

AMERICAN bicyclist

Sept-Oct 2012
www.bikeleague.org

League of American Bicyclists

Working for a Bicycle-Friendly America

NEXT GEN BIKE CITIES

Green lanes pedal BFCs toward platinum — and beyond

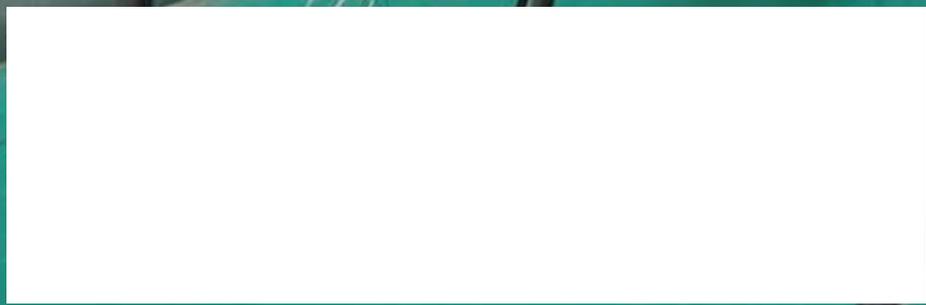
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RIDING THE RÊVE
One woman's 2,000-mile journey along the Tour de France

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NEW LEADERS
Pedaling the bike advocacy movement toward transformative change



NATIONAL WOMEN'S BICYCLING SUMMIT



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content

Photo by Martha Williams



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Cover: San Francisco riders cruise the protected green bike lane on Market Street. Photo by Matthew Roth

STANDING UP FOR YOU



The League faced two difficult challenges this summer. But we're riding past disappointment and rededicating ourselves to building a stronger, more effective organization — for you.

In June, despite a surge of support from bicyclists across the country, Congress passed a new federal transportation law (MAP-21) that slashes dedicated funding for biking and walking. But, here at the League, we weren't defeated. Instead of stepping back, we stepped up with a new campaign: Navigating MAP-21.

Through the Advocacy Advance partnership, we're making sure local and state advocates have the tools and assistance they need to keep federal funding flowing to biking and walking in YOUR community. Check out the wealth of new information and resources at advocacyadvance.org/map21.

Earlier this year, we also were excited to announce that discussions were underway to unify three national bicycling groups — the Alliance for Biking & Walking, Bikes Belong and the League. I am genuinely disappointed to report that we weren't able to break through the challenges of merging three organizational cultures into a single entity.

We still have a shared vision. We still have common objectives to increase cycling, improve cyclists' safety, and broaden the cycling movement. But we chose to remain strong, independent organizations, each contributing our own unique voices and assets to the powerful chorus for bicycling in America.

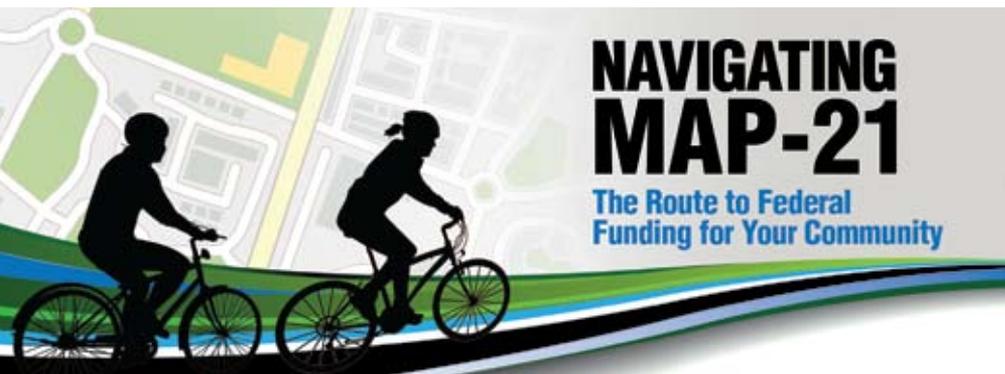
The battle in Congress and the unification discussions required honest self-examination and reflection. We are proud to be an individual membership organization with a mission and programs that serve you, the

cyclist. Our members are leaders in the cycling community — serving on the boards of clubs and local advocacy groups, teaching bicycling skills, representing cyclists on countless government advisory committees and planning boards. You are ride leaders, event directors, and bike shop owners.

Raising our voice at the local level, by supporting members like you, will strengthen the League in the long run.

Rest assured, we will continue to work closely with the Alliance and Bikes Belong. You can also be sure, however, that we are looking forward to working with you to continually improve our programs, to improve the League, so that more Americans can enjoy the benefits and the simple pleasure of a bike ride. |||

Andy Clarke
League President



In Awe...

Wow! I drive somewhere maybe once per month. I thought I was being socially responsible, doing 99 percent of my transportation (with my kids) by bicycle and giving about 10 percent of what I make to the less fortunate. Then I read what Bill Wilson is doing — bikes everywhere, no air conditioning, no car at all, and donates HALF of his income to charity [“Urgency & Eternity” July-August issue of *American Bicyclist*]! One of the most amazing individuals I have read about. I respectfully remove my helmet and bow to the master!
- Stacy Spink, Castro Valley, Calif.

I really enjoyed the “Urgency & Eternity” story by Bill Wilson in the July-August magazine. I greatly admire his dedication and applaud him for foregoing air conditioning in Houston. With all the biking and dancing he must have great stamina! I ride my bike for errands but I have to pace myself. Luckily, in Chicago, where I live, public transit is speedy and extensive (and I’m retired, so I have plenty of time anyway!). I totally agree with his closing comment about confronting death on the roadways — it does give one an intense feeling of aliveness! I enjoy the magazine and hope to see more stories of a similar nature. Thanks for your excellent work.
- Jan Gerske, Chicago, Ill.

#1 Defensive Tool

Steve Weeks of Mundelein, Ill., wrote an excellent letter in the May-June issue of *American Bicyclist* making the case for a rearview mirror when cycling. I have been a tireless advocate of rearview mirrors for many years. I have emphasized that it allows you to ride more defensively and further to the left by knowing what traffic is doing behind you. I had never heard the argument Mr. Weeks presented in comparison to wearing a helmet, which it is useful only when you crash — the rearview mirror is useful every minute you ride. I usually look in the mirror dozens of times in a 10-mile ride. It is the #1 defensive tool in a cyclist’s tool box. For those who question its need, consider driving your car without one!
- Rick Knapp, Eureka, Calif.

 **FACEBOOK MESSAGE**
In response to Webinar: Engaging More Women in Bike Clubs:

Gail Copus Spann: I remember when I was the first president of the Woodlands Cycling Club near Houston, back in the early 90s. There were a lot less women involved with riding. But through word of mouth, and a pace that didn’t kill new riders, we built it up to 82 women members by 1997. A tremendous amount for a club of 800 at that time!



Bill Wilson

 **FACEBOOK MESSAGE**
In response to Finding a Route Forward Under MAP-21:

Dante Finchera: I’m cycling down the California Coast and right now it’s very difficult for anyone to get from one city to another on a bike unless they put their life at risk on Highway 1, which in most cases has no shoulders. Seems like any major highway should have a separate bike path that runs parallel to the freeway. More people would feel safer and travel to work on their bikes.

Thanks for your letters

We eagerly await all of your comments — good and bad — on cycling, the League, our publications, and just about anything else you want to tell us about. E-mail carolyn@bikeleague.org or mail it to us at 1612 K Street NW, Suite 510, Washington, D.C. 20006. Comment on facebook.com/leagueamericanbicyclists or twitter.com/bikeleague. Letters may be edited for style and length.

