



# AMERICAN BICYCLIST

THE MAGAZINE OF THE LEAGUE OF AMERICAN BICYCLISTS • FALL 2018 ISSUE



THE BICYCLE FRIENDLY BUSINESS PROGRAM **TURNS 10** • BIENNIAL **MEMBER SURVEY RESULTS**  
NATIONAL **PASSING LAW REPORT** • ROBUST TOOLS FOR **BIKE ADVOCACY** • AND PLENTY **MORE**



# #GIVINGTUESDAY<sup>TM</sup> IS NOVEMBER 27!

## DOUBLE YOUR IMPACT on #GivingTuesday!

Launched just six years ago, #GivingTuesday has grown to become a worldwide catalyst for good.

Last year alone, generous donors gave more than \$300 million to charity on #GivingTuesday — a 55 percent increase over 2016! For the League, #GivingTuesday 2017 was our greatest showing yet.

And this year, *all donations made on #GivingTuesday will be matched dollar for dollar!*

**Make your voice heard—  
Ride with The League on  
#GivingTuesday.**

**DONATE ONLINE NOVEMBER 27 FOR  
#GIVINGTUESDAY AT BIKELEAGUE.ORG/GIVE**

## TABLE OF CONTENTS AMERICAN BICYCLIST • FALL 2018

- 2 Viewpoint: *Shifting the* Cycling Movement to Accelerate Progress**  
*By Executive Director Bill Nesper*
- 5 Enjoy the Ride: New League Board Member Karin Weisburgh Finds Bike Safety Is Her Life's Calling** *By Carly Adams*
- 6 Summer 2018: Clubs & Individuals Honor Roll**
- 7 43,000 Cyclists Joined. 20 Million Miles Pedaled. Challenge Accepted.**  
*By Christian Lampe*
- 8 You Spoke. We Listened. Highlights of the 2018 Membership Survey**  
*By Kevin Dekkinga*
- 24 Advocacy in Action: New Congress, New Transportation Bill?**  
*By Caron Whitaker*
- 27 Club Hub: Celebrating 50 Years of the Baltimore Cycling Club**  
*By Alice Smith*
- 30 Education: Network of League Cycling Instructors Tops 6,000**  
*By Alison Dewey*
- 36 Thanks to Our 2018 Corporate Sponsors**

### **10** Turning 10: The Bicycle Friendly Business Program Comes of Age

From breweries to churches, the Bicycle Friendly Business Program celebrates its first decade and honors 1,250 companies that get people to pedal.  
*By Amelia Neptune.*

### **14** Making the Ascent: America's Diverse Cities, Towns Make a United Climb toward Bicycle Friendly Community Status

The League's Bicycle Friendly Community Program shares the map used by some of its recognized towns and cities to climb their way to higher award levels.  
*By Amelia Neptune.*

### **18** University of Kentucky Takes Gold: A Bicycle Friendly University Case Study

Sometimes you have to see how someone else has done something to achieve it yourself. Witness the creative investments and programs of the University of Kentucky, which cranked its way from Bicycle Friendly University Honorable Mention to Gold.  
*By Amelia Neptune.*

### **22** New Focus Aims to Boost Momentum of States

The League doubles down to advocate for five key actions that states must take to become more bicycle friendly. Add your voice with these tear-off talking points.  
*By Ken McLeod.*

### **28** Safe-Passing Laws: Elevating Cyclists' Safety, One State at a Time

Learn the latest about America's passing laws from the League's first white paper in a research series on critical bike issues.  
*By Ken McLeod.*

**Cover:** University of Kentucky's Wildcat Wheels Bicycle Library celebrated its 10-year anniversary in 2014 with a student employee reunion. UK climbed to Gold Bicycle Friendly University status in 2018. *Photo by David Stephenson, courtesy of University of Kentucky.*


**Executive Editor:**  
Kristin Clarke, CAE  
Clarke Association Content

**Design & Layout:**  
Paul Halupka



**GO IN-DEPTH with MORE**

[BIKELEAGUE.ORG/FALL18MAG](http://BIKELEAGUE.ORG/FALL18MAG)

This symbol  means there's more online at [bikeleague.org/fall18mag](http://bikeleague.org/fall18mag) — it's your one-stop shop for all relevant web links to our extended content.



## VIEWPOINT

# SHIFTING THE BICYCLING MOVEMENT TO ACCELERATE PROGRESS

BY BILL NESPER

The League is celebrating an important birthday this month—our Bicycle Friendly Business Program is now 10 years old! I congratulate each of the 1,250 BFBs spread across every state, as well as the stellar Bicycle Friendly America Director Amelia Neptune, who oversees this program.

As the BFB Program enters the “preteen” years, it has emerged as a wonderful example of how the League leverages its history and traditions to drive transportation change in today’s world. But while we acknowledge this progress, we must pedal harder and smarter, and build a bigger team if we want to create a Bicycle Friendly America for everyone in our lifetimes.

One way is to become more inclusive than ever, and the League is working on this as it crafts its next strategic

plan and incorporates takeaways from the 2018 membership survey results (page 8). We are a bicycling organization filled with active riders, but we also represent anyone who gets on a bike or wants to ride (even if they don’t know it yet). Our vision is a nation where everyone recognizes and enjoys the many benefits and opportunities of bicycling, even if they aren’t bicyclists. The only way to create lasting change as a national movement is to broaden our base and position our work as a solution to other shared ends.

The kind of change we seek affects a much wider range of stakeholders, from health



Photo: Brian Palmer

agencies to community activists who do not even think of themselves as *bike advocates* but who share our same vision of healthy, livable, sustainable communities.

**THE ONLY WAY TO  
CREATE LASTING  
CHANGE AS A  
NATIONAL MOVEMENT  
IS TO BROADEN OUR  
BASE AND GROUND  
OUR WORK AS A  
SOLUTION TO OTHER  
SHARED ENDS.**

That’s why the theme for the 2019 National Bike Summit is SHIFT. It’s a powerful word, both a noun and action verb of change. We, the bicycling movement, must embrace both. We must shift our route—though not our core mission—to pick up new participants along the way. By doing so, we ensure not only a louder voting block with which to further influence decision-makers, but also

a more-robust mixture of ideas and voices to drive us forward.

The League is leading this change. We have a great reach and a great platform; it’s time to SHIFT into a higher gear and use them. From our macro view of the past and current national landscape, we will be advocating on Capitol Hill, yes, but all to

support the change and change makers on the ground locally.

Thinking back to 2008 when the BFB Program was just an idea, I am astonished at how much a League award to a small local brewery can transform that business’s entire culture, even its community. We want to continue identifying and helping organizations and people who are already local leaders but who may not consider themselves bicycling leaders, and yet they also can talk about bikes as a means to the end we’re all after—healthier, better-connected, more-vibrant communities.

With 800 bike clubs; 1,250 BFBs; 6,000 League Cycling Instructors and 100,000-plus individuals on our outreach lists—many of you committed local change makers—the League is getting ready to shift the bicycling movement into a faster, more agile and inclusive force of change in 2019. Ride with us! 🚲



Photo: Carly Adams



## THE LEAGUE CONGRATULATES FIVE “PIONEER” BFBs

Of the original 13 companies that won Bicycle Friendly Business awards in 2008, five remain current award designees (BFBs must renew their status every four years to maintain standing).

The League thanks and recognizes these outstanding models that show the profound difference a bike-friendly workplace can make to their employees, customers and communities.

### LANDRY’S BICYCLES Natick, MA

Bicycle Shop | 50 employees

**Original Award:** Gold | **Currently:** Platinum



Photo courtesy of Landry's Bicycles

### ALTA PLANNING + DESIGN Portland, OR Office

Architecture / Planning / Design | 41 employees

**Original Award:** Gold | **Currently:** Platinum

### URBAN ADVENTOURS Boston, MA

Bicycle Shop | 8 employees

**Original Award:** Bronze | **Currently:** Platinum

### WHATCOM COUNCIL OF GOVERNMENTS Bellingham, WA

Government Agency | 11 employees

**Original Award:** Bronze | **Currently:** Silver

### SANTA CRUZ BEACH BOARDWALK Santa Cruz, CA

Hospitality / Food / Retail | 200 employees

**Original Award:** Bronze | **Currently:** Bronze

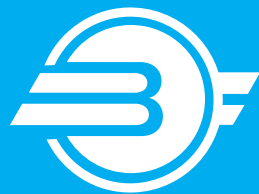


**Be Seen. Get the Green.**

Join our campaign to raise awareness about the benefits of life-saving bicycle detection technology – visit the link below to learn how to participate.

[iteris.com/beseen](https://iteris.com/beseen)

**iteris®**



**BIKEFLIGHTS**

PROUDLY SHIPPING BIKES  
FOR THE LEAGUE OF AMERICAN BICYCLISTS  
SINCE 2009

[BIKEFLIGHTS.COM](https://bikeflights.com)



# ENJOY THE RIDE

**NEW LEAGUE BOARD  
MEMBER KARIN  
WEISBURGH FINDS  
BIKE SAFETY IS HER  
LIFE'S CALLING**

*By Carly Adams*

An avid cyclist and longtime supporter of the League of American Bicyclists, Karin Weisburgh joined the League Board of Directors earlier this year in a quest to help others “enjoy the ride” and to support a safe, Bicycle Friendly America for everyone.

While growing up in New York, Weisburgh spent summer days biking her neighborhood with friends. The freedom she discovered on her bicycle planted what would blossom into a lifelong love of cycling.

“I love biking for the fun of biking, being outdoors and getting exercise,” says Weisburgh.

