



AMERICAN BICYCLIST

THE NEW FACE OF A STRONGER LEAGUE

*Honoring our past
while advancing
the future of a
diverse cycling
movement p. 2*

BFA: THE NEXT GENERATION

*From Diamond
communities to major
corporations, our
signature program
is evolving p. 14*

2012 BFA AWARDS LIST:

*The comprehensive
directory of bicycle
friendly communities,
businesses, and
universities p. 24*

March — April 2013

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BICYCLE FRIENDLY AMERICA 10TH ANNIVERSARY

Fundraise for League of American Bicyclists and join 200 cyclists on this fully-supported bike ride along California's North Coast from Redwood Empire to San Francisco! Climate Ride is the only multi-day charitable bicycling event that supports bicycle advocacy and green causes. Learn more now at www.climateride.org. Also check out the spectacular NYC to DC ride, September 21-25, 2013.



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March — April 2013



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CHANGING THE FACE OF THE LEAGUE – AND BICYCLING

Over the past decade, the League's Bicycle Friendly Community (BFC) program has created a most valuable roadmap. When followed, this path transforms communities into more sustainable, livable places where people choose to ride a bike for countless reasons — and often just for fun.

After reviewing 588 community applications — and helping 10 times as many communities with technical assistance and advice — we've started to unravel the DNA of a bicycle-friendly community. And, as it turns out, it's not rocket science. Providing safe and inviting infrastructure, teaching people how to enjoy it safely (motorists, as well as cyclists), and giving them every incentive to get out and ride actually works.

The results have been impressive. Since 2000, the largest BFCs have seen an 80 percent increase in bicycle traffic — compared to just 32 percent in non-BFCs. We've applied the model to businesses, universities and states to tremendous effect, as well. Companies are saving thousands of dollars per person in health care costs. Colleges and universities are using the program to meet sustainability and mobility goals. States are developing tourism and economic development strategies around bicycling.

But, while we're proud of the BFC program, we're not satisfied. In this issue you'll read about the rich history of our signature initiative and learn how we're taking the BFA program to new, uncharted heights. And this 10th Anniversary issue is a piece of history itself. This spring we launched a new, modern and sophisticated look for every aspect of the League's work, from our iconic logo to the pages of *American Bicyclist*. The new brand honors the past and looks to the future. It's just one way we're changing the face of the League — and hopefully changing the face of bicycling at the same time.

Our work and our core mission — promoting cycling and looking out for everyone that rides a bike — remains the same. Our commitment to you, our members, is stronger than ever. And, with the addition of exciting new programs like Women Bike and our broader equity initiative, we are opening the doors to everyone who rides — or wants to ride — in the Bicycle Friendly America we're working so hard to create.

In 2013 and beyond, we look forward to serving you even better — with pride, enthusiasm and a little more style.



Andy Clark, League President

THE NEW FACE OF A STRONGER LEAGUE

Across the country, a bicycling renaissance is afoot, and the League is keeping pace with the times — and looking to the future — with a new logo and branding.

Our new look may be familiar: It draws on our unique history and depth of knowledge, using elements of the original winged wheel logo of the League of American Wheelmen. But, with a modern edge and forward motion, it also showcases our commitment to propel the new, diverse and growing ranks of bicyclists in the United States, recognizing and representing the current and future face of the cycling movement.

Evoking the joy and freedom of bicycling and our leading role in national advocacy, our new branding reveals a stronger, reenergized League, poised take the movement to new heights.



LETTERS TO THE EDITOR

COVER GIRL!

About a month ago one of your members called to tell me I was on the cover of the November-December issue of *American Bicyclist*. At first, of course, I didn't believe her. I told her she must have just finished a grueling ride and her brain was oxygen-deprived and that she was hallucinating. She continued to explain and then I said there must be some other person out there who rides and looks like me. But, no, it seems she was right. There I am — just me and my Sweetpea, the Little Black Dress — riding around Crater Lake on Day 3 of Cycle Oregon. Thanks to you and the League for all you do to promote responsible (and FUN) cycling.

Jo Anna Frost, Mosier, Ore.

MAKING ADVOCACY EASIER

It was wonderful to work with the League staff this year to keep biking and walking thriving across the nation. Here at Trailnet we really appreciate the webinars, trainings and other resources the League provides. You make our job easier. Looking forward to continued partnership in 2013!

Rhonda Smythe, St. Louis, Mo.

THE HONOR OF BEING AN LCI

Thanks to the League for all the great work you do and please know that I have considered it a great honor to have been a League Cycling Instructor. I was a founding member of the Bicycle Coalition of Maine and I am pleased to see the progress that has been made locally, and nationally, by so many dedicated bicycle enthusiasts. Kids that I taught bike safety to years ago are now teaching their own kids to ride safely and have taken on leadership roles themselves. It is very gratifying to know that I have been, in my own small way, a part of that.

Stephen Oliveri, Pittston, Maine

A LEAGUE ICON AT THE BIKE WALK CONNECTICUT ANNUAL DINNER



(From left) Kelly Kennedy, Executive Director of Bike Walk Connecticut; Commissioner Dan Estry of the Connecticut Department of Energy and Environmental Protection; and MaryEllen Thibodeau, Board President; pose with local hero Colonel Albert Pope, the founder of the League of American Wheelmen, at the group's 2012 Annual Dinner.

CORRECTION: IN THE JANUARY-FEBRUARY ISSUE OF AMERICAN BICYCLIST WE ERRONEOUSLY REFERRED TO ANCHORAGE, ALASKA, AS THE NORTHERNMOST CITY IN THE U.S. IN FACT, THE NORTHERNMOST CITY IS FAIRBANKS.



FROM FACEBOOK

In response to:

*I *love* my bike because ...*

I get to see the world from a totally different perspective. The slower pace lets me see things I never would have seen, and, I am more likely to stop and just admire. I also love the physical and psychological challenge of a long bicycle ride, pure Nirvana! *Therese Bauer*



FROM TWITTER

Stephen Zavestoski @BikeBerkeleyLA
Bravo @BikeLeague I'm so excited about your Equity Advisory Council I'm finally joining the League.



FROM THE BLOG

In response to:

League Takes the Lead on Bike Laws

We incorporated the 3-foot law message in our Tennessee Share the Road license plate and it's making a difference!

Keith Webb

MEMBERSHIP SNAPSHOT:

Jennifer Laurita

BY HAMZAT SANI

Jennifer Laurita is a longtime League member, a League Cycling Instructor and an LCI coach who lives in New Jersey but travels all over the country teaching bicycle education.

WHY IS CYCLING IMPORTANT TO YOU? For almost every possible reason: It keeps me healthy, it's good for the environment, it gives me a tremendous sense of accomplishment and pride, and it has brought me exclusively good things in life. Cycling has created friendships I'd never otherwise have developed. It has given me a fun and meaningful way to participate and raise money and help people. It allows me to inspire people and more importantly, to BE inspired.

WHAT'S YOUR FAVORITE PART ABOUT BEING AN LCI / COACH? I absolutely love to empower cyclists with knowledge. Using objective data that removes fears and assumptions, I find I can really genuinely affect positive change in people's behaviors and attitudes toward cycling. And when my former students and the LCIs I've trained contact me and let me know their successes, I'm incredibly joyful that this is my job and that I have even a small impact on their lives. I'm humbled by it and deeply grateful for the opportunities.

WHAT'S YOUR FAVORITE PLACE TO BIKE? I love to ride to a destination. Some of my favorites have been RAGBRAI [seven-day ride across Iowa], Seattle to Portland, and, most recently, 220 miles of the California coast in three days for the Young Survivors Coalition's Tour de Pink. But If I had to pick just one destination, I



Jennifer Laurita is one of the League's top LCI coaches

love to ride to my mother's house. It's about 10 miles one-way, with one really great long climb and beautiful houses along the way. I enjoy the work out getting there, and seeing my amazing mom, but then I know I will break land speed records on the net-downhill ride home.

WHAT ARE YOU MOST LOOKING FORWARD TO THIS YEAR? I just finished my first book, tentatively titled *The Anatomy of Cycling*, and I'm so excited for its release in the U.S. and Europe. I'm also developing a program, generously aided by Xtracycle, to teach people how to use bicycles in times of disaster. I live outside of New York City, an area hard hit by Hurricane Sandy, and, having experienced the gas shortages and frustration, I'd love to lend my expertise and teach folks that bicycles can do a heck of a lot more than just get you to the library!

WHAT'S YOUR BIKE'S NAME? My bike's name is Bodhi, which means the understanding possessed by a Buddha regarding the nature of things. When I remember the meaning of the name it helps me

connect with my purpose in life, to help people. In fact, on my top tube of my beautiful custom Sweetpea I've got written, "May all beings be free." we should all have that feeling, especially on our bikes.

WHAT'S THE MOST FUN YOU EVER HAD IN THE SADDLE? The time I beat Marla Streb, a world champion mountain biker, in a sprint. Granted, it was while I was training her to become an LCI — and she didn't know we were sprinting — but I'll still take the win! ■

LCI CORNER

The Rock Dodge

The rock dodge is one of the signature moves of Traffic Skills 101.



Members of Red, Bike and Green, Atlanta
(photo by Alkwyn Forestor)

CLUB SNAPSHOT:

Red, Bike & Green

BY HAMZAT SANI

Jenna Burton wanted to create something “bigger than bikes” in her Oakland, Calif., community. So, five years ago, she rounded up a small group of black cyclists and went for a ride.

“When you see fifty-plus black people on bikes in any neighborhood it’s a symbol of black power,” she says. “The rides are a way to make a space where black love and healthy black living is visible.”

That visibility spawned Red, Black and Green. With the motto, “It’s Bigger than Bikes,” RBG organizes around a three-pronged mission: improving health, economics and the environment. Whether encouraging entire families to bike together as part of its monthly “community ride” series, riding to black-owned businesses to support community entrepreneurship or fighting environmental injustices by advocating for more bicycling facilities in communities of color, RBG stays true to the ideal that biking builds community.

“If Red, Bike and Green’s goal is to

get more black folks cycling, we must think less about the existing cycling community and more about organizations invested in the on-the-ground livelihood of black people,” says Eboni Hawkins, of the group’s Chicago chapter.

For Burton, conversations with colleagues and friends led to naming the group Red, Bike, and Green. It’s an ode to political leader Marcus Garvey’s idea that black people in the United States need their own nation and flag, which would be symbolized in the colors of red, black and green. Propelled by that revolutionary aesthetic and a commitment to empowering local black cyclists, the movement has spread to a number of cities across the country in just a few short years.

In Oakland, the group curates its own traveling art exhibit with images featuring blacks and their bikes. In Chicago,

Hawkins, the ride leader, has partnered with the Pioneers Bicycling Club and Active Transportation Alliance to host rides, educate youth on safe cycling and maintenance, and call for a fair distribution of transportation resources. Further East, in Atlanta, RBG has advocated for bike lanes in communities of color, pushed for a greater engagement between black businesses and cyclists and even starred in their own movie. “Biking allows us intimate connection with the streets we call

“Biking allows us intimate connection with the streets we call our home.”

our home in a manner that no other mode of transportation provides,” says Zahra Alabanza, of the Atlanta chapter. “It creates safer

streets for us and our children and generates revenue for local businesses in our neighborhoods. It is not only a way from the past but rather a sustainable way to chart our futures.” TO LEARN MORE ABOUT RED, BIKE AND GREEN, VISIT WWW.REDBIKEANDGREEN.COM. ■



Demonstrating the rock dodge

The scenario: You’re riding along, when you see something in the road directly in front of you — broken glass, nails, a pothole, or even a rock. You don’t have time or space to do a wide swerve but you want to protect your front tire and wheel, as a sudden front tire flat could be a real safety concern.

THE KEY ACTION is flicking the handlebar quickly to one side to avoid the object, then flick it back to your direction of travel. But, many students ask, which way should you flick that front wheel? I always suggest flicking the wheel to the left. Why? Because most roads are crowned (slope) toward the right side, so rain and car tires push debris into the gutter. If it’s broken glass or debris you’re trying to avoid, there may be smaller fragments to the right that aren’t readily visible. Flicking to the left avoids these. *Leo Stone, LCI #2691*

GIVING

Thank you to the following organizations and individuals who have contributed at least \$100 to the League, above and beyond membership dues, in November and December 2012.

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BICYCLISTS MEAN BUSINESS

at the 2013 Summit

Thank you to the more than 750 attendees from all 50 states, the District of Columbia and three Canadian provinces who participated in the 2013 National Bike Summit! At this year's Summit we heard from top leaders, like New York City Transportation Commissioner Janette Sadik-Khan and U.S. Secretary of Transportation Ray LaHood; we explored how Bicycling Means Business in more than a dozen engaging workshops; and, of course, we took our message to Capitol Hill to tell our members of Congress about the benefits of bicycling. We also revealed the new face of the League, and hosted the second annual National Women's Bicycling Forum. *(All photos by Brian Palmer)*



Rep. Earl Blumenauer (D-OR) hands Andy Clarke, League President, the Congressional Record for the day, which includes a mention of the National Bike Summit.



Janette Sadik-Khan, New York City Transportation Commissioner, presents Ray LaHood, outgoing Secretary of the Department of Transportation, with his very own New York City street sign at the National Bike Summit.



Veronica Davis, co-founder of Black Women Bike DC, speaks to the National Bike Summit.



Participants went on a bike ride to the Washington Area Bicyclist Association's Women & Bicycles event, which preceded the National Women's Bicycling Forum.