TWEETED



Pamela Wood Browne @WellSoulBikes4d
Nice to realize that 10+ hilly miles has become my easy day of biking! #bikechallenge12





VOICES OF SUCCESS

National Bike Challenge exceeds expectations

When we kicked off the National Bike Challenge in May we had an ambitious goal: Unite American bicyclists to ride 10 million miles. Thanks to the more than 29,000 participants — and our partners at Bikes Belong, Endomondo and Kimberly-Clark Corporation — the friendly online competition far exceeded that mark. But the miles were just the beginning of the incredible accomplishment. The Challenge created a vibrant online community that provided motivation and encouragement to new riders and longtime cyclists alike. Here’s just a small sample of the voices that made the National Bike Challenge such a success — and inspiration!

CYNTHIA: Mondays are never bad when you start on two wheels! No such thing as the Monday morning blues here! My goal this week is to bike five out of five days.

IAN: Competition can be utilized to achieve so much more than just individual rewards. We are all brothers and sisters on two wheels riding to save our planet and lead by example. Thank you all for taking a giant pull at the front.



▲ **The Challenge inspired Heather Towers to become a bike advocate in Salisbury, Md.**

CHUCK: Just finished a 20-mile ride today and although the temperature is 90, with a heat index of 100, I had a good time. I started at 354 pounds three weeks ago and, as of today I’m down to 334 pounds. I still have a long ways to go, but I’m taking it one day at a time. ▼

▲ **MARTIN:** @Chuck- Great job! You should be proud of yourself. That is what this Challenge is all about — to get more people out riding so we can collectively not only be healthier, but also raise awareness of just how much fun it is, and that we belong on the roads.

What has the League done for you lately?

▶ **Navigating MAP-21** Finally, more than two years after the last bill expired, Congress passed a new federal transportation law this summer. The bad news: Moving Ahead for Progress in the 21st Century Act (MAP-21) slashes guaranteed funding for biking and walking. The good

news: Thanks to thousands of individual cyclists and organizations that called, wrote, and e-mailed Congress, the new law still includes opportunities to increase the safety and convenience of cycling in communities nationwide. With just nine weeks between the law’s pas-



← Leonard

LEONARD:

Congratulations to Michael Lemuel for capturing first place overall. Michael, you have worked hard and really applied yourself to reach first. You've earned the position and respect of everyone participating in this challenge. You are an excellent example of what this challenge is all about. FANTASTIC riding, you are one awesome person. Keep the pedals spinning and be safe!

JACQUE: Logging only 2.68 miles today in not my usual...but I helped my neighbor start biking today. She was excited to do almost 3 miles!! It's a great feeling to 'pay it forward' for others wanting to get healthier by cycling!! GET UP & RIDE!!

BRUCE: Just did another 6.2 miles. I feel good ... maybe 100 miles per day by end of the season!!!!



▲ Amy Schiebel in Denver, Colo. logged the 10 millionth mile!

CHARMAYNE: I finally did it! Left the vehicle in the driveway today: Rode to the train and then to work!



MICHAEL: Endomondo, Kimberly-Clark, League of American Bicyclists, thank you for inspiring me to see what I could do. I haven't felt this confident in myself since I got out of the army



▲ Erin Chamberlain in Kansas was among the top women participants.

The 2012 competition may be over but the community continues! Log your miles and make connections at www.nationalbikechallenge.org.

member benefit change

Beginning August 1, Better World Club membership is no longer a benefit for Silver Spoke-level League members. All Silver Spokes who joined or renewed prior to August 1 will receive their full term of Better World Club. All League members can receive a 20 percent discount on Better World Club membership using promo code LABA2420. See page 22 to learn about Better World Club's new bike insurance program.

America by Bicycle, Inc.

Ride with the Coast to Coast Leader!

Great Mississippi River Ride
May 14 ~ June 8, 2012 ~ 1,726mi NOLA to MN

Cross Country Challenge
June 2 ~ July 24, 2012 ~ 3,870 mi CA to NH

Across America North
June 17 ~ Aug 6, 2012 ~ 3,667mi OR to NH

Great Lakes Tour
July 22 ~ Aug 6, 2012 ~ 1,100mi NY & Canada

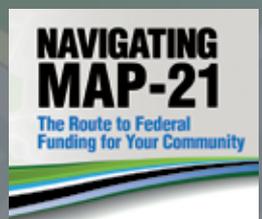
Ride the East
Aug 11 ~ Sept 5, 2012 ~ 1,675mi ME to FL

Ride the West
Sept 1 ~ Sept 24, 2012 ~ 1,400mi OR to CA

 www.abbike.com
888-797-7057

sage and implementation, the League swung into action, launching Navigating MAP-21. In coordination with our partners in the America Bikes coalition, the League analyzed the 600+ pages of the bill and explained, in regular words, the implications for bicyclists. Through Advocacy Advance, we worked to develop

resources for advocates and other bike-friendly leaders to make sure biking programs are fully staffed, fully funded and fully implemented in all 50 states. And rest assured; this is just the first step toward our goal to put cycling all over MAP-21! Learn more, access resources and get involved at www.advocacyadvance.org/map21.





RACING TO BECOME A BFC

By Bill Nesper

Rock Hill has been an athletic center for more than a century; a legacy that all began with bicycling. Now, more than 100 years after its first cycling race in 1890, the South Carolina city is once again putting bicycling front and center.

In June, I traveled to Rock Hill to facilitate a Bicycle Friendly Community Workshop. Community members and representatives from the city, state DOT, Winthrop University, and other organizations set goals and created a plan to make Rock Hill a Bicycle Friendly Community.

They're already well on their way, racing to embrace the athletic side of cycling. Earlier this year, they opened the Giordana Velodrome, an Olympic-standard cycling track. And that's not all: The surrounding mixed-use development, called Riverwalk, provides programs for riders of all ages and abilities, including multi-use paths, mountain biking trails and a one-of-a-kind BMX track in what amounts to a bicycle-friendly village within the city. The velodrome is expected to bring in at least \$4 million each year from events for elite riders and fans alike.

"The investment in multiple cycling venues will help to attract visitors, retirees, college graduates, potential home buyers, retailers and light manufacturers to the area, enhancing the livability and long-term economic vitality of Rock Hill," says Mayor Doug Echols.

We're looking forward to working with Rock Hill as they work to become one of the growing number of BFCs. Learn more about the program — and download our new BFA brochure! — at bikeleague.org/bfa.

Making Bicycles Part of the Conversation

By Matt Wempe

It's a common frustration among cyclists: elected officials and agency staff often give short shrift to cyclists and more priority to motorists when making transportation decisions. In many communities, funding choices are made without public input or scrutiny; streets are repaved without a thought of adding bicycle lanes; and school properties are bought far away from walkable and bikeable neighborhoods.

What can we do to make cyclists and pedestrians an integral part of the transportation conversation? A new report from Advocacy Advance — a partnership of the League and Alliance for Biking & Walking — highlights the benefits of a Bicycle and Pedestrian Advisory Committee (BPAC) to make sure active transportation has a dedicated seat at the decision-making table.

Just one example in the report comes from Nashville, Tenn. In 2008, the city invited 23 individuals — including professional advocates, public works staff, and private citizens — to assist the Metropolitan Planning Organization with a regional bike/ped study. That "working group" quickly evolved into a strong, standing BPAC — that has gone on to boost bicycling across the region.

Because of policies developed by the BPAC, there's been a 70 percent increase in the number of funded road projects that include bike/ped facilities and 15 percent of all the transportation dollars spent by the MPO must go to bike/ped projects. Talk about changing the conversation!

Learn more about establishing and improving your local BPAC; read the entire report at www.advocacyadvance.org/resources.



GIVING Thank you to the following organizations and individuals who have contributed at least \$100 to the League, above and beyond membership dues, from June 1 – July 31, 2012.

