



bikestation[®]
a non profit corporation

**SPONSORSHIP/DONATION
INFORMATION 2006**





January 10, 2006

Dear Prospective Donor:

In its tenth year running, Bikestation has worked to improve the quality of life in urban communities by providing creative and practical solutions for people to bike, walk and use public transit more often.

Over the next year, **Bikestation** will be preparing to launch a bike campaign that will change the face of bicycling in Long Beach. In an effort to increase the amount of bicyclists on the road and encourage bicycling as a commuting option, Bikestation is seeking support from donors who share our vision for improving air quality, creating **more livable** communities, and reducing the nation's dependency on the automobile.

This year, Bikestation has already begun to implement a variety of strategies that not only keeps the public informed, but also gives them a chance to participate and be part of the bicycling community. Some of these events include Bike to Work Day, the L.A. River Ride, Bike to the Game Day, monthly bike clinics, a BikeBuck program, a kids' educational clinic and much more to come.

Bikestation would like to invite you to be part of the cause to **improve living quality**. Listed below are ways to contribute to Bikestation and a cleaner future.

Regular Donors can contribute in increments of **\$25, \$35, \$50, \$75, \$100**. Presidential Donors can contribute in larger amounts of **\$250, \$500, \$1000**, or another amount one may wish to donate. All donors will receive our monthly newsletter, while Donors contributing more than \$75 receive a t-shirt, and those contributing more than \$500 will be invited to our annual Bikestation Coalition Dinner.

Please feel free to visit our website, www.Bikestation.org, for any further information on Bikestation. Please contact us if you are interested in becoming a Bikestation Donor or want discuss other ways to be a part of the solution to cleaner air.

Sincerely,

Andrea White
Executive Director





Why Bikestation?

Bikestation is working to give people clean options.

Think back to the first time you learned how to ride a bike. At the age of 6 you could tie your shoes, make your own bed and you had your own human powered vehicle: the bicycle. You were self-reliant! Once you mastered the two-wheeler, not only were you the coolest kid on the block, but you could go places. So what's changed? Why can't riding a bike change the world?

The good news: Bikestation is making that goal a reality, one community at a time. With the help of local businesses, organizations and donors, Bikestation can help bring bicycling back to the everyday commute.

Bikestation Mission

Mission: Bikestation is a non-profit organization that seeks to improve the quality of life in urban communities through the development and operation of bike-transit centers and related infrastructure.

Vision: We envision communities where bicycling is an integral part of the transportation system resulting in cleaner air, safer streets and healthier living.

Values: We value innovative, creative, and efficient solutions to addressing the transportation inequities in our communities.

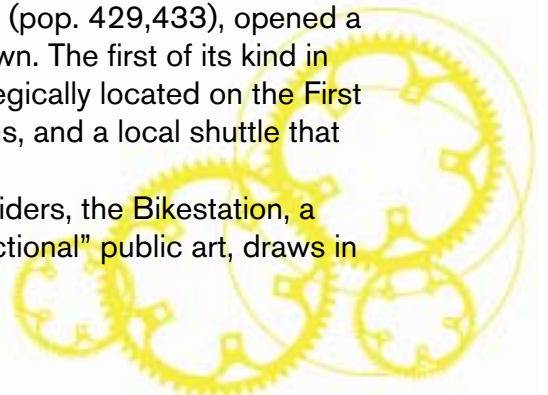
Modeled after European and Japanese examples, Bikestation Long Beach was the first facility of its kind to open in the U.S. in March of 1996. Bikestation Palo Alto and Bikestation Berkeley opened in 1999; Bikestation Seattle opened in May 2003, and Bikestation Embarcadero in San Francisco, opened in August of 2004. The newest Bikestation, in Santa Barbara, will open in September 2006.


Bikestation is the parent organization that serves as a support system to the individual communities and operators that are responsible for the day-to-day operations of each facility. Local operators vary per location and consist of non-profit, for-profit and advocacy organizations. Other partners include cities, transit agencies, counties, and others.

History

In March, 1996, the City of Long Beach, California (pop. 429,433), opened a revolutionary bike-transit center in the heart of its downtown. The first of its kind in this country, the Bikestation is a freestanding facility strategically located on the First Street Transit Mall, a nexus for light rail, buses, pedestrians, and a local shuttle that services key sights and attractions.

