



# AMERICAN BICYCLIST

## FORT COLLINS' ROAD TO DIAMOND

*A strategic plan to  
make bicycling safe  
and inviting for all  
residents by 2020  
pg 16*

## THE HEART(LAND) OF BICYCLING

*A personal journey to  
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## FROM SELMA TO MONTGOMERY

*One rider's experience  
putting her wheels  
where civil rights lead-  
ers marched for justice  
pg 36*

*Spring 2015*

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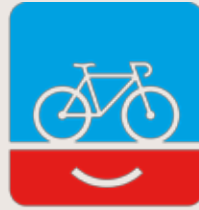


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AMERICAN BICYCLIST MAGAZINE IS PUBLISHED AS A BENEFIT TO MEMBERS OF THE LEAGUE OF AMERICAN BICYCLISTS. IF YOU'RE NOT A MEMBER, AND YOU WANT TO RECEIVE THIS MAGAZINE AND SUPPORT THE INNOVATIVE ADVOCACY DESCRIBED WITHIN, JOIN THE LEAGUE AT [BIKELEAGUE.ORG/JOIN](http://BIKELEAGUE.ORG/JOIN).

ON THE COVER: New buffered bike lanes are just part of a bold vision from Fort Collins, Colo., a Platinum Bicycle Friendly Community working toward Diamond status. Photo courtesy of City of Fort Collins.





## From the halls of Congress to the streets of your community TOGETHER we're creating a bicycle-friendly America FOR EVERYONE

The League of American Bicyclists is the oldest name in bicycle advocacy, promoting and protecting the rights of people on bikes since 1880. We work with YOU at all levels, from Capitol Hill to City Hall to community rides, to make biking better for everyone. HERE'S HOW...

# WHY THE LEAGUE?

If you ask WHY enough, you quickly get to the heart of an issue.

Why does the League exist? We have a compelling mission, vision and belief statement that says we all win if everyone gets to enjoy the benefits and opportunities of bicycling.

Why the League? There are other bike groups out there with similar goals; why is the League special?

First and foremost, the League is special because of members like you who not only get out and ride but are also willing to speak up and get things done in your community. You show that time and again, and we thank you. Whether you are an elected official, League Cycling Instructor, club president, advocacy director or chair of your local Bicycle Advisory Committee, you demonstrate real leadership every day.

Secondly, I believe the League is special because you teach us what a bicycle-friendly community looks and feels like. You remind us every day that having a safe and pleasant experience on the bike is fundamental -- whether you are riding to work, for fun, for a great charity or cause, to visit friends or get the groceries.

Third, we've figured out how to build and sustain Bicycle Friendly Communities. We've created the roadmap, checklists and metrics. Even more fundamentally, we've discovered the DNA of bicycle-friendly communities AND the unique role we can play as an organization in leading the movement to create more and higher-level.

Our SMART CYCLING curriculum provides the basis for bicycle safety and education classes nationwide

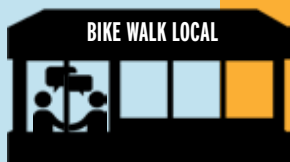
*giving people of all ages and abilities the skills and confidence to get out and ride*

Our CLUB PROGRAM provides affordable insurance for bike clubs of all types,

*creating more opportunities for people to connect through bicycling*

Our EQUITY and WOMEN BIKE programs work to ensure that youth, women and people of color play an integral role in determining and advancing inclusive efforts that make biking more accessible to all

Our ADVOCACY programs provide information, analysis and tools for local and state advocacy groups to advance change in your community







The League's **FEDERAL POLICY** program works with members of Congress to propel pro-bike policies & funding that pay for infrastructure and increase safety initiatives in your community

and the **NATIONAL BIKE SUMMIT** unites the voices of bicyclists on Capitol Hill to build relationships with decisionmakers and show the widespread public support for a bicycle-friendly America

The **BICYCLE FRIENDLY STATE** program assesses and ranks all 50 states...

*and recommends steps, like legislation and safety campaigns, to make biking better*

That's why all our programs are focused on creating more bicycle-friendly communities – from our federal advocacy to our Smart Cycling education curriculum to our club insurance program. Our work enables **LEADERS LIKE YOU** to step up and make a difference; to follow the roadmap.

Our commitment to equity, diversity and inclusion is increasingly focused on growing this network of inspiring leaders and ensuring we are all more connected to and representative of the communities we serve.

Why? Because that will make our work sustainable and more relevant long into the future.

We don't do this alone. We depend on individuals like you to step up and help. That may be a membership, an addi-

tional financial contribution, or a recommendation to family and friends to get involved. That means the world to us.

Why? Because we're creating a bicycle-friendly America for everyone.

Please use the included envelope to make a gift to the League today -- every dollar truly does go to making bicycling better.

We don't do any of this alone. Your support is critical to our shared effort to create a bicycle-friendly America.



Andy Clarke, League President

**YOUR passion makes all of this work possible.**  
**YOUR membership makes the League a powerful force for change.**  
**YOUR contribution brings up closer to OUR shared vision:**  
**A BICYCLE-FRIENDLY AMERICA FOR EVERYONE!**



The **BICYCLE FRIENDLY COMMUNITY** program provides a roadmap, technical assistance and award designations to inspire and guide communities of all types & sizes

*leading to more bike lanes, bike racks, local rides, traffic enforcement & more!*

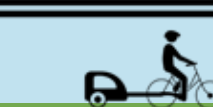


The **BICYCLE FRIENDLY BUSINESS** program helps workplaces improve biking for their employees and customers

*making everyday life by bike easier & more convenient*



The **BICYCLE FRIENDLY UNIVERSITY** program helps institutions of higher education make biking part of campus life and a lifelong habit for students



# ENVISIONING OUR FUTURE

After 135 years, the League of American Bicyclists is stronger than ever. As the newly elected Chair of the Board of Directors, I have the great pleasure to thank you for your support and commitment.

Under the leadership of Andy Clarke, President, and the skilled and committed staff, the League is poised to enter a new phase of its long history and implement its vision of “a nation where everyone recognizes the many benefits and opportunities for bicycling.”

These words are from the League's newly released Strategic Plan, which the Board and staff created to take the organization boldly into its next five years. I'm confident that, as a member, you're also committed to the League's beliefs: “When more people ride bikes, life is better for everyone. When more people ride bikes, communities are safer, stronger and better connected; and our nation is healthier, economically stronger, environmentally cleaner and more energy independent.”

You and the 20,700 members of the League have an important role in the important quest to make every community more bicycle friendly. It is a quest worthy of the League.

As members, we are all part of a large and growing community. Did you know that currently 1 in 5 U.S. residents, or 73 million people, lives in a League-designated bicycle-friendly Community? Did you know that more than 1 million people are employed by

the Bicycle Friendly Businesses and students can choose to attend one of 100 Bicycle Friendly Universities? Did you know that across the United States there are 3,500 League Cycling Instructors?

Thanks to the League, you have friends across the United States in cities large and small, in rural and suburban areas, at colleges and universities and working in all types of businesses. Together we understand the power of a bicycle to transform lives and communities. We know a bicycle is for everyone no matter their gender, race, age, ability, or income.

We also know that conversations with people who ride bicycles transcend religion and politics, bringing diverse peoples and groups to work together to make their communities better.



I couldn't be more honored or excited to work with you — our League members — to create a bicycle-friendly America for everyone!

*Karen Jenkins*

Karen Jenkins, League Board Chair

## 2015 BOARD ANNOUNCEMENTS

Please join us in congratulating the new and returning members of the League's Board of Directors.

**MATT MOORE** currently serves as General Counsel and Risk Manager at Quality Bicycle Products, Inc. in Bloomington, Minnesota – and was reelected to the board in 2015. “I'm thrilled to be able to serve the League and its members for another term,” Moore said. “This is an exciting time to be working to advance bicycling as a way to improve our environment, our economy, our communities and our health.”

