



# AMERICAN BICYCLIST

## WITH LIBERTY AND BICYCLING FOR ALL

*Five stories of wounded warriors pedaling to recovery p. 16*

## EXPLORING BICULTURES

*A new research network focuses on the cultural life of bicycling p. 22*

## ATTRACTING THE CREATIVE CLASS

*Indianapolis wants to be known for its bike lanes as much as its racetracks p. 26*

*July — August 2013*

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





Join  
**TEAM BIKE LEAGUE**  
on the 2013

# CLIMATE RIDE

5 Days • 300 miles  
**SEPTEMBER 21-25**  
NYC to Washington DC



Fundraise for the League of American Bicyclists and join 200 cyclists on this fully-supported, epic bike ride through 4 states and a district! Climate Ride is the only multi-day charitable bicycling event that supports bicycle advocacy and green causes. Learn more now at [www.climateride.org](http://www.climateride.org)  
Also check out the spectacular California ride, May 17-20, 2014.



# CONTENT

## July — August 2013



Mother's Day Ride in Washington, D.C. hosted by Women & Bicycles initiative. Photo by Maggie Smith.

### IN EVERY ISSUE

02 VIEWPOINT

03 INBOX

04 COGS&GEARS

28 QUICKSTOP

### FROM THE SADDLE

#### UNITING BICYCLISTS, COMBATING CLIMATE CHANGE

10

*The impact of the Climate Ride*

### PEDAL PROGRESS

#### TRANSPORTATION SPENDING

14

*How transparent is your state?*

#### WITH LIBERTY AND BICYCLING FOR ALL

16

*Five stories of wounded warriors pedaling to recovery*

### THINK BIKE

#### EXPLORING BICULTURES

22

*A new research network focuses on the cultural life of bicycling*

### WOMEN BIKE

#### THE POWER OF ONE

24

*Women & Bicycles campaign uses Roll Models to gear up female ridership*

### BFA WORKSTAND

#### ATTRACTING THE CREATIVE CLASS

26

*Indianapolis wants to be known for its greenways and bike lanes as much as its racetracks and fast cars*





# BUILDING A BRIGHT FUTURE FOR A BICYCLE FRIENDLY AMERICA

In early 2013, I discussed with my family my desire to step up and run for Chair of the Board of Directors of the League. After getting a unanimous vote of “Yes!” I knew I could move forward with pursuing this major commitment.

After the board voted me in, I focused on getting up-to-speed on the intricacies of the League’s many amazing programs. Our Bicycle Friendly America program is well established and our awards are sought after by a growing number of cities, businesses and universities. Education is a passion for me (proud to be LCI #1900!), and I’m delighted with the development and progress of new online programs, as well as a very needed revamp of the LCI corner.

My husband, Jim, and I couldn’t be more proud to provide funding for programs such as Women Bike. For years, I’ve had a keen interest in engaging more female riders — and now the League is taking the lead in this important work. I’m also eager to help continue the momentum around our new Equity Initiative and the amazing people who are stepping up to help the League — and the movement — become more diverse, inclusive and inviting to everyone who wants to ride.

In addition to new programs, the League has a whole new look. Honoring our past and looking to the future, our new logo is adding sophistication and energy to all of our materials. Our new, completely redesigned website is live, with plenty of new content to explore and easier usability for both new visitors and longtime League members.

That push to strengthen and build the work of the League is more than skin-deep. As you read this, the League board and staff are working on a comprehensive and forward-thinking Strategic Plan that will allow us to step up and work towards an even better future for the League, our members and bicyclists nationwide.

And we have the right people on board to do just that. I am honored to be working with my fellow board members, each of whom is talented and committed to a better League of American Bicyclists. Our staff is also a constant source of pride for me, continuing to impress me with their dedication and vision.

It’s only been a few months since I stepped in as Chairwomen of the Board, but it’s been an amazing journey so far. And I’m looking forward to a productive and exciting future! ■



*Gail Copus Spann*  
Chair, League of American Bicyclists Board of Directors



*Gail presenting Kimberly-Clark CEO Tom Falk with a Bicycle Friendly Business award*



*Riding with K-C employees and League COO Jakob Wolf-Barnett.*

# INBOX



## BIKE PINS GO GLOBAL

Dear League: I thought you might enjoy this photo of Ericke, Gericke, Johanna, and Lamomo at Rift Valley Children's Village in Karatu — a permanent home, not an adoption agency, for orphans in rural Tanzania. My wife, Cheryl, and our daughter, Elleson, volunteered there and shared the love of bicycling.

*Steve Schurtz, Mason City, IA*



## SPINNING THEIR WHEEL

In honor of Anchorage's Silver Bicycle Friendly Community designation, dignitaries like Assemblyperson Jennifer Johnston (holding certificate) held a press event this May in front of a perfect spinning backdrop — a sculpture of the League's winged wheel! Who created it? Read more at <http://bit.ly/1bOjZEO>.



## WOMEN MEAN BUSINESS

We know that Women Mean Business when it comes to biking, so we were delighted to see Mimi, a local commuter, wearing her 2013 National Women's Bicycling Forum T-shirt to Bike to Work Day here in Washington, D.C. There are still a few limited-edition t-shirts left; renew or upgrade your League membership and get one for free: [bit.ly/11RAINi](http://bit.ly/11RAINi). ■



## FROM FACEBOOK

In response to: *Happy Friday! How are you celebrating The Good Life on bikes this weekend?*

I am 52 years old, type-2 diabetic, and back on a mountain bike for the first time in about 35 years for health reasons ... and remembering the GOOD times...  
- *Russell Galloway*



## FROM TWITTER

*@ellyblue | May 29, 2013*

Kudos to @bikeleague for seeing what many advocates don't — people of color are quickly becoming the majority in cycling

*@carmanabtraffic | May 22, 2013*

Congrats to all recipients of the Women Bike mini-grants and thank you to @bikeleague for helping accelerate the movement!

**CORRECTIONS:** IN THE MARCH/APRIL ISSUE OF AMERICAN BICYCLIST WE INCORRECTLY LISTED THE FIVE STATES WITH THE HIGHEST PERCENTAGE OF PEOPLE LIVING IN A BICYCLE FRIENDLY COMMUNITY. THE CORRECT LIST SHOULD READ: ALASKA (46%), NEW YORK (42%), NEBRASKA (38%), ARIZONA (36%), CALIFORNIA (35%). IN ADDITION, TWO POPULATIONS WERE LISTED INCORRECTLY IN THE BFA AWARDS LIST: SANIBEL AND ST. PETERSBURG, FLA., HAVE 6,064 AND 249,090 RESIDENTS RESPECTIVELY.

**GIVE US YOUR FEEDBACK** Email your comments to [carolyn@bikeleague.org](mailto:carolyn@bikeleague.org); send a letter to 1612 K St NW, Ste 510, Washington, DC 20006; or chime in on Facebook ([facebook.com/leagueofamericabicyclists](http://facebook.com/leagueofamericabicyclists)) or Twitter (@bikeleague).

# MEMBER SNAPSHOT:

## Minneapolis Mayor R.T. Rybak

BY PAUL M. SMITH AND SON

After spending a few minutes with Minneapolis Mayor R.T. Rybak, it's easy to see why he's been so successful in creating a Gold-level Bicycle Friendly Community. This is a man who is passionate about bicycling.

"At a very young age I learned I could go miles on my bicycle in very safe places," he said. "Building a bicycle-friendly city is about more than just bike lanes and paths; it's about the freedom to ride and experiencing the city on a human scale. I like to say, I was born in a great city and I don't want to die in a mediocre one."

His blue eyes flash above a radiant smile: "And now I know I won't."

The far-sighted Minneapolis civic founders created scenic parkways around the city lakes and built hundreds of miles of bike paths at the turn of the century. Mayor Rybak is cut from the same cloth. His ideas about the near future are inspiring. His eyes beamed as he talked about protected cycle tracks connecting the University of Minnesota to downtown and the north side. Excited, he painted a picture of a greenway across North Minneapolis, utilizing an abandoned railway bridge (with a stunning view of the Minneapolis skyline) to connect it to Northeast Minneapolis.

The mayor's greatest skill may be in creating partnerships. Mayor Rybak was quick to name Hennepin County Commissioner Peter McLaughlin and his Policy Director, Peter Wagenius, as major contributors but added that, in the work of becoming bicycle friendly:



*Minneapolis Mayor RT Rybak (blue shirt) takes a spin on Nice Ride, Minneapolis' successful bike sharing system.*

"Most of the credit goes to the citizens, who allowed us to do some aggressive things without political blowback. Whenever necessary, the cycling community was so vocal they made it possible for us to make bold moves."

Under the Mayor's guidance, the city surged to the top of American bicycling cities due in large part to innovative projects. Bike Walk Twin Cities, a federally-funded initiative to increase biking and walking, was implemented; the Martin Olav Sabo Bridge was constructed on the Greenway; Minneapolis Nice Ride, a bike sharing program, was launched; and Open Streets Minneapolis closed the streets to cars temporarily to liberate them for people.

