



# AMERICAN BICYCLIST

## WHOSE STREETS? OUR STREETS!

*Jason Roberts and  
Team Better Block  
empower communities  
to reimagine their  
public spaces p. 10*

## MANY FACES OF BIKE MONTH

*From advocacy  
groups to bike  
shops, May is an  
opportunity for  
bikes to unite p. 16*

## CYCLOFEMME UNITES WOMEN

*Hundreds of  
rides worldwide,  
one mission:  
advancing women  
in cycling p. 26*

*May — June 2013*

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

# WHERE WILL THE RIDE TAKE YOU?

BIKE MONTH 2013





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](http://nationalbikechallenge.org)

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

Sponsored by:  **Kimberly-Clark**

Presented by: **THE LEAGUE**  
OF AMERICAN BICYCLISTS  
since 1880



# CONTENT

May — June 2013



## IN EVERY ISSUE

02 VIEWPOINT

03 INBOX

04 COGS&GEARS

28 QUICKSTOP

## THINK BIKE

10

### WHOSE STREETS? OUR STREETS!

*Jason Roberts and Team Better Block empower communities to reimagine their public spaces*

## PEDAL PROGRESS

14

### THE GROWTH OF BIKE COMMUTING

*From coast to coast, cycling to work is on the rise*

### THE MANY FACES OF BIKE MONTH

16

*From advocacy groups to bike shops, May is an opportunity for bikes to unite*

### BIKE MONTH GALLERY

22

*A look at Bike Month posters, past and present*

## WOMEN BIKE

24

### CYCLOFEMME UNITES WOMEN WORLDWIDE

*Hundreds of rides, one mission: advancing women in cycling*

## FROM THE SADDLE

26

### A COAST-TO-COAST SUMMER VACATION

*The 'Seattle Cycleteens' went on a West Coast journey by bike in 1973 — and now they're planning to reunite*



# CELEBRATING BIKING IN ALL ITS FORMS

I cut my bicycle advocacy teeth on “bike month.” Well, technically National Bike Week, and the nation in question was the UK, but the idea is the same. National Bike Week was the time to celebrate bicycling in all its glorious, and sometimes wacky, forms.

I’ll never forget the sight of four very apprehensive, be-suited Members of Parliament – three from the House of Commons, scrupulously tri-partisan of course, and one Lord – lying prone at the end of a ramp, ready to be bunny-hopped by a BMX champion rider as part of the kick-off press event one year. They survived intact!

Back in the 1980s, we would start the week urging folks to get to their local bike shop for a tune-up – or for bike shops to set up “Dr. Bike” stands where they could provide quick-fixes for riders in a prominent location. From there, we encouraged local groups to stage a huge variety of gatherings, from bike to work events, commuter challenge races (with other modes) and family rides, to more politically motivated events and meetings.

The bottom line was always the same: an excuse to celebrate bicycling. And that’s exactly what National Bike Month is in the United States. There are a few signature events – Bike to School Day, May 8; Bike to Work Day, May 17; and the National Bike Challenge starting May 1 – and there’s the opportunity, the platform if you will, to highlight the simple joys of bicycling in whatever form suits you.

One poignant event that’s become a fixture in National Bike Month is the Ride of Silence on May 15. Not every community or group wants to (or thankfully needs to) honor the lives of cyclists killed on our roadways, but I’ve always believed it’s entirely appropriate to pay respect to crash victims and highlight the risks associated with cycling – that are there, whether we like it or not – for just one day of the year. We do that not to scare people away from riding, but to say clearly we can, and must, do more to make cycling safer for everyone.

Speaking of safety, we are very pleased to report that because of our pressure – and the National Bike Summit attendees – the U.S. Department of Transportation has just hosted two bike safety summits; 69 members of Congress signed on to a letter urging USDOT to adopt a bike-specific safety performance measure; and the building blocks are coming together of a campaign to dramatically reduce the number of bicyclists killed in traffic crashes.

Thanks to you, we are making a difference, and we’re enabling many more people to enjoy the benefits of biking year round, not just in National Bike Month. ■



*Andy Clarke, League President*

## BIKE MONTH



BIKE TO SCHOOL DAY

**MAY 8**

BIKE TO WORK DAY

**MAY 17**

NATIONAL BIKE CHALLENGE

**STARTS MAY 1**

# LETTERS TO THE EDITOR

## BEST BIKE SUMMIT YET

I've participated in the National Bike Summit in the past, but this year was the most interesting of the four I've attended. The hiring of the consultant to conduct candid interviews with congressional staff was a great idea, yielded observations that we needed to hear and was a highlight of an excellent Summit." *James Wilson, New Castle, DE*

**EDITOR'S NOTE:** Read more about Meyer's findings at [bit.ly/ZskPDb](http://bit.ly/ZskPDb)

## WOMEN'S FORUM = HEAVEN

I thought the National Women's Bicycling Forum was just awesome, incred-

ible, and perfect! Thanks to all who planned it. The "Pop Up Shop" for me was just the icing on the cake. Shopping between sessions? I died and went to heaven!

*Paula Bedard, Goffstown, New Hampshire*

## ALL GEARED UP FOR THE BIKE CHALLENGE

I can't tell you how excited I am to participate in the National Bike Challenge! The website and App are so well-thought-out and it's precisely what's needed for a successful event. I'm really looking forward to promoting it here at work and within the community.



Plenty of smiling faces at the National Women's Bicycling Forum photo booth, including a diverse contingent from New York City!

Thanks for all your work!  
*Mandi McKay, Sierra Nevada Brewing Co., Chico, Calif.* ■



## FROM FACEBOOK

In response to: *How do we keep the momentum around women & biking?* Accessories, gear, and tools aimed towards women's specific needs and preferences. *-Rebecca Outland*

Encourage all sorts of governments to prepare places and roads for bikes – no gender associated, just show that it is faster, cheaper, safe and fun!  
*- Elizabeth Bautista Rodriguez*



## FROM TWITTER

*Bike Sonoma @BikeSonoma*  
@Bikeleague just wanted to say THANK YOU to you guys for hosting a great Summit last week. You all were working hard and we appreciate it. Oh, and the new logo and branding is divine!



## FROM THE BLOG

In response to: *League Welcomes New Equity Advisory Council*  
Continuously impressed by your work and proud to be a dues-paying member. Thanks for making social justice a priority within the bike movement. *- Nelle*

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

# MEMBER SNAPSHOT:

## Pasqualina Azarrello

*Since its founding in New York City in 1998, Recycle-A-Bicycle has been a leading model in using bicycles to engage and empower youth. As the organization's executive director for the past four years, Pasqualina Azzarello played a central role in the development of this innovative organization and its role in expanding the national conversation about inclusivity, youth engagement and the critical importance of bike collectives. This March, as she stepped down to pursue other goals, we asked her to reflect on how bike advocacy has changed during her tenure at RAB. We're honored to count Azzarello as a member — and excited to see what comes next for her!*

I started as the Executive Director of Recycle-A-Bicycle (RAB) in 2009. Since then, I have seen some significant shifts in the national bike advocacy movement. Going to my first National Bike Summit in 2010 with two interns, we reflected that there were many missing cyclists from across the U.S. who were not there to take part in this energized, dynamic exchange of ideas, and to lobby on Capitol Hill.

There was one session at the 2010 Summit that had a tremendous impact on me. It was called Broadening the Movement moderated by Jay Ferm (Planet Bike) with Alison Graves (Community Cycling Center), Allison Mannos (Los Angeles County Bicycle

Coalition's City of Lights) and Anthony Taylor (Major Taylor Cycling).

I was so happy that these smart and thoughtful leaders were there to share their stories. At that moment, I had a realization: The potential that RAB could play on a national scale for youth and community bike shops was greater than I had understood.

We were so inspired and so energized from the 2010 Summit that we asked ourselves a question: What can we do to grow this movement and to ensure that all cyclists can participate in such a dynamic national dialogue? The Youth Bike Summit was literally conceived on the bus ride home from D.C.

At first we thought the Youth Bike Summit would be a local or regional event, but we quickly learned that the need and desire for youth, educators, and advocates to come together and exchange ideas and learn from one another was bigger than our imaginations at the time.

This past February, Recycle-A-Bicycle hosted the 3rd Annual Youth Bike Summit. Nearly 370 youth and adult leaders from 23 states and four countries attended — clear evidence of the incredible work

taking place at a local grassroots level. Over the past few years, industry and national advocates have come to learn from the next generation of bicyclists.



*Pasqualina Azarrello was the Executive Director of Recycle-A-Bicycle for four years.*

This intergenerational exchange is so meaningful to me.

