



AMERICAN BICYCLIST

THE POWER OF THE PEOPLE

Empowering new advocates through leadership training p. 10

CONGRESSIONAL CHAMPIONS

Honoring bicycling supporters on Capitol Hill p. 18

CAR-FREE MOM, CYCLING MAYOR

How one female leader is transforming her hometown p. 26

September - October 2014

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AMERICAN BICYCLIST MAGAZINE IS PUBLISHED AS A BENEFIT TO MEMBERS OF THE LEAGUE OF AMERICAN BICYCLISTS. IF YOU'RE NOT A MEMBER, AND YOU WANT TO RECEIVE THIS MAGAZINE AND SUPPORT THE INNOVATIVE ADVOCACY DESCRIBED WITHIN, JOIN THE LEAGUE AT BIKELEAGUE.ORG/JOIN.

ON THE COVER: TEXAS SENATOR RODNEY ELLIS, A LONGTIME CHAMPION OF BICYCLING AT THE LOCAL, STATE AND FEDERAL LEVEL.



CELEBRATING BIKE LEADERS

Fifteen percent of Americans believe Congress is doing a good job, according to a Gallup poll this summer. That's a pretty poor approval rating and perhaps an odd time to feature a group of Congressional leaders and elected officials who have championed bicycling issues in recent years.

What's confounding to me, though, is that every member of Congress I've ever met (which, given my 25 years in this town is probably a slightly higher than average number but by no means an everyday occurrence!) is here for all the right reasons: to serve their community and country; and to fight for the issues they care about. Yet as a body, Congress clearly isn't working well and the level of frustration at the lack of action and progress — for example, renewing the federal transportation funding program — is rising inside Congress as well as outside.

The danger in this trend is that running for office and serving in Congress, the state legislature, or city council becomes less rewarding and appealing to talented people. At the end of this Congress, we'll lose some outstanding, honorable public servants who also happen to be great friends of bicycling. We can only hope that a new generation of people running for public office has the same qualities. But it's up to us, as voters, to take seriously our responsibility to vote and to be well informed about the candidates. We should also applaud all those who have the courage — and it must take a lot of courage — to run for office in the first place.



Sen. Tom Harkin (D-IA) (center, green tie) is retiring after many years of championing bicycling on Capitol Hill.

Sometimes, I think of Congress as being the board of directors for the nation. And as a good card-carrying member of the CEO's trade union, I look to those directors to use their unique talent and insight to address big picture issues, set strategic direction, make the tough budget decisions, and not get their hands in everyday operational decisions and actions.

The League's 15-person board of directors is such a group of talented, strategic-thinking leaders. Eight are chosen by you, the members; seven are appointed to ensure all the necessary skills, opinions and backgrounds we need are reflected in the group. I encourage you to think about serving; to make sure you're familiar with the background and qualifications of the candidates who do run; and to take the time to vote later in the year. You can follow the entire process on the League's website, and you can contact current

board members at any time to find out more about the directors' role.

There are a lot of valuable ways to serve. Gail Spann's remarkable generosity in recent years definitely checks the "financial commitment" box, but wisdom, work and wallop are equally vital characteristics displayed by other members of the current board.

Whether you're a board member for your local club or a member of Congress, thank you for taking on the role of leadership. As an organization, we strive to emulate that leadership and service within the bike community and we deeply appreciate your support as a member of the League. ■

Andy Clarke

Andy Clarke, League President

INBOX

BIKE TO WORK WEEK REUNITES FATHER AND DAUGHTER ON BIKES

This was an especially important “Bike to Work Week” for me as I returned to the bicycle for commuting with my daughter. She attended one of the elementary schools that had received the Oberstar award for its Bike to School efforts. I can think of no greater tribute to Jim Oberstar than to continue to ride bicycles as often as possible. My daughter and I now continue to bicycle together to the school she attends and I work. Living in Washington, D.C., it has been very rewarding to see the success the League and local clubs have achieved in getting people onto bicycles, creating a safer environment for cycling and adding cycling programs such as bikeshare to our community. May your efforts continue to produce results and our society benefit from the positive effect bicycling has on our health and the environment.

- *Samuel Galifaro, Transportation Coordinator, National Cathedral School for Girls*

BOOSTING BUSINESS

We have been stepping up community rides and are looking forward to reviewing the League’s feedback to discover new ways to improve cycling in our

business and in our community! We are excited and proud of our certification. Thank you for the opportunity to partner with you all!

- *David Coulter, Scott’s Bicycle Center, Silver-level Bicycle Friendly Business, Cleveland, Tennessee*

LOOKIN’ FLY

Thanks for all you do. I’m a new member and I just got the t-shirt and love to rock it!

- *Allison Kaplan, Bike Austin board member, Austin, TX*



BICYCLE FRIENDLY STATE RANK BOOSTS MOTIVATION IN NJ

You might have heard that two of the safe passing bills that have been sitting in New Jersey legislature for a year (“Move Over” bill) and 4-plus years (3-foot bill) have been posted to committee and are on the agenda for a hearing in Trenton. It is expected that the “Move Over” bill will pass and the 3-foot will

get sent back to committee. We are extremely excited about this movement after years of stagnation. We would like to think that it is related to our press release and announcement about New Jersey dropping five places in the League’s Bicycle Friendly State Ranking, and our continued emphasis on NJ having the nation’s second worst bike and ped fatality rate as percentage of all road users. Thanks for the support!

- *Cyndi Steiner, Executive Director, New Jersey Bike & Walk Coalition*

REMEMBERING WHY

I just returned home to Davis, CA, after a wonderful bike tour in Colorado. In the pile of mail was the July-August issue of *American Bicyclist*. I skimmed the “Every Bicyclist Counts” story and read the profiles of the four cyclists killed by motorists. Sad. Depressing. Unnecessary. The stories made me pause. We cyclists often ride on roads, trying to enjoy the ride and “just get along.” I try to think it can’t happen to me, living in bicycle-crazy Davis, but my wife and I often ride other places, like our bike tour in Colorado. We thought the separated bike path system around Glenwood Springs, Frisco and Aspen were heavenly, but it’s obvious so much more needs to be done across the U.S. I immediately renewed my membership.

- *John F. Hess, Davis, CA* ■

GIVE US YOUR FEEDBACK Email your comments to carolyn@bikeleague.org; send a letter to 1612 K St NW, Ste 308, Washington, DC 20006; or chime in on Facebook (facebook.com/leagueamericanbicyclists) or Twitter (@bikeleague).

CLUB SPOTLIGHT:

Pittsburgh Major Taylor Cycling Club

In 1899, Marshall "Major" Taylor was the first African American rider to win a world cycling championship, going on to set numerous records during a career marked by overt racial discrimination. In the late 1990s, Major Taylor became a symbol of diversity in cycling and inspired the formation of bike clubs in African American communities around the country, including a thriving club in Pittsburgh, Pa. We learned more from the group's president, Bruce Woods.

WHAT'S YOUR CLUB'S "FOUNDING STORY" IN A NUTSHELL? Pittsburgh Major Taylor Cycling Club (PMTCC) was formed in 2004 by William Snyder, a Pittsburgh school teacher, and Mario Browne and Dr. Stephan Thomas, employees of the University of Pittsburgh's Center for Minority Health (CMH). They were taking a bike ride on a short part of the then-uncompleted Great Allegheny Passage (GAP) and drew up plans for the PMTCC on a napkin while taking a rest along the trail.

IT'S POWERFUL THAT YOUR MISSION SPECIFICALLY STATES THAT YOU TARGET "COMMUNITIES DISPROPORTIONATELY AFFECTED BY HEALTH ISSUES" – WHY IS THAT IMPORTANT TO YOU AND HOW DO YOU ACCOMPLISH THAT? Since the club was born out of the CMH, it naturally had the same drive to have a positive impact on the health disparities that affect the African American community in particular, as well as all other low-income communities. Bicycling is just one aspect of the overall approach to getting and keeping those individuals healthy. PMTCC conducts bike rodeos,



bicycle giveaways and participates in community health fairs in order to fulfill its mission.

WHAT'S YOUR SIGNATURE EVENT OR ASPECT OF YOUR PROGRAMMING THAT IS A PARTICULAR POINT OF PRIDE?

Every year PMTCC holds fundraisers to allow children from the inner city to take part in the Sojourn rides along the GAP. We supply them with tents, sleeping bags and bicycles. Our signature event is the PMTCC 3 State Tour, a supported ride that begins in downtown Pittsburgh and travels along the country roads into West Virginia and Ohio before returning back to Pennsylvania. We also participate every year in Bike Pittsburgh's Bike Fest.