In addition to accommodating cyclists and transit riders, the Bikestation, a colorful, contemporary structure that was created as "functional" public art, draws in





tourists and conventioners, and its staff often serves as city ambassadors helping visitors to rent an affordable bicycle, or to provide directions or transit information.

Over the past decade, park and ride facilities have been put up all over the nation and Bikestation has been there to help these bikeable communities along the way. In addition to Long Beach, Bikestation has helped cities like Palo Alto, San Francisco, Berkeley, Chicago, Oakland, Santa Barbara, and Seattle build their own facilities, and there are many more in the works.

In 2005 alone, Bikestation parked 46,400 bicycles, took 15,470 cars off the road, eliminated 278,460 vehicle miles traveled, reduced criteria pollutants by 21,720 lbs., and reduced 245,045 lbs. of carbon dioxide gases.

The Facilities

Bikestation's 10-year history of helping to develop bike-transit facilities in the United States speaks for itself: all of the facilities we've been actively involved with developing and/or operating are thriving today.

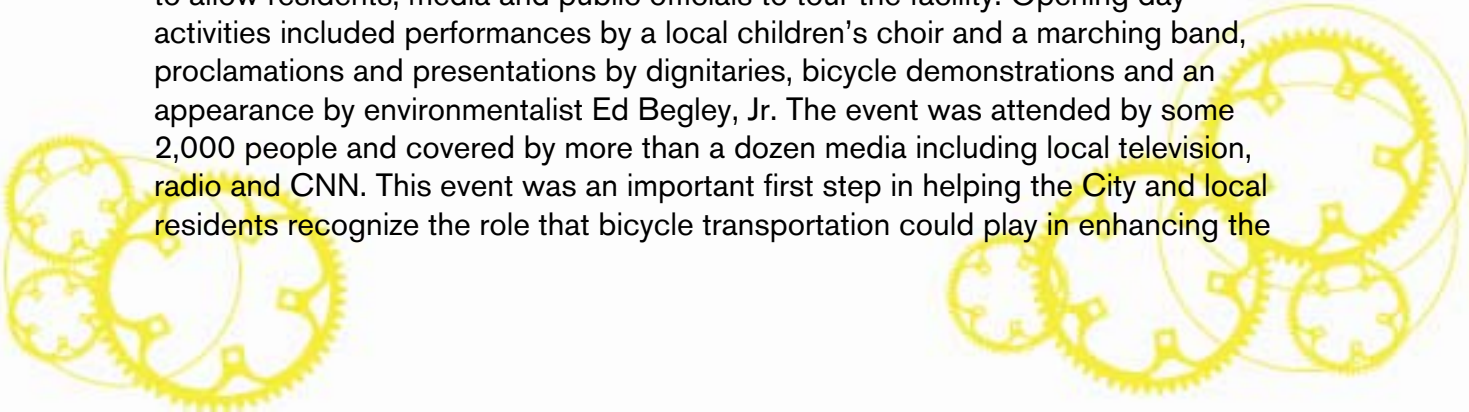
Whether you ride your bike to public transportation, to work, or you simply need a safe place to store your bike for the day, Bikestation is available to serve you. It's simple, convenient and affordable.

Each Bikestation location is unique, and amenities depend on the needs of the location. In addition to secure, indoor bicycle parking, some Bikestation locations offer shared-use bicycles, bicycle repairs, bicycle and commute sales & accessories, rental bikes for local and tourist needs, restroom/changing rooms and access to electric/hybrid vehicle-sharing, and information to plan your commute trips.

Bike-transit facilities are quite complex, especially public facilities. Putting together funding and public/private partnerships; determining efficient design, needs, resources, and operating plan; developing and administering technology; building the facility, and creating a vibrant and viable center through effective ongoing outreach, marketing, and customer service can be a daunting challenge. Capital costs of \$25,000-\$3.1 million and operating costs of \$55,000-\$150,000 are another huge hurdle.

