacy was born with the oil crisis and a surge of environmentalist activity. Bicycle advocacy organizations popped up around the country.

1971-91 – A total of only \$40 million was spent on bicycle facilities and programs.

1991 – Intermodal Transportation Efficiency Act (ISTEA) passes and several hundred million dollars are invested in bicycle facilities over the next six years.

1996 – The Bicycle Federation of America (now NCBW) invited 25 leaders of bicycle advocacy organizations to the Thunderhead Ranch in Wyoming. There they designed a political strategy to impact the Transportation Efficiency Act for the 21st Century (TEA-21). With the Bikes Belong! Campaign, they helped create the bicycle-friendly TEA-21 which passed in 1997. TEA-21 guaranteed \$285 million for bicycle facilities over six years.

1997 – State and local bicycle advocacy leaders met at the Thunderhead Ranch again in 1997 where they formally adopted the name "Thunderhead Alliance." Other national advocacy organizations embraced this new coalition as they recognized the value of unified state and local bicycle advocacy organizations to channel national bicycle policies to America's communities.

1999 – The Thunderhead Alliance received its 501(c)(3) status from the Internal Revenue Service and launched new programs to unite member organizations.

2002 – The Thunderhead Alliance moved its headquarters to Prescott, Arizona and welcomed 36 new organizations to its membership.

2003 – With 88 member organizations in 42 states, the Thunderhead Alliance was key to overturning an attempt to remove \$600 million in federal bicycle and pedestrian funding from TEA-21.

2004 – The Thunderhead Alliance is working aggressively to ensure that all 50 states and the 50 largest cities boast effective bicycle advocacy organizations.



The Thunderhead Alliance is the national coalition of state and local bicycle advocacy organizations working in unison to break down barriers to safe bicycling. Our full members are state and local non-profit 501(c)(3) or (c)(4) organizations. Some are only months old with a few dedicated leaders. Others have grown their organizations over many years into respected forces with dedicated staff and thousands of members. All are making an impact in their communities. All are learning from each other.

Mission: *To create, strengthen and unite state and local bicycle advocacy organizations.*

Vision: Every state, province and the 50 top population U.S. metropolitan areas will have effective and sustainable bicycle advocacy organizations. These organizations are highly respected by the public, media and policy makers. Their efforts in their communities and their united strength at the national level have shifted the transportation policy debate from simply accommodating bicycling to creating greater mode shift. All types of communities benefit from the fun and efficiency of bicycling - 15% of all trips made by bicycle - for all reasons, from personal health to environmental sensibility to economic necessity to religious responsibility.

Goals:

- 🚲 Enhance our base program for all member organizations, providing expert advice, professional consultation and resources to take them to their next level of effectiveness.
- 🚲 Initiate our 50/50 Project to establish effective bicycle advocacy organizations in all states, provinces and the 50 top population U.S. metropolitan areas.
- 🚲 Articulate and act on Thunderhead's role in the national bicycle advocacy movement in concert with current and new partners.

MESSAGE FROM THE EXECUTIVE DIRECTOR



Jon Doty from Planet Bike receives a *Courage in Advocacy* award from Thunderhead Alliance Executive Director Sue Knaup at the 2003 Interbike Show in Las Vegas. Planet Bike Pledged \$50,000 to launch the 50 States/50 Cities Project.

Dear fellow advocates:

The Thunderhead Alliance is strong after our 2003 successes. As the only organized coalition of state and local bicycle advocacy organizations, our strength is measured through the united accomplishments of these organizations. In order to assure a broad network, we built on our momentum in 2002 to attract new organizations to our membership. We then focused much of our resources for the year into helping these new leaders through the perilous first steps of growing a sustainable and effective bicycle advocacy organization.

Our Regional Trainings and annual Retreat as well as our ongoing response system connected these new leaders with our established organizations to learn best practices and avoid common mistakes. At the same time, they infused fresh energy into

the Thunderhead Alliance with their spirit of innovation and determination to change communities into places where everyone wants to ride a bike.

This significant increase in Thunderhead's effectiveness showed our long-standing supporters the value of their investment. All renewed their investments as we discovered greater levels for our work. New supporters came to us with confidence in the importance of our efforts. Without this network of friends, Thunderhead would not have reached this breathtaking level nor would we be setting our sights so much higher for 2004.

With this solid foundation of effective organizations, committed supporters and inspired leaders, we look ahead to 2004 knowing that what we can imagine is not enough. Thunderhead leaders comprise the greatest bicycle advocacy think tank and yet we remain vigilant for opportunities. Our 50 States/50 Cities Project has already revealed breakthroughs we hadn't seen when we began its development. Our 2004 Regional Trainings are attracting new leaders and partners. And discussions with current partners are leading us into brand new initiatives that will focus resources at the specific needs of our established organizations.

