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The Weather Report

The official newsletter of
Thunderhead Alliance for Biking and Walking
Strengthening and Uniting Coalitions Across North America

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SRAM AWARDS \$400,000 TO THE ALLIANCE AND LAB

SRAM has announced a grant of \$400,000 to the Thunderhead Alliance for Biking and Walking and the League of American Bicyclists to boost the advocacy capacity of local cyclists. Jeffrey Miller, President of the Thunderhead Alliance for Biking and Walking commented on the strength SRAM will provide to Alliance organizations working at the local level. "Much of the progress over the past decade has been through the hard work of these dedicated advocates. This incredible support from SRAM boosts our ability to support them directly."

"SRAM's generosity builds on what is best about the League and the Alliance: trusted and practical programs for increasing bicycle-friendliness and effective, passionate advocacy for change," says Andy Clarke, President of the League. The broadening partnership of the Alliance and the League will allow the two organizations to not only provide technical and training assistance to grassroots organizations, it will also create a new grant making program. Details of this new program will be announced in the weeks to come.

The Alliance and the League thank SRAM for their strong investment in state and local advocacy. "Leaders in the bike industry like Bikes Belong, Planet Bike, Cannondale and Trek, are already champions of advocacy. SRAM has raised the bar and we hope their commitment inspires and motivates others," states Miller.

Visit the [Alliance Media Center](#) to read the press release with more details.

A FEW DAYS LEFT TO NOMINATE YOUR FAVORITE ADVOCATE

Just a few more days are left for you to nominate your top choices for the Alliance's new annual Awards for Excellence in Bicycling and Walking Advocacy. We invite you to [nominate a person or organization](#) for any of the six award categories:

1. Advocate of the Year
2. Advocacy Organization of the Year
3. Innovation Award
4. Winning Campaign Award
5. Business Advocate Award
6. Best Practices Award

The deadline for nominations is January 31st, 2009. Awards will be presented in March in Washington, DC to coincide with the timing of the National Bike Summit. For full descriptions of the awards, more information on the process, and to make your nominations, visit www.thunderheadalliance.org/awards.

ALLIANCE HIRING GRASSROOTS AND TRAINING COORDINATOR

Thunderhead Alliance for Biking and Walking is looking for an experienced organizer to manage a new program working directly with state and local bicycle and pedestrian advocacy organizations across North America. The Grassroots and Training Coordinator will coordinate multiple components to the Alliance's new State and Local Investment Program (to supercharge state and local bicycle and pedestrian organizations across North America). Specific responsibilities include:

- Lead trainings on campaign organizing, membership development, and organizational development for state and local advocacy organizations across North America, including training development, planning, facilitation, and logistics
- Serve as manager of a new grant program to grow and assist state and local organizations
- Coordinate and lead development of database tools

For a complete job description including requirements, compensation, and application instruction please visit www.thunderheadalliance.org/jobs. **Applications are due by February 9th, 2009.**

WINNING CAMPAIGNS® TRAINING AND HANDMADE BICYCLE SHOW IN ONE!

This February 28th–March 1st the Alliance is partnering with the Indiana Bicycle Coalition and the North American Handmade Bicycle Show (NAHBS) to bring our signature [Winning Campaigns® Training](http://www.thunderheadalliance.org/trainings) to Indianapolis, IN. Join your fellow bicycle and pedestrian advocacy leaders to learn from expert coaches and each other through the Alliance's proven curriculum on choosing, directing, and winning campaigns to increase bicycling and walking. After three days, you will have a detailed campaign blueprint that will assure a victorious campaign and set up your organization for greater victories in the future.

Registration includes admission to the NAHBS, entrance into NAHBS's VIP party Friday evening. Early registration ends February 7th. Don't miss the early registration price – [register today!](http://www.thunderheadalliance.org/trainings)

The Winning Campaigns® Training is also coming to Toronto, ON March 27-29th. For details and to register please visit <http://www.thunderheadalliance.org/trainings>.

ALLIANCE MEMBERS GET DISCOUNTED RATE TO NATIONAL BIKE SUMMIT

Discounts for Alliance Leaders to Bike Summit

In our 2009 Membership Survey, Alliance members asked for discounts to national bicycling and walking conferences and you got it! For the first time, leaders of Alliance member organization will receive a discounted rate to the League of American Bicyclist National Bike Summit. The League is offering the same rate to Alliance leaders as to their own members \$350– a \$105 savings off the regular registration rate of \$455. [Register](http://www.thunderheadalliance.org/trainings) by February 5th to receive this early registration price and make sure to note you are a Thunderhead Alliance organization leader.

Bring 10, Get 1 Free

Another special promotional offer from the League: For every ten people your organization brings, you can get one free registration. If you're planning to bring a group, bring ten and you can lower the cost for everyone or provide a scholarship registration to someone who otherwise couldn't attend.

Alliance Reception – Wednesday March 11, Washington, DC

Lastly, if you plan to be at the 2009 [National Bike Summit](http://www.thunderheadalliance.org/trainings), please join the Thunderhead Alliance for Biking and Walking at a reception where we will announce the winners of our 2009 Advocacy Awards, celebrate the unveiling of our new name, and celebrate a major new program for the coming year. We hope you will join us! Stay tuned for details!

