

AMERICAN bicyclist

Jan-Feb 2012
www.bikeleague.org

League of American Bicyclists

a Bicycle Friendly America

**SAVE
CYCLING**
2012 NATIONAL BIKE SUMMIT

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Teaching Bike Safety
to At-Risk Kids

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Bicycle Friendly America:
ROADMAP FOR
SUCCESS

MAY IS NATIONAL BIKE MONTH!



TO WORK

WEEK: MAY 14-18 DAY: MAY 18

www.bikeleague.org/bikemonth



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Cover: Alison Dewey, League BFC Program Specialist, is an avid bicycle commuter.

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THE GOOD THE BAD AND THE UGLY

THERE WAS DEFINITELY A good news – bad news story to our annual membership survey. Thanks to everyone that completed it, and congratulations to Cynthia Snow of Massachusetts. She won the survey's \$150 cash prize.

The good news is that we're doing well. Ninety percent of members are satisfied or very satisfied and a similar percentage believe that we are effectively representing the interests of cyclists. More than 90 percent of you say that "promoting and protecting the rights of cyclists" is the primary reason you belong – followed by our education programs.

Of course, we are concerned that the satisfaction level isn't 100 percent and I'm personally obsessed by the eight percent of you who "aren't sure" if we are representing you effectively. That number is actually less than half of it was when we started the survey five or six years ago ... but to me that is still way too high.

The bad news in the survey is that while the magazine is well read and our e-news bulletin has a very respectable open rate, the Web site bikeleague.org is clearly not the resource for you that it should be. Only 40 percent of you are visiting bikeleague.org more often than once a month, and more than one-third of members either never (13 percent) visit the site or rarely do so (23 percent).

In this day and age, we can't afford to let that continue! Over the winter, we've been overhauling the site – check out the improved resources on the Bicycle Friendly America pages, for example. Next we'll be refreshing the wealth of information we've got on the site before undertaking a more significant re-design with greater social media integration.

The final observation I have on the member survey is that 94 percent of you said you were either likely or very likely to recommend the League to your friends and family. If you would actually take a moment to do that and encourage them to join, we could dramatically improve our ability to promote and protect your rights and effectively represent your interests.


Andy Clarke,
President



Survey Says!

92%

92% of members belong to promote and protect the rights of cyclists.

90%

90% of members are satisfied or more than satisfied with their membership.

88%

88% of members believe we effectively represent the interest of cyclists

TWEETED



Whether you ride your #bike to commute, or just for fun, @BikeLeague has tips to help you ride safer.
- AAASafety, January 13

Ride Where?

I'm a long-time member from North Carolina and a member of Raleigh's Bike/Ped Advisory Commission. I got my November/December issue of *American Bicyclist* and North Carolina was not included in the Ride Guide. We have some great rides in North Carolina, and it's a disservice to the public that they aren't included.
- Brian McCrodden
Vice President, HydroLogics, Inc.

Editors Note:

The League solicited rides from all League member clubs in every state via e-mail, e-news and *The Cue Sheet*, our quarterly digital club newsletter. There were no North Carolina responses. Next year we will try to include a ride from every state.



FACEBOOK MESSAGE

In response to: Anyone out there get or give a new bike this holiday season? Like this post and tell us about it!



Only a few of them were brand new, but I coordinated a program that gave 446 new and refurbished bikes and new helmets to kids.
- Buzz Feldman, December 27

FACEBOOK MESSAGE



In response to: Welcome to the bike lane @GOPLeader Eric Cantor! (wapo.st/yb8Win) — Please share if you want Cantor to protect the funding that makes bicycling safe: As a conservative, the right wing take on transportation has always been a mystery to me. One need not be anti-car to be pro-bicycling and pro-pedestrian.
- Rs Matt, January 23

TWEETED



WOW. I just got followed by @BikeLeague. I'm honored.
- SharrowsDC, January 23

TWEETED



I remember the day that I got followed by @BikeLeague. Welcome to the first day of the rest of your life!
- BikeArlington, January 23



**SAVE
CYCLING
NATIONAL
BIKE SUMMIT**

WASHINGTON, D.C.
MARCH 20-22, 2012
bikeleague.org/summit12



TWEETED



Attending a meeting with the Bike League to prepare for Oregon's attendance at 2012 National Bike Summit.
- Gerikkransky, January 19



TWEETED



Presentation on tubular markers for bike lanes. Could only be at National Committee on Uniform Traffic Control Devices meeting.
- Andybikes, January 19

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 meghan@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.



NATIONAL BIKE MONTH 2012

BIKE TO WORK WEEK MAY 14-18
BIKE TO WORK DAY FRIDAY, MAY 18

May is National Bike Month, and it is more important than ever to encourage your family, friends, co-workers and community to get on their bikes and ride. The best way to tell our elected officials that bicycle infrastructure is important and essential is to use it and commute by bike.

Promote your Bike Month events at bikeleague.org for free — even if you are not a League member. The form is simple to submit and find events — member events post immediately and non-member events post after approval.

Bike Month promotional tools, events and ideas are available at bikeleague.org/bikemonth.



CORPORATE MEMBERS COMMIT TO A BICYCLE FRIENDLY AMERICA

Thank you to our new Corporate Members SAP Labs, Flanzig and Flanzig, Best of the Pyrenees, and Scott USA — they strengthen the League in our efforts to build a Bicycle Friendly America. Find out more at bikeleague.org/corporate.

KEEP THE MOMENTUM

Over the course of 20 years, Federal support for bicycle and pedestrian projects has slowly increased. Here's a list of highlights in the Bicycle Friendly movement for the past 20 years. Though the last two have been challenging, let's not lose the momentum now. Continue to follow the League's advocacy alerts at bikeleague.org/takeaction.

- 1991** Congress passes ISTEA and the Congressional Bike Caucus is formed
- 1995** First Bicycle Friendly Communities announced
- 1996** Bikes Belong Coalition founded
- 1997** First Walk to School Day
- 1998** Congress passes TEA-21
- 2000** First federal Safe Routes to Schools grant
- 2001** America Bikes Founded
- 2002** Senate Bike Caucus is formed
- 2005** Inaugural Year for Complete Streets, Safe Routes to School, Fair Share for Safety, and Bike Commuting Tax Benefit
- 2006** 0.45% of Americans bike to work
- 2007** A national poll found that Americans would like 22% of federal transportation funds invested in walking and bicycling. It's currently just 1.5%
- 2008** 0.55% of Americans use a bicycle as the primary means of getting to work
- 2009** 124 Bicycle Friendly Communities designated
- 2010** Secretary of Transportation Ray LaHood announced that we "have a full partner in Ray LaHood" at the 2010 National Bike Summit
- 2011** Thwarted repeated attacks on bicycle and pedestrian funding in the Senate
- 2012** The House Transportation Bill eliminates all bike/ped funding ... what happens next is up to us

**What has
the League
done for you
lately?**

WE LISTENED! During the fall, we held four listening sessions focused on improving the Bicycle Friendly America programs ... we'll be rolling out changes throughout 2012. We asked our club and advocacy affiliates how we could improve our insurance program ... and a new, improved version of the program — including a more helpful on-line sign-up page — is available now at bikeleague.org/insurance.