This shift in 2004 towards ramping up the effectiveness of our current members as we strategically build new organizations in key areas of the country will require the best of all members of the Thunderhead family. Together we will continue our steady climb towards Thunderhead's unimagined potential for changing policies, developments and communities through a relentless professionalism that will drive the transportation culture back to the bicycle.

Sincerely,

Sue Knaup
Executive Director

2003 HIGHLIGHTS

Southwest and Southeast Trainings

New leaders from budding bicycle advocacy organizations in thirteen states converged on Santa Fe and New Orleans in the spring to learn the ropes from three of Thunderhead's finest: Gayle Cummins, Chris Morfas and Charlie Gandy.

By summer as a result of these trainings, struggling organizations had adjusted and taken impressive steps forward as three brand new organizations in Georgia, Alabama and New Orleans filed for incorporation.



Membership Growth

Administrative development assured that new leaders felt welcome and could easily join. This coupled with our trainings and promotional efforts drew seventeen new organizations into our membership. We are in discussion with leaders of another seventeen state and local bicycle advocacy organizations new to Thunderhead and will continue to encourage them to join our unified efforts.

Transportation Enhancements Victory

As the grassroots administrator for the America Bikes Campaign the Thunderhead Alliance offers our state and local expertise so that Congress hears the facts from their constituents for better bicycle and pedestrian provisions in the federal transportation law. In August, we were put to the test when \$600 million of bicycle and pedestrian funding through the Transportation Enhancements Program were stripped from the federal budget. With our coordinated alert, Thunderhead leaders got into the Congressional district offices to deliver the message that this funding must be restored for the good of their communities. This mobilization of experts coordinated with the widespread alerts through our other America Bikes partners restored the funding with a landslide vote of 327-90. We look ahead to the rest of the campaign with confidence.

"As one of the America Bikes coalition partners, the Thunderhead Alliance plugged in their specialty in August when we won back \$600 million of federal bicycle and pedestrian funding. As our other national partner organizations took care of national messaging and strategy, Thunderhead helped mobilize concerned cyclists and got their experts into Congressional district offices to deliver a consistent, powerful message adapted to their communities."

Martha Roskowski
Campaign Manager of America Bikes

2003 HIGHLIGHTS

Unified State and Local Advocacy

The combination of our proven programs and our new efforts led to an impressive upsurge of connections amongst Thunderhead member organizations. Here are just a few highlights:

🚲 The St. Louis Regional Bicycle Federation (SLRBF) developed an impressive bike commuter program that includes bike parking for businesses and dissemination of bike-to-work guides. Their limited resources would have prevented them from implementing the program if not for their relationship with the Chicagoland Bicycle Federation (CBF) developed through Thunderhead gatherings and connections. A few phone conversations later and SLRBF was included in CBF's next printing of materials, adapted to St. Louis and SLRBF's launched their new program.



- 🚲 Leaders of Southeastern organizations who attended our Training have banded together for ongoing strategy sessions adapted to the Southeast. Their successes have prompted other Thunderhead leaders in that region to take part.
- 🚲 Leaders of Thunderhead organizations in Idaho, Illinois, Florida, Ohio and Tennessee have been working with potential leaders of new organizations in their states to encourage them to commit to the endeavor and to join the Thunderhead Alliance.
- 🚲 Bicycle Colorado, in particular, has realized the benefits of effective local organizations that can create change in communities across Colorado. They have committed significant energy to supporting these organizations and connecting them to the Thunderhead Alliance.

Retreat 2003

This year's Retreat symbolized the crest between our history and our future as Thunderhead veteran and new leaders converged at the Thunderhead Ranch in Wyoming, the place of our inception in 1996. Thunderhead founders, attending and missed, inspired stories and models for new leaders as the buzz of new enthusiasm for the movement energized our veterans into notions of greater achievements.



PRIORITIES FOR 2004

The launch of our 50 States/50 Cities Projects sets the bar high for our 2004 goals. And yet the benefits it will produce will improve the efficiency of all of our current programs. Our priorities for 2004 will assure that this dynamic is as productive as it can be as we seek out new opportunities for growth and productivity.

1. Shift energy from drawing new members to assisting current members.
2. Implement the 50/50 Project at the highest level our resources will allow.
3. Promote our work to better attract new partners and bicycle industry support.
4. Engage bicycle dealers to broaden the impact of advocacy and promotion at the local level.
5. Offer many more resources and training opportunities for our members.
6. Increase the effectiveness of our current programs.