At last year's 2012 National Bike Summit, I attended the first ever Women's Bicycling Forum — what a different audience in terms of gender, ethnicity, and age. It was fun to share personal stories with other women and, for the first time at a bike conference, I heard laughter in the room. That transformation continued with the Forum and full Summit in 2013. I couldn't help but notice a new and more reflective tone from president Andy Clarke, members of the League Board and a number of National Bike Summit speakers.

Looking back now, I view the 2010 Summit workshop, Broadening the Movement, as a seed of transformation. Changing our movement will never happen if it is not prioritized. I commend that in such a short time, there has been so much development and I look forward to finding new ways to be involved in this movement after I step down as Executive Director of Recycle-A-Bicycle. ■

**"The Youth Bike Summit was literally conceived on the bus ride home from D.C."**



*Austin Pickett, a high school senior, practices the finer points of bike maintenance as part of the Major Taylor earn-a-bike program.*



# CLUB SNAPSHOT:

## Cascade Bicycle Club

*Based in Seattle, the Cascade Bicycle Club is among the largest in the nation, with strong advocacy programs paired with high-profile rides. We asked M.J. Kelly, Cascade's Director of Communications and Marketing, to give us some insight on what's made the Club such a success.*

**CASCADE IS ONE OF THE BIGGEST BICYCLE CLUBS IN THE COUNTRY; WHAT DO YOU THINK HAS PROPELLED THE GROUP TO SUCH INCREDIBLE SUCCESS AND GROWTH?** Cascade Bicycle Club's strong mix of programs is one of our biggest assets. People are invited to engage with Cascade on their terms, through a variety of open pathways: big events, recreational rides, advocacy and community activism, summer camps, maintenance classes, riding classes and more. Having deep relationships and a long history — 43 years — also gives us strength through recognition and trust. We crested 15,000 members this spring and those wonderful people keep us going strong!

**WHAT'S YOUR MOST POPULAR RIDE OR MOST VISIBLE EVENT OF THE YEAR? HOW IS IT SPECIAL?** In terms of palpable excitement, the 10,000-person Group Health "Seattle to Portland Bicycle Classic" is top on the list. Now in its 34th year, the STP has become a bucket list event. Every year without fail, I am humbled and inspired by the ways people are changing their lives and connecting to bicycling because of the STP.

Bike Month, however, draws more participants through the Commute Challenge (presented by Adobe) and F5 Bike to Work Day and Bike to School Day. The Commute and Bike to School

Challenge bring about 15,000 participants from local workplaces and schools together to compete on bike commute teams. Bike to Work and School Days draw in the neighborhood of 20,000 riders annually. The increased visibility on the streets of people of all ages and lifestyles bicycling for transportation is powerful for the movement.

**CASCADE HAS A STRONG MAJOR TAYLOR COMPONENT; HOW HAS THAT CHANGED THE ORGANIZATION?** It's been so rewarding to see the positive impact bicycling can have in a young person's life — especially for kids from diverse neighborhoods who might not otherwise be included in the bike community. Major Taylor has been an exciting way for Cascade to nurture community transformation. After completing the program, Major Taylor club members have gone on to advocate for better bicycling in their communities, many of which lack bike lanes and sidewalks.

The program has also given Cascade an opportunity to engage with some tremendous partners — community organizations, schools and volunteers — really strengthening our effectiveness. It has deepened our commitment to growing diversity in the bike movement. And, we are engaging new people in our

mission by showing our mission touches everyone.

**WHAT'S ONE SECRET TO YOUR SUCCESS THAT MIGHT HELP OTHER BIKE CLUBS?** Cascade's founders had the forethought to establish an organization that combines pursuit of social riding with the power of advocacy. It's a virtuous cycle that builds momentum with each turn. More people riding bikes means more people are seeking pro-bike leaders. As we amplify those voices, we gain political strength and can influence for better policies. In turn, this gets our constituents better infrastructure, expanded routes and safer streets. Having a better bicycling network makes it more inviting for people

to ride bikes. No matter which way we approach it, this virtuous cycle builds momentum and power for the movement.

**WHAT'S THE COOLEST THING CASCADE HAS PLANNED FOR BIKE MONTH?** We have so many cool things planned,

but our Street Party tops the list. Last year we had music, games, a "Strut your own bike style" fashion show, and bike-friendly vendors—to celebrate both the end of Bike Month and bike/walk-friendly public spaces. It was crowded, loud, fun and full of bikes — just like a party should be! **LEARN MORE ABOUT CASCADE AT [WWW.CASCADE.ORG](http://WWW.CASCADE.ORG)**

*"Cascade Bicycle Club's strong mix of programs is one of our biggest assets. We crested 15,000 members this spring and those wonderful people keep us going strong!"*

## GIVING

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

**\$10,000+**

David G. Harrison  
Susi Wunsch

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

Channel Islands Bicycle Club  
Charles River Wheelmen  
Couples On Wheels  
Tandem Club Inc.  
Florida Freewheelers  
Fox Valley Bicycle & Ski  
Granite State Wheelmen  
Grizzly Peak Cyclists  
McHenry County  
Bicycle Club

Narragansett Bay  
Wheelman  
Wheeling Wheelmen  
Bicycle Club

**INDIVIDUALS**

Bill Wilson  
Thomas Ritter

**\$100-\$999****ORGANIZATIONS**

Arkansas Bicycle Club  
Boeing Employees  
Bicycle Club  
Bull Shifters Bicycle Club  
Cactus Cycling Club of  
Tucson, Inc.  
College Park Area

Bicycle Coalition  
Columbia Bicycle Club  
Hope Christian  
Community Foundation  
Illinois Valley Wheelmen  
Los Angeles Wheelmen  
Bicycle Club  
Mohawk-Hudson  
Cycling Club  
Mosby Lincoln  
Foundation  
Richmond Area  
Bicycling Association  
Silver Wheels  
Cycling Club  
Westchester Cycle Club  
Westerville Bicycle Club  
White Clay Bicycle Club

**INDIVIDUALS**

Tony Barrett  
Edmund Beaudet  
Karl Danz  
Paul Donohoe  
Alan Fishman  
Pat Flinn  
Kerry Irons  
Mark Jauquet  
Alan Kailer  
Michael Kerr  
George & Karen  
Momany  
Wendy Soucie  
Karen Sundback  
Stephan Vance  
Michael Ware  
Jiro Yamamoto

## LCI CORNER

Marketing  
Made Easy

*So you've completed the League Cycling Instructor seminar and you're excited to share your expertise with your community, but you're not sure how to get started? Here are a few ideas to get your wheels rolling.*

**FIRST, FIND ALLIES IN YOUR COMMUNITY** who will help spread the word about the importance of safe cycling and the educational resources available to them. Second, don't get stuck thinking you have to schedule an eight- to nine-hour Traffic Skills 101 course. You can adapt the materials to offer shorter "teaser" presentations which can interest people in registering for the longer TS 101.

**NEXT, REACH OUT TO GROUPS THAT ALREADY EXIST.** For example, approach your local senior board, senior clubs and fitness classes to garner interest. If it's business people you'd like to reach, approach your local Chamber of Commerce or flagship company to offer this benefit to its employees. Then you can approach other companies that will be more inclined to follow the flagship's lead. Outreach to the general public can be achieved by listing bike education presentations and courses in your local newspaper and recreation guides.

**ONCE YOU HAVE A GROUP OF INTERESTED PEOPLE, TAILOR CLASSES TO MEET YOUR SPECIFIC AUDIENCES' NEEDS.** Seniors might be more interested in learning how to choose a bike or safe route rather than how to effectively change multiple lanes of traffic during rush hour. A business person might be more interested in how to commute or ride year-round rather than how to choose a bike.

**AT THE END OF YOUR PRESENTATIONS, REMEMBER TO ASK FOR FEEDBACK,** including how people heard about the course, so you can hone your marketing approach and the education you offer. *-Molly North LCI #2669*



# MAKE EVERY MILE COUNT:

## The National Bike Challenge is Back!

BY KATIE OMBERG

*The National Bike Challenge* began as an idea sketched on a white board in the office of Rob Gusky at Kimberly-Clark Corporation. In just a few short years, it's evolved into a national event uniting thousands of current bicyclists — and encouraging countless new riders.

In 2012, more than 30,000 riders logged more than 10 million miles in the first year of this friendly online competition. Based on that stunning success, we're upping the ante in 2013 — aiming for 50,000 riders to pedal more than 20 million miles between May 1 and September 30.

With the buzz of Bike Month and local bicycling advocacy organizations sponsoring local commuter competitions, the Challenge is a great way to get connected to other bike-friendly — and bike-curious — folks in your community and across the country. Join the challenge solo or form a team. Log your mileage online and get in the running for great raffle prizes! VISIT [WWW.NATIONALBIKECHALLENGE.ORG](http://WWW.NATIONALBIKECHALLENGE.ORG) TO LEARN MORE AND SIGN UP TODAY!