\$1,000 - \$4,999

Organizations

Arlington Heights Bicycle Assoc.
Florida Freewheelers

Individuals

Gail Copus Spann & Jim Spann
Jennifer Fox
James Oberstar
Jon Tattershall

\$100-\$999

Organizations

Gage Safer Streets Foundation
Highlands Pedalers Bicycle Club
Woodlands Cycling Club

Individuals

Pete Accorti
Daniel & Geri Baris
Gary Botto
Tom Brown
Joseph Calandra
Rory Callahan
David Cole
Rick Cosaro
John Crawford
Bob DeCamp
Kevin Doi
Paul Epton
Jason Evans
Noel Field
Rachel Garst
Michael Genrich
Gaspar Giodano
Jim Godwin
Janet Goss & Family

Dirk Greeley
Andrew Greenawalt
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Jack Johnson
Alan Kailer
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Joel Parks
John Price
Steve Rankin
Steven Riess
Ralph Samuelson
Patrick Schnell
Jane Schnell
Janet Segall
Bill Self
Kenneth Shanks
George Strecker
Art Troutner
Paul Vyriotes
Alan Ward
Eric Ware & Family



EVERY BICYCLIST COUNTS

a memorial to cyclists by the League of American Bicyclists

Thank you to the following individuals who contributed to the Every Bicyclist Counts initiative, donating in memory of cyclists who have been killed while riding.

In Memory of Jared Carr

Allison Campbell
Laura Eder
Santa Cruz Randonneurs
Valley View Seventh Day Adventist Church

In Memory of Mary Burrows

Helene Mally

In Memory of Rose Marie Fox Osler and Benjamin Jerome Osler

Evan Osler

NATIONAL WOMEN'S BICYCLING SUMMIT

Thank you to the following individuals who contributed to the National Women's Bicycling Summit, hosted by the League and Association of Pedestrian and Bicycle Professionals, September 13, 2012 in Long Beach, Calif.



Contributors

Anonymous
Andrew Casteel
Helen Ho
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Alice Rutherford
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Gail Copus Spann
Adam Szczepanski
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Marin Tockman
Brian Ulicny
Emily Weems

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Gail Copus Spann & Jim Spann
Liv/Giant
Trek Women
Velojoy.com
Momentum magazine
Alliance for Biking & Walking
GirlBikeLove.com

American Bicyclist is printed with soy ink on 30% post-consumer recycled paper certified by the Forest Stewardship Council.



NEXT-GEN

22% → 52%

After the installation of a protected bike lane on Kinzie Street, bicycles increased from 22 percent to 52 percent of traffic, with negligible change in motorists' time, but a drop in speeds.

Photo by Martha Williams

BIKE LANES

The Green Lane Project brings bicycling into the 21st Century with positive results for the nation's health, economy, environment and commutes

By Jay Walljasper

A pack of dedicated bicyclists appeared on Chicago's downtown streets on a rainy day last May to press for safer and more comfortable biking conditions. This was not a scruffy bunch, hollering slogans. The well-dressed riders included Federal Highway Administrator Victor Mendez, Chicago Transportation Commissioner Gabe Klein, and top transportation officials from San Francisco, Washington, D.C., Memphis, Austin and Portland, Oregon.

They were in Chicago to celebrate a transportation breakthrough that will encourage millions more Americans to hop on bicycles: physically separated bike lanes on busy urban streets. Being protected from rushing traffic makes people on bikes feel more safe and secure. These lanes open up the possibility of riding to the estimated 60 percent of Americans who would like to ride more, but just don't feel comfortable sharing space with traffic.

The occasion was the kickoff of the Green Lane Project, a two-year campaign to jumpstart networks of these "protected" bike lanes in six U.S. cities. The Project works with elected officials, transportation staff and bike advocates in these cities to build support for the new lanes, advance the craft and share the stories, says Director Martha Roskowski, who until this year ran alternative transportation efforts in Boulder, Colorado, which built its first protected bike lane in the 1990s. The Green Lane Project cities are receiving technical assistance and support, backed by targeted grants to help carry out their plans. Other cities will be able to tap into data, documentation and best practices at the Project's website.



The Green Lane Project is a two-year campaign to jumpstart networks of "protected" bike lanes in six U.S. cities

“All of us throughout the nation will learn a lot about what works, what needs to be improved and how to make bicycling safer for all,” said Mendez, head of the Federal Highway Administration.

The name “Green Lane” was chosen not only to draw attention to the typical color of protected bike lanes but also to highlight their potential for improving the urban environment and saving on transportation costs. The initiative is coordinated by the Bikes Belong Foundation with support from the New York City Department of Transportation, the National Association of City Transportation Officials and the League of American Bicyclists.

MY KIND OF TOWN

Chicago, along with New York City, is one of the pioneers of this transportation transformation. Kinzie Street, just north of the downtown loop, offers a good demonstration of the advantages of green lanes for all road users. Bike lanes are marked with bright green paint and separated from motor traffic by a series of posts, providing a defined space for people on bikes. Those walking are thankful that inexperienced or wary bicyclists no longer seek refuge on the sidewalks, and most drivers appreciate the clear delineation about where and how cars and bikes share the street.

“Most of all this is a safety project,” notes Chicago’s Transportation Commissioner Gabe Klein. “We saw



Kinzie Street bike lane.

Photo by David Schalliol

bikes go up from a 22 percent share of traffic to 52 percent of traffic on the street with only a negligible change in motorists’ time, but a drop in their speeds. That makes everyone safer.”

MOVING BEYOND PLATINUM

Promoting innovative infrastructure is just one way the League is helping build world-class biking communities

Over the past 10 years, the League’s Bicycle Friendly Communities program has transformed biking across North America. Our bicycle-friendly blue-print assisted cities as they pioneered the first green lanes and protected cycle tracks in the United States — and now the BFA program itself is evolving to meet the needs of the 21st Century.

From small mountain towns to our nation’s biggest cities, elected officials, local advocates and bicycle planners have used the comprehensive approach of the BFC program to make bicycling safer and more comfortable for millions of Americans. And the results are undeniable: This program gets more people riding. From 2000 to 2010, bicycle commuting rose 40 percent in the U.S. But, in the 38 largest BFCs, the rise in bike commuters was almost double the national rate, growing a staggering 77 percent over the same time period.

For the first decade, the BFC program ranked communities at the Bronze, Silver, Gold and Platinum levels.

But we’ve seen such tremendous progress, innovation and enthusiasm from communities nationwide that it’s time to set the bar higher. It’s time to move beyond Platinum — Welcome to the dawn of the **Diamond BFC**.

Cities like Portland, Ore.; Boulder, Colo.; Davis, Calif., and other leading BFCs are almost ready to join the ranks of world-class bike communities — and the League has been working with BFC representatives to envision a higher standard that challenges and charts new heights for bicycle-friendliness in the United States.

“If it sounds like we are moving the goalposts, it’s because we are,” says Andy Clarke, League President. “Communities are doing so much more, and the state of the practice in innovative infrastructure and programs has developed so rapidly in recent years, that it really is time to challenge communities to do even more to make biking better.”

Getting the coveted Diamond designation will involve an individualized challenge tailored to each community.

New data from other cities confirms Chicago's findings. Incidence of crashes, speeding and sidewalk bicycling all decreased on New York's Columbus Avenue after green lanes were constructed. Nine out of ten bicyclists on Washington's Pennsylvania Avenue say the new green lanes, which opened in late June 2010, make the street safer as well as more convenient to ride.

Klein also heralds this new style of bike lane as one way to improve overall urban mobility in an era of budget shortfalls. "They're dirt cheap to build compared to road projects," he says.