Alliance for Biking & Walking Releases the 2012 Benchmarking Report

By Carolyn Szczepanski, Alliance for Biking & Walking

What isn't counted, doesn't count. That's why the Alliance for Biking & Walking created the Benchmarking Project: To make sure the safety, advocacy and impact of tens of millions of bicyclists and pedestrians across the United States is quantified and recognized.

In January, the Alliance released the third edition of *Bicycling and Walking in the United States: 2012 Benchmarking Report*. The report ranks all 50 states and the 51 largest cities on bicycling and walking levels, safety, funding, and a wealth of other factors.

The *Benchmarking Report* reveals that in nearly every city and state, pedestrians and bicyclists are disproportionately at risk of being killed and currently receive less than a fair share of transportation dollars. While 12 percent of trips in the U.S. are by bike or foot, 14 percent of traffic fatalities are bicyclists and pedestrians. Pedestrian and bicycle projects receive less than two percent of federal transportation dollars.

"The *Benchmarking Report* shows that biking and walking are smart solutions to many of our country's most pressing challenges when it comes to transportation, job creation and health," Jeffrey Miller, Alliance President/CEO, says.

The report compiles persuasive evidence that bicycle and pedestrian projects create more jobs than highway projects, and provide at least three dollars of benefit for every dollar invested. The report also highlights the health benefits of active transportation, showing that states with the highest rates of bicycling and walking are also among those with the lowest rates of obesity, diabetes, and high blood pressure.

John Pucher, a professor at Rutgers University, agrees that the data in this report justifies the need for "increased investment in facilities and programs to encourage more walking and cycling, and to improve the safety of these most sustainable of all transportation modes."

Learn more, download a free e-copy, or purchase a printed report at www.PeoplePoweredMovement.org/Benchmarking.

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


Ride the East
Aug 11 - Sep 5, 2012 - 1,675mi ME to FL

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 **How do your city and state rank?**

Find data on biking and walking from all 50 states and the 51 largest U.S. cities in...

BICYCLING AND WALKING IN THE UNITED STATES 2012 BENCHMARKING REPORT



Download a free copy at:
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thank you

GIVING

Thanks to the following people who have contributed at least \$100 to the League from November 1 - December 31, 2011. These contributions are above and beyond any dues payments.

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**SAVE
CYCLING**
2012 NATIONAL



NATIONAL BIKE SUMMIT 2012

**WE RISK LOSING EVERYTHING WE'VE
GAINED IN THE PAST 20 YEARS.**

In the weeks preceding and just after this year's National Bike Summit, Congress is debating a new transportation bill. This bill, which has included funding for cyclists since 1991, in ever increasing (and yet still vanishingly small compared to the entire bill) support, now includes: \$0.00 for cycling.

Bike coordinators for every state? Cut.

Safe Routes to Schools program to encourage kids to walk and ride? Cut.

Transportation Enhancements funding to help transform streets for cyclists? Gutted.

WE NEED TO WALK THE WALK this year; we need you on Capitol Hill. We need you talking to YOUR representatives and senators about why America needs cycling, just as much as America needs another spaghetti bowl of freeways. Our future, our health and our happiness as a country, depends on us including cyclists **and** drivers in the transportation mix.

Even in the best years of the current Transportation Bill, the total spent on cycling **and** walking was less than 1.5 percent. That's a tiny amount, with which advocates like you have begun to transform communities across the country.

Even that amount is gone, completely, in this new bill. The people who wrote the bill specifically and purposefully cut out cyclists, and we need to let them know that this is not okay.

"The 112th Congress has been challenging to say the least," said Andy Clarke, League president. "We no longer have our biggest champion Chairman James Oberstar (D-MN)

on the House Transportation & Infrastructure Committee. We assumed last year at the 2011 National Bike Summit that the learning curve would be high for these new members, but we never anticipated just how much they discount bicycling."

Recent History Does Not Bode Well for the Future

Funding for bicycling and walking has barely squeaked by in the last two Transportation Bill extensions. Senator Tom Coburn (R-OK) wouldn't agree to the bill's extension this past September unless funding for bike projects was stripped out. Representatives John Boehner (R-OH) and Eric Cantor (R-VA) followed suit in the House. The extension was eventually passed due to all the many transportation activities that would simply grind to a halt if the bill was allowed to expire.

Cantor, Coburn and Boehner were willing to hold the entire transportation program hostage – infrastructure spending and millions of real jobs – to get rid of bike projects.

SAVE CYCLING NATIONAL BIKE SUMMIT

WASHINGTON, D.C.

MARCH 20-22, 2012

bikeleague.org/summit12



In November 2011, the Senate released its draft transportation bill: S. 1813 Moving Ahead for Progress in the 21st Century Act (MAP-21). The bill contains funding for bicycling and walking programs, but without the guarantees of the current law. The bill also requires cyclists on roads in Federal lands to use a path or trail, instead of roads, if the speed limit is

SUMMIT KEYNOTE SPEAKER ANNOUNCED

Get ready to cross generations and recruit 20-somethings to advocate for bicycling. Jason Ryan Dorsey — The Gen Y Guy® you may have seen on 60 Minutes, 20/20, The Today Show, The View, or in Fortune Magazine — is the National Bike Summit's keynote speaker. A Gen Y'er himself, he will teach us how to work with and utilize Gen Y's talents.

Dorsey teaches ready-to-use actions and creative strategies to quickly increase cross-generational performance — something the bike advocacy movement has attempted to accomplish for years. The Chief Strategy Officer for The Center for Generational Kinetics, Dorsey studies the unique dynamics created within a multigenerational workforce and will break down how to effectively communicate, work with and recruit volunteers from the Gen Y pool. It's time to change the message for every 20 something. They already know bicycling is practical and fun but they don't know that they need to save cycling too.

Learn more about our keynote speaker on his What the Gen?! blog and on his YouTube channel youtube.com/user/whatthegen.



Jason Ryan Dorsey
The Gen Y Guy®

Our message needs to be even louder – and clearer – to our representatives at the 2012 National Bike Summit. Our job this year is to actually save cycling.

over 30 mph and a trail exists within 100 yards, regardless of its condition or the utility of the path. This provision sets a terrible precedent. Passing it would send the wrong message to transportation agencies that these policies are acceptable.

In January, the House introduced a horrible Surface Transportation Bill that completely eliminates bicycle programs. Completely. We must keep on fighting for cycling; we need your voices!

The more who attend the Summit, the bigger the impact when we meet with our representatives. “Nearly 800 advocates attended last year’s Summit,” said Walter Finch, director of advocacy for the League. “This year we will need at least 1,000, and we’re not going to ask our representatives to remember cycling. We will tell every last one of them that bicycling **must** be in the Transportation Bill.”

This is our opportunity to make a difference for bicyclists today and for the America of tomorrow. Register for the National Bike Summit today and encourage your peers to attend. |||



Learn more at
bikeleague.org/summit12

SUMMIT STRUCTURE

Tues. BANQUET

Wed. EDUCATION SESSIONS

Thurs. CAPITOL HILL DAY

Fri. CONGRESSIONAL BIKE RIDE

The Summit is a lot more than meeting our members on the Hill. It is a unique opportunity to network and learn from bike advocates from all around the country, hear dynamic speakers, and attend informative sessions. This year, we are grouping breakout sessions into tracks. All sessions will address one of the Summit’s (six) conference tracks:

The Ask

Plan B

Capacity

Dirt

Economics

Friend Me

Visit bikeleague.org/summit12 and click on Agenda to learn more about our programming.