THERE ARE A GROWING NUMBER AND NETWORK OF MAJOR TAYLOR CLUBS ACROSS THE UNITED STATES – HOW ARE YOU CONNECTED TO THAT NETWORK AND WHAT MAKES THE PGH CLUB DISTINCT? PMTCC is part of the National Brotherhood of Cyclists, which is a networking group that connects all the Major Taylor Clubs across the nation, along with individual cyclists here

and abroad. All the NBC-affiliated clubs really do a great job connecting people of color to cycling and really strive to be diverse in their membership. PMTCC is somewhat unique as we are made up of every type of rider, from the fixie commuters to the crit racers and everyone in between.

WHAT'S BEEN YOUR BIGGEST SUCCESS OVER THE PAST FEW YEARS AND WHAT'S YOUR BIGGEST GOAL FOR THE NEAR FUTURE? In 2011 we partnered with Bike Pittsburgh to form a optional dual membership for our members. This partnership gave PMTCC the bicycling advocacy piece we were missing. Several members are now League members and I'm a League Cycling Instructor. PMTCC is also involved in raising awareness of cyclists to drivers and reaching out to local and federal entities to ensure bicycling infrastructure and safety is always a concern for elected officials. We hope to grow this and other partnerships in the future and remain an integral part of Pittsburgh's bicycling community. ■ [LEARN MORE AT WWW.PMTCC.COM](http://WWW.PMTCC.COM)

MEMBER SNAPSHOT:

Texas Senator Rodney Ellis

Senator Rodney Ellis may represent thousands of Houston residents when he takes his seat at the Texas Capitol Building in Austin, Texas, but when he gets on his bike, he's an advocate for safe and healthy communities on a much grander scale. A past speaker at National Bike Summit and champion for bicycling at the annual gathering of the Congressional Black Caucus, Ellis is a leading cycling champion.

"Senator Ellis has been a vital partner in advancing bicycling, not only in Texas, but across the country," says Robin Stallings, executive director of BikeTexas. "In addition to authoring critical legislation, he has opened doors for advocates and broken down barriers across party lines. Senator Ellis envisioned the annual National Conference of State Legislators' bipartisan bike ride that is now in its 10th year, which has engaged scores of legislators to help improve the climate for bicycling at the state level across the country."

We were honored to get some insight from the Senator on his love of bicycling and how to get more policymakers on board with our shared vision for a Bicycle Friendly America.

HOW DID YOU GET INVOLVED IN BICYCLING? A good friend of Congressman Mickey Leland got me into bicycling a long time ago, and it's now a lifelong passion of mine.

WHY ARE YOU A CHAMPION OF BICYCLING IN YOUR WORK AS A POLICY MAKER? HOW DO YOU BELIEVE BICYCLING CAN OR DOES BENEFIT YOUR CONSTITUENTS? I'm a



champion for increasing cycling for transportation and recreation because it's important for safety, public health, local economies, equity, and quality of life. Bicycling can relieve traffic congestion, reduce pollution, and it offers a healthy and convenient way for my constituents to get around.

ARE THERE ANY PARTICULAR BILLS OR ISSUES YOU'VE CHAMPIONED THAT YOU'RE MOST PROUD OF AS RELATES TO BICYCLING OR SAFER STREETS? During my tenure in the Texas legislature, I've fought to make biking safer and more accessible for all Texans. In 2005, I passed the Texas Tours and Trails Act, which sought to maximize federal and private funding for the development and promotion of bicycle tourism. In 2009, I passed legislation to require a bicycle safety component to the state drivers' li-

cense exam. I've also spearheaded efforts to pass a safe-passing law, as well as state adoption of a Complete Streets policy. In 2012, Houston's Mayor, Annise Parker, and I co-chaired the campaign to pass a \$100 million bond referendum for trails, which also has the potential for up to a \$100 million match from other, mostly philanthropic, sources. This will greatly expand the trails that have already been built in Houston. Our bayous, or creeks, wind through every neighborhood in town, and we think that continuous trails along them will be an important thread in the social fabric of our diverse city.

WHEN YOU TALK ABOUT BICYCLING WITH YOUR LEGISLATIVE COLLEAGUES OR CONSTITUENTS, WHAT RESONATES MOST WITH THEM? HEALTH, ECONOMIC DEVELOPMENT, SAFETY, ETC? With a growing and aging population, childhood obesity on the rise, and overstressed infrastructure, these arguments for cycling are starting to resonate with my legislative colleagues in Texas.

WHAT'S YOUR HOPE OR VISION FOR TEXAS OR YOUR DISTRICT AS RELATES TO BICYCLING, HEALTH, SAFER STREETS? I envision a Texas with diverse cycling culture that includes all ages, races, and genders. In urban areas, I see protected bike networks or cycle tracks, as well as trails. Texas cities and towns are interconnected with safe trails and routes that all ages can utilize. These things combined will improve the quality of life in Texas, and also make it one of the greatest destinations in the world for bicycle tourism. ■

LEAGUE SEEKS NOMINATIONS

for Board of Directors

The League's Board of Directors serves a critical role in guiding the organization to a sustainable and vibrant future. The Board is made up of both board-appointed and member-elected seats — and currently, the board is taking self-nominations for three open member-elected positions. Are you interested in sharing your passion for bicycling? Here's how to apply.

1. Write a statement of qualifications, demonstrating how you meet the eight stated qualifications for serving on the

League board: Commitment to cycling; Knowledge of bicyclists' concerns and ability to craft solutions; Service experience as a leader in a non-profit or business organization; Membership and participation in League activities and programs; Professional-level skills in a field of use to the Board and League; Personal and professional character; An ability and willingness to bring substantial resources to the League; Willing to sign a statement of support for the League's Code of Ethics.

2. Compile your statement of qualifications along with a resume, 200-word personal profile and a photo.

3. Send your materials to Diane Albert, head of the League Board Election Task Force at dianealbert@bikeleague.org by September 15, 2014.

4. Hang tight until October 1, 2014, when the League Board Governance Committee will determine who is eligible to be placed on the ballot.

5. Check out the November/December issue of *American Bicyclist*, which will include nominee profiles and ballot information for League members to vote.

6. If selected, you'll be seated on the League Board of Directors at the League's annual meeting at the 2015 National Bike Summit. ■ **LEARN MORE ABOUT THE NOMINATION AND ELECTION PROCESS AT BIKELEAGUE.ORG/ELECTIONPROCESS.**



LCI CORNER

Partnering for Permanent Bike Education

By Robert O'Connor

The Town of South Windsor, Conn. (a Bronze Bicycle Friendly Community), is taking a new approach to bicycle education — working to integrate bike safety instruction into the curriculum of its school system.

With an ultimate goal to inspire and inform lifelong bicyclists from youth, rather than convert or recruit adult riders later in life, South Windsor set out to include bicycle education in all five of its elementary schools. School is the natural and best place to teach children how to be safe bicycle riders, and the curriculum was designed to include both classroom learning and road experience.

With the help of the statewide organization Bike Walk CT, South Windsor starting by renting a fleet of bicycles and funding League Cycling Instructors to conduct classes, specifically for fourth grade students. Through the work of South Windsor Walk & Wheel Ways, a plan was approved to help the town and Board of Education reduce the annual expense of the program.

The town helped to fund the Park and Recreation Commission to purchase a fleet of 25 new bikes, and a trailer to transport them. A local retailer — Bike Shop of South Windsor — assisted in purchasing appropri-

SAFE CYCLING FOR ALL

New 'Quick Guides' Available

BY ALISSA SIMCOX

For months, I've been exploring ways the League can create an entry-level guide to market and expand our Smart Cycling program. Our brand-new Quick Guide does just that — putting leading bike education right in your back pocket.

Drawing on the input of League Cycling Instructors, the full-color, 24-page booklet covers everything riders need to know to bike safely and confidently. With new illustrations and everyday language, it provides an easy-to-understand resource that appeals to all demographics: prospective bicyclists, novice riders, and even seasoned pros.

We're confident that this pocket-sized guide will be an avenue to engage with and bring more students into the classroom, providing a touch point for education instructors, advocacy organizations and others to share basic knowledge more easily and fill their local classes

with students eager to put the tips and skills into practice on the road.