Mayor Rahm Emanuel campaigned on the promise of building 100 miles of green lanes to heighten



Biking has almost tripled on parts of 15th Street NW in Washington, D.C. since the installation of a protected bike lane last year. *Photo by Kyle Gradinger*

the city's appeal to new businesses. The Kinzie Street lane opened in late 2011 and five more miles of protected lanes were on the ground by mid-summer. The Chicago suburb of

Evanston recently announced plans to install protected bike lanes on one of its busy streets.

Rey Colón, a Chicago alderman, first saw how well Green Lanes work

Bicycle Friendly Community

The League will conduct a detailed audit for each city and work with community leaders to create clear 5-, 10- and 15-year goals for important factors like bicycle mode share, land use, crashes, network connectivity and bike culture.

The primary measure to attain Diamond designation: The number of people riding and citizen satisfaction. Cities will delve into a more detail evaluation of ridership and level of service, using standard methods of measure like the American Community Survey and National Bicycle and Pedestrian Documentation Project, but also more challenging and broader tools such as Copenhagen's Bicycle Account.

The end goal: American communities that rival top international cycling cities like Copenhagen and Amsterdam with world-class facilities, like protected bike lanes — and so much more.

"In Portland, bikes mean business," says Tom Miller, Director of the Portland (Ore.) Bureau of Transportation.



Moody Street bike lane in Portland, Ore. *Photo by Roger Geller*

"Our commitment to bike-friendly streets has helped to attract a wealth of bicycle-related business, generating more than \$90 million in economic activity each year. The League's announcement of this new bicycle-friendly benchmark — "Diamond" status — is something Portland will actively pursue and ultimately achieve."

Learn more about the Beyond Platinum program at www.bikeleague.org/bfa.

Austin's initial protected bike lane on Rio Grande Street near the University of Texas campus opened in March. *Photo by City of Austin Public Works*



on a trip to Seville, Spain. “Protected bike lanes are not just for diehard bicyclists,” he says. “They offer a level of safety and confidence for less experienced riders.”

GREEN LANES MEAN GO

It’s relatively easy to provide people on bikes a sense of protection from traffic. In some places it’s a simple post or line of parked cars. In others it’s a curb, planter or slightly elevated bike lanes. Designs vary and cities are learning from each project, but results show hefty increases in the number and variety of people riding bikes and encouraging news on safety.

“We’ve seen biking almost triple on parts of 15th Street NW since

installing a protected bike lane last year,” reports Jim Sebastian, Active Transportation Project Manager for the District of Columbia. “And we’re seeing different kinds of cyclists beyond the Lycra crowd. People in business suits, high heels, families out for a ride, more younger and older people.”

“This is the time of the bicycle,” says Ellen Jones, chair of Washington’s Bicycle Advisory Council and former League board member. “People want to live and work in places where they have a lot of choices for how to get around.”

BIKES: NOT JUST FOR ATHLETES ANYMORE

The United States has witnessed a 43 percent increase in bicycle commuting since 2000 and an even greater increase in short trips made by bike in dense, urban areas. City leaders are increasingly embracing bicycling as an essential component of 21st Century transportation systems that can cut congestion on crowded streets, save money in city transportation budgets and in residents’ pockets, improve traffic safety, get people more active and reduce pollution.

Encouraging more people to ride bikes offers substantial rewards for all Americans, whether they ride a bike or not, by using streets more efficiently. Green lanes also improve

neighborhood life by calming traffic and encouraging more social interactions. A study tracking the 15th Street green lanes in Washington found that 78 percent of people living nearby view the project as an amenity, even though many of them never ride a bike.

In America, many still view bicyclists as a breed apart for their willingness to brave intimidating city traffic. Northern Europeans, on the other hand, see every able-bodied person as a potential bike rider and have laced their cities with connected networks of protected bike lanes and calm side streets to serve people of all ages.

That’s a big part of the reason why 27 percent of all trips in the Netherlands are made by bike, and why Germany has seen a dramatic rise from 2 to 10 percent of all trips made on bikes over the past 15 years. Even a city like Seville, Spain, where almost no one rode a few years ago, now boasts a 6-7 percent bike mode share (matching our #1 city for biking, Portland) thanks to a network of protected lanes built since 2007.

In the U.S., many cities are paying particular attention to make sure low-income and minority communities — where many families are financially strapped by the rising costs of operating an automobile — have access to quality biking facilities. With a 63 percent African-American population, Memphis was selected as one of the six Green Lane cities in part because of Mayor AC Wharton Jr.’s



Far left: Rendering of future cycle track in Memphis, Tenn.
Photo by City of Memphis

Left: San Francisco debuted one of the country's first protected bikeways on Market Street (its main commercial thoroughfare) in 2009.
Photo by Bryan Goebel

strong support for biking as essential, not a frill, in a city with one of the highest diabetes rates in the country and where 15 percent of households have no access to a car.

GREEN LANES COAST-TO-COAST

Today there are more than 50 protected bikeways built in at least 20 cities from New York to Minneapolis to Long Beach, California. After the success of their first green lanes, many cities are quick to add more.

Austin's initial protected bike lane on Rio Grande Street near the University of Texas campus opened in March. "I rode it yesterday on a really hot day and it felt very Amsterdam-ish, almost congested with bikes at the intersections," notes Annick Beaudet, the city's bicycle program manager. Another protected bike lane is set to open in September on Barton Springs Road, a busy street that connects downtown with a major trail system and popular swimming pool.

San Francisco debuted one of the country's first protected bikeways on Market Street (its main commercial thoroughfare) in 2009, which will be expanded as part of the city's green lanes strategy. New lanes were added recently in Southeast San Francisco, the Outer Mission District and on JFK Drive in Golden Gate Park, which are now being intensively evaluated to help in the planning

of upcoming protected lanes in the Civic Center, SOMA, Castro and Embarcadero districts.

"We are putting in more bike lanes than we ever have in the past," says Seleta Reynolds of the Policy & Innovation Team of the city's Municipal Transportation Agency. "And a lot of the projects include pedestrian improvements, too."

"Every person bicycling is opening up space on the streets and a parking space at the end of their journey," notes Leah Shahum, executive director of the San Francisco Bicycle Coalition. "The city is projected to grow in coming decades but we have no more space to move people around. It makes smart fiscal sense to invest in bicycling — it's the most inexpensive way to move more people."

Portland inaugurated its first green lane downtown and recently completed two others in the Northwest and Southwest areas of the city

with more to come. As America's big city with arguably the best network of on-street bikeways and undeniably the highest ridership, Portland looks to green lanes as the way to make sure the number of bicyclists continues to grow. "The more separation you create between people on bikes and fast-moving cars, the more people you will see on bikes," says city bicycle coordinator Roger Geller. "And the more people biking, the more benefits everyone gets in terms of health, community, safety and the environment." ■■■

Jay Walljasper, author of The Great Neighborhood Book and All That We Share: A Field Guide to the Commons, chronicles urban life for a variety of publications. His website: www.JayWalljasper.com. Learn more about the Green Lane Project at www.greenlaneproject.org.

Riding the Rêve

My 2,000-mile journey along the Tour de France

By Kate Powlison



Photos by Robertson/VeloDramatic

Five life lessons I discovered while riding the Tour de France

- 1** When you think it's the worst, it's probably not.
- 2** Don't focus too hard on the top of the climb, otherwise you'll miss the cute cows along the way.
- 3** If you wake up in the morning and aren't sure you can walk, you probably did something fun the day before. Nice work.
- 4** Compassion is always the best choice. Strive for it, even when you are tired.
- 5** Always carry a sandwich in your back pocket.

had no idea what I was getting into when I pressed the mute button and whispered across Bruno's desk, "I want to go."