As an adult, she carried that passion into her workplace, actively engaging coworkers in healthy modes of transportation through bike-to-work events.

“It is important for people to commute by bike instead of blindly getting into a car because of the health and environmental benefits it provides,” Weisburgh notes.

Now retired, she not only advocates for alternative transportation, but also lives by example, having sold her car and committed to full-time bicycle transportation. Commuting solely by bicycle can be challenging, so Weisburgh has shared her advice with others via a short book, *Handbook on How to Commute by Bike and Ditch the Car*. In this



*New League board member Karin Weisburgh teaches bike safety between her travels to such places as the Finger Lakes of New York and Burgundy, France.*

practical guide, Weisburgh focuses on safety—one of the main challenges cyclists face every time they ride.

Her commitment to advancing bicycle safety education led her to become a League Cycling Instructor in 2015, and Weisburgh now teaches bike safety to children in New York. Her hope is to “improve safety awareness” at the local and state levels, a goal she aims to achieve through her service on the League Board of Directors.

Weisburgh cherishes time spent cycling around the world with her husband. Most recently, their bike touring excursions have taken them to France, Uruguay and Argentina.

Weisburgh claims she is “retired,” but anyone can see that while “enjoying the ride,” she continues her lifelong work to help others experience the joy of cycling. 🚴

---

*Carly Adams is a communications intern at the League ([Carly@bikeleague.org](mailto:Carly@bikeleague.org)).*





## CLUBS & INDIVIDUALS HONOR ROLL

THANK YOU! IT'S FOLKS LIKE YOU WHO KEEP US ROLLING.

The League of American Bicyclists sends a big, heartfelt thanks to the individuals, clubs, and organizations that keep the League pedaling month after month.

### SUMMER 2018 DONORS

#### \$2,500+

Baltimore Bicycling Club

#### \$1,000-\$2,499

Blackhawk Bicycle and Ski Club  
Doug Davis  
Charles Denney  
Robert Dickinson  
Linda Eaton  
Jon Graff  
Hunt-Raymond Family  
Eva Markiewicz  
Bill O'Grady  
Roger Pierce  
Walter Seifert  
Cathy Switzer  
Mark Thomas  
David Webb

#### \$500-\$999

Bonneville Cycling Club  
Evanston Bicycle Club  
Evansville Bicycle Club  
KT Cycling Club  
PATH Peoples Advocacy For Trails Hawaii  
Silver Wheels Cycling Club  
Brian Frank  
Edward Gent  
Mitchel Godat  
Michael Hastings  
Lloyd Humphrey  
Edward Kleinbard  
Veronica Massey  
Rowland Mayor  
Michael Payne  
Bryan Payne  
Thomas Prager  
Col. (IL) Jennifer N. Pritzker  
Alan Severn  
Claire Thom  
Sid Voss  
Robert Ward  
Melissa Whitfield

To renew your support,  
visit [bikeleague.org/renew](http://bikeleague.org/renew).

# 43,000 CYCLISTS JOINED. 20 MILLION MILES PEDALED. CHALLENGE ACCEPTED.

By Christian Lampe

Nearly 43,200 people climbed onto their bikes to take an astonishing 1.8 million rides as part of the 2018 National Bike Challenge, sponsored by the League of American Bicyclists.

Participants—6,620 of whom identified themselves as “new riders”—cycled just under 21 million miles during the May-to-September event.

Albert Brian Brown of Ohio was one of the veteran pedalers. “I have immensely enjoyed the National Bike Challenge 2018,” he says. “This is my fifth consecutive [Challenge]. I ... have not missed any days throughout the entire event!”

Nancy Elton Nix took a regular Saturday morning ride and encouraged friends to take part, too. “I have ridden my bike each day for the past 153 days,” she noted near the end of the challenge.

Their careful tracking and pride of purpose were echoed by many other individuals, companies and families who used the challenge to achieve different goals ranging from weight loss to family time to improved health. Some participants dug out their old bikes from the garage and aimed to make it around the neighborhood; others geared up to ride hundreds of miles.

“I congratulate all of the participants,” says League Executive Director Bill Nesper. “The main goal of the National Bike Challenge is to get as many people riding bikes as possible, and it’s wonderful to see how this event motivates people to embrace all of the positive aspects of cycling. The League is proud to be longtime supporters—along with 3M and founder Kimberly-Clark—of a fun, friendly initiative that helps riders turn cycling into a healthy habit one mile and one day at a time.”

Photos: Maya Headley,  
Nubian Dortelus,  
Mantha McFarland,  
Narinder Williams and  
Roger Mellon.



### National Bike Challenge 2018

**6,620 riders joined as  
first-time bicyclists**

The Challenge is now over, but individuals, communities, clubs and organizations can continue to log rides and follow their progress until the 2019 National Bike Challenge. Registration at [nationalbikechallenge.com](http://nationalbikechallenge.com) is free to individuals; organizations pay a small registration charge.

Christian Lampe ([Christian@lovetoride.net](mailto:Christian@lovetoride.net)) is National Bike Challenge coordinator through Love to Ride, which manages the League's event.





# YOU SPOKE. WE LISTENED.

## HIGHLIGHTS OF THE 2018 MEMBERSHIP SURVEY

BY KEVIN  
DEKKINGA

Every two years, the League of American Bicyclists polls its membership to help it paint a better picture of members and supporters, e.g., benefits they most value, opinions on policy positions and thoughts on League programming and priorities, as well as demographic data.

The League wants to track how all of these benchmarks change over time, but perhaps the single most important question for its Membership Program is, “Why are our members, members?”

You have responded loud and clear: You support the League primarily to support its federal advocacy efforts and impactful programming in your community. As a member-based advocacy organization, members are the lifeblood of the League’s work. The larger its membership, the more valued its advocacy on Capitol Hill becomes and the wider its reach on national legislative issues.

In 2018, the League has doubled down on its federal advocacy work, because in today’s changing political climate, you value a strong and resolute voice for bicycling.

In addition to the survey results on these two pages, the League has scattered findings from the membership survey into relevant articles across this issue of *American Bicyclist*. Get to know your fellow members and see what matters most to the folks who make the League what it is. 🚲

### FEELING THE LOVE

**90%** OF LEAGUE MEMBERS  
ARE “VERY” OR “EXTREMELY” LIKELY  
TO RENEW THEIR MEMBERSHIPS

### YOUR 5 FAVORITE LEAGUE PROGRAMS

**FEDERAL ADVOCACY**  
**SMART CYCLING**  
**& BIKE EDUCATION**  
**BICYCLE FRIENDLY COMMUNITY**  
**POLICY DEVELOPMENT**  
**BICYCLE FRIENDLY STATE**



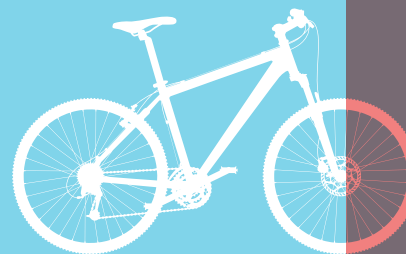
“THE LEAGUE SENDS A MASSIVE **THANK YOU** TO THE  
3,400 MEMBERS AND SUPPORTERS WHO TOOK TIME TO PROVIDE US  
WITH IMPORTANT FEEDBACK VIA THE 2018 MEMBERSHIP SURVEY.”

— Kevin Dekkinga, Director of Membership and Development

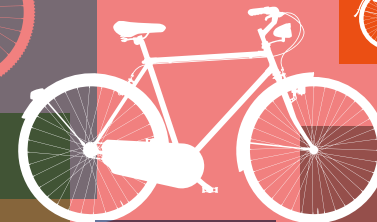
## HOW OUR MEMBERS LIKE TO RIDE

MEMBERS CHOSE “ALL THAT APPLY”

**84%**  
Recreational /  
Fitness



**70%**  
Errands /  
Commuting



**17%**  
Family  
Biking



**8%**  
Competitive



**25%**  
Bike Touring



**10%**  
Bike Share



**23%**  
Mountain  
Biking



### TOP 5 REASONS WHY OUR MEMBERS ARE MEMBERS

**5**

You love receiving bike magazine perks like *Bicycling* & *American Bicyclist*.



You believe the League’s Smart Cycling Program develops safe, confident riders.

**4**

**3**

You believe that the League simply makes biking better.



You believe it’s crucial to support the League’s programming.

**2**

**1**

You know the League’s federal advocacy and policy work protect your rights as a cyclist.



### TOP 5 MOST IMPORTANT FUNDING & POLICY PRIORITIES

**5**

Promoting federal and state laws that encourage bicycling.



Maintaining and expanding federal funding for bicycling projects.

**4**



**3**

Promoting bicycle-friendly federal policies.

Improving legal protections and enforcement for bicyclists.

**2**



**1**

Working with state governments on bicycling projects and policies.



# TURNING 10

## THE BICYCLE FRIENDLY BUSINESS PROGRAM COMES OF AGE

BY AMELIA NEPTUNE

From 13 awardees in year one to 1,250 awardees in year 10, Bicycle Friendly Business awards have inspired businesses to adopt bicycling as a key corporate solution—and a core value.

In 2018, the League is celebrating 10 years since the launch of the Bicycle Friendly Business program. This milestone anniversary marks not only a full decade of growth, but also the successes by thousands of employers and destinations across America who have embraced bicycling as a serious business solution.

We've heard from BFB applicants that becoming bicycle-friendly has undeniably transformed their workplaces—improving employee morale and health, increasing productivity, and making plain-and-simple economic sense for business owners.