According to Mayor Rybak, Nice Ride will rank as possibly his greatest accomplishment. He convinced Minnesota Blue Cross and Blue Shield to

contribute \$1 million to get Nice Ride off the ground, making the case that healthier customers would be good for their bottom line. Nice Ride is now a proven success with 170 kiosks and 1,500 bicycles.

When asked what other people can do to encourage bicycle-friendly cities, Rybak advised tackling existing infrastructure, specifically residential streets. While dedicated bike lanes are important it's vital to have fewer one-way streets and create streets that encourage people to bicycle.

Thank you Mayor R.T. Rybak, for all you've done for bicyclists in Minneapolis and for setting an example for cities across the country. Your city is even greater because of your passion and hard work. Wherever you go, we hope you enjoy riding your bike for many more safe and happy miles! ■



# CLUB SNAPSHOT:

## Conejo Valley Cyclists

*Based in Thousand Oaks, Calif., the Conejo Valley Cyclists promote and encourage amateur bike racing and recreational riding, as well as educate the public about the benefits of bicycling. One of the League's 100% Clubs, we learned a bit more about the CVC from the group's president, Kent Koral.*

**THE CVC HAS BEEN AROUND FOR MORE THAN THREE DECADES! HOW DID YOU GET STARTED – AND HOW HAVE YOU SUSTAINED SUCH STRONG MOMENTUM FOR 30 YEARS?** We started as a racing club back in the 80's and have morphed into a cycling club aimed at all levels of riders. We have been very fortunate to have strong relationships with our local bike shops and also with the two municipalities in our area: the cities of Thousand Oaks and Westlake Village.

**YOU'RE KNOWN AS "THE FRIENDLY CLUB." WHY?** Our "Friendly Club" moniker comes from our members outgoing and friendly demeanor out in the community. We work hard to welcome new riders and members, and we always have a wave for our fellow riders out on the road and trail.

**HOW DO YOU ENGAGE YOUR MEMBERS AND THE COMMUNITY BEYOND WEEKLY RIDES?** Besides our weekly rides, we



have members meetings with informative cycling-related speakers and demonstrations, social gatherings, our yearly summer BBQ, and holiday party.

**WHAT'S YOUR SIGNATURE EVENT?** Our signature event is Cruisin' the Conejo, our annual charity ride. Cruisin' features five different routes including two metrics, a full century and a 35-mile and a 10-mile family fun ride all starting from the Newbury Park area. Our routes include rides through the beautiful Santa Monica Mountains and out to the coast.

**THERE ARE HUNDREDS OF BIKE CLUBS NATIONWIDE; WHAT'S UNIQUE OR SPECIAL ABOUT THE CVC?** Among the unique aspects of the Conejo Valley Cyclists

are the areas that we call our backyard. These include some very well-known cycling routes used in the Amgen tour of California, the famous Rockstore section of Mulholland Highway, areas of the Malibu coast, Hidden Valley, Conejo Valley and the rest of the Santa Monica Mountains. We are very lucky to have, arguably, some of the most beautiful riding to be found anywhere.

**WHY ARE YOU A LEAGUE 100% CLUB?** The League is a strong voice for the rights of cyclists and has been a great advocacy partner for many years. Our members have always felt strongly about being a 100 percent club and the benefits that come with being so. ■

LEARN MORE ABOUT THE CVC AT [WWW.CVCBIKE.ORG](http://WWW.CVCBIKE.ORG)

SUPPORT THE LEAGUE  
**100%**  
AND SAVE!

The League helps local and regional bike clubs increase their membership by offering individual League memberships for only \$15 annually – if the whole club signs up. Your club members will receive all the League membership benefits, including a subscription to *Bicycling*, *Bicycle Times*, or *Momentum*. To find out more, contact Scott Williams, membership director, at [scott@bikeleague.org](mailto:scott@bikeleague.org).

2013 NATIONAL  
BIKE CHALLENGE

## AND WE'RE OFF!

National Bike Challenge Breaks  
Records in First Month of 2013

**W**e set some big goals for the 2013 National Bike Challenge and the first month certainly got the wheels turning toward 50,000 participants logging 20 million miles. The friendly online competition, aimed at creating community and uniting bicyclists nationwide, continues until September 30, 2013, so don't miss out on the fun!

JOIN TODAY AND MAKE EVERY MILE COUNT:  
[WWW.NATIONALBIKECHALLENGE.ORG](http://WWW.NATIONALBIKECHALLENGE.ORG).

## TOP RIDER



On May 12, Paul Spencer started The Tour D'Europe, a world record ride from the most northern tip of Norway to the most southern point of Spain. In one month, Paul racked up more than 4,040 points (follow him at [www.yeshesmad.com](http://www.yeshesmad.com)).

 **63%**  **37%**

## GENDER SPLIT

Men currently make up 63% of Challenge riders; 37% of participants are women.

## TOP TEAMS

**SMALL (1-10 RIDERS):** 14,100 points

Topeka Ol' Phogeys

**MEDIUM (11-99 RIDERS):** 54,654 points

Bike Arlington All Stars

**LARGE (100+ RIDERS):** 110,007 points

Gainesville Cycling Club

PARTICIPANT  
GROWTH

At the end of May, the 2013 Challenge was 13% ahead of 2012, with 29,281 riders compared to 25,775.

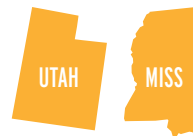
MILES AND  
MILES

By May 26th, the Challenge reached the equivalent of circumnavigating the sun: 2,713,406 miles.



## MOST IMPROVED

Utah and Mississippi both more than doubled their participation from May 2012.



## LCI CORNER

The Trojan  
Bike to  
Business  
Engagement

**WHEN I STARTED** the Boise Bicycle Project in 2007, I knew there was a need for bicycle repair and safety education in the community, but I had no idea how expansive that need really was. It's been a challenging journey to teach my generation (and older) that there are, in fact, rules of the road and methods of riding that make bicycling a safe, effective, and enjoyable form of transportation.

One thing I enjoy these days is teaching brown-bag sessions at local businesses. It seems every employer we talk to welcomes the idea of healthier, more productive employees and we use this interest to get inside and spread our message. Kind of like the Trojan horse, but with less pillaging!

Our message is simple but effective: "Are you a bicycle friendly business? Of course you are, but is it official? Here's how you can make it official (League of American Bicyclist application) — and here's what you can do as an employee to make your application even stronger."





## VERMONT

has 465 points / 1,000 population and two riders for every 1,000 residents.



## MOVING UP

Hawaii jumped 31 places, from 48th to 17th and New Mexico rose from 38th to 26th place.



## TOP WORKPLACES

**BIKE SHOPS AND DEALERS:** 12,819 points  
Eastern Mountain Sports

**SMALL (1-10 RIDERS):** 5,316 points  
US Dept of Housing and Urban Development (HUD)

**MEDIUM (11-99 RIDERS):** 38,885 points  
The Boeing Company

**LARGE (100+ RIDERS):** 370,340 points  
Trek Bicycle Corp.

## TOP COMMUNITIES

**CLASS I (200,000+ population):** Madison, WI, 1,198 points/1000 population

**CLASS II (50,000-199,999 population):** Appleton, WI, 2,043 points/1000 population

**CLASS III (5,000-49,999 population):** Waterloo, WI, 5,117 points/1000 population

## GIVING

*Thank you* to the following organizations and individuals who have contributed at least \$100 to the League, above and beyond membership dues, in March and April 2013.

**\$1,000-\$4,999**

### ORGANIZATIONS

Gainesville Cycling Club

### INDIVIDUALS

Harry Brull

James Oberstar

**\$100-\$999**

### ORGANIZATIONS

Babcock and Wilcox Company

Bowling Green League of Bicyclists

Clinton River Riders

Evanston Bicycle Club

Greater Dallas Bicyclists

### INDIVIDUALS

Guy Babineau

Blackmon Family

Paul & Martha Clarvoe

Judith L. Corley

Noel Field

Ronald & Carolyn Henrikson

Eric Holtz

Arina Jean-Chaplin

Alan Kailer

John Siemiatkoski

Richard Whiteford

Henry D. Wood

G. Woolley

During these brown-bag sessions and other classes, we reinforce the idea that a bicycle can be a tool for transportation and social change, but also a tool for fun and happiness. People want to have fun, and want things to be easy. I love telling people that I rode to work wearing the same clothes they see now, and on my dad's old 1988 mountain bike. So many people think it takes a lot of work, gear, and money to become a cyclist, when really all it takes is a bicycle, shoes, and underwear (to keep it legal).