The League's 2014 Educator of the Year, **JENNIFER LAURITA** holds a masters degree in education and a bachelor's degree in environmental science – and was elected to the board for her first term. “I'm extremely honored to be able to serve on the Board and eagerly

looking forward to working with the other Board members, League staff, and members to fulfill the League's mission of engaging all communities to build a bicycle-friendly America,” Laurita said.

**KEN PODZIBA**, appointed to the Board in 2015, is the President and CEO of Bike New York. “At Bike New York, we're passionate about empowering a new generation of cyclists to take advantage of the bike-friendly America that the League has been building,” Podziba said. “Education and advocacy are the wheels that will keep this movement rolling, and I'm thrilled to be coming along for the ride.”

We also express our deepest gratitude to **CORINNE WINTER**, former executive director of the Silicon Valley Bicycle Coalition, and **JOHN SIEMIATKOSKI**, a Board member for MassBike, for their years of dedicated service to the League.

# INBOX

## A MEANINGFUL SHIFT

I'm writing you in response to the recent issue of the magazine. I've been a League member since before the 1980 centennial in Newport, including a period on the Board when we tried to change the name to the present one from "Wheelmen" and failed, and the recent issue is the first time in decades I've been inspired by the group. I am a Life Member, so I always receive the magazine — but it almost never moves me.

This current issue (Winter 2015) is a sea change for the magazine and for the group. In terms of the publication, you must have committed enormous time to research so many topics and conduct so many far-flung interviews. There were quite a few that generated reflection and ideas: I liked Steve Clark's critical view as a person who has seen diverse attempts to change communities, and I also liked Adonia Lugo's article [*Seeing & Believing*], as well as a lot of the other pieces. I read everything.

For the group as a whole, do you think the League can hold onto this larger vision without losing its base? For decades, I've noticed an elitist streak in organized bicycling, and thought this must be why it never seemed to step into bigger shoes. Perhaps if the League can look at how bikes will partner to change the world, not only how they can get more people on bikes per se, the group will grow.

After the 1980s, advocates seemed more compliant and focused on small matters; I felt that organized bicycling saw things from a rather narrow perspective, especially once I started a family, grew older, and accumulated experience that increased my skepticism of the relentlessly positive rhetoric. There are good reasons why some people don't ride, but those reasons never seemed credible to advocates who extolled the virtues of bicycling for its own sake. I stopped trying to make sense of it. I haven't ridden much in some years. Nonetheless, I took heed of the deep commitment of those advocates to a singular vision.

There are many ways to incorporate bicycling into active and passive transportation within communities. I hope the League can pull off this expansion in its focus.

— Anita Brewer-Siljeholm, Boston, MA  
Past League Board member

## HATS OFF

Congratulations to the League on a most wonderful [2015 National Bike Summit]. The presentations were inspiring, the attendees involved and energetic, and every detail beautifully arranged. I know conferences like these are a ton of work, so "hats off" to you and everyone involved. I certainly walked away reinvigorated.

— Marilyn Price, *Trips for Kids*

## FROM INSTAGRAM #NBS15





# MEMBER SNAPSHOT:

## Keith Holt

When Hamzat Sani, Alison Graves and I were establishing the League's first Equity Advisory Committee back in 2012 there was one name that was at the top of all of our lists: Keith Holt.

Long before equity became a buzz word in bike advocacy, Holt was a visionary voice for change. The Milwaukee-based advocate and southeast region director of the Wisconsin Bike Federation was among the first leaders to convene and speak on panels related to building an inclusive movement. He was among the first to be tasked, in Chicago, with targeted outreach around bicycling to traditionally underrepresented communities. And, through his progressive but constructive vision of greater diversity in bicycling, he has helped to spark and shepherd a national dialog on who is served by and who has power to impact local, state and national advocacy efforts.

Over the past two years, Holt has been an integral part of the League's work to reassess its internal processes and external programming with a renewed mission to create a bicycle-friendly American for everyone. And, at the National Bike Summit this year, Holt was recognized with one of the highest honors in the bike movement: the **Advocate of the Year Award** from the Alliance for Biking & Walking.

"From Chicago to Milwaukee, Keith has helped turn, not only neighborhoods and cities, but entire states into better places," said Jeff Miller, then-president and CEO of the Alliance. "He's paid incredible attention to the future of cy-

cling advocacy and has played a mentor role to countless advocates, especially youth."

Last year, providing his insight for our report *The New Movement: Bike Equity Today*, Holt told us his work often boils down to serving as a translator. "I see myself and others who understand 'equity, diversity and inclusion' really as being translators," he explained. "You

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My key lesson learned is: Commit to outside-the-box thinking. The 'build it and they will come' mentality works in communities that are already biking.

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have to translate points of view, vision, and expectations between the way two different groups—for example, an urban community of color and the local bike advocacy organization—interact."

"I get the feeling a lot of bike advocates and industry people who are in positions of power or are knowledgeable or visionary, overall, think they know all they need to know," he added. "There are folks who just say, 'Black people don't ride bikes.' I often ask, 'How do you know that?' If they use that as a premise, then that becomes the narrative everywhere. I try to help people to understand difference and to start thinking differently by going on a bike ride with them. A bike ride is an equalizer. We ride in other communities and I ask them to think, 'OK,

you live here.' Think about it: There are no bike lanes, there isn't a bike shop for three miles. I try to tell that story."

"My key lesson learned is to commit to outside-the-box thinking," he said. "The 'build it and they will come' mentality works in communities that are already biking. But we cannot continue to utilize the low-hanging fruit philosophy for a new bike facility. Many city bike/ped coordinators are pressured for immediate results. So they mainly install any new bike lanes, especially innovative ones like separated bike lanes, in or near communities already riding in strong numbers. So we build it and they will come, but we're ignoring the places that could really benefit. Innovation in this area would be a real game-changer."

But it's not just about infrastructure, Holt emphasizes. "The general belief is, if we just put more bike lanes in communities of color or make sure low-income folks have a voice at the table that's the big key for this," he says. "Honestly, I think that's part of the equation that gets more communities of color or low income communities to bike more. But I know that realistic access to affordable bike ownership and repair will make a huge impact, too. A bike shop either for profit or non profit is a tool for the change everyone seeks. How do we make that happen? How can we make that happen as policy?"

All great questions that we're lucky to have Holt's insight to start addressing.

— Carolyn Szczepanski





# CLUB LEADER SPOTLIGHT:

## Tulio Bertorini, Memphis Hightailers

*With growing interest in bicycling from all sectors, Memphis, Tennessee, is becoming more bicycle-friendly — thanks to folks like Tulio Bertorini, a longtime leader with the Memphis Hightailers Bicycle Club. We checked in with him to learn a bit more about his background and the push for better bicycling in the Birthplace of Rock 'n' Roll.*

### WHAT TYPE OF RIDING DO YOU DO, AND WHAT INSPIRED YOU TO START (OR CONTINUE) CYCLING AS AN ADULT?

I started riding more as an adult to pass the time after school and the joy it gave me riding the trails. I've ridden almost all types of bicycles as an adult. I started off with a mountain bike in the early 1990s, and, from there I did my fair share of racing off-road. I even worked at a small shop for a few years. Then to keep in shape when the trails were wet, I purchased a road bike and did some racing with a local team. While racing, I was introduced to cyclocross and now I look forward to it every year. Though I don't race often, I still see the importance of the racing community to help promote cycling to newer riders. When it's not cyclocross season I enjoy riding my road bike as much as possible. I love stopping and talking to anyone with a bike and even more so those who don't ride and hope to give them the bug!