### WHY PARTICIPATE IN THE CHALLENGE?

» **FUN:** Join a team, ride solo, or compete against different cities and workplaces. Challenge yourself to ride more this summer, and it'll be a challenge to not have fun doing it!

» **HEALTH:** By riding to work, the grocery store, or just around the block, you'll be burning calories with a smile on your face.

» **SAVINGS:** By leaving the car at home more often, you can reduce maintenance, fuel and parking expenses. Without the pain at the pump, you'll have extra money to spend on a nice cold (possibly adult) beverage after a summer afternoon ride.

» **CONVENIENCE:** Nearly 50 percent of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less — distances easily covered by bicycle! Even if you're out in the country, biking to school, church, or a friends' house can be a nice easy trip.

» **CELEBRATION:** Joining the Challenge is a great way to kick off National Bike Month and build relationships within your community. Make a neighborhood team, organize a ride in your town, and log those miles! ■



**ESCAPADES**  
BIKE TOURS AND MORE!

**BIKE TRIPS FOR ALL SEASONS!**

THE NATCHEZ TRACE • CAPE COD • ARIZONA  
GEORGIA • TEXAS • MAINE • VERMONT  
HUDSON VALLEY • CALIFORNIA • LAKE CHAMPLAIN

CELEBRATING 10 YEARS OF  
TOURING IN 2013 WITH  
**BUY ONE GET ONE 1/2 PRICE**  
DISCOUNTS ON SELECT TOURS!

*Early Bookings only  
Limited spaces  
Book Now to Save!*

SEE ALL THE DETAILS FOR  
ANY OF OUR GREAT TRIPS AT:  
[escapadesbiketours.com/american](http://escapadesbiketours.com/american)

AMERICA'S BEST FULLY SUPPORTED TRIPS FOR LESS!!!  
877.880.BIKE (2453)  
[tours@escapadesbiketours.com](mailto:tours@escapadesbiketours.com)





**Cycletours**  
holidays

**Bike and Barge Europe  
Bed and Bike Europe**

[www.cycletours.com](http://www.cycletours.com)  
**Find us on Facebook**

# CHANGING THE FACE OF CYCLING

BY HAMZAT SANI

In 1894, the League of American Wheelmen banned non-whites from joining an organization that advocated for “good roads for all.” In the 119 years since the color line was drawn, bicycling is still often regarded as a white male endeavor — whether in the sport or advocacy world.

Now, 14 years after officially denouncing the color bar of 1894, the League has rededicated itself to ensuring that the road ahead is, indeed, “good for all.”

The League has formed a new Equity Advisory Council to help us change the face of bicycling — in advocacy and on the streets. Coming from diverse backgrounds and communities across the country, the council will help guide the League’s Equity efforts and ensure our work is beneficial to the communities that are currently underrepresented in cycling advocacy.

The Council gathered for the first time at the 2013 National Bike Summit, and met the League Board of Directors. Moving forward, the Council will see the League through an internal assessment — addressing both operations and programming — and also help us develop tools for other organizations seeking to engage underrepresented communities in their work.

The 10-member Equity Advisory Council includes a diverse group of advocates, planners, researchers, educators, business owners, recreational cyclists and youth:



» **BRIAN DRAYTON [1]** is the founder and executive director of Richmond Spokes, a non-profit, entrepreneurial youth training program located in Richmond, Calif., that empowers young entrepreneurs to use cycling and sustainable transportation to enable physical, personal, and professional mobility.

» **ANTHONY GARCIA [2]** is Principal of The Street Plans Collaborative and is a leader in the field of pedestrian and bicycle infrastructure. A member of the faculty at the University of Miami- School of Architecture, Anthony has a strong background in urban planning and design.

» **EBONI HAWKINS [3]** is the founder of the Chicago chapter of Red, Bike and Green, an organization that promotes biking for improve health, economic vitality, and environmental sustainability in the African American community.

» **HELEN HO [4]** is an advocate and thought leader in fields ranging from alternative transportation to community empowerment. Helen serves as the Development Director for Recycle-A-Bicycle and is Co-Founder of the Youth Bike Summit.

» **KEITH HOLT [5]** is the Executive Director of Milwaukee Bike Works, which sees bicycling as a tool for sustainable change in the community. Keith has advocated for trails and bicycling in large urban communities for almost a decade, emphasizing ridership in communities of color.

» **ADONIA E. LUGO [6]** is the co-founder of City of Lights/ Ciudad de Luces and CicLAvia. A doctoral candidate at the University of California, Irvine, Adonia uses ethnographic research on bicycling to advocate for social justice in urban sustainability through the Bicultures Research Network and her blog Urban Adonia.

## LEAGUE WELCOMES THREE NEW BOARD MEMBERS

BY ELIZABETH MURPHY

» **ANTHONY TAYLOR [7]** is a founding member of the Major Taylor Bicycling Club of Minnesota, which promotes cycling geared toward the African-American communities of Minneapolis and St. Paul. He is the Vice President of the National Brotherhood of Cyclists, a national coalition of grassroots African American cycling club.

» **NEIL WALKER [8]** is a leading League Cycling Instructor Coach, a youth program coordinator for Metro Atlanta Cycling Club, and a founder of Women Bike Atlanta and Cycles and Change, which aims to advance equity in the cycling community.

» **ELIZABETH WILLIAMS [9]** is a bike advocate and League Cycling Instructor (LCI) focused on empowering underserved communities to live healthy, active and green lifestyles through cycling. Elizabeth is the Founder & President of Cali Bike Tours based in Long Beach, Calif.

» **DEVLYNN CHEN [10]** is a senior at the Bronx High School of Science in New York City. She has interned at Recycle-A-Bicycle, worked with Local Spokes as a Youth Mentor and was the youth keynote speaker at the 2013 Youth Bike Summit. **STAY TUNED TO THE LEAGUE BLOG FOR UPDATES ON THE COUNCIL'S WORK AND HOW YOU CAN GET INVOLVED. [BLOG.BIKELEAGUE.ORG/BLOG](http://BLOG.BIKELEAGUE.ORG/BLOG)** ■

*The League is delighted to welcome three new members to our Board of Directors — and extend our gratitude and thanks to three outgoing members. Gary Brustin, of California, finished his maximum three three-year terms, and we'll miss his legal expertise. Mike Nix, of North Carolina, is returning to the board of the National Bicycle Dealers Association, while Tim Young is now focusing on establishing a statewide advocacy group in Wyoming. We wish all three the best of luck in their future endeavors. Our newest members include:*

### JAY FERM

DIRECTOR OF ADVOCACY, PLANET BIKE

Jay is an active bicycle advocate at the local and national levels, having served on the Bicycle Federation of Wisconsin Board of Directors and as co-chair of the Mayor of Madison's Platinum Bicycle Planning Committee from 2006 to 2008. He is a year-round bicycle commuter in Madison, Wisc.



### TANIA LO

CO-OWNER/PUBLISHER/EDITOR-IN-CHIEF OF MOMENTUM MAG

Tania Lo is the co-owner, publisher and editor-in-chief of Momentum Mag, which celebrates the growing transportation cycling movement in North America. Tania is also the producer of the award-winning documentary "Long Road North - From Patagonia to the Arctic," a story of discovery, cultural identities and family trials and tribulations from behind the handlebars. She is a dedicated bicycle commuter in Vancouver, British Columbia.



### NICOLE PRESTON

MANAGING DIRECTOR, TOUR DE CURE

Nicole is the Managing Director of Tour de Cure, a fundraising campaign with 90 cycling events nationwide that has grown from 26,000 riders to more than 62,000. Through the Tour de Cure, Nicole promotes cycling to new audiences as a means to improve health and reduce the incidence of diabetes. Nicole rides regularly with family on the paths around the Washington, D.C. area, and in various cycling events around the country. ■





A photograph of two men standing on a city sidewalk. The man on the left is wearing a grey t-shirt with 'TEXAS THEATRE' printed on it, dark pants, a flat cap, and work gloves. He is leaning against a red and white traffic cone. The man on the right is wearing a light-colored plaid shirt and khaki pants, with his arm around the first man's shoulder. They are standing on a brick-paved sidewalk next to a street with orange traffic cones and a blue bus in the background. The background also shows a pedestrian crossing sign and some potted plants.

# WHOSE STREETS? OUR STREETS!

Jason Roberts  
and Team  
Better Block  
empower  
communities  
to reimagine  
their public  
spaces

BY CAROLYN SZCZEPANSKI



Jason Roberts fully expected to get arrested. “We decided we would break every law that we possibly could,” the Dallas resident recalls.