My goal as an LCI is to remove perceived barriers and create opportunities for empowerment through riding a bicycle. The Boise Bicycle Project teaches safety classes for kids, commuting classes for adults, and repair classes for all types of folks. We believe that education is exponential and that, hopefully, the next generation of students will learn from their parents to ride on the right side of the road. - *Jimmy Hallyburton, LCI #3207*



*Jimmy Hallyburton, Boise Bicycle Project*

# League Strengthens Ties With BICYCLE TOUR NETWORK

BY ANDY CLARKE

The Des Moines Register's Annual Great Bike Ride Across Iowa (RAGBRAI) is the biggest, and arguably best known. The Tour of Scioto River Valley, in its 52nd year, is the oldest. La Vuelta Puerto Rico can probably lay claim to the fastest pace and longest days (375 miles in three days).

What do these rides have in common? They are all part of the Bicycle Tour Network (formerly known as the National Bicycle Tour Directors Association), which since 1990 has helped share best practices among ride directors and promote the remarkable array of multi-day rides, events and tours around the country.

Whether you want to ride through the heart of the country (Oklahoma Freewheel), scale the heights of the Rocky

Mountains (Ride the Rockies), escape to rural Idaho (Ride Idaho) or sample the coastal lowland charm of Charleston, South Carolina (Festivelo de Charleston), the Bicycle Tour Network exists to help you find the ride of your dreams and ensure you have a great experience.

The League is proud to have developed a strong partnership with the BTN over the years. We've helped gather economic data, share best practices, and participated in the BTN annual conference for several years — we even had one of our own events in conjunction with Cycle Oregon back in 2005. We are looking forward to strengthening those ties even further in the months ahead, not only to help the rides and events

thrive but also to help tell the remarkable stories of the rides and the people behind them.

Every one of the rides on the BTN calendar has a profound and positive impact on the communities through which they pass. Not only do riders and their supporters spend money as they eat and drink their way across the countryside, but many of the rides give back with specific grants and donations to support community initiatives. The economic impact of the rides is a story well worth telling in State Houses and on Capitol Hill — as we learned at the National Bike Summit, bicycling means business. ■

FOR MORE INFORMATION, VISIT [WWW.BICYCLETOURNETWORK.COM](http://WWW.BICYCLETOURNETWORK.COM).



(From left) Ride the Rockies (by Chandler Smith), Oklahoma Freewheel Ride (by Joy Hancock)





Photo by Allwyn Forrester

# THE NEW MAJORITY

## Pedaling Towards Equity

*New report from League and Sierra Club showcases the changing face of bicycling*

BY CAROLYN SZCZEPANSKI

A first-of-its-kind report released in May by the League and the Sierra Club highlights new data and analysis that show the new majority that elected a president is also playing a key role in shifting transportation demand toward safe, accessible and equitable bicycling in their communities.

“The New Majority: Pedaling Towards Equity” reveals compelling statistics about attitudes and ridership in diverse communities, while also highlighting grassroots efforts that are cultivating new campaigns and bike cultures that address the needs, serve the safety and improve the health of all residents who ride — or want to ride.

Dispelling misconceptions about who rides bikes in America, the report shows that the fastest growth in bicycling isn't among whites, but within the Hispanic, African American and Asian American populations, growing from 16 to 23 percent of all bike trips in the U.S. between 2001 and 2009.

New data also reveals that 86% of people of color (African American, Latino, Asian, Native American and mixed race) have a positive view of bicyclists and 71% agree that their community would be a better place to live if bicycling were safer and more comfortable.

While stark disparities in bicycle infrastructure exist, more than 1/4 of people

**The fastest growth in bicycling isn't among whites, but within the Hispanic, African American and Asian American populations**

of color say they would like to ride more but worry about safety in traffic and 60% say that more bike lanes would encourage them to ride.

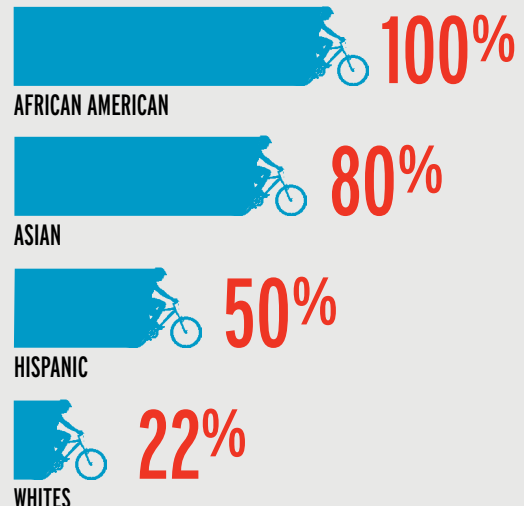
For too long, many of these diverse populations have been overlooked by traditional bike advocacy organizations and transportation planners. In too many in-

stances, people of color have been largely left out of transportation decision-making processes that have dramatically impacted their neighborhoods. Rising up in response to this disenfranchisement, new leaders are rallying against stark disparities in bicycling facilities — and safe streets.

These organizations aren't just engaging new communities in traditional campaigns, but opening new avenues of conversation — shifting the focus from bicycling itself to how bikes address the core everyday issues faced in their unique communities. ■

READ THE FULL REPORT AT [HTTP://BIT.LY/13XNTLX](http://bit.ly/13XNTLX)

### GROWTH IN THE PERCENT OF ALL TRIPS THAT ARE BY BIKE (2001-2009)



# UNITING BICYCLISTS, COMBATING CLIMATE CHANGE

## The Impact and Inspiration of the Climate Ride

BY ABE GREEN



**A**s I approached one of the steepest and most daunting inclines in a series of seemingly never-ending hills, a simple yet powerful question popped into my mind: “What the heck am I doing here?!”

After all, it had been just two short months since I had fallen from my bike while commuting home from work in downtown Brooklyn, NY, during which time I underwent three surgical procedures, suffered through life with a wired jaw, and slowly recovered while on pro-

longed disability from work.

“What would possess me to get on my bike and ride 300 miles?” I wondered. Then I saw the answer. Halfway up the hill was flattened, spread-eagled marmot (might have been a woodchuck) with its guts exposed. There was a multi-colored chalk circle around it with the words “Do Not Cross. Crime Scene.” I burst out laughing!

It was no doubt the work of our fearless ride volunteers who had scouted the route and were making marks on the

road to inspire and energize us. No, it wasn’t politically correct. In fact, it was a bit extreme. But on that road, it was genius — the genius and joy of the Climate Ride.

The Climate Ride was created by Geraldine Carter and Caeli Quinn as a means to leverage their decades of professional experience leading high-end bike trips to raise awareness and funds for climate protection. Since 2008, the ride has engaged hundreds of riders from across the nation who, instead of





photos by Kip Pierson

simply opening their wallets, raise money from friends and colleagues, which is directed to a number of nonprofit groups that work on renewable energy and active transportation issues.

This was Day 4 of the 2012 New York City to Washington, D.C., ride and a few yards past the crime scene, as I snaked my bike back and forth to avoid the embarrassment of walking, were the bold words, "CLIMATE CHANGE SUCKS WORSE THAN THIS HILL."

I stood up on my pedals and put a last

bit of oomph into my efforts. Yes. Yes indeed. These words epitomized my Climate Ride experience.

No one fundraiser or sporting event can solve all the world's problems. But the good ones, like Climate Ride, inspire leaders to go forth and make change possible. And given the environmental problems the earth is facing and the tools I possess as an avid cyclist and activist, the sentiment on the hill rang true. Even though fundraising and cycling for Climate Ride is difficult, the realities of





climate change pose even more difficult struggles.

First, and foremost, I do the Climate Ride because of the staff's meticulous attention to safety and support. On every day of the ride, they provide a safety briefing with an outline of the trouble spots along the day's course. We ride with a SAG van sweeping and ubiquitous pink arrows marking the route. I encountered a flat tire between Atlantic Highlands and Princeton, our first day destination, and, as always, helpful fellow Climate Riders and an eager mechanic immedi-

ately surrounded me with a pump and new tube. Thanks to the Climate Ride support team, I was back up and rolling in no time. Along the route, I was helped and helped other riders numerous times. The feelings of team spirit and camaraderie along the ride are contagious.

Secondly, I do the Climate Ride for its the speakers and presenters. Every night of the 300-mile journey leaders in environmental justice and cycling policy offered excellent presentations. Perhaps the most memorable for me during the NYC-DC ride was the performance and

talk by cellist and singer-songwriter Ben Sollee. Ben is an accomplished musician who has toured around the world (Editor's note: And been profiled in the League's magazine, too, in 2010!). He made the astonishing decision, a few years ago, to get off the tour bus and plane and take his instruments and band on the road by bicycle. Seriously. They travel from gig to gig with cello, drum kit, guitars, and other musical equipment strapped to their cargo bicycles.

On the Climate Ride he spoke about life's constant, lightning-fast changes that

## CALIFORNIA DREAMING

BY CAROLYN SZCZEPANSKI

As a participant in the 2011 California Climate Ride, I was part of a diverse group – from restaurant owners to environmental attorneys, people who work in greening the music business to a singer who had only ridden a bike 25 times before she got off the plane. But we sure had one thing in common: We were all fired up to pedal a stretch of the most scenic landscape in the U.S. and, along the way, talk shop about how, in our diverse capacities, we can build a more sustainable energy future.