Rep. Tammy Duckworth (D-IL) speaks at the National Women's Bicycling Forum.

A BICYCLE FRIENDLY LEGACY

A member's idea becomes a signature League program

BY HAMZAT SANI



IN 10 YEARS, THE BFA PROGRAM HAS GROWN TO INCLUDE OVER 700 BICYCLE FRIENDLY COMMUNITIES, BUSINESS & UNIVERSITIES TRANSFORMING THE NATION.

We're celebrating its official 10-year anniversary this month, but the Bicycle Friendly America program is an idea almost 20 years in the making. Long before it was a program helping businesses like Facebook, universities like Yale and communities like New York City become better places to ride, the BFA program was brewing in the mind of League member and volunteer, Wayne Byrd.

For Byrd, the Bicycle Friendly Community (BFC) concept was a combination of his two passions. Byrd had his second date with wife, Anne, on a bike and worked as a public servant and elected official in Overland Park, Kan., for more than 16 years. In 1993, he was inspired by the Arbor Day Foundation's Tree City program. "As an avid bicyclist," he says, "I wondered why there wasn't a similar program to encourage safer bicycling in urban and suburban areas." So Byrd set out to create that program — an initiative that would recognize communities that were making strides for bicyclists and create clear criteria for others looking to get on the path to better biking.

After Byrd developed the outline of the first BFC program, he knew he wanted to join forces with an established organization. "I felt compelled to write to the League's Executive Director, Gil Clark, to say that the organization's focus for the next few years should be at the state and local level," Byrd recalls. After just a few meetings, the idea was well on its way to becoming one of the League's signature programs — and a transformative tool for bicycling nationwide.

Not surprising, Byrd's hometown of Overland Park became the first BFC in 1995 and, over the next seven years, another 58 cities became BFCs, too. In its early days, the program was run almost entirely by dedicated volunteers and League members and the BFC application during boiled down to four basic questions:

1. Does your community have a bike plan?
2. Does your community spend \$1 per capita per year on bike facilities?

3. Have you proclaimed May as National Bike Month?

4. Does your community have a dedicated bike advisory committee?

Before the program hit the 10-year mark, the League was eager to expand the innovative idea. In fact, refining Byrd's original idea was the reason current League president, Andy Clarke, came on staff. While still working for the Pedestrian and Bicycle Information Center, Clarke was a member of a task force convened in 2002 to revamp the BFC program. He was soon hired as League staff, and supervising the BFC program was one of his top tasks.

In 2003, with the support of partners like the Robert Wood Johnson Foundation and Bikes Belong, the League developed the key pillars of the program that exists today: the 5 Es. By focusing on engineering, education, encouragement, enforcement, and evaluation, the five Es not only gave communities a flexible rubric that recognized every city's unique characteristics and strengths, but also opened the door to new innovations.

Right from the outset, the challenge was clear: How would the program develop criteria that continue to push officials in cities already deemed bicycle friendly without intimidating communities new to the cycling family? "The BFA program has always been focused on being constructive," Clarke says. "We made sure it was developed to highlight a community's successes not to punish or embarrass them. We knew we wanted to be more inspirational."

By 2008, the successful update of the BFC program had led to hundreds of applications nationwide — and businesses wanted in on the action. "The Bicycle Friendly Business program really came from us getting calls from companies looking for a tool similar to the BFC program to engage their employees, customers and communities," says Bill Nesper, Director of the BFA program. That same



Wayne Byrd

year, a team of state bike coordinators came together to develop a questionnaire to rank every state — and the Bicycle Friendly State program was born. Three years after that, in 2011, the League added the Bicycle Friendly University program, helping colleges put students on the bike path to life-long health.

The key pillars of the program that exist today are the 5 Es: Engineering, Education, Encouragement, Enforcement, and Evaluation.

While the program has matured into a time-tested asset, the League is developing yet another way to recognize community cycling excellence. On the 10-year anniversary of the revamped program, the League has launched the new Diamond designation that will lead U.S. cities to international status. (*Read all about it on page 12*).

Back in Overland Park, Kan., Wayne Byrd is grateful that he can roll out of his driveway and ride safely to a dedicated trail. But he's also grateful to have found a national partner that could realize his vision of making every community a safe place to ride. "Giving up ownership is how you get support but if done wrong can result in a train wreck," he says. "Luckily I made the right decision with the League and have been pleasantly surprised with the results." ■

STEPPING UP TO HISTORY

The birthplace of the League aims to become Rhode Island's first BFC

BY STEPHEN MILLER

After moving to Newport, Rhode Island, in 2009, Bari George quickly found that this historic coastal city, at the tip of an island about the same length as Manhattan, also has enough summer traffic to rival the Big Apple. While tourists clogged the streets, she discovered bicycling as the easiest way to get around. Looking for a job in her field of non-profit communications during the recession, George began riding her bike to community meetings to get to know her new hometown.

"I was just sitting in the back of the room and knitting," she said. But the wheels of bicycle advocacy had started churning. Within a year, that knitting turned into action. That action turned into Bike Newport. And Bike Newport is now leading the way to make the coastal city the state's first Bicycle Friendly Community.

For Newport, becoming a BFC has special meaning. For this Rhode Island community, bicycle advocacy is a return

to its roots. The national bicycle advocacy movement was born here, with the first meeting of the League of American Wheelmen in May 1880. At that inaugural gathering, founder Charles Pratt rallied the ranks of an organization that, more than 100 years later, would create the Bicycle Friendly America program.

"We are banded together for promoting good wheelmanship, for defending the rights of American wheelmen, and for the encouragement of touring," Pratt said. "We are entitled to the privilege of riding in the parks or public highways of the United States as much as the owners of other carriages, and we will not rest until we and our brother wheelmen have the freedom of travel on our choice of wheels anywhere from Penobscot Bay to the Golden Gate."

When George started traveling on two wheels, there was no hub of local advo-

cacy. Although local leaders were aware that the city needed to become more bike-friendly, there was no coordinated effort — so George connected with others already working on the issue. Tina Dolen, at the island's planning commission, was putting together a bike path proposal. Steve Heath and his students at a high school in the city's north end

"In an ideal world, I would like to see as many people on their bicycles and out of their automobiles as possible."

were creating a bike repair and riding curriculum. Deanna Casey, from AARP, worked with Newport's city council to be the first to support a statewide Complete Streets bill. Along with others from all over the city — historic preservationists, hospital administrators and everyday bike riders — they came together in 2010 to form Bike Newport.

THE ELUSIVE L.A.W. CENTENNIAL PLAQUE

BY RICHARD FREDENBURG

When I learned that I was going to Providence, Rhode Island, for a business meeting in September, I started making plans to see the plaque that was placed to celebrate the Centennial Rally of the League of American Wheelmen (predecessor to the League of American Bicyclists). The rally was in Kingston, RI, in 1980 and it included a ceremonial ride into Newport, where the LAW was founded in 1880.

In consultation with some longtime League members, I determined that it must have been placed at Brenton Point State Park, ocean-front, near Newport and mansion row. The park was easy to find, but, while I searched high and low, I found no LAW plaque. Many sailor and sea-hero plaques, but not the one I wanted.

I asked some passing cyclists if they knew about it. No luck. I headed along the coast to see what I could find. Just boats, rocks, and lavish mansions. I even found the Newport Historical Society but the helpful young man didn't have the answer. It wasn't until the next day

*Riding in Newport*

The city has already taken many small steps on the road to becoming a Bicycle Friendly Community. In May 2011, Bike Newport organized the city's first Bike to Work Day, promoting the event with posters featuring well-known locals on bikes. After months of preparation, it launched with a bang by revealing the results of a survey of the city's public school students, announcing a project to partner with local businesses to install bike racks and handing out copies of the city's first bike map.

Later, Bike Newport built bike racks for jazz, folk and sailing festivals held at a historic fort a few miles from town — and painted temporary road markings to guide the way. "Every day it kept increasing," George said, with volunteers counting up

to 600 bikes per day. "It was like Copenhagen, with bicycles all over the place."

As Bike Newport was making big strides, the sudden deaths of two experienced bicyclists shook the community and scared many away from riding. In response, Bike Newport trained 12 new League Cycling Instructors and began offering free classes to all island residents. "What this really is about is teaching motorists and cyclists what it means to share the road," George said. These efforts were rewarded with a challenge grant from a local foundation to support the organization as it became a non-profit, with George as its full-time staffer.

Despite its fast progress, Bike Newport is just getting started. A major goal is to build a bike path parallel to a tourist rail-

road running up the island's scenic western shore. In addition to being a tourist draw, the path will connect the city's lower-income north end with its historic center.

"In an ideal world, I would like to see as many people on their bicycles and out of their automobiles as possible," said Mayor Henry F. Winthrop, who is working with the city manager and Bike Newport on the city's BFC application. Echoing Charles Pratt, he added, "Bicyclists have as much right to be there as any vehicle." ■

STEPHEN MILLER IS A REPORTER AND CITY PLANNING STUDENT WORKING IN BIKE ADVOCACY. A NATIVE OF NEWPORT, RI, HE NOW LIVES IN NEW YORK CITY AND RIDES HIS FOLDING BIKE AROUND THE FIVE BOROUGH.

that the mystery was revealed by another historical society member: The plaque had been moved to Touro Park.

This time I did my digital homework; using Google Earth I saw for myself what could be the plaque. I caught a bus down to Newport and headed for Touro Park, with just a few hours to wander before my flight back home. There, on the east end of the park was my precious goal.

I could see that the paint had suffered some weathering, but the mighty winged wheel was in good shape. The city had even provided a nearby bicycle parking rack. I had time to take a leisurely walk back along the docks, get a cup of clam chowder, and catch the bus to the airport. If you want to find the LAW Centennial Plaque set your GPS to 41.48551 N, 71.30887 W. It's on Bellevue Ave., between Pelham St. and Mill St.

*The elusive LAW plaque*

BFA: THE NEXT GENERATION

THE BICYCLE FRIENDLY COMMUNITY PROGRAM PUSHES BEYOND PLATINUM

The League creates Diamond designation to push American cities to world-class status

BY BILL NESPER

Every community has its own unique bike style, but riding in a Platinum-level Bicycle Friendly Community just feels different. While they're all distinct, the three Platinum-level communities—cities that have attained the League's highest designation—share one special quality. When you ride in Davis, Calif., Boulder, Colo., or Portland, Ore., there's a sense of ease. When you saddle up in these elite cycling cities, there's clearly a strong bike culture—but it's

more than that. In Platinum communities, bicycling is part of local culture.

To be honest, we didn't think we'd get this far this fast. But, because of the work of these leading BFCs, we're moving the program Beyond Platinum.

Make no mistake: a Platinum rank is a huge feat of bicycle-friendliness and only a handful of communities have made the grade. Davis invented the bike lane in the U.S., beginning to cultivate and innovate safe bicycling infrastructure and programs as early as the 1960s. Portland

broke new ground, as well, introducing innovative uses of paint, signage and light timing – not to mention introducing the nation's first “neighborhood greenways.” Boulder boasts not only a top-notch bike network, but possibly the most vibrant bike culture of any country in the nation.

After we revamped the BFC program (see story on page 10), these three communities rose quickly to Platinum status. We never thought Platinum would be the end of the road, the pinnacle of



Boulder B-Cycle (photo by Mat Barlow)



bicycle friendliness. But the degree of innovation and pace of improvement in the top BFCs blew us away. We knew we needed new ways to support and challenge the Platinum-level communities. And they were eager to step up their game, too.

Last year, we had a call with advocates and city staff from Davis, Boulder and Portland. “The consensus was clear: We need a higher bar. We need you to push us to become even better — and give us clear metrics to make our communi-

ties world-class cycling cities, they said.” Lucky for us, the League had world-class connections.

In 2009, Andreas Rohl, head of the city of Copenhagen’s bicycle program, was a featured speaker at the National Bike Summit and it was the start of an ongoing relationship between the League and the city of Copenhagen. I still remember the first time I opened the Copenhagen Bicycle Account, a biennial assessment of the city’s bike culture. Like the BFA program, it tracked inputs, like kilometers

of infrastructure and the amount of bike parking. But it went a step further, focusing on outcomes, too. The account not only determined how many people were cycling but also how satisfied they were with local bike facilities and how safe they felt riding. It went beyond good customer service — it asked the citizens themselves what encouraged or dissuaded them from getting in the saddle.

So, when the top BFCs said they wanted us to go beyond Platinum, I thought immediately of the Account.

Don't get me wrong: We don't think every American city should look like Copenhagen (though it does boast some of the highest ridership in the world!). But we do believe top cycling cities in the U.S. can learn a lot from the progress — and process — of the Danish capital. So we reached out to Andreas to help us tailor a similar program, based on tangible metrics and citizen satisfaction that would truly take the BFA program to the next level.

The result was the dawn of the diamond-level BFC. As the Platinum BFCs asked, attaining Diamond is different than any other BFA designation. The biggest change: Defined minimum requirements for ridership, safety and bicyclists' perceptions. Right now, the average Platinum-level BFC has a bicycle mode share of 12 percent. To get to Diamond, you've got to hit at least 15 percent. But that's not all.

We'll also measure the quantity and quality of the bike network, bike parking and the percentage of children receiving bicycling education. Add to that a public survey to figure out what it would take to get more people riding. Is bicycling easy, safe and comfortable in the community? Is bicycling part of the community culture?