The day was September 11, 2010, the place was a nearly abandoned Tyler Street in the heart of the Oak Cliff neighborhood — and the 36-year-old IT consultant was the unlikely leader of a local revolution.

Inspired by a trip to Europe, where pedestrian plazas and bike facilities created vibrant public spaces, Roberts had started to look around his own neighborhood and had a realization: Wow, we’re going about this all wrong.

In so many places, abandoned buildings disintegrated next to wide, lifeless streets, where absent sidewalks and cracked pavement made pedestrians and bicyclists unwelcome. Meanwhile, antiquated zoning laws hobbled entrepreneurship and street improvement were in the hands of engineering experts huddling over maps making abstract calculations about traffic flow.

Roberts decided to challenge the status quo by showing folks the alternative — in real time.

Working with Andrew Howard, his partner in what would become known as Team Better Block, Roberts radically re-imagined Tyler Street with the help of a small army of eager volunteers. They painted their own bike lanes and crosswalks. They turned an old car garage into a space for children’s art classes and created café seating outside previously abandoned buildings.

Cognizant of their rebellion, they printed out and posted in the windows every single law they broke in bringing Tyler Street back from the dead. But Team Better Block wasn’t led away in handcuffs. Quite the opposite: City officials started questioning the status quo, too. Clearly the Team had come up with a winning strategy.

Roberts’ innovative, do-it-yourself model proved effective in other areas of Dallas — and soon advocates and officials in other cities were calling, asking Roberts’ team to bring that energy and

ingenuity to their own struggling streets. Just three years since that first event, Better Blocks has jumpstarted transformation in Memphis, Wichita, San Antonio and other major cities.

So what are the components of a Better Block and why have these strategies proven successful?

For Roberts, there are four critical attributes of a Better Block project. First, it has to be safe — while volunteers paint the bike lanes, there’s always an engineer in the background making sure the facilities are safe. It has to be inviting and engaging for people no matter their mode of travel and accessible for folks aged 8 to 80. And, perhaps most importantly, it has to have staying power. The beauty of a Better Block is that it’s a temporary installation, soothing concerns from policymakers or powerbrokers who may be wary of the transformation. But, at the same time, it has the potential to spur permanent changes to the street when it proves to be a success.

The key to that success? Changing the advocacy paradigm. “Get out of city hall and onto the street,” Roberts says.

“Ninety-percent of the community wants action. They want to pick up a hammer, paintbrushes and brooms and start doing something.”

“It’s so much more powerful to allow people to experience an improved environment as opposed to just showing them pictures and renderings,” he adds. “By physically putting change on the ground, many people who were opposed or maybe didn’t understand the project, can become our advocates once they see that the changes are positive and don’t have a detrimental impact on traffic.”

Ultimately, all those efforts lead back to city hall. “Once we’ve been able to rally

## FOUR TRAITS OF A BETTER BLOCK:

- » SAFE
- » INVITING
- » ACCESSIBLE TO EVERYONE
- » HAS STAYING POWER



*Roberts paints a crosswalk at a Better Block installation.*



*Creating a new experience for riders like these in Wichita, Ks.*



*Better Block projects use cafe seating, landscaping, bike infrastructure and more to enliven the street.*

a community, the political support becomes much easier,” Roberts says. And, as advocates mobilize, in communities across the country the buzz is creating what Roberts calls FOMO: Fear of missing out.

“I think we’re reaching a tipping point with so many cities putting improvements on the ground that others don’t want to be left behind,” he says. “At this point, they’re just trying to figure out how to get started.”

How do you get started, as an individual advocate or organization? Roberts has a few key tips.

First of all, show up — if you’re not in the room or out on the streets, who will speak for a Better Block? Once you decide to host a street installation, give your project a name — this builds community buy-in and commitment.

“Get out of city hall and onto the street. Ninety-percent of the community wants action. They want to pick up a hammer, paintbrushes and brooms and start doing something.”

As you’re organizing, don’t be afraid to challenge the rules — pushing against the status quo is the catalyst for lasting change. Finally, blackmail yourself — set a date and publish it to hold yourself accountable.

For Roberts, creating Team Better Block has been personal, as well as professional. In June 2012, Robert was diagnosed with cancer and, for months, he had to put down the hammer — and rely on his neighbors.

“It really illustrated why my efforts

aren’t about simply creating bike infrastructure, but creating more livable communities,” he says. “When I became ill, so many people in my community came out and helped me. It ended up justifying a lot of my work, and made me realize that people who live in disconnected neighborhoods have a much harder time establishing meaningful relationships with others around them who could help them in times of need.”

Turns out, Better Blocks can even beat cancer. LEARN MORE AT [WWW.BETTERBLOCK.ORG](http://WWW.BETTERBLOCK.ORG).