Even for someone who lived and traveled in California as a kid, I was constantly speechless at the incredible beauty of the route.

We rode through the redwoods, stopping for lunch among the thousand-year-old trees and writing postcards to President Obama under the canopy of the giants. We conquered the legendary Leggett Hill – a five-mile ascent – and were rewarded with views of the foggy, frothy waves of the Pacific. On the third day, the route snaked through eucalyptus trees as it hugged the coastline and by day four, we sipped wine at a sustainable winery and ate lunch beach-side near the entrance to Point Reyes National Seashore. And, on the final day we glided over the Golden Gate Bridge with stunning views of the Bay and rolled into





*Abe Green on the 2013 California Climate Ride.*

lead us to neglect our environment and what's most important. According to Ben, putting his band on tour by bike allowed him to catch his breath and interact with the world around him, whether a kid chasing him in a poor neighborhood in New Orleans or students turning their heads on a college campus. I took another listen to his music and his words and it all became clear. Seeing the country between NYC and DC from the ground while traveling at 10-12 miles per hour (I'm slow!) allowed me to take in my surroundings and understand the country as a group of people rather than just monotonous gray walls and rest areas that characterize most NYC-DC journeys speeding down Interstate 95.

But most importantly, I do the Climate Ride for the friends I've made — and there were quite a few on the NYC-

DC ride. I met a physician working at a non-profit community health clinic, writers, teachers, a minister in training, a part-time law student/museum administrator, a bike-riding cellist, a green architect, and a solar energy project manager, to name a few.

We still get together on an almost monthly basis. We have organized rides to the Rockaways in New York, vineyards on Long Island, and over the George Washington Bridge. We have met up at actions for 350.org (a climate action organization) and other environmental causes. I have a feeling that not everyone participating in the Climate Ride has such immediate results in terms of friendship and inspiration. But I know quite a few have.

There's something about going through an intense physical challenge

with like-minded people that forms an indelible bond. On one recent ride with Climate Ride buddies, a cyclist approached us and asked about our experience. Six out of seven said they were registered to do it again. In fact, as I write this — at the height of National Bike Month — I'm heading to California in just a few days to do the California Climate Ride.

It's been a long road since my bike crash and "what the heck am I doing here" moment; despite the difficulties the road has always been worth traveling. I encourage all who are considering it to get on the road and go! ■■■

**NOW IS THE TIME: THE NEXT NEW YORK CITY TO WASHINGTON, D.C., CLIMATE RIDE IS COMING UP SEPTEMBER 21-25, 2013. LEARN MORE AND REGISTER AT [WWW.CLIMATERIDE.ORG](http://WWW.CLIMATERIDE.ORG) - AND, LIKE ABE, CONSIDER ADDING THE LEAGUE AS ONE OF YOUR BENEFICIARIES!**

San Francisco in our matching jerseys, chanting Climate Ride all the way to city hall.

From Blake and Geraldine — the ride directors — to the van drivers, bike mechanics and other volunteers, we were showered with humor, joy and energy even when we awoke to soaked tents and gloomy forecasts. Best of all, I knew my incredible experience would have a lasting impact, even beyond our collective memories and photo collections. In 2011 alone, the ride raised more than \$300,000 for a variety of nonprofits, including the League and member organizations like the East Bay Bicycle Coalition and Sonoma County Bicycle Coalition.



# TRANSPORTATION SPENDING: HOW TRANSPARENT IS YOUR STATE?

In 2013, the federal government gave the states more than \$37 billion for transportation projects. But, for advocates — and everyday citizens — it can be an uphill, around-in-circles, paper-trail marathon to run down where those billions end up when the paint hits the pavement.

If you're like us, you probably wonder how much your state is spending to make biking safer and more comfortable. Great question... with possibly a very complex — and time-consuming — answer.

The first step is the STIP: Your State

Transportation Improvement Program (STIP) includes information on all the projects getting federal dollars in your state over the next four years. But here's the catch: Not all STIPs are equal. In some states, all the data you need is in one easily searchable database or handy Excel spreadsheet. In other states, though, the data is scattered among a dozen different entities, each with their own way of recording and reporting how your money is being spent.

The League believes this data is important, so we're doing something nobody

has done before: Through our Advocacy Advance partnership with the Alliance for Biking & Walking, we're searching thousands of pages of documents and making dozens of phone calls to identify how much states are spending on biking, walking and shared-use projects. And one thing we've learned: access to information is critically important.

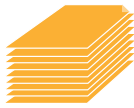
How transparent is your state when it comes to transportation spending? And how tough is it to find the numbers?

Here's some insight... CONTACT KEN MCLEOD FOR MORE INFORMATION: [KEN@BIKELEAGUE.ORG](mailto:KEN@BIKELEAGUE.ORG)

## THE PAPER TRAIL

### FLORIDA

1



PUBLICLY  
AVAILABLE  
DOCUMENT  
ONLINE

PAGES:  
3,030

### CALIFORNIA

1



STATE  
DATABASE  
WITH PUBLIC  
REPORTS

PAGES:  
5,439

### GEORGIA

15



DIFFERENT  
DOCUMENTS,  
SAME REPORTING  
FORMAT

PAGES:  
1,793

### TEXAS

1



DOCUMENT,  
BUT DIFFERENT  
REPORTING  
FORMATS

PAGES:  
3,508

### INDIANA

12



DIFFERENT  
DOCUMENTS  
ON ONE  
WEBSITE

PAGES:  
1,701

### WISCONSIN

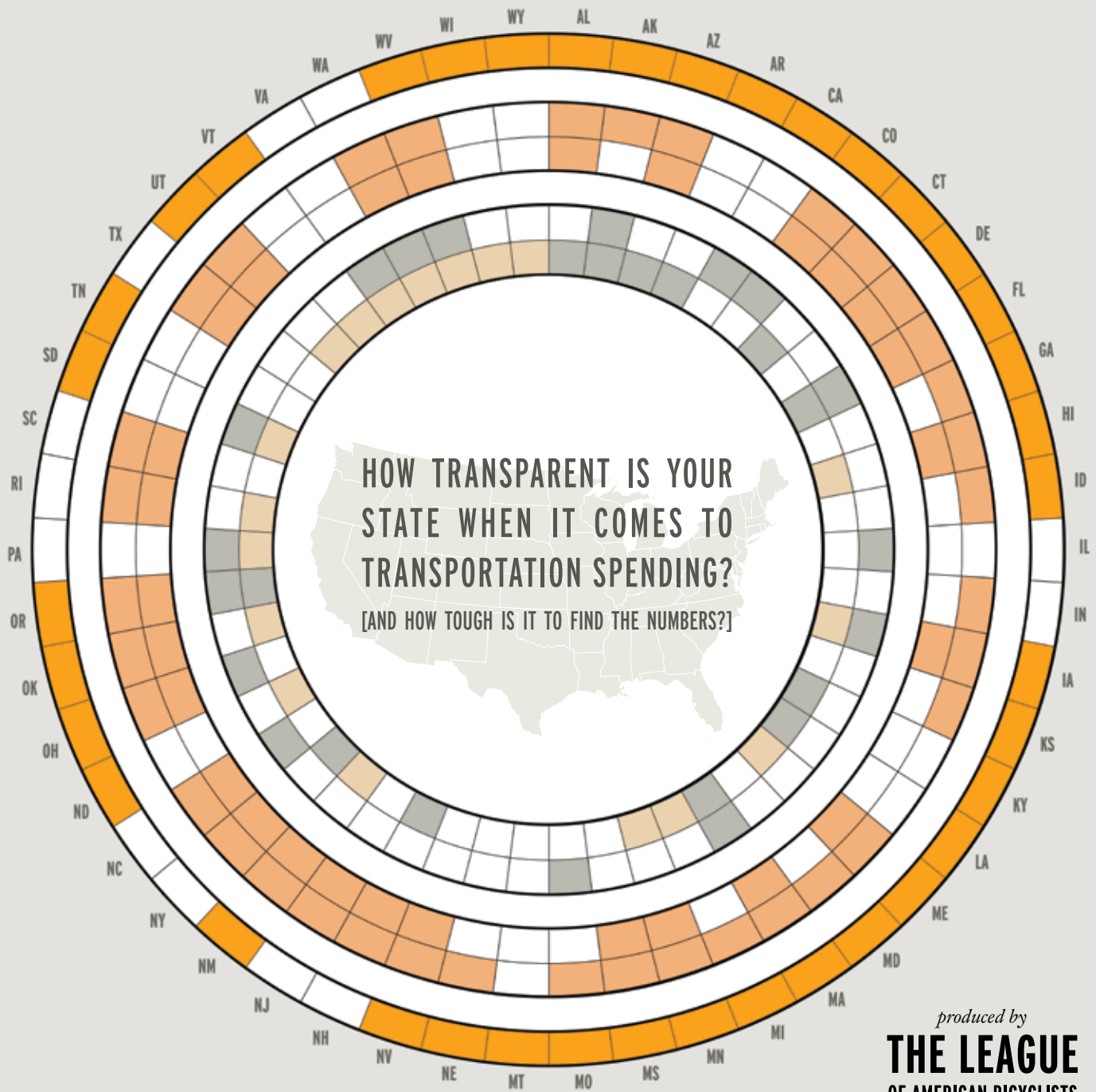
13



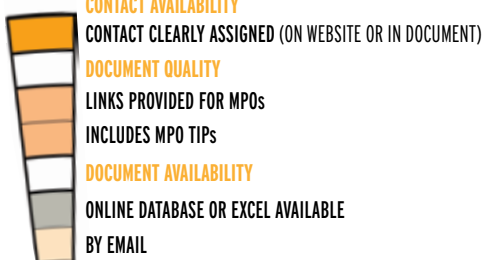
DIFFERENT  
DOCUMENTS

PAGES:  
1,801





## KEY



## GLOSSARY

MPO >> Metropolitan Planning Organization  
TIP >> Transportation Improvement Program  
STIP >> MPO TIPS + state DOT-programmed projects