Events

The Bikestation has developed a variety of community events to generate facility use and participation. Its first event was a grand opening celebration in 1996 to allow residents, media and public officials to tour the facility. Opening day activities included performances by a local children's choir and a marching band, proclamations and presentations by dignitaries, bicycle demonstrations and an appearance by environmentalist Ed Begley, Jr. The event was attended by some 2,000 people and covered by more than a dozen media including local television, radio and CNN. This event was an important first step in helping the City and local residents recognize the role that bicycle transportation could play in enhancing the





city's image while providing its citizens with a free, convenient transportation amenity.

Since then, Bikestation has put on other events such as Bike to Work Day, Bike Clinics, Bike to the Market Day, and another grand opening celebration to commemorate its 10th year of service as well as a new facility in downtown Long Beach and various locations. Bikestation works with other affiliates such as bike tours, bike film festivals, clinics and public awareness events in promoting bicycling as a better option.





Bicycle Fact Sheet from the Air Resources Board of California

Bicycling is important to the health of Californians -- and not just to those doing the cycling. Statewide, about seven tons per day of smog-forming gases and almost a ton of inhalable particles are spared from the air we breathe due to use of bicycles rather than motor vehicles.

People choosing to pedal rather than drive usually replace short automobile trips that are disproportionately high in pollutant emissions.

Communities lead the way. In some California communities, bicycling has an especially profound impact on transportation choices and air pollution reduction. The City of Davis, for example, has the highest rate of bicycling in the nation. Among its 64,000 residents, 17 percent travel to work by bicycle, and 41 percent consider the bicycle their primary mode of transportation.² City officials place strong emphasis on provision of adequate, safe facilities for cyclists -- both travel lanes and properly configured traffic signals. With over 100 miles of on-street and Class 1 bicycle lanes, the City of Davis provides bicyclists and pedestrians safe access to and from school, thereby eliminating the need for the school district to provide school buses, combating child obesity, encouraging a healthier lifestyle, and promoting a community atmosphere.

Other California communities are leading by example. In places like Palo Alto, Pasadena, Chico, Long Beach, Santa Barbara and San Diego, innovative projects, good facilities and bicycle-friendly local policies are boosting the share of trips taken by these pollution-free vehicles. As a State we can do better, though -- much better.

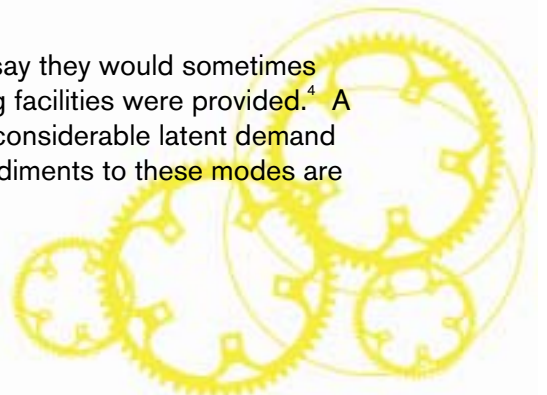
Untapped potential. California's Mediterranean climate supports cycling for most months of the year. State and federal fiscal support for bicycling facilities is increasing. And there is tremendous untapped potential for increased use of bicycles to meet our transportation needs. Consider:



More than half of commute trips, and three out of four shopping trips, are under five miles in length -- ideal for bicycling. Forty percent of all trips are under two miles.³



Past national polls have found that 17 to 20 percent of adults say they would sometimes bike to work if safe routes and workplace parking and changing facilities were provided.⁴ A comprehensive review of non-motorized travel data indicates "considerable latent demand for bicycling and walking will be released if infrastructural impediments to these modes are removed or mitigated."⁵





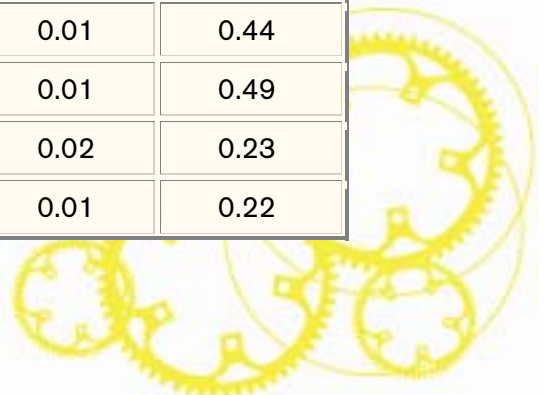
About 27.3 percent of the driving age public (age 16 and older) reported they rode a bicycle at least once during the summer of 2002, which equates to approximately 57 million persons age 16 or older who rode a bicycle.⁶