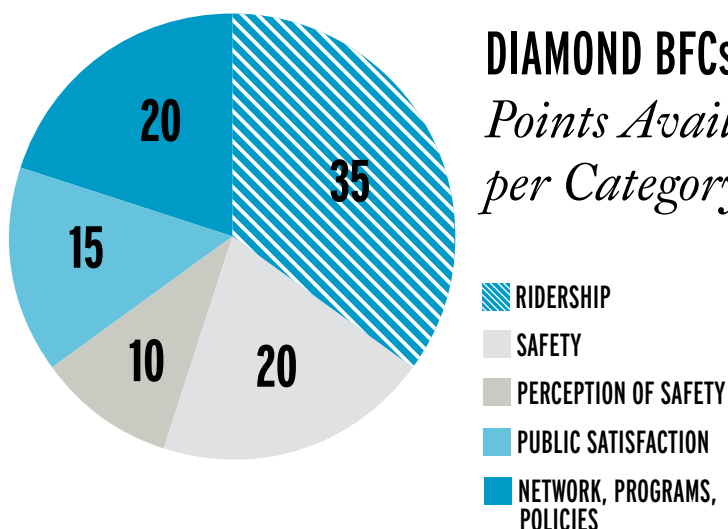
Of course, true to the BFA program, becoming Diamond isn't a one-size-fits-all model. Instead, the designation is based on

a 100-point scale. Communities can accumulate points in the five key performance areas of the Diamond assessment:

- » Percentage of trips to work and school by bike.
- » Bicyclist safety.
- » Public perception of safety.
- » Public satisfaction.
- » Quality of bicycling network, programs and policies

Because each community is different, the Diamond program is customized, based on the unique strengths, weaknesses and opportunities of each of the Platinum candidates. Already, League staff has traveled to Davis and Boulder and are soon headed to Portland to work with city officials and local advocates to perform an audit of current bicycle-friendliness — and create a tailored, five-year plan that sets big goals, calls for bold action, and tracks transformation.

We know that polishing a city into Diamond status will take years. We may not see our first award until the BFA program marks its 20th Anniversary! But we're excited to work with the Platinum communities, as partners, to make top U.S. cities stack up with the likes of Copenhagen, and build a bicycle-friendly America that competes on the world stage. **FOR MORE INFORMATION ABOUT THE DIAMOND CHALLENGE, VISIT BIKELEAGUE.ORG/BFA OR E-MAIL BILLNESPER@BIKELEAGUE.ORG.**



FIVE KEY PERFORMANCE AREAS OF THE DIAMOND ASSESSMENT:

- » PERCENTAGE OF TRIPS BY BIKE
- » BICYCLIST SAFETY
- » PUBLIC PERCEPTION OF SAFETY
- » PUBLIC SATISFACTION
- » QUALITY OF BICYCLING NETWORK, PROGRAMS AND POLICIES



Portland, Ore.

BICYCLE FRIENDLY BUSINESS PROGRAM GOES BIG

New program engages and serves major corporations

BY ALISON DEWEY

What if you could franchise bicycle-friendliness? What if a culture of cycling could trickle down to all the locations of major corporations?

In its short five-year history, the Bicycle Friendly Business program has already won buy-in from some of the nation's most iconic companies. The headquarters of leading businesses like Microsoft, Facebook, Apple, Hewlett-Packard, National Geographic Society and General Mills have worked with the League to get more employees pedaling to better health and greater productivity.

But partnering with some of the nation's largest corporations raised an interesting question: How can best assist companies with multiple locations to improve ALL of their workplaces?

Take REI. Across the nation, the outdoor retailer isn't just selling bikes — they're making biking better for employees and customers. Already, nearly a quarter of their store locations have applied for and received a BFB status, with six achieving a gold rank. Both REI and the League started exploring ways to bring the other 100 locations on-board without asking each and every store to apply on its own.

The result: The new BFB multiple program. Now a company can apply for a designation that covers dozens of locations — in a single review. The new application addresses corporate policy and evaluates how top administration ensures a level of bicycle friendliness throughout all of its sites nationwide.

"The previous application process didn't allow for the capture and consideration of corporate-driven support and incentive programs — and it was cumbersome and fragmented for multiple-location businesses," says Brian Foley, REI's Cycling Merchandising Manager. "The new multiple location BFB application process will allow REI (and other large businesses)

Now a company can apply for a designation that covers dozens of locations — in a single review.



REI Portland employee

to streamline our engagement and support of the BFB program, as well as deliver a more comprehensive approach to enhancing bicycle friendly business infrastructure and incentives for both our employees and our customers."

The new application still scores businesses on the four Es: Encouragement, Engineering, Education, and Evaluation. But the BFB multiple survey hones in on policy issues and how management ensures all locations are improving conditions for cyclists. It also requires that 80 percent of the nationwide locations complete a short survey too, so we can make sure program standards are being met. And, of course, we'll still solicit feedback from employees and local advocates to make sure we've got a 360-degree view of the business' bicycle-friendliness.

The benefits of the program remain same. All BFB multiple applications will receive feedback on what they can do to continue to improve. They'll still be recognized with awards and be featured on our website and publications. FOR MORE INFORMATION, CHECK OUT BIKELEAGUE.ORG/BUSINESSES.

BFBs' THREE-YEAR GROWTH

Multiple applications will receive feedback on what they can do to continue to improve.

IN 2009

280



IN 2012

477



City rider (photo by Trek)

BFA GOES GRASSROOTS

Making the BFA program a tool for local advocates

BY NICOLE WYNANDS

Advocates with the Bicycle Alliance of Minnesota already have plenty of bicycle-friendly bragging rights. With five Bicycle Friendly Communities, 35 Bicycle Friendly Businesses and the #2 rank among Bicycle Friendly States, the advocates have been true ambassadors of the Bicycle Friendly America program.

But they wanted to do more.

Recognizing the value of the BFA program in advancing its own advocacy goals, the Bicycle Alliance reached out to the League in 2012. They asked: How can we use the BFA resources to boost the national program and propel local advocacy? Knowing that local advocates are absolutely central to the program's success, we answered by developing a new online toolkit for groups like the Bicycle Alliance to easily use and promote the BFA program. What's inside the toolkit? »

» **BFA BROCHURE:** Now you can integrate your branding electronically or use a sticker on the back to include your logo and contact information on our BFA brochure. You can either download and print the brochure locally or we'll ship you copies directly.

» **PRESENTATION SLIDES AND SCRIPT:** Meeting with elected officials? Hosting a town hall forum? Use the League's BFA presentation materials to share the benefits of becoming bike-friendly. The slides and script can be requested directly from the League and customized for your organization. Plus, League representatives are now available to host webinars, too!

» **GUIDE TO WEB PROMOTION:** We welcome you to promote the BFA program on your website and we've developed cut-and-paste language and instructions on how to highlight key points and success stories.

» **DIRECT FEEDBACK:** In addition to promoting the program, advocates play an important role in the BFA award and feedback process. Each application to the program is not only reviewed by a panel of national bicycle experts but also by several local reviewers. That on-the-ground perspective is critical – and we've made it easy to sign up to be a local reviewer on our website.

With these additional tools, the Bicycle Alliance has become the engine for expansion of the BFA programs in the North Star State. They're promoting the programs on their website, making presentations to key decision makers and providing technical assistance to interested communities, businesses and universities. We invite you to follow the lead of Minnesota advocates and use the League's signature program to propel your efforts. VISIT BIKELEAGUE.ORG/BFA/TOOLKIT TO ACCESS THE TOOLKIT. QUESTIONS? E-MAIL NICOLE@BIKELEAGUE.ORG. ■■■

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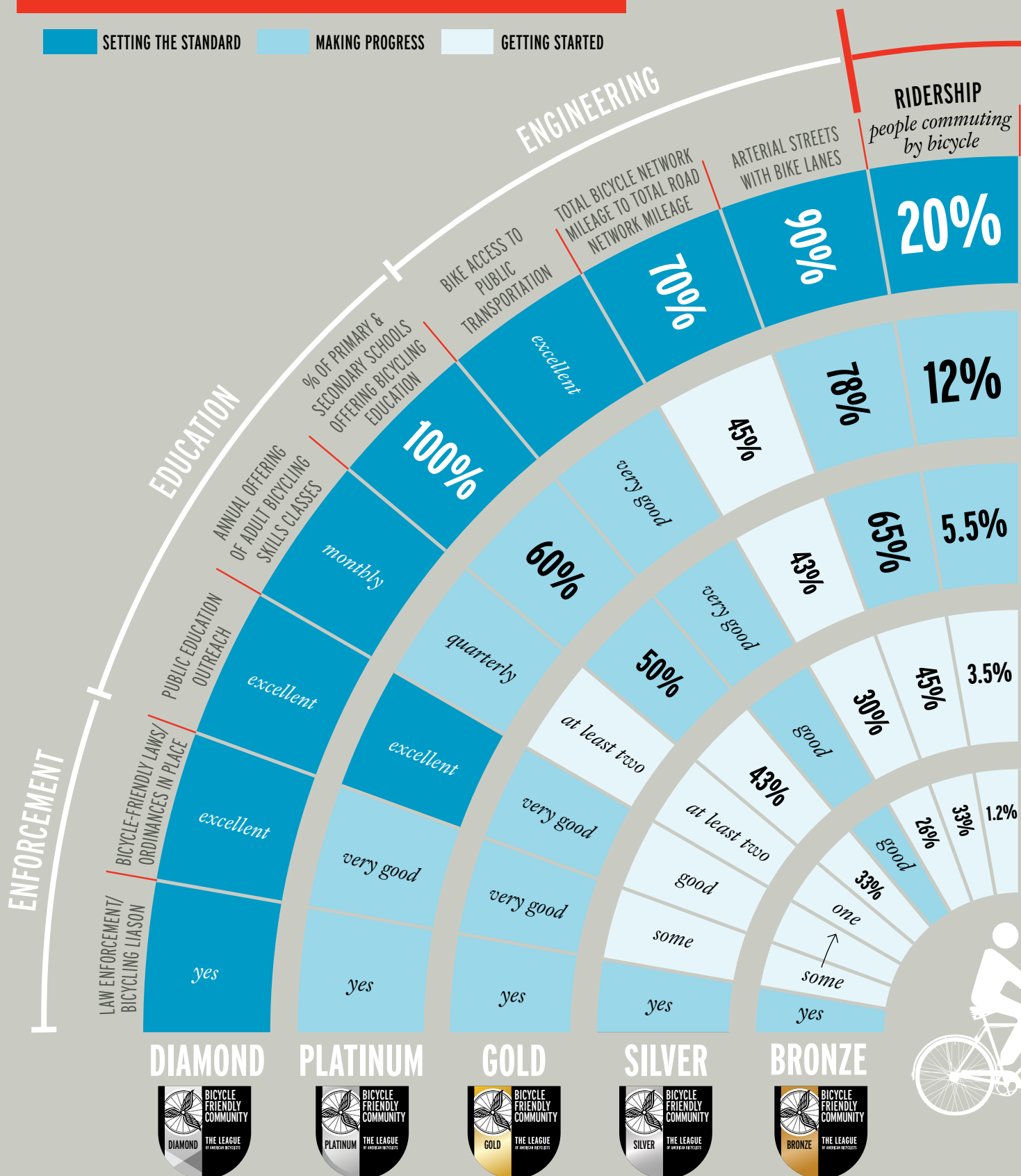
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THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

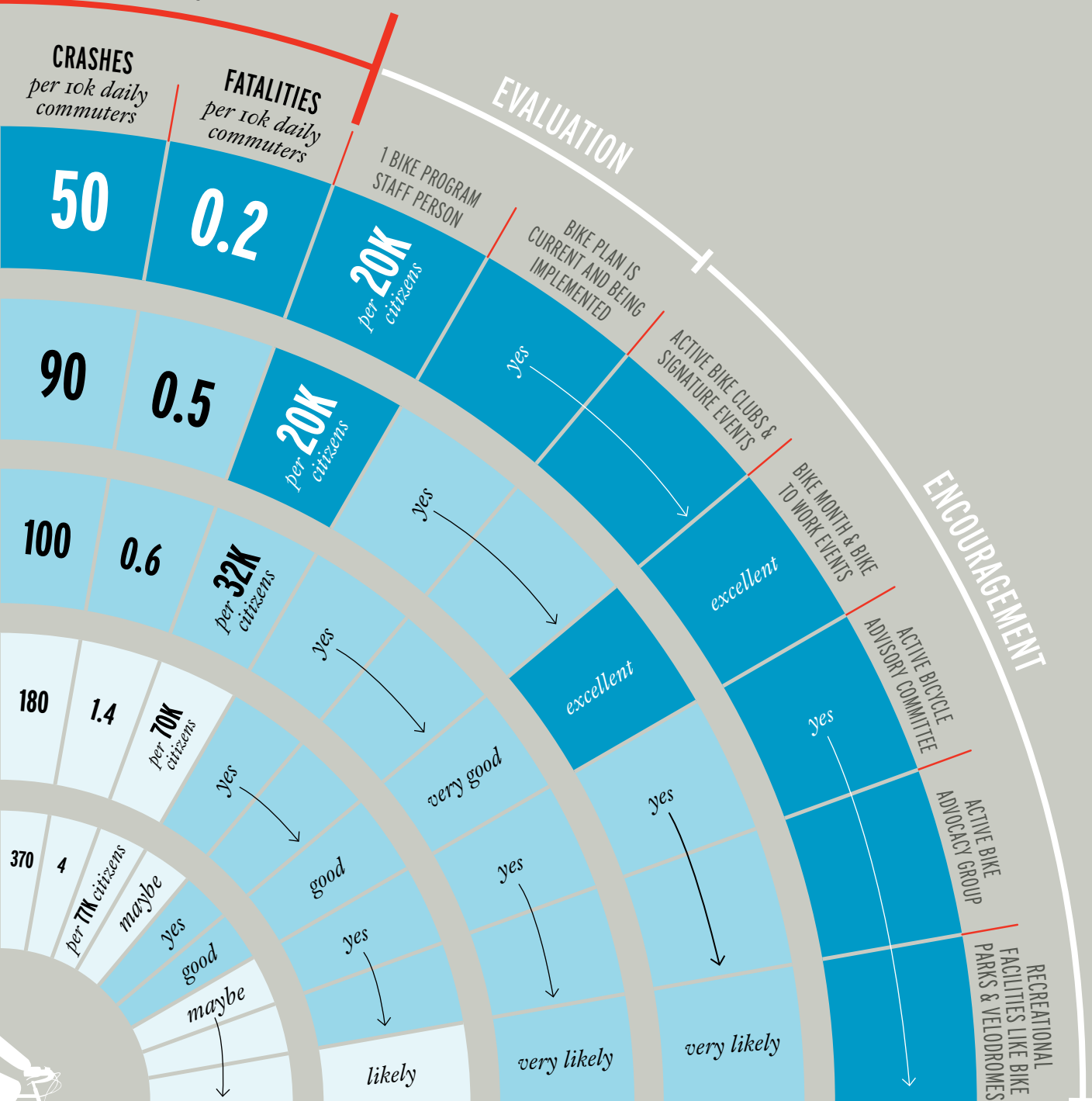
SETTING THE STANDARD

MAKING PROGRESS

GETTING STARTED



KEY OUTCOMES



There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no two communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.