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EDUCATION IS YOUR FIRST LINE of DEFENSE

By Karen Jenkins & Jim Nicholson

WEARING A HELMET IS NOT YOUR FIRST LINE OF DEFENSE. In fact, education is! Cyclists of all ages and abilities know riding in traffic or on trails can be hazardous if you are not prepared. Operators of motor vehicles are required to follow the rules of the road (we hope), to properly maintain their vehicles, understand avoidance tactics and practice defensive driving. While they are required to wear seat belts, and air bags are becoming the industry standard, it is widely understood that they are passive forms of protection, useful in the event of a crash. Seat belts and air bags do not prevent crashes, and neither do bicycle helmets. Lucky for us, the League's Smart Cycling curriculum and their trained nationwide network of League Cycling Instructors (LCIs) are educating new and returning riders with the vital traffic skills needed to prevent accidents in recreational and traffic situations – in addition to wearing your helmet.



According to the National Highway Traffic Safety Administration, 718 bicyclists were killed and 51,000 were injured in crashes with motor vehicles in 2009 – yet many feel invincible in bicycle helmets. Bicycle clubs, event organizers, bike magazines, bike shops and school programs all strongly urge cyclists to wear a helmet – and many require it. Yet, these same organizations rarely offer any kind of safe riding instruction beyond the admonition, “Wear Your Helmet!”

The comprehensive Safe Cycling curriculum is adaptable for all ages and abilities. All over the country LCIs are trained, available, and eager to teach cyclists to ride safely and with confidence. The Safe Cycling curriculum and LCIs help ensure that cyclists, whether riding for transportation, fun or fitness, have a common understanding of how to ride safely and possess a base line of competence. So how do we connect our curriculum to more bicycle clubs, events, shops and schools? The solution is double sided. The League and its instructors need to tap into these markets more effectively while the helmet-only safety crowd needs to consider that they are not fully prepared to ride safely.

For events and programs, an easy place to start is to share or include the

Rules of the Road to all who are participating in a ride, event or program. Expounding on the Rules of the Road by incorporating a Smart Cycling class into your program or group is the next step; and the League makes it easy. All LCIs are listed on bikeleague.org, along with their contact information. Simply search for one in your area and set up a Traffic Skills 101 class for your club, group or class.

Beyond teaching new riders, we must also focus on returning riders. Once learned, riding a bicycle is so easy and accessible that we often overlook the need to learn and continually practice safe riding skills. If your group has passed Traffic Skills 101, bring it to the next level – Traffic Skills 201. Being trained to ride safely is part of sharing the road, especially since most street networks aren’t designed to be bike-friendly. Furthermore, the majority of bicycle fatalities and crashes occur in urban areas where traffic density is highest, according to studies by the Federal Highway Administration of the Department of Transportation.

Unfortunately, crash statistics lead cyclists to believe the biggest danger to their safety is a collision with a motor vehicle – but while statistics vary, car/bike collisions account for a minority of crashes. While one crash is one too many,

SCHEDULE AN LCI SEMINAR IN YOUR AREA

Before scheduling an LCI Seminar, there are two things that we need: a Site Facilitator and participants. Ten participants are required to make the seminar successful, and participants must have already completed Traffic Skills 101 and be League Members. While the Site Facilitator is often the best person to help round up participants (plugging into advocacy groups, clubs, etc. ...), some individuals register for the seminar by finding it at bikeleague.org/findit.

The Site Facilitator is also responsible for finding the classroom and parking lot. Since the League does not cover the cost of facilities, we recommend contacting community centers or local businesses as they are usually willing to allow the use of their space for free. Once the facility is booked, we then post the date online and open registration. If you are interested in hosting a seminar, please contact Alissa Simcox at education@bikeleague.org.

We Want You! Become a League Cycling Instructor.

If you are an experienced cyclist and would like to teach others, please consider taking the next step towards League Cycling Instructor (LCI) certification. Becoming a League member and taking Traffic Skills 101 (TS101) are prerequisites for a certification seminar. To find a TS101 class in your area, you can search using bikeleague.org/findit (only check off League Certification Session).

Don't see a class? You can use the same search page to find local LCIs and let them know you are interested. Bikeed.org also allows you to take the classroom portion of TS101 online – the on-bike portion will need to be instructed by an LCI. If you have questions email Alissa Simcox at education@bikeleague.org



most bike crashes involve other bicyclists, pedestrians, road conditions, animals or simply, the cyclist.

Learning to Control a Bicycle

The underlying premise of the League's Smart Cycling curriculum is that safety and crash prevention begin with each rider understanding four principles: controlling the bicycle; following the rules of the road; understanding where to ride on the road; and avoiding the mistakes of other drivers, cyclists and pedestrians.

Smart Cycling stresses the importance of a helmet and other forms of passive safety to protect a cyclist in the event of a crash. However, these are protections of the last resort when the four principles fail to prevent a crash.

The basic skills for cyclists are to stay upright on the bike, not fall and avoid collisions with other cyclists, pedestrians, cars, walls or objects. Collisions usually cause injuries – either to the rider or to others. The cyclist must be able to control a bicycle with skill and confidence – all of these skills are taught by our effective LCIs.

Control of a bicycle also means having a working familiarity with its parts. Unlike a car, a bike is a piece of machinery that is easy to understand.

RULES OF THE ROAD

1. Follow the law
2. Be predictable
3. Be conspicuous
4. Think ahead
5. Ride Ready
6. Keep your cool

Traffic Skills 101 goes over tire repair, routine maintenance, how to adjust brakes and derailleurs, and the tools you need for the road.

The Rules of the Road

Nate Berg, a staff writer with the online news service *The Atlantic Cities* wrote in his blog on December 02, 2011, "It'll come as no surprise to cyclists ... that bike riders tend to have what we might kindly refer to as selective vision when it comes to stop signs and traffic signals ... Momentum is key for the bike rider, and coming to a complete stop when nobody's around is hard to justify. But even so, there's an inherent risk in not obeying traffic laws." While this statement is a generalization and perceived behavior of cyclists is often misconstrued, following the law is a must. All riders must understand the

For a detailed description of the Rules of the Road, visit bikeleague.org/roadrules.

importance of obeying the rules of the road and recognize that by riding safely, they are setting an example for all road users.

The League's education program includes study and observation of automobile traffic patterns, especially on multilane roads. Cyclists who effectively control their bikes while giving hand signals and making turns are predictable to motorists.

Where to Ride

Many cyclists dream of riding quiet country roads with little traffic or drive to club rides and community events feeling there is safety in numbers. However, most cyclists eventually find themselves on multi-lane roads, busy highway overpasses and challenging intersections. Choosing the correct lane and positioning yourself accordingly are critical to your safety. Lane positioning is clearly explained in Traffic Skills 101.