Metropolitan Planning Organizations exist in every state and share transportation planning responsibilities with the state DOT. Generally speaking, MPOs plan for the urban areas and DOTs plan for everywhere else. Every STIP is a product of the state DOT and the MPOs. While some states create a comprehensive document that reflects the work of both sets of entities, others don't even bring this relationship to the attention of the general public.





*Kennetta Gunns  
Read her story on page 20.*



# WITH LIBERTY AND BICYCLING FOR ALL

## Five stories of wounded warriors pedaling to recovery

BY CAROLYN SZCZEPANSKI

**A**s Congresswoman Tammy Duckworth walked up to the podium on titanium legs, the entire crowd rose to its feet, saluting the former Army pilot with a standing ovation. A keynote speaker at the 2013 National Women's Bicycling Forum, the Representative from Illinois lost both legs when her helicopter was shot down in Iraq in 2004. But, thanks to bicycling, she didn't lose her humor, strength and quality of life.

"For the most part, we were at peak condition and, in the blink of an eye, became disabled — unable to control our bodies," she said of her experience, and the experience of so many other wounded warriors. "These same bodies that had been so full of vigor and energy, that had been used to flying helicopters and commanding tanks. These bodies that had been used to rescuing people and pulling buddies out of harm's way and helping civilian populations. These bodies that responded to whatever we asked of them our entire lives, no longer responded, or they were so broken they were no longer capable of doing the things we thought they should do."

"And that has a psychological toll on our wounded, to go from strength to absolute weakness," she continued. "I

couldn't even scratch my nose. I couldn't move a single part of my body, except for my left wrist. To go from commanding a Blackhawk helicopter — like I used to say, strapping that 20,000-pound machine to my back — to not being able to even roll over in bed, I needed something, and biking was it for me."

During her recovery at Walter Reed Medical Center, she started riding a recumbent bike, propelled by her arms. Her strength built quickly. She joined two bicycling groups for wounded warriors and started completing marathons and the Army 10-miler with fellow vets.

"What's great about it is, for the wounded, when you start doing these marathons, you feel powerful, you feel strong, you feel in control," she said. "If your body can do this, you can do anything. And to have that as part of your rehabilitation, to know that, I can do this, gets the guys and gals thinking about what else can they do in their lives, where else can they go. They can ride bikes with their kids again. They can travel and go on trips with their spouses and bring their bikes along. It's really quite an amazing gift to have."

The Congresswoman certainly isn't



*Duckworth*





Matt DeWitt

alone. In partnership with the military, Ride 2 Recovery has worked with hundreds of veterans, incorporating cycling as a means to injury rehabilitation and improved mental health. Four inspiring veterans and R2R participants shared their stories with *American Bicyclist* — and all them echoed Duckworth's sentiment.

"For me and other wounded veterans," she said, "biking is something that represents our commitment to never giving up, and striving to do things that once seemed impossible."

## Matt DeWitt

When I joined the U.S. Army in 1998, I was not thinking down the road. I was living in the present. In 2003, I was a Calvary Scout, taking part in the initial invasion into Iraq taking Saddam Hussein's palaces. Then, when patrolling in Khalidiyah a rocket propelled grenade changed my life forever.

I lost both of my arms below the elbow. After six months of surgeries and re-

habilitation at Walter Reed Medical Center, I headed home to New Hampshire to figure out what to do next. But there was one objective in the forefront: to ride a mountain bike again. In high school I was a competitive mountain biker and even won some races, but this was going to be a different ballgame.

In November 2011, I was introduced to John Wordin and Ride 2 Recovery (R2R) — and the organization gave me the opportunity to do something that I thought was long gone: the ability to ride a bike again. With an adaptive, carbon-fiber, electronic-shifting bicycle, I don't just ride — I ride fast and push my body to its limits.

Less than two years ago, I set off for my first R2R ride: the Las Vegas Veterans Day Honor Ride. I thought the 40-mile ride on a road bike would be an easier way to get back into cycling and I was right. Getting on that road bike after riding mountain bikes for so long was great. I went out like a rocket — but coming back wasn't so easy. In fact, Scotty Moro pushed me part of the way back.

That day I decided that no one would

have to push me again — and they haven't.

With electronic shifting and braking modifications, I am able to train at home in New Hampshire and rode the 333-mile R2R Minuteman Challenge in September 2012. After that successful ride, I tried the Newton's Revenge (mountain) Bicycle Hill Climb on Mount Washington in New Hampshire, the highest peak in New England — and I've knocked out a couple of centuries with plenty of hills added in.

Biking has improved my fitness. I've lost 30 pounds since that first ride in Vegas and I've also met hundreds of new people, from other vets on the Challenge rides and just getting out to ride with my local bike shop.

Travelling around the country, riding my bike hundreds of miles at a time with fellow vets who are dealing with the same kinds of problems, has been very healing. We talk about our time in service and just everyday family issues. It's such an amazing support group.

Cycling has also provided me with goals to work toward. Last year, I did my first challenge ride, pedaling almost 400

miles from Boston to New Jersey. This year I completed two centuries in three days during the Gulf Coast Challenge. Already, my times on climbs are two to three minutes faster than a year ago.

Now, I'm training with the R2R team for the Leadville 100 — a 100-mile mountain bike event across the high-altitude, extreme terrain of the Colorado Rockies. I'll be training on the mountains of New Hampshire and then join others on the R2R team a week prior to the race to acclimate to the altitude and test out the race course.

## Jennifer Goodbody

In February 1998, while I was serving in the U.S. Army, a member of the cadre sexually assaulted me.

After enduring the court martial, I decided to put this behind me and just move on, avoiding even thinking about it for almost 10 years. What I didn't know was that this was a recipe for post-traumatic stress disorder (PTSD).

While I was deployed to Iraq, I was exposed to multiple explosions from mortars. These two events, combined with the loss of my mom from pancreatic cancer in 2005, caused the symptoms of PTSD and traumatic brain injury (TBI) to show. I honestly thought I was going crazy; I didn't understand what was happening to me.

During the winter of 2005, not only did I not leave my house for six months, I barely left my bed. I was in a deep dark place with no idea how to get out. I can't explain the pain that I was in; it wasn't a physical pain, but pain from an injury so personal that I thought I was the only person in the world to suffer from it. I felt weak and vulnerable. I felt that I should have been able to handle this, but I couldn't.

I had a family to take care of but I couldn't even feel love for them. The anger and rage came and my husband at the time and children became scared of me. They didn't want to be near me, which further fueled my isolation. I felt like I

became a burden on my family. The shame of not being able to take care of myself became overwhelming. I have always been a fiercely independent person and I couldn't bring myself to ask for help.

Suicide became my only option, to end the pain, to end the shame, to end the burden that I was placing on my family. When I started outpatient therapy, it helped with the depression but didn't address the underlying issues. That's when I learned about the Women's Trauma Recovery Program at the VA in Menlo Park.

It was here that my recovery officially began. It was there that I was introduced to cycling, which became one part of my treatment plan.

The staff at the Women's Trauma Recovery Program recognizes how important cycling is — physically, mentally and emotionally. The treatment that I received at Menlo was top notch, but when you factor in the cycling, it was an amazing combination that really helped my healing. I had finally found the right path to my recovery.

When you're in that "dark place," it feels hopeless. Cycling illuminated the way to start living and thriving, not just surviving.

In October 2011, I embarked on this new cycling journey with Ride 2 Recovery on the annual California Challenge — 450 miles of cycling along the coast from San Francisco to Los Angeles. The seven-day event pushed me to my limits and then some. It was one of the hardest things I've done, but also one of my proudest.