In February, Bruno Maier, Vice President of Bikes Belong, and I were on a conference call with the organizers of the Rêve Tour. They were collecting a group of six women to ride all 2,100 miles of the 2012 Tour de France course — a first, to their knowledge.

At that point, five women were chosen. One spot was open. I was fortunate enough to make it mine.

The team was composed of a diverse mix of riders. Our experience included everything from solo bike touring and randonneuring, to cyclocross racing and bike commuting. Our ages ranged from 26 to 40, and we hailed from all over the U.S. — Puerto Rico to Portland. Most of us had only met in the few months before we left for France, which didn't give us much time to figure out a plan for how to work together and ride 2,000 miles across France.

We were forced to learn on the go.

Our plan was to ride one day ahead of the race. When the racers were on Stage 4, we were riding Stage 5. However, what took the racers four or five hours to complete took us eight or nine, plus stops. With just two days off among the 21 days of riding, it was a long three weeks.

We knew that many people, including friends and family, didn't expect us to finish. And despite our personal wills to finish being stronger than anything, we all knew that finishing was far from guaranteed. Anything could happen. It was an untested feat.

Luckily for this professional bike advocate, we began the Rêve Tour with a few days of preparation in the Netherlands. It was the perfect starting point for our adventure. One goal of the Rêve Tour was to fundraise for the Green Lane Project, which works to bring Dutch-style, protected bicycle facilities to U.S. cities (read more on pages 8-13). From the moment we stepped out of the

Amsterdam airport, we saw the cycletracks that help make bicycling there so popular and safe.

The opportunity to observe people on those cycletracks was another reason for our Netherlands kick-off. Women rode in abundance — far from the male-dominated gender split on our roads back home. Another goal of the Rêve Tour was to inspire more women to ride more often; seeing how the Dutch accomplished this made our ride's mission feel so real, so possible.



(From left) Heidi Swift, Kym Fant, Kate Powlison, Jennifer Cree, Maria del Pilar Vazquez

Bicycling the entire Tour de France course might sound appealing, especially if you're a bike touring enthusiast or a pro-racing fan. Indeed, parts of the course were absolutely spectacular — the Alps, the Pyrénées, even hot, cicada-filled Provence. The course scaled historic mountain passes and wound along beautiful single-lane country roads.

A downhill reprieve before the Pyrenees



Powlison pushes uphill



Another perfect French village



Cruising through sunflowers in Stage 15



Instead of cranking out work behind a laptop screen, we were cranking out miles behind our handlebars. Our brains wore down to a pleasant serenity. The nine daily hours spent on our bikes became a luxury. All we had to do was pedal.

Of course, it wasn't one long moment of bliss. Like any good adventure, lots of things went wrong on the road. From the annoying (freak rainstorms and lousy diets) to the potentially game-ending (broken tailbones and crashed bicycles), it felt like we were dealt every card in the deck. But we were ready. Persevering required a mind-set that was both strong and flexible. We rolled with so many punches it made me dizzy.

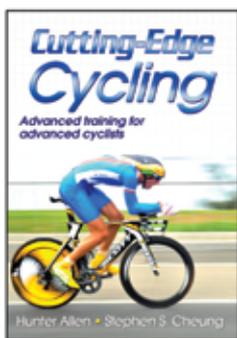
A moment of fun in the gardens of Liege



At times we had to ride big, busy highways that I would never venture on at home. The bike infrastructure was far less sophisticated than I expected. It was a great reminder that not all of Europe is bike heaven! I remember seeing green lanes in France, but the paint was often worn and the connectivity poor. The conditions wouldn't be a problem for the real Tour de France race with its closed roads. But riding open roads in a small group of six made for some harrowing moments, facing down semi-trucks, sketchy roads, and aggressive drivers.

Finishing the ride despite all those obstacles and all the doubts made the feeling of accomplishment that much greater. When I wrapped my arms around my family un-

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Celebrating the feat under the Arc de Triomphe in Paris

der the Arc de Triomphe in Paris, I felt like I had endured far more than a simple bike ride. It was an adventure with a capital A — something that will fuel me for years to come.

I'm grateful to hear that it is fueling others out there, too. Whether it's bike commuting to work for the first time or riding a Grand Tour, I hope this ride encourages people to attempt something they never thought they could do. Because when you stop underestimating yourself, amazing things can happen.

The repercussions of my excited whisper during that conference call are still emerging. We ate so much sugar on the ride, I just had three cavities filled — and I'm not sure I'll ever be able to look at a pain au chocolat again. I think I have permanent tan lines on my thighs and, weeks after I returned home, I still had hundreds of unread e-mails in my inbox (sorry Mom!).

But, far more importantly, the positive effects of this epic ride continue to emerge. I'm still getting tweets, e-mails, and posts from women (and men) who say the Rêve Tour inspired them to start riding or ride more often. I've started to see what happens when I don't box myself in with preconceived expectations.

I never thought I could bicycle 120 miles every day for three weeks. But I did. That's the magic of the Rêve Tour. |||



Kate Powlison is the research and communications coordinator for Bikes Belong. Read more about the Rêve Tour at www.reve.cc

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New Leaders

Pedaling the bike advocacy movement toward transformative change

By Pasqualina Azzarello and Caroline Samponaro

Within bicycle advocacy, we often talk about a desire for diversity without tangible outcomes. But shifting the culture of a national movement requires intention, resources, and, most importantly, a willingness to take an honest, collective look inside. By investing in the development of new leaders on a local level through outreach, education, and empowerment, transformative change becomes possible.

To do that here in New York City, we worked with a coalition of nine community-based organizations to launch Local Spokes, a new model for inclusive and sustainable bike planning. Focused solely on the Lower East Side and Chinatown neighborhoods of Manhattan, our primary aim is to engage local residents to envision the future of bicycling in our diverse neighborhoods.

Through Local Spokes, we wanted to learn, to welcome complexity, to question our own assumptions about the way things work, to meet people in the place they are coming from, and to allow our decisions to be guided by what came forth. In the end, what came of this process was proactive participation, community investment, and meaningful intergenerational exchange.

By honoring this process, we have a clear course to address the barriers and increase accessibility to bicycling — and new advocates leading the way.



Local Spokes Youth Ambassadors create models of the East River Greenway.

Why We Came Together

For too long, low-income residents, people of color, immigrant communities, and youth have been largely disenfranchised from the growing bicycle movement in New York City. Our coalition was created to add new voices to neighborhood bicycle advocacy and ensure community-based organizations are



Joel, Local Spokes Youth Ambassador

“I learned that people can get together, work together, and make things change.”

- Jeremiah, Local Spokes Youth Ambassador

Creating An Action Plan

To understand community needs, Local Spokes developed a survey in English, Chinese and Spanish asking people about mobility in the neighborhood, access to transportation, barriers to biking, and rider habits. With more than 1,200 responses, the survey revealed that low-income residents own bikes at a lower rate, spend less money on transportation, and live further from public transit. We also found that the majority of respondents wanted to own a bike and would bike more often if the bike lanes were in better condition.

The survey was just the first step to a bigger, interactive discussion. Through an extensive visioning process, Local Spokes brought together more than 250 residents to gather their ideas about how cycling could benefit the neighborhood. Participants talked about accessibility for low-income residents, safety concerns, the bike share program, job creation, education and infrastructure.

From those surveys and vision sessions we put together our Local Spokes' Neighborhood Action Plan, which includes recommendations for outside organizations and direct steps we, as a coalition, can take. For instance, with the start of the bike share system, we recommend that

the leaders in local discussions about expanding bicycling.

That meant changing our approach. Rather than speaking about and advocating for bicycling itself, Local Spokes discussed bikes in the context of other neighborhood concerns like affordability, housing, immigration rights, job training and community empowerment.