Avoiding the Mistakes of Others

"Beware, be aware and be prepared" is a very good motto for bicyclists. When riding, cyclists need to be fully engaged, constantly observing and anticipating what might happen. Cyclists can anticipate crashes by carefully looking at drivers, catching

Lane Positioning



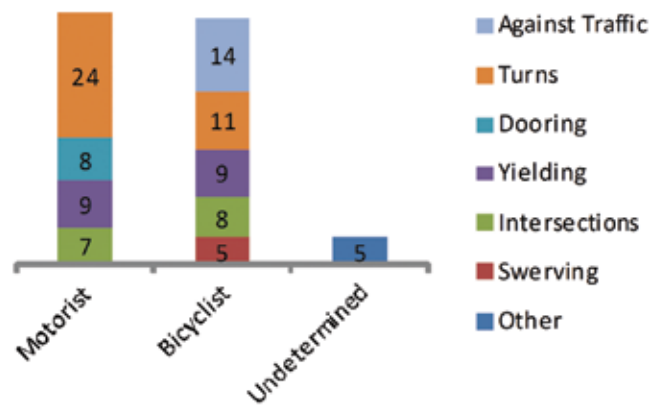
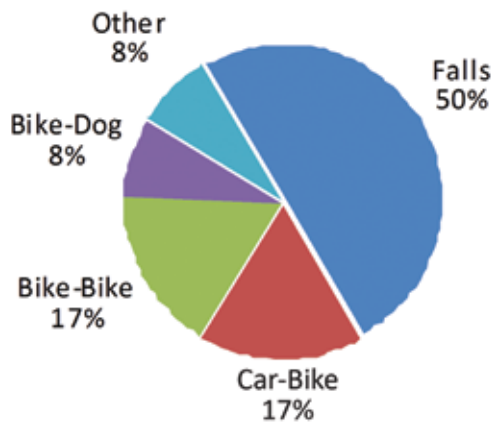
1. Ride on the right

- Ride in the same direction as traffic; stay far enough away from curb to avoid hazards
- Ride in the right third of the right-most lane that goes in the direction you are going
- Take the entire lane if traveling the same speed as traffic or in a narrow lane

2. Visibility

- Wear bright clothing at night as well as during the day
- Do not pass on the right; motorists are not looking for other vehicles there
- Make eye contact with drivers to let them know you are there

Crash Causes



Source: Effective Cycling, John Forester

their attention, observing oncoming traffic, listening for overtaking vehicles, and understanding how to behave when facing traffic at intersections. There are defensive maneuvers every cyclist should know and practice often. These include dodging road debris. These crash avoidance techniques are skills that are taught in Traffic Skills 101, and they need to be practiced by riders whether riding short distances for errands and commuting or on long club and event rides.

Helmets and Other Passive Protection

Like seat belts for drivers and air bags in cars, helmets do nothing to avoid or prevent cyclists from crash-

ing. A helmet does help to minimize injury to the head in the event of a crash. This concept is important for cyclists of all ages to understand and needs to be explained to new riders.

The clothes cyclists wear can also provide additional forms of passive protection, and dressing properly does not necessarily mean wearing spandex. We recently observed a club ride with a rider who arrived in loose-fitting, baggy pants. Within two miles of the start of the ride, the cyclist toppled over when his pants snagged on the front of the saddle as he mounted his bike at an intersection. We have no doubt that toppling over was entirely preventable by wearing suitable pants.

The clothes worn while riding can make a difference to the safety of cyclists, and combined with a helmet, offer protection. Clothes should not be a cause of distraction and crashes.

Safe Cycling

Bicycling is an easy and effective means of personal conveyance, and it promotes fun and fitness while doing little harm to the environment. The National Bicycle Dealers Association reported that 2010 sales of bicycles, related parts and accessories totaled \$6 billion, a growth of nearly 15 percent from 2009. Across the country, community groups that recycle used bikes report growing numbers of people donating bikes and equally growing numbers repairing and

3. Parked cars

- Ride in a straight line, not in and out of parked cars on the side of the road
- Beware of cars merging into the roadway from a parallel parking position
- Always ride far enough away from parked cars to avoid hitting a surprise open door

4. Take the lane ...

- If there is insufficient road width for cyclists and cars
- If traveling the same speed as other traffic or if hazards narrow the usable width
- Before intersections and turns to assert your position on the roadway

5. Extra wide lanes

- Do not ride completely to the right; you will be more visible 3-4 feet away from traffic
- Right turning cars and cars entering will be more likely to see you before they turn
- Be careful of motorists passing on the right around left-turning vehicles



Like seat belts for drivers and air bags in cars, helmets do nothing to avoid or prevent cyclists from crashing. BUT, a helmet does help to minimize injury to the head in the event of a crash.

buying them. This is good news – more and more people are riding bicycles.

The League's Safe Cycling curriculum is a valuable resource, accessible and affordable for all. We urge all who work with bicyclists, and especially those working with novice riders, to consider ways to integrate Smart Cycling classes into all of their programs and activities. Club and event waiver forms should continue to require helmets as a condition of

participation but should also direct riders to accessible sources of information about acquiring safe riding skills. Club ride leaders and event ride marshals should take one of the day-long League Smart Cycling classes and refresh their knowledge.

We can't think of a better bicycle vision than millions of people riding – wearing helmets, of course – who are well trained, confident and determined to keep practicing Smart Cycling skills. |||



Learn more about the League's education program at bikeleague.org/programs/education.

