IN COLUMBIA, we move together

2019 Annual Report
Vision & Mission

**PedNet’s vision** is towns built for people, where it’s easy to walk, bike, and ride transit, and everyone can get where they want to go.

**PedNet’s mission** is to provide walking, biking, and transit solutions to meet people’s everyday transportation needs.

Who is PedNet?

**Annette Triplett | CEO**
Annette lived without a car while she was in university, and decided to buy her first house within a 2-mile radius of her office so she could keep walking to work. Her easy walk to work each day reminded her that not everyone has the privilege of choosing where they live. Annette sees transportation as the great connector to everything we want and need.

**Lawrence Simonson | Chief Strategy Officer**
Lawrence’s first job out of college required a 40-minute drive that focused his attention on how transportation options affect our opportunities, and how many people are held back when having to own and drive a car is the only option. Lawrence believes that when a transportation system serves the needs of the most vulnerable people, it works best for everyone.

**Heather Marriott | Community Engagement Coordinator**
Heather started biking and using public transit to get where she wanted to go after she sold her car because the expense just didn’t make sense anymore. Her skill in developing relationships has broadened PedNet’s influence around the community. Heather wants to help more people understand that transportation access is critical to breaking the cycle of poverty.

**Kathleen McKinney | Operations Manager**
Kathleen is from a rural community with no real alternatives to driving, and has found it very eye-opening to notice how much transportation impacts our lives. Now as a homeowner on the outskirts of town, she can tell you firsthand that where you live matters. Kathleen wants to make sure everyone has accessible and affordable transportation options no matter where they live.

**Ron Bentch | Project Coordinator | MRT**
Ron worked for years as a construction contractor in rural Missouri, but one night was woken by his wife, saying, “Contracting is going to kill you! What are you going to do with the rest of your life?” Ron now uses the community-building skills he developed as a missionary in Africa to help leaders who want to improve walking, biking, and transit options for all Missourians.

Board of Directors

| President: | Sarah Ashman |
| Vice President: | Steve Westgate |
| Treasurer: | Mike Morgan |
| Secretary: | Kathy Ritter |
| Ann Anderson |
| Renee Hahne |
| Lisa Meyer |
| Jon Kruse |
| Brian Kukla |
| Nancy Rezabek |
| Brandon Schatsiek |
| Martin Wills |

PedNet was awarded the Platinum-level GuideStar Seal of Transparency.
Your PedNet Membership at work

Advocacy

Hinkson Creek Trail extension
(Stephens Lake Park to Clark Lane)

We advocated for this 1.1-mile trail that will extend the trail system farther north and pass under I-70. City Council approved it unanimously and construction is scheduled for 2020.

CATSO 2050 Long-Range Transportation Plan

This plan will set Columbia’s transportation direction for the next 30 years. We wrote an extensive analysis of the plan and found that it was not based on public input, and would work against walking, biking, and transit by massively investing in high-speed roads. Almost no one knew about the plan’s public input meeting, so we rallied people to attend. CATSO responded by developing a revised draft with increased funding for sidewalks and trails.

Climate Action & Adaptation Plan

We served on the Climate Task Force to provide transportation sector expertise. This plan is the first time Columbia has set measurable goals to increase trips by walking, biking, and transit. Right now only 7% of trips in Columbia are by walking, biking, or transit. The Climate Plan’s goals and strategies focus on increasing this to 40% by 2035 and 85% by 2050.

Consulting

We were hired by Missouri Foundation for Health to provide expert assistance to 19 communities to help ensure that their kids can grow up healthy.

Giving Rides

This is Norman. He’s 103. Norman lives at The Bluffs, a skilled nursing and rehab center. Norman used to ride bikes when he was a young man many years ago, and now both of his kids do as well. Norman’s son lives in Germany and his daughter lives in Italy.

When Norman’s health declined suddenly, his kids feared for the worst and flew across the world to see him. They arrived to find his health much better, and PedNet happened to be on site at The Bluffs with our Giving Rides bike. Instead of sadness, his kids felt joy as they saw Norman having fun, laughing, and enjoying the simple pleasure of a bike ride.

Special Olympics

We taught 75 athletes bike skills. After Special Olympics Missouri’s training facility was hit by a tornado, your donations allowed us to provide our classes at no cost.

Transit

We opposed the City’s devastating budget cuts to public transit service. City Council reversed their decision and reallocated funding to preserve Saturday service.

Without PedNet, Darin wouldn’t have known the CATSO meeting was happening. As a PedNet Member, we monitor advocacy issues on your behalf and loop you in when we need your help.

“This meeting is exactly why I am a PedNet Member.”
— Darin Preis, Executive Director, Central Missouri Community Action, Former School Board member

86 People
128 Rides
Our Wheelchair & Bike Wash raised $1,000 which we donated to Randall Siddens’ family. He was killed after a person FaceTiming while driving crashed into him at 68 mph.