www.CarolinaTailwinds.com  
888.251.3206

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

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

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

Great Ohio Bicycle Adventure

**JUNE 15-22, 2013**



*Reunion of the fittest.*

**Register Now!**

**goba.com**

**614-273-0811**



## **Let Loose** **Ride with Freewheeling**

**Call by April 15 for \$125 LAB member gift**

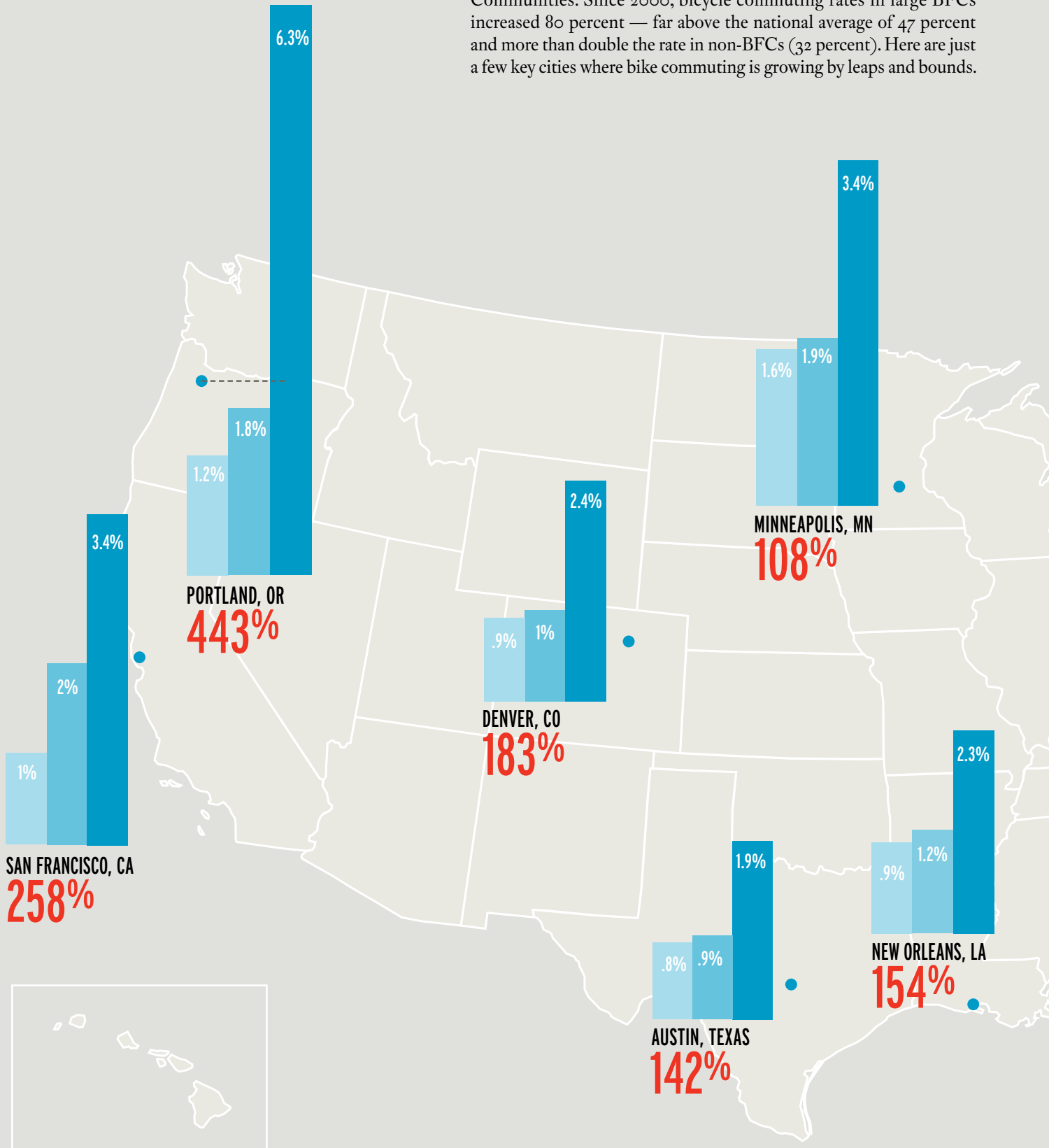
800-672-0775  
www.freewheeling.ca

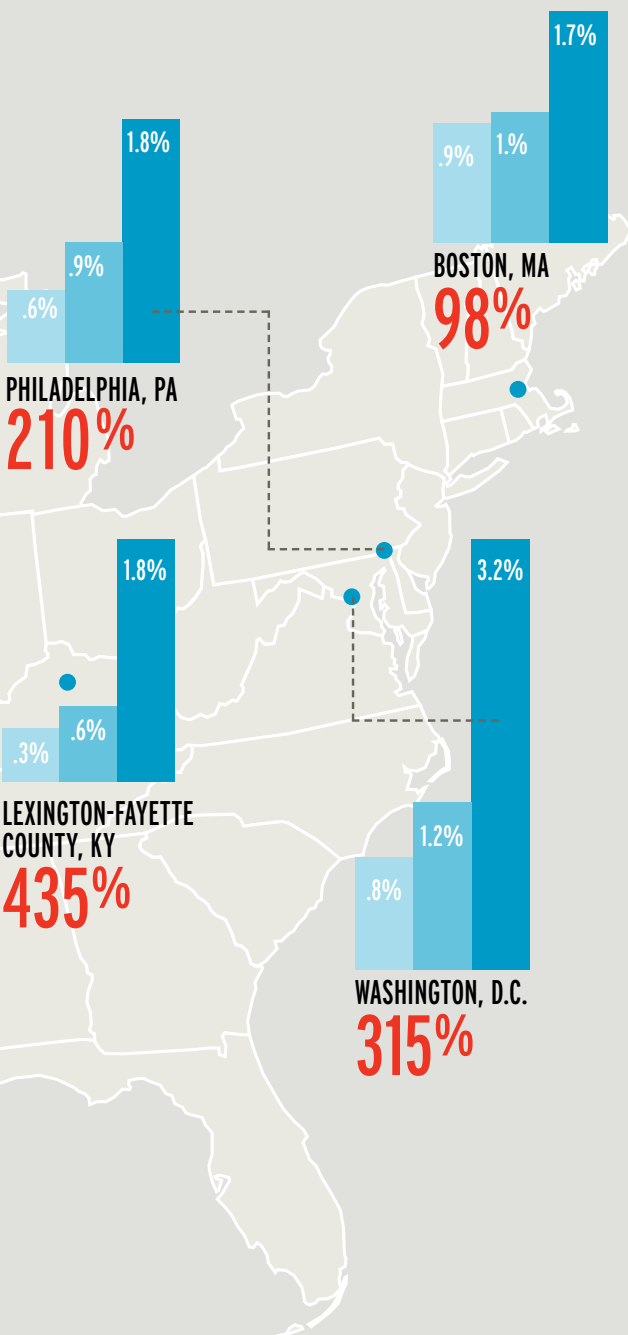
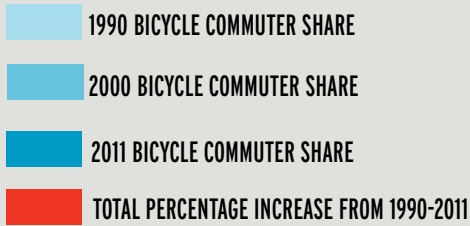
**Small group & private tours**  
Nova Scotia, PEI, Newfoundland  
Quebec, Iceland, Europe  
& other rare opportunities

**FREEWHEELING**  
Adventures

# THE GROWTH OF BIKE COMMUTING

For cyclists of all stripes, there's nothing like Bike to Work Day — our annual celebration of active transportation. Caravans of excited new riders enjoying their commute like never before. Veteran bicyclists seeing and connecting with old friends over free breakfast and live entertainment. Thanks, in part, to encouragement efforts like BTWD, the number of bike commuters is on the rise — especially in Bicycle Friendly Communities. Since 2000, bicycle commuting rates in large BFCs increased 80 percent — far above the national average of 47 percent and more than double the rate in non-BFCs (32 percent). Here are just a few key cities where bike commuting is growing by leaps and bounds.





# OVERALL GROWTH OF BIKE COMMUTING (2000-2011)



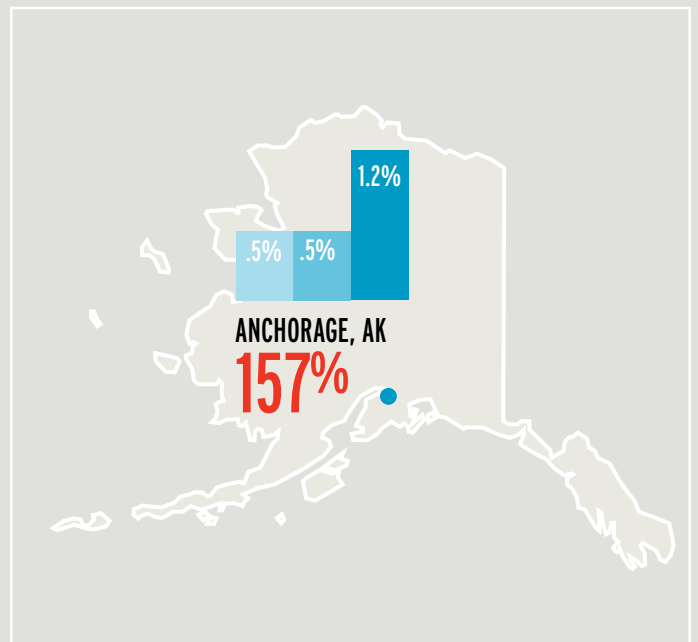
NON-BICYCLE FRIENDLY COMMUNITIES



ALL OF UNITED STATES



BICYCLE FRIENDLY COMMUNITIES







*Photo courtesy of City of Fort Collins*



# THE MANY FACES OF BIKE MONTH

## From advocacy groups to bike shops, May is an opportunity for bikes to unite

*While commuter caravans and free bagels are still a hallmark of National Bike Month, pedaling to work isn't the only celebration of bicycles in May anymore. In its 57 years, Bike Month has grown up and branched out, expanding and evolving to be so much more than Bike to Work Day. From big cities to small bike clubs, there are countless ways to inspire more people to ride. Here are just a few examples of diverse Bike Month activities from different types of organizations.*

### Boise Bicycle Project: Bike Builder's Gallery

BY JUTA GEURTSSEN, BBP DEVELOPMENT DIRECTOR

When Boise Bicycle Project hit the scene in 2007, there were a lot of cycling events in Boise, but few that celebrated the “average” bicyclist. While there were many gatherings that featured Lycra-clad athletes on \$1,000 bikes, we wanted to engage potential cyclists who couldn't buy their way into the sport.

Our goal was the start breaking down these barriers and take bicycling back to its roots, spreading the message that “anyone can be a bicyclist.” So each Bike Month we kick off the festivities with one of our favorite events: The Bike Builder's Gallery.

Throughout the year people come into our cooperative bike shop and learn how to fix or build up their own bicycles. We noticed how much pride people take in their “beater” bicycles and thought, why not showcase these bicycles in the public

eye? Why not show people that a great bike doesn't have to be expensive or pretty, it just has to get you from point A to point B? Just like that, the Bike Builder's Gallery was born.

Each May hundreds of commuters line up their bicycles on one of Boise's main streets and allow the public to vote on their favorite and least favorite bicycles. There are lots of laughs, a beer garden, music, and all sorts of beautiful — and beautifully ugly — bicycles. In the end, it's a great tool to show newcomers and would-be cyclists that cycling can be easy, fun, and doesn't have to break the bank. It's also a great way to meet your fellow

pedal-powered community members.

*The Boise Bicycle Project is a nonprofit Community Bicycle Cooperative. Visit us online at [www.boisebicycleproject.org](http://www.boisebicycleproject.org)*

### Revolution Cycles: Random Acts of Bike-ness

BY STACY MOSES, BUYER AND MARKETING MANAGER

At Revolution Cycles, our mission is to get more butts on bikes, so we look forward to Bike Month every year.



Boise Bicycle Project



*Revolution Cycles*

In Washington D.C., Virginia and Maryland, we provide free tech support on Bike to Work Day at many of our area's busiest pit stops. We get our best mechanics out of bed before the sun comes up, pump them full of coffee and bagels, and set them loose to help the thousands of commuters who ride through the local stops.