Small efforts such as weekly lunchtime staff rides, a paper wall chart to recognize bike commuters' daily

trips, or a basic bike repair toolkit for the office are often how employers get started.

But most BFB applicants don't stop at minor actions. After witnessing benefits of a bike-friendly workplace and receiving national recognition for their initiatives, renewal applicants often report stepped-up investments, including installing showers and lockers, forming employee bike clubs, establishing cash incentives for bike commuters, and even moving office locations to become more accessible by bike. As a result, the payoff grows.

"The mental and physical health of team members improves when commuting by bicycle is made easy and accessible," reports the 10,000-employee headquarters of Target Corporation in its 2018



### OCTOBER 2008 BFB Program launches

Applications: 20  
Winners: 13  
(4 Gold, 3 Silver, 6 Bronze)

100  
BFBs



2011

**National Public Radio (NPR) wins Bronze** (Washington, DC, 800 employees, now Gold). NPR has been a staple BFB Mobile Workshop for National Bike Summit attendees from 2016 to 2018.

500  
BFBs

2015

**Architect of the Capitol** (Wash., DC, 2,300 employees, Bronze), which maintains facilities for 40,000 federal workers for Congress and the U.S. Supreme Court, is awarded.



1,000  
BFBs

2017

**Every state now has at least one BFB**, thanks to the addition of Hawaii's National Weather Service Honolulu and Central Pacific Hurricane Center (37 employees, Bronze).

1,250  
BFBs

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

APRIL 2009

**First Platinum awards given:** Bike Gallery (Portland, Ore., 125 employees), and New Belgium Brewing Company (Fort Collins, Colo., 410 employees). Thirty breweries across the U.S. are BFBs; breweries are among the BFB Program's fastest-growing sectors.



Photo: New Belgium Brewing Company.

**First Fortune 500 company becomes a BFB:** Flour (Greenville, SC, 2,200 employees, Bronze). Today, 40 Fortune 500 headquarters or subsidiaries are BFBs.

2012

**National Bike Challenge launches** after League staff are inspired by the BFB application of Kimberly-Clark Corporation (Neenah, Wis., 3,600 employees, Gold). What started as an internal staff bike challenge on a dry-erase board has grown to a national online platform engaging tens of thousands of riders every summer for the last six years.



2014

**First two Fortune 500 companies reach Platinum.** Facebook headquarters (Menlo Park, Calif., 5,300 employees) climbs from Gold to Platinum, while Target Corp. headquarters (Minneapolis, Minn., 10,000 employees) receives Platinum, the first Fortune 100 company to achieve such a high award in one try!



FEBRUARY 2018

**First Super Bowl held at a BFB,** U.S. Bank Stadium (Minneapolis, Minn., 73 employees, Bronze).

U.S. Bank Stadium photo by Tiffany Rose Studios, courtesy of Mortenson Construction and Meet Minneapolis

OCTOBER 2018

**BFB program celebrates its 10-year anniversary** with 87 applications submitted in the Fall round. Awards will be announced in December.



**The BFB Program is financially supported in part by Dero, a Platinum BFB bike parking manufacturer with 44 employees in Minneapolis, Minn.**

“Dero is proud to sponsor the Bicycle Friendly Business program, which helped guide us to attain Platinum status,” says Bri Whitcraft, director of marketing and product development. “We personally know that when workplaces support bicycling, employers and employees benefit in so many ways—happiness, health and a smaller footprint on our planet. And beyond the bike parking and showers, this program stresses businesses to be active advocates for better bicycling, so everyone in their communities can bike safely on their streets.”



Photo courtesy of Dero

renewal application. “Overall impact to the environment is improved by taking cars off the road for commuters. Our partnership with Bicycle Alliance of Minnesota gives us connections to our city, community and other bicycle-friendly businesses in the Twin Cities. Being a Bicycle Friendly Business is also a positive recruitment tool, since studies show more and more people are trading automobile ownership for public transportation and bicycle transportation.”

For mid-size to large organizations with multiple offices, one choice is to work toward BFB status for all of their sites. Alta Planning + Design—one of five “Pioneer” BFBs that has held a BFB award since the program’s inception—now has 13 BFB award-winning offices nationwide that range from Bronze to Platinum.

Another Pioneer BFB, New Belgium Brewing Company in Fort Collins, Colo., is the League’s longest-standing Platinum, and its Asheville location received an impressive Platinum on its first try this summer. Yet another high achiever—Target headquarters in Minneapolis—received Platinum on its first application to the program in 2014—the first Fortune 100 company to obtain the BFB Program’s peak award with its first attempt.

For 10 years, the League has been inspired by BFB stories, often sharing these tales of the climb to higher award levels publicly on its blog ([read more at bikeleague.org/fall18mag](https://www.bikeleague.org/fall18mag)). The route chosen varies, but the commonality of each leg of the how-and-why journey is the power of the humble bicycle as a vital business solution.

“We’ve also been blown away by the range of ‘businesses’ that have come to the BFB Program to seek recognition and guidance,” says League Executive Director Bill Nesper. “The list of 1,250 current BFBs includes not just the expected bike shops and progressive tech companies, but also elementary schools, bakeries, churches, zoos, city halls, police departments, museums, barber shops, daycares, federal agencies, urban condo buildings, suburban office parks and even a volunteer-run community garden. There’s a lot to celebrate from 10 years of diverse growth, and we continue to receive hundreds of new applications annually.”

With ever-increasing healthcare costs, a strong national sentiment to encourage more livable communities, and an increasing corporate desire to find meaningful connections for workers and customers, the League anticipates accelerated expansion of the BFB Program and continued enthusiasm among winners to climb ever higher in the award levels.

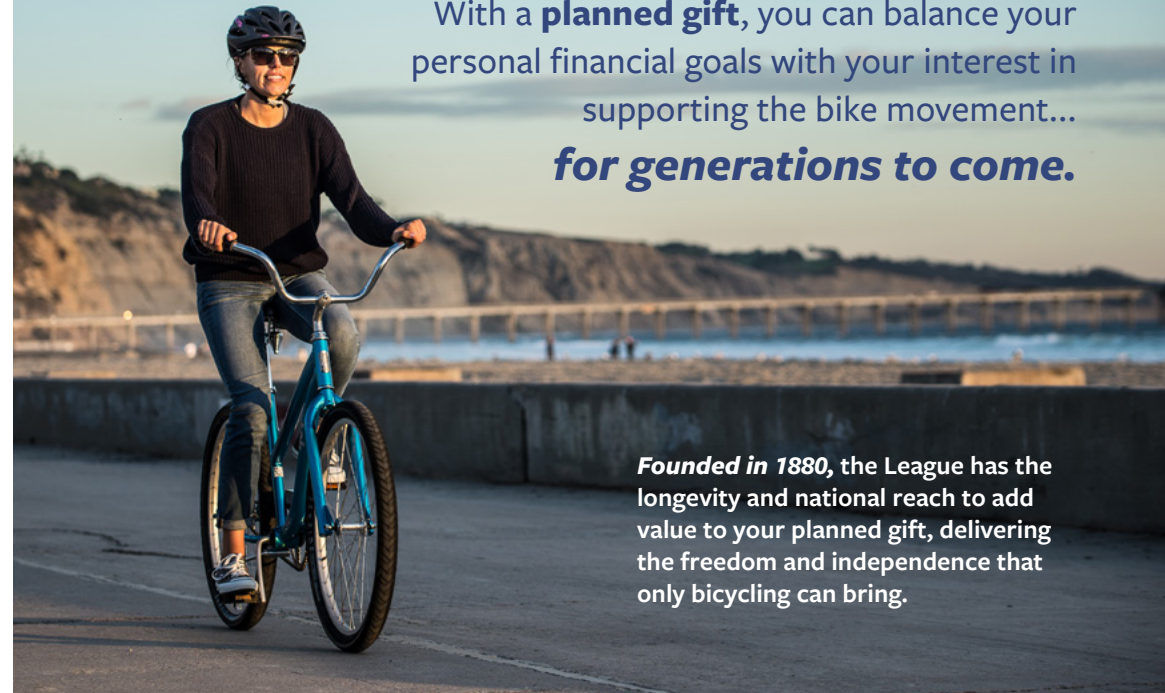
“The sky’s the limit when it comes to creative incentives, approaches and techniques developed by businesses determined to transform their workplaces,” Nesper says. “And the League stands ready with a virtual ‘support vehicle’ of tools and expertise to help them reach the summit.” To learn more about how your workplace can become bike friendly, visit [bikeleague.org/business](https://bikeleague.org/business).

Amelia Neptune ([Amelia@bikeleague.org](mailto:Amelia@bikeleague.org)) is director of the Bicycle Friendly America Program, which includes the Bicycle Friendly Business Program.

# SUPPORT THE LEAGUE OF AMERICAN BICYCLISTS THROUGH PLANNED GIVING

Many of our members express their commitment to **our long-term sustainability** by naming the League in their wills or trusts.

With a **planned gift**, you can balance your personal financial goals with your interest in supporting the bike movement...  
***for generations to come.***



***Founded in 1880***, the League has the longevity and national reach to add value to your planned gift, delivering the freedom and independence that only bicycling can bring.



**Reach out today** to learn how your estate can help further the League’s mission—and **build a prosperous future for American bicycling.**

Contact **Kevin Dekkinga**  
Director of Membership and Development  
[Kevin@bikeleague.org](mailto:Kevin@bikeleague.org) | 202.621.5449



# MAKING THE ASCENT

## AMERICA'S DIVERSE CITIES, TOWNS MAKE A UNITED CLIMB TOWARD BICYCLE FRIENDLY COMMUNITY STATUS

BY AMELIA NEPTUNE

A little-known fact about the Bicycle Friendly Community program is that the vast majority of first-time applicants do not receive an award on their first try. In fact, many communities apply to the program several times before earning a Bronze or higher award level.