**YOU'RE THE PRESIDENT OF THE LOCAL CLUB; HOW DID YOU GET INVOLVED AND WHAT ARE SOME OF THE UNIQUE ASPECTS OR THINGS YOU LOVE ABOUT THE HIGHTAILERS?** I've always been involved in cycling organizations from my mountain bike days

and even organized a handful of races. I joined the Hightailers in 2008 and slowly became more involved, from being the person in charge of our rides, to becoming our Marketing Director, to now serving as our Club President. Something great about the Hightailers is that we have a huge number of our 1,400+ members step up regularly to help the club. Recently we've had a big push to make the Hightailers a safer club — not just

Our [club] members do great work when it come to making people feel welcome. It must be a Southern thing!

for our members, but also for those in the local community. We've had people step up to become League Cycling Instructors to help educate our members and the greater Memphis area. Our members do great work when it come to making people feel welcome. It must be a southern thing!

**YOU'RE ALSO INVOLVED IN OTHER WAYS TO MAKE YOUR COMMUNITY MORE BICYCLE FRIENDLY...?** After attending our LCI seminar, it became evident that we need to do more to help cycling in the Memphis area. Maybe it was the competitive side of me. I saw many other places with Bicycle Friendly Businesses (BFB) and hardly any Memphis businesses were listed. I

thought that was crazy, because I knew many local businesses had teams or were very supportive of cyclists. So, I started there and hope to see a major change here locally in terms of more BFBs.

### WHAT'S THE BEST THING ABOUT BICYCLING IN MEMPHIS?

The best thing about cycling in Memphis is that it has grown leaps and bounds over the past few years. From our trail system, to our Greenline, to our soon- to-be Harrahan Bridge that will connect Memphis to Arkansas. I look forward to the many out-of-towners the bridge is going to bring to Memphis. I invite them all to come ride with us when passing through Memphis. Our club has even at times offered to drive people across one of the bridges to cross the Mississippi River, because it isn't safe to cross at the moment. I'm also looking forward to possibly being able to start in Memphis and ride to either New Orleans or St. Louis when they eventually open up the Levee Trail System. Lots of things happening to grow cycling in Memphis!

### WHAT'S ONE THING THAT'S ON YOUR BIKING BUCKET LIST?

Ride up Pikes Peak from Colorado Springs. Since they opened it up to cyclists, I've had it on my list of things to do. I even thought about organizing a tour for the club where we hit Pikes Peak, then go to Moab and have a trail and road ride.

**LEARN MORE ABOUT THE MEMPHIS HIGHTAILERS BICYCLE CLUB AT** [MEMPHISHIGHTAILERS.COM](http://MEMPHISHIGHTAILERS.COM)

# 2015 NATIONAL BIKE SUMMIT

## Another banner year for bike advocacy's premier event

Celebrating the 15th anniversary uniting the voices of bicyclists on Capitol Hill, the 2015 National Bike Summit was a rousing success with more than 625 participants from 49 states and the District of Columbia — including more than 400 for the fourth annual National Fo-

rum on Women & Bicycling. The group also headed to the halls of Congress to conduct 400 meetings with members and their staff, advocating for continued funding for biking and walking, and a new Vision Zero bill. As one participant put it: "This was the best investment in

my personal advocacy that I could ever make. Period." And she wasn't alone: In our follow-up survey, nearly every attendee (94%) said they'd recommend the Summit to a friend. Read recaps, watch the keynote addresses and see the event photos at [WWW.BIKELEAGUE.ORG/SUMMIT](http://WWW.BIKELEAGUE.ORG/SUMMIT)



PHOTOS BY BRIAN PALMER. Clockwise from top: Riders in front of the White House; (from left) Dr. Aletha Maybank of the NYC Department of Public Health and Mental Hygiene, RT Rybak, former mayor of Minneapolis, and Meghan Sahli-Wells, mayor of Culver City, Calif.; (from left) Maryann Aguirre and Rio Jill Contreras from Multicultural Communities for Mobility





PHOTOS BY BRIAN PALMER. Clockwise from top left: Victor Mendez, Deputy Secretary of Transportation, addressing the Summit; Sen. Amy Klobuchar (D-MN) at the Summit Reception; Missouri delegates with Sen. Claire McCaskill (D-MO); happy faces on the Bike Summit Ride; delegates preparing for Lobby Day; Rue Mapp, founder of Outdoor Afro, addressing the National Forum on Women & Bicycling; networking during the Women's Forum; Mychal Tetteh, executive director of the Community Cycling Center in Portland, Ore.

# QUICK GUIDE – EN ESPAÑOL!

Key resource now available in Spanish

Thanks to the translation services of the advocates at Multicultural Communities for Mobility in Los Angeles, the League now has a Spanish-language version of our Quick Guide — which has quickly become our most popular bike education resource.

The design and message haven't changed. The full-color, 24-page Quick Guide still covers just about everything you need to know to ride a bike safely and confidently, including a suite of professional illustrations. It's the perfect resource for prospective bicyclists, novice riders, and even seasoned pros — and this translation opens doors to expand our reach to more communities.

This is only the first step. Access to quality bike education materials and in-

struction is a key element of our mission to lead the movement to build a bicycle-friendly America for everyone.

Soon, we'll be offering other education materials, like the new Smart Cycling Student Manual, in Spanish, as well. And we're considering other languages to include, taking note of trends from last year's League Cycling Instructor survey that indicated the most pressing needs for educators in their communities.

The Spanish-language Quick Guide is just the latest in our suite of new resources and materials available to you. Last month we released the new Smart Cycling Student Manual and a compilation of bike education illustrations.

PURCHASE THE GUIDES AND OTHER SMART CYCLING RESOURCES AT [BIKELEAGUE.ORG/SMARTCYCLINGRESOURCES](http://BIKELEAGUE.ORG/SMARTCYCLINGRESOURCES).



## LCI CORNER

### Inspiring Learning

*6 elements of effective teaching from Chris Quint, LCI #523*

Back in the mid 1990s, when I first started teaching traffic riding skills, I tried to incorporate the techniques I learned during my teacher-credentialing program. Here are six important elements I still use to this day.

**REMEMBER THE FEARS & DIFFICULTIES FELT BY NOVICE RIDERS.** Empathize with your students and what scares them most about cycling on roadways. Illustrate for them where the real dangers are, even when they think they are away from car traffic.

**UNDERSTAND HOW YOU LEARN.** How you master skills will illuminate your teaching strengths and areas you need to develop your techniques so you can reach others.

**REMEMBER THAT WE ALL LEARN IN DIFFERENT WAYS.** Understand how others learn differently from your style. Some like to read about it, others want to try something right away or they want to watch others first. Many appreciate the 'big picture' and how the information fits into the whole.

**REHEARSE AND ORGANIZE YOUR LESSONS.** We know more about the subject of cycling than we have time to tell. Practice your lessons to reduce them down to the 'Elegance of Simplicity'. Ten minutes on a specific skill or topic should be your goal.

**OFFER ALTERNATIVES FOR COMPLEX TRAFFIC SITUATIONS.** Many students may not be ready to



# AWARDING EXCELLENCE

## Gail Copus Spann & Jim Spann Educator of the Year Award

The League is pleased to announce the organization's highest award in the field of bicycling education will soon recognize the outstanding commitment of current Board Member Gail Copus Spann and her husband, Jim Spann. Starting in 2016, the top bicycling educator will receive the "Gail and Jim Spann Educator of the Year Award" at the National Bike Summit.

"Gail and Jim Spann are tremendous supporters of the League," said League president, Andy Clarke. "They have been remarkably generous in support of our work overall, but as Gail often says, she has a special place in her heart for the education program. We're pleased to show our thanks by permanently naming this award in their honor."

Gail Spann is League Cycling Instructor #1900 and has been an active participant in delivering and building the Smart Cycling program for more than a decade. She has been instrumental in certifying instructors and organizing an extensive teaching program in the Dallas-Fort Worth area, as well as in her former home of Houston.