“I enjoyed biking but certain things were holding me back. I was really excited to see that there was an electric bike demo during Bike, Walk & Wheel Week. When I hopped on the e-bike I was instantly hooked. The pedal assist gave me a boost of confidence. I didn’t feel like I was going to get all red-faced and sweaty, and I just felt cool. I bought the bike and started commuting that same week! This year I have put over 500 commuting miles on my bike. That’s 500 fewer miles in my car! I am a true believer in the e-bike! It makes me really happy!” — Barbie Banks

50 Women

 vélo Vino Vici (Bike, Wine, Conquer) is a fun, easy, and social bike ride for women. We created this event to celebrate the significant role the bicycle has played in women’s empowerment and independence.

Each woman received a free ticket from Ragtag to watch Motherload, a crowdsourced documentary about how cargo bikes will save the world.

In partnership with: Walt’s Bike Shop, Cherry Street Cellar, Sycamore, One to One Print Shop, Top Ten Wines, Uprise Bakery, Ragtag Cinema

This year Columbia lost one of our greatest: long-time Mayor and staunch trail advocate Darwin Hindman. To honor his legacy, we led a community bike ride to his memorial service.
Core Values

We are advocates, not activists.
We are transportation professionals with data-driven, research-based policy positions.

We practice what we preach.
We live the mission by getting around town by walking, biking, or riding the bus.

We prioritize equity.
Transportation affects everyone, but it doesn’t affect everyone equally. We focus our efforts on raising the voices of people who may be overlooked in transportation decision-making.

We take care of our people.
Our people are people first, not employees.

We make very intentional, data-driven decisions.
We make no decision lightly. We research, analyze, discuss, debate, and finally come to a strategic conclusion.

We support each other.
We lean towards a shared leadership model and rely on each other’s expertise.

We stay in our lane.
We focus on our mission in order to maintain a reputation of integrity.

We are trying to put ourselves out of business.
We look upstream to find solutions to underlying problems, rather than putting a bandaid on a symptom.

We do good work.
We are reliable, follow through on what we say we’ll do, and produce quality work.

We don’t do it the way it’s always been done.
We are constantly evaluating how we’re doing and innovating our next steps.

We operate like a business because we are a business.
We diversify our income, keep clean financial records, and are transparent with our donors.

“..."My name is Snickers. You may have met me and my person Kathleen at the PedNet office, where I politely torment every human with silent, longing gazes to convey my need for love and snacks. I like running in big, crazy circles, but I can’t always do that when there are cars nearby. That’s why one of my favorite places to take Kathleen is the Grindstone Trail. We can both go safely off-leash and enjoy a walk in nature. I meet other dogs, chase squirrels, and swim in the creek. Kathleen thinks the trails are for people, but I know they’re for me.” — Snickers

Finances

Didn’t PedNet get a big $28 million grant a few years ago?
We wish! In 2005, PedNet helped win a federal grant for nonmotorized transportation. The funding went to the City of Columbia, not PedNet, and created GetAbout Columbia, a program housed within the City. Through the grant, the City of Columbia has built trails, sidewalks, and bike lanes, and offered bike education classes. The remaining construction projects paid for by the grant are scheduled to be completed in 2020.

Does my $100 (or $1,000 or $10,000) really matter?
Sometimes people wonder if their donation actually matters in comparison to grant funding. Grants almost always come at a cost. Grants rarely cover the full expenses of the project they’re funding, which leaves a big financial gap. Accepting a grant usually means losing money. If PedNet is awarded a $200,000 grant, we need to raise an additional $10,000 just to cover our costs. Your $100 (or $1,000 or $10,000) allows us to fill this gap.

When you make a donation, you support PedNet’s advocacy work, give us the flexibility to be responsive to issues as they come up, and make it possible for us to accept larger sources of income. We couldn’t do any of this without your help.

2019 Income Sources

2019 Expenses by Activity
State-level decisions affect all of us.
Missourians for Responsible Transportation (MRT) is an advocacy network addressing transportation needs at the state level. MRT is led by PedNet and three other advocacy organizations, and is based out of the PedNet office. Together we are raising the voices of Missourians to state legislators and policymakers.

Rock Island Trail
When the future of the Rock Island Trail was under threat, MRT was instrumental in changing Missouri State Parks’ position on the trail. This proposed 144-mile statewide trail would connect to the Katy Trail and create a world-class 450-mile trail loop.

Missouri State Parks is now exploring a $10 million private fundraising campaign to supplement state funding. If they find they aren’t able to accept the trail as a state park, they will partner with another organization to ensure that the trail is built.

Reimagining public transit
Public transit is at a tipping point. We’ve been working with the business community, service agencies, climate groups, social equity leaders, and accessibility advocates to create a path forward for public transit. The first step is reimagining what good transit in Columbia could look like. Transit will be one of our biggest advocacy issues in 2020.