But central to the BFC program's philosophy is the idea that every community—whether it's currently Platinum or Honorable Mention, whether it has 588 residents (Jekyll Island, Ga.) or 8 million (New York, NY)—has room to improve and crest the next hill to a new award level or even conquer a mountain to jump multiple award levels at once.

The BFC application and review process provides a blueprint for these improvements across the comprehensive framework of the “5 E’s” (Engineering, Education, Encouragement, Enforcement, Evaluation and Planning).

More specifically, the BFC review process includes collecting data points from a robust menu of actionable options on the award application, as well

as analyzing public-input surveys that capture the experiences of advocates and everyday bicyclists riding on local roads. From data and firsthand accounts, the League takes a hard look at the actions, policies, plans and outcomes that affect how a community feels to anyone who bikes or wants to bike, regardless of their age or ability.

This year, the League is celebrating Bicycle Friendly Communities that have recently moved up since their last application—an achievement made by fewer than 40 percent of returning BFC applicants. Some of these “climbing communities” have progressed steadily in the past decade; others have used more-recent BFC applications and feedback to inspire rapid change. 🌍

*Amelia Neptune (Amelia@bikeleague.org) is director of the League's Bicycle Friendly America Program, which includes the Bicycle Friendly Community Program. You can find a full list of BFCs at [bikeleague.org/bfa/awards](http://bikeleague.org/bfa/awards).*

### Orem, Utah (Honorable Mention >> Bronze, pop. 97,499)

“Our community will see huge cycling and pedestrian benefits with the 10.6-mile Bus Rapid Transit project that will connect Orem's main commuter rail station to Utah Valley University, University Place, Brigham Young University, Provo downtown and Provo's commuter rail station. The BRT system includes bike racks near each station, and bikes are allowed in buses.”

### Washington, DC (Silver >> Gold, pop. 693,972)

“The city's investment in bicycling has been producing an increase in riders and a consequent greater awareness of cycling as a serious means of transportation. Together with transit and the city's popular Capital Bikeshare and new dockless bikesharing, residents have options to driving.... The bicycle-to-work mode share has been steadily increasing from about 1 percent in 2000 to 3 percent in 2010 to over 4.5 percent in 2016.... The city also teaches bicycle education to all second-grade students.”



## STATUS UPDATES

Below we recognize the climbing communities who reached their latest peak in spring 2018, as well as—in their own words—samples of some of the paths taken to attain it. Look for the next set of these achievers later this year after fall awards are announced. The League congratulates the following special achievers:

### No Designation >> Bronze

Gulf Shores, AL  
Wilmette, IL  
Jackson, MN

### Honorable Mention >> Bronze

Rogers, AZ; San Diego, CA; Highland Park, IL; Springfield, IL; Wake Forest, NC; Orem, UT

### Bronze >> Silver

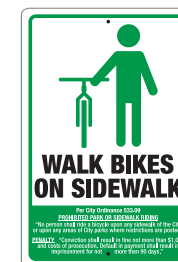
South Bend, IN; Tallahassee, FL; Las Vegas, NV; York, PA; West Sacramento, CA

### Silver >> Gold

Washington, DC  
The Villages, FL

### York, Pa. (Bronze >> Silver, pop. 43,859)

“While planning a Bike to Work Week event in 2011, city staff became aware of the BFC program. Since our participation in 2014, the BFC program has become the fundamental platform for York to continue our Bicycle Friendly Community efforts.... Per the BFC 2014 Bronze Feedback Report, the ‘No Bikes’ signage (referring to the sidewalk but confusing for riders and motorists)



was removed and replaced with bike-friendly ‘Walk Bikes on Sidewalk’ signage that communicates desired behavior versus implying bikes are not welcome.”

(Read more about York's process at [bikeleague.org/fall18mag](http://bikeleague.org/fall18mag) 🌐)

### Jackson, Minn. (No Award >> Bronze, pop. 3,299)

“When Jackson applied for Bicycle Friendly Community recognition in 2011, there were still some gaps in the trail networks. Since 2011, the trail network connectivity has improved dramatically. New trails also have been added to the community. With more trails readily available, there has been an increase in the number of cyclists and pedestrians walking to and from work, for recreational purposes, to go shopping, and to go to restaurants/entertainment venues.”

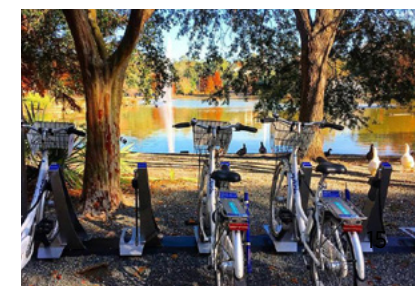


Photo: NML Photography & Design

### Tallahassee, Fla. (Bronze >> Silver, pop. 190,894)

“The citizens of Tallahassee and Leon County voted on a penny sales tax extension that will provide over \$1.5 million a year for bicycle, pedestrian and trail improvements starting in 2020. This will fund additional infrastructure improvements, and a new bicycle master plan is in the planning phases ... to identify needed connections and links in our network.”

Photos courtesy of City of Tallahassee







## ATLANTA SCORES BIG ON FIRST TRY

Photo: City of Atlanta

Although rare, some BFC applicants enjoy success on their first try. Atlanta, for instance, succeeded recently in part due to the city's Bike Share Champions program, a collaborative partnership among the Atlanta Bicycle Coalition, Relay Bike Share, City of Atlanta, WeCycle Atlanta, Urban Perform and Red, Bike & Green Atlanta. This innovative workforce development program hires 10 to 20 people part-time to conduct

bike-share outreach in their communities. "We have focused on educating and hiring only from underserved communities," notes the city's BFC application. "This has been an incredibly successful program." To learn more about the Bike Share Champions program and impressive bicycle-friendly achievements of this first-time BFC award recipient, check out the Atlanta 2017 Annual Bike Report at [bikeleague.org/fall18mag](http://bikeleague.org/fall18mag).

## BFC PROGRAM CHANGES BOOST TRANSPARENCY, PUBLIC INPUT

In 2016, the League revamped its public input process for the Bicycle Friendly Community program. Moving away from its prior volunteer sign-up process for dedicated "local reviewers," the League now works with BFC applicants and local bike advocates to ensure a public online survey is available for anyone to add input when his or her community applies to the BFC program.

In the five application rounds since the League made this change, the organization has collected over 31,000 survey responses from individuals in 300-plus applicant communities.

The League also revised the survey to align with questions asked by the National Transportation Safety Administration survey, which reaches a general U.S. population every 10 years. These program changes have enabled the League to show applicants not only how local bicyclists feel about riding in their community, but also how responses by their community compare with other BFC applicants and national averages.

**Want to ensure you see the public BFC survey the next time your community is under review for BFC status?**

All League members now receive the survey if they live in or near an applicant community, so make sure your League membership information is up to date at [bikeleague.org/join](http://bikeleague.org/join).

### BFC SURVEY

**IS IT SAFE OR DANGEROUS TO RIDE A BICYCLE IN YOUR NEIGHBORHOOD?**

**SAFE IT DEPENDS DANGEROUS**

#### PLATINUM

44% 50% 7%

#### GOLD

46% 48% 6%

#### SILVER

35% 54% 12%

#### BRONZE

34% 52% 14%

#### HONORABLE MENTION

30% 52% 18%

#### NO AWARD

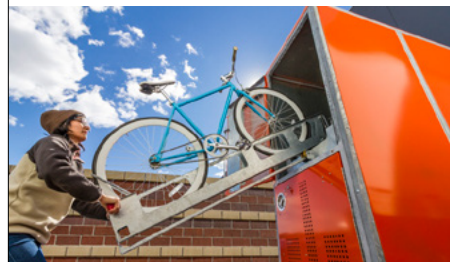
23% 54% 23%

*Due to rounding in each category, percentages may add up to values slightly higher than 100 percent.*



**DERO**  
A PLAYCORE Company

**We know bike parking.**  
Inside and out.®



[www.dero.com](http://www.dero.com) (888) 337-6729



# UNIVERSITY OF KENTUCKY TAKES GOLD A BICYCLE FRIENDLY UNIVERSITY CASE STUDY

BY AMELIA NEPTUNE

**How does a college campus go from Honorable Mention to Gold Bicycle Friendly University status in just seven years? By investing in people, programming and infrastructure—not to mention creative incentives.**

The first time the University of Kentucky (UK) submitted a bicycle-friendly award application to the League of American Bicyclists was in 2010, a full year before the Bicycle Friendly University program launched.

UK's Transportation Services team and its 14,000 employees submitted for employer recognition through the Bicycle Friendly Business program, as many colleges and universities active in the BFU program still do. The Lexington-based campus with its 30,000 students received those national kudos,

winning a Silver BFB, and a year later was back again, eager to participate in the Bicycle Friendly University program as soon as it launched in 2011.

While that first BFU application had some noteworthy accomplishments, it yielded only Honorable Mention status by BFU program standards. One highlight, though, was the Wildcat Wheels Bicycle Library, a student-run program that recycles abandoned bicycles for free, offers short-term rentals and provides bike repair services to the campus community.

Determined to climb to the next award level, the transportation team used League feedback to further refine and invest in their program to promote and enable safe bicycling on the 814-acre campus. With \$135,000 in dedicated annual funding, the university expanded bicycle education and facilities, using a diverse advisory committee to recommend how these funds are used. Impressed, the League upgraded UK to Bronze a year later.