BUILDING A WOMEN BIKE FRIENDLY AMERICA

Two of the nation's top bike researchers weigh in on how to get more women riding

BY CAROLYN SZCZEPANSKI

Each January, more than 10,000 of the brightest minds in urban mobility gather in Washington, D.C. for the Transportation Research Board meeting. For me, two names stood out of the impressive crowd: Susan Handy from the University of California-Davis and Jennifer Dill from Portland State University.

Just a decade ago, there was very little research around bicycling in the U.S. — even in the nation's two premier cycling cities. Handy and Dill helped to change that with surveys and studies that have revealed why and how Americans ride. But more than that, these two have led the way in researching women and bicycling, as well. Over lunch we had a wide-ranging conversation on what they've learned thus far — and where we need to focus to close the gender gap. Here are some of their insights...



Photo by Patrick Barber

IN THE U.S. IN 2009, WOMEN ACCOUNTED FOR JUST

24% OF BIKE TRIPS

On what the research shows about getting more women to ride...

DILL: When you ask people if they like bicycling, women are more likely to disagree with the question. But why? Is it safety and comfort? Is it a lack of experience? There's definitely good evidence that there are concerns about safety in traffic, so that gets at facilities [*infrastructure, like bike lanes*]. We did a survey in Portland and described different types of facilities and asked people how comfortable they would feel riding in them. This went from separated paths to low-volume residential streets to four-lane roads with 40-mile-per-hour traffic. Compared to men, women felt less comfortable on every single facility type, except the bike boulevard. And when we looked at where women felt comfortable enough that they might ride, it came down to cycle tracks, bike boulevards and separated paths. Just a striped bike lane didn't appear to be enough.

HANDY: But that's not all. Education and training programs are important — and bike access is an issue, too. Infrastructure might get women who are motivated to give [*biking*] a try, but a lot of women don't even think about it as a possibility.

DILL: It's still the case that women are more likely to be doing the shopping, shuttling kids, taking adult parents to appointments, so they're perhaps more time-constrained. And when you have those types of travel patterns it's harder to think about biking. I think one thing is if kids are more independent in their travel that could allow more women to make different choices.

HANDY: Along with that, we need to be thinking in terms of the complete trip — not just facilities, but whether there's a safe route from A to B, with a place to park the bike at the end. We know this, but planning doesn't always think in terms of what trips people making and where are the gaps.

On the impact of the bicycle itself...

DILL: I think the infrastructure is key, but I think the bicycle itself is so important, too, and what type of equipment is available. There's not much research on this at all.

HANDY: There's tons of stuff written about equipment, but not on the impact of equipment on women's willingness and comfort to ride.

DILL: When I was in Davis and UCLA, I biked a lot. I was 20-something and had a nice road bike, but when I moved to Portland and wanted to start biking again I didn't want to ride all hunched over with tiny seat and old shifters. I wanted something easy and upright. This was five years



Susan Handy



Jennifer Dill

ago, but, when I went shopping, it was hard to find a commuter-style bike with an internal hub and fenders and the whole shebang. It's easier now, but I remember standing with my bike on campus and a middle-aged woman looked at my bike and said, 'That's an interesting bike.' She noticed that it was different. I'm guessing this woman doesn't ride a bike, but she saw that what I was riding was a lot different than the road bike with drop handlebars or a mountain bike.

HANDY: She and I have the same bike [*laugh*]. It's like what bikes were in the '50s and '60s. It makes a huge difference. It's a lot more comfortable.

DILL: We've done some interviewing on e-bikes [*electric bikes*], too, and I think that could be a solution for women who don't want to arrive to work sweaty or who have kids. I was just talking with a colleague who has an e-bike and puts her young son on it. She likes biking but she's not really a confident cyclist; the

e-bike made her more comfortable. I also interviewed a woman with serious health issues and balance problems. She can't ride regular bike, but the e-bike gives her a little extra speed, which helps her balance.

On when the gender gap in bicycling begins...

HANDY: We've done some surveys at the high-school level, but we work with younger kids, too, and we see that gap starting to emerge earlier. In high school, girls are already bicycling less; they like it a little less; they feel a little less comfortable.

DILL: We studied 300 families, all of which had at least one child ranging from 5 to 16 years old. We asked the kids attitudes about walking and bicycling, and we've seen the gender gap emerges in the "tween" years. It's very clear that, before that, girls and boys like bicycling evenly and then in the "twens" we start seeing the gap. We're exploring that more.

On how we need to be shifting our focus as advocates...

HANDY: I think there needs to be more of a distinction between sport and around-town cycling. I'd love to see a real focus on tooling around town. Women are health-conscious and I think there's a lot of potential to get women to see that kind of cycling as a way to help increase their physical activity.

DILL: Yeah, and we were talking about time constraints: What about not going to the gym? But I'd also say not focusing on the commute trip as much — after all, that's only 20 percent of trips. Maybe focusing on the grocery store trip or the meeting friends trip, because, getting back to the clothing issue, how you arrive may not matter as much. Another thing is recognizing how kids can model good behavior. We've seen anecdotes in Portland where the kid learned about Safe Routes to School and got the mom to start biking as a result! ■

LEARN MORE ABOUT THE LEAGUE'S WOMEN BIKE PROGRAM AT BIKELEAGUE.ORG/WOMENBIKE.

BFA LISTS

MOVED UP 
NEW 

2012 STATE RANKINGS

1. Washington	26. Tennessee
2. Minnesota	27. Texas
3. Massachusetts	28. Missouri
4. Colorado	29. Nevada
5. Oregon	30. Indiana
6. Wisconsin	31. Louisiana
7. New Jersey	32. South Carolina
8. Maryland	33. Alaska
9. Maine	34. Kansas
10. Delaware	35. Oklahoma
11. Illinois	36. Idaho
12. California	37. Ohio
13. Utah	38. Mississippi
14. Arizona	39. Rhode Island
15. Pennsylvania	40. South Dakota
16. Iowa	41. Hawaii
17. Virginia	42. New York
18. Vermont	43. Nebraska
19. Michigan	44. Kentucky
20. Connecticut	45. New Mexico
21. Florida	46. Montana
22. New Hampshire	47. Alabama
23. Georgia	48. West Virginia
24. North Carolina	49. North Dakota
25. Wyoming	50. Arkansas



2012 BICYCLE FRIENDLY COMMUNITIES

COMMUNITY	POPULATION
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PLATINUM

Davis, California	63,722
Boulder, Colorado	101,500
Portland, Oregon	533,492

GOLD

ARIZONA	
 Scottsdale	217,385
Tucson & East Pima Region	1,018,011
CALIFORNIA	
Palo Alto	64,403
San Francisco	739,426
COLORADO	
Breckenridge	4,540
Fort Collins	118,652
 Durango	16,887
Steamboat Springs	12,088

MINNESOTA

Minneapolis	379,499
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MONTANA

 Missoula	66,788
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OREGON

Corvallis	53,165
Eugene	142,681

WASHINGTON

Seattle	563,374
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WISCONSIN

Madison	221,551
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WYOMING






Jackson and Teton County	18,251
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SILVER

ARIZONA

Flagstaff	57,391
Tempe	172,589

CALIFORNIA

 Arcata	17,321
 Chico	79,000
 Claremont	36,612
Folsom	63,960
 Long Beach	466,520
 Mountain View	70,708
Presidio of San Francisco	3,000
Sacramento	456,394
San Luis Obispo	43,766
Santa Barbara	87,370
Santa Cruz	54,593

COLORADO

 Aspen	6,100
Colorado Springs	360,890
Denver	598,707
 Gunnison	5,854
 Longmont	87,461

DISTRICT OF COLUMBIA

Washington	599,657
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FLORIDA

Gainesville	117,182
 Venice	22,146

IDAHO

 Ada County	395,974
Wood River Valley	12,506

ILLINOIS

Chicago	2,896,016
 Evanston	74,486

INDIANA

Bloomington	69,107
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MASSACHUSETTS

Boston	645,169
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MICHIGAN

Ann Arbor	114,028
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MISSOURI

Columbia	102,324
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MONTANA

 Bozeman	37,280
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NORTH CAROLINA

Carrboro	18,162
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NEW YORK

New York City	8,143,197
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OREGON

Bend	80,995
Sisters	1,925

PENNSYLVANIA

 Philadelphia	1,454,382
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SOUTH CAROLINA

Hilton Head Island	33,862
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TEXAS

Austin	681,804
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UTAH

 Park City & Snyderville Basin	20,671
Salt Lake City	181,743

VIRGINIA

Arlington	210,280
 Charlottesville	43,475

VERMONT

Burlington	42,417
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WASHINGTON

Bellingham	73,460
Olympia	44,460
 Port Townsend	8,334
Redmond	49,637

WISCONSIN

La Crosse	51,818
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BRONZE


ALASKA

Anchorage	284,994
Juneau	30,711
Sitka	8,883


ALABAMA

Auburn	52,205
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ARKANSAS

 Bentonville	35,301
Conway	59,511
Fayetteville	67,158
North Little Rock	60,433

ARIZONA

Chandler	252,257
 Cottonwood	12,426
Gilbert	196,000
Mesa	437,454
Sedona	10,192

CALIFORNIA	
Alameda	73,812
Brentwood	40,007
Calistoga	5,300
Cupertino	50,479
Emeryville	10,080
Fresno	500,121
Huntington Beach	202,250
Irvine	186,220
Los Altos	27,483
Los Angeles	3,792,621
Menlo Park	30,648
Napa	75,000
Oakland	365,875
Oceanside	174,925
Orange County	3,010,232
Redding	89,470
Riverside	311,575
Roseville	109,154
San Jose	912,332
Santa Clara	110,376
Santa Clarita	175,314
Santa Monica	87,400
Sonoma	9,128
South Lake Tahoe	23,609
Sunnyvale	131,760
Thousand Oaks	127,644
Windsor	26,801
COLORADO	
Arvada	107,050
Carbondale	5,196
Castle Rock	50,028
Golden	146,000
Lakewood	18,026
Summit County	29,626
Vail	4,806
CONNECTICUT	
Simsbury	23,256
South Windsor	24,409
DELAWARE	
Lewes	2,747
Newark	29,886
FLORIDA	
Boca Raton	83,960
Lakeland	97,422
Miami	418,480
Orlando	205,648
Sanibel	6,064,249,090
St. Petersburg	
GEORGIA	
Athens-Clarke County	115,000
Decatur	19,335
Roswell	85,920
Tybee Island	3,713

IOWA	
Cedar Falls	36,145
Cedar Rapids	12,6498
Des Moines	203,433
Iowa City	65,219
University Heights	1,051
IDAHO	
Coeur d'Alene	41,983
ILLINIOS	
Naperville	128,358
Schaumburg	73,346
Urbana	40,550
INDIANA	
Carmel	70,000
Columbus	44,061
Fort Wayne	253,691
Goshen	31,719
Indianapolis & Marion County	872,842
South Bend	100,842
KANSAS	
Lawrence	88,664
Manhattan	52,281
Shawnee	57,628
KENTUCKY	
Lexington-Fayette County	246,800
Louisville	700,030
LOUISIANA	
Baton Rouge	428,360
New Orleans	343,829
MASSACHUSETTS	
Arlington	42,844
Northampton	28,978
Somerville	77,478
MARYLAND	
Baltimore	631,000
Bethesda	57,319
Frederick	65,239
Rockville	61,209
MAINE	
Brunswick	21,820
MICHIGAN	
Grand Rapids	688,937
Houghton	8,238
Lansing	111,304
Marquette	21,000
Midland	41,863
Portage	46,143
Traverse City	14,532
MINNESOTA	
Bemidji	13,431
Greater Mankato	52,703
Rochester	102,437
Saint Paul	281,244