The Spanns' most recent gift to the League, the largest individual gift in the organization's history, enabled a complete facelift to our core teaching materials: short videos, a new teaching manual and quick guide have reorganized and presented the content in a more accessible and appealing format.



These materials are being supplemented by consistent teaching tools, and the League is on track to deliver a record number of certification seminars in 2015.

Details of the nomination process for all League awards will be announced in the fall. Thank you Gail and Jim!



make a left-turn from the center of a road so portray the 'Box-Left-turn' as just-as-effective. Students appreciate the support and acceptance you show them. They will be more likely to take 'Personal Risks' knowing you support their judgment by giving them 'Tools for Traffic.'



**ALWAYS BE PATIENT AND HELPFUL TO YOUR STUDENTS.** Students may not become proficient during your class but they will remember your advice. They will work to adopt your approach if your teaching honors where they are at and gently guides them towards your proficiency goals for them.



# WHAT'S YOUR REASON TO RIDE?

## Share your story during National Bike Month

National Bike Month is so much more than 31 days in May. It's a celebration of bikes; a reminder to get rolling again; a gateway to riding that extra day of the week; a time to evangelize the beauty of bikes; and much, much more.

Since 1956, May has been recognized as National Bike Month, and the League has sponsored this celebration of bicycling for decades.

National Bike to Work Week and Bike to Work Day are often cited as the month's flagship events, occurring the third week and third Friday of May, respectively. Bike commuting has grown by 62% from 2000 to 2013 — but Bike Month isn't just about getting to and from the office.

The momentum is building: With growing cultural awareness around health and wellness, sustainability and economic savings, bicycling is being seen by new and broader audiences as a simple solution to many complex problems, from reducing obesity rates to increasing mobility options.

This year, we want to hear from you. *With so many reasons to ride, what's yours?* You can share a sentence or an essay, a simple sketch or photo, a podcast or video — whatever way works best for you! We'll be sharing these posts throughout May to uplift the many stories and faces of bicycling in communities nationwide.

**Share why you ride at**  
**[bikeleague.org/whyiride](http://bikeleague.org/whyiride)**



Learn more at [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth)

# INCREASING INCLUSIVITY

## New reports on engaging women and youth



When the League began the Women Bike program in 2012, our goal was to organize and elevate the conversation on how to get more women on bikes. This winter, we published a new report *Engaging More Women in Bicycling* for advocates interested in creating a successful women's outreach and encouragement initiative in their community.

In addition to some practical advice on how to design programs that are inclusive, culturally relevant and financially sustainable, we define some of the philosophical underpinnings of women-specific bike advocacy to help you make your case. We also looked closely at a program that has received our largest Women Bike Grant to date — the Washington Area Bicyclist Association's Women & Bicycles program — and analyzed data from a user survey conducted in December 2014, as well as including input and analysis from program founder Nelle Pierson and four participants in its Roll Model initiative.

We hope this report will make you feel ready to begin planning your own women's outreach and encouragement initiative and confident explaining to others why reaching out to women is critical to building a bicycle-friendly America for everyone.

Read the full report at [bikeleague.org/womenbike](http://bikeleague.org/womenbike)



"Creating a space that cultivates a range of perspectives... is a necessary first step toward championing a bike movement where more people of color and others with marginalized perspectives can set the agenda for this diverse country's bicycling future," Dr. Adonia Lugo, former Equity Initiative Manager, writes.

In the League's latest equity report, *Who Participates in What Processes? From Groupthink to Democracy in Bicycle Policy Advocacy*, Lugo delves into how the League and other bike advocacy organizations can move beyond "groupthink," and, based on the trust model created by the Youth Bike Summit (YBS), provide a meaningful role for youth voices.

"Trust is central to democratizing bicycle advocacy," Lugo explains. "The model of trust seen at YBS involved adults leveraging institutional resources to create a youth-centered environment. How can more adults be allies in supporting youth ideas, rather than expecting them to take on adults' perspectives? What is good mentorship versus using youth as token voices? ... The intersectional perspectives on display at [the Youth Bike Summit] should be welcome in bicycle advocacy because they shed light on a broader range of concerns."

Read the full report at [bikeleague.org/equity](http://bikeleague.org/equity)

# GIVING

*Thank you* to the following organizations and individuals who contributed to the League, above and beyond membership dues, from November 2014 to February 2015.

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PHOTOS COURTESY OF CITY OF FORT COLLINS

# ROLLING TOWARD DIAMOND

## Fort Collins sets a vision for 2020

BY TESSA GREGOR

**I**magine: It's the year 2020. In Fort Collins, Colorado, one in every five people travels by bike — and there are zero bicycle-related fatalities.

The foundation for achieving this vision, set forth in the city's 2014 Bicycle Master Plan, is a low-stress bicycling network: a comfortable, safe and connected system of world-class bicycle infrastructure, accessible to all residents and visitors, aged 8 to 80.

In 2020, a bicycle trip along this low-stress network, whether to school, the park, or Old Town Fort Collins, will be seamless and, most importantly, fun.

Among hundreds of designated Bicycle Friendly Communities in the country, only four — Portland, Davis, Boulder and most recently Fort Collins — have achieved Platinum status. For Fort Collins, the 2013 Platinum designation was a reflection of the strong bicycle culture, leadership and thriving community partnerships, grassroots bicycle advocacy, a bicycle-minded business community, and a growing Fort Collins population choosing to ride along the city's extensive bikeway system. Two years later, the wheels have been set in motion for an even greater bicycling future, as the community works to achieve a new Diamond-level status, where people of all ages and abilities feel comfortable and confident riding a bike. How will we get there? Here's our blueprint for becoming a world-class city for cycling.

### 2020 LOW-STRESS NETWORK

The foundation for achieving the city's bicycling vision and reaching a majority of the population who would like to bike more often given the right environment (the "interested but concerned") is a 162-mile, low-stress bicycle network.

By 2020, more than 80% of Fort Collins' population will live within 1/4 mile of a low-stress bicycle route, connecting them to schools, transit, areas of employment and other community destinations.

This low-stress network will leverage existing city streets with low traffic volumes and speeds, and existing and planned trail connections to develop cross-city routes that are comfortable for all, including youth and families, seniors and commuters. By 2020, more than 80 percent of Fort Collins' population will live within one-quarter mile of a low-stress bicycle route, connecting them to schools, transit, areas of employment and other community destinations.

The 2020 network will include protected bike lanes on higher traffic streets, buffered bike lanes and intersection improvements where low-stress streets intersect high-stress arterials. Signal enhancements, two-way sidepaths and

other innovative intersection crossing treatments will provide a high comfort experience for people traveling along the low-stress network.

### INNOVATION THROUGH DESIGN

In 2014, Fort Collins installed its first dedicated bike signal along with green intersection striping to help people on bikes navigate a complex intersection. In 2015, we'll bring additional innovation with the city's first greenway project and first protected bike lane, which will be implemented as a pilot project over the course of one year.

### MARKETING THE LOW-STRESS SYSTEM

As Fort Collins continues to develop its low-stress bicycle network, ensuring that people are aware of the optimal cycling routes will be critical. In 2015, the city will lay the foundation for its bicycle wayfinding system, publish a new city bicycle map highlighting "higher comfort" routes, and continue to develop online bicycle route finding tools.

### TWO-WHEELED PUBLIC TRANSIT

Bike Share programs are transforming cities worldwide, increasing the accessibility and convenience of bicycling and expanding the reach of traditional public transit systems. Building on the success of the existing Fort Collins Bike Library (the city's low-cost bike rental program), the city is working toward an innovative solution to introduce a modern Bike Share program to residents and



visitors alike. The city completed a Bike Share Business Plan and is now looking to launch a bike share pilot program that will test the use of “smart bikes”—bikes that will be available in downtown, along the city’s transit lines, and at Colorado State University for the public to make short and convenient trips by bike.