How can the Quick Guide help you in your work? Preview more of the Guide and purchase a couple — or several thousand — at bikeleague.org/QuickGuide. ■ ALISSA SIMCOX IS THE LEAGUE'S EDUCATION DIRECTOR

Preview the Guide and purchase a couple, or several thousand, at bikeleague.org/QuickGuide



ate bikes, as well as assembling them and providing tune-ups, and the Board of Education funded a free helmet for each student.

Physical Education teachers at the elementary schools quickly bought into the program and were certified to teach bike safety. They now run the program, and over the past two years, five additional people have been certified as LCIs, volunteering their time and expertise.

Thanks to a true partnership of many town organizations, this new program is now a permanent part of our top-notch school system in South Windsor. ■ READ MORE AT WWW.SWWW.ORG



WORKPLACE CONTRIBUTIONS

Thank you to the following members who are among the hundreds that support the League through the Combined Federal Campaign and other workplace giving campaigns. If you're a federal employee, and wish to support the League through the Combined Federal Campaign, *our campaign number is 11563*.

If you support the League through the Combined Federal Campaign or other workplace giving campaign, please contact membership@bikeleague.org so that we can acknowledge your contribution. We do not always receive complete donor information from the campaigns. Thank you! ■

Anna Amsden	Joseph Doty	Edward Miron	Kathy Savell
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Jared DeWeese	Eric Merriam	David Safdy	Stephen Whetstone
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LARGEST PRIVATE DONATION IN LEAGUE HISTORY!

The League is proud to announce an unprecedented financial commitment by two long-time League supporters — a commitment that will take our trusted, highly regarded Smart Cycling program to the next level. Gail Copus Spann, a member of the League's board of directors, and husband Jim have made a \$250,000 pledge to refine the curriculum of the Smart Cycling program, broaden its reach, and integrate it into other League programs and initiatives. This transformative gift is the largest commitment by an individual donor in the organization's history. Thank you Gail and Jim! ■

GIVING

Thank you to the following organizations and individuals who made a gift of more than \$100 to the League in May and June 2014.

ORGANIZATIONS

\$2,500+

Santa Rosa Cycling Club

\$1,000+

Houston Bicycle Club

\$500+

Clinton River Riders
Evanston Bicycle Club

\$100+

Sun City Cyclers
The Mosquito Lake Greenway Project

INDIVIDUALS

\$5,000+

The Estate of James A. Sholly

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Patrick Schnell

\$100+

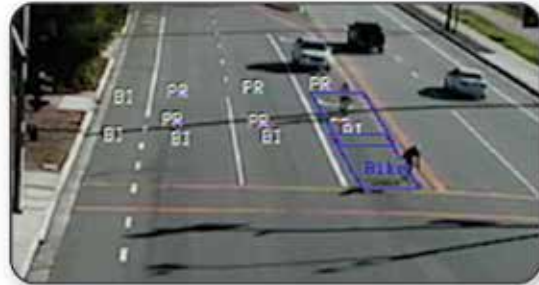
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THE POWER OF THE PEOPLE

Empowering new advocates
through leadership training

BY EMILY KATHREIN



CASCADE'S ADVOCACY LEADERSHIP INSTITUTE SEEKS TO IMPROVE LIVES THROUGH BICYCLING

The Seattle region has long been a great place to ride, but we're entering the biggest boom for bicycling we've ever seen. Emerald City Cycle Share is launching in September, bike commute numbers are skyrocketing, and an updated Bicycle Master Plan was recently approved. Excitement and enthusiasm are overflowing from every neighborhood — and, to enhance our advocacy, we want to harness that enthusiasm to help drive policy and infrastructure changes.

That's why, in 2011, the Cascade Bicycle Club created our Advocacy Leadership Institute (ALI). Building on Cascade's mission of improving lives through bicycling, ALI trains passionate people from across the Puget Sound Region to effectively organize in their communities and advocate for better bike plans, effective policies and safer infrastructure. We knew we were onto an innovative idea, but the results have exceeded even our expectations, with graduates going on to start new bicycling organizations, be featured in national news outlets like Al Jazeera, serve on bike advisory boards and even manage Puget Sound Cycle Share.

So how does it work? Well, we offer two types of programs for students throughout the year: our intensive 10-week ALI courses in the spring and fall, and four shorter Advocacy Boot Camp courses in the summer and winter.

The 10-week ALI program begins with a retreat giving participants the opportunity to get to know each other and weekly guest speakers introduce participants to a range of important power brokers, from city planners and elected officials, to media members and industry partners. Through the training, students learn the skills to develop successful campaigns — and use those skills to dive into weekly workshops and class assignments based on the region's priority infrastructure projects.

Understanding that many community members can't dedicate 10 weeks, Advocacy Boot Camp is an opportunity to provide key training and resources in five or six hours. Boot Camp can also serve as

an advocacy appetizer or brush up skills for our ALI alums. Boot Camp focuses on specific priority projects and the tactics that are currently being used in the field.

Graduates of ALI are an invaluable asset to Cascade and the region. With the skills and knowledge to organize, advocate and hold decision-makers accountable, ALI graduates have become the leading advocates for bicycling and walking in their neighborhoods and cities. And because we're training community members — parents, teachers, doctors, students, business owners — our graduates are even more connected to and invested in making sure our streets are safe for all ages and abilities.

We're very clear that there's a place for all types of bicycling advocates in the ALI program. Ann DeOtte Kaufman, a 2013 ALI graduate, is the founder of Iva Jean — a clothing line dedicated to creating fashionable and functional women's bike clothes — and has used her skills to advocate for getting residents of all backgrounds to embrace bicycling. Merlin Rainwater, a 2012 ALI graduate, has gone on to spearhead the Safe Routes to Health initiative focused on engaging hospitals and healthcare facilities in making sure patients, visitors and staff can walk, bike or take transit safely.

"ALI transformed me from an individual passionate about biking to an engaged member of an active and effective community passionate about bik-

ing," Rainwater says. "Every day I see the results of our collective action in safer streets and smiling people on bikes."

Other ALI graduates have gone on to lead local bicycling advocacy groups and engage hundreds in local advocacy initiatives, as well. Glen Buhlmann, of Kirkland Greenways; Janet Schull, of Walk Bike Burien; and Don Brubeck, of West Seattle Bike Connections, are just a few examples of ALI in action — and groups that continue to work with and support Cascade's regional work in policy, funding and infrastructure.

"I had always been passionate about affecting change in transportation safety for bicycling and walking — but I struggled to find the most effective way to make a significant impact," Buhlmann says. "ALI gave me both the skills I needed to be an effective advocate and exposed me to a large group of people who could help me focus and amplify my advocacy efforts."

Not only have graduates created campaigns and organizations together, but they've also created friendships. Perhaps the most important benefit of the ALI program is the relationships students build with other passionate people who share their vision for a great community. Yes, we're building infrastructure in the Puget Sound Region, but we're also building a community and culture that is accepting, focused and outrageously fun.

EMILY KATHREIN IS THE FIELD PROGRAMS MANAGER FOR THE CASCADE BICYCLE CLUB. TO LEARN MORE ABOUT ALI E-MAIL EMILYK@CASCADEBICYCLECLUB.ORG



Participants in Cascade's Advocacy Leadership Institute

GEARING UP POLITICAL ENGAGEMENT

New York City advocates form a political action committee for safe streets

BY JOANNA SMITH AND ERIC MCCLURE

Imagine you're a safe-streets advocate living in a dreamscape of an expanding bike-lane network, widespread installation of public plazas and innovative government-sponsored programs aimed at improving street life, from summertime street closures to bike share to virtually on-demand public benches.

Progress has been swift under the committed leadership of a mayor who understands the economic necessity of these programs and amenities to ensure that his city stays competitive — and his Commissioner of Transportation is unapologetically on the cutting edge of contemporary urban design.

But dark clouds loom on the horizon. Term limits will soon bring that mayor's administration to a close, and his would-be successors are saying less-than-supportive things about livable streets.

That was the scenario that New York City's bicycle and pedestrian advocacy community faced in the winter of 2012.

At that time, virtually all of the mayoral candidates gave at least some credence to the oft-repeated, but patently untrue NIMBY gospel that the NYC Department of Transportation's vast street-level improvements had been introduced without community support or input. Several of them went so far as to begin listing the particular bike lanes they would "rip out" if elected and the sole mayoral candidate who embraced the outgoing administration's street-safety initiatives was polling at just 2 percent.

Facing the possibility that many of the achievements of the past decade would not only grind to a halt, but perhaps be

undone by political jockeying, a group of advocates formed StreetsPAC — a political action committee dedicated to electing officials who champion safe, complete and livable streets.

