



2017 ANNUAL REPORT



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HEADLINES

NEW YEAR, NEW NAME, BROADER MISSION

In January, the Bicycle Transportation Alliance became The Street Trust and expanded its mission to include pedestrian and public transit advocacy. This change is the latest development in our organization's ongoing transition towards equity-focused advocacy and helps us improve our work in serving all communities in our region. Our roads and streets belong to all of us, not just those driving motor vehicles, and we're proud of the broad coalition of active transportation advocates who make up our movement. By making our mission more inclusive, we can build the momentum we need to make Oregon the safest, easiest, and cheapest place to get around on bike, on foot, or via public transit.

MEET JILLIAN, OUR NEW EXECUTIVE DIRECTOR

The Street Trust has a new leader: Jillian Detweiler became the organization's executive director in August. Taking the reins from Stephanie Noll, who served in an interim capacity since January, Jillian brings a unique combination of knowledge and experience to

the organization. Through her work at Prosper Portland, City Hall, and TriMet, Jillian helped make landmark improvements to our region's transportation system, including the creation of the MAX Orange Line from Portland to Milwaukie. We're thrilled to have her carrying on the torch in our effort to make Oregon safe and accessible to all!

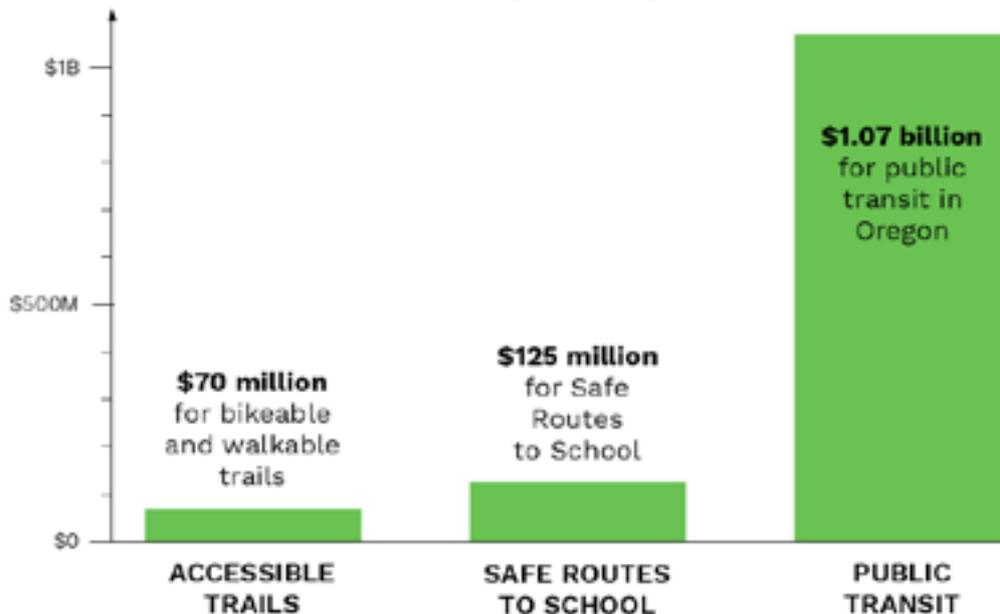


LEGISLATIVE VICTORIES

OREGON PASSES HISTORIC TRANSPORTATION FUNDING PACKAGE

In an unprecedented victory for advocates, Oregon legislators approved a historic transportation funding package which puts our state on the map as a leader in active transportation. The 10-year package provides an estimated \$1.3 billion investment in our shared priorities, including \$125 million for Safe Routes to School and \$1.07 billion for public transit! The passage of this package is the result of years of hard work

OREGON'S TRANSPORTATION PACKAGE INCLUDES RECORD FUNDING FOR CYCLING, WALKING, AND PUBLIC TRANSIT



by The Street Trust and fellow coalition members, including the American Heart Association, Commute Options, and the Better Eugene-Springfield Transit. Thanks to the hard work of advocates and lawmakers, Oregonians can expect improvements in our region's infrastructure in the coming years – and, we hope, many more victories for our shared priorities.

THE BIKE TAX

That being said, the package isn't perfect. One provision in the package which we dislike and have fought back against is a bicycle tax we worked hard to exclude from the final bill. Working alongside bike business leaders and transportation advocates, we led the fight to amend the proposed 3% excise tax on all adult bikes to a flat, \$15 tax. To reduce the impact of this tax on lower-income communities, we also fought to exempt bikes priced under \$200. It wasn't easy, but we won this fight.

Although we oppose taxing behaviors we think should be encouraged, the total cost of this bike tax is overwhelmingly outweighed by the package's other provisions: a tax on car sales, an increase in the gas tax, congestion pricing for the Rose Quarter, and a historic investment in biking, walking, and public transit.

VISION ZERO VICTORIES

The Street Trust and our partners also helped pass three laws that will save lives by protecting bicyclists and pedestrians from dangerous driving. One of these is H.B. 2597, which expands the definition of distracted driving to further discourage drivers from engaging in risky and potentially deadly behavior on the road. Legislators also passed two laws aimed at curbing speeding; one which allows cities to issue citations to speeders identified by red light cameras, and one giving the City of Portland the authority

to lower speed limits on highways located in residential areas.