Following the Bike to Work Day morning festivities, we organized the second annual Department of State ride in 2012. We loaded up the Rev van (affectionately known as Big Red) with Allant bikes and led State Department staff on a bicycle tour of DC. There's no better way to spend a lunch break in May!

Throughout the month, we also plan wonderful little surprises in our communities, such as our famous Pinkey Surprise Tune-Ups. We select random weekdays during rush hour, set up a

**"If you ask us, every month should be Bike Month!"**

mobile workstation and blast out our location via social media. Pinkey, our lead mechanic and the most interesting man in the world, tunes derailleurs, pumps up tires, and tightens brake cables for everyone who is lucky enough to roll by.

We've also produced a series of "Revolutionize National Bike Month" blog posts to educate cyclists on safety and comfort, and we give out boatloads of neon bike pins. If you ask us, every month should be Bike Month!

*With four locations in Washington, D.C., Maryland and Virginia, Revolution Cycles specializes in bicycle sales, service, rentals and sharing. [www.revolutioncycles.com](http://www.revolutioncycles.com)*

## City of Fort Collins: Silly for Cycling

BY MOLLY NORTH, FORT COLLINS BIKES INTERIM COORDINATOR

Whether two wheels transport our residents to work or to recreate, bikes are part of our local culture and we love to celebrate them in serious and silly ways. Our cyclists make biking fun and funny — and we can't get enough of the camaraderie that happens when they bring their simple machines together.

Bike to Work Day has become a community-wide celebration of cycling culture and a holiday to which people look forward. Our bicycle friendly businesses, bicycle friendly university and bicycle advocates sponsor breakfast and afternoon stations. Breakfast stations offer free food, bike repairs, and





Fort Collins

“Here in Fort Collins, Bike Month is successful because of the people who make biking a priority.”

entertainment, while afternoon stations offer free adult beverages, fashion shows, live music and a drawing for a commuter bike. With approximately 10,000 total station visits in a single month, these fun stops are a way to give kudos to people who ride regularly and encouragement to people who try bike commuting for the first time.

But BTWD is just one of the many ways we celebrate. Fort Collins also hosts an annual Bike Week that spotlights facilities like bike lanes and multi-use trails, while emphasizing a place for everyone in our cycling community. Some of our favorite events include: Bike ‘n Jazz (an evening of music at a local park), our Bike Prom (which encourages silly, bike-themed costumes), our Bicycle Fashion Show (which highlights the many clothing options for cycling) and the Bike Pedal vs. Gas Pedal Challenge (a friendly competition to show that, in many instances, running errands by bike is just as fast or faster than by car).

Here in Fort Collins, Bike Month is successful because of the people who make biking a priority. And, as a Bicycle Friendly Community, we take pride in making biking better every day of the year.

*Fort Collins, Colo., is a Gold level Bicycle Friendly Community.*

## In Philadelphia, May Means Derby Time

BY ERIN DECOU, EXECUTIVE DIRECTOR,  
NEIGHBORHOOD BIKE WORKS

At Neighborhood Bike Works, we aim to turn our kids’ creativity into transportation creation. And Bike Month means putting that artistry on display during the Kensington Kinetic Sculpture Derby.

Each February, when after-school riding opportunities are minimal, we open up a unique class that gets our kids’ artistic gears turning. The local artists-in-residency program (40th Street AIR) lead youth on a journey to create a bicycle sculpture for the Derby. From a pirate ship to a prehistoric shark to an alien space craft, their ideas never fail to awe and inspire.

On Derby day in May, our sculptures are mounted to our four-person chassis and Neighborhood Bike Works youth from many parts of the city don costumes for the 13-mile journey. We gather in Kensington at the eastern edge of the city and parade through the streets — 30 or 40 strong — with several dozen bike sculptures.

The Derby is not a race, but there are perils along the way. Many crafts break down; indeed there is even a Best Breakdown category in the final judging. In the homestretch lies the biggest



Neighborhood Bike Works

**America by Bicycle, Inc.**

*Ride with the Coast to Coast Leader!*

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

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

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

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

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

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

 **www.abbike.com**  
**888-797-7057**

**DAHON**  
freedom unfolds

**Formula S18**  
Powerful.  
Reliable.  
Foldable.



It's not a bike - it's a Dahon  
[www.usa.dahonbikes.com](http://www.usa.dahonbikes.com)



hazard, and our youth anticipate it all day: the mud pit. We hunker in, downshifting gears and spreading out, and plow through, mud flying, to the finish line.

Last year, our spaceship followed by dozens of Cyclenauts on bike, rose from the mud and won the Judge's Choice award. This year, I have no doubt that our newest creation will rise to meet the challenge, too.

*Neighborhood Bike Works is a nonprofit educational organization in Philadelphia that seeks to increase opportunities for urban youth in underserved neighborhoods in greater Philadelphia by offering educational, recreational, and career-building opportunities through bicycling. [www.neighborhoodbikeworks.org](http://www.neighborhoodbikeworks.org)*

## Local Motion: The Hub for Bike Month Fun

BY JASON VAN DRIESCHE, DIRECTOR OF ADVOCACY  
AND EDUCATION

With support from the City of Burlington and the Chittenden County Regional Planning Commission, Local Motion organizes a series of events for Bike-Walk Month.

Our headliner event for this year is an advocacy party, with food carts, a beer truck, national speakers, and all kinds of fun stuff. We'll also be organizing laid-back rides and commuter bike upfits, blanketing the sidewalks with stenciled walk-bike safety messages, getting kids and parents out on the street with signs asking cars to slow down, handing out chocolates to bike riders on National Bike to Work Day, and a whole lot more.

We also serve as a clearinghouse for bike-related events put on by other organizations. We created a simple Google form to gather events from all kinds of partner organizations, from the YMCA to AARP Vermont to the Humane Society. Because we reach out to other organizations and publicize their events, we put Local Motion at the hub of a whole lot of fun and excitement



Local Motion

— much more than we could possibly organize on our own!

*Local Motion is a non-profit organization that promotes active transportation and recreation for healthy, sustainable Vermont communities. [www.localmotion.org](http://www.localmotion.org)*

## Sacramento Region: Sharing the Love on Social Media

BY VICTORIA S. CACCIATORE, TRANSPORTATION  
PLANNER, SACRAMENTO AREA COUNCIL OF  
GOVERNMENTS

The Sacramento region's May is Bike Month campaign celebrates regular riders of all skill levels and urges them to encourage their friends, family and colleagues to ride, which serves as a catalyst to get new riders on a bike.

In 2012 we launched a new website, hosted new events and redoubled our

outreach efforts. [Mayisbikemonth.com](http://Mayisbikemonth.com) allows users to log all of their bicycle miles, contains a mobile version, and integrates e-badges that users can earn for participating. Participants loved the friendly competitions, positive reinforcement from the e-badges, and social media integration and activities. After several years of near flat growth, 2012 had 30 percent more participants (8,900) who logged 26 percent more miles for a record total of 1.75 million miles logged. Facebook likes and user interaction also increased 60 percent.

The 2012 campaign had participants from 1,300 employers, 400 teams/clubs and 130 schools with countless others aware of the program due to extensive media coverage throughout the month and exposure through social media. We look forward to growing participation in 2013.

*The Sacramento Area Council of Governments (SACOG) is an association of local governments in the six-county Sacramento Region of California. [www.sacog.org](http://www.sacog.org)*



## East Bay Bicycle Coalition:

### Showing that Everybody Bikes

BY CYNTHIA AMOUR, BIKE TO WORK DAY PROJECT MANAGER

Since our first celebration at Oakland City Hall in 1994, Bike to Work Day has grown in size and scope. This year's theme — Everybody Bikes — illustrates the goals of inclusivity and diversity that we strive for. We work hard through partnerships with local schools, businesses, bike shops, and nonprofits, to make sure everyone has the opportunity to get out and ride.

On Bike to Work Day, we do more than rush hour — we host a Bike Happy Hour Party, too. This free, multi-block street celebration is the biggest of its kind in the Bay Area. Last year, 2,000 happy cyclists played bicycle bingo, four-square, foosball and other fun games; enjoyed a beer garden and food trucks; and danced in the street. The event brought us 350 new members, but more importantly, brought our diverse and dynamic biking community together. The entire event is a bright example of what we work for: a multicultural, open-to-all, gathering of

bicycle enthusiasts celebrating a common vision for a bike-friendly East Bay.