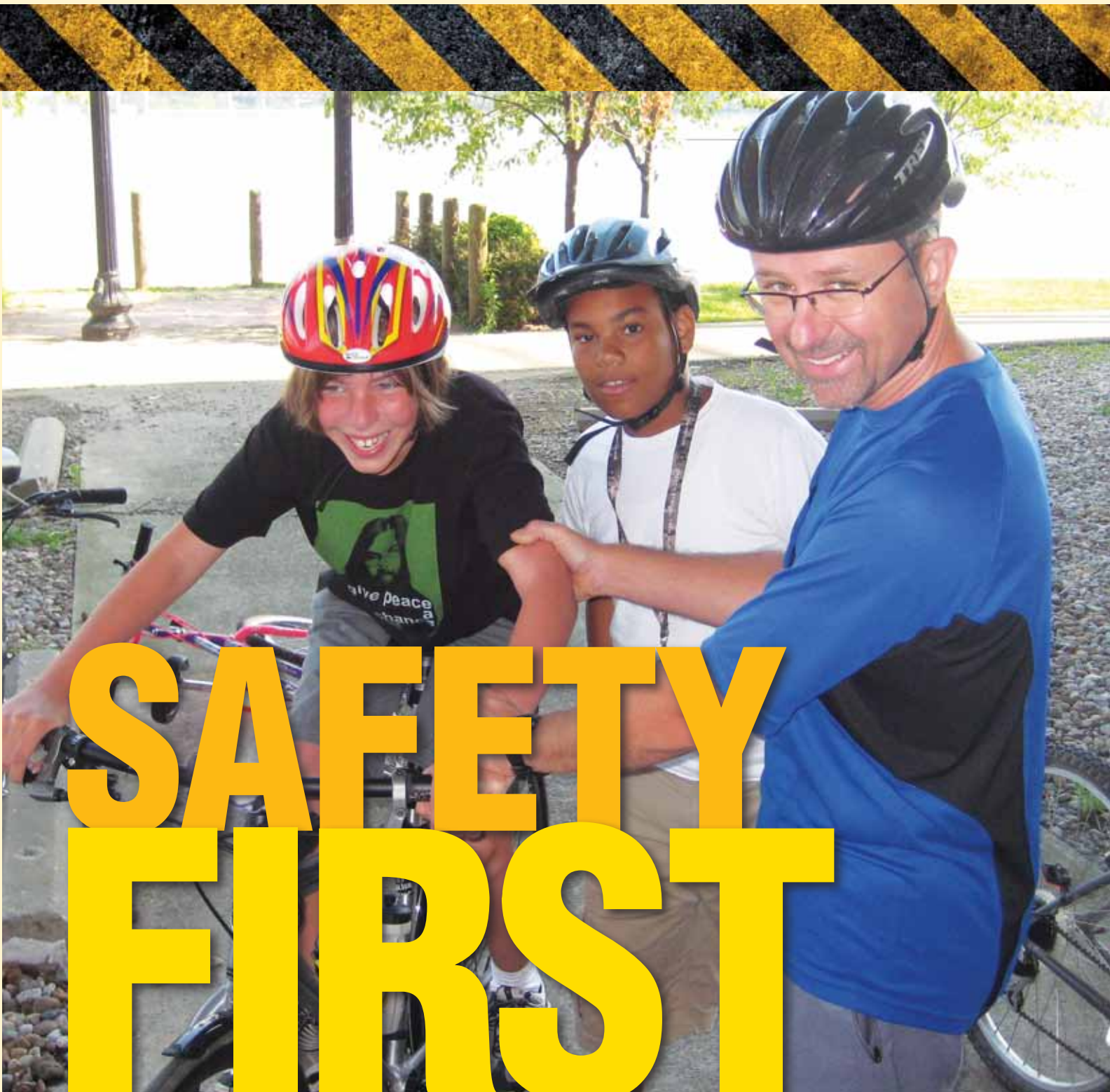


Learn how to ride better, control your bicycle and become familiar with your bikes parts and maintenance at bikeleague.org/ridebetter.

10 Ways to Market Yourself as an LCI

If you are an LCI and need help acquiring more students and teaching more classes, follow these 10 steps and e-mail education@bikeleague.org.

1. Connect with your local bicycle clubs, shops and charity rides.
2. Simple word of mouth: tell your story and get your former students talking.
3. Speak at a bike education forum (off the bike talk) at a community center, conference, etc.
4. Get your local bike shops to recommend your classes to their customers.
5. Donate your classes to schools, service organizations, churches, etc. that are doing silent auctions, charity drives, or have people in need.
6. Create your own media by sharing your story with local media to get attention on the important education you are providing.
7. Most libraries, colleges, institutes, galleries, artist-run-centers, coffee shops, community centers, and recreation venues have boards for you to post a flyer.
8. Contact the Bicycle Friendly Businesses in your area.
9. Direct your classes towards a specific demographic: women, young professionals, etc...
10. Use social media – Facebook, Twitter, blogs, etc.



**The Cabbage Patch Targets At-risk
Youth with a Safe Urban Biking Program**



The Cabbage Patch Targets At-risk Youth with a Safe Urban Biking Program

By Julie Gingles and Angela Hagan, Ph.D., The Cabbage Patch Settlement House

HUNDREDS OF CYCLISTS ARE injured daily (51,000 total in 2009 according to the National Highway Traffic Safety Administration), and children and youth comprise more than 40 percent of those (Children's Safety Network). A comprehensive program in Louisville, Ky. takes aim at improving those statistics for at-risk kids by teaching them to ride safely and responsibly, while simultaneously encouraging a healthful lifestyle for a population plagued by obesity.

Over the past few years Kentucky has risen to the third highest state in statistics ranking child obesity rates, reaching a substantial 21 percent, only a ninth of a percentage behind the first, Mississippi. This development is cause for concern to those interested in children's health and wellness today, which is why it caught the attention of The Cabbage Patch Settlement House's Recreation/Youth Development Manager, William Rasinen.

The Cabbage Patch Settlement House is a nonprofit Christian organization in Louisville that uplifts at-risk children and families through after-school and summer programs in the areas of recreation/youth development, educational opportunities, and counseling and family services. Louisville is a bronze-level Bicycle Friendly Community (BFC). The city is increasingly making improvements with bike paths in the city parks and bike lanes on city streets, as well as playing host to national bike events and races. Moreover, the 100-mile



Forty to 50 Patch kids take Traffic Skills 101 each year and earn two weeklong 100-mile bike trips.

Louisville Loop trail system – now in progress – will encircle the city and link parks and neighborhoods to civic attractions, transportation alternatives and recreational opportunities. However, there are still cyclists who die in our city each year, and there are cyclist-only accidents resulting in injury. Many of these accidents involve children, another concern for Rasinen.

Rasinen, who holds a Master's Degree in Exercise and Leisure Studies from Murray State University, has been with The Cabbage Patch for four years and has been an avid cyclist for more than 10 years. In 2009, he earned his certification as a League Cycling Instructor (LCI) from the League of American Bicyclists, which requires completion of in-depth training on teaching Smart Cycling. He has also previously partnered with Bicycling for Louisville (a local nonprofit that advocates for cyclists) to host a Traffic Skills 101 course. At The Patch, a few years ago, Rasinen created the Safe Urban Biking Program. The program now educates 40-50 kids through Traffic Skills courses and takes them annually on two adventurous week-long 100-mile bike trips.

"Exercise should be built into our lives, not something we have to make time for," said Rasinen. "Being in a densely populated city, we should not be so dependent on cars or buses for transportation. Most trips are less than two miles, and the time difference to get there on bike is not significant. Bikes offer transportation freedom for kids."

Kate Holwerk, a longtime volunteer at The Patch, started working with Rasinen on the bicycling program three years ago. She is quick to praise Rasinen's efforts, "What he has created is not simply about cycling;

Below: The Patch's TS101 class teaches bicycle education and respect.

Bottom: Louisville kids learn how to fix a flat at the Patch.



it teaches kids about challenging themselves, setting up and achieving a personal goal, getting out of one's comfort zone, eating healthier, being more active, and having respect for one's self, other people, and our environment."

One of Holwerk's favorite experiences was the weeklong spring break biking trip in 2010 along the Katy Trail in Missouri. After riding for more than 100 miles and camping for four days, the kids were rewarded at the end by two days of sightseeing in St. Louis. "The kids who went on that trip were an amazing bunch. They supported one another on the ride, and they all had great attitudes when things did not go as planned ... It could not have been better," recalls Holwerk.

Rasinen selects the kids who get to participate in the spring break trip based on attitude, performance



and behavior, and because of this process, being selected for the trip has become a great honor among the kids at The Patch. Throughout the winter leading up to the trip, Rasinen holds two training sessions per week instructing kids on the basics of camping, cooking, bike safety and bike maintenance. By the time Spring

Break comes around they all know how to change a tire, how to check their tires' air pressure, and how to navigate the road safely.

Rasinen and Holwerk also try to integrate healthy eating into the trip by purchasing most of the food beforehand, and they focus on healthy options that are not too far removed from what the kids eat normally. Holwerk adds, "We are not trying to radically change their eating habits in a week; we just want them to try whole wheat bread. Fruit snacks and ginger snaps are the sweetest items we bring, and we purchase fresh fruit and vegetables along the way." She says most of the kids usually come around to liking the food by the end of the week, and it helps that everything tastes better when you're camping.