The Lower East Side and Chinatown are vibrant neighborhoods with histories as old as New York City. With the city investing in a number of new bike lanes in those communities, they're also an integral

player in the future of bicycling in NYC. Because of the neighborhoods' proximity to major bridges and key business districts, the Lower East Side and Chinatown will be at the geographic center of the bike share system, making it the first in the country that is centered in a low-income neighborhood. We recognized that this presented an opportunity to create a system that is accessible to riders of all household incomes and multiple perspectives on cycling. We wanted to ensure that the previously silent voices were the drivers of this conversation.



More than 250 residents participated in Local Spokes visioning sessions.

“Streets are 80% of public space in New York City. So it’s important to know that the choices we make about making streets affect people and communities.”

- Devlynn Chen, Local Spokes Youth Ambassador



the city extend discounts for public housing residents. As for Local Spokes, we committed to creating a multilingual poster awareness campaign for New York City Housing Authority (NYCHA) buildings.

In the coming year, we’ll work with public entities and ally organizations to implement such activities from the Action Plan — and make systemic changes that improve cycling in the neighborhood.

New Leaders and the Future of the Movement

To energize and guide the future of the movement, Local Spokes developed a Youth Ambassadors program, as well. Local teens explored the Lower East Side and Chinatown neighborhoods by bike and were introduced to important concepts like

urban planning, bike infrastructure, community organizing, and gentrification.

Through the discovery process, youth became educators and champions themselves. Together they created educational materials to share what they learned with local residents and led free multilingual neighborhood bike tours for their families and communities. But they didn’t just learn about urban planning and infrastructure; they learned that they, too, can help create our world. In the long term, bike advocacy as a whole will be enriched by these young leaders.

Perhaps more than anything else, Local Spokes is a model of a process. When we came together as a coalition, we made a decision to honor the community-driven process regardless of its results. We found that shifting the culture of the bicycle movement

starts with listening. It grows with local leadership. Investing in the development of new leaders will ensure positive transformation and longevity within bike advocacy on a local, regional, and national scale.

Download the full action plan and other step-by-step resources at www.localspokes.org |||

Pasqualina Azzarello is the Executive Director of Recycle-A-Bicycle and Caroline Samponaro is Director of Bicycle Advocacy at Transportation Alternatives.

KEEP YOUR WHEELS TURNING

New insurance options for bicyclists

By Scott Williams

Getting the right insurance can be tricky – especially when it comes to the needs of bicyclists. As League membership director, I get calls from cyclists about insurance coverage all the time, so we wanted to let you know about three new cycle-centric insurance packages.

As you assess whether any of the new policies is right for you, here's where you may already be covered as a cyclist:

- **Liability coverage** pays for your legal defense and settlement should you be accused of causing injury or damage to property as a result of your on-bike actions. Liability coverage is typically available under homeowners or renters insurance.
- **Uninsured/underinsured motorist coverage** covers your bills if you are injured by a motorist with inadequate insurance. If you have auto insurance, you are covered as a cyclist, according to Bob Mionske. Mionske is a former professional bike racer and Olympian who advised the Spoke Insurance team on the types of coverage cyclists need.
- **Theft/damage coverage** is provided under homeowner's/renter's insurance, but the details of that coverage vary wildly from policy to policy and company to company.
- **Medical coverage** provides some sort of additional medical benefit, but generally as a supplement to traditional medical coverage, not a replacement.

Claims against any of your existing policies may result in an increase in premiums. But filing bike-related claims under a bike-specific policy may protect you from rate increases — and provide additional, supplemental coverage. So you know your options, here are the basics on the new bike-specific insurance policies we know about.

Spoke Bicycle Insurance

Developed by sports insurance specialist Craig Dawson in consultation with Bob Mionske and others, Spoke describes itself as “auto insurance for your bicycle.” Spoke's package includes:

- Bicycle liability coverage, up to \$100,000
- Uninsured Motorist / Under Insured Motorist Coverage: \$25,000 per occurrence; \$50,000 aggregate
- Medical Payments: \$1,000
- Theft and damage coverage (\$100 deductible)
- Trip interruption coverage – for expenses if you are stranded due to a breakdown on a trip that exceeds a distance of 100 miles from your residence
- Roadside assistance (optional)

As of late July, Spoke was available in 12 western states, but is working to expand nationwide. www.spokeinsurance.com

Better World Club

The Better World Club has long included an option for cyclists to get roadside assistance, and they

have been a promotional partner of the League for years. Now the Better World Club, working with Gales Creek Insurance Services, is adding liability and accident insurance to their bicycle coverage (which is available either in conjunction with an auto membership, or separately.) Better World Club insurance includes:

- Accident coverage up to \$100,000 (for medical bills, primarily)
- Liability coverage, up to \$1 million
- Roadside assistance

The Better World Club insurance is expected to be part of their bicycle package by late summer, available in all states. www.betterworldclub.com

Balance Insurance

Balance insurance was developed by cyclist Jay Paul, who has seen several friends go deeply into debt as a result of serious cycling injuries. Balance pays substantial lump-sum cash benefits – above and beyond all other insurance – in the case of major injury or death. It is a supplement to standard major medical coverage. Balance covers death, dismemberment, paralysis, and traumatic brain injury, and includes a daily payment for hospitalization. Balance is sold in units of \$50,000 worth of coverage. As of late July, Balance was available in 23 states. Balanceins.com

This summary is provided for your information only; the League is receiving nothing in exchange for this article, and we are not endorsing any insurance product or service. |||



Justice for Bicyclists

New League committee writes model vulnerable road user statute

By Carolyn Szczepanski

For Gary Brustin, even the best legal result for his clients often doesn't feel like justice. A civil attorney in California, Brustin has spent two decades handling bicycle cases and knows all too well the frustration of cyclists whose lives are disrupted or destroyed by motorists who face little more than a fine and a few points on their drivers' license.

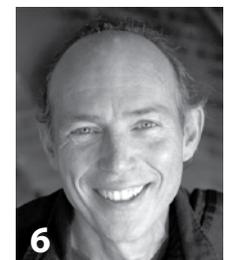
"Money comes and goes, but feeling that someone was actually punished for what they did makes clients feel they've gotten a more positive result from the judicial system," Brustin says.

Working with seven other high-powered, bike-friendly attorneys, Brustin led the development of a critical tool to hold reckless and

negligent drivers accountable. This summer, the League's new legal affairs committee created a model vulnerable road user statute that will aid advocates and policymakers nationwide.

Put simply, a VRU law raises the legal stakes for a motorist who injures or kills a bicyclist or pedestrian. Already eight states have passed such a measure — including Delaware, Il-

Members of the League's new legal affairs committee



Illinois, Maryland, Nevada, New York, Oregon, Tennessee and Washington — and campaigns are active in a number of other states.

Because of the interest from League members, the legal committee scoured current law, evaluated the language and came up with a model statute that includes strong provisions and penalties that can serve as a template for an effective law in any state or jurisdiction.

According to Brustin, the model statute accomplishes two key points. “It defines a vulnerable road user, which is important,” he explains. “We need to make sure everyone knows that vulnerable users are out there, because it raises the standard of care. And, we also wanted to make sure anybody who got a citation and was convicted under this section was forced to attend a hearing. A lot of people say, ‘I’ll pay the ticket; I’ll go to driving school.’ That’s not the way this works. Here you must go and see a judge and have that experience in a courtroom.”