While New York is home to many long-tenured and highly effective non-profits dedicated to such issues, their tax-exempt status prevents them from mixing it up in the bare-knuckle world of electoral politics. We recognized that being able to actively endorse individual candidates would be essential to inserting our issues into the election-cycle dialogue.

We announced our formation with a late-April press conference in Flatiron Plaza, one of the city's finest examples of street reclamation. In addition to our desire to elect a new mayor who would build on Bloomberg-era street transformations, we recognized that a similarly committed City Council would be cru-

cial to that endeavor. Our first task was to design an endorsement and campaign strategy to address the critical problem of unfulfilled campaign promises.

At the heart of this strategy was the StreetsPAC candidate questionnaire, in which we thoroughly probed candidates' views about the issues facing our city's streets. We distributed the questionnaire to all candidates for Mayor and Council, as well as those running for Public Advocate, Comptroller, and New York City's five Borough Presidencies. We received a significant number of completed questionnaires, and scheduled interviews with all candidates who provided complete responses.

The interview process was essential. Beyond allowing us to clarify candidates' positions, the personal interviews gave us a platform to educate and forge relationships. In many instances, candidates were far from expert about safe and complete streets, and the interviews gave us the chance to discuss how their embrace of street-safety initiatives could improve both our city and their chances of getting elected. We rolled out our first round of endorsements by mid-June, and continued to issue endorsements through July and August.

During that time, we also raised funds to support candidates and cover our limited operating expenses. Board members anted up a token amount, and we reached out to our wide network of friends and associates, eventually raising \$50,000, most of which we redistributed to candidates.

We built a strong social media presence, including a website, Facebook



StreetsPAC launches in early 2013



StreetsPAC, with their endorsed — and winning — bike-friendly mayoral candidate Bill de Blasio.

page, and active Twitter feed, and held house parties and group rides in support of StreetsPAC as a whole and for individual candidates. We distributed outreach pamphlets along bicycle-commuting routes and created borough-specific postcards listing our endorsed candidates. In the Democratic mayoral primary, Bill de Blasio had embraced Vision Zero, the Swedish concept for eliminating road deaths, setting him apart from his rivals in the crowded field when it came to safe-streets rhetoric — and we created a Vision Zero-themed spoke card to share our endorsement of the surging de Blasio.

On election days (primaries, general, and run-off) we helped get out the vote, confident that — win or lose — we had done our best to get our candidates elected, and to get out our livable streets message in the process. Of course, we were thrilled when 13 of our 18 endorsees won their primaries, including de Blasio.

With a handful of additional endorsements in November's general election, 20 StreetsPAC-backed candidates are now in office.

Just two weeks after his inauguration, Mayor de Blasio convened a Vision Zero task force, and, if anything, his new administration has accelerated implementation of street-safety improvements. At our Bike to Work Day ride and rally this May, as we joined several StreetsPAC-backed Councilmembers in an overhead "bicycle lift" on the steps of City Hall, it was clear that we had changed the political streetscape in New York City both literally and figuratively.

This year, we're setting our sights on statewide elections — and hope that our model can be replicated in cities around the country where advocates are ready to take the next step to political empowerment. — JOANNA OLTMAN SMITH AND ERIC MCCLURE ARE SAFE STREETS ADVOCATE IN NEW YORK CITY AND FOUNDING BOARD MEMBERS OF STREETS PAC.

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May 31st - July 22nd, 2014 - 3,850 mi CA to NH

Across America North

June 15th - Aug. 4th, 2014 - 3,680 mi OR to NH

Ride the East

Aug. 9th - Sept. 3rd, 2014 - 1,675 mi NH to FL

Shenandoah-Blue Ridge Ramble

Aug. 16th - Aug. 28th, 2014 - 690 mi VA

Ride the West

Sept. 6th - Sept. 29th, 2014 - 1,410 mi OR to CA

Maine Foliage Tour

Oct. 5th - Oct. 10th, 2014 - 226 mi Maine

Fall Foliage Classic

Oct. 11th - Oct. 18th, 2014 - 310 mi ME, NH, MA



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WE BIKE, WE VOTE >

501 (C)(3)

NONPROFIT ORGANIZATION



LOBBYING FOR OR AGAINST LEGISLATION ☒ LIMITED

Lobbying can be up to 20% of a 501(c)(3) public charity's expenditures or 3 - 5% of its activities

GOVERNMENT RELATIONS

CRITICIZE SITTING ELECTED OFFICIALS ON ISSUES ☒ OK

Attack personal characteristics..... ☒ NO
Attack their status as a candidate ☒ NO



PARTICIPATING IN ELECTIONS



EDUCATE CANDIDATES ON ORGANIZATION'S ISSUES ☒ OK

- ☒ MUST offer information to all candidates
- ☒ MUST choose races for nonpartisan reasons

DISTRIBUTE A CANDIDATE SURVEY ☒ OK

- ☒ MUST Invite all candidates to respond
- ☒ MUST ask about a broad range of issues through open-ended questions
- Use answers to hold winner accountable once they're in office..... ☒ OK
- Ask candidates to sign a pledge ☒ NO



501(C)(3)'S CAN'T RETWEET, SHARE OR LINK TO PARTISAN MESSAGES

ENDORSE >> NO



- Compare organization's position to that of a candidate ☒ NO
- Connect organization's criticism of a sitting public official to voting in an election..... ☒ NO
- Publicize partisan messages ☒ NO
- Post partisan messages on social media ☒ NO

VOTER EDUCATION

DISTRIBUTE VOTER GUIDES TO THE PUBLIC

- May set out candidate's views on a broad range of issues ☒ OK
- Compare candidates' views to organization's views..... ☒ NO
- Endorse candidates ☒ NO

SPONSOR A DEBATE ☒ OK

- All candidates invited
- All candidates given equal opportunity
- Cover a broad range of issues



GET OUT THE VOTE

NONPARTISAN VOTER PROTECTION, GET OUT THE VOTE, VOTER REGISTRATION, VOTER EDUCATION ☒ OK

- Register voters where most members live
- Educate people on where & when to vote



MONEY IN ELECTIONS

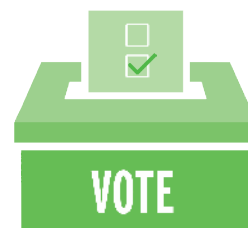
CAMPAIGN CONTRIBUTIONS

NEITHER MONETARY NOR IN-KIND

MAY NOT FUND INDEPENDENT EXPENDITURES IN SUPPORT OF OR AGAINST ANY CANDIDATE

MAY NOT ESTABLISH OR PAY FOR A CONNECTED POLITICAL ORGANIZATION

- ☒ Cannot establish a PAC
- ☒ Can fund a ballot measure committee
- ☒ Can establish a separate 501(c)(4)



This is an overview of the rules governing the election activities of 501(c)(3)'s and 501(c)(4)'s and is not meant to be a definitive guide for all relevant policies.

MOST BIKING AND WALKING ADVOCACY ORGANIZATIONS ARE REGISTERED AS NONPROFITS. BUT WHEN IT COMES TO ELECTIONS, THE TWO MAIN TYPES OF LEGAL NONPROFIT – 501(C)(3) AND 501(C)(4) – COME ALONG WITH VERY DIFFERENT PERMITTED ACTIVITIES.

THE LEAGUE
OF AMERICAN BICYCLISTS
since 1880



NONPROFIT ORGANIZATION

501 (C)(4)

GOVERNMENT RELATIONS



CRITICIZE SITTING ELECTED OFFICIALS ☒ OK

- Attack personal characteristics.....☒ OK
- Attack their status as a candidate.....☒ OK



LOBBYING FOR OR AGAINST LEGISLATION ☒ UNLIMITED

PARTICIPATING IN ELECTIONS

DISTRIBUTE A CANDIDATE SURVEY ☒ OK

- All viable candidates invited to respond.....☒ OK
- Cover a broad range of issues.....☒ YES
- Score and compare answers.....☒ OK
- Use as a basis for endorsing.....☒ OK
- Ask candidates to sign a pledge.....☒ OK

EDUCATE CANDIDATES ON ORGANIZATION'S ISSUES ☒ OK

- ☒ May pick and choose candidates
- ☒ May choose races for partisan reasons



ENDORSE >> YES

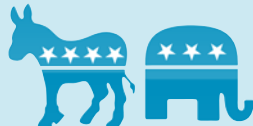
- Compare organization's position to that of a candidate.....☒ OK
- Connect criticism of a sitting public official to voting in an election.....☒ OK
- Publicize endorsements.....☒ OK
- Post partisan messages on social media.....☒ OK
- 501(c)(4)'s can support/oppose candidates but it cannot be the primary purpose...☒ OK