Jennifer Goodbody

One of the difficulties in dealing with PTSD and TBI is that my injuries are literally in my head. It's super easy to tell myself, "I'll go on a ride later." Most of the time, later never came around. Now, that's just not an option for me. Not only do I want to ride because I want to get better at it — I have to ride for my mental health. The hardest part is the first three minutes of a ride. Once I'm on the bike, everything changes.

When I'm riding, I'm focused. I'm grounded. I pay attention to things that keep me in the present. All the chatter that I have going on in my head stops. I feel a sense of freedom being outside with the wind in my face. It satisfies this "small" adrenaline addiction that I have in a relatively safe way.

When you're in that "dark place," it feels hopeless. Cycling illuminated the way to start living and thriving, not just surviving.



I am by no means a speed demon down a hill, but it's fast enough for me to be totally thrilled by the time I make it to the bottom. No matter what my mood is before a descent; by the time I reach the bottom I always have a huge smile on my face.

I ride everyday. Period. Whether I am on the road or on my trainer.

## Kennetta Gunns

When I returned from my first and only deployment in 2007, I learned I faced two challenges that would not allow me to deploy again: Snapping Hip Syndrome and Retinitis Pigmentosa. The hip problems left me unable to run without pain and the fear of an unexpected fall. Retinitis Pigmentosa is a degenerative eye condition that causes the retinas to die. I have struggled with coming to terms with these diagnoses for five years now.

I never knew that I really needed help dealing with it until I came to the Warrior Transition Unit. When I arrived at Fort Hood, I was an extremely guarded person. Always a smile, but never a word of invitation to come into my world — and it seemed, the longer I stayed, the more I felt like I didn't deserve to be there. I was not hit with any direct or indirect fire. I never watched one of my battle buddies go down. I caught a "cold" my first week in the sandbox and came home with aggravated conditions. My thought was "Who am I to claim the spot of a wounded warrior when there are so many others out there that could use more help?"

For months, I kept myself on the outside until I met Andi Talley. I owe her my sanity for introducing me to cycling. One day while we were supposed to be having fun and working as a team decorating our company, someone I didn't know said something I didn't like. It upset me so much that I walked out — angry and



Hunter Stoneking

frustrated for joining in the "fun" in the first place. Andi stopped me from losing it completely that day — and invited me to join her on a bike ride.

We trained, and I struggled, for the Ride 2 Recovery Gulf Coast Challenge. Day One of that Challenge was a 77-mile day. I had never been "in the saddle" for that long in one day. It was painful and terrifying but finishing that day was amazing.

Finishing that week long ride has saved my life.

I've learned that I have anxiety that causes me to isolate myself. It causes me to think and "hear" things that are not true. Cycling with Project Hero and R2R helps me to put things into perspective. I'm sure I'll continue to struggle with worry and stress over many things, but, when I'm on the bike, I don't have the time or the luxury to allow those worries to rule me. I can only think of one thing at a time. And if that thing is not on the road underneath me, THAT is not the time.

Cycling not only allows me to remain physically as fit as I have been for 17 years of military service but also encourages me to strive for emotional fitness. It took about five years to work myself into an emotional frenzy and four months of cycling to help me manage it. That's a pretty nice tradeoff if I do say so myself!

## Hunter Stoneking

In 2005, I deployed to Iraq. I made it through relatively unscathed, sustaining only minor injuries to my knee, back and hearing only to come home and completely tear my knee playing a football game with future Marines at my local recruiting station. This prevented me from deploying with my unit the following year, as it required surgery.

I became more and more depressed as the months passed and combat reports came in almost daily. Friends were getting injured and killed and there was nothing I could do. I felt I failed my brothers and retreated into a very dark place in my mind. I finished my service in 2007 and lived a secluded life for nearly four years, gaining a large amount of weight and letting my hopelessness and guilt consume me.

Then someone amazing came into my life: my son, who was born in 2010. Though I wasn't with his mother and didn't get to see him all the time, I knew I needed to get better for his sake. My father had left when I was very young, and I would not repeat this cycle of abandonment.

I started college and tried to live a healthier lifestyle. I had my ups and downs in this transformation but it wasn't until I bought a bicycle that I truly began to feel a difference in myself. It started out simply as a way to save on gas money and quickly became my passion.

I could feel the wind and sun on my face. I could let go of all the self-loathing and anger and guilt that I had been building up for so long. Best of all: I could

Cycling not only allows me to remain physically as fit as I have been for 17 years of military service but also encourages me to strive for emotional fitness.



share this love with my young child. We spent an entire summer riding that bike. I could see the love in his eyes and the excitement when ride time came, and it made me feel genuinely happy for the first time in a very long time.

A fellow veteran that frequented our local bike shop rode with us a few times and told me about Ride 2 Recovery. At first I didn't know if I could handle participating. Just thinking about it brought back the pain and guilt of my failures. How could I face my fellow veterans when most suffered much more severe traumas than I had?

But Margaux continued to ask me to participate until I finally decided I needed to face my own demons and do it, not only for my own gain, but for my son's, as well.

In October 2012, I participated in my first R2R Challenge. At first I was so uncomfortable. I had a panic attack just walking into the room with so many of my brothers and sisters looking at me. I quickly learned, though, that they were

I could let go of all the self-loathing and anger and guilt that I had been building up for so long. Best of all: I could share this love with my young child.

there to help me with my healing process just as much as I was with theirs. We are a family, a unit of heroes of all shapes and sizes and all levels of disability.

I felt welcomed somewhere for the first time in a long time and it was in an atmosphere I never thought possible. I cried like a baby nearly the entire first day. I didn't know how to feel, I didn't know what to say or how to treat those around me, but they continued to welcome me into their hearts and by the end of the week my life was changed forever.

It was the big nudge I needed to let go of the past and live for the future. It's crazy to think something as simple as a bicycle could be the instrument of such a huge change in so many different aspects

of a person's life, but I see it every day when I am with Ride 2 Recovery. It inspires me to continue to improve.

I want to ride alongside other R2R warriors that I have come to love and respect; to help them as they helped me to overcome not only mental and physical adversity but to tackle the most difficult, single-day mountain bike event in the U.S.

I never thought I would feel whole again but now through Ride 2 Recovery and cycling I feel anything is possible. I feel I can be the man I want to be and the father my son deserves and there isn't a more amazing feeling in the world. ■

LEARN MORE ABOUT RIDE 2 RECOVERY AT [RIDE2RECOVERY.COM](http://RIDE2RECOVERY.COM)



[www.CarolinaTailwinds.com](http://www.CarolinaTailwinds.com)  
888.251.3206

*Inn to Inn Bicycle Vacations  
in the Eastern U.S.*

North Carolina Outer Banks  
South Carolina Lowcountry  
North Carolina Wine Country  
Chesapeake Bay  
Skyline Drive  
New York Finger Lakes  
Shenandoah Valley  
Blue Ridge Parkway

*Easy tours for casual riders and  
challenging tours for avid riders.*

**America by Bicycle, Inc.**

*Ride with the Coast to Coast Leader!*

**Cross Country Challenge**  
June 1 - July 23, 2013 - 3,849 mi CA to NH

**Across America North**  
June 16 - Aug 5, 2013 - 3,678 mi OR to NH

**Great Lakes Tour**  
Aug 4 - Aug 19, 2013 - 1,087 mi NY & Canada

**Ride the West**  
Sept 7 - Sept 30, 2013 - 1,408 mi OR to California

**Maine Foliage**  
Oct 6 - Oct 11, 2013 - 226 mi Maine

**Fall Foliage**  
Oct 12 - Oct 19, 2013 - 310 mi ME, NH, MA

[www.abbike.com](http://www.abbike.com)  
**888-797-7057**

## Bicycle Alaska!

**Alaskabike presents the  
highest quality bicycle and  
multi-sport tours in Alaska  
and Canada's Yukon**

Very inclusive packages include meals, lodging, Cannondale bicycle rental. Since 1993.

### Recommended by Frommers!

Complete information on our website at:

[www.alaskabike.com](http://www.alaskabike.com)



**Request our Catalog!**

**1-907-538-2392**

**1-866-683-2453 - toll free**

**bicycle@alaskabike.com**

3900B Woronzof, Anchorage, AK 99502

# EXPLORING BICICULTURES

A new research network focuses on the cultural life of bicycling

BY ADONIA E. LUGO



*Adonia Logo (center) with participants of the Bicultures Roadshow in Davis, Calif.*

WE'RE SHOWING THAT THERE'S NOT JUST ONE BIKE CULTURE;  
THERE ARE MANY BIKE CULTURES IN DIFFERENT PLACES AND  
AMONG DIFFERENT GROUPS OF PEOPLE.



We may ride our bikes individually, but we build meanings around bicycling together.

That's why we talk about "bike culture." With our friends who bike, we share tips about gear, routes, and even specialized language. Bike research in planning and engineering tends to focus on road design, and those disciplines' quantitative methods translate well into the language that advocates use to show the benefits of bicycling to decision makers.