“Thunderhead is the only organization advancing state and local bicycle advocacy and that’s how we’ll grow this industry.”

Bob Downs
CEO of Planet Bike

Thunderhead's 50 States/50 Cities Project

The 50/50 Project will build effective bicycle advocacy organizations in all 50 states and the 50 top population metropolitan areas. This goal has heightened our awareness for areas in need. A quick scan of the country revealed 73 of these 100 states and cities in need of our services.

To assure the best use of limited resources, we developed a benchmarking tool that helps our leaders assess the effectiveness of bicycle advocacy in their states and communities. It will also reveal needs and show leaders of organizations what they need in order to improve their effectiveness. Once they have completed the benchmarking process, they will decide whether to engage the services of Thunderhead through the 50/50 Project. This will assure that leaders who commit to the Project are fully engaged.

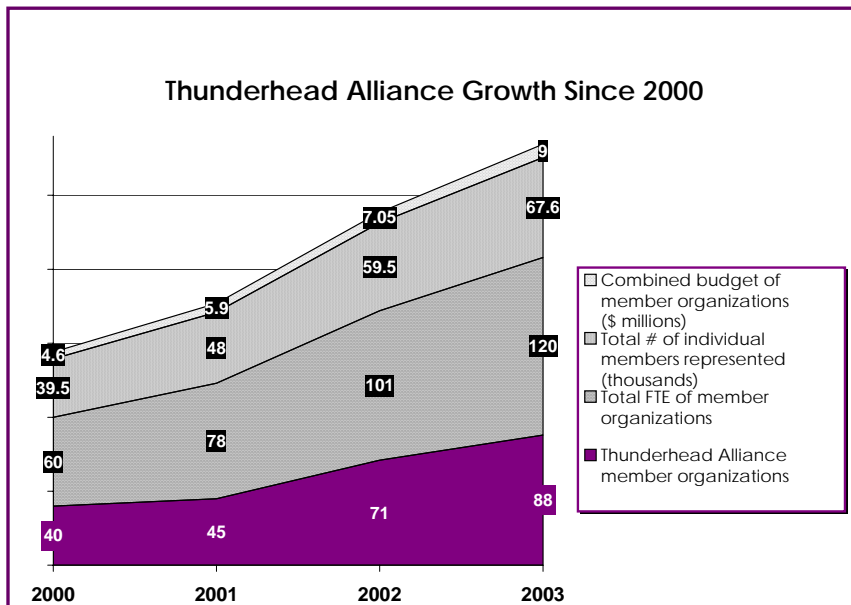
Thanks to a \$50,000 donation from Planet Bike, we launched the Project in San Francisco with VeloNews, Planet Bike and other important sponsors at our fundraiser, The Maxxis Evening with Graham Watson and Bob Roll on November 14th. We have hired Gayle Cummins, former executive director of the Texas Bicycle Coalition, as our first Field Trainer. Alex Doty, Membership Director of the Bicycle Coalition of Greater Philadelphia, is our first specialty trainer.

Perhaps the most important aspect of the 50/50 Project is that tools, materials and trainings developed for the Project will be offered as a benefit to all Thunderhead member organizations. We see the Project as a fertile field from which state of the art bicycle advocacy will bloom and pollinate all state and local efforts.



Chicagoland Bicycle Federation's *Bike the Drive* attracts thousands of bicyclists.