501(C)(4)'S CAN RETWEET, SHARE AND LINK TO PARTISAN MESSAGES

GET OUT THE VOTE

PARTISAN VOTER PROTECTION, GET OUT THE VOTE, VOTER REGISTRATION, VOTER EDUCATION ☒ OK

- Registration drives where likely supporters will be
- Access and use partisan voter lists



VOTER EDUCATION

DISTRIBUTE VOTER GUIDES TO THE PUBLIC

- Guides may set out candidate's views on a broad range of issues.....☒ OK
- May compare candidates' views to organization's views.....☒ OK
- May endorse candidates.....☒ OK



SPONSOR A DEBATE ☒ OK

Cover a broad or narrow range of issues



MONEY IN ELECTIONS

CAMPAIGN CONTRIBUTIONS

☒ PERMISSIBLE IN SOME STATES ☒ PROHIBITED FOR FEDERAL ELECTIONS

MAY ESTABLISH OR PAY FOR A CONNECTED POLITICAL ORGANIZATION

For example, found a PAC and pay its administrative and fundraising costs
☒ Can establish a separate 501(c)(4)

MAY FUND INDEPENDENT ADS OR OTHER EXPENDITURES IN SUPPORT OF OR IN OPPOSITION TO A CANDIDATE



CONGRESSIONAL CHAMPIONS

Honoring bicycling supporters on Capitol Hill

INTRODUCTION BY ANDY CLARKE, INTERVIEWS BY CAROLYN SZCZEPANSKI

The League's "K Street" address may conjure images of high-powered, deal-making corporate lawyers counting votes and campaign contributions — but the reality is a little different. Our government relations work is built on two things money can't buy: a passionate, vocal constituency (that's you...) and champions on Capitol Hill, willing to take a stand on our issues, even when that might be counter to the party line.

Bicycling's leaders in Congress have championed biking, smart growth, and livable communities long before they became fashionable. On the floor of the House of Representatives, they've had to sit through attempts to ridicule bikes as a 19th century solution to 21st century problems (which, of course, they are!), and sometimes very personal attacks on their affinity with these issues. They have been willing to break ranks with their party to lead a principled defense of critical funding programs — and have suffered real political consequences for

their efforts. They have gone the extra mile to craft bipartisan solutions, broker deals, and rally support for causes that sometimes have seemed lost.

Our congressional champions don't do this for the glory. National bicycling policy issues don't make the front pages of the newspaper or feature on "Meet the Press" very often. They don't do it for partisan political point-scoring. They do this because they genuinely care about bicycling. They see the bike as a solution to many very current and seemingly intractable problems, and they are willing to stand up and be counted when the question is called.

And, for that, we are extremely grateful.

REP. EARL BLUMENAUER (D-OR)

Earl Blumenauer has served 10 terms as the Representative of Oregon's 3rd Congressional District. Prior to that, he was a member of the Portland City Council (and Transportation Commissioner) for 10 years, the Multnomah County Board for six years and the State

Legislature for three terms before that. Blumenauer created the Congressional Bike Caucus and is considered a founding father of both the National Bike Summit and Railvolution conference.

Bicyclist from the beginning

My connection to cycling stems from some of my earliest and fondest memories. From learning to ride a Christmas bike in front of the school across the street when I was four years old, to some of my favorite vacations: touring the Loire Valley on a bicycle with my son when he was in high school, enjoying spectacular European villages at 10 miles an hour while burning calories instead of fossil fuel. But it's really been my experience biking through Portland that connected me to this issue in a deep and lasting way.

I've been involved with cycling as a bike commuter since I was a legislator beginning my political career — and, when I came to Washington, D.C., I decided to bring a bicycle instead of a car. Virtually

CONGRESSIONAL HALL OF FAME

CONGRESSIONAL CHAMPIONS
FOR BICYCLING: RETIRING,
PRESENT AND FUTURE



HOWARD COBLE
R-NC



RUSH HOLT
D-NJ



TOM LATHAM
R-IA



MIKE MICHAUD
D-ME



JAMES P. MORAN
D-VA



TOM PETRI
R-WI

RETIRING CHAMPS: HOUSE



Rep. Earl Blumenauer (D-OR)

every day for 18 years now, I have ridden my bike to work, rain or shine, heat or cold, even the occasional Snow-pocalypse or Snow-mageddon! Starting each day on my bike clears my head, saves me time, and helps me start the day right.

And I was determined to bring the spirit of advocacy and excitement that we've generated in Portland to Capitol Hill. That's why I organized, and have co-chaired, the Congressional Bike Caucus, which has had hundreds of members over the years, and has helped to promote cycling and demonstrate the spirit of "bike-partisanship," which has always been a bright spot in what can be a dismal Congressional landscape.

Since I've been in Congress, there have been some significant changes. The

number of members who've incorporated cycling into their daily routine and exercise program has grown exponentially. I often see Ways and Means Chair Dave Camp, Congressman Bill Owens from New York, Congressman Jack Kingston from Savannah, Georgia, and Adam Schiff from Southern California regularly cycling around Washington, D.C., for exercise and transportation. Congressman Mike Quigley pedals to events, and there are a number of morning exercise rides with Majority Leader Kevin McCarthy, hitting the road pretty hard. I get stories from people like Congressman Charles Boustany, a cardiac physician from Louisiana, who has invested a lot of time and money in his bike and loves longer rides. Congressman Mike Doyle

from Pittsburgh trained for a serious hundred-mile-plus ride for charity last year and is doing it again. Congressman Vern Buchanan from Florida is a serious recreational cyclist, too.

I've also been pleased that the cycling community has played an ever-greater role in the debates on Capitol Hill related to how money is spent and how much is available for infrastructure. Cycling activists are major players here, as well as in communities around the country. We're likely to face some choppy waters at the federal level for the next couple years because some policymakers, particularly in the House of Representatives, are out of touch. They have, in a misguided fashion, targeted cycling, funding and refused to consider addi-



TOM HARKIN
D-IA



JAY ROCKEFELLER
D-WV



EARL BLUMENAUER
D-OR



PETER DeFAZIO
D-OR



FRANK LoBIONDO
R-NJ



DORIS MATSUI
D-CA



MICHAEL MCCAUL
R-TX



E.H. NORTON
D-D.C.

RETIRING CHAMPS: SENATE

CURRENT CHAMPS: HOUSE



SEN. TOM HARKIN (D-IA)

"When Americans choose to leave their car at home and ride a bike to school or work, they're making a healthy decision. Throughout my career, I've worked to advance legislation to make roadways safer and to encourage Americans to walk or bike to their destinations. Getting the right amount of exercise is an important part of helping Americans stay healthy and I'll continue to support efforts that expand opportunities for bike travel and promote wellness in our communities."

tional transportation investments, at least for the foreseeable future. This provides a challenge to our bicycle community to be relentless in making our case, not letting up on the pressure, and not making it easy for federal officials to abrogate their responsibilities.

We also must redouble our efforts at the state and local level. We can't afford to lose any ground. The flexible funds are becoming less flexible and smaller. We're going to have to make sure that we get every dime that we can squeeze out of the system and we need to be aggressive pursuing transportation resources at the local level, bond measures, maintenance funding, and capital construction budgets. Activists can often have more significant impact at the local level. We need to keep the momentum and continue to

have success stories so, as the tide turns, we'll be ready.

REP. TOM PETRI (R-WI)

Tom Petri is retiring from Congress after serving 18 terms as the Representative of Wisconsin's 6th Congressional District — and only once receiving less than 64% of the vote. Petri is a member of the key House Transportation and Infrastructure Committee and currently serves as Chairman of the Subcommittee on Highways and Transit. He has been a staunch supporter of continued funding for bicycling, walking and trail programs.

A love of cycling since youth

There was big excitement around our house on Christmas when I was 7 or 8 years old. After we got all our gifts, they

said there's one more thing. We went back behind the house and there was this big beautiful red Schwinn bike. By the time I was 12, I got a job delivering newspapers on my bike. On my route I had 87 papers, at a penny a paper, so my bicycle was a money-making instrument for me. All the kids have cars nowadays but I didn't — I rode my bicycle to school all the way through high school. So it was also a basic form of transportation... Later, I biked to work when I was practicing law in Fond du Lac. The other lawyers thought I was a bit odd, but it only took 10 or 15 minutes, it was great exercise and it saved money, too.