Bicycling can be an excellent choice for enjoyable exercise. Recent exercise recommendations include a minimum of one hour of daily moderate exercise, such as bicycling, for children and adults to promote health and vigor, and to maintain body weight.⁷

More bicycling = less pollution. The U.S. Department of Transportation's three-year National Bicycling and Walking Study, completed in 1994, identified strategies for doubling the percentage of total trips made by bicycling and walking, and identified scenarios for increasing bicycle trips by 3 to 5 times current levels. The 1991 Statewide Travel Survey found 1.3 percent of trips were made by bicycle. Here's the air pollution reduction that would result if Californians were to replace an additional 3 percent of car and light truck trips with bicycle trips by 2010:

Travel and Emission Reductions in 2010 for each 1% Replacement of Light-Duty Vehicle* Trips** with Bicycle Trips (tons / day) ⁸				
	Reduction in Vehicle Miles of Travel**	Reductions in Smog-Forming Gases (ROG + NOx)	Reductions in Inhalable Particles (PM10)***	Reductions in Carbon Monoxide
South Coast Region	1,027,214	1.38	0.25	7.78
Bay Area	557,308	0.75	0.14	4.22
San Joaquin Valley	255,086	0.34	0.06	1.93
Sacramento Region	167,585	0.23	0.04	1.27
San Diego County	229,525	0.31	0.06	1.74
Southeast Desert Region	57,526	0.08	0.01	0.44
Ventura County	64,974	0.09	0.01	0.49
Santa Barbara County	30,383	0.04	0.02	0.23
Monterey / Santa Cruz	29,401	0.04	0.01	0.22





Statewide	2,656,035	3.58	0.65	20.11

*Light-Duty Vehicles = Passenger Cars + Light Trucks (GVWR < 5,751 lbs.)

**Average Trip Length of 1.8 Miles

***PM10 Includes Tire and Brake Wear

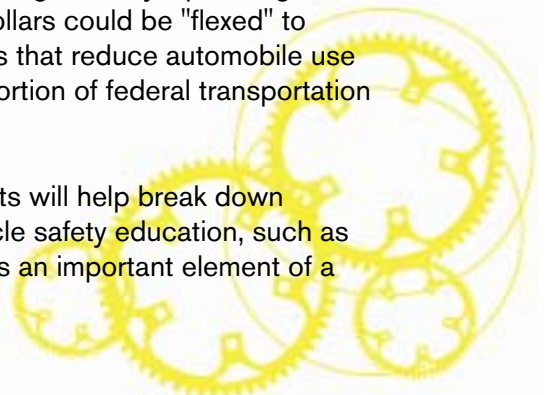
Funding bicycle facilities and programs can be a cost-effective means of reducing motor vehicle emissions. Selected bicycle projects evaluated by the Air Resources Board in 2004 demonstrated reductions of \$5-\$10 per pound of smog-forming gases and particulates. Examples of cost-effective projects include construction of Class I and Class II bicycle lanes and paths linking residential areas with employment and shopping centers; bicycle parking facilities at transit stations, bicycle racks on transit buses; and bicycle loan programs.⁹

What steps will achieve reductions in air pollution? The experience of communities with high rates of bicycling demonstrates the importance of both facilities and pro-active policies: On-street bike lanes along principal roads raise bicycle usage by providing official accommodation for the needs of cyclists and addressing concerns about their safety. Nationally, cities with at least one mile of bike lane for every three miles of arterial roadway have 3 to 10 times higher average bicycle commuting rates than cities with lesser ratios.¹⁰ Count data from Santa Barbara indicate that bicycling has increased by 19 percent above the rate of population growth over a twenty year period, with almost all of the increase on streets with striped bicycle lanes.¹¹ Data collected in Oregon link bike lane striping to reduced accidents, corresponding with increased use.¹²

Secure bicycle parking and workplace changing facilities are important complements to safe and convenient routes of travel, according to local and national surveys of potential bicycle commuters. Combining workplace amenities such as bicycle lockers and showers with good bike lanes will substantially increase cycling to employment sites.¹³ Secure and convenient parking at stores will encourage shoppers to try cycling, especially in compact, multi-use neighborhoods with reduced trip distances.