In 2014, the university further advanced to Silver BFU status by rapidly growing infrastructure that included 400 new residential bike parking spaces, a 30 percent increase in on-street bike lanes, and a 76 percent increase in paved, shared-use paths on campus.

Also new in 2014 was the Big Blue Cycles program, "which offers 150 students in on-campus housing free use of a commuter bike—equipped with lock, helmet and bell—for one year, given that they sign a car-free commitment." In the first year of Big Blue Cycles, more than 400 students applied to use the 150 bicycles. As access to free bikes and improved bike infrastructure expanded, the bike culture on campus also matured, with ongoing annual events such as Pedalpalooza held during welcome week every fall and Bike Week held each spring.

This year, UK submitted its fourth BFU application, which clearly showed itself worthy of near-summit achievement. In the past four years, the campus has more than doubled its annual bicycle program budget to \$500,000 and hired its first full-time Alternative Transportation Manager, Sandra Broadus.

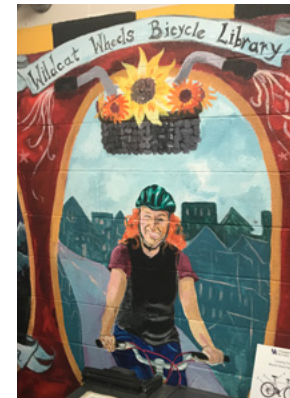
UK also has grown beyond the Big Blue Cycles program, introducing incentive programs that offer students and employees options to reap even more benefits when committing to be car-free.

- **The Bicycle Voucher Program** is available to anyone new to campus or willing to trade in a past parking permit. Eligible students or staff receive \$400 in vouchers for use at any of five local bicycle shops once they sign a contract to be car-free on campus for two years.
- **The Cash Out Program** for employees only has the same requirements as the Bike Voucher Program but is only a one-year commitment and includes a \$200 annual payout.
- **The UK Commute Club** is available to anyone on campus without a parking permit, regardless of whether they are giving up driving for the first time or have been car-free for years. Benefits vary based on participant category (employee, student resident or student commuter), but options include unlimited annual bike-share rides through Spin, Lexington's community bike-sharing program; free Zipcar membership; free transit; and a Guaranteed Ride Home program.

To increase safety and awareness, UK also has integrated bike education into each of its encouragement programs. Every student or employee who checks out a bike from the Wildcat Wheels Bicycle Library must attend a one-hour bike safety orientation, and anyone who joins the Bike Voucher, Cash Out, or Commute Club programs must take a similar orientation course with multimodal components. Transportation Services also offers personalized commute planning assistance for anyone interested in alternative transportation, as well as student transportation ambassadors who will accompany new riders on trial runs of their commutes.



After helping to guide the University of Kentucky in its seven-year ascent through the Bicycle Friendly University award levels, League Bicycle Friendly America Director Amelia Neptune traveled to Lexington to personally present the coveted Gold BFU award to UK during the 2018 Kentucky Bike Walk Summit in August. Sharing the excitement are (left to right) Shane Tedder, UK's sustainability coordinator; Neptune; Sandra Broadus, UK's alternative transportation manager; and Will Varney, student manager of the Wildcat Wheels Bicycle Library.

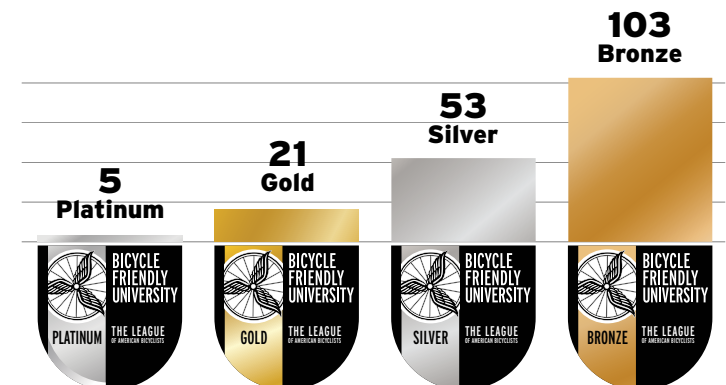


(Above, left) UK holds a promotional bike event, Pedalpalooza, during welcome week and runs a Wildcat Wheels Bicycle Library (above, right) where students and staff can "check out" bikes. (Right) Training and facilities also are available for easy bike maintenance.



## BICYCLE FRIENDLY UNIVERSITIES Through August 2018

Keep an eye on [bikeleague.org/BFA](http://bikeleague.org/BFA) this fall for the 2018 BFU awards!







Most recently, the university has focused on end-of-trip facilities, building its first indoor bike garage with showers and changing rooms for commuters and ensuring all residence halls have at least 20 percent covered bicycle parking.

These milestones have paid off with achievement of UK's biggest goal for 2018—a Gold BFU award, one of just 21 in the nation, the first of its kind in Kentucky, and the first in the Southeastern Conference.

"I am extremely proud of the progress we have made over the past decade and am grateful for our campus partners that have contributed funding, as well as their time, effort and energy toward improving campus bicycle infrastructure, increasing bicycle awareness and education, and establishing programs to further bicycling as a viable commuting option," says Director of Transportation Services Lance Broeking.

The persistence and creative route taken by UK during the last seven years is an inspiring case study for any university eager to reduce campus traffic congestion and parking crunches in favor of a more eco-friendly, healthy and bike-friendly environment for all.

Unsurprisingly, with the help of the League's latest application feedback report, the University of Kentucky is eager to continue its ascent toward the BFU's highest peak: Platinum level. If it continues efforts at this steady pace, the League has little doubt that UK can conquer even this exciting climb. 🌍

*Amelia Neptune (Amelia@bikeleague.org) is director of the League's Bicycle Friendly America Program, which includes the Bicycle Friendly University Program.*



*Photos: (Above left) UK offers tandem bike rentals, mobile bike repair and (above) features increased capacity for bike parking. (Left) UK's campus buses feature bike racks for better mode share.*

*Photos: Mark Cornelison*



## STRENGTHEN YOUR BIKE ADVOCACY IMPACT VIA NEW TRAINING EVENTS

*The League is more dedicated than ever to strengthening the work of bicycling advocates and educators!*

To help you build a more Bicycle Friendly America, we're inviting all advocacy, education and bike club leaders to three special meetings ahead of the 2019 National Bike Summit March 9-12, 2019.

Sessions are designed to strengthen your vital work, organizational capacity and effectiveness to make bicycling better for all. Registration is required, so sign up today at [bikeleague.org/summit](https://bikeleague.org/summit)!

**THANKS TO  
ATLI PROGRAM  
SPONSORS**



**MARCH 9 (AHEAD OF THE NATIONAL BIKE SUMMIT)  
AT THE HYATT REGENCY IN ARLINGTON, VA  
\$125 PER REGISTRANT**

9 a.m. – 5 p.m. Active Transportation Leadership Institute (ATLI) Retreat  
12 p.m. – 5 p.m. Bike Club Leaders Meeting  
12 p.m.-5 p.m. Bicycle Education Leadership Meeting

**VISIT [BIKELEAGUE.ORG/SUMMIT](https://bikeleague.org/summit)  
TO LEARN MORE AND REGISTER**



# NEW FOCUS AIMS TO BOOST MOMENTUM OF STATES

BY KEN MCLEOD

As the League's Bicycle Friendly State Program enters a new decade, its focus shifts to guiding states through the **top five proven actions** needed to **improve cycling safety and access**.

Since the League of American Bicyclists started its Bicycle Friendly State program in 2008, bicycling conditions have improved in many states that responded positively to recommendations of the League, its clubs and its allies. The efforts of other states, however, have lagged or stalled, and cyclists continue to be at unnecessary risk.

In 2017, the League began focusing on what its research shows are the five most effective actions proven to significantly improve bike safety in every state. These actions support the principle that ensuring bicyclists are safe is a core responsibility of all legislatures and agencies.

## 5 Bicycle Friendly State Actions:

1. Adopt a statewide Complete Streets law, policy or resolution.
2. Adopt a safe-passing law of 3 feet or more.
3. Adopt a statewide bike plan at least once every 10 years.
4. Spend at least 2 percent of federal transportation funds on bicycling and walking.
5. Make bicycle safety an emphasis area in the state's Strategic Highway Safety Plan.


To help every state move ahead with these steps, the League is publishing a series of white papers breaking down every action into manageable activities for clear execution.

Each white paper also features one recent campaign and one current campaign by a League member advocacy organization, showing how inclusive grassroots partnerships and expertise can lead to genuine positive change.

To further accelerate adoption of these changes, the League is offering states the use of its well-regarded advocacy software, which already is available to every League member organization. The League also will continue its BFS rankings based on more-comprehensive data.

The strengthened BFS focus on picking up the pace of bike-friendly progress is complemented by the League's new oversight of the Alliance for Biking and Walking Benchmarking Report. The benchmarking report has been published biennially since 2007, and provides hundreds of pages of studies and data about biking and walking. With publication expected soon, the report includes state data available only through surveys distributed as part of the benchmarking and BFS programs.

The Benchmarking Report also has been supported by AARP since 2012, showcasing the organization's commitment to "fun with purpose" activities that get people bicycling or walking as a means to combat isolation, promote healthy living and enhance social engagement.

The BFS Program—like all successful programs—continues to evolve, leverage changing circumstances and adjust to new information. As it enters the next decade, the League's initiative to aggressively advocate for the Five Bicycle Friendly State Actions centers around helping state transportation officials use federal and national programs in ways that matter most to the safety of cyclists. 