Bicycling for transportation — and health

We had, for years, the Transportation Enhancements program [which directed funding to road improvements that accommodated biking and walking]... Some people involved in transportation never really liked the Enhancements pro-



Rep. Tom Petri (R-WI)



MARK BEGICH
D-AK



BEN CARDIN
D-MD



TOM CARPER
D-DE



THAD COCHRAN
R-MS



RICHARD DURBIN
D-IL



KIRSTEN GILLIBRAND
D-NY



AMY KLOBUCHAR
D-MN



JEFF MERKLEY
D-OR

CURRENT CHAMPS: SENATE

gram, but I always thought that it didn't mandate the funding be spent on any particular thing but gave state departments of transportation the tools for needed infrastructure investment that could meet a lot of objectives... I've always thought we need to help get things to the highest common denominator and biking is an important option for people. When we're talking about things like obesity, building exercise and activity into our daily life is the best way to address it. Biking is a cheap and healthy way to do that — and it's better for the environment. So many of the trips in this country are within five miles, so if you make biking relatively convenient, instead of getting in their cars, people will hop on their bikes. When biking is safe and pleasant, the next thing you know, they'll start doing it as part of their regular routine.

New partners can help push the bike agenda in Congress

For years in Congress, transportation tended to not have much of a partisan element. A lot of people elected as Republicans are avid bikers, but I think many have tended to think we should be pretty cautious about expanding the role and number of activities of the federal government. Now, transportation has always been a basic responsibility of government and the federal government has always been involved, building roads to open up this whole continent for people to be able to live well. And, lately, we've started to see more interest in supporting biking from people that didn't used to be natural allies, like the real estate industry. When people first talked about bikes



SEN. THAD COCHRAN (R-MS)

"Bicycling is enjoyable and a great form of exercise. More Mississippi communities want to provide bicycle and recreational trails for their residents. I think the growing interest from communities to ensure that students, cyclists and pedestrians can get around safely is a good thing. The federal government, within the constraints on our budget, should be allowed to help states and communities promote these projects to improve public safety, economic development and quality of life."

and trails, many were nervous about the idea, thinking it would bring vagrants and crime. But the experience has been just the opposite — it's an opportunity for safe recreation for families and, instead of fighting, people have switched to wanting trails in their neighborhoods. So the realtors started to support programs like Enhancements. We do get an awful lot of support from state and local officials, too, who want an option, who want the tools to be able to do the best job they can to meet the aspirations of their constituents and communities.

The economic impact of bikes

We have a web of bike trails in Wisconsin now and you can basically go from one end of the state to the other by bike. It's becoming an increasing selling point

for tourism. People want to take their kids on cheap vacations, where they can camp and bike around. It's affordable and healthy and a family activity they can do together. People are looking at it as a way to attract people into their area, which is good for local small businesses, too.

What advocates can do to keep the momentum going

Make sure elected officials are aware of the interest, but keep it as bipartisan as possible. Build alliances with real estate and other interests. You can expect that if someone is selling bikes to make a living, they'd be in favor of trails. That's not as persuasive as someone in real estate saying this is really important for increasing property values and it's something my customers want. That's more credible.



JEANNE SHAHEEN
D-NH



ANDRE CARSON
D-IN



JOSEPH CROWLEY
D-NY



MARIO DIAZ-BALART
R-FL



DONNA EDWARDS
D-MD



DAVID JOYCE
R-OH



ERIK PAULSEN
R-MN



MICHAEL QUIGLEY
D-IL

NEW CHAMPS: HOUSE

SEN. BEN CARDIN (D-MD)

Senator Ben Cardin has been in public office since 1967, serving in both the Maryland legislature and the U.S. House of Representatives for 20 years each before winning a U.S. Senate seat in 2007. Cardin has never lost an election. A member of the Senate Environment and Public Works Committee, Cardin was an architect of the local control amendment that preserved funding for bicycling and walking programs in the current federal transportation bill.

Bicycling for transport and pleasure

I've always been a person who enjoyed biking as a recreational activity and I've enjoyed it as a way of getting around. When I was very young, until I was teenager, we spent summers in a beach community, where we got around on bikes. That's how we traveled; it was our only option. We didn't have cars, so it became a matter of necessity. Growing up having a bike was always a lot of fun, but I've been riding bikes all my life. I look at it as a way of getting around and getting exercise, but also seeing beauty. To me being



Ben Cardin (D-MD)

on a bike, being on a trail is a matter of looking at the beauty of our community. And I've definitely looked at it as a way of getting away from the pressures of the Senate!

Becoming a bicycling champion

It started when I was in the state legislature. A person living in my community was an activist on bicycle issues. He met with me and explained to me the lopsided allocation of resources in our community and how little is set aside for bike safety. His major cause was our transportation system should provide safer ways to use bikes and, if we allocated a small fraction to those issues it could be incredible as far as making it safer and easier for people to bike. He gave me a workable plan and I had the power in the state legislature to make that happen — and I did make that happen. The results were dramatic in how it made it easier for people to bike safely and it highlighted for me the role government can play and how little resources really are put into the safety of bicyclists and the connecting of communities through pedestrian and bike paths.

Challenges and progress on Capitol Hill

It has changed in two respects. On the negative side, because the budgets are so tight and everyone is looking for cutbacks in spending, adding additional funds has gotten more challenging. Now it's a matter of trying to protect rather than find new funding sources. The more positive change is that activists on bicycle issues recognize they can have an impact on policies in Washington. We look forward to the National Bike Sum-



SEN. DICK DURBIN (D-IL)

"Everywhere I go, I see more and more people riding bikes to and from home, work and school. And it's not a new phenomenon. Cities like Chicago have been making significant investments in bike lanes and bike-sharing operations for years. Because of that, the streets and trails are safer and more plentiful than they've ever been for Illinois riders. Unfortunately, too many members of Congress often overlook the growing demand. That's why the continued hard work and advocacy by groups like the League is so important."

mit and it makes a huge difference, really helping to change the debate. Now the debate has been not just about convenience for people who are able to bike or who like to bike, but also about safety and energy issues and, through the use of bicycles, connecting communities together. That part is really important in my state. These green-space connectors don't take too much effort to reconnect communities through paths and that's really energized people because they see the potential of Bicycle Friendly Communities and their ability to promote health.



PETER ROSKAM
R-IL



ILEANA ROS-LEHTINEN
R-FL



ALBIO SIRES
D-NJ



DINA TITUS
D-NV



KELLY AYOTTE
R-NH



CORY BOOKER
D-NJ



PATTY MURRAY
D-WA



BRIAN SCHATZ
D-HI

NEW CHAMPS: HOUSE

NEW CHAMPS: SENATE

Moment of bike pride

I'm particularly proud of our work with Senator [Thad] Cochran [on the Cardin-Cochran amendment], because it really did bring together people who don't have the same philosophy on many issues. [By focusing on local control and flexibility to maintain funding for biking and walking in the federal transportation bill] we combined the proper use of federalism, and flexibility for local leaders to determine what's important for their communities and continue priority programs that help people bike. It gave us a common denominator to move that forward. It was an uphill battle when we started, but at the end we won it comfortably, which showed us what activism can do... I [also] go back to one of my first congressional directed funds, when I took few dollars — I mean a few dollars — and allocated it to Maryland for the Gwynn Falls Trail, which reconnected the communities of Baltimore. It's one of the most incredible assets — 22 communities have been reconnected. I love biking on that path and every time I go on that trail and bike through Lincoln Park it reminds me of what we can get done.

Advice for advocates

Involvement is extremely important — stay involved. It's not just what you do with bike clubs; it's getting involved with the political system. We need to have local officials onboard — the provision in the [transportation] bill only works because local officials use those funds. So you need to work at all levels of government.

SEN. KELLY AYOTTE (R-NH)

Senator Kelly Ayotte is in her first term as Senator for New Hampshire, where she served as the state's first female Attorney General under both Republican and Democratic governors. Ayotte has been hailed as one of the 25 most influential Republican women in politics, media and business, and identified as "an emerging force in Congress."

From racing bikes to running for office

For as long as I can remember, I've enjoyed bicycling. As a young professional in New Hampshire, I had a lot of fun racing road and mountain bikes in my spare time — traveling around the state for competition. One of my favorite memories is riding my bicycle in the annual race up the Mt. Washington Auto Road. Today, I enjoy bicycling with my two young children in my hometown of Nashua. Our family sees bicycling as a great way to get outdoors and spend time together. The Granite State is a natural playground for bicyclists, in large part because of the dedicated work of our citizens, who have worked tirelessly to preserve New Hampshire's outdoor spaces and make our pristine landscape both beautiful and accessible for recreation.