2009 MEMBER SURVEY RESULTS ARE IN

Results from the 2009 Thunderhead Alliance Member Survey are in! Big thanks go out to over 60 leaders of Alliance organizations who shared their feedback and ideas for how we can improve our services. Here are some insights from the survey results:

- The Alliance e-mail listserv, trainings and Leadership Retreat were voted the most useful member benefits;
- The most requested new member benefits are discounts to national conferences and a free-use photo library (a close third was a PSA library);
- Fundraising strategies is the most requested topic for a Mutual Aid call, membership development and retention was a close second; and
- 21 Alliance leaders volunteered to share their expertise on a Mutual Aid call in 2009.

The Alliance staff and board will be taking this vital feedback into our work and planning immediately for the coming months and years.

Also, congrats to Dennis Strawn of the Mountain State Wheelers Bicycle Club in West Virginia. Dennis won the drawing of those who completed this membership survey and will receive a \$250 voucher good towards any single Thunderhead Alliance training or event in 2009.

To view the complete summary of results from the Alliance's 2009 Member Survey [check here](http://www.thunderheadalliance.org/trainings).

MEMBER NEWS

LAPD Recommends Discontinuing Bike Licensing

The [Los Angeles Bicycle Coalition](http://www.thunderheadalliance.org/trainings) (LACBC) celebrated a victory when LAPD police chief William Bratton issued a report recommending that the Bicycle License program be discontinued and an immediate moratorium be implemented on the enforcement of the program. LACBC worked hard to bring the issue to the focus of LA City Council. "LACBC was very pleased to see the correspondence from LAPD today and we thank all the agencies and individuals involved in conducting the research that lead to this decision," says Jennifer Klausner, Executive Director of LACBC. For more information, [read the streetsblog article](http://www.thunderheadalliance.org/trainings) or contact Aurisha@la-bike.org.

MassBike Wins New Bicyclist Safety Bill

After eight years and four legislative sessions, the MassBike-backed Bicyclist Safety Bill has been signed into law. MassBike played a central role in this new bill, from drafting the language to lobbying for its passage. The new law adds police training on bicycle law and dangerous behavior by bicyclists and motorists; explains how a motorist should safely pass a bicycle; explains how a motorist should safely make a turn in front of a bicycle; makes "dooring" (opening a car door into the path of a bicycle or other vehicle) subject to ticket and fine; permits bicyclists to ride two abreast when it does not impede cars from passing; and adds legal protections for bicyclists who choose to ride to the right of other traffic. For more information and details on this new law [visit MassBike](#).

WABA Parks Record Number of Bikes at Inauguration

The [Washington Area Bicyclist Association](#) (WABA) coordinated the successful America Bikes to the Inauguration effort in conjunction with the inauguration of U.S. President Barack Obama. According to WABA's Executive Director, Eric Gilliland, "We parked 2,040 bikes which, to my knowledge, is the most ever valet parked in one day in the US. We didn't lose a single bike and the one helmet that went missing was eventually found." Everyone who parked a bike received a commemorative spoke card. To view photos from this historic effort visit <http://flickr.com/photos/waba/sets/72157612778271825/>.

Bike Michiana Holds Planning Summit

Over 20 leaders from the Bike Michiana Coalition, the Alliance's newest member organization, met recently for a planning summit. Jeffery Miller, the president and CEO of Thunderhead Alliance for Biking and Walking and Steve Buchtel, the southland coordinator for the Active Transportation Alliance facilitated the summit. The group gathered January 17th with half a dozen other organizations from the Northern Indiana region to discuss partnerships, prioritize programs and campaigns, and decide next steps in organizing. From a successful Bike to Work Week to grand visions of a Bike Station in downtown South Bend, the organization's priorities were set forth. We look forward to seeing the results of this planning session in action! For more information on Bike Michiana visit their website at <http://bikemichiana.org/>.

Alliance Event Calendar

Engaging Planners (Mutual Aid Call): February 5, 2009 (Thursday), [details here](#).
Engaging Members in Your Work (Mutual Aid Call): February 19, 2009 (Thursday), [details here](#).
Indianapolis Winning Campaigns Training: February 28th-March 1, 2009, [details here](#).
Bring the Ciclovía to Your Streets (Mutual Aid Call): March 19, 2009 (Thursday), [details here](#).
Toronto Winning Campaigns Training: March 27-29, 2009, [details here](#).

Alliance Organization Are Hiring!

Check out the [Alliance Job Board](#) for opportunities with biking and walking advocacy organizations across North America.

We Want Your News!

Thunderhead Alliance wants to publish your good news! Our coalition is our members and your peers want to hear about your success and innovations. Have you had a recent success? A winning campaign? A creative event? Has your organization used innovative methods for attracting members or earning media attention? We want to know about it! [Tell us your news here](#).

This monthly Thunderhead Alliance Weather Report is for the leaders of our member organizations and our supporters. The Thunderhead Alliance, a 501(c)(3) non-profit organization, is the only coalition of state and local bicycle and pedestrian advocacy organizations working together to promote bicycling and walking in North American communities. Find more info at: www.thunderheadalliance.org.

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