*Ken McLeod (Ken@bikeleague.org) is director of the League's Bicycle Friendly State Program.*

## LEAGUE OF MICHIGAN BICYCLISTS LEADS SUCCESSFUL SAFE-PASSING LAW CAMPAIGN

With 58 cyclists killed and thousands injured just in the past two years on Michigan roads, the League of Michigan Bicyclists (LMB) worked urgently—and successfully—with other organizational partners to convince state legislators to adopt a tough safe-passing law that requires drivers to give a minimum 3 feet of room to cyclists when overtaking them.

On September 27, this common-sense safety measure finally went into effect.

"This is a major first step to educate the public and improve bicycle safety in Michigan," says LMB Executive Director John Lindenmayer. "We are encouraged to see the overwhelming support from lawmakers, law enforcement, and the general public for this new law."



Photo courtesy of League of Michigan Bicyclists

*The Michigan Legislature (above) became the latest governing body to adopt safe-passing laws that include a mandatory 3-foot space between overtaking vehicles and cyclists.*



## ADVOCATE'S TALKING POINTS: AN INTRODUCTORY CHECKLIST TO 5 BICYCLE FRIENDLY STATE ACTIONS

Want to better understand what your state needs to do to help keep you safe as you cycle? Learn your state's ranking by clicking on the interactive map on the League's Bicycle Friendly State website, [bikeleague.org/states](http://bikeleague.org/states). These short summaries give background you can use to help focus transportation officials on what's most urgent:

- Complete Streets.** Complete Streets laws, policies and resolutions take many forms, but at their core, they express the intent that all people deserve attention in the design, operation and maintenance of America's transportation system.
- Safe-Passing Laws.** Safe-passing laws address the most common cause of bicyclist death—a driver hitting a bicyclist while overtaking the rider. This type of law expresses the intent that bicyclists deserve legal protection from the behavior that is most dangerous to them. They also can be the basis for public education and enforcement. At press time, 35 states have taken the League's Safe Pass Law Action. To check if your state is one of them, see the League's new report, *Safe-Passing Laws*, on page 28. The nine-page report is available online at [bikeleague.org/fall18mag](http://bikeleague.org/fall18mag).
- Bike Plan.** Adopted by a state transportation agency, a bike plan is a written strategy for future bike-friendly agency actions. A statewide plan serves as a basis for capacity building within the agency and for cooperation with counties, cities and towns, so bicycle networks can be coordinated and completed.
- 2% of Federal Funding.** The U.S. government spends nearly \$38 billion annually on transportation, including \$850 million through the Transportation Alternatives Set-Aside for bicycling and walking. Spending at least 2 percent of federal funding on bicycling and walking infrastructure shows that the state agrees with the intent of Congress in providing set-aside funding at that level for bicycling and walking.
- Bicycle Safety Emphasis.** Each state is required to create a Strategic Highway Safety Plan to receive federal safety funding. By creating an emphasis area for bicycle safety, a state acknowledges that bicycle safety is an issue that deserves its attention and dollars.



# NEW CONGRESS, NEW TRANSPORTATION BILL?

BY CARON WHITAKER

**A new wave of legislators arrives in Washington, DC, post-election. The League plans to greet them with the **urgency and power of millions of voting cyclists** who want the next transportation bill to ensure a more Bicycle Friendly America.**

With \$52 billion to spend on America's annual transportation programs, Congress will begin the process of doling out dollars as soon as November. This process will be all the more complex because the 70-plus newly elected representatives and senators likely have little to no experience with national transportation policy—much less bicycling—prior to their move to Capitol Hill.

Bicycling advocates may recall that Congress cut funding for bicycling and walking in the MAP-21 transportation bill in 2012. However, the League and its allies were able to stop efforts to eliminate the program completely.

Three years later, Congress passed the Fixing America's Surface Transportation (FAST) Act—the current transportation bill—which included some wins for the cycling and pedestrian communities by slightly increasing money dedicated to supporting bicycling and walking. It also created the National Priority Safety Program, a new fund for active transportation education for law enforcement, drivers, bicyclists and pedestrians in states with high pedestrian fatalities.

In addition, the FAST Act passed a Complete Streets policy to ensure that federally funded roads accommodate the needs of all users.

For both of the past versions of national transportation legislation, bicycle advocates had to fight for continued funding of the Transportation Alternatives Program, which represents 50 percent of federal dollars underwriting bicycling and walking.

Unfortunately, the League anticipates another battle brewing. Once again, the League will need to call on all bicyclists and related stakeholders to add their voices and votes to help the organization defend this financial lifeline for programs that protect and promote cyclist safety and access.

A 2018 membership survey confirms that the League's successful tradition of leadership and activism as an advocate for all bicyclists is the top reason why members belong. With 138 years of policy and legislative experience, the League already knows the actions that should be included in the next bill to move toward a more bicycle-friendly America. Central to progress are developing fresh transportation allies on Capitol Hill and advocating for stronger financial support for a transportation system that improves safety through better planning, effective policymaking and adequate funding.

*Participants in the National Bike Summit personally educate legislators such as Sen. John Boozman (R-AR; left) and Sen. Elizabeth Warren (D-MA, right, center front) about policies that promote and protect bicycling across the country.*



## AV START ACT IN TROUBLE

The U.S. Senate recently missed an important deadline to pass the AV START Act that would affect the safety of bicyclists, thanks to advocates like you.

The bill exempts manufacturers of autonomous vehicles from safety regulations and allows each to sell up to 80,000 AVs by year three. The bill requires manufacturers to safety-test AVs but does not permit the National Highway Traffic Safety Agency to deny those exemptions based on test results. The League is advocating for stronger safety standards to protect bicyclists and pedestrians.

Bipartisan Senate bill champions are pushing to pass the bill this year, and if they do, there will be little chance to amend it for the better. Bill supporters had until September 30 to try to attach it to must-pass bills and now aim to pass it in November or December. If passage is unsuccessful, Congress must start over, giving the League a chance to be part of a stakeholder process.

Thank you to everyone who responded to the League's calls for action! Watch for new updates on the AV START Act and sign up for the action-alert list at [bikeleague.org](http://bikeleague.org) to improve safety requirements for self-driving cars.

### THE ROAD TO REMEDIES: YOU CAN HELP

One way you and all bicyclists can help is to reach out to your new Member of Congress, potentially in person during the League's 20th Annual National Bike Summit March 9 to 12, 2019, in Arlington, Virginia.

Meetings during the summit may be the first time legislators—especially those new to Washington, DC—hear from bicyclists in their districts. Lending your voice to those meetings makes a big difference.

If you cannot attend the National Bike Summit, the League encourages you to set up an in-person meeting in your district. Not sure how? Stay tuned. In January 2019, the League will publish tips and talking points about how to arrange effective local meetings with your congressional representatives.

Together, bicyclists comprise a movement of millions — a constituency that cannot be ignored. 🚲

*Caron Whitaker ([Caron@bikeleague.org](mailto:Caron@bikeleague.org)) is vice president of government relations for the League of American Bicyclists.*

5

**Attended a state or local bicycling summit**

4

**Current member of another national bike advocacy organization**

3

**Served on a Bicycle Advisory Committee or other bike/ped advocacy body**

2

**Current member of my local or state advocacy organization**

1

**Contacted Congress by email, webform or in person**

### MEMBER SURVEY HIGHLIGHT TOP 5 WAYS MEMBERS TAKE ACTION AS ADVOCATES

Members continue to reinforce the advocacy tradition that has grounded the League's mission for more than 130 years: **Communicating cyclists' concerns is critical at all levels of government and agencies.**

More than prior membership surveys, respondents voiced the value of the League's federal advocacy work. That jives well with the League's major investments in advocacy throughout the Washington, DC, political landscape in 2018. More than ever, a strong national advocate on Capitol Hill is needed to stand up for bicycling in today's rapidly changing political climate.





## CLUB HUB

# CELEBRATING 50 YEARS OF THE BALTIMORE BICYCLING CLUB

BY ALICE SMITH

Everyone loves an anniversary celebration, especially when gifts are involved. But instead of receiving, the Baltimore Bicycling Club has used its 50th anniversary in 2018 to give back, awarding 12 grants in support of local and national bicycle programs, projects and events.

Locally, BBC sponsored the second annual Frosty Cross race of the Baltimore Youth Cycling and a Bike to Work Day by the Baltimore Metropolitan Council. It also underwrote bike racks along a trail of the Catonsville Rails-to-Trails; promoted bike safety and responsible riding through young bicycle ambassadors involved with BYKE Collective Inc.; and funded BikeMore's mobile bike shop to provide free service and repairs to neighborhoods without brick-and-mortar stores.

In addition, BBC gave a local grant to Velocipede to train volunteer staff about bicycle mechanics in support of its Open Shop, which offers affordable bike repair for \$10.

Funding also went to safe cycling promotion efforts by the Frederick Bicycle Coalition in Maryland; the annual Bike to School event of Bike AAA in Anne Arundel County, Md.; school bike education by Bicycling Advocates of Howard County; and helmet purchases for the V-Linc, Inc. bike clinic for children with disabilities.

"Our club members share a passion for the sport of cycling and want to help other cycling organizations whose missions align with the BBC," says BBC President Renee Rees. "We are proud to promote and sponsor bicycling activities in our local area, as well as nationally."

On the national front in 2018, BBC funded the League of American Bicyclists for its Smart Cycling Learning Management System, as well as Adventure Cycling Association for the U.S. Bicycle Route System (Route 1) in Maryland.