Advocating for safe street design
Columbia was a national leader in 2004 when PedNet advocated that the City adopt a Complete Streets policy, which built new sidewalks and bike lanes. 15 years later, we now know that the policy didn’t go far enough to ensure safety. Walking and biking rates are still low and crash rates are high. Other cities are adopting data-driven policies that lead to big increases in walking and biking, and create safe streets for everyone. Columbia has fallen behind, and the Vision Zero and Climate Plans both call for change. It’s time to update our Complete Streets policy.

Connecting at the neighborhood level
The voices of the most vulnerable members of our communities often go unheard, including lower-income people, people of color, people with disabilities, and people walking or biking. In 2020, we’re beginning a new approach to lift up these voices. We’ll work with people at the grassroots level in Columbia’s Vision Zero Priority Neighborhoods, so that their needs are heard and influence transportation decisions, and Columbia begins to build transportation equity.

Telling our story
We can do a better job of conveying what PedNet is up to, the impact of our work, and the value of your PedNet Membership. That’s why in 2020 we’re investing in a new, full-time Communications Coordinator position. With your help, we’ll tell your story of why PedNet matters, how we’ve made a difference, and where we need to focus our efforts next.

Leah and her family want to walk or bike for some of their everyday trips. Leah’s work is only a mile away, but she didn’t feel safe commuting by bike because she had to dart across high-speed traffic on Broadway. Then the City built the MKT to Parkade Bike Boulevard, a low-traffic neighborhood route for people walking and biking. The street striping calms driving speeds, and the intersection designs make it easier to cross bigger roads. Leah now feels safe biking to work, and her husband Caleb uses the bike boulevard to walk to the library with baby Jasper. The bike boulevard made it easier for Leah and her family to get where they want to go.

Pictured: Leah Gagnon, Caleb, baby Jasper, and energetic dog Libby.

Upcoming Projects

Rural Towns
MRT is a resource for Missouri towns that want to have a fiscally responsible transportation system that serves the actual needs of their community members.

MRT has been working with these rural Missouri towns:

Stockton: adopted Complete Streets in 2019
Lincoln, Osceola, Windsor: working to adopt Complete Streets in 2020
Warsaw, Rogersville: completing their trail networks
Lincoln, Osceola, Rogersville, Cole Camp, Versailles: creating city plans for walking and biking routes
Windsor, Cole Camp: establishing themselves as bike tourism destinations

Complete Streets is a policy to ensure that streets are designed for all forms of transportation, including people walking and biking. In 2004, PedNet led Columbia to be the first Missouri city to adopt Complete Streets.

Pictured: Leah Gagnon, Caleb, baby Jasper, and energetic dog Libby.
## Impact of Your Investment

### Individual & Family

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<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Basic $30</td>
<td>• Invest in kids walking to school through advocacy for filling gaps in the sidewalk network</td>
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<tr>
<td>Commuter $55</td>
<td>• Ensure bike commuting is safe by supporting advocacy for protected bike lanes</td>
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<tr>
<td>Century Rider $100</td>
<td>• Bolster advocacy for expanding Columbia's trail system</td>
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<tr>
<td>Sustainer $300</td>
<td>• Give the experience of a Giving Rides bike ride to older adults and people with disabilities</td>
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<tr>
<td>Trailblazer $500</td>
<td>• Gift renovated used bikes to kids in need</td>
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### Business

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<th>Level</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Small Business $300</td>
<td>• Build thriving businesses by supporting advocacy for walkable and bikeable places</td>
</tr>
<tr>
<td>Champion $1,000</td>
<td>• Attract and retain young professionals by growing community support for transportation options</td>
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<tr>
<td>Executive $3,000</td>
<td>• Invest in community assets that influence home buying decisions by expanding Columbia's trail network</td>
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<tr>
<td>Platinum $5,000</td>
<td>• Give the gift of joy and social connection to older adults and people with disabilities through our Giving Rides program</td>
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### Clubs & Orgs

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<th>Level</th>
<th>Benefits</th>
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<tr>
<td>Member $100</td>
<td>• Support advocacy to build a healthy and active community</td>
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<td></td>
<td>• Grow your club or org’s mission impact by partnering with PedNet</td>
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<tr>
<td>Partner $300</td>
<td>Social media shout-out when you join or renew</td>
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<tr>
<td></td>
<td>PedNet staff update at one of your member meetings</td>
</tr>
<tr>
<td></td>
<td>Your club or organization’s name and link on our website</td>
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## Benefits

- **All membership levels:**
  - Our team of advocates representing you at the local, state, and federal levels
  - Advocacy Alerts about urgent policy issues and how you can help
  - PedNet email newsletter with updates on current projects
  - Invitations to Member-only events

### Social media shout-out when you join or renew

- Your business’ name and link on our website
- Your business’ logo and link to your website on our newsletter and website
- Your business featured in a story in our newsletter
- Your business featured throughout the year as a sponsor of Giving Rides
- + Champion Level benefits

### Training on a topic of your choice for your members

- Your club or organization’s logo and link on our website
- + Member Level benefits