But what about the social and cultural components of bicycling? If we want to build a bike movement that reaches a wide swath of Americans, we should — and are beginning to — consider how culture impacts bicycling.

A growing number of qualitative researchers in the social sciences and humanities are studying bicycling as it happens in everyday social life. We're showing that there's not just one bike culture; there are many bike cultures in different places and among different groups of people. We think that investigating the multiple meanings of bicycling can shed light on why people do and do not choose to bike.

As an anthropologist finishing a dissertation about bicycling and culture change in Los Angeles, I'm one of these researchers. Last spring, inspired by another scholarly network, the Cycling and Society Research Group based in the UK, I pooled my research contacts with two other graduate students studying the social life of bikes — Sarah Reboloso McCullough and Lusi Morhayim — and we started an email listserv called Bicultures.

As the Bicultures list expanded to more than 100 subscribers, it seemed we should meet in person. We knew the Cycling and Society folks have a research symposium across the pond every year — what if we held something similar in California? With the support of Dr. Susan Handy, the director of the Sustainable Transportation Center at UC Davis, Sarah and I started planning our own experimental conference. Could we



Jenna Burton, founder of Red, Bike and Green, presents at the Bicultures Roadshow.

connect bike research, community, and advocacy?

This April, the Bicultures Roadshow took place in Los Angeles and Davis and showcased local bike scenes for visiting researchers. We started on April 10 with a tour of the L.A. Eco-Village, an intentional community that has fostered the growth of the L.A. bike movement since the 1990s. On April 12, I led 11 scholars on a bike tour of central Los Angeles neighborhoods along Seventh Street, which is a backbone of the CicLAvia open streets event. We had a great time, and that evening, with the help of Ron Milam, the founding executive director of the Los Angeles County Bicycle Coalition, we held an event that brought together scholars and advocates to share stories and create a timeline of key moments in the L.A. bike movement. Sixty people participated in the event, which sparked some conversations that are sure to continue.

After presenting our work at the Association of American Geographers conference in L.A., the conference organizers headed up to Davis, where more scholars and advocates joined us for the first Bicultures research symposium on April 16 and 17. Our 18 speakers presented about gentrification, bicycling as a teaching tool, social theory about the experience of bicycling, the attitudes of

e-bike users, efforts to create city-wide bike networks, using GPS to bring commuters' informal routes into city bike plans, the history of mountain biking and women's racing, community-based bicycle promotion, whether commuters think of themselves as "bike people" at all, and much more.

Then, after our first day of panels at the U.S. Bicycling Hall of Fame, the 50 or so conference attendees headed out on rides led by local bike advocates and professionals, followed by a bike book reading at Avid Reader and a party hosted by the Davis Bike Collective. Getting out and exploring that great bike town enriched our intellectual debates, and the social events gave us a chance to learn about the projects of conference attendees who did not present.

Based on the enthusiasm we saw during the conference, we're excited to keep connecting qualitative research with bike community and advocacy. The more we recognize that culture impacts why and how we ride, the more we can foster the growth of bicycling that reflects American diversity. ■

VISIT OUR WEBSITE, [BICULTURES.WORDPRESS.COM](http://BICULTURES.WORDPRESS.COM), TO LEARN MORE ABOUT OUR WORK. THE BICULTURES ROADSHOW TALKS WILL BE AVAILABLE ONLINE THIS SUMMER. TO SEE THE COLLABORATIVE TIMELINE OF L.A. BIKE MOVEMENT HISTORY, VISIT [LABIKEMVMT.ORG](http://LABIKEMVMT.ORG).



# THE POWER OF ONE

## Women & Bicycles campaign uses Roll Models to gear up female ridership

BY CAROLYN SZCZEPANSKI

**T**he wheels started turning when Nelle Pierson saw a clear intersection between the now-famous tenets of “The Tipping Point” and getting more women on bikes.

The best-selling book by Malcom Gladwell highlighted the impact of Connectors; people with the interest and ability to spread an idea within their personal circles and create a ripple effect throughout their community. Pierson, the Events and Outreach Manager for the Washington Area Bicyclist Association, did a quick mental inventory of her bike friends and had a realization.

“I thought, ‘I have bike friends who represent those personality types, those evangelical women who are proselytizing about bikes,’” she recalls. “What if we bring those women together and provide them with the tools they need to really sell it?”

That what-if turned into WABA’s new Women & Bicycles program. In 2011, the local advocacy organization started a community-wide conversation to address the fact that just 23% of area riders are women. To bridge that gender gap, Pierson decided to harness the power of Connectors, building the Women & Bicycle initiative around 10 Roll Models — experienced female bicyclists who want to share the benefits of biking with other women who may be interested in riding but need additional support or community to get them rolling.

“One person who cares really strongly about the issue, who’s sharing events on Facebook, pulling people together,



*The Women & Bicycles campaign kicks off with an open house. Photo: WABA*

they’re likely the ones who are social and eager to follow-up,” Pierson says. “And luckily, we have a lot of those people in DC!” Within a matter of days, WABA got 22 applications from area women to be Roll Models for the program. But, Pierson realized, even the most enthusiastic needs some sort of structure to channel their passion.

For that, Pierson worked with local advocates to create a first-of-its-kind Women & Bicycles workbook, designed to act, not just as compilation of helpful information for female riders, but as a catalyst for discussion and problem solving. The perfect setting for that kind of conversation? A dinner party, of course! After all, such informal, small group gatherings have proved their commercial and politi-



*Zabra Jilani ready to roll for the Mother’s Day Ride. Photo: Maggie Smith*



Nelle Pierson, WABA's Events and Outreach Manager, leads the Women and Bicycles program. Photo: Maggie Smith

cal impact again and again.

"The Tupperware party worked," Pierson says. "It got it in homes of hundreds of thousands of people. Mary Kay, which had a similar model, is a multi-billion-dollar organization now. The Obama campaign took advantage of that concept with house parties, too. How do we tap into these approaches to succeed in the bike world?"

It didn't take long to find out — even the initial meet-ups were a clear success. Roll Models were reaching out through their social, professional and other creative networks to engage as many as 20 interested bicyclists. "The dinner and discussion format works really well," Pierson says. "It's relaxed and fun, and we've routinely gone over time because gals want to hang out and continue talking!"

But the dinner is just the first course — the follow-up and mentorship is just as important. "Roll models are taking greater initiative to recruit mentees, and figure out how to follow-up," she adds. "Erin has created a Women Biking Listserv, and suggests upcoming events, makes herself available to go to bike shops, and is coordinating her own rides. Angie recruited 20 people for her meet-up and tailored the information to meet their more advanced needs. Laurie, a co-owner of a bike shop recruited 20 women for her meet-up, and used the event as a catalyst to launch her Women Biking group; a combination of rides, yoga nights, and happy hours."

Beyond the small groups, the Women and Bicycles program is engaging other women through rides, events and a vibrant

Facebook group that's attracting more than 150 new participants each month. "It's working," Pierson says. "From a communications standpoint, we are reaching people and the information that's being shared is sincere, substantive, helpful and proving the importance of this program."

And, as it turns out, there are plenty of roll models — both women and men — eager to be Connectors in their circles. "I presented to a group in Fairfax, and everyone wanted the PDF version of the workbook," Pierson says. "A gentleman said to me, 'This is really nice — I want it in my bike shop.' He made a contribution to the program and now his bike shop is printing and distributing it." ■

LEARN MORE ABOUT THE WOMEN & BICYCLES CAMPAIGN AT [WWW.WABA.ORG/GET\\_INVOLVED/WOMENANDBICYCLES](http://WWW.WABA.ORG/GET_INVOLVED/WOMENANDBICYCLES)

## BRING THIS (ROLL) MODEL TO YOUR COMMUNITY!

The League's Women Bike program provided a \$15,000 grant for Women & Bicycles, in an effort to seed and share innovative efforts that can be applied in communities nationwide. Are you interested in starting a campaign to engage more women in bicycling? Download resources from WABA's campaign, including the workbook, at [bikeleague.org/content/women-bike](http://bikeleague.org/content/women-bike).

# ATTRACTING THE CREATIVE CLASS – WITH BICYCLES

Indianapolis wants to be known as much for its greenways and bike lanes as its racetracks and fast cars

BY JAMISON HUTCHINS

Indianapolis used to be focused on one thing in the month of May: cars.

The Indianapolis 500 is probably the highlight of the busy summer schedule in Indy, so race cars traditionally have been the focus of many Hoosiers when the month rolls around. However, since 2007, when Mayor Greg Ballard was elected, bicycles have taken their rightful place in the month's activities — and in our city year-round.

The Mayor entered office understanding the Circle City had a great deal of potential and it just needed to be activated. He also understood that the people who are going to help the city live up to its potential are the creative class — whether artists, service industry employees or the young talent being attracted by Eli Lilly, Rolls Royce or any of the other large businesses that call Indy home.