"The League congratulates the Baltimore Bicycling Club for a half-century of great rides, cyclist engagement and generous donations to bike organizations and events throughout the region and country," says League Executive Director Bill Nesper. "Its legacy shows the meaningful impact a single committed club can have on creating a more bicycle friendly America one community at a time. Thank you, BBC, for your outstanding work!"

Established in 1968, BBC promotes and sponsors bicycling activities in Baltimore City and Anne Arundel, Baltimore, Carroll, Harford, and Howard counties. To learn more, go to [baltobikeclub.org](http://baltobikeclub.org).

*Alice Smith is chair of the BBC Giving Committee.*

## DAY & NIGHT TAIL LIGHT

THE SUPERFLASH 65 & USB RECHARGEABLE 65R

BE UNMISTAKABLY NOTICED BOTH DAY & NIGHT



FL1 65 LUMEN TAIL LIGHT PROVIDES 220° OF VISIBILITY IP65 TESTED FOR DUST AND WATER RESISTANCE

FOUR MODES: HIGH, LOW, SUPERFLASH™ & PATH-FRIENDLY COURTESY™ PULSE



The half-century-old Baltimore Bicycling Club heads out for a ride in Frederick, Md., with club President Renee Rees (second from left) and BBC Giving Committee Chair Alice Smith (fourth from center).



ADVOCACY IN ACTION

# SAFE-PASSING LAWS

## ELEVATING CYCLISTS' SAFETY, ONE STATE AT A TIME

BY KEN MCLEOD

**A new League white paper on passing laws and bicycling safety provides the latest advocacy tool for cyclists living in the last 15 states holding out against adoption of this life-saving legislation.**

Few situations concern a bicyclist on the road more than overtaking vehicles. Overtaking crashes are the devastating "black-swan" events of bicycling.

Although overtaking crashes are relatively rare compared to other types of bicycle crashes, they are the most common crash type that causes death. According to fatality data from the National Highway Traffic Safety Administration, 28 percent of bicyclist deaths from 2014 to 2016 were due to drivers improperly overtaking. An additional 8 percent of bicyclist deaths were the result of similar "parallel paths" crashes.

In 2018, the League of American Bicyclists has refocused its decade-old Bicycle Friendly States Program to advocate most strongly on the five most-effective bike safety actions states could take. Key to this campaign is development of a series of topical white papers to guide transportation

officials through the detailed execution of every action and why each had heightened impact on bicyclists.

First to release is a white paper revealing the urgency for state adoption and implementation of safe-passing laws. Safe-passing laws define a safe distance for a driver overtaking a bicyclist, usually 3 feet. In the past 20 years, this type of legislation went from a rarity to current law in a majority of states.

Today, 35 states have passing laws that meet the League's Passing Law guidelines, but the League wants these laws everywhere—widely publicized, well enforced and used as a basis for broader traffic safety improvements. The first step to addressing a problem is recognizing that one exists, and a safe-passing law that creates a clear rule for drivers is definitely the first move to be made.

**DOWNLOAD OUR  
FREE ADVOCACY  
TOOLS FROM ONE  
HANDY PLACE!**

[BIKELEAGUE.ORG/FALL18MAG](https://bikeleague.org/fall18mag)



Fifteen states are lagging behind the momentum, refusing or ignoring action on a safe-passing law that directly places responsibility on a vehicular driver for maintaining a safe distance of 3 feet or more from a cyclist.

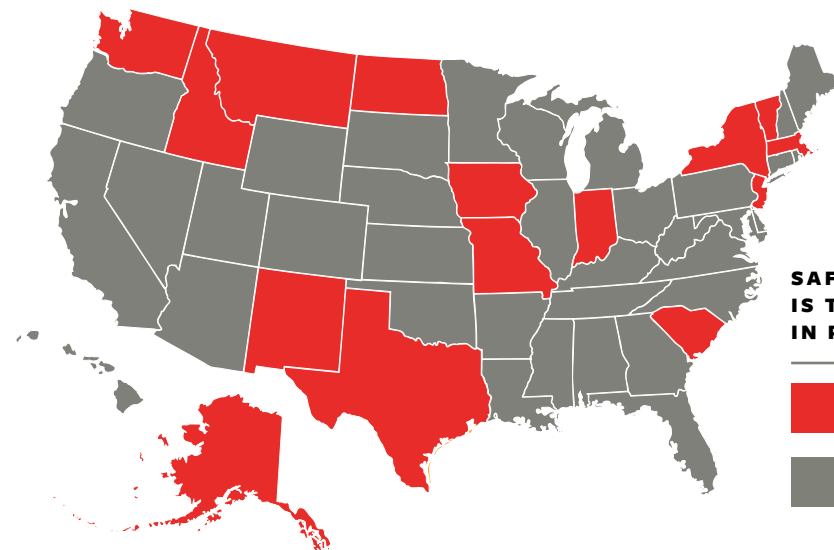
- States without a safe-passing standard are Alaska, Idaho, Indiana, Iowa, Massachusetts, Missouri, Montana, New Jersey, New Mexico, New York, North Dakota, South Carolina, Texas, Vermont and Washington. A full list describing each state's passing law can be found online.
- The League has a model safe-passing law supported by talking points, a frequently-asked-questions section and guidance on how to adopt model language.
- If you are a member interested in working toward adoption or improvement of this state action, contact the League to request free use of the organization's popular advocacy software to promote the legislation.

**9-PAGE SAFE-PASSING LAW REPORT**  
**FULL LIST OF EACH STATE'S PASSING LAWS**  
**MODEL SAFE-PASSING LAW, FAQs, TALKING POINTS AND MORE**  
**TOOLS TO TAKE CHARGE OF YOUR OWN ADVOCACY WITH OUR POPULAR SOFTWARE**  
**WANT MORE? LOOK FOR FUTURE WHITE PAPERS AT BIKELEAGUE.ORG**

Obviously, adoption of a single law does not solely ensure bicyclist safety. The law must be promoted, enforced and used to influence decision making about the best way to protect bicyclists. For instance, several options exist for effective signage to boost awareness of the law. Thanks to advocacy and education by the League's representatives on the National Committee on Uniform Traffic Control Devices, which creates U.S. signage rules, a national standard should soon be approved.

The League already is seeing promising efforts on enforcement based on new technologies such as special cameras, radar and connected devices. In the future the League anticipates that automakers will develop automated systems that will internalize safe-passing and prevent drivers from improper passing. The first step, though, is establishing the principle through law.

*Ken McLeod (Ken@bikeleague.org) is director of the League's Bicycle Friendly States Program and author of the Safe-Passing Law white paper.*



**SAFE-PASSING LAWS:  
IS THERE A STANDARD  
IN PLACE?**

**States without  
passing standard**

**States with  
passing standard**



# NETWORK OF LEAGUE CYCLING INSTRUCTORS TOPS 6,000

BY ALISON DEWEY

**With the simple goal of *getting more people on bikes and riding safely*, the League continues to expand and refine its educational programming, leading to a growing number of LCIs and wider uptake of League classes.**

Teaching others to bicycle safely and confidently has always been a core value of the League of American Bicyclists, and the effort relies on a well-organized and well-trained community of instructors educating people about how and why to ride safely.

In 2018, the League's Smart Cycling Program has continued its long tradition, reaching even more people through its expanding network of League Cycling Instructors (LCIs) and its growing curriculum. This year the program crested 6,000 in the total number of people certified as LCIs, well ahead of 2017.

The program also achieved the following in the past year:

- Added three Coaches (trainers of trainers) to accelerate the spread of classes;
- Translated the Smart Cycling Quick Guide into seven additional languages in response to the increasingly diverse groups seeking bike safety education;

- Created an online registration system to help LCIs save time and paper, as well as to make more money when organizing Smart Cycling classes;
- Added new presentations and scripts for instructors.

In addition, continuous streamlining and upgrading of the Smart Cycling program have resulted in easier participation for local and state groups, government agencies, clubs and other organizations to certify instructors.

The efforts are paying off. Already, the League is seeing increased numbers of public health agencies hosting LCI seminars to cultivate and grow their network of bike safety educators.

Teaching adults and children how to safely travel by bike is a building block for any healthy, safe and vibrant community. If you would like to become an LCI, seminars are hosted throughout the country. Visit [bikeleague.org/fall18mag](https://bikeleague.org/fall18mag) to find the nearest one. 🚲

*Director of Education Alison Dewey (Alison@bikeleague.org) leads the LCI Program for the League.*



Photo: Jeff Scher

## FRESH PERSPECTIVES ELEVATE SMART CYCLING

Engaging and training new leaders in the bicycling movement remains a vital goal of the League, and the organization's work in 2018 has attracted some of the most passionate people yet. Here are three of the latest Coaches hired by the League to provide the LCI training that helps drive program growth. For a full directory of Coaches, visit [bikeleague.org/fall18mag](https://bikeleague.org/fall18mag).



**MALIA HARUNAGA**  
HONOLULU, HAWAII

Malia Harunaga was certified as an LCI in her freshman year of college. Driven by her passion to make cycling accessible to everyone, she joined the Hawaii Bicycling League as its adult education manager.

"The Hawaiian Islands are quite geographically remote," she explains, "so by becoming a Coach, I hope to be able to service and certify more passionate and patient, friendly and knowledgeable cyclists to help grow Hawaii's happy cycling community."



**BERNARD GREEN**  
MONTGOMERY, CALIFORNIA

Bernard Green has been teaching Smart Cycling since 2013 and became a Coach in 2018. He is an engaged member of multiple advocacy organizations: San Francisco Bicycle Coalition, California State Bicycle Coalition, and Families of Color Monterey County. As director of Republic of Place, Green particularly excels at executing the Instant Turn (e.g., the Quick Turn).