MISSOURI	
Kansas City	482,228
Lee's Summit	92,188
St. Louis	350,759
Springfield	156,206
MISSISSIPPI	
Oxford	16,727
Ridgeland	22,809
MONTANA	
Billings	100,147
Cary	119,745
NORTH CAROLINA	
Asheville	83,393
Chapel Hill	55,616
Charlotte	648,387
Davidson	10,300
Durham	212,789
Greensboro	258,671
Raleigh	405,612
Wilmington	101,353
NEBRASKA	
Lincoln	258,379
Omaha	408,958
South Sioux City	11,925
NEW HAMPSHIRE	
Concord	43,225
Keene	24,769
NEW JERSEY	
Hoboken	50,005
Ocean City	11,701
West Windsor	27,165
NEW MEXICO	
Albuquerque	448,607
Las Cruces	92,235
Santa Fe	67,947
NEVADA	
Reno-Sparks Washoe County	421,407
NEW YORK	
Rochester	210,565
OHIO	
Columbus	748,000
Cincinnati	297,000
Dayton	154,200
Westerville	36,120
OKLAHOMA	
Norman	112,551
Stillwater	45,688
Tulsa	384,037
OREGON	
Albany	48,770
Ashland	19,522
Beaverton	79,350
Gresham	101,537
Salem	152,239

PENNSYLVANIA	
Franklin	7,212
Pittsburgh	316,718
State College-Centre Region	92,096
SOUTH CAROLINA	
Charleston	124,000
Columbia	116,278
Greenville	57,400
Rock Hill	67,423
Spartanburg	39,487
SOUTH DAKOTA	
Sioux Falls	154,000
TENNESSEE	
Chattanooga	167,674
Knoxville	177,646
Nashville-Davidson County	601,222
TEXAS	
San Antonio	1,144,646
The Woodlands Township	97,023
UTAH	
Provo	117,489
VIRGINIA	
Alexandria	140,024
Harrisonburg	48,814
Richmond	205,533
Roanoke	94,911
WASHINGTON	
Bainbridge Island	20,300
Liberty Lake	7,270
Snohomish	9,098
Spokane	204,428
Tacoma	198,387
Vancouver	156,600
WISCONSIN	
Eau Claire	101,353
Fitchburg	25,260
Milwaukee	554,965
River Falls	15,308
Sheboygan County	115,507
Shorewood	13,267
WEST VIRGINIA	
Morgantown	29,660

MOST IMPROVED STATES

by rank



MARYLAND

IN 2008

35

IN 2012

8

"We are grateful for Gov. O'Malley's continued support of our efforts to increase bicycle use and safety, which supports our goal of making Baltimore a more attractive city for families."

*Stephanie Rawlings-Blake,
Baltimore Mayor*



DELAWARE

IN 2008

31

IN 2012

10

"We welcome our rise in the ranking as recognition of what we are doing to make walkable, bikeable communities a priority in Delaware"

*Governor Jack Markell
Delaware*

2012 BICYCLE FRIENDLY BUSINESS

2012 BICYCLE FRIENDLY BUSINESS

BUSINESS NAME	APP YEAR	TYPE OF BUSINESS	CITY	# OF EMPLOYEES
PLATINUM				
New Belgium Brewing Company	2009	Brewery	Fort Collins	338
Landry's Bicycles	2008	Sales/Retail	Natick	75
Quality Bicycle Products	2009	Distributor	Bloomington	450
Bike Gallery	2009	Bike Retail	Portland	125
Alta Planning + Design	2008	Engineering/Design	Portland	75
TTR Bikes	2010	Sales/Retail	Greenville	2
Bicycle Sport Shop	2009	Sales/Retail	Austin	141

GOLD

ALASKA

Alaska Native Tribal Health Consortium	2009	Medical/Health	Anchorage	1900
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CALIFORNIA

California State University Long Beach	2011	Education	Long Beach	3600
Clif Bar & Company	2008	Sports Nutrition	San Francisco	239
David Baker & Partners	2009	Architects	San Francisco	14
Facebook	2012	IT/Software Dev.	Menlo Park	2389
Fehr & Peers	2009	Engineering	San Francisco	230
Mercy General Hospital	2010	Medical/Health	Sacramento	1900
REI Mountain View	2011	Sales/Retail	Mountain View	85
Specialized Bicycle Components	2010	Manufacturing	Morgan Hill	442
University of California, Santa Barbara	2010	Education	Santa Barbara	4600

COLORADO

Bikes Belong	2011	Non-Profit	Boulder	8
CatEye North America	2009	Bicycle Electronics Man.	Boulder	4
City of Fort Collins	2011	Local Government	Fort Collins	1500
REI Fort Collins	2012	Sales/Retail	Fort Collins	56

DISTRICT OF COLUMBIA

Revolution Cycles	2011	Sales/Retail	Washington	12
Washington Area Bicyclist Association	2010	Non-Profit	Washington	10

IDAHO

Boise Bicycle Project	2011	Non-Profit,Sales/Retail	Boise	6
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ILLINOIS

The Burke Group	2010	Engineering	Rosemont	350
REI Lincoln Park	2009	Sales/Retail	Chicago	55

INDIANA

Bicycle Garage Indy/BGI Fitness	2009	Sales/Retail	Indianapolis	80
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MASSACHUSETTS

Urban Adventours	2008	Sales/Retail	Boston	25
MIT Lincoln Lab	2010	Biotech/R&D/Science	Lexington	3400

MARYLAND

Race Pace Bicycles	2010	Sales/Retail	Baltimore	75
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MICHIGAN

The Hub of Detroit	2010	Education,Non-Profit,Transportation	Detroit	7
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2012 BICYCLE FRIENDLY BUSINESS

MINNESOTA

City of Minneapolis	2011	Local Government	Minneapolis	4000
Dero Bike Rack Company	2010	Design/Production	Minneapolis	17

MISSOURI

REI St. Louis	2009	Sales/Retail	St. Louis	55
Trailnet	2011	Non-Profit	St. Louis	20

NEBRASKA

RDG Planning & Design	2009	Creative/Design	Omaha	51
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NEW MEXICO

Bicycle Technologies International	2010	Wholesaler	Santa Fe	42
General Mills Albuquerque Plant	2009	Manufacturing/Production	Albuquerque	265

OREGON

King Cycle Group	2009	Manufacturing/Production	Portland	75
Oregon Health & Science University	2011	Education, Medical/Health	Portland	13637

PENNSYLVANIA

Advanced Sports Inc.	2009	Manufacturing/Production	Philadelphia	45
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TENNESSEE

RPM Transportation Consultants, LLC	2009	Engineering	Nashville	12
Outdoor Chattanooga	2012	government	Chattanooga	9

UTAH

Mad Dog Cycles	2009	Bike Retail	Orem	15
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VIRGINIA

Revolution Cycles City Hub	2011	Sales/Retail	Arlington	6
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VERMONT

Local Motion	2012	Non-Profit	Burlington	9
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WASHINGTON

Kona Bicycle Company	2009	Sales/Retail	Ferndale	22
Seattle Children's	2009	Hospital	Seattle	4300

WISCONSIN

Bicycle Federation of Wisconsin	2010	Non-Profit	Milwaukee	8
Trek Bicycle Corporation	2010	Manufacturing	Waterloo	1150
Wheel & Sprocket, Inc.	2010	Sales/Retail	Hales Corners	113
Planet Bike	2010	Manufacturing	Madison	6

SILVER

ALASKA

CRW Engineering Group, LLC	2012	Engineering	Anchorage	53
Restoration Science & Engineering	2012	Engineering	Anchorage	15
Southcentral Foundation	2010	Medical/Health	Anchorage	1400

ARKANSAS

Garver	2010	Engineering	North Little Rock	124
Gearhead Outfitters	2010	Sales/Retail	Jonesboro	7
Bike City Recyclery Inc.	2010	Non-Profit	Fayetteville	2

ARIZONA

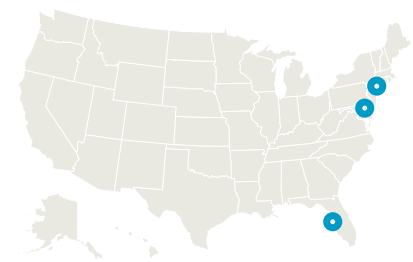
Law Office of Eric Post	2011	Legal	Tucson	7
TriSports.com	2010	Sales/Retail	Tucson	45

CALIFORNIA

Alameda Bicycle / Bike Station	2012	Sales/Retail, Transportation	Alameda	12
Apple, Inc.	2012	IT/Software Dev.	Cupertino	10000
Bear Valley Inn	2009	Bed & Breakfast	Olema	2
Bike Bakersfield	2011	Non-Profit	Bakersfield	5
City of Davis	2012	Government	Davis	98

MOST IMPROVED BFCs

all moved direction from honorable mentions to Silver designations.



NEW YORK, NY
PHILADELPHIA, PA
VENICE, FL

MOST HONORABLY MENTIONED BFC



NEW ORLEANS, LA

received an honorable mention three times starting in 2008 before they received the bronze designation in 2011.

"I am committed to making our city more bicycle and pedestrian friendly."

*Mayor Mitch Landrieu,
New Orleans, LA*

FIRST PLATINUMS



BFC

Davis, CA; 2005

Currently, the city of Davis has more than 50 miles of bike lanes and more than 60 miles of shared use paths. The city has encouragement and education programs that have helped bring the percentage of commuters going by bike to 22 percent, roughly 40 times the national average.

BFB

Alta Planning + Design; 2008

"Because of the number of employees that bike regularly, there has been a significant decrease in the cost to pay for staff parking. This also leads to a general boost in employee health, therefore increasing productivity as well."

*Alta Planning + Design;
Portland, Oregon*

BFU

Stanford University; 2011

"There is no higher award we could receive for our bicycle program. Yet, we view this less as the finishing point of our efforts than as the new starting line."

*Ariadne Delon Scott, Stanford
University Bicycle Program Coordinator*

2012 BICYCLE FRIENDLY BUSINESS

Downtown Berkeley YMCA	2012	Non-Profit	Berkeley	250
Ecology Action	2008	Non-profit	Santa Cruz	48
Hewlett-Packard Company	2012	IT/Software Dev.	Roseville	3000
Jax Bicycle Center	2012	Sales/Retail	Irvine	15
Ledford Law Corporation	2011	Legal	Visalia	3
Palo Alto Bicycles	2009	Sales/Retail	Palo Alto	18
Passerelle Investment Company	2012	Accounting/Finance/Insurance	Los Altos	6
REI Santa Barbara	2012	Sales/Retail	Santa Barbara	50
REI Sacramento	2012	Sales/Retail	Sacramento	120
San Francisco Landscapes	2009	Landscaping	San Francisco	5
Santa Monica Bike Center	2012	Transportation	Santa Monica	11
SAP Labs, LLC, Palo Alto	2011	IT/Software Development	Palo Alto	2100
Sierra Nevada Brewing Co.	2009	Brewing company	Chico	400
WheelHouse	2010	Non-Profit, Sales/Retail	Santa Barbara	2
KTU+A Planning + Landscape Architecture	2010	Planning & Design	San Diego	33
Sacramento Area Council of Governments	2011	Transportation	Sacramento	50

COLORADO

Big Shot Bikes, LLC	2012	Sales/Retail	Fort Collins	7
Denver Zoological Foundation	2011	Non-profit	Denver	250
Ecologic Design - Green Guru Gear	2010	Design/Production	Boulder	8
Hottman Law Office	2012	Legal	Golden	3
Mountain Bike Specialists	2012	Sales/Retail	Durango	11
OtterBox	2011	IT	Fort Collins	330
REI Denver	2012	Sales/Retail	Denver	225
Community Cycles	2008	Non-Profit	Boulder	5
University Corporation for Atmospheric Research	2011	Accounting/Finance/Insurance, Non-Profit	Boulder	1400

CONNECTICUT

REI West Hartford	2012	Sales/Retail	West Hartford	41
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DISTRICT OF COLUMBIA

City Bikes	2011	Sales/Retail	Washington	55
National Geographic Society	2009	Non-Profit	Washington	1600
U.S. Environmental Protection Agency - Washington D.C. Headquarter Facilities	2010	Government	Washington	5000
National Park Service - National Mall and Memorial Parks	2009	Government	Washington	335
The Bike Rack, DC	2012	Sales/Retail	Washington	14
Wiebenson & Dorman Architects PC	2010	Creative/Design	Washington	2

DELAWARE

The Bike Boutique	2011	Sales/Retail	Wilmington	7
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FLORIDA

Out-Spoke'N Bike Shops, Inc.	2010	Sales/Retail	Lake Mary	7
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GEORGIA

Atlanta Bicycle Coalition	2012	Non-Profit	Atlanta	4
BikeAthens	2010	Non-Profit	Athens	2
Camden Bicycle Center	2009	Sales/Retail	St. Mary's	3
Pirate Pedicab	2011	Transportation	Tybee Island	10

IOWA

Meredith Corporation, Des Moines	2009	Marketing	Des Moines	3200
World of Bikes	2010	Sales/Retail	Iowa City	6

IDAHO

Ada County Highway District	2012	Transportation	Garden City	300
Healthwise, Incorporated	2011	Medical/ Health	Boise	225

2012 BICYCLE FRIENDLY BUSINESS

Idaho Mountain Touring	2012	Sales/Retail	Boise	20
Kittelson & Associates, Inc. - Boise	2012	Engineering	Boise	8
Idaho Power Company	2011	Electrical Utility	Boise	652