The Cabbage Patch also offers a Bike Day Camp for younger and/or beginning riders. The camp teaches kids bike riding skills such as changing gears, signaling before they turn, how to dodge obstacles, and how to scan for oncoming cars without veering into traffic. Holwerk recalls one camper who had never ridden before. "She fell down a lot, but she did not give up, and by the third day, she was riding. She learned the rules and the drills along with the rest of the group and completed the course in a week logging dozens of miles." The course navigates the bike paths of the Louisville Metro Park system including the Cherokee Scenic Loop, the Shawnee Loop, the Waterfront Trail, and the trail in Shively at the Farnsley-Moreman Landing.

One young man in particular has made a complete transformation through the program. When we first met Terrence* (name changed to protect privacy), Holwerk says, "He was just another kid who complained a lot. This bike program has given him stamina and confidence. In other parts of his life, he has become a leader among his peers. He has excelled athletically, and he is healthier."

Terrence, now 15, began cycling in The Cabbage Patch's programs at age 12, and he was borderline obese. He has been on several of the 100-mile bike trips and also participates in the urban biking program, logging almost 600 miles with The Patch. Nearly three years later, he is one foot taller and 20 pounds lighter than he was when he began. Also since joining the biking program, he has learned to commute by bike to The Patch. Previously he would take a city bus which typically took him about an hour but now by bike, he is able to go that same distance in 20 minutes.

"It is important to teach kids in Louisville about bike safety and road rules because so many kids need to ride bikes for transportation. Once they realize how long a city bus commute with two transfers will take them, 20 minutes on a bike seems pretty reasonable," said Holwerk. "We've got kids in Louisville riding the school bus for an hour every morning. Some of them get up earlier than I do, and school doesn't start until 9 am. Having a bike is a huge time saving advantage. We want them to know how to do it safely."

The Safe Urban Biking program at The Cabbage Patch has become a favorite among the at-risk children and youth it serves. However, it is also an essential part of the effort to teach them fundamental lessons for



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a safe and healthy lifestyle. It is a win for the kids of Louisville, the city and for the bicycling community. The Patch's program is developing cyclists who will grow up following the Rules of the Road, lowering the likelihood of accidents and promoting sharing the road and safety. |||

To support this program through the donations of equipment or funding, visit cabbagepatch.org.

All photos courtesy of The Cabbage Patch Settlement House.



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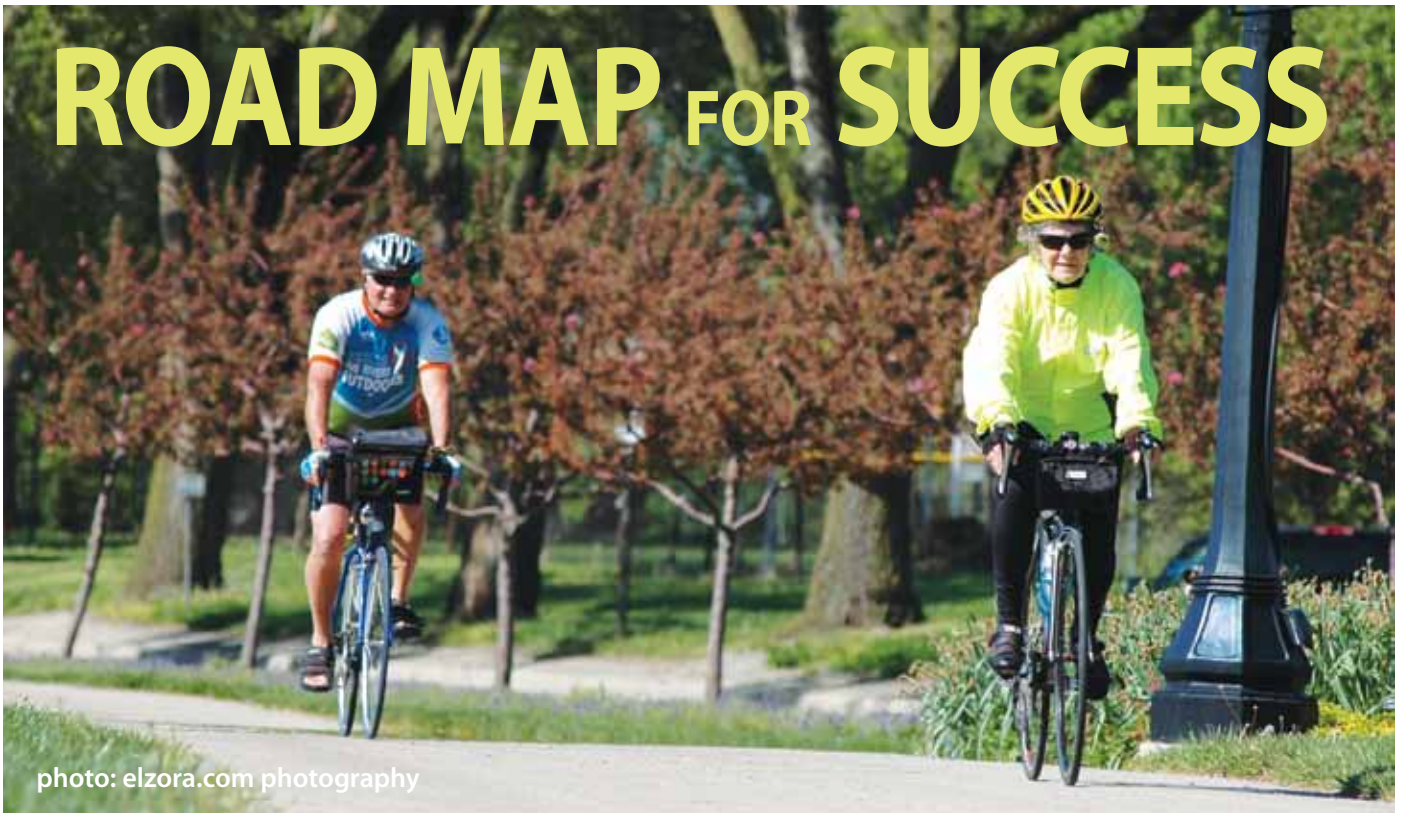


photo: elzora.com photography

THE GOAL OF THE BICYCLE Friendly America (BFA) program is to provide an effective road map for building great bicycling communities, businesses, universities and states. In building the best possible program we strive to ask the right questions, set high standards and provide options for bicycle-friendly transformation for applicants of all shapes and sizes. Since the BFC program was updated and re-launched in 2003, we have relied on the expertise of our BFA Advisory Group, partner advocacy organizations, and the applicants to offer the best possible tools for transformation. We strive to build on these relationships and create new ones.

The BFA team headed out last fall to conduct four regional BFA Strategy sessions designed to ensure that

we have the best tools to transform our country into a great place for bicycling. We brought together teams of thought leaders and bicycling experts in Charlotte, N.C.; Denver, Colo.; Portland, Ore.; and Washington, D.C. to provide input to shape the future of the program, the application process and resources, and the feedback we provide to communities, businesses, states and universities.

"These sessions were excellent for us," said Bill Nesper, BFA Program Director, "I really can't overstate the value of having an open forum for the people who use the program to share their ideas to improve the way we do business." Participants also got a lot out of the meetings. "Attending the BFA session was a valuable opportunity to better learn how we can benefit from and work with the BFA

program to expand our work and capacity in the state" commented Rachael Kefalos Bronson, Executive Director of the Palmetto Cycling Coalition. Providence Portland Medical Center's Darren Pennington added, "The sincerity of the League was very apparent in the session. Nothing but good can come from this type of outreach. It was great to get the perspectives of planners and advocates."