### ADVANCING EDUCATION AND AWARENESS THROUGH LEADING-EDGE BICYCLE PROGRAMS

With ambitious bicycle ridership and safety goals, the 2014 Plan proposes building on existing bicycle programs — such as the city’s Bicycle Ambassador Program and Bike to Work Day initiative — using a collaborative approach that involves community organizations, schools, businesses and city government. With additional educational opportunities, encouragement initiatives and focused enforcement, these programs will complement the bicycle network plan and foster a culture of respect, responsibility and awareness for all transportation system users.

### GENDER EQUITY IN CYCLING

In Fort Collins, nearly 11% of adult males commute by bike, more than double the percentage of women. The percentage of women bicycling in a community is often used as an indicator of bike friendliness, as studies have shown that women are often more affected by certain barriers to bicycling.

In 2014, Fort Collins launched Women on a Roll, a women-focused bicycle initiative to break down barriers to bicycling among women while seeking gender equity in cycling, a goal of the 2014 Plan. Women on a Roll events included a women’s bicycle expo, women-only bicycle rides, learn-to-ride classes and other educational opportunities.

### STREETS FOR PEOPLE

Designing streets to serve all users has been the underlying principle of the Complete Streets movement.

Responding to the evolution of bike-way infrastructure design and a more holistic understanding of how streets can function to serve all people — com-



muters, shoppers, or children bicycling — communities around the country are reallocating street spaces to better serve a full range of users. Through Open Streets or car-free streets initiatives, communities can temporarily apply these concepts.

Responding to a more holistic understanding of how streets can function to serve all people, communities are reallocating street spaces to better serve a full range of users.

Fort Collins hosted its inaugural Open Streets in 2014. The event was an opportunity for people of all ages and abilities to comfortably experience public streets on foot or bike with the goal of generating interest in future bicycle trip-

making, building community, and supporting public health goals. In 2015, we’ll expand this initiative, with two Open Streets events in June and September.

### INCREASING THE REACH OF EDUCATION THROUGH BICYCLE AMBASSADORS

The City’s Bicycle Ambassador Program (BAP), launched in 2012, currently has more than 45 volunteer ambassadors. The BAP significantly expands the reach of bicycle education across the region, as ambassadors are on-hand to teach bicycle safety classes, learn-to-ride classes and the League’s Smart Cycling classes.

In 2015, the BAP will add new classes to its repertoire, including an introduction to bicycle touring for youth. A new and exciting element of the BAP will offer opportunities for middle- and high-school students to participate in the program and become ambassadors among their peers.



# THE BUSINESS OF BECOMING BICYCLE FRIENDLY

Fort Collins' coordinated push to engage the private sector

BY BEVIN BARBER-CAMPBELL

Admittedly, we have an unfair advantage in Fort Collins. With New Belgium Brewing Company being the drum major of the literal and metaphoric bike parades in our town, the bar was set high a long time ago for what it means to be a bicycle-friendly business.

To a large degree, New Belgium is responsible for the creation of our city's bike culture and identity, and for demonstrating that bikes are good for business. For Kim Jordan and Jeff Lebesch, founders of New Belgium, this was a key part of their corporate plan and culture goals when they founded the company nearly 25 years ago. And, now in its 16th season, the company's Tour de Fat festival — taking places in 11 cities in 2015 — has raised nearly \$4 million for bicycle non-profits nationwide.

So, in a spirit of fairness, perhaps Fort Collins should have been issued a handicap before we were announced as the new top-ranked city for the most Bike Friendly Businesses. In April, 18 new local businesses and organizations were awarded the BFB designation, bringing Fort Collins to a grand total of 39. Our 2015 goal is another 40 applicants.

To the local advocates who are working on the BFB initiative, our new ranking feels like destiny. With more than 100 businesses and organizations who are station hosts for Bike to Work Day, and 350 partners in our city's ClimateWise program, a goal of 200 BFBs seems realistic. So two years ago, when former Bike Coordinator Molly North expressed this ambition, we smiled and thought, "Why not?"

Even though there's a strong commitment to bicycling here in people's per-

sonal lives and within businesses, our city still needed to launch an outreach campaign to inform organizations about the designation and to encourage them to apply. To start this systematic effort, we formed the Fort Collins Bicycle Friendly Business Peer Network a year ago. Last year, we focused mostly on the "low hanging fruit" businesses, resulting in more than 30 applications.

Want to start a coordinated effort in your city? Here are some tips on how to launch a grassroots BFB push!

## » FORM A BFB COMMITTEE

We call ours the Bicycle Friendly Business Peer Network. It began with two local advocates who shared a mutual interest in the BFB program. We added city staff from FC Bikes and the ClimateWise program and someone from New Belgium. Then I asked a few passionate rides and local professionals whom I had met doing bike safety presentations at their workplaces or who had experience

completing the application. We even have our "church guy," who reaches out to places of worship!

## » IDENTIFY WELL-POSITIONED PARTNERS

Our main partner has been the City's ClimateWise program, which is part of the environmental services department. Through them, we've been able to communicate with their large list of participants. Other potential partners and outreach opportunities could include the Chamber of Commerce, the Downtown Business Association, and the Society of Human Resource Managers.

## » OUTREACH!

We used a simple, on-the-ground outreach technique. As a bike advocate in Fort Collins, I saw it as an easy ask. All we needed to do was talk to the many people that we already had relationships with in the bicycling community. It was definitely a one-on-one approach, leveraging our connections to people.



A celebration of BFB awardees in Fort Collins, photo courtesy of Bevin Barber-Campbell

# 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 21,000 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](mailto:bikeleague@bikeleague.org), fax: 202-822-1334.

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*Editor and designer:* Carolyn Szczepanski

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## INCLUSIVE PROGRAMMING

The 2014 Bicycle Plan also established a goal of increasing participation in bicycling and bicycling programs among the city's Latino population. Bicycle education and outreach programs have been offered in Spanish through a partnership with the city, a regional health organization — Vida Sana — and the community's local bicycle co-op. Additional neighborhood-level bicycle events are planned for 2015.

## ENSURING SUCCESS THROUGH DATA

The 2014 Plan includes a strong emphasis on evaluation of the city's programs and projects. Demonstration, or pilot, projects are a fundamental piece of the city's near-term strategy to evaluate new-to-Fort Collins infrastructure, such as protected bike lanes and programs such as Bike Share. New technology, like automated bicycle counters, will support overall efforts to measure progress over the years while determining the impact of bicycle-related investments. In 2015, Fort Collins will install its first Eco-TOTEM as part of a greenway project, offering a visible display of the number of people who travel along the corridor on bicycle in a given period of time.

## PEDALING FORWARD

For Fort Collins, the bicycle has come to define the culture of the community.

Fort Collins' commitment to all forms of bicycling has helped position the city as one of the most livable places in the country by many accounts.

The community's commitment to all forms of bicycling has helped position the city as one of the most livable places in the country by many accounts. But despite the already-friendly environment for bicycling, Fort Collins continues to pedal forward, striving to be more innovative and cutting-edge in establishing bicycling as a preferred way of getting around town.

Our 2014 Bicycle Master Plan is just one piece of the puzzle that has helped create the vision. It will be the dedication of citizens, business leaders, agency representatives and city leaders that will carry it forward to offer residents and visitors a truly world-class opportunity to ride a bicycle for transportation and recreation alike.

TESSA GREGOR IS THE FORT COLLINS BIKE PROGRAM MANAGER. READ MORE ABOUT FC BIKES AT [WWW.FCGOV.COM/BICYCLING](http://WWW.FCGOV.COM/BICYCLING)



### » IDENTIFY THE "LOW-HANGING-FRUIT"

The list of high-potential businesses can include Bike to Work Day sponsors and station hosts; workplaces where you've done bike safety presentations; places of worship engaged with biking initiatives and events, your own employers; business and organizations focused on sustainability; retailers like outdoor stores, food co-ops, and Whole Foods; and large corporations with strong wellness programs.