Championing bike safety

I introduced the Bicycle Pedestrian Safety Act to increase safety for bicyclists and pedestrians. The bill would simply direct the Transportation Secretary to establish performance measures for bicycle and pedestrian safety, and to encourage states to take action, where necessary, to make roads safer for these users. New Hampshire already does this, and the rest of the nation could learn from what has been done in the Granite State.

Not just for transportation and recreation

Bicycling has been an important part of the conversation in Congress when it comes to the environment, transportation, and public health. Bicycling is not only an alternate mode of transportation for commuters, but it also cuts down on



REP. ELEANOR HOLMES-NORTON (D.C.)

"It's a privilege to be Ranking Member on the House Transportation Subcommittee on Highway and Transit, where I have worked over the years to bring bicycle- and pedestrian-friendly infrastructure to D.C. and to our country. Working with bicyclists, I've gained federal funds responsible for the District of Columbia's extensive network of bike trails and Safe Routes to School programs. We'll continue to push for more funding equality to meet my goal of bicycle lanes that connect our country just as our highway infrastructure does today."

traffic and emissions. In addition, it's a healthy form of exercise and provides a fun way to get outdoors. As more commuters continue to choose bicycling, this conversation will only continue to evolve and become more important for policy makers.

The power of advocates

By working in your own local communities to make your neighborhoods bicycle friendly, you are encouraging a Bicycle Friendly America for everyone. In the Granite State, I've been impressed by the Bike-Walk Alliance of New Hampshire and their tireless work to make trails accessible for our residents. ■



TOM UDALL
D-NM



ROGER WICKER
R-MS

CAR-FREE MOM, CYCLING MAYOR

How one female leader is transforming her hometown

BY CAROLYN SZCZEPANSKI

While national headlines often focus on the lack of female leadership in Congress, women are also underrepresented where the rubber meets the road: City Hall. As of January 2014, only 18 percent of mayors leading cities of 30,000 residents or more are women. Meghan Sahli-Wells of Culver City, Calif. isn't just one of those 1,351 female mayors — she's also a car-free mom, with a vision for a safe, healthy, sustainable city, through bicycling. She took some time out to share with us how she got involving in bicycling and public service.

WHAT BROUGHT YOU TO THE BIKE?

Paris! Paris streets were really built for cars but when they took out two lanes of car traffic on major arterials and put in protected bus, bike and taxi lanes, people in the cars looked to the right and saw that being in their car was no longer the convenience they once thought it was. It was fantastic. I had been riding but, with these amenities, I started riding with my kids. Before I had to be brave to bike and I did, but then it became really enjoyable. When I got on my bike, I felt like I had sprouted wings ... It really made Paris a great place to live and when I moved back to my hometown of Culver City in 2007, I didn't want to fall into that trap of car culture I'd grown up with.

WHAT WAS YOUR FIRST STEP TO POLITICAL ENGAGEMENT?

I was involved in a lot of sustainability initiatives in Culver City and was becoming more active in the city when I saw an advertisement for the Bike-Ped



Advisory Committee. I thought, 'Here's my chance to bring Paris to Culver City; to bring some of these bold initiatives to my hometown!' I also wanted to be sure there were biking moms on board. I designed our lives in Culver City so we wouldn't have to drive. Riding the kids to preschool by bike or walking to school was, for us, very intentional and I thought that was an important perspective on that committee ... It was lots of workshops, but all of a sudden I was meeting a lot of engaged people and was able to see city in a new way.

SO HOW DID THAT EVOLVE INTO RUNNING FOR OFFICE?

I was getting really active in sustainability and government transparency and somebody asked me to run for city council. I completely laughed it off. I'm a mom. I studied anthropology! I didn't see myself

whatsoever as an elected official. But then I realized there was nobody I really wanted to vote for; nobody was talking about the issues that were important to me. So I thought, 'well, maybe I'll just run to bring these issues up and be part of the public debate. But after I started my campaign I realized, hey, I really can do this! The issues I was bringing up had resonance with residents, too. I lost my first time around by 32 votes but I felt like I just got here from Paris and that was a pretty good showing. So I immediately charged into my second campaign and now I'm mayor.

NOW THAT YOU'RE THE MAYOR, HOW ARE YOU ABLE TO IMPLEMENT SOME OF THAT VISION?

One thing that we're doing this year is embedding the Bike-Ped Master Plan into the municipal code. Those are the

laws that regulate everything, so it's really putting it into the DNA of how the city functions. And, because I was part of creating that plan, I'm really familiar with it and anything that comes in front of me for development or what have you, we're talking about how it relates back to that document. That insider knowledge is important. If we're deciding on a development, I know to ask, well, what's the bike parking like?

The other thing is I'm involved with the Safe Routes to School program at my son's school and now district wide. Being the mayor leading the walking school bus is a really powerful message. Even though I was doing it before, the kids eyes kind of light up when it's the mayor. A lot of times people will stop me and say, "You don't just talk about it, you actually do it."

One of the other big issues in Culver City is that we have 10% of the largest urban oil field in the United States. So, on the one hand, we're trying to make the community as safe as possible, but it's also a great time to design the community to be less dependent on that oil to begin with. Part of my sustainability platform is you can't just say 'no' to drilling in your backyard and have it go on somewhere else; you need to create that low-carbon city. That's something I'm very serious about doing.

WOULD YOU ENCOURAGE MORE WOMEN TO RUN FOR OFFICE? IF SO, WHAT ADVICE DO YOU HAVE?

I definitely encourage women, and women cyclists in particular, to run. Before I got involved in local politics, I didn't realize what democracy was. In other words, I would vote and be a responsible citizen, but democracy is about participating.

Culver City is just five square miles and when you're campaigning for city council you go door to door and talk to people and, honestly, there were so many times I would knock on somebody's door to introduce myself and people would say, "Thank God, a woman is running!" Unfortunately, I'm only the fifth elected woman in nearly 100 years of history. It's a time commitment, but it's a really fantastic job. It takes energy and passion and

it's a sacrifice, so I don't underplay any of those things, but I do let people know it's possible and important.

Sometimes it's easy to say, "Oh the politicians; it's them against us." The real secret is it's the people who show up who get to decide. If you want things to go your way, you have to show up. And local government is great because, from a bike perspective, those are the decisions you're making — you're designing your city for healthy, safe streets. And, unfortunately, not a lot of people vote, which is something I want to change. But, in essence, if you're stepping up and you can find your people, you really have an op-

portunity to win.

I know a lot of cyclists can organize because they do all the time. And bikes aren't just for riders. It's about getting rid of some of the traffic, having better air quality, making your neighborhood more attractive and desirable. The Safe Routes infrastructure isn't just for the kids; it's for the older people, for the dog walkers. It makes our neighborhood better. The bike message doesn't just have to be for bicyclists; there are so many positives for so many people. They say it's important to not make yourself a one-issue candidate, but, luckily, cycling solves so many problems! ■

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WINNING DOLLARS FOR BIKING

It's a rising trend across the country. From 2000 to 2013, more than 450 transportation ballot measures were voted on in nearly every state. And guess what? While overall ballot initiatives succeed about 30% of the time, 72% of the transportation ballot measures passed. Here's the inside scoop from Advocacy Advance, a partnership of the League and the Alliance for Biking & Walking, on significant recent ballot measures and what's at stake in the coming year. ■



DATE OF VOTE: NOVEMBER 2013

COMMUNITY CYCLES

BOULDER, CO

SEEKING \$67.2 MILLION PER YEAR OVER 16 YEARS

Gaining Transportation Funding for Cycling Infrastructure

A funding gap in the city's transportation budget meant all dollars would be dedicated to maintaining roads for cars. Two ballot measures were proposed to create a new tax and reallocate some current funding.

Date of Vote: November 2013

Result: A list of projects will be funded, including road diets, wider bike lanes and sidewalks, bike corrals, protected bike lanes and completion of our multi-use trail network, will be funded.



DATE OF VOTE: NOVEMBER 2014

BIKE WALK KC

KANSAS CITY, MO

SEEKING \$2.1 MILLION PER YEAR FOR 30 YEARS

Streetcar+BikeWalk=Grassroots Advocacy

Jackson County, Mo. is planning for a 1% sales tax for multi-modal transportation, including \$2 million for bicycle infrastructure, \$100,000 per year for bike share operations and bike/ped improvements along an 8-mile streetcar expansion.