"I think of the bicycle as simply a tool—one that allows a mother to propel her children to school, and a champion rider to peak the highest ridge, sure—but a simple tool still," says Green when asked why bicycle safety education is important to him.

"I've heard it said that a tool is only as good as its user. And with most cycling-related crashes being the result of rider error, I'd say there's a great opportunity for improved rider awareness and discretion. The League's Smart Cycling program happens to be the most thoroughly developed medium for delivering that message to millions of Americans."



**RÍO OXAS**  
WOODLAND HILLS, CALIFORNIA

Born and raised in Echo Park with Central American roots, Río Oxas is the policy and programs organizer of People for Mobility Justice. Since 2002, Oxas has worked across California and the nation on issues of mobility justice, transportation equity, food justice, healing justice, land liberation, resisting displacement and much more.

Oxas lists "institutional capital" as the top reason for becoming a League Smart Cycling Coach, noting, "This is important for me and for the communities I work with. I truly believe that the liability [coverage] you get from becoming an LCI is critical, especially for our more vulnerable LCIs. I want to be proactive in coaching LCIs who are of resilient communities—those who are Black, Indigenous People of Color, Queer, Trans, Intersex, etc."

Photo by Sonia Hernandez

### COMING IN 2019!

With the League's new bicycle safety online learning system, it will be easier than ever to access Smart Cycling resources. Learn about safe riding via videos, quizzes, images and more! Stay tuned.





## BICYCLE FRIENDLY DRIVER TRAINING TEACHES SAFE, RESPECTFUL BEHAVIOR TOWARD CYCLISTS

America's 6,000 League Certified Instructors are now equipped to teach motorists how to safely share the road with bicyclists, thanks to the addition of the Bicycle Friendly Driver training to the Smart Cycling curriculum.

Geared to drivers of large vehicles such as buses, delivery trucks, and tractor trailers, Bicycle Friendly Driver training educates motorists about rules of the road, respect and responsibilities, whether they ride a bike or not. The training is based on curriculum developed by the City of Fort Collins, Colorado, and it already is being embraced by some of the most influential organizations in the motoring field.

One good example is CEMEX, a global cement mixing company, that presented the training to its Houston headquarters as part of its Safer Roads Together campaign.

"Roadway safety is the responsibility of all road users," says CEMEX USA Executive Vice President of Logistics Matthew Wild. "By offering bicyclists and our large-vehicle drivers the opportunity to trade places, they can gain crucial insight that can help them stay safe when traveling the roadways. Continuing an open dialogue between all types of road users increases awareness and improves safety."

The League will continue to market this young program through clubs, LCIs, and other bicycling allies.



(Top) Cemex trucks sported "Safer Roads Together" signage to support the League's Bicycle Friendly Driver training.

(Above) The League's Bicycle Friendly Driver stickers, printed at various scales for different sized vehicles, are awarded to drivers who have completed training that makes them safer and more aware.

**"Roadway safety is the responsibility of all road users .... By offering bicyclists and our large-vehicle drivers the opportunity to trade places, they can gain crucial insight that can help them stay safe when traveling the roadways."**

— Matthew Wild, executive vice president of logistics, CEMEX USA

# THE LEAGUE SHIFT / NATIONAL BIKE SUMMIT 2019

MARCH 9-12

## TOP 5 REASONS TO ATTEND THE SUMMIT

**Meet your representatives!** At least 70 new members of Congress will be moving to Capitol Hill, most of whom have never thought of bicycling as an important transportation policy issue. This is your opportunity to educate them!

5



4

**Learn and engage.** Participate in workshops for bike clubs, League Cycling Instructors, local advocacy organizations and individual cyclists who want to be heard. (Pitch us your presentation ideas at [bikeleague.org/summit](http://bikeleague.org/summit).)



3

**Catch up with friends and colleagues** from around the country. You are part of a community of people who believe bikes can change communities and lives for the better.



2

**Experience an exciting new bike-friendly Summit site** and fun learning formats. The 2019 Summit offers everything from bike racing in a parking garage to expanded mobile workshops to a transformed conference format.\*



1

**Help us chart the course for the next decade.** Celebrate the 20<sup>th</sup> anniversary of the Summit and take part in the SHIFT that drives us the next 20 years!



**\*The League listens!** In response to feedback from past attendees, the National Bike Summit has been relocated to the heart of Arlington, Va., which is less expensive, closer to Reagan National Airport and a central kick-off spot for field trips—especially to the offices of Members of Congress.

**REGISTRATION IS OPEN!**  
**VISIT [BIKELEAGUE.ORG/SUMMIT](http://BIKELEAGUE.ORG/SUMMIT)**  
**REGISTER, GET EVENT DETAILS, AND LEARN ABOUT EXCITING SPONSORSHIP OPPORTUNITIES.**



# BREEZER<sup>B</sup>

BreezerBikes.com



## ALL CONDITIONS - NO LIMITS

### Doppler

Models From: \$1,099-1,599

The Doppler mixes traditional touring with the versatility of bikepacking and comfort of smooth-rolling 650b wheels. One bike, endless opportunities.

CHECK IT OUT

[BreezerBikes.com/bikes/mountain/doppler](https://BreezerBikes.com/bikes/mountain/doppler)

Special Group Rates for Members • Code "LAB"

## for cyclists, health insurance is not enough.

Face it, crashes happen. Sure, your health insurance will pay the medical bills, but it often requires you to pay a high deductible and won't cover loss of income or other non-medical financial consequences. If you're in a covered accident, Balance pays up to \$150,000 directly to you to use as you choose.

### Sign Up Online:

[balanceforcyclists.com/bikeleague](https://balanceforcyclists.com/bikeleague)



## Ride the Wave of Popularity

### Wave Delineator

Protected bike lane, cycle track, Green Lane, low-stress bike lane – whatever your preferred nomenclature, cities in the U.S. have been implementing these on public streets at impressive rates. The Bike Fixation Wave Delineator is ideal for temporary pop-up bike lanes when communities want to create a demonstration protected lane or direct bike traffic during day or week-long events.

Made in USA | [bikefixation.com](https://bikefixation.com)



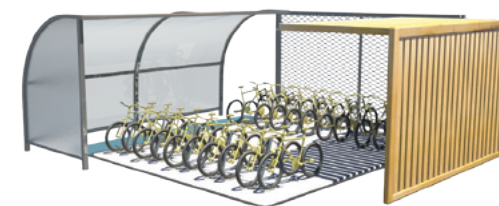
## GROUND CONTROL SYSTEMS®

Innovative Bike & Board Parking

### SECURE, FLEXIBLE SOLUTIONS FOR BIKES, BOARDS & SCOOTERS

Ground Control Systems® offers a variety of innovative solutions to maximize end-of-trip experience and parking for most types of bikes, boards, and scooters. Our bike parking experts can help determine the most efficient solution for your project.

## YOUR CAMPUS AND CITY BIKE PARKING EXPERTS



800.630.7225

[INFO@GROUNDCONTROLSYSTEMS.COM](mailto:INFO@GROUNDCONTROLSYSTEMS.COM)

[WWW.GROUNDCONTROLSYSTEMS.COM](https://WWW.GROUNDCONTROLSYSTEMS.COM)



# THANKS TO OUR 2018 CORPORATE SPONSORS

## ELITE (\$25,000)



CRAIGSLIST  
FOUNDATION



## BREAKAWAY (\$10,000)



• APTIV •



## SPRINTER (\$5,000)



## CLIMBER (\$2,500)



## PELTON (\$1,000)



## LOCAL HERO (\$500)



## OUR MISSION

is to lead the movement to create a Bicycle Friendly America for everyone. As leaders, our commitment is to listen and learn, define standards and share best practices to engage diverse communities and build a powerful, unified voice for change.

## STAFF

Bill Nesper  
Executive Director

Caron Whitaker  
Vice President,  
Government Relations

Kevin Dekkinga  
Membership Director

Alison Dewey  
Education Director

Lorna Green  
Operations Director

Ken McLeod  
Policy Director

Amelia Neptune  
Bicycle Friendly America  
Director

Matthew Green  
Membership Assistant

Carly Adams  
Communications Intern

## BOARD OF DIRECTORS

Ralph Monti  
Chair

Ken Podziba  
Vice Chair

Harry Brull  
Secretary

Mark Thomas  
Treasurer

Nicole Preston  
At Large

Maria Boustead

Steve Durrant

Max Hepp-Buchanan

Fernando Martinez

Bob Oppliger

Mike Sewell

Torrance Strong

Karin Weisburgh

A.J. Zelada

Karen Jenkins,  
Director Emeritus

American Bicyclist magazine (ISSN 0747-0371) is published by the League of American Bicyclists, Inc. to help the organization achieve its mission to educate the public and promote awareness of bicycling issues. ©2018 League of American Bicyclists. Reproduction in whole or in part without permission is prohibited. Article queries should be addressed to [communications@bikeleague.org](mailto:communications@bikeleague.org). Your submission of manuscripts, photographs or artwork is your warranty that the material in no way infringes on the rights of others and that the material may be published without additional approval. Opinions expressed by writers are their own and do not necessarily reflect the policies of the League.



**Indicia**



LEAGUE OF AMERICAN BICYCLISTS  
1612 K Street NW, Suite 1102  
Washington, DC 20006

**GIVE ONLINE**  
**NOVEMBER 27**  
**BIKELEAGUE.ORG/GIVE**

**#GIVINGTUESDAY™**