### » HOST A WORKSHOP AND INFO SESSION

Host an evening informational session followed by a workshop at which participants can begin working on their applications with the assistance of your BFB committee members.

### » PROVIDE ON-GOING SUPPORT TO YOUR APPLICANTS

Remind them several times about the deadline and offer to sit down with them to complete the application.

### » OFFER TO REVIEW THEIR APPLICATIONS

Our committee members were able to offer helpful feedback for additions and clarifications. I even caught several instances in which the applicant forgot to include a major contribution to bicycling in our community!

### » ENCOURAGE MENTORING

Ask each existing BFB to encourage one other business or organization to apply. Make someone your BFB poster child. My boss at the local kitchen store has been offering a cash incentive to his employees for bicycling to work since 1987. I've been pushing him to share this idea with fellow downtown business owners.

### » FINALLY, THROW A PARTY!

When the awards are announced, or once a year, host a celebration for the new awardees. Ask the applicants if one of them would like to host. It can be a potluck. Collect photos and logos for a slideshow. Make each applicant a framed award poster. Have a bicycle cake! And make sure you alert the local media.

We hope your city will join us in the national push to get more businesses to apply for the BFB designation. The more Bicycle Friendly Businesses we can develop in our communities, the closer we will come to the culture shift and critical mass needed to make bicycle friendliness the new norm.

**BEVIN BARBER-CAMPBELL IS A BKE ADVOCATE AND CO-CHAIR OF THE FORT COLLINS BICYCLE FRIENDLY BUSINESS PEER NETWORK.**

## ENGAGING BUSINESSES IN PITTSBURGH

BikePGH has been able to use the League's Bicycle Friendly Business program to consolidate the corporate, political and financial buy-in needed to elevate our city as a leader in progressive urban policy.

BikePGH uses the BFB program to bolster our organization's opportunities for business engagement. No matter a business' size, sector or need, BikePGH has a way to involve them in supporting our mission of transforming Pittsburgh's streets into healthy,

vibrant places that are safe and accessible for everyone to bike and walk.

If charitable giving is the goal, we bring them on as a BikePGH Business Member. If businesses want access to the constituency that our efforts reach our Sponsorship program allows them to put their brand on one of BikePGH's signature programs or events. If our Business Members want to create a workplace culture that supports biking, BikePGH brings in our expert consultation and education to help the company gain and advance their BFB status.

Through this robust approach to private sector engagement, BikePGH has fostered one of the largest and



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**Fast America Ride**  
April 18th - May 21st, 2015 - 3,450 mi CA to MA

**Cross Country Challenge**  
May 30th - July 21st, 2015 - 3,850 mi CA to NH

**Across America North**  
June 14th - Aug. 3rd, 2015 - 3,685 mi OR to NH

**Great Lakes Tour**  
Aug. 9th - Aug. 24th, 2015 - 1,095 mi NY & Canada

**Shenandoah-Blue Ridge Ramble**  
Aug. 15th - Aug. 27th, 2015 - 690 mi VA

**Ride the West**  
Sept. 12th - Oct. 5th, 2015 - 1,410 mi OR to CA

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



most supportive business networks in the country. We've incorporated the League's program into the core of our business outreach approach. Our business partners, their employees, and our city is benefiting because of it.

— Dan Yablonsky, BikePGH  
Business & Education Coordinator

# BUILDING A BICYCLE FRIENDLY AMERICA

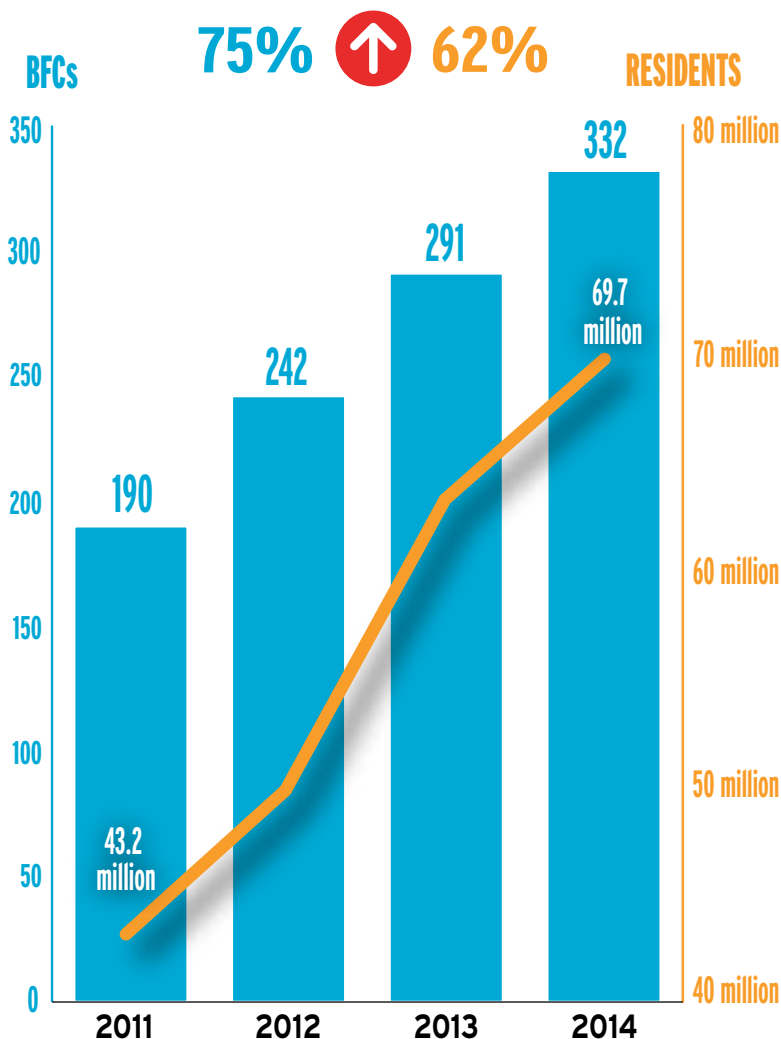


# 2,293

unique applications for  
BFC, BFB & BFU awards

The League's Bicycle Friendly America program has unlocked the DNA of bicycle-friendly places and helped hundreds of communities, businesses and universities of all sizes, in every state, make biking more comfortable and convenient. Breaking records in nearly every application round, the BFA program now touches tens of millions of U.S. residents from coast to coast. Learn more about the BFA program at:

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



## Bicycle Friendly COMMUNITIES

A program of

Supported by



**ALL 50 STATES**  
HAVE AT LEAST ONE BFC

**1 IN 5 U.S. RESIDENTS**  
LIVE IN A BFC







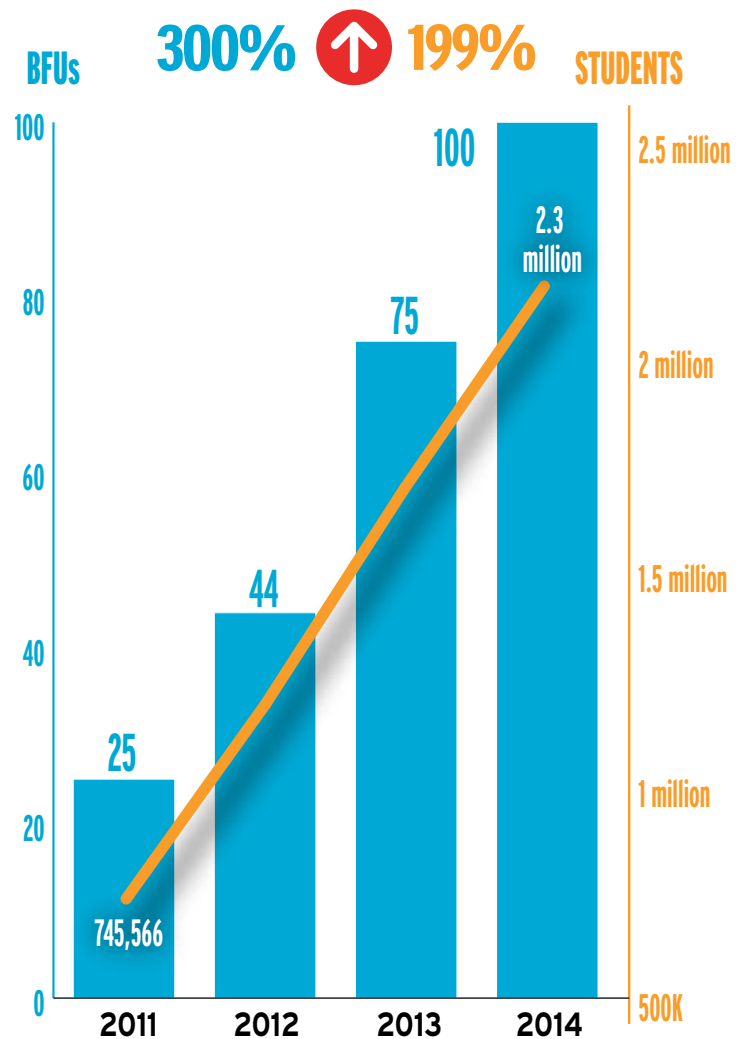
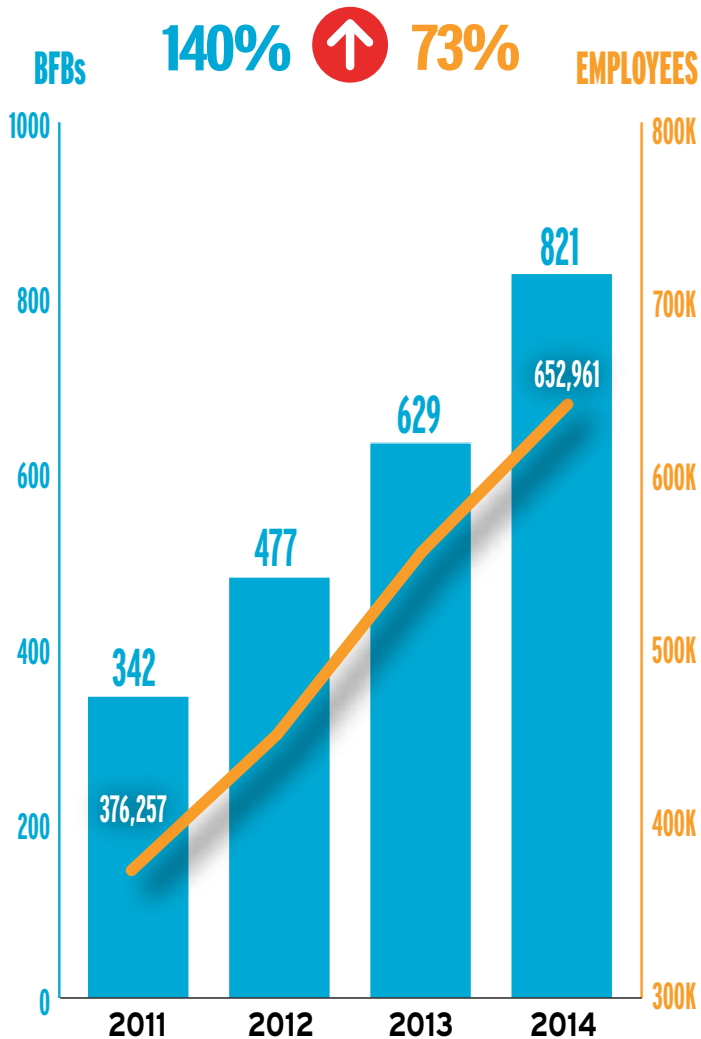
# 1,256

award designations in  
all 50 U.S. states



# 72,678,508

living, working or studying in  
a bicycle-friendly place



## Bicycle Friendly BUSINESSES

## Bicycle Friendly UNIVERSITIES

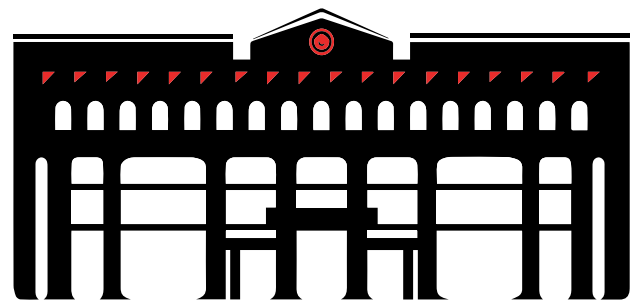
**882,198**  
U.S. RESIDENTS  
USED A BIKE AS  
THEIR MAIN  
TRANSPORT TO  
WORK IN 2013



**28 FORTUNE 500**  
COMPANIES ARE BICYCLE  
FRIENDLY BUSINESSES



**9 of the TOP 10 UNIVERSITIES**  
AS RANKED BY *U.S. News & World Report* ARE BFUs



# THE HEART(LAND) OF BICYCLING

## Moving toward equity in mobility in Tulsa

BY REN BARGER

Let's turn our wagons west and take a little journey into the landlocked lowlands, and allow me to show you what I have found to be one of the best kept secrets of the central United States.

Cowboys, the Bible Belt, and once described "the Oil Capital of the World" while still navigating the complexity of the moniker "Native America"—most Americans not residing in Oklahoma would associate Tulsa with a stop on Route 66, or some other memory of a cross-country road trip through the nostalgic and mythological Frontier, where the destination was anywhere but there.

Although this is the land of my birth, I grew up on the verge of the new millennium constantly on the move with a single mom at the helm. I've lived on both coasts and came of age in Chicago, IL. I've noticed a lot of tumble-weeds are cast from and gravitate in return to this fascinating hub. I like to think of it as the very umbilicus of America.

Not unlike many other sprawling mid-sized cities of the Plains, when you find

yourself arrived in Tulsa, you'll find yourself spending a lot of time in your motorized vehicle, driving across one highway to another.

Nary a bison in sight; likewise you won't see much public transit or sidewalks. Thus, you won't see a lot of pedestrians or cyclists from your vantage point behind the wheel. No matter the weather—which can range from tundra to temperate to tropical in a matter of hours—you probably won't see a lot of people in general, besides the others piloting automobiles.

Merging across the six-lane freeway into any exit into the downtown core, here, at last, you'll discover multimodal travel. But the cyclists and pedestrians and transit users you'll see might not look much like you. Here we find the people who are ignored and marginalized by the motorized mainstream. The people who have been overlooked, disdained, forgotten; by accident, or by design, made invisible by the infrastructure planners and developers.



I think we can all agree: Movement is essential to the human condition. For those who have only experienced their movement surrounded by protective screens and at speeds in excess of 60 miles per hour, it could be a great challenge to carefully examine the relationship between movement and mobility. Americans, especially American drivers in the Frontier, like to believe they are free to move, but I have found free and equal mobility to be a myth. Some are in charge of it. Some are excluded or even imprisoned by it.



REN BARGER

Let me share with you, Tulsa, my home at the river bend, as I ask you to consider how movement is culturally meaningful, how it affects changes in social condition and status. Movement can be a lens through which privilege and disadvantage, power and powerlessness are revealed. Streets and transportation systems are the civic inheritance of cultures. They are a reflection of the values and priorities of our nation, cities and society.

It's fair to say that the planners and developers of my city — not unlike much of

American drivers in the Frontier like to believe they are free to move, but I have found free and equal mobility to be a myth.

the Plains region — shaped it according to moving personal automobiles as quickly as possible from one point to another. I wonder if it ever occurred to them that personal motorized conveyances might not be accessible or affordable to large

numbers of citizens? Or, that there could be consequences to pedestrians, the disabled, and drivers of human-powered vehicles?