ILLINOIS

Champaign-Urbana Mass Transit District	2009	Transportation	Urbana	317
REI Northbrook	2008	Retail	Northbrook	75
Spin Doctor Cyclewerks	2009	Sales/Retail	Bartlett	7

INDIANA

Bloomington Pedal Power	2011	Transportation	Bloomington	6
City of Bloomington City Hall, IN	2010	Local Government	Bloomington	150
Erik's Bike Shop	2009	Sales/ Retail	Bloomington	200
Fort Wayne Outfitters and Bike Depot	2010	Sales/Retail	Fort Wayne	11
Freewheelin' Communtiy Bikes	2011	Non-profit	Indianapolis	2
Summit City Bicycles & Fitness	2012	Sales/Retail	Fort Wayne	32

KANSAS

Rosedale Development Association	2012	Creative/Design	Kansas City	6
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KENTUCKY

Pedal The Planet	2012	Sales/Retail	Lexington	9
University of Kentucky	2010	Education	Lexington	12000

MASSACHUSETTS

Beth Israel Deaconess Medical Center	2011	Medical/Health	Boston	8700
REI Boston	2012	Sales/Retail	Boston	60
Children's Hospital Boston	2011	Medical/Health	Boston	9255
Ciclismo Classico	2010	Travel and Tourism	Arlington	12
MyBike	2011	Sales/Retail	Boston	3
TranSComm at BU Medical Center	2011	Transportation	Boston	8000

MARYLAND

Revolution Cycles, Rockville	2011	Sales/Retail	Rockville	12
State Farm Agent, Darius Mark	2012	Accounting/Finance/Insurance	Frederick	4
Toole Design Group, LLC	2009	Planning & Design	Hyattsville	18

MICHIGAN

League of Michigan Bicyclists	2010	Non-Profit	Lansing	2
Olson, Bzdok & Howard, P.C.	2010	Legal	Traverse City	9
REI Troy	2012	Sales/Retail	Troy	45
Mel Trotter Ministries	2009	Non-Profit	Grand Rapids	75

MINNESOTA

Flying Penguin Outdoor Sports	2012	Sales/Retail	Mankato	4
Peace Coffee	2010	Sales/Retail	Minneapolis	20
Penn Cycle	2010	Sales/Retail	Bloomington	125
Sierra Club North Star Chapter	2012	Non-Profit	Minneapolis	12
University of Minnesota - Twin Cities	2010	Education	Minneapolis	18000
Wells Fargo Home Mortgage Minneapolis Campus (HMMC)	2011	Accounting/Finance/Insurance	Minneapolis	4500
Transit for Livable Communities	2012	Non-Profit,Transportation	Saint Paul	13

MISSOURI

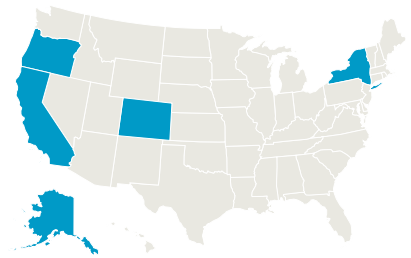
360 Architecture	2010	Creative/Design	Kansas City	121
Family Bicycles, LLC	2010	Sales/Retail	Kansas City	4
Peckham & Wright Architects, Inc	2010	Architecture firm	Columbia	14
Big Shark Bicycle Company	2010	Sales/Retail	St. Louis	30

MISSISSIPPI

Indian Cycle	2011	Sales/Retail	Rideland	6
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TOP FIVE STATES

percentage of people living in a BFC



Alaska

46%

New York

42%

California

33%

Oregon

31%

Colorado

30%

TOP FIVE CITIES WITH MOST BFBs



Washington, DC

20 BFBs

Arlington, VA

17 BFBs

Minneapolis, MN

15 BFBs

Boston, MA

15 BFBs

Portland, OR

14 BFBs

"Our most positive outcome of the company's involvement in bicycling is improved employee health."

Providence St. Vincent Medical Center; Portland, Oregon

2012 BICYCLE FRIENDLY BUSINESS

MONTANA

REI Missoula	2012	Sales/Retail	Missoula	62
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NORTH CAROLINA

City of Durham	2012	Government	Durham	393
Liberty Bicycles	2009	Bike Retail	Asheville	18
Performance, Inc.	2012	Sales/Retail	Chapel Hill	188

NEBRASKA

Greenstreet Cycles	2011	Sales/ Retail	Omaha	6
Activate Omaha	2010	Non-Profit	Omaha	4
Bike Pedalers	2011	Sales/Retail	Lincoln	12
Cycle Works	2011	Sales/Retail	Lincoln	15
PayPal, Inc.	2010	IT/Software Development	La Vista	3000
Pepe's Bistro	2012	Food Service/Hospitality	Lincoln	5
RDG Planning & Design	2009	Design	Omaha	173
University of Nebraska - Lincoln Campus Recreation	2012	Education	Lincoln	50
The Bike Rack	2009	Sales/Retail	Omaha	20

NEVADA

Regional Transportation Commission of Southern Nevada	2011	Transportation	Las Vegas	273
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OHIO

EWI	2012	Non-Profit	Columbus	140
Trek Bicycle Store of Cincinnati	2011	Sales/Retail	West Chester	24
Trek Bicycle Store of Columbus	2010	Sales/Retail	Columbus	20

OREGON

BicyclingHub.com	2011	Sales/Retail	Portland	5
EasyStreet Online Services	2008	IT/Software Development	Beaverton	40
Frans Pauwels Memorial Community Bicycle Center	2009	Non-Profit	Aloha	2
Providence Portland Medical Center	2009	Hospital	Portland	2700
Saturno Design	2009	Design,IT/Software Dev.	Portland	14
Standing Stone Brewing Co.	2011	Food Service/Hospitality	Ashland	60

PENNSYLVANIA

Bike Pittsburgh	2010	Non-Profit	Pittsburgh	3
Campbell Thomas & Co. Architects	2010	Architecture	Philadelphia	7
REI Pittsburgh	2011	Sales/Retail	Pittsburgh	50
West Arete Computing, Inc.	2012	IT/Software Dev.	State College	5
Deeplocal	2012	Creative/Design	Pittsburgh	8

SOUTH CAROLINA

Charleston Civic Design Center	2010	Urban Design Agency	Charleston	4
The Hawley Company	2009	Distributor	Lexington	60

TENNESSEE

212 Market Restaurant	2009	Food Service/Hospitality	Chattanooga	40
Swiftwick	2011	Manufacturing/Retail	Brentwood	16

TEXAS

Bike World	2010	Sales/Retail	San Antonio	40
Blue Line Bike Lab	2011	Sales/Retail	Houston	5
Casteel & Associates, Inc.	2011	Manufacturing/ Production	Dallas	10
Plano Cycling & Fitness, Inc.	2012	Sales/Retail	Plano	25
Sugar Cycles, Inc.	2010	Sales/Retail	Missouri City	10
USAA	2009	Financial Services	San Antonio	22000
City of Austin	2009	Government	Austin	11000

2012 BICYCLE FRIENDLY BUSINESS

NUMBER OF BFBs BY TYPE

*Bicycle Industry
(includes shops):*

136

*Non-profit/
Government:*

115

*Professional
Services:*

114

*Hospitality/Food/
Retail:*

50

*Manufacturing/
Research:*

32

Medical/Health:

27

UTAH

Salt Lake City Bicycle Co.	2010	Sales/Retail	Salt Lake City	6
Saturday Cycles	2012	Sales/Retail	Salt Lake City	5
Visit Salt Lake	2012	Non-Profit	Salt Lake City	100

VIRGINIA

Corporate Executive Board	2010	Research and Consulting	Arlington	1803
Phoenix Bikes	2010	Education,Sales/Retail	Arlington	4
Revolution Cycles, Arlington	2010	Sales/Retail	Arlington	100
Revolution Cycles, Stafford	2011	Sales/Retail	Stafford	10
Sharebike.org	2010	Non-Profit	Roanoke	5
The Bike Lane	2010	Sales/Retail	Burke	12
Arlington County Government	2010	Local Government	Arlington	800
Crystal City Business Improvement District	2010	Non-Profit	Arlington	5
Destination Sales and Marketing Group	2010	Marketing/Transportation	Arlington	17
East Coasters Bike Shop, Inc	2011	Sales/Retail	Roanoke	15
Excella Consulting	2011	IT/Software Development	Arlington	91

VERMONT

Burton Snowboards	2012	Creative/Design	Burlington	392
Chittenden County Regional Planning Commission	2012	Government	Winooski	17

WASHINGTON

Anderton Law Office- Washingotn Bike Law	2011	Legal	Seattle	3
Kona Bicycles Co.	2009	Bike Manufacturer	Ferndale	20
Microsoft	2011	IT/Software Development	Redmond	55000
Mountain Gear		Sales/Retail	Spokane	90
REI Redmond	2011	Sales/Retail	Redmond	95
Wallis Engineering	2011	Agriculture/Farming,Engineering	Vancouver	25
Whatcom Council of Governments	2008	Government	Bellingham	12

WISCONSIN

Just Coffee Cooperative	2010	Coffee Roaster/Wholesale	Madison	13
Kimberly-Clark (Neenah, WI Sites)	2010	Manufacturing	Neenah	3065
Pacific Cycle	2012	Manufacturing/Production	Madison	150
Saris Cycling Group	2011	Manufacturing/ production	Madison	175
Smith's Cycling and Fitness	2012	Sales/Retail	LaCrosse	12
University of WI, Madison	2009	University	Madison	23000
Trek Bicycle Stores of Madison	2010	Sales/Retail	Madison	20

BRONZE

ALASKA

Green Star Inc.	2009	Non-Profit	Anchorage	3
Providence Alaska Medical Center	2010	Medical/Health	Anchorage	3169
R&M Consultants, Inc.	2012	Engineering	Anchorage	88
REI Anchorage	2011	Sales/ Retail	Anchorage	130
SouthEast Alaska Regional Health Consortium (SEARHC)-Sitka Campus	2011	Non-Profit	Sitka	582

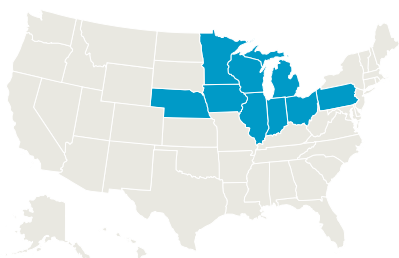
ARKANSAS

Chainwheel	2009	Bike Retail	Little Rock	11
City of Fayetteville	2010	Local Government	Fayetteville	753
The Ride	2010	Sales/Retail	Conway	5

ARIZONA

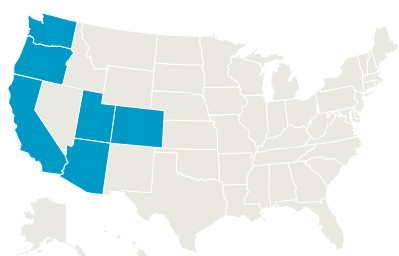
Architekton	2012	Other	Tempe	35
Banner Health	2010	Medical/Health	Mesa	3500

TOP THREE BFUs BY CONFERENCE



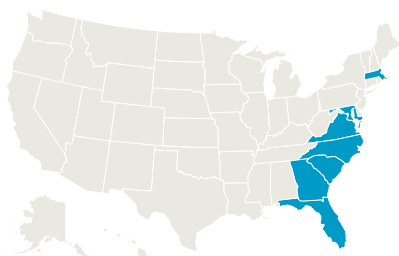
Big Ten Conference

8



Pacific 12 Conference

7



Atlantic Coast Conference

5

2012 BICYCLE FRIENDLY BUSINESS

Critical Path Institute	2012	Non-Profit	Tucson	40
Ordinary Bike Shop	2011	Sales/Retail	Tucson	9
REI Phoenix	2012	Sales/Retail	Phoenix	85
Unisource Global Solutions	2012	Creative/Design,Manufacturing/ Production	Chandler	45
Van Amburg Law Firm, PLLC	2011	Legal	Tucson	2
Wandertec, Inc.	2011	Manufacturing/ production	Flagstaff	10
Sanofi Aventis Tucson Research Center	2011	Biotech/R&D/Science	Oro Valley	75
Spoke6	2012	Coworking Space	Tucson	15

CALIFORNIA

California Giant Berry Farms	2008	Berry grower & distributor	Watsonville	75
City of Chico	2012	Government	Chico	92
County of Santa Cruz	2012	Government	Santa Cruz	538
Dudek	2011	Consulting	Encinitas	230
Helen's Cycles	2012	Consumer Reviews	Santa Monica	45
Hot Italian	2011	Food Service/ Hospitality	Sacramento	35
Kittelson & Associates, Inc. - Portland	2012	Transportation	Portland	50
REI Fresno	2012	Sales/Retail	Fresno	120
REI Stockton	2012	Sales/Retail	Stockton	35
Santa Cruz Seaside Company	2008	Amusement Park	Santa Cruz,	170
The Path Bike Shop	2011	Sales/ Retail	Tustin	22
Williams-Sonoma, Inc.	2012	Sales/Retail	San Francisco	427