Mayor Ballard looked around to other cities and realized that today's youth have choices and they were flocking to Minneapolis, Chicago and other cities that were winning the battle for talent.

These cities are great for many reasons, but the Mayor also realized that people were looking at transportation differently. The infatuation with the automobile seemed to be dying for a variety of reasons and many were intentionally rejecting it.

While many of these cities have extensive transit systems, he also understood they had invested in a less expensive mode of transportation: the bicycle. So, while mass transit is a major priority of the Mayor, he decided to expand on the already existing 40+ miles of greenways and look to the bicycle as a way get people to and from all the great neighborhoods and destinations in the city.

In 2007, the on-street bike network consisted of just 1 mile of disconnected bike lanes. Five years later — piggy-backing on routine resurfacing projects, federal transportation dollars and a growing demand for bicycle facilities — Indy now has 74 miles of on-street bike lanes.

It started out with two major one-way, east-west roads that spanned a large swath of the city. Sure, there were the typical complaints and “concerns” from residents who had never ridden in or driven next to bike lanes. But the outcome was overall support to incorporate another mode of



Mayor Greg Ballard. Photo by Heather Givans.

transportation in the city.

This also happened to start around the same time as construction of the Indianapolis Cultural Trail. This nearly 8-mile protected bicycle and pedestrian facility in the heart of downtown connects people to the various cultural districts and truly changes the landscape of the city, inviting people to rethink the way they move throughout Indy.

Indianapolis, like many other cities





Mayor Greg Ballard (top right) has advanced new bicycling facilities and programs in Indy.  
Photos by City of Indianapolis.



over the past 30 years, has suffered significantly from suburban sprawl and urban flight. With a transportation network focused on getting people in and out from the suburbs by car, the density — and vitality — of the urban core has suffered. Around the office we like to call it “potential.” There is no shortage of great housing-stock located in wonderful, urban neighborhoods, as well as wide streets that provide existing right-of-way to “play” with. Oh, and a lot of surface parking lots.

Now, these neighborhoods are hubs of reinvestment, the roads are being retrofitted to accommodate bicycles and the surface parking lots are being filled with mixed-use developments that are bringing grocery stores, restaurants and other retail, as well as providing living space above. These developments are drawing back kids and young adults whose parent fled the city for the suburbs. This generation seems to be more interested in community, bikeable/livable neighborhoods and having entertainment options close by — in contrast to the parents who were lured out of the “dirty/dangerous” cities with the promise of bigger houses, more cars

and ultimately a more secluded lifestyle.

Just like the companies that he aims to attract to Indy, Mayor Ballard realizes the pendulum is swinging back to the urban cores for a number of these reasons.

So, with the leadership of the Mayor, Indianapolis was recognized as a Bicycle Friendly Community at the bronze level four years ago. Since then, we have striped another 30 miles of on-street bike lanes, retrofitted an old building into one of the most innovative bicycle commuter hubs in the country, finally finished the Indy Cultural Trail after six years, expanded our greenway system, broadened our education and outreach program and adopted one of the best Complete Streets policies in the country.

We really have been a test case in “if you build it, they will come.” Our ridership has sky-rocketed and now bicycles are a mainstay on the roadways. Our business districts are buzzing with new life and people are experiencing this great city on foot or from a bike seat... as it should be! ■■■

JAMISON HUTCHINS IS THE BICYCLE AND PEDESTRIAN COORDINATOR FOR THE CITY OF INDIANAPOLIS. LEARN MORE ABOUT THE CITY'S EFFORTS AT [WWW.INDY.GOV/SUSTAININDY](http://WWW.INDY.GOV/SUSTAININDY).

## AMERICAN BICYCLIST

### THE LEAGUE OF AMERICAN BICYCLISTS

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](mailto:bikeleague@bikeleague.org), fax: 202-822-1334.

### BOARD OF DIRECTORS

Diane Albert, *Secretary*, [dianealbert@bikeleague.org](mailto:dianealbert@bikeleague.org)  
Harry Brull, [harrybrull@bikeleague.org](mailto:harrybrull@bikeleague.org)  
Steve Durrant, [stevedurrant@bikeleague.org](mailto:stevedurrant@bikeleague.org)  
Jay Ferm, [jayferm@bikeleague.org](mailto:jayferm@bikeleague.org)  
Jennifer Grey Fox, [jennifergreyfox@bikeleague.org](mailto:jennifergreyfox@bikeleague.org)  
Alison Hill Graves, [alisonhillgraves@bikeleague.org](mailto:alisonhillgraves@bikeleague.org)  
Tania Lo, [tanialo@bikeleague.org](mailto:tanialo@bikeleague.org)  
David Madson, [davidmadson@bikeleague.org](mailto:davidmadson@bikeleague.org)  
Matt Moore, [mmoore@qbp.org](mailto:mmoore@qbp.org)  
Nicole Preston, [nicolepreston@bikeleague.org](mailto:nicolepreston@bikeleague.org)  
John Siemiakowski, *Vice Chair*,  
[johnsiemiakowski@bikeleague.org](mailto:johnsiemiakowski@bikeleague.org)  
Gail Spann, *Chair*, [gailspann@bikeleague.org](mailto:gailspann@bikeleague.org)  
Eric Swanson, *Treasurer*, [ericswanson@bikeleague.org](mailto:ericswanson@bikeleague.org)  
Corinne Winter, [corinne@bikesiliconvalley.org](mailto:corinne@bikesiliconvalley.org)

### STAFF

Lily Afkhami, *Development Officer*  
Andy Clarke, *President*  
Alison Dewey, *Program Manager, Bicycle Friendly Business & Bicycle Friendly University*  
Darren Flusche, *Policy Director*  
Lorna Green, *Director of Operations*  
Ariell Heacox, *Membership and Education Assistant*  
Ken McLeod, *Legal Specialist*  
Elizabeth Murphy, *Communications Manager*  
Bill Nesper, *Vice President, Programs*  
Alissa Simcox, *Education Director*  
Carolyn Szczepanski, *Director, Communications and Women Bike*  
Caron Whitaker, *Vice President, Government Relations*  
Scott Williams, *Membership Director*  
Jakob Wolf-Barnett, *Chief Operating Officer*  
Nicole Wynands, *Program Manager, Bicycle Friendly Community & Bicycle Friendly State*

### AMERICAN BICYCLIST MAGAZINE

*Editor:* Carolyn Szczepanski  
*Designer:* Carey Donnelly, Studio d

*American Bicyclist* magazine (ISSN 0747-0371) is published six times yearly by the League of American Bicyclists, Inc. ©2013 League of American Bicyclists. Reproduction in whole or in part without permission is prohibited. Article queries should be addressed to [carolyn@bikeleague.org](mailto:carolyn@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.

# AM I INVISIBLE?

## A Portrait of New York City Bicyclists

Bicycle Utopia is where art and bicycling meet in New York City — a multi-media project that celebrates the style and diversity of NYC's creative and cycling communities. This spring, Bicycle Utopia announced the winners of its "Am I Invisible?" photo contest, which recognized local photographers and supported local bike shops and League member organization, Transportation Alternatives. We couldn't help but share some of the stunning images portraying the joy and diversity of people on bikes. [LEARN MORE AT WWW.BICYCLEUTOPIA.ORG.](http://WWW.BICYCLEUTOPIA.ORG) ■■■



*Clockwise from top left: Photos by Joyce Grasso, Robert Zernike, Dmitry Gudkov, Abron Foster, and Paul Lurie.*





# 2013 NATIONAL BIKE CHALLENGE

PRESENTS

MAKE EVERY MILE COUNT!



**The National Bike Challenge is back – and it's going to be bigger than ever.**

This summer, join more than 50,000 Americans as we unite to ride more than 20 million miles in communities nationwide!

Challenge yourself with this free, online program that encourages biking for transportation, fitness and recreation. Ride solo, create a team, or pedal as part of a workplace to get healthier, have fun and become part of a national online community. Plus, every month you'll be eligible to win great raffle prizes!

**The Challenge runs from May 1 – September 30, 2013, so join the movement today!**

• Learn more at [nationalbikechallenge.org](http://nationalbikechallenge.org)

*For more information, contact [katie@bikeleague.org](mailto:katie@bikeleague.org)*

Sponsored by:



**Kimberly-Clark**

Presented by:

**THE LEAGUE**  
OF AMERICAN BICYCLISTS  
*since 1880*



# SERVING YOUR PASSION FOR OVER 30 YEARS

**PERFORMANCE<sup>®</sup>**  
BICYCLE

**LET'S JOIN FORCES TO SUPPORT  
CYCLING IN OUR COMMUNITIES.**

Does your club need a place to hold its meetings?  
Need a secure meet-up spot for group rides?  
Contact our Community Relations Manager to explore  
how we can work together on behalf of cycling.

[COMMUNITY@PERFORMANCEBIKE.COM](mailto:COMMUNITY@PERFORMANCEBIKE.COM)