We're thrilled to have done our part to pass these laws as all three will help curb the number of road fatalities and injuries in Oregon, a major victory for road safety advocates and communities throughout the state.



PORTLAND CITY COUNCIL GIVES UNANIMOUS APPROVAL TO VISION ZERO ACTION PLAN

In December, the Portland City Council voted unanimously to approve a Vision Zero Action Plan to eliminate road deaths and serious injuries in the city. This vote came two years after The Street Trust, then the Bicycle Transportation Alliance, helped pass a Vision Zero resolution for the city, and following nearly 18 months of meetings with the Vision Zero Task Force, on which we represent our members.

By committing to concrete goals and a framework of accountability, the City of Portland is taking an important step in our work to reduce traffic deaths to zero in Portland by 2025 – a goal adopted by city councilors in June 2015, also unanimously. This is a big victory

for the people of our region, no matter how they choose to get around, and it couldn't have been possible without the dedicated and thoughtful work of grassroots advocates and community leaders.

PROGRAMS OVERVIEW

BIKE AND PEDESTRIAN SAFETY EDUCATION

The Street Trust Safe Routes to School programs are the best bicycle and walking safety programs in the country. We offer several program models designed to bring education services to students, to train teachers, and to encourage families to walk and bike to school. Each year, our Education Team works in public schools throughout the Portland Metro area to teach Safe Routes to School bike and pedestrian safety education to youth. In the past school year, our Safe Routes to School education program reached more than 5,000 students throughout Oregon. In providing these programs, The Street Trust prioritizes Title 1 (low-income) schools and is teaching at all 22 Title 1 schools within the Portland Public School System.

KIDS TESTIFY FOR SAFE ROUTES TO SCHOOL

In the home stretch to the passage of Oregon's new transportation package, road safety and active transportation advocates made a show of force in Salem. In particular, young Oregonians took action to fund the Safe Routes to School program, delivering powerful testimony to legislators



and speaking out for safety and accessibility for all. This was their first time visiting the Oregon Capitol, and they made it count.

“I live just over a quarter mile from school and I can’t safely walk and bike there,” said Trey, a 10-year-old from Milwaukie, in an April hearing before the Joint Committee on Transportation Preservation and Modernization, “You can have a big impact, and that’s why we are all here, right?”

Thanks to the hard work of these kids and countless other advocates, our effort was successful in securing a record \$125 million investment in the Safe Routes to School program – a critical step in our fight to make it safe and easy for every kid to walk and roll to and from school.

ACCESS TO BICYCLING

One of the most rewarding parts of our work is sharing the joys of bicycling with schoolchildren throughout the region. Through our Access to Bicycling program, we take kids of all ages on fun bike rides in their neighborhoods and

give them the tips and training they need to stay safe on the street. This is a unique opportunity to empower kids to get on the saddle (some for the first time) and inspire them to make active transportation a part of their daily lives. Thanks to our partners Latino Network and Adelantes Mujeres, these young riders can learn these skills in Spanish as well as in English.

These rides make a big difference in children’s lives, and it’s remarkable how fast their enthusiasm grows for bicycling and rethinking how they get around.

“I’m always so bored indoors and I want to go somewhere for about three hours. Biking is super fun.”
– Pedro, 5th grade

“I ride my bike and I am confident. Maybe I will be a bike racer when I grow up.”
– Ella, 5th grade

“I like riding bikes and wanna be a better bike rider and be safe in the streets. And I just wanted to try out something new.”
– Abdi, 7th grade

THE STREET TRUST BY THE NUMBERS

Full-time office staff: **12 members**

Membership: **2,249 people strong**

Total volunteer time: **2,236 hours**

Walk+Roll participants: **275 schools**

Bicycle and Pedestrian Safety
Education: **4,778 students taught**

Safe Routes to School Town Halls: **6**

Active Transportation Summit: **314
people in attendance**

Commuter stations: **8**

Women Bike: **1,115 active members**

Access to Bicycling participants:
120 people

Bike More Challenge: a record
12,445 participants, including
2,326 new riders, biking a total of
1,702,974 miles

Dollars won in statewide
transportation funding package:
\$1,300,000,000, including
**\$125,000,000 for Safe Routes to
School**

2016-2017 FINANCIALS

REVENUE

		FY 2016		FY 2015
Government Grants & Contracts	\$	397,991	\$	541,204
Private Grants & Contributions	\$	505,100	\$	418,860
In-Kind Contributions	\$	78,489	\$	13,849
Program Events & Fees	\$	103,355	\$	86,140
Special Events	\$	178,754	\$	47,897
Merchandise Sales	\$	3,436	\$	(1,625)
Other	\$	20,272	\$	13,990
Total Revenue	\$	1,287,397	\$	1,120,315

EXPENSES

Advocacy, Education, & Encouragement	\$	932,638	\$	841,906
Administration	\$	166,634	\$	190,731
Fundraising	\$	234,754	\$	229,896
Total Expenses	\$	1,334,026	\$	1,262,533

NET INCOME

	\$	(142,218)	\$	(46,629)
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