“The lesson we’re trying to teach here to motor vehicle operators is, if you see a non-motorized vehicle on the roadway you have to be extra careful,” he adds. “In 20 years, I’ve only handled bicycle cases and, when a motor vehicle hits a bicyclist, the injuries can be serious, lifelong or even fatal. This is a very important piece of legislation.” ■■■

Model Statute

Infliction of Serious Injury or Death to Vulnerable Road Users

Section 1. As used herein, the term “vulnerable road user” includes:

- (a) a pedestrian, including those persons actually engaged in work upon a highway, or in work upon a highway, or in work upon utility facilities along a highway, or engaged in the provision of emergency services within the right-of-way; or*
- (b) a person riding an animal; or*
- (c) a person lawfully operating any of the following on a public right-of-way, crosswalk, or shoulder of the highway:*
 - 1. bicycle;*
 - 2. A farm tractor or similar vehicle designed primarily for farm use;*
 - 3. A skateboard;*
 - 4. Roller skates;*
 - 5. In-line skates;*
 - 6. A scooter;*
 - 7. A moped;*
 - 8. Motorcyclists;*
 - 9. Horse-drawn carriage drivers;*
 - 10. a person on an electric personal assistive mobility device; or*
 - 11. a person in a wheelchair.*

Section 2. A person who operates a motor vehicle in a careless or distracted manner and causes serious physical injury or death to a vulnerable road user shall be guilty of infliction of serious physical injury or death to a vulnerable user.

Section 3. A person issued a citation under this section shall be required to attend a hearing before a court of appropriate jurisdiction.

Section 4. A person found to have committed an offense under this statute shall be required to

- (a) have his or her driving privileged suspended for a period of no less than 6 months; and one or more of the following:*
- (b) pay a monetary penalty of not more than two thousand dollars; or*
- (c) serve a period of incarceration which may not exceed thirty days; or*
- (d) participate in a motor vehicle accident prevention course; or*
- (e) perform community service for a number of hours to be determined by the court, which may not exceed two hundred hours.*



- 1 Diane Albert, New Mexico, www.dianalbertlaw.com
- 2 Gary Brustin, California, www.bicyclelawyer.com
- 3 Steve Magas, Ohio, www.OhioBikeLawyer.com
- 4 Bob Mionske, Oregon, www.bicyclelaw.com
- 5 Marc Reisman, Pennsylvania, www.gelmanreisman.com
- 6 Ray Thomas, Oregon, www.stc-law.com
- 7 Adam White, New York, www.adamwhitelaw.com
- 8 Peter Wilborn, South Carolina, www.bikelaw.com
- 9 Matt Moore, Minnesota, www.qbp.com



STATE
IOWA

Commuter and recreational bicycling generates more than \$400 million in economic activity and health savings of \$87 million each year (2011).

THE ECONOMIC BENEFITS OF BICYCLING

By Darren Flusche

All eyes were on the economy in 2009 when we released our report, *The Economic Benefits of Bicycle Infrastructure Investments*. In the three years since, the struggling economy has continued to dominate national and local agendas. During that same period, we have seen a steady stream of research confirming the positive impact bicycling has on business districts, jobs, and household savings. As you can see in the map, the benefits touch every corner of the country, boosting the economic vitality of states and communities. To capture this growing body of evidence, we've updated the report with a wealth of new data and information: visit www.bikeleague.org/reports.

 NEIGHBORHOOD/DISTRICT
SAN FRANCISCO, CA
[Valencia Street]

2/3 of merchants say new bike lanes have improved business and supported more traffic calming measures on the street (2004).

 REGIONAL/CITY
BOULDER, CO

In 2011, Boulder's bicycle industry exceeded \$52 million in economic activity, supporting 330 jobs.

 STATE
COLORADO

Bicycle manufacturing, retail, tourism and bike races contributed **\$1 billion** to the economy in 2000.

 STATE
MINNESOTA

In 2009, people on bikes spent **\$261 million** on bicycling goods and services, supporting more than 5,000 jobs and generating \$35 million in taxes.

 BIKE TRAIL
MONON TRAIL
[Indianapolis, IN]

11% A home's value increases 11% just for being a half mile closer to the trail.



STATE
WISCONSIN

Bike recreation and tourism contribute \$924 million annually to the economy. Annual health benefits total \$409 million (2010).



NEIGHBORHOOD/DISTRICT
TORONTO, ONTARIO
[Bloor Street]

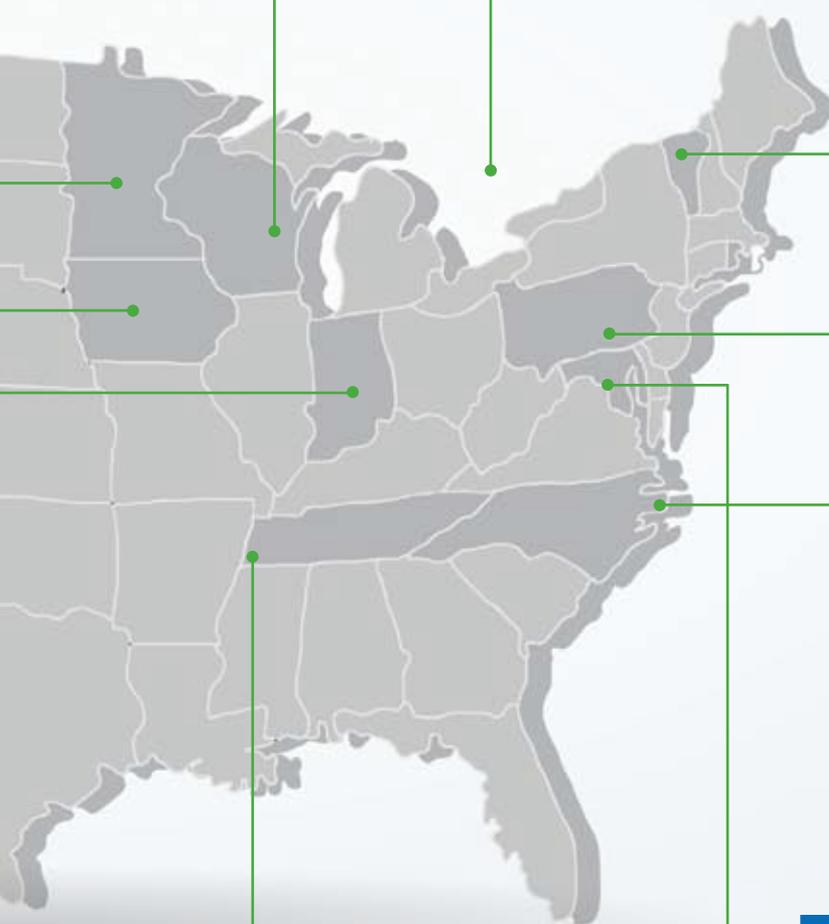
People who bike spend more money per month than those who drive (2009).



STATE
VERMONT

\$400 million

In 2009, biking and walking generated 1,400 jobs, \$41 million in wages, and \$83 million in revenue. Including health and property value benefits brought the total to \$400 million in economic impact.



BIKE TRAIL
SCHUYLKILL RIVER TRAIL

[Follows the Schuylkill River from Pottsville to Philadelphia, PA]

78% of trail users purchase hard goods, like bikes, accessories, and clothing to use on the trail, averaging \$406 per trail user.



REGIONAL/CITY
NORTH CAROLINA'S
OUTER BANKS

Bicycle tourism generates \$60 million in economic activity per year. The region sees an annual nine-to-one return on its one-time \$6.7 million investment in bicycle infrastructure.



REGIONAL/CITY
WASHINGTON, D.C.

83% of bikeshare users are more likely to patronize a business if it is located near a Capital Bikeshare station.



NEIGHBORHOOD/DISTRICT
MEMPHIS, TN
[Broad Avenue]

Since the Arts District and bike lanes programs started in 2012, 16 new businesses have opened and 29 properties have been renovated.