Armed with an abundance of great feedback from the Strategy Sessions, we are improving our programs. The Bicycle Friendly State program is undertaking significant improvements for the 2012 application. In addition to the BFA Strategy Sessions, we also sought ideas from Department of Transportation's agency staff and advocates throughout the country on how to improve

this program. The result is a shorter application with more focused questions and the elimination of the optional award program. Feedback will be improved and will be distributed much more broadly throughout the state. We are also encouraging state bicycle and pedestrian coordinators, as well as DOT heads, advocates, bicycle advisory committee chairs, elected officials and other key players to complete the application together. These partnerships are a key component of a strong application and the foundation for successful bike improvements.

The Bicycle Friendly University application, now in its second year, will be streamlined into a more comprehensive questionnaire. Condensing the application document from 94 to 73 questions will make the BFU program more accessible for a wider range of institutions of higher education.

The Bicycle Friendly Community program is also in queue to receive a facelift for 2012. We will update questions to incorporate innovative bike infrastructure concepts pioneered by the NACTO Urban Bikeway Design Guide and others and there will be a stronger emphasis on quality over quantity for bike facilities. Questions regarding connectivity and land use will also be enhanced.

All BFA programs are seeking more input and feedback and we need you. Become a local reviewer for communities, businesses, and universities in your area by visiting bikeleague.org/community to sign up. We will be in touch when communities, businesses, and universities in your area have applied for designation. |||



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ADVOCACY FOCUS

Advocates Protecting and Promoting Bicycling Around the Country

By Darren Flusche, Policy Analyst

NOW THAT THE CALENDAR HAS turned to 2012, we are looking ahead to the National Bike Summit in March and keeping our eyes squarely on the federal surface transportation re-authorization law. That law will have a tremendous impact on funding for bicycling and walking projects across the country. We are also concerned about a clause that would restrict bicycling on some roads on federal land. You can still join the 3,500 cyclists who have already signed our rights to the road petition at www.bikeleague.org/petition to oppose this clause.

It also is a good time to look back at some of the advocacy campaigns and activities we support across the country. This is just a small sample of the countless advocacy campaigns waged in recent months. They demonstrate the energy, talent, and enthusiasm that we see every day at the state, regional, and local levels.

Blue Ridge Parkway Management Plan

In December, the National Park Service asked for feedback on their 20-year park management plan for the Blue Ridge Parkway. “The Blue Ridge Parkway is not only the most popular park in the National Park Service system, it’s one of the most incredible bike rides in America,” says Champe Burnley, President of the Virginia Bicycling Federation. “Unfortunately, cycling seemed to be an afterthought in the proposed 700 page management plan.”



*Local cyclists are working to keep The Blue Ridge Parkway a great place to bike.
Photo: Bruce Wynkoop*

These plans are important, but they are not exciting reading. I bet they weren’t expecting the response they received, thanks to the determination of bicycling advocates.

The proposed plan would have limited the Parkway’s ability to sufficiently plan for biking in the future. Working with Virginia Bicycling Federation, the Adventure Cycling Association, and the International Mountain Bicycling Association, we asked the park planners to: 1) Halt the National Historic Landmark application process. The designation would make it harder to make future improvements for bicycling access, such as wider shoulders and trails. 2) Recognize and promote cycling in the management plan as a viable and important aspect of Parkway visitation. 3) Work with cyclists, the surrounding communities, and the general public to meet the needs of today’s changing world. Six hundred

cyclists sent messages through the League’s alert system.

“Based on our conversations with the National Park Service, we hope to see some exciting changes on the BRP and other federal facilities,” Burnley says.

Ben Franklin Bridge Access, Greater Philadelphia

Safe access to bridges is critical for bicyclists. The Bicycle Coalition of Greater Philadelphia has been working for years to have treacherous stairs on the Camden, N.J. side of the Ben Franklin Bridge replaced with a ramp for bicyclists and wheelchair users. We helped them get the word out about their petition and invite League members to a ride to a public meeting to push for the improvements. The League has signed on to a letter of support. “A new ramp will increase accessibility to an iconic and critical



Yup. You're seeing it correctly. This is how bicyclists currently access the Benjamin Franklin Bridge!



The Benjamin Franklin Bridge pedestrian walkway and bikeway. Photos: Bicycle Coalition of Greater Philadelphia

link between Camden and Philadelphia. A new ramp will also help improve the livability of many residents in Camden and Philadelphia who do not have access to a car or who want to walk, run or bike across the Bridge for commuting or recreation.” At press time, the Greater Philadelphia

Bicycle Coalition managed to get the DRPA Finance Committee to pay for the design of the ramp to the bridge. This makes the future construction of the ramp more likely

Livingston Avenue Railroad Bridge, Albany, NY

Bridges can have symbolic value in addition to their critical functional value. Livingston Avenue Railroad Bridge Coalition – made up of the New York Bicycling Coalition, the Parks & Trails New York and several other groups – is working hard to make sure that the bridge that gave them their name includes a replacement of an existing walkway when it is re-built. “The walkway will be a symbolic cornerstone in the foundation of a vibrant bicycle transportation network on both sides of the Hudson River,” says Brian Kehoe,

Executive Director New York Bicycling Coalition.

The Coalition hopes that this bridge will just be the beginning of progress for the region and state. “The New York Bicycling Coalition and our partners have engaged wide array of stakeholders, including business owners, government officials and the railroad corporations,” says Kehoe. “We believe the victory in this campaign could spur pro-bicycle investments around the state.” Visit the New York Bicycling Coalition to get involved: www.nybc.net/advocacy/livingston-avenue-railroad-bridge-coalition-2.

Houston Action 2020

Houston, Texas is not yet known for its bicycle-friendliness. A group of nearly 60 advocates, agency staff, and elected officials are aiming to change that. A full room of people interested in dedicating more transportation



Livingston Avenue Railroad Bridge. Photo: Sebastien Barre

funds to bicycling and walking met in Houston on Friday for an Advocacy Advance Action 2020 Workshop. Participants representing 41 different organizations, departments, and jurisdictions came together to get to know each other, learn about federal funding sources, get tips for integrating biking and walking into transportation planning, hear from a key note panel, and set goals to increase active transportation funding in the Houston region. "The Action 2020 Workshop delivered in many ways," said BikeHouston board member Paul SoRelle. "Not only did participants learn about the multiple areas of federal funding, but also learned ways to make bicycles an integral part of planning and maintenance as well as a major input into all decision-making."

Getting the right people in the room is critical for a constructive and successful session. "The diverse mix of local elected officials, agency representatives, and general advocates really gave this workshop a realistic perspective as to how we can increase and promote biking and walking in our localities and region," said Chelsea Young, the new Pedestrian-Bicyclist Coordinator at Houston-Galveston Area Council (H-GAC).

Hartford, CT Action 2020

More than 50 Connecticut advocates and officials from every single county in the state turned out for a successful Action 2020 Workshop in Hartford, Conn., in December. "The workshop provided excellent resources, and most importantly, empowered the attendees to take action to improve the funding picture," Sandy Fry, CRCOG Principal Transportation Planner, said. "There will be new efforts and initiatives as a result of this workshop and with the broad cross section of attendees, the efforts have a very good chance for success." The afternoon was dedicated to establishing local priorities. Participants identified funding strategies for bike/ped improvements and mapped out next steps for implementing them. Ranked at the top of the list by the groups were using Section 402 funds to adopt a bike/ped education curriculum in public schools and STP funds to install bicycle lanes as part of restriping projects.