COLORADO

Advanced Micro Devices, Fort Collins	2011	IT/Software Development	Fort Collins	180
City of Colorado Springs	2012	Government	Colorado Springs	400
Colorado Springs Utilities	2012	Utility Provider	Colorado Springs	1800
EnviroFriendly Lawn Care	2009	Lawn Care	Fort Collins	2
Fort Collins Veterinary Emergency Hospital	2009	Medical/Health	Fort Collins	23
Front Range Internet, Inc.	2012	Internet Service Provider	Fort Collins	27
Golden Bear Bikes	2009	Sales/Retail	Broomfield	6
Hendrix & Associates, LLC	2011	Accounting/Finance/Insurance	Monstrose	2
In-Situ Inc.	2010	Biotech/Production	Fort Collins	80
Loris and Associates	2010	Engineering	Lafayette	12
Pearl Izumi	2010	Manufacturing	Louisville	100
REI Boulder	2012	Sales/Retail	Boulder	50
Xilinx	2012	Engineering	Longmont	250
Left Hand Brewing Company	2012	Manufacturing/Production	Longmont	55
TrainingPeaks	2011	Creative/Design,IT	Lafayette	30

CONNECTICUT

Connecticut Department of Energy and Environmental Protection	2012	Government	Hartford	750
Whitcraft LLC	2011	Manufacturing/Production	Eastford	430

DISTRICT OF COLUMBIA

Environmental and Energy Study Institute (EESI)	2012	Non-Profit	Washington	9
National Alliance for Hispanic Health	2011	Non-Profit	Washington	21
National Public Radio (NPR)	2011	Non-Profit	Washington	800
PricewaterhouseCoopers	2011	Accounting/Finance/Insurance	Washington	550
Capitol Hill Bikes	2012	Sales/Retail	Washington	19
Federal Communications Commission	2012	government	Washington	1509
Robert Silman Associates	2011	Engineering	Washington	36
US Department of State	2011	Government	Washington	6000
World Bank Group	2009	International Financial Inst.	Washington	8500

2012 BICYCLE FRIENDLY BUSINESS

Economic Research Service/USDA	2010	Government	Washington	400
Finnegan Henderson Farabow Garrett & Dunner LLP	2010	Legal	Washington	750
Friends Committee on National Legislation	2010	Non-Profit	Washington	25

DELAWARE

Arquitectonica International, Inc.	2012	Professional Service	Miami	50
AstraZeneca	2012	Biotech/R&D/Science,Manufacturing/Production	Wilmington	2860

FLORIDA

Charlotte County Health Department	2010	Medical/Health	Port Charlotte	50
Island Bike Shop	2011	Sales/Retail	Marco Island	3
Redmon Design Company	2011	Landscape Architecture	Maitland	3
Sarasota Memorial Health Care	2011	Medical/ Health	Sarasota	4000

GEORGIA

Atlanta Regional Commission	2012	Regional Commission/ Metropolitan Planning Organization	Atlanta	170
Fat Tire Bikes	2011	Sales/Retail,Transportation	Tybee Island	1

IOWA

Bike Tech	2009	Sales/Retail	Cedar Falls	4
Broken Spoke	2009	Bike Retail	Iowa City	2
Free Flight	2011	Sales/ Retail	Dubuque	11
Gundersen Lutheran - Decorah	2012	Medical/Health	Decorah	82
Rockwell Collins - Cedar Rapids	2012	Engineering,Manufacturing/Production	Cedar Rapids	9000

IDAHO

Drake Cooper Inc	2012	Public Relations	Boise	30
National Interagency Fire Center (NIFC)	2010	Government	Boise	550
REI Boise	2011	Sales/ Retail	Boise	70
Microsoft Boise	2011	IT/Software Development	Boise	75

ILLINOIS

City of Champaign	2010	Government	Champaign	205
Common Ground Food Co-op	2011	Sales/Retail	Urbana	42
DM Systems Headquarters	2011	Medical/Health	Evanston	11
Spin Doctor Cyclewerks	2009	Sales/Retail	Bartlett	7
That's Rentertainment	2012	Entertainment,Sales/Retail	Champaign	8
Trek Bicycle Downers Grove	2010	Sales/Retail	Downers Grove	10

INDIANA

A1 Cyclery	2012	Sales/Retail	Indianapolis	4
Angie's List	2012	Consumer Reviews	Indianapolis	1021
Bloomington Cooperative Services	2010	Sales/Retail	Bloomington	224
City of Indianapolis (City County Building)	2012	Government	Indianapolis	2500
DePuy Orthopaedics	2012	Manufacturing/Production	Warsaw	1300
Eli Lilly and Co.	2010	Pharmaceutical	Indianapolis	120,000
GTA Containers, Inc.	2012	Manufacturing/Production	South Bend	15
Indiana State Department of Health	2011	State Agency	Indianapolis	634
Keep Indianapolis Beautiful	2011	Non-Profit	Indianapolis	18
One Lucky Guitar, Inc.	2011	Marketing	Fort Waynes	10
Outpost Sports	2012	Sales/Retail	Mishawaka	20
RCI	2010	Food Service/Hospitality	Carmel	1200
Storrow Kinsella Associates	2011	Creative/ Design	Indianapolis	10
Sun King Brewing Co.	2011	Brewery	Indianapolis	19

BFA TOTALS BY PROGRAM

Total BFBs:

477

"Over the years, we've focused on providing sustainable, green transportation alternatives to our employees, as well as helping our local neighborhood do the same."

Jessica Herrera, Facebook's Transportation Manager

Total BFCs:

242

"The Bicycle Plan will help improve the quality of life for every Angeleno, by providing another clean transportation option for their daily commute, improving the quality of the air and make it more accessible to lead a healthy, active lifestyle."

Mayor Antonio Villaraigosa, Los Angeles, California

Total BFUs:

44

The 2010 spring bike count indicates that there are more than 13,000 bicyclists on campus on a daily basis in Stanford University.

2012 BICYCLE FRIENDLY BUSINESS



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KANSAS

Anderson Rentals, Inc.	2011	Other	Lawrence	14
Big Poppi Bicycle Co.	2012	Sales/Retail	Manhattan	10
Foth IE - Kansas City	2010	Engineering	Overland Park	6

MASSACHUSETTS

AEW Capital Management	2012	Accounting/Finance/Insurance	Boston	175
AIR Worldwide	2012	IT/Software Dev.	Boston	300
Boloco	2011	Food Service/Hospitality	Boston	317
Dana-Farber Cancer Institute	2012	Medical/Health	Boston	6500
Geekhouse Bikes	2011	Manufacturing/Production	Boston	3
Institute for Human Centered Design	2011	Non-Profit	Boston	20
MassDOT	2012	Transportation	Boston	10615
Stantec Planning & Landscape Architecture	2012	Creative/Design	Boston	38
A Better City	2011	Non-Profit,Transportation	Boston	7
Next Phase Studios	2011	Creative/Design	Boston	5

MARYLAND

Arrow Bicycle	2009	Sales/Retail	Hyattsville	5
Bethesda Urban Partnership	2012	Non-Profit	Bethesda	35
REI College Park	2010	Sales/Retail	College Park	50
The Johns Hopkins University Applied Physics Laboratory	2011	Biotech/R&D/Science	Laurel	5000
Marion I. & Henry J. Knott Foundation	2011	Non-Profit	Baltimore	4

MAINE

Woodard & Curran - Portland Office	2012	Engineering	Portland	173
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MICHIGAN

Amway	2012	Manufacturing/Production	Ada	4000
Mel Trotter Ministries	2009	Non-Profit	Grand Rapids	125
Michigan Fitness Foundation	2011	Non-Profit	Lansing	35
OmniCorpDetroit	2011	Biotech/ R & D	Detroit	10
Priority Health	2012	Accounting/Finance/Insurance	Grand Rapids	833
Village Bike and Fitness	2012	Sales/Retail	Jenison	6
Wheelhouse Detroit	2011	Sales/ Retail	Detroit	6

MINNESOTA

Ameriprise Financial, Corporate Headquarters	2010	Financial Services	Minneapolis	5000
Architectural Alliance	2011	Architecture	Minneapolis	65
Birchwood Cafe	2010	restaurant	Minneapolis	50
Cabin Coffeehouse and Cafe	2012	Food Service/Hospitality	Bemidji	12
Capella University	2009	Education	Minneapolis	2000
Carmichael Lynch	2009	Creative/Design,Marketing,Public Relations	Minneapolis	230
Clockwork Active Media System	2011	Creative/ Design/ IT	Minneapolis	45
Colle+McVoy	2010	Design/Marketing	Minneapolis	170
Fein Violins, Ltd.	2010	Sales/Retail	Saint Paul	6
Fresh Energy	2010	Non-Profit	Saint Paul	20
General Mills	2012	Manufacturing/Production	Golden Valley	4500
Great River Energy	2010	Co-op	Maple Grove	875
HealthPartners	2012	Medical/Health	Bloomington	2287
International Business Machines - IBM Rochester	2010	R&D/IT/Manufacturing/Production	Rochester	4400
Mr. Michael Recycles Bicycles	2009	Transportation	Saint Paul	3
Northern Brewer, Ltd	2011	Sales/Retail	Roseville	82
Ramsey County	2010	Government	Saint Paul	4000

2012 BICYCLE FRIENDLY BUSINESS

Spyeglass	2010	IT/Production	Minneapolis	10
Superior North Outdoor Center	2012	Sales/Retail	Grand Marais	4
The Bike Guy Ski and Bicycle Shop	2012	Sales/Retail	Bemidji	6
The Green Institute	2010	Non-Profit	Minneapolis	15
Vocal Laboratories Inc.	2012	Customer Service Surveys	Golden Valley	5
Blue Cross and Blue Shield of Minnesota	2009	Accounting/Finance/ Insurance,Medical/ Health	Eagan	4100
Park Tool Co.	2010	Manufacturing	Saint Paul	45

MISSOURI

2nd Street Bike Stop Café	2011	Food Service	St. Charles	4
Bike Stop Bicycle Stores	2012	Sales/Retail	Lee's Summit	4
One More Cup	2011	Food Service/Hospitality	Kansas City	8
Route 66 Bicycles	2011	Sales/Retail	Rolla	3
Urban Eats Cafe	2010	Food Service/Hospitality	St. Louis	13
Walt's Bicycle, Fitness, and Wilderness Company	2010	Sales/Retail	Columbia	18
The Roasterie, Inc.	2011	Manufacturing/Production	Kansas City	31
Velocity Cafe & Cyclery	2009	Food Service/Sales/Retail	St. Louis	13

MISSISSIPPI

The Bike Rack	2011	Sales/Retail	Flowood	5
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NORTH CAROLINA

National Institute of Env. Health Services	2011	Other	Research Triangle	1150
Shuler Funeral Home/Forest Lawn Funeral Home	2011	Funeral Home	Hendersonville	8
Town of Chapel Hill	2011	Local Government	Chapel Hill	700
URS Corporation, Morrisville	2011	Engineering	Morrisville	45000

NEBRASKA

Alley Poyner Macchietto Architecture	2010	Architecture	Omaha	30
Bike Masters	2010	Sales/Retail	Omaha	10
Carlson Hotels	2010	Food Service/Hospitality	Omaha	350
Physicians Mutual	2011	Accounting/ Insurance	Omaha	1034
The Bike Way	2011	Sales/ Retail	Omaha	6

NEW HAMPSHIRE

USDA Forest Service Lab, Durham	2012	Government	Durham	80
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NEW YORK

Random House, Inc.	2011	Creative/Design, Publishing	New York	1400
RCommunity Bikes	2010	Non-Profit	Rochester	

OHIO

Columbus Food League	2011	Food Service/Hospitality	Columbus	150
Five Rivers MetroParks	2011	Parks & Recreation	Dayton	305
Gahanna YMCA of Central Ohio	2010	Non-Profit	Gahanna	100
Team Cycling and Fitness	2012	Sales/Retail	Cincinnati	5

OREGON

LifeCycle Adventures	2012	Travel/Recreation	Portland	5
NW Natural	2011	Building Construction	Portland	1000
Providence St. Vincent Medical Center	2010	Medical/Health, Hospital	Portland	4240
Regence	2011	Non-Profit	Portland	5000
Substance	2011	Creative/ Design	Portland	8
Sunnyside Sports	2011	Sales/Retail	Bend	20
The Standard	2011	Accounting/ Insurance	Portland	3200
Travel Portland	2009	Non-Profit	Portland	55

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Sept. 7 - Sept. 30, 2013 - 1,400mi OR to CA

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PENNSYLVANIA

Bikesport, Inc	2011	Sales/Retail	Trappe	13
Bucks County Bicycle Company	2011	Sale/ Retail	Levittown	14
Carnegie Mellon University - Dept of Mechanical Engineering	2012	Education,Engineering	Pittsburgh	200
Chatham University	2011	Education	Pittsburgh	250
East End Food Co-op	2011	Sales/Retail	Pittsburgh	75
Google Pittsburgh	2011	IT/Software Development	Pittsburgh	215
Highmark - Pittsburgh	2011	Accounting/Finance/Insurance	Pittsburgh	4275
Mullen	2012	Marketing	Pittsburgh	40
Pair Networks	2012	IT/Software Development,Other	Pittsburgh	65
Pashek Associates, Pittsburgh	2012	Creative/Design,Engineering	Pittsburgh	13
Priory Hospitality Inc.	2012	Food Service/Hospitality	Pittsburgh	70
Rodale	2009	Media/Publishing	Emmaus	880
Springboard	2011	Architecture	Pittsburgh	5
Urban Design Associates	2011	Creative/ Design	Pittsburgh	20
Videon Central, Inc.	2011	IT/Manufacturing	State College	72
Dream Ride Projects	2009	Non-Profit	Lancaster	3
OTB Bicycle Cafe	2010	Food Service/Hospitality	Pittsburgh	15
The Sprout Fund	2011	Non-Profit	Pittsburgh	6

RHODE ISLAND

US Open Cycling Foundation	2009	Children's Health Found.	Providence	2
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SOUTH CAROLINA