*The East Bay Bicycle Coalition works for safe, convenient and enjoyable bicycling for all people in the East Bay. [www.ebbc.org](http://www.ebbc.org)*

## City of Phoenix and Maricopa County:

### Getting Fit with City Leaders

BY CAROLYN SZCZEPANSKI

In Phoenix and Maricopa County, Ariz., Bike Month is an opportunity to promote cycling for fun, transportation — and fitness, too. Giving folks an added incentive to ride, local celebrities — including the Mayor of Phoenix, the County Manager and former Olympian Misty Hyman — saddle up for a three-mile ride on Bike to Work Day. And riders are given the star treatment, too: Cheering crowds greet the pedaling caravan as they gather at City Hall. But more than breakfast burritos and coffee await at the end of the line. In Phoenix, BTWD is paired with a BFIT Expo, where fitness experts provide exercise tips and health evaluations. ■

*Learn more and find bikemonth events at [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth)*



East Bay Bicycle Coalition

## HISTORICAL TRAILS CYCLING

• 20<sup>TH</sup> ANNIVERSARY •

Join Us on an Adventure



**OREGON TRAIL  
NATCHEZ TRACE  
OREGON COAST**

- Fully Supported Lodging or Camping
- Pioneers in Bicycle Travel Since 1993

[historicaltrailscycling.com](http://historicaltrailscycling.com)

## Bicycle Alaska!

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

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

**Recommended by Frommers!**

Complete information on our website at:

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



**Request our Catalog!**

**1-907-538-2392**

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

**[bicycle@alaskabike.com](mailto:bicycle@alaskabike.com)**

3900B Woronzof, Anchorage, AK 99502



# BIKE MONTH GALLERY

**O**n the bulletin board at your favorite coffee shop or on the light post next to the bike rack — there's nothing like seeing posters encouraging folks to ride. Whether it's Bike to Work Day, the annual Bike Fest or Commuter Challenge, we love the creative and diverse ways organizations put their efforts on display. Excited to debut our 2013 National Bike Month poster, we dug into the League archives for some vintage gems — and got in touch with Dani Simons in New York City, who's working on compiling great examples of bike advocacy design and marketing. Check out this gallery from events past — and download your posters for 2013 National Bike Month and the National Bike Challenge at [www.bikeleague.org/bikemonth](http://www.bikeleague.org/bikemonth). ■



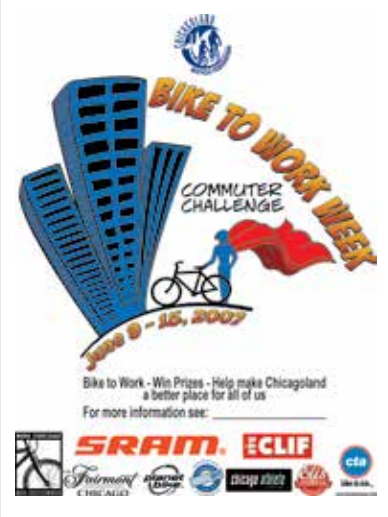
**2006** NYC BIKE MONTH



**2003** BIKE FEDERATION OF WISCONSIN



**2006** LEAGUE BIKE TO WORK DAY



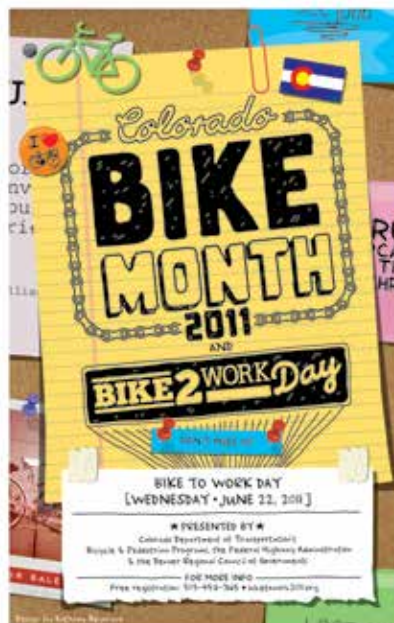
**2007** CHICAGO BICYCLE FEDERATION



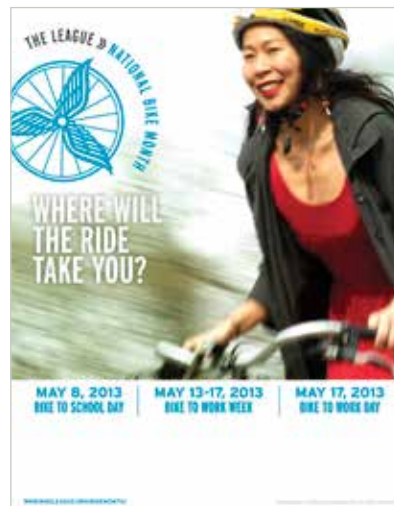
**2010** NEW YORK CITY BIKE MONTH



2010 PITTSBURGH BIKEFEST



2011 BIKE MONTH, COLORADO  
DEPARTMENT OF TRANSPORTATION



2013 NATIONAL BIKE  
MONTH POSTER SERIES



2011 BICYCLE TRANSPORTATION ALLIANCE



2013 NATIONAL BIKE CHALLENGE

DOWNLOAD YOUR POSTERS  
for 2013 National Bike Month and National  
Bike Challenge at [www.bikeleague.org/bikemonth](http://www.bikeleague.org/bikemonth)



# CYCLOFEMME UNITES WOMEN WORLDWIDE

Hundreds of rides,  
one mission: advancing  
women in cycling

BY SARAI SNYDER



*Sarai Snyder (grey shirt) started Cyclofemme to unite women cyclists worldwide.*

**T**he morning of May 12, 2012, began like many other spring mornings in Boulder, Colorado. Clear blue sky. Sun shining through my window. A beautiful day to get outside and ride my bike.

Through my morning haze, I fumbled with my phone to check the time. And, like a jolt of coffee, my eyes flew open — I could barely believe the stream of social media updates pouring in. Then it hit me: CycloFemme had officially begun.

It started in Australia with seven rides spread across the continent. Next was Afghanistan, where a woman named Jerusa would ride with friends, later joined by her sister-in-law, riding in Pennsylvania. Soon, ladies in the UK bundled for

the chill and threat of rain. For 24 hours, the rides and stories and pictures poured in, across international borders, across all time zones — all in the name of CycloFemme, celebrating women in cycling.

In just a few months, a simple idea had turned into a global movement with 164 rides in 14 countries.

A few years ago, out of desire for a true women's cycling community, I started Girl Bike Love. Despite the website's success as an online forum for news and reviews, I often felt we were missing something bigger — a deeper, richer connection for women who ride bikes. I couldn't help but feel we needed the camaraderie of shared experiences to bring us all together.

The desire for that shared experience

evolved into CycloFemme — a single day that would unify our voices and showcase the diverse power of women who ride. The mission of Cyclofemme is simple and universal:

**TO HONOR THE PAST** » celebrate the role of the bicycle in the emancipation of our grandmothers and great-grandmothers.

**TO CELEBRATE THE PRESENT** » showcase the riders who are bringing women's racing to the forefront, pushing the limits, breaking down barriers and sharing the love of the bike with everyone along the way.

**TO EMPOWER THE FUTURE** » recognize the potential for women, as teachers, mentors, mothers, community builders, change



## 1+1= A REVOLUTION

makers, and as cyclists to have a profound influence on the future of cycling and the number of people riding bikes.

Clearly, that call to action resonated.

The beauty of the day was the diversity of riders who joined us. We became a tribe of friends old and new. We rode as casual riders, road racers, coffee sippers, beer drinkers, cake eaters, gritty mountain bikers, mothers, daughters, fathers, sons and professional athletes.

We saw beautiful images of women on bikes stream onto social media, with Instagram and Twitter feeds populating the CycloFemme site — and immediately felt an amazing camaraderie with strangers. With images of women showing off their CycloFemme tattoos on biceps and calves, we saw women willing to commit, at least for a day, to be part of something bigger.

One day, while looking through photos and stories of CycloFemme I had a sinking feeling. I was struck with the realization that my own sister doesn't ride a bike. Neither does my mother, my neighbor and some of my closest friends. Opportunity abounds when we recognize that we have the potential to double our numbers by simply inviting one more person to ride with us. The desire to nurture this momentum led to the creation of the CycloFemme Pledge to “invest your energy



Cyclofemme tattoos are in high demand.

strength and passion to inspire one more woman to ride a bike.” Ready to sign? Visit [cyclofemme.com/pledge!](http://cyclofemme.com/pledge!)

For me, watching the movement grow has been both inspirational and empowering. I'm continually humbled by the courageous stories of women riding bikes in Afghanistan, Ghana, and Ethiopia. I'm constantly energized by women who are not just riding bikes themselves but actively working to enable others to ride with them.