FINANCIAL OVERVIEW

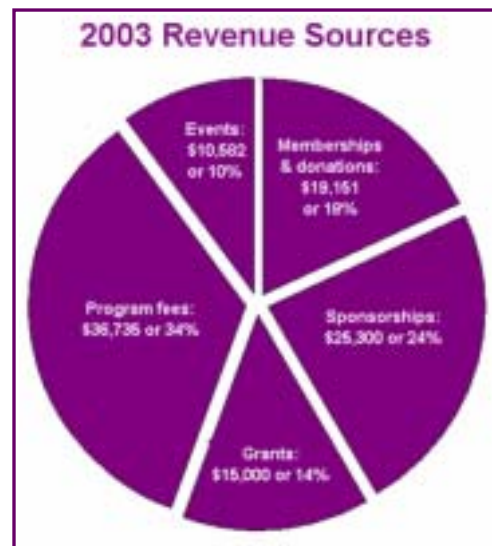
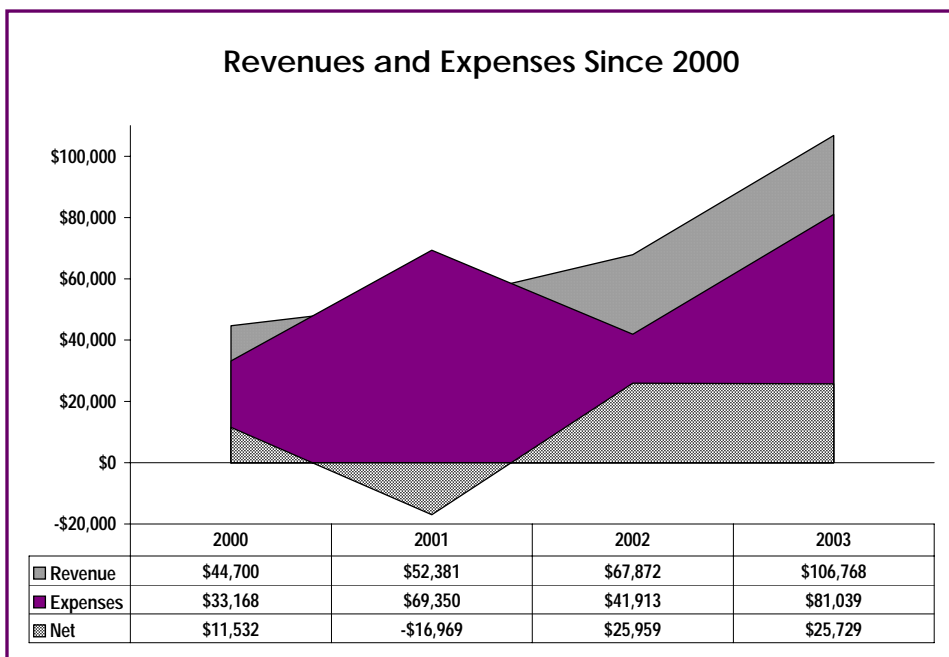
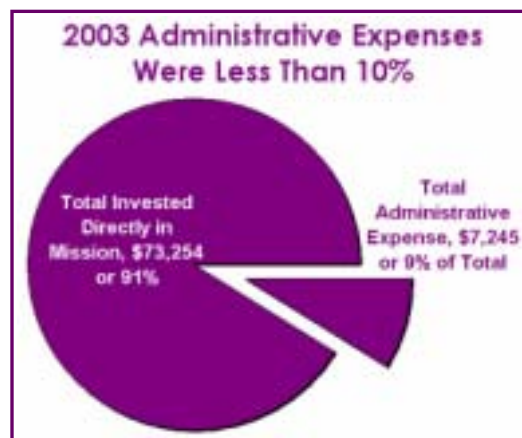


Growth trends continue as more recognize the successes of unified state and local advocacy. In the past four years, membership has more than doubled from 40 to 88 organizations, representing 42 states. With 120 full time equivalent employees working on state and local issues, and with more than 67,000 individual members, the Thunderhead Alliance is a force for the bicycle advocacy movement.

Diligence results in more than 90% of all expenses directly supporting mission priorities. Administrative and fundraising costs have never exceeded 12% in the seven year history of the organization!

Two years of strong finances and growth.

After two years of financial growth, the Thunderhead Alliance has strong reserves and has launched the 50 States/50 Cities Project. Supporters investing in membership or sponsorship are assured that their investments will go directly to Thunderhead's critical initiatives. Funds come from dues, donations, grants and corporate sponsors.