Bees Ferry Veterinary Hospital	2012	Medical/Health	Charleston	20
Caine Halter Family YMCA	2011	Non-Profit	Greenville	165
Fluor, Greenville	2009	Engineering Construction	Greenville	2000
GE Energy Greenville	2012	Engineering,Manufacturing/Production	Greenville	3000
Mary Black Foundation	2009	Philanthropy	Spartanburg	8
Swamp Rabbit Cafe and Grocery	2012	Food Service/Hospitality	Greenville	11
Upstate Forever	2010	Non-Profit	Greenville	23

TENNESSEE

City of Memphis - City Hall	2011	Local Government	Memphis	460
Shelby Farms Park Conservancy	2012	Non-Profit	Memphis	20
Mast General Store Inc.	2010	Sales/Retail	Knoxville	47

TEXAS

Advanced Micro Devices, Austin	2010	IT technology hardware	Austin	180
Asakura Robinson Company LLC	2011	Creative/Design	Houston	8
Bikesport	2010	Sales/Retail	Houston	7
HomeAway	2011	Vacation rentals	Austin	430
San Antonio Bike Share	2012	Non-Profit	San Antonio	4
Wheatsville Food Co-op	2012	Sales/Retail	Austin	145

UTAH

InterContinental Hotels Group	2010	Hotel Reservations Call Center	Salt Lake City	645
Petzl America	2012	Sales/Retail	Clearfield	51
Rockwell Collins, Salt Lake City	2011	Engineering/ IT	Salt Lake City	240

VIRGINIA

Blackwater Bike Shop Inc.	2012	Sales/Retail	Lynchburg	6
Blue Wheel Bicycles	2009	Bike Retail	Charlottesville	4
Gibbs & Cox, Inc	2012	Engineering,Medical/Health	Arlington	65
Java Shack	2010	Food Service/Hospitality	Arlington	7
MEPT Courthouse Tower LLC c/o Lincoln Property Company	2012	Building/Property Management	Arlington	6
National Wildlife Federation	2011	Non-Profit	Reston	385

2012 BICYCLE FRIENDLY BUSINESS

Paramount Group, Inc.	2011	Property Management	Arlington	13
Roanoke Regional Partnership	2012	Economic Development	Roanoke	6
SRA International, Inc.	2012	IT/Software Dev.	Arlington	650
The Nature Conservancy	2012	Non-Profit	Arlington	392
Winrock International	2012	Non-Profit	Arlington	80
Carilion Clinic - Riverside	2012	Medical/Health	Roanoke	500
Deloitte LLP - Arlington	2012	Accounting/Finance/Insurance	Arlington	5000
John Snow, Incorporated	2011	Medical/Health,Non-Profit,Other	Arlington	320
Roanoke Valley Alleghany Regional Commission	2008	Transportation	Roanoke	12

VERMONT

Old Spokes Home	2010	Transportation	Burlington	10
Skirack	2012	Sales/Retail	Burlington	60

WASHINGTON

Alling Henning Associates	2009	Marketing	Vancouver	34
Avtech Corporation	2009	Manufacturing/Engineering	Seattle	240
Bicycle Quarterly Press	2011	Publishing	Seattle	3
Coffman Engineers, Inc.	2011	Engineering	Spokane	55
Providence St. Peter Hospital	2009	Medical/Health	Olympia	2400
Sustainable Connections	2012	Non-Profit	Bellingham	14
AHA!	2011	Creative/Design	Vancouver	45
Rings & Things	2009	Wholesale	Spokane	77
REI Olympia	2012	Sales/Retail	Olympia	70

WISCONSIN

American Family Insurance	2012	Insurance Company	Madison	3200
Berghammer Construction	2010	Building Construction	Butler	30
Candlewood Suites	2011	Food Service/Hospitality	La Crosse	16
Dairyland Power Cooperative	2011	Other	La Crosse	621
Engberg Anderson, Inc.	2010	Architecture	Milwaukee	60
Eppstein Uhen Architects, Milwaukee Office	2010	Creative/Design	Milwaukee	100
Foley & Lardner LLP	2012	Legal	Milwaukee	595
Gundersen Lutheran - Prairie Du Chien	2012	Medical/Health	Prairie Du Chien	73
Gundersen Lutheran - Sparta	2012	Medical/Health	Sparta	45
Gundersen Lutheran - La Crosse	2011	Medical/Health	La Crosse	4358
La Crosse Area Family YMCA	2012	Non-Profit	La Crosse	525
MayoClinic Health System - Franciscan Healthcare	2011	Medical/Health	La Crosse	3500
Michaels Engineering	2012	Engineering	La Crosse	45
Northwestern Mutual	2011	Accounting/ Finance	Milwaukee	4950
SAA	2011	Creative/ Design	Madison	14
SAP Labs - La Crosse	2010	Software Development	La Crosse	171
Schreiber Anderson Associates	2009	Landscape Architecture	Madison	24
Three Sixty Real Estate Solutions	2011	Real Estate	La Crosse	17
Urban Ecology Center	2010	Non-Profit	Milwaukee	35
Western Technical College	2011	Education	La Crosse	525

WEST VIRGINIA

Wamsley Cycles	2010	Sales/Retail	Morgantown	8
Parkersburg Bicycle	2009	Sales/Retail	Parkersburg	3
U.S. Forest Service Northeastern Area	2011	Federal Government	Morgantown	55

WYOMING

Lexington at Jackson Hole Hotel & Suites	2011	Food Service/Hospitality	Jackson	25
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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, fax: 202-822-1334.

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AMERICAN BICYCLIST MAGAZINE

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2012 BICYCLE FRIENDLY UNIVERSITY

COLLEGE/UNIVERSITY NAME	LOCATION
PLATINUM	
Stanford University	Stanford, CA
GOLD	
University of California, Davis	Davis, CA
University of California, Santa Barbara	Santa Barbara, CA
SILVER	
Ⓐ Boise State University	Boise, ID
California State Long Beach	Long Beach, CA
Colorado State University	Fort Collins, CO
⓪ Georgia Institute of Technology	Atlanta, GA
⓪ Northern Arizona University	Flagstaff, AZ
⓪ Oregon State University	Corvallis, OR
Portland State University	Portland, OR
University of Arizona, Tucson	Tucson, AZ
University of California, Irvine	Irvine, CA
Ⓐ University of Maryland, College Park	College Park, MD
University of Minnesota, Twin Cities	Twin Cities, MN
University of Oregon, Eugene	Eugene, OR
⓪ University of Utah	Salt Lake City, UT
University of Washington, Seattle	Seattle, WA
University of Wisconsin, Madison	Madison, WI
⓪ Virginia Commonwealth University	Richmond, VA
BRONZE	
Chatham University	Pittsburgh, PA
Cornell University	Ithaca, NY
⓪ Duke University	Durham, NC
⓪ Eastern Mennonite University	Harrisonburg, VA
Emory University	Atlanta, GA
George Mason University	Fairfax, VA
Indiana University	Bloomington, IN
Michigan State University	East Lansing, MI
⓪ North Carolina State University	Raleigh, NC
Ohio State University, Columbus	Columbus, OH
⓪ Princeton University	Princeton, NJ
⓪ Rochester Institute of Technology	Rochester, NY
⓪ State University of New York at Buffalo	Buffalo, NY
⓪ Pennsylvania State University	University Park, PA
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⓪ University of Denver	Denver, CO
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⓪ University of Kentucky	Lexington, KY
⓪ University of Miami	Coral Gables, FL
⓪ University of Michigan, Ann Arbor	Ann Arbor, MI
⓪ University of South Carolina, Columbia	Columbia, SC
University of North Carolina, Greensboro	Greensboro, NC
University of North Carolina, Wilmington	Wilmington, NC
University of Vermont, Burlington	Burlington, VT
⓪ Yale University	New Haven, CT

BFU SUPERLATIVES

The Best of Bicycle Friendly Universities



SOUNDTEST DISPLAY OF BFU ENTHUSIASM: The University of Oregon hosts an annual music festival that is powered entirely by students pedaling stationary bikes. The Bike Music Fest in its 4th year included two pedal-powered music stages, nine acts and even an on-bike performance.



BEST MASCOT SHENANIGERY ON A BIKE: Based on the their crazy shenanigans, plenty of mascots could probably use a bike safety class or two. But this award goes to Buzz at Georgia Tech, if for no other reason than this picture. We're not sure he'll get very far trying to ride like that.

KEY MOVED UP Ⓐ NEW ⓪

BEST USE OF A BICYCLE-FRIENDLY DESIGNATION TO GET OUT OF CLASS:

When the University of South Carolina earned a Bronze designation in 2012 the college hosted a “Travel Lightly Parade” that even included the university president.

BEST BFU INCENTIVE: It almost sounds too good to be true. At Ripon College, students who leave their cars at home get a brand new bike, helmet and lock. Talk about an offer you can't refuse!

BEST BFU RIVALRY: UC Davis vs. Stanford. Davis and Stanford are clad in platinum and gold. In Davis, the city is a Platinum Bicycle Friendly Community and the university has risen to Gold-level status. In Stanford the tables are turned: The college is tops with a Platinum designation while the surrounding two cities have taken the Gold. Needless to say, while we give both an A for effort, we also endorse the friendly competition to build world-class bicycling communities and campuses.



BEST BICYCLE MASCOT: Meet a superhero who doesn't leap tall buildings in a single bound or scale the sides of skyscrapers. Stanford's Sprocketman is a comic originally featured in the 1970s brought back to life by the bicycle-friendly campus. Armed with a rear-wheel cassette as a shield and bike safety knowledge, the superhero may not be able to catch a bullet with his teeth but his emergency turns are immaculate.



MOST LIKELY BFU TO GET SAND IN YOUR COG: At the University of California at Santa Barbara students can hop on their bikes and head to the beach to clear their heads — without leaving campus! Thanks to dedicated trails, lanes and the school's proximity students can be in class one minute and kicking back in the sand the next.



BFU WITH THE BIGGEST HEART: Eastern Mennonite University may be small but it's achieved big things for bicycling on its cozy campus. EMU is the only university in the country to collect all of its recycling and composting by bike and has received local and international media coverage on the Recycle Bicycle from the likes of the BBC. Who knew you could make a global splash by cycling your trash!

BEST BFU TO FORGET YOUR U-LOCK: Sometimes finding parking on a busy bike-friendly campus can be tough. To curtail any late arrivals of cycling students, the University of Arizona offers free bike valet. No lock, no worries! Just drop the bike off and pick it up later.

MOST IMPROVED SINCE FRESHMAN ORIENTATION: After an Honorable Mention designation in 2011, Duke University got to work making huge expansions to its bicycling network using the League's feedback. Their efforts earned the Blue Devils a Bronze designation in 2012, taking them from Honor roll to Dean's list. ■■■

LESSONS LEARNED

Insights from Bicycle Friendly America leaders on what's made the biggest difference in transforming their communities, businesses and universities

"LOOK FOR OPPORTUNITIES THAT FIT YOUR COMMUNITY'S RESOURCES. We have wide streets and a robust pavement maintenance program. Getting dialed into the resurfacing schedule has enabled rapid and inexpensive bikeway implementation, resulting in a significant increase in bicycling."

Becka Roelf, Salt Lake City Bicycle/Pedestrian Coordinator (Silver BFC)

"DON'T UNDERESTIMATE THE WILLINGNESS OF YOUR COMMUNITY TO STRIVE FOR HEALTHY TRANSPORTATION CHOICES AND GIVE YOU VALUABLE INPUT. A big part of our success has been creating planning processes that engage the community to help decide how to best implement bicycle lanes."

Annick C. Beaudet, City Bicycle & Urban Trails Program Manager, City of Austin (Silver BFC)

"ADDING BICYCLING TO THE UNIVERSITY MASTER PLAN really moved biking from a transportation conversation to a campus-experience conversation — and that made a huge difference."

Beverly Malone, Department of Transportation Services, University of Maryland (Silver BFC)



Julia Diana

"PARTNERSHIPS HAVE BEEN KEY IN SAN ANTONIO. Focusing on how the built environment affects public health was a big light-bulb moment. From funding to policy to project implementation, becoming bike friendly is a major way we're changing our image from a 'fat city' to a 'fit city.'"

Julia Diana, Office of Sustainability, City of San Antonio (Bronze BFC)

"DEVELOP A SYSTEM TO TRACK ACCOMPLISHMENTS AND PROGRESS. In New Orleans, this quickly evolved from an internal assessment of strengths and weaknesses to a valuable tool for public outreach and support for 'the next step forward.'"

Dan Jatres, Pedestrian and Bicycle Programs, New Orleans Regional Planning Commission (Bronze BFC)

"FIND AND CULTIVATE INFLUENTIAL, INTERNAL CHAMPIONS. Identifying doctors and staff who were cyclists themselves to help lead the effort was the single biggest contributing factor to our success."

Linda Staley, Brand Manager, Carilion Clinic (Bronze BFC)

"USE YOUR TRANSPORTATION ENGINEERS. Get them out on bicycles, show them bicycle friendly engineering guidance, and solicit their help in counting bicycles, analyzing crashes, and setting up pilot projects. If you don't engineer safe places for people to ride, no amount of encouragement or education will convince the vast majority of people to use bikes."

Shaun Murphy, Bicycle & Pedestrian Coordinator, City of Minneapolis (Gold BFC)



PRESENTS

2013 NATIONAL BIKE CHALLENGE

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

For more information, contact katie@bikeleague.org

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