Sharrows and wayfinding signs were installed on all campus bike routes this year. Photo by Briana Orr

Student Power

Students drive the University of Oregon to go platinum

By Briana Orr and Rithy Khut

To build a Bicycle Friendly University, you certainly need the support of the school administration. You need buy-in from key stakeholders and action from department heads. But here at the University of Oregon — a Silver-level BFU — we're proving that students can be the catalyst for significant, innovative change.

In the past year alone, the university has committed more than \$300,000 to new bicycle projects and staffing — and we've been at the table driving that progress. From bicycle parking to bike sharing, from sharrows to signage, large and small projects are being propelled by UO students.

Thanks to the insight and feedback from the League, students (like us!) are becoming sophisticated in making the case for bicycling. Even without a dedicated campus bike planning or advocacy budget, we've pursued other sources of funding and sought new partnerships to get exciting initiatives off the ground.

The 2011 academic year began with the installation of 46 sharrows, 50 way-finding signs, 44 dismount zone markings on pedestrian paths, and pavement markings on all campus bike routes. Initiated by the UO Bike Program and funded by the Associated Students of University of Oregon (ASUO), Campus Planning, Campus Operations, and the Depart-

Students proudly display UO's BFU sign. Photo by Fred Sproat

ment of Public Safety, the project created a visible, compelling, and comfortable bicycle network for all users.

The UO Bike Program also received more than \$8,000 in grants to install five do-it-yourself (DIY) bike repair stations on campus. The stations provide a stand, pump, and tools necessary to fix a flat and perform other minor repairs. The project was funded by the Student Sustainability Fund and the Eugene Area

Riders, the local bicycle advocacy and riding club.

But we didn't stop at engineering; we've made progress on encouragement, as well. For instance, hundreds of people pedaled for music this year at the 4th Annual Bike Music Fest. Traveling the distance of more than 1,200 miles on stationary bikes, participants generated 150,000 watts of electricity to power music for seven bands over the course of an entire day. The human-powered sound system was so successful the UO Bike Program won the prestigious "Sustainability Achievement of the Year" from the Association of College Unions International.

In addition to the UO Bike Program and the popular music fest, another student-initiated organization, LiveMove, continues to raise the level of discourse and dialogue about livability and accessibility. The group brings together students to focus on the planning and design of transportation systems as they relate to community quality of life. In addition to the monthly Speaker Series (which was selected by The Clinton Global Initiative for its "Commitment to Action" program), we're debuting a new program this year: "LiveMove ByDesign." Learning from skilled graduate architecture students, LiveMove participants will learn how to become effective advocates and work to redesign "problem" corridors on campus that limit active transportation options.

Perhaps the most exciting development on campus this year is the professionalization of bicycle advocacy and education. Advocated by students and staff, and funded by the student union board, student

government, and student affairs, the UO Bike Program welcomed its first professional staff position this September. Moving forward, the Bike Coordinator will guide the growth of the UO Bike Program and coordinate the launch of the campus bike share system.

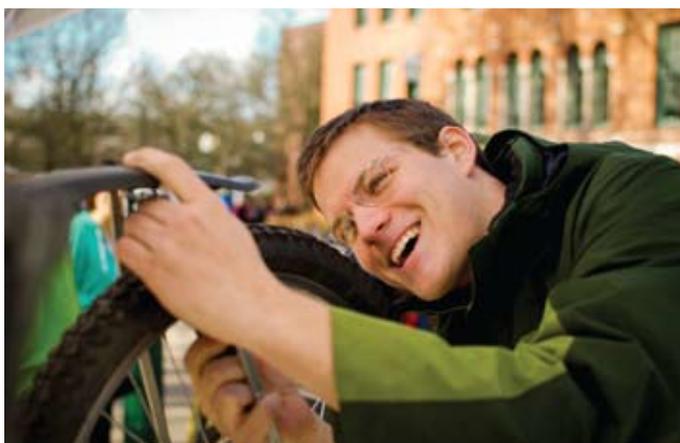
Bike share will launch in spring 2013 with four bike share stations on campus. Each year, the Associated Students of University of Oregon awards funds generated by excess student fee dollars. Through a competitive process, the UO Bike Program was able to secure \$199,000 of that funding for this project.

And that's not all: the UO Bike Program also proposed a new facility, the Bike Center. The Bike Center will provide bikes, repair services and commuter resources in a convenient location. This year, the concept

was officially included in plans for the \$135-million renovation of the Student Union and will be going before a student referendum this fall. If funded, the UO Bike Program will have a new home – a state of the art bike center – in the very heart of campus.

The lesson of the past few years is clear: relatively small investments in bicycling make a big positive impact on our campus. Much more remains to be done to make the University of Oregon the most bike-friendly university in America, and we at the UO Bike Program look forward to continued partnerships to make the UO a platinum level Bike Friendly University. ■■■

Briana Orr and Rithy Khut are students at the University of Oregon.



Left: Ted Sweeney checks his bike before riding.

Below: Students dance and pedal power music for the 4th Annual Bike Music Fest.

Photos by Briana Orr



Biking for Baseball

Pedaling for Youth Mentoring

By Carolyn Szczepanski

Adam Kremers had a dream shared by many baseball fans: traveling to the iconic stadiums of each Major League team. But, instead of taking a simple road trip, the Denver resident launched a national campaign — by bike!

On April 13, Kremers and three friends kicked off their Biking for Baseball initiative, pedaling more than 11,000 miles to raise money and awareness for youth mentoring programs nationwide. Working with Big Brothers Big Sisters, the young men organized a free baseball clinic in each of the cities they visited, bringing out youth and mentors from the local BBBS chapter to learn about the game and spend time together.

“We really believe in youth sports and the impact a coach or mentor can have for kids who need a positive influence in their life,” said Kremers, who is a Big Brother back in Denver. “There was a little kid in Miami named Brandon, who had never played baseball before. I still remember his smile when he made a catch. He was beaming beyond belief and ran back and gave us all high fives.”

But the journey itself was just as inspiring as the destinations. “I’ve always wanted to see the redwood forests in California and being able to ride through was really cool,” Kremers said. “There were difficult times, too. In Alabama and Mississippi, there was a hard, unrelenting rain



Meeting the Royals

Youth clinic in Tampa, Fla.



Brandon (Miami, Fla.)

that didn’t stop for two days. But traveling on bike was an incredible way to see the country.”

As the trip progressed, the Major League teams took notice of the cross-country cyclists. In St. Louis and Cleveland, the Biking for Baseball crew got to throw out the first pitch. In Detroit, one of the Tigers’ starting pitchers added some star power to the youth clinic and in Kansas City, the young men were welcomed onto the field.

Powered entirely by donations

from the public, the first tour of Biking for Baseball was a summer of dreams. But Kremers hopes it’s just the start. Back in Denver, he’s working to turn the effort into an enduring nonprofit. Find out how you can help at www.bikingforbaseball.org.

BECOME A LEAGUE OF AMERICAN BICYCLISTS LIFE MEMBER

Become a life member of the League today and your dues will be invested in a special Life Member Fund. Since 1978, this fund has supported education and advocacy programs — ensuring a lifetime of better bicycling for you and your family. In addition to showing your commitment to the League and its critical mission, you'll get all the benefits of regular membership, plus a life member pin and special life member mailings.



"I became a life member to invest in the future of bicycling and help the League continue our movement's growth. I try to improve bicycling in my community and I know my efforts are enhanced by the League. Being a life member broadens my efforts, and benefits riders from coast to coast."
- Jennifer Fox, San Francisco, Calif.



"I became a life member because I believe in the League's work. Education programs; the Bicycle Friendly America program; and the National Bike Summit make a difference in my life and in the lives of bicyclists across the country!"
- Buzz Feldman, Longmont, Colo.

Yes, I would like to become a Lifetime Member of the League of American Bicyclists.

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Life Membership - \$1,200 **Family Life Membership - \$1,750**

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