

San Francisco Bicycle Coalition: Volunteer Retention



Who we are:

For over 40 years, the San Francisco Bicycle Coalition has been transforming San Francisco streets and neighborhoods into more livable and safe places by promoting the bicycle for everyday transportation.



Our volunteers:

- 1,000 volunteers annually
- Donated over 10,700 hours in 2013



Our programs:

- Community Bike Builds
- Freedom from Training Wheels
- Monthly Volunteer Night
- Light Up the Night
- Phone Bank
- Special Events
- Streetside Outreach
- *Tube Times* Distribution
- Valet Bicycle Parking



Safe Routes to School in San Francisco:

- Active in 15 public elementary schools in 2013-2014
- 2014-17 scaling to 35 elementary schools, offering resources to entire SFUSD
- Sponsors biggest Bike and Roll To School Week in country, with 67 schools registered and over 3800 participants in 2014



Bike & Roll to School: The past three years

- First Bike to School Day, 2009
- **Bike to School Day 2012**
 - 40 schools
- **Bike to School Week 2013**
 - 53 schools
 - Over 2,500 participants
- **Bike and Roll to School Week 2014**
 - 67 schools
 - Over 3,800 participants



Be organized, make it easy

- Organization is key!
- Volunteer management app:
 - 24-hr automated reminders
 - Improve your data tracking
- After the event, thank them for their specific project
 - List specific accomplishments whenever possible
 - Loop them back to sign up again for upcoming projects



Building a ladder of volunteer engagement:

- What variety of projects do you offer?
- How can highly skilled, highly reliable volunteers increase their contribution to your work?
- Ultimately, how can volunteers help you scale your work?

1 Margaret

26 BTWD Captains

+250 Energizer Station Volunteers

+6,000 Bike to Work Day Participants



Recognition

- Volunteer profiles
 - Online +6 times/yr
 - Quarterly print newsletter
- Highlight different programs
- Feature the diversity of our volunteer community
- Also ends up being a recruitment technique!



Become a Bicycle Ambassador Like Ivett!

Meet the people you ride with every morning or evening, chat about pressing bike issues and tell riders about the SF Bicycle Coalition's work. Bicycle Ambassador training will prepare you to volunteer at races, festivals, Service Stations, special events and more. Our next training is scheduled for Thursday, August 29, 6-7:30PM. Contact margaret@sfbike.org to sign up!

sfbike.org/ambassadors

We look forward to seeing you!

VOLUNTEER PROFILE: IVETT MARTINEZ

Ivett Martinez joined the San Francisco Bicycle Coalition this past October. Since then, she's taken our Intro to Safe Cycling class, gone on several Recreational Rides and volunteered enthusiastically at events including the second Bikes on BART pilot and Bike to Work Day. We caught up with Ivett to learn more about why she chose to become such an active and involved member.



How did you get involved with the SF Bicycle Coalition? What motivated you to start volunteering?

My start in the San Francisco Bicycle Coalition goes back to my life in Mexico City, because I've been riding bicycles since then. After riding the streets of San Francisco I became aware of the SF Bicycle Coalition and was interested in learning more. After finding out on what the organization is about and has to offer to cyclists, I decided to join and volunteer.

What has been a highlight of volunteering for the SF Bicycle Coalition?

My favorite moment as a volunteer is that it has made me more aware of the amazing work the San Francisco Bicycle Coalition does as an organization.

What's been your favorite volunteer project so far?

My favorite volunteering project was Bike to Work Day, because I had a lot of fun telling people what the San Francisco Bicycle Coalition is all about, and the benefits of riding bicycles in our city.

What do you do when you're not donating your time to the SF Bicycle Coalition?

When I am not volunteering, I enjoy reading, listening to music and riding my bike along the streets of San Francisco .

What advice would you give to folks thinking about volunteering?

I would strongly recommend volunteering because it becomes very rewarding to see the accomplishments the organization makes and knowing that you have been a part of it.

71 for supporting the Tube Times

Recognizing busy volunteers:

- Past attempts at organizing events
- Sometimes thank-yous need to be easy!



Appreciation Events

- 2 major events/yr
- All volunteers from past 6 months invites
- Structured fun, to give all volunteers a chance to mingle



Steal this idea:

- Bike-themed Trivia night (arbitrary teams)
- Bike-themed Craft party
- Biking Bingo
- Even wallflowers get some time in the sun

