A Comparative Analysis of Bicycle Advocacy Movements in Los Angeles and Mexico City

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Let’s get rolling!

1. What is bicycle advocacy?
2. Snapshots of the Los Angeles County Bicycle Coalition & Bicitekas
3. Programs & Events
4. Political Environment & Policies
5. Financial Structure & Operation
6. Challenges
7. Lessons learned from Bicitekas
What is Bicycle Advocacy?

Ovarian Psycos is a movement comprised of young womyn of color who refuse to accept the status quo. We’re trying to create change in our neighborhoods; we are forging our own path with bicycles.
Established in 1998 by two bicycle advocates: Joe Linton (Streetblog) and Ron Milamin

The biggest bicycle advocacy group in LA County

1,500 paid-members ($35/year)

501(c)3 tax-exempt non-profit organization

Annual budget = $560,000

full-time/part-time employees

Mission:
The Los Angeles County Bicycle Coalition builds a better, more bike-able Los Angeles by bringing diverse communities together to improve the bicycling environment and quality of life for the whole county.

Established in 1998 by five cyclists in Mexico City

The oldest bicycle activism group

Casa Bicitekas (House Bicitekas) since 2010

20,000 followers online: Second largest in the world

10 core members, 3 full-time employees

No membership due

The Hewlett Foundation $60,000/year for 4 years for a project to promote stricter air quality standards in Mexico

Mission:
Achieving a culture of respect for the free and safe use of the bicycle as transport and contribute to building more human cities
1998 1998
2001 2001
2003 2003
2005 2005
2007 2007
2009 2009
2010 2010
2011 2011
2013 2013

1999

Silver Lake, Sunset Blvd Bike Lane
Access for bikes on Metro
$6.7 million for Metro bike and pedestrian projects
First River Ride

Regional chapter program

Enhanced Public outreach,
Sharrows Campaigns

Twelve staff members
First Bicycle Resource Guide

First Bike and Pedestrian Count

2010 LA Bike Plan, South Bay Bicycle Master Plan
Bike Coalition at UCLA
three-foot law passes

2012
Registered non-profit organization

2013

2002
Protest against double-decker highway

2007
Proposal to promote the use of bicycles to the Federal Government

2008
First National Congress of Urban Cyclists

2009
First Cursos de Ciclismo Urbano, Ghost bikes

2010
Won $70,000 Hewlett Foundation Grants
Casa Bicitekas
First Urban Cycling Handbook released
Los Angeles County Bicycle Coalition Newsletter
May 8, 2014

In this issue

Celebrate Bike to Work Day in One Week
More Bike Week Events: Rosemead Blvd. GO Festival, Blessing of the Bicycles, Bike Night at Union Station, and More
Ride N. Figueroa Community Meeting TONIGHT at 6 p.m.
Just 24 Days Left to Join or Renew Your LACBC Membership to Win a Trip for Two to Taiwan
Updates from Around L.A. County: Volunteer for the Bike Count in Culver City
Before You Vote, Check Out County Supervisor and Sheriff Candidate Surveys
Team LACBC Raises $65,000+ for Climate Ride, Departs in 9 Days
May the Forest Be with You - Sunday Funday Ride Recap
South L.A. Garden Tour Recap
Updates from Around California: 3 Important Petitions Need Your Support
What's Ringing Our Bike Bells: Bicycle Coalition at UCLA's Bike and Health Video Contest
Events, Meetings, & Volunteer Opportunities

Celebrate Bike to Work Day in One Week

Bike to Work Day is Thursday, May 15th! Join LACBC and our local chapters for morning pit stops and handlebar happy hours throughout the County!

Pit Stops
Stop by the many pit stops hosted by organizations and businesses
Programs & Events

Education

Safety
Programs & Events

L.A. BIKE + PED COUNT 2013
WHO GETS COUNTED COUNTS

Policy & Planning
Programs & Events

**LACBC presents**

**ZAP!**

*February 23, 2013*

**The ANNUAL L.A. RIVER RIDE**

**SUNDAY FUNDAY**

**Fundraising Social**
Programs & Events

Paseo Nocturno de los Miércoles
Every Wednesday night since 1998, 150-200 people participate every week

Paseo de Todos: Critical Mass of Mexico City
Community workshops at Casa Bicitekas
Programs & Events

**Social**

**Awareness**

**Education**

**Paseo a Ciegas**

**Cursos de Ciclismo Urbano**

**Bicitekas A.C.**

Con el apoyo del Fideicomiso del Centro Histórico de la Ciudad de México, te invitan a aprender a transportarte en bicicleta por la ciudad de manera segura, rápida y divertida.

**Lugar**

Casa Bicitekas, Calle de las Muñecas 25, Centro Histórico.

**Fecha**

Primer lunes de septiembre, 9:00 a 13:00 hs.

**Duración**

1 hora y 30 minutos.

**Inscríbete**

Correo electrónico: info@bicitekas.com.

**Costo de Inscripción**

50 pesos. Si el número de inscripciones supera la afluencia prevista, será necesario pagar 90 pesos para los inscritos y habilitados en el Centro Histórico.
Organizational structure

- **11 Board Members**
- **Executive Director** (book keeping)
- **Membership & Communication**
- **Planning & Policy**
- **Community Outreach**
- **Development & Event**
- **Education**
- **Local Chapters, Volunteers**
- 1,500 paid members
- 8,000 Mailing list subscribers
Regional caucus: **12 Local Chapters**

Dependent on volunteers (Neighborhood Bike Ambassadors)

- Hosting rides and fun events,
- Advocating for better infrastructure and more bike parking,
- Urging their city councils to create or update their bicycle master plans,
- Hosting safety courses, etc
Organizational structure

A Bicitekas, we are all volunteers. We all work outside of the association and when we have a little time, we are involved depending on what each does best. "

10 core members

~70 volunteers

5,000 facebook members
20,000 twitter followers
Financial structure

Revenue 2010-11

- Program Services: 7.8% ($43,796)
- Membership: 14.2% ($79,747)
- Events Including River Ride: 16.5% ($92,825)
- Grants/Contributions: 61.5% ($346,660)
- Other: 0.0% ($95)

In: $563,000

Expenses 2010-11

- Consultants/Contractors: 1.6% ($8,521)
- Rent/Utilities: 2.1% ($10,660)
- Overhead/Other: 9.5% ($47,446)
- Events Including River Ride: 13.1% ($65,461)
- Staffing: 72.3% ($362,377)

Out: $561,000

“out of our pockets”

$70,000 shared with other advocacy organizations for a air quality project

+ Fundraising parties when necessary

THE WILLIAM AND FLORA HEWLETT FOUNDATION
Challenges

1. How to grow memberships
   a) Freedom to do things
   b) Political cloud
2. Strategic focus within limited resources
3. Fundraising
4. Regulatory and political barriers

1. How to reach out to invisible cyclists
2. Strategic focus within limited resources
3. Political barriers, no professional lobbying culture: Cycling as a low profile issue
4. Limited scope of work due to funding constraints
Lesson learned from Bicitekas

1. Grow members and followers: “build a strong political cloud”
2. Be audacious! Power of grassroots
3. Lower costs, bigger impacts: be creative!
4. Collaborate with other regions for the same (bigger) cause: Synergy!
5. Collaborative approaches to tackle National Policy
THANK YOU!
Question?
Sources

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https://mx.groups.yahoo.com/neo/groups/bicitekas/conversations/topics/3299
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Los Angeles County Bicycle Coalition, Annual Report 2009-2010, 2010-2011.