Date of Vote: November 2014



FOR MORE INFORMATION ON THESE BALLOT MEASURES AND MORE, VISIT ADVOCACYADVANCE.ORG

COMMUNITY CYCLES

BOULDER, CO
\$67.2 MILLION PER
YEAR OVER 16 YEARS

BIKE WALK KC

KANSAS CITY, MO
\$80 MILLION PER
YEAR FOR 30 YEARS

UPSTATE FOREVER

GREENVILLE, SC
\$70 MILLION PER YEAR



a partnership of

Alliance
for
Biking & Walking

THE LEAGUE
OF AMERICAN BICYCLISTS



DATE OF VOTE: NOVEMBER 2014

BIKE EAST BAY

OAKLAND, CA
SEEKING \$1 BILLION
OVER 30 YEARS

Yes on Measure BB: A Billion \$ for Bikes
Measure BB would increase the current transportation tax from a half cent to a full cent, and increase the share of funds allocated to walking and bicycling projects from 5% percent to 11%. This would give Alameda County one of the highest levels of bicycle infrastructure investment in the nation.

Date of Vote: November 2014



DATE OF VOTE: NOVEMBER 2014

UPSTATE FOREVER

GREENVILLE, SC
SEEKING \$7 MILLION
PER YEAR

Powering Greenville Forward ... One Penny at a Time
Advocates are pushing for a local option sales tax referendum in Greenville County that includes funding directed mostly towards roads, but also towards infrastructure for other modes including pedestrian, bicycle, and transit.

Date of Vote: November 2014



DATE OF VOTE: 2015

LIVING STREETS ALLIANCE

TUCSON, AZ
SEEKING \$25 MILLION

\$25 Million for Walkability
Turning the tide on years of neglect for people who walk in Pima County, the campaign is working toward a county bond measure that would dedicate \$25 million to make pedestrian improvements that will create a safe and attractive walking environment for all.

Date of Vote: 2015



ROLLING IN RETIREMENT

The Villages' journey to becoming a Bicycle Friendly Community

BY DAVE TAYLOR AND JOHN ROHAN

The Villages is often called “Florida’s Friendliest Hometown” and “America’s Healthiest Hometown” — so becoming a Bicycle Friendly Community fit right in.

The Villages began in the 1970s when entrepreneur and founder, Harold Schwartz, started a small manufactured home park known as Orange Blossom

Gardens. The name changed as the community grew under the direction of the founder’s family, becoming the largest and most unique 55+ retirement community in the world.

Located 50 miles northwest of Orlando with 105,000 residents, the Villages was designed to encourage active healthy lifestyles. Not only do we have more rec-

reation and activities than most can imagine — including 27 recreation centers, 60 swimming pools, and 11 country clubs with championship golf courses — but we also have extensive bicycling infrastructure to connect it all. With more than 100 miles of paved multimodal pathways and bike lanes on many roads, golf carts and bicycles are the dominant mode of travel.

The Villages infrastructure provides in-ride support and end-of-trip facilities for bicyclists. Shelters, rest rooms and water fountains are within a five-minute ride from any point in The Villages. Even public safety facilities, including two sheriff's offices, local police stations, and seven fire stations have facilities to support riders.

Safety is a central theme for us, even more than for most cyclists, simply because we are senior citizens and break more easily than when we were younger. We currently have two League Cycling Instructors who provide bicycle riding and safety classes and plan to certify more in the near future. Before each organized ride, leaders check safety equipment — helmets are mandatory, while gloves, mirrors and safety lights are recommended. Ride leaders provide an overview of safety and road protocol prior to setting off.

The Villages has four bike clubs with more than 800 active members, and thousands of additional individual cyclists unaffiliated with the clubs. The Villages Bicycle Club began in 2002 and is the oldest. The clubs promote bicycling for recreation, health, and pleasure, and as a means of daily transportation. Since most residents are retired, "transportation" means riding to the theater, dining, shopping, healthcare and recreational activities. Club-organized bicycle rides are held every day of the week, with groups for riders of all skill levels, and activities such as bicycle touring and family outings are also common.

But the clubs aren't just for pleasure — they also work to encourage the planning, development and maintenance of bikeways within The Villages and the surrounding area, as well. Bike club members serve on regional organizations such as the Lake-Sumter Metropolitan Planning Organization and Scenic Sumter Byway Committee. These organizations encourage the design, construction and maintenance of bicycling and pedestrian infrastructure



throughout central Florida.

The biggest challenge to receiving the League's Bicycle Friendly Community designation came from the diversity of our political geography. Because we are in three counties and three cities, we have no single governmental authority. Neither our two property owners associations nor our facilities and services management structure, known as Villages Community Development

Located 50 miles northwest of Orlando with 105,000 residents, the Villages was designed to encourage active healthy lifestyles.

Districts, has authority to speak for The Villages as a whole relative to our governmental jurisdictions. Who then, could apply for Bicycle Friendly Community status for us?

We solved the issue as volunteers. We coordinated for more than a year with local governments, the Villages Community Development Districts, and the League to reach a consensus that a group of volunteers dedicated to bicycle safety and improvement could apply for BFC status. So, we formed the Bike Friendly Advocacy Group and applied in February 2014. The result was a Silver Award for The Villages.

But we're not done yet. Our goal for 2018: Achieve Gold designation. ■
ROHAN IS THE RECREATION DIRECTOR FOR THE VILLAGES. TAYLOR IS THE PRESIDENT OF THE SUMTER LANDING BICYCLE CLUB AND INCOMING CHAIRMAN OF THE VILLAGES BIKE FRIENDLY ADVOCACY GROUP.

AMERICAN BICYCLIST

THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists mission is to lead the movement to create a Bicycle Friendly America for everyone. As leaders, our commitment is to listen and learn, define standards and share best practices to engage diverse communities and build a powerful, unified voice for change. 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 308, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

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PEDALING TO A HEALTHIER COMMUNITY

Mayor Betsy Price is leading the charge for a “Fit Worth”

BY CAROLYN SZCZEPANSKI

In 2012, nearly one-third of adults and 50% of students were overweight or obese in Fort Worth, Texas. But Mayor Betsy Price is looking to roll back those numbers and use bicycling as a prescription for improved community health.

“We’ve watched this growing epidemic of obesity and diabetes among children and adults,” Price says, “and so many people I know, their health has gone down.” So Price has made it her goal to transform Fort Worth into “Fit Worth,” spearheading a citywide initiative focused on promoting active lifestyles and healthy habits.

“Bicycling is one of my favorite causes; it’s a passion of mine,” she says. “I’ve been cycling most of my life, but seriously for about 25 years.” She’s not only completed RAGBRAI — the famous ride across Iowa — but taken in the sites of France and Austria from the saddle. “And it’s a great alternative form of transportation, too,” she says. “You get your exercise in and get to where you’re going. Just yesterday morning, I had to get my manicure,

so I hopped on my bike. By the time I rode back, they were already dry and I was ready to get dressed and go to work!”

As Mayor, Price is leading the charge — quite literally — to improve bicycling infrastructure, safety and community acceptance. Under her tenure, the city has added miles of bike lanes, dedicated \$1.2 million for trails and created signature events like Tour De Fort Worth, which has grown from 30 to more than 200 participants in just a few short years.

Perhaps most importantly, though, Price has been a visible role model, becoming the first mayor to pilot Rolling Town Hall Meetings, which not only invite folks to join her in the saddle but puts an everyday face on cycling. “People like to talk, to ride up next to you and tell you about their neighborhood,” Price says of the bicycling town halls. “And it raises awareness on the streets. Because the mayor

has such a strong bully pulpit, people will say ‘I saw you out riding and went home to get my bike out.’ It’s kind of cool to have the ability to do that.”

And, for her, a Fit Worth doesn’t just benefit her individual constituents. “For the city, this is economic development,” she says. “It used to be that businesses just asked about taxes and education, but

When people are out running, walking their dogs or riding their bikes, we have a more fun, more vibrant city.

now they’re asking about the health of your community, because healthcare and lost productivity is such a huge cost for any business.”

“A fit city is a strong, engaged place,” she adds. “With more focus on trails and parks, people can get out and enjoy. When they’re out running, walking their dog, riding their bike we have a more fun, more vibrant city.” ■



Do you work for the federal government?

Make bicycling better through a workplace payroll deduction. Join the thousands of bicyclists who support the League through the Combined Federal Campaign (CFC).

CFC#: 11563

photo by Chris Eichler

Questions? Ideas? Contact Lili Afkhami at lili@bikeleague.org or (202) 822-1333



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