THUNDERHEAD ALLIANCE MEMBERS

- ♻️ Ada Bicycle Coalition (ID)
- ♻️ Alabama Bicycle Coalition
- ♻️ Alliance for Community Choice (VA)
- ♻️ Alt-Trans Cleveland
- ♻️ Atlanta Bicycle Campaign
- ♻️ Bicycle Access Council (PA)
- ♻️ Bicycle Advocacy Group of Mississippi
- ♻️ Bicycle Advocacy of Central Arkansas
- ♻️ Bicycle Alliance of North Carolina
- ♻️ Bicycle Alliance of Washington
- ♻️ Bicycle Coalition of Greater Philadelphia
- ♻️ Bicycle Coalition of Maine
- ♻️ Bicycle Coalition of New Mexico
- ♻️ Bicycle Colorado
- ♻️ Bicycle Federation of Wisconsin
- ♻️ Bicycle Transportation Alliance
- ♻️ Bike Alameda (CA)
- ♻️ Bike Albuquerque
- ♻️ Bike Athens (GA)
- ♻️ Bike Denver
- ♻️ Bike Houston
- ♻️ Bike Pittsburgh
- ♻️ Bike Station Coalition
- ♻️ Bike/Walk Virginia
- ♻️ Biking and Walking Solutions (MN)
- ♻️ British Columbia Cycling Coalition
- ♻️ California Association of Bicycling Organizations
- ♻️ California Bicycle Coalition
- ♻️ Campaign for Sustainable Transit (LA)
- ♻️ Capital Bike & Walk Society (Victoria)
- ♻️ Cascade Bicycle Club Advocacy (WA)
- ♻️ Central Ohio Bicycle Advocacy Coalition
- ♻️ Charlottesville Area Bicycling Alliance (VA)
- ♻️ Chicagoland Bicycle Federation
- ♻️ Coalition of Arizona Bicyclists
- ♻️ Connecticut Bicycle Coalition
- ♻️ East Bay Bicycle Coalition (CA)
- ♻️ Florida Bicycle Association
- ♻️ Friends of Pathways (WY)
- ♻️ Georgia Bikes!
- ♻️ Greater Victoria Cycling Coalition
- ♻️ Greenways Alliance of Rhode Island
- ♻️ Hawaii Bicycling League
- ♻️ Indiana Bicycle Coalition
- ♻️ Jersey Off-Road Bicycle Association
- ♻️ Juneau Freewheelers (AK)
- ♻️ League of Illinois Bicyclists
- ♻️ League of Michigan Bicyclists
- ♻️ Linn County Trails Association (IA)
- ♻️ Local Motion (VT)
- ♻️ Los Angeles County Bicycle Coalition
- ♻️ Marin County Bicycle Coalition (CA)
- ♻️ Massachusetts Bicycle Coalition
- ♻️ Metro Bicycle Coalition (LA)
- ♻️ Minnesota Bicycle & Pedestrian Alliance
- ♻️ Mississippi River Trail (MN)
- ♻️ Missouri Bicycle Federation
- ♻️ Mountain State Wheelers (WV)
- ♻️ New Orleans Regional Bicycle Awareness
- ♻️ New York Bicycling Coalition
- ♻️ Ohio Bicycle Federation
- ♻️ Oklahoma Bicycle Coalition
- ♻️ One Less Car – Maryland
- ♻️ Palmetto Cycling Coalition (SC)
- ♻️ Parks & Trails Council of Minnesota
- ♻️ Peninsula Bicycle & Pedestrian Coalition (CA)
- ♻️ People Power (CA)
- ♻️ Pikes Peak Area Bikeways Coalition (CO)
- ♻️ Prescott Alternative Transportation (AZ)
- ♻️ Sacramento Area Bicycle Advocates
- ♻️ St. Louis Regional Bicycle Coalition
- ♻️ San Diego County Bicycle Coalition
- ♻️ San Francisco Bicycle Coalition
- ♻️ San Luis Obispo Bicycle Club
- ♻️ San Luis Obispo County Bicycle Coalition
- ♻️ Santa Barbara Bicycle Coalition
- ♻️ Silicon Valley Bicycle Coalition
- ♻️ Silver State Bicycle Coalition (NV)
- ♻️ Sonoma County Bicycle Coalition (CA)
- ♻️ South Dakota Bicycle Coalition
- ♻️ Teton Valley Trails and Pathways (WY)
- ♻️ Texas Bicycle Coalition
- ♻️ Texas Bicycle Coalition Education Fund
- ♻️ Transportation Alternatives
- ♻️ Transportation for a Livable City (CA)
- ♻️ Vermont Bicycle & Pedestrian Coalition
- ♻️ Virginia Bicycling Federation
- ♻️ Walk/Bike Nashville

CORPORATE MEMBERS

- ♻️ Bicycle Technologies International (BTI)
- ♻️ Burley Design Cooperative
- ♻️ Breezer Transportation Bicycles
- ♻️ Cycle Safe, Inc.
- ♻️ Fuji America
- ♻️ Graber Products, Inc.
- ♻️ Hans Johnsen Company
- ♻️ Hawley Company
- ♻️ Inside Communications/VeloNews
- ♻️ Interbike
- ♻️ Ironclad Bicycles
- ♻️ Maxxis Tires
- ♻️ Planet Bike
- ♻️ Quality Bicycle Products
- ♻️ Specialized
- ♻️ Trek Bicycle Corporation
- ♻️ Wilson Bicycle Sales

NATIONAL PARTNERS

- ♻️ Adventure Cycling Association
- ♻️ America Bikes
- ♻️ Association of Pedestrian and Bicycle Professionals
- ♻️ Bikes Belong Coalition
- ♻️ International Mountain Bicycling Association (IMBA)
- ♻️ League of American Bicyclists
- ♻️ National Bicycle Dealers Association
- ♻️ National Center for Bicycling and Walking
- ♻️ Rails-to-Trails Conservancy
- ♻️ USA Cycling

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