State and federal funding is available to help local governments complete facility improvements. Through the Bicycle Transportation Account, the California Department of Transportation currently provides over \$7 million dollars annually for city and county projects such as new bikeways, bicycle-carrying facilities, installation of traffic control devices to improve bicycle travel, eliminating hazardous conditions on existing bikeways, planning, and improvements and maintenance of bikeways.¹⁴ More federal dollars could be "flexed" to support projects such as bike lanes and bicycle-transit linkages that reduce automobile use and emissions; California ranks 41st among the states in the portion of federal transportation dollars used for bicycle projects.¹⁵

Local support and education programs for cyclists and motorists will help break down barriers and address safety concerns that limit bicycling. Bicycle safety education, such as the award-winning Safe Moves program based in Van Nuys,¹⁶ is an important element of a





comprehensive local program. Public awareness campaigns, city and county bicycle program managers, and the active support of local officials work in tandem with good facilities to make cycling a safer, more familiar means of transportation.

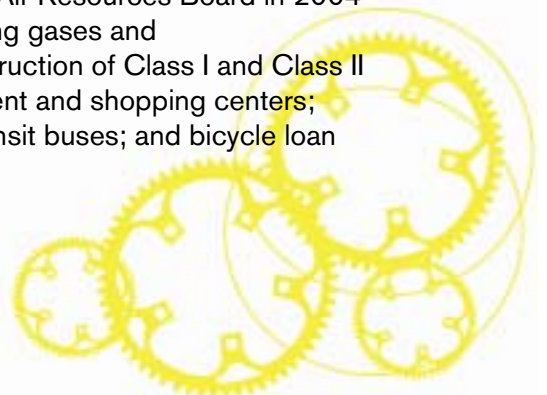
Excerpts from “Summary on Health and Fitness from the Surgeon General”

The benefits of physical activity have been extolled throughout western history, but it was not until the second half of this century that scientific evidence supporting these beliefs began to accumulate. Underpinning...recommendations (of incorporating physical activity into daily life) is a growing understanding of how physical activity affects physiologic function. The body responds to physical activity in ways that have important positive effects on musculoskeletal, cardiovascular, respiratory, and endocrine systems. These changes are consistent with a number of health benefits, including a reduced risk of premature mortality and reduced risks of coronary heart disease, hypertension, colon cancer, and diabetes mellitus. Regular participation in physical activity also appears to reduce depression and anxiety, improve mood, and enhance ability to perform daily tasks throughout the life span.

Despite common knowledge that exercise is healthful, more than 60 percent of American adults are not regularly active, and 25 percent of the adult population are not active at all. Moreover, although many people have enthusiastically embarked on vigorous exercise programs at one time or another, most do not sustain their participation. Clearly, the processes of developing and maintaining healthier habits are as important to study as the health effects of these habits.

The effort to understand how to promote more active lifestyles is of great importance to the health of this nation. Although the study of physical activity determinants and interventions is at an early stage, effective programs to increase physical activity have been carried out in a variety of settings, such as schools, physicians' offices, and worksites. Determining the most effective and cost-effective intervention approaches is a challenge for the future. Fortunately, the United States has skilled leadership and institutions to support efforts to encourage and assist Americans to become more physically active. Schools, community agencies, parks, recreational facilities, and health clubs are available in most communities and can be more effectively used in these efforts.

Funding bicycle facilities and programs can be a cost-effective means of reducing motor vehicle emissions. Selected bicycle projects evaluated by the Air Resources Board in 2004 demonstrated reductions of \$5-\$10 per pound of smog-forming gases and particulates. Examples of cost-effective projects include construction of Class I and Class II bicycle lanes and paths linking residential areas with employment and shopping centers; bicycle parking facilities at transit stations, bicycle racks on transit buses; and bicycle loan programs.





What steps will achieve reductions in air pollution? The experience of communities with high rates of bicycling demonstrates the importance of both facilities and pro-active policies: On-street bike lanes along principal roads raise bicycle usage by providing official accommodation for the needs of cyclists and addressing concerns about their safety. Nationally, cities with at least one mile of bike lane for every three miles of arterial roadway have 3 to 10 times higher average bicycle commuting rates than cities with lesser ratios. Count data from Santa Barbara, CA indicate that bicycling has increased by 19 percent above the rate of population growth over a twenty year period, with almost all of the increase on streets with striped bicycle lanes. Data collected in Oregon link bike lane striping to reduced accidents, corresponding with increased use.