As we approach the second annual celebration of women in cycling, CycloFemme has become more than a ride; it's a movement, a feeling, a spirit, a tie that binds and reminds, that whenever we ride, we ride together.

Will you join us as we ride with these women and many more around the world on May 12? LEARN MORE AND GET INVOLVED AT [CYCLOFEMME.COM](http://CYCLOFEMME.COM). ■



## AMERICAN BICYCLIST

### THE LEAGUE OF AMERICAN BICYCLISTS

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

### BOARD OF DIRECTORS

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

### STAFF

Andy Clarke, *President*  
 Alison Dewey, *BFA Program Specialist*  
 Darren Flusche, *Policy Director*  
 Lorna Green, *Director of Operations*  
 Ariell Heacox, *Membership and Education Assistant*  
 Ken McLeod, *Legal Specialist*  
 Elizabeth Murphy, *Communications Manager*  
 Bill Nesper, *Vice President, Programs*  
 Katie Omberg, *Events and Outreach Manager*  
 Hamzat Sani, *Equity and Outreach Fellow*  
 Alissa Simcox, *Education Director*  
 Carolyn Szczepanski, *Director, Communications and Women Bike*  
 Caron Whitaker, *Vice President, Government Relations*  
 Scott Williams, *Membership Director*  
 Jakob Wolf-Barnett, *Chief Operating Officer*  
 Nicole Wynands, *BFA Program Specialist*

### AMERICAN BICYCLIST MAGAZINE

*Editor:* Carolyn Szczepanski  
*Creative Director:* Language Dept.  
*Designer:* Carey Donnelly, Studio d

*American Bicyclist* magazine (ISSN 0747-0371) is published six times yearly by the League of American Bicyclists, Inc. ©2013 League of American Bicyclists. Reproduction in whole or in part without permission is prohibited. Article queries should be addressed to [carolyn@bikeleague.org](mailto:carolyn@bikeleague.org). Your submission of manuscripts, photographs, or artwork, is your warranty that the material in no way infringes on the rights of others and that the material may be published without additional approval. Opinions expressed by writers are their own and do not necessarily reflect the policies of the League.

# A COAST-TO-COAST SUMMER VACATION

The ‘Seattle Cycle Teens’ went on a West Coast journey by bike during the summer of 1973 — now they’re planning to reunite.

BY ELIZABETH MURPHY

It’s an all-too-familiar story: Anne Staheli dusted off her bike, pulled it out of the garage and pedaled around her Seattle neighborhood — the first time she’d hopped on a bicycle in about 20 years.

“I didn’t fall off and said, ‘OK, I can do this,’” Staheli recalls.

But an uncommon feat came next: Staheli took that Peugeot 10-speed 1,800 miles down the Western coast of the United States — with 20 teenagers in tow.

“What she pulled off is pretty amazing,” says Linda Staheli, Anne’s daughter.

It was 1973 and Anne decided she wanted to give her kids a trip that they’d be talking about for the rest of their lives. With the help of the League of American Wheelmen, Staheli charted a route from the Blaine Peace Arch in Canada to Tijuana, Mexico. She planned to bring her two daughters (including Linda, then 13), plus some local “youngsters.” But

the town. News outlets had dubbed them the “Seattle Cycle Teens.”

On June 21, 1973, the Seattle Cycle Teens left home for six weeks of 50-mile days down the West Coast. In the days before cell phones and helmets, the Cycle Teens fashioned large red flags on the back of their bikes to help with visibility on the road. They carried everything they needed for the trip in their pannier bags, and Anne used a AAA map to make sure they stayed on course. They slept in tents along their route, and, occasionally when the weather was bad, they would sneak a night at a motel.

There were surprisingly few mishaps: a flat tire here, a bent wheel there. One teen had to see a doctor after the smog in Los Angeles proved to be too much for his lungs (an episode that revealed he had asthma). But the obstacles weren’t very memorable, Linda said.

**In 1973, Anne Staheli took her Peugeot 10-speed 1,800 miles down the Western coast of the United States — with 20 teenagers in tow — and gave them the trip of their lives.**

Anne’s trip idea took off: Local news in Seattle picked up her story, and kids from all over the city asked to join the adventure.

For the next six months, those youngsters got an education.

“I put them through sessions on money management, nutrition, bike repair, first aid, how to set up a tent, how to pack a bag...” Staheli says, adding that the group took a few much shorter trips to prepare. Before they knew it, they were the talk of

“I remember after this trip and later on in my life and writing in my journal saying, ‘Whenever I’m depressed, I get on my bike,’” she says. “It just cheers me up. There is the joy of just being in shape and feeling good and working hard and hitting a hill and going down a hill.”

Not to mention, it’s the best way to see the country. “You’re going slower than when you are in a car, but you are going faster than walking or hiking,” she says, “so in a lot of ways it’s the ultimate way to view the world.”

The group made it to Tijuana in August 1973, as planned. They biked back



*Anne Staheli, now, with her grandson*

to San Diego shortly afterward, packed up their bikes and flew home. They were met with fanfare: The King County Commissioner proclaimed Aug. 3, 1973, “Seattle Cycle Teen Day.”

Afterward, the group mostly lost touch. A few of the cycle teens spoke here and there, but it wasn’t until a few months ago that they’d spoken since their teen years. This summer, they’re planning a 40-year reunion in Seattle. Already, 17 of the 20 teens, now adults living in far-flung corners of the country, have confirmed they’ll be making the trip.

For Linda, seeing the other cycle teens will be a reminder.

“It taught me that I can do anything I want to do,” says Linda, who now works at the U.S. Civilian Research and Development Foundation in Washington, D.C. “It gave me a lot of confidence and courage to try things that seemed impossible... My life has been series of jumping into things I shouldn’t have had any business doing.” **INTERESTED IN LEARNING MORE ABOUT THE SEATTLE CYCLE TEENS? CHECK OUT THEIR FACEBOOK PAGE AT [WWW.FACEBOOK.COM/SEATTLECYCLETEENS](http://WWW.FACEBOOK.COM/SEATTLECYCLETEENS).**





*The cycleteens arrive in California.*



*Anne Stabeli, center and right, poses with Linda, second from left, and her other daughter, sister and own mother.*



*A killer view along the coast.*



*The cycleteens take a pit stop at Disneyland.*



*Linda Stabeli, age 13, on the trip.*



*Anne Stabeli, left, and the cycleteens pose as they reach the Mexican border.*

*All photos courtesy of Anne and Linda Stabeli.*

VANCOUVER

SEATTLE

ASTORIA

# CYCLE TEENS BIKE ROUTE

SAN FRANCISCO

MONTEREY

LOS ANGELES

SAN DIEGO

TIJUANA

# BIKE MONTH

# B I N G O

Logged my miles in the National Bike Challenge	Biked in the rain	Rode someplace I'd never ridden before	Said hello to another bicyclist	Added air to tires
Biked at least 10 miles in one day	Encouraged a friend to start riding	Rode to school or work	Rode to the grocery store	Rode to a community meeting
Joined a group ride	Participated in a special Bike Month event!		Rode to a date	Rode with kids
Rode on a trail	Rode on a velodrome	Rode farther than I ever have before	Changed a bike tire	Went mountain biking
Visited <a href="http://bikeleague.org">bikeleague.org</a>	Tweeted about biking	Lubed my chain	Visited my local bike shop	I'm a member of the League

This winter, we were inspired by the Chasing Mailboxes blog, which challenged bicyclists to complete at least seven different errands by bike: the Errandonnee! That great idea got us thinking about Bike Month — and all the different ways we enjoy biking in our daily lives. So we created a Bike Month Bingo card to challenge YOU to pedal somewhere new or use your bike in a different way. Enjoy!



Share a picture of you with your completed card on our Twitter feed (@BikeLeague) and you could win a prize!



Join  
**TEAM BIKE LEAGUE**  
on the 2013

# CLIMATE RIDE

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



Fundraise for the League of American Bicyclists and join 200 cyclists on this fully-supported, epic bike ride through 4 states and a district! Climate Ride is the only multi-day charitable bicycling event that supports bicycle advocacy and green causes. Learn more now at [www.climateride.org](http://www.climateride.org)  
Also check out the spectacular California ride, May 19-23, 2013.





# BECOME A LEAGUE OF AMERICAN BICYCLISTS LIFE MEMBER

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



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



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

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

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_



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

☐ Enclosed is a check (payable to the League of American Bicyclists)

Please charge my: ☐ Visa ☐ Mastercard ☐ AmEx

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

**RETURN TO:** League of American Bicyclists | 1612 K St. NW, Suite 510, Washington, DC 20006 | Tel: 202-822-1333 | Fax: 202-822-1334 | [www.bikeleague.org](http://www.bikeleague.org)

10/15/16