Action 2020 workshops are part of the Advocacy Advance program, a partnership between the League of American Bicyclists and the Alliance for Biking & Walking. |||

For more information, visit www.advocacyadvance.org/trainings.

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The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 510, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

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NEW DESIGNS = NEW THINKING



NYC Transportation Commissioner Janette Sadik-Kahn and Congressman Earl Blumenhauer (D-OR) announced the release of the print version of the *NACTO Urban Bikeway Design Guide* in October, 2011.

Innovative New Designs for Bicycling Infrastructure Can Make Your Ride Safer and More Enjoyable

lane is five feet wide, colored green, and protected from motor vehicles by parked cars and bollards.

Over the course of the next few weeks, we're going to be asking for your help to determine how best to teach people to ride safely in these environments – and we'll also be looking for your input into how we can ensure these new and innovative facilities improve the safety, comfort and convenience of cyclists. We have probably all seen designs that are half-baked, stop and start without warning, and leave you to fend for yourselves at difficult intersections: we want to make sure we recommend and support bicycling infrastructure that is safe and convenient for all users.

In the January edition of the *Institute of Transportation Engineers Journal*, the League signed on to a letter supporting the development of cycle tracks and other “innovative” cycling infrastructure. We recognize that cities are building this stuff, people like it, they ride more when it's there, and they want more. We have a responsibility to teach people how to use it AND make sure it's good quality infrastructure.

Please check bikeleague.org and future editions of the *American Bicyclist Update* for opportunities to help. |||

BICYCLE RIDERSHIP IS RISING fast in cities across the nation, and one of the reasons cited for the increase is a new generation of bicycling infrastructure: cycle tracks, protected or buffered bike lanes, bike boxes, colored bike lanes and bicycle signals. New York, San Francisco, Chicago, and Portland are leading the charge, as you might expect, but more surprising cities such as Salt Lake City, Long Beach, Philadelphia and Baltimore aren't very far behind.

The National Association of City Transportation Officials (NACTO) recently published an *Urban Bikeway Design Guide* that provides a wealth of detailed technical information on how to implement these “innovative facilities” along with detailed case studies and evaluations of how they work. This popular on-line guide provides much more current and detailed guidance than the 1999

Guide for the Development of Bicycle Facilities published by the American Association of State Highway and Transportation Officials (AASHTO); and the AASHTO Guide itself is being dramatically improved and updated later this year.

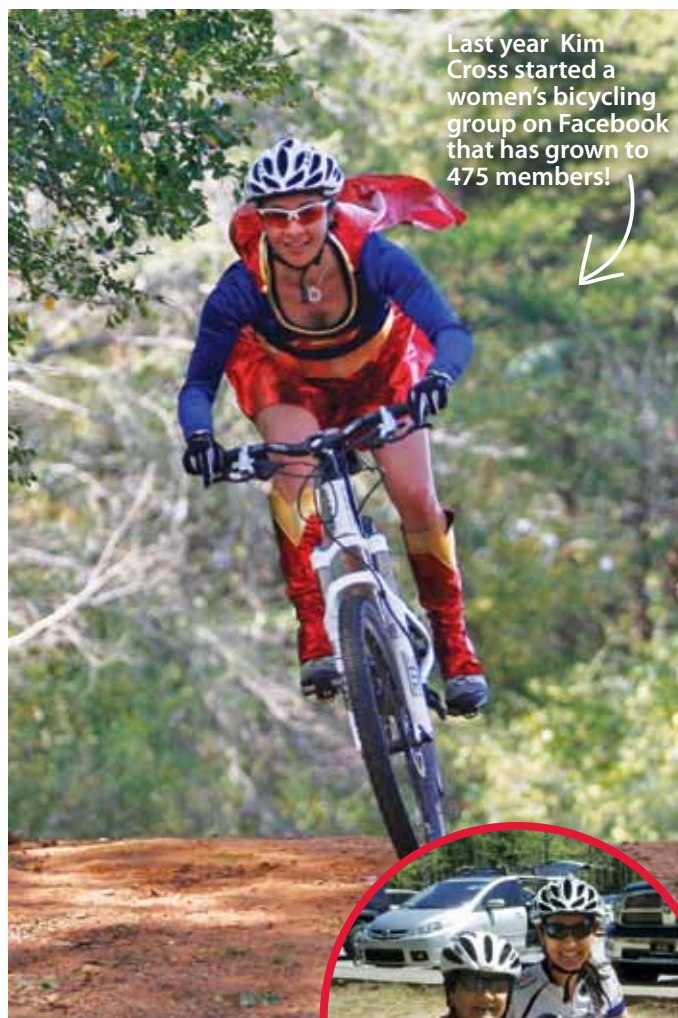
With all this new information and enthusiasm for new cycling infrastructure comes the need for a re-think of how we teach cyclists to ride on streets with these new facilities. The principles of vehicular cycling, which remain core to our Smart Cycling education program and are essential on streets without dedicated bicyclist infrastructure, may need to be applied differently in the context of a two-way cycle track or a buffered bike lane. “Keeping up with traffic” takes on a different connotation when your fellow travelers are cyclists, pedestrians, runners, and dog-walkers on a shared use path, and “taking the lane” is a different concept if that

MAGIC CITY CYCLE CHIX

find your mojo

KIM CROSS, FOUNDER OF MAGIC CITY CYCLE CHIX (MC3) – a Birmingham, Ala. group of like-minded, bike-minded gals who love cycling – didn't have any women to ride with. Cross was a nationally competitive waterskier, and started mountain biking with her husband a few years ago. Cross assumed she could easily pick up the sport since she was athletic but that just wasn't the case. "For two years I didn't ride without crying," said Cross. Then everything changed for her when she attended a free women's mountain biking clinic in Waco, Texas. The skills clinic taught relevant mountain biking skills first and then took the students to the trail. "I had an Aha! moment! Women learn and ride differently than men, so I thought, 'why can't we do this (bike clinic) in Birmingham?'" said Cross.

Last year Cross held a successful two-day blowout mountain biking camp, and decided to start a group that would get more women riding (and so she would have more women to ride with too). Cross' Magic City Cycle Chix Facebook group started only a year ago and already has 475 members. They welcome anyone with the XX chromosome and two wheels of any sort. The group is private to make women feel safe and comfortable about their discussions and posts, and you have to ask to join. In MC3, women are encouraged to participate in the conversation, share rides and posts, and ask questions they would be embarrassed to ask men about cycling.



Last year Kim Cross started a women's bicycling group on Facebook that has grown to 475 members!

Above: Kim Cross on a recent Halloween BamaCross race. Cross' 4-year-old son chose her Superwoman costume.
Inset: Kim Cross and her mom, Joyce.



"MC3 has kinda changed my life ... I see women go from being scared of mountain biking to finding their mojo," said Cross. Cross' mom lives in Florida and had the OMG moment too. "My mom is 71, and she picked up mountain biking at 70 after she attended one of MC3's clinics. She loves it." Like mother, like daughter, Cross' mom also started her own bike group. It's named Trail Bike Girls (it's on Facebook) and has five members. "I think it is so cool! She proves that mountain biking doesn't have to be an extreme sport." |||

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