Secure bicycle parking and workplace changing facilities are important complements to safe and convenient routes of travel, according to local and national surveys of potential bicycle commuters. Combining workplace amenities such as bicycle lockers and showers with good bike lanes will substantially increase cycling to employment sites. Secure and convenient parking at stores will encourage shoppers to try cycling, especially in compact, multi-use neighborhoods with reduced trip distances. State and federal funding is available to help local governments complete facility improvements.

Local support and education programs for cyclists and motorists will help break down barriers and address safety concerns that limit bicycling. Bicycle safety education, such as the award-winning Safe Moves program based in Van Nuys, CA is an important element of a comprehensive local program. Public awareness campaigns, city and county bicycle program managers, and the active support of local officials work in tandem with good facilities to make cycling a safer, more familiar means of transportation.





2006 Sponsorship Opportunities

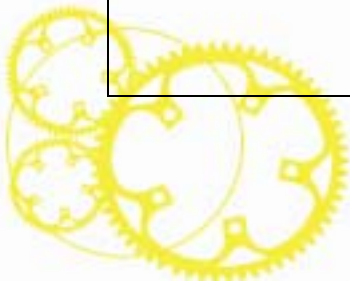
There are a variety of ways to be part of the solution. More bicycle rides equals a safer, cleaner and more livable community. Not only does it help the environment but it also promotes physical activity. Bikestation is dedicated to getting the community out of their cars and on their feet. Bikestation envisions a world where cycling is the anti-commute.

Bikestation is working to help other small park-and-rides of similar infrastructure to get funding in their local community. With your help, Bikestation will have the opportunity to increase these numbers while building more facilities and encouraging people to ride their bikes more often.

Other Ways to Donate

There are many ways to support Bikestation's mission. Volunteering for events, donating gifts for auctions, teaching bike clinics, and donating old bicycles are just a few of the ways Bikestation can use you to promote healthier living. If you are interested in being part of cleaner air, please fill out our in-kind-donation form and call 562.733.0106 or email us at info@bikestation.org. We look forward to working with you!

Type of Donation	Amount	Benefits
Friend of Bikestation Donations	\$25	Quarterly newsletter, sticker, Discount Card
	\$35	Quarterly newsletter, sticker Discount Card
	\$50	Quarterly newsletter, sticker, Discount Card
	\$75	T-shirt, Quarterly newsletter, sticker, Discount Card
	\$100	T-shirt, Quarterly newsletter, sticker, Discount Card
Presidential Donations	\$250	Quarterly newsletter, sticker, t-shirt, invitation to annual dinner, Discount Card
	\$500	Quarterly newsletter, sticker, t-shirt, invitation to annual dinner, Discount Card
	\$1000	Quarterly newsletter, sticker, t-shirt, invitation to annual dinner, Discount Card





Biographies

Faces to Remember

John Case, Chairman of the Board



John and his wife Georgia conceived and promoted the idea of starting a nonprofit alternative transportation movement around bike parking in downtown Long Beach in 1991. The concept was developed by observing and reading about successful European and Japanese bike parking models connected to light rail, bus transit, and downtown urban cores. John was the first Executive Director of the Bikestation Coalition from 1996 to 1999. John graduated from the University of Denver and has been involved in various real estate projects over the years in Southern California and Arizona. John lives in Long Beach with his wife Georgia and 11 year old son John Paul. He also sits on the Long Beach

Opera Board and enjoys various sports, arts, and travel.

Andréa White, Executive Director

Andréa White began her career as an analyst for a large private financial management firm, moving on from that to pursue her own international business risk consultancy. In 2004, Andréa decided to combine her business background with her environmental passion at Bikestation Coalition. The organization has grown to 7 facilities nationwide and has transformed the possibilities for alternative transportation, particularly bicycling, transit, car-sharing, and small electric vehicles. Andréa enjoys playing guitar for her band, surfing and travel. Andréa embraces Bikestation's vision for cleaner air, safer streets, and healthier people and communities.