The architects of Frontier infrastructure failed the single mother who has to navigate a drainage ditch with her baby in stroller to get to the grocery store. They endangered the student walking to school and confined the elder whose eyesight is too-far-gone to drive. They stripped the dignity from the veteran who lost the use of his legs in his service abroad.



People are dying in “our” streets every day from motor fatalities, many involving pedestrians and cyclists and the people who are physically disabled. By accident or by design, the engineers of our civic inheritance have largely severed the connectivity of a Human Scale. Our streets have become an expression of domination and power, where hierarchy of size, speed, affluence, and privilege dramatize the relationship between the Quick and the Dead.

At 32 years old, I cannot not see people suffering from lack to access to safe

**"Our streets have become an expression of domination and power, where hierarchy of size, speed, affluence, and privilege dramatize the relationship between the Quick and the Dead."**

and effective transit options. I can only ask you to consider this way of seeing because of my own experience.

At the close of 2004, when I was 21 years old, a traffic accident resulted in my broken neck and fractures across eight other bones. I was on my bike when the car hit. Then, I was confined to a wheelchair for two months. Just as I was learning to walk again, my sister Felicia, aged 19, was killed in a car accident. Needing full-time care, I was invited to return to Tulsa, the place of my birth.

Like all cyclists, pedestrians, and physically disabled people must answer to drivers of motorized conveyances, I am asked constantly, "Don't you know how dangerous it is to travel in the road with motorized traffic?"

In response, I'd like to know why it's not of more pressing concern that driving is the most dangerous activity one will perform in one's adult life ... or, if the questioner has ever imagined what our streets would look like if they were full of people, instead of motorized traffic.

It was a miracle I lived. Tulsa provided

me a place to make visible my belief in human power. To make up for the time that was taken from me. To combine a love for cycling with a passion for social justice. I call it Tulsa Hub.

Tulsa Hub is, categorically, a syndicate of volunteers on a mission to change lives through cycling. Within this community cycling workshop in Tulsa's downtown, long days and even longer nights are enjoyed in incredible company, refurbishing discarded bikes and pairing them with people who have been discarded from society.

The leadership is two full-time and three part-time staff, and a core group of eight volunteer mechanics and educators. We execute our mission through adult and youth programming and events in the community. The Workshop is a multi-generational mentor-learning environment — a safe space where people build positive relationships and learn new skills.

As an alternative to consumerism, all of our methodology is participation focused, meaning we value the contribution of people's time equal to their money. Or, if they wish to pay for their services, we let them.

More than 1,400 people are engaged by our ACE (Adult Cycling Empowerment) program annually — people lacking abundant support relationships, adequate physical and mental health care, or those simply lacking convenient or accessible transit options to get them to and from work when they have the drive and talent to share.

After 5-12 hours of volunteerism and bike safety and maintenance education, a high-quality bike, lock, and safety gear can be earned at no cost. Or, if participants wish to pay for the equipment and training, we let them. Since 2009, 370 people have become commuter cyclists through ACE. Forty percent of these folks are still in touch with Tulsa Hub and have reported using their bike to get them to a job or school or into housing, to the grocery store, to church, to nature, or otherwise mobilize themselves more swiftly into self-reliance.



After my biking accident, I ended up recovering in Cook County hospital – a public institution – and the people coming to that facility were from a high-poverty social sphere. I had the opportunity over months as a convalescent in a wheelchair to visit with people who were not from where I was coming from. I realized the scale of how dramatically transit inequity affects every facet of people's lives. Our programs at Tulsa Hub are designed for low-income people. They're designed for people seeking employment who don't have a vehicle to aid them, or to maintain a job they have that's transit inconvenient and where a bike may assist them.

Meanwhile, we are affecting the habits and worldview of the next generation by working with kindergarteners through 8th graders at Title I elementary and middle schools. In my short career, I've had the extreme delight of training and riding in Earn-a-Bike programs with 700 students in schools, and 1,500 more at events and summer programs annually. Most of these kids would never have a working bike to call their own otherwise.

It is my understanding that many of these transportation challenges I've described are prevalent beyond Tulsa. I've certainly observed the hopelessness and depravities caused at the intersection of poverty, lack of access to education and



Photos courtesy of Ren Barger. Top: Inside the Tulsa Hub. Middle: Hundreds of adults have benefitted from Hub programming. Bottom: Barger teaching young riders at a local school.

auto-centric public infrastructure everywhere I've traveled in the United States and abroad.

Bicycling education and human-power advocacy is how I enact my responsibility as an American citizen. It means a great deal to me to be able to work in company with architects, planners, business leaders, servant leaders, and very smart people — people like you, the readers of this magazine. A fellow cyclist by the name of Albert Einstein said, "People who have the privilege to know have the duty to act."

So, the kids of Tulsa like me are boomeranging home, urging the civic leadership toward urban infill development and transit options and all of these mainstream niches of cycling have grown since I've lived here the past eight years. Our trails system is growing and improving. There's a public recreational bike share and another in the works; several social riding clubs not involved with the Tulsa Hub in any fashion, and a world class Ride and Race Festival, Tulsa Tough, every June.

As Tulsa is striving to define and market its identity, the leadership at Tulsa Hub is committed to ensuring the cyclists our mission serves — the riders absent from the marketing materials you'll see at the airport — and other vulnerable users of the roadway have a voice in the dialogue. My team and all of the people I have met through our programming have helped me understand that homelessness and poverty are not the problem, but symptoms of the problem.

It has been the greatest honor of my life to offer a simple solution to complex problems through the bicycling education programs I've conducted as a League Cycling Instructor. It has been an even greater honor to ease the suffering of people around me by loving them through cycling.

**REN BARGER IS THE FOUNDER AND EXECUTIVE DIRECTOR OF TULSA HUB IN TULSA, OK. LEARN MORE ABOUT ITS WORK AT [TULSAHUB.ORG](http://TULSAHUB.ORG).**



# BICYCLE FRIENDLY SUBURBS

## The push for better biking beyond the urban core

BY FIONNUALA QUINN

Growing up, cycling all over Dublin city center on the thousand-year-old narrow streets I never imagined another life, decades later, bicycling around the northern Virginia suburbs.

This isn't to say you won't find me ferrying teenagers around in my minivan, but when I can I use my bike instead. It's fast and it's cheap and just seems like a nicer way to encounter the world. But nowadays when I bike, many aspects of how and where I ride differ greatly from back in my Dublin days — because of the suburban location.

Although I still greatly enjoy bicycling, these days you rarely find me in the thick of traffic. Instead I'm riding in the relative isolation of adjacent side-

paths trying to avoid high-speed vehicles and oblivious drivers. Few of my neighbors or friends know quite what to make of my choice of getting around. This most ordinary and sensible means of local transportation can be an oddity in a travel culture that has developed around minivans and SUVs.

Modern American suburbs were made possible by new means of transportation that allowed living further from employment, services and activities. In general, they have lower population densities than urban areas and feature land patterns that separate residences from shopping and other commercial development. While early U.S. suburbs developed around streetcar lines, much

suburban expansion occurred in the latter half of the 20th Century and focused around automobile travel.

While the Dublin streets that I biked had evolved over the centuries into a network of connections and river crossings, I find that my suburban bicycling involves out-of-the-way treks in settings where someone seems to have forgotten I'd be riding there. The combination of street layout and road infrastructure design greatly impact comfort levels, safety and trip routing for the many folks who do get around suburban communities by bike.

There's much suburban design variation depending on when land development occurred, as well as when and how roads and highways were configured. Having settled in a community developed in the 1990s, I have become very familiar with the type of cul-de-sac layout so ubiquitous in many suburbs.

In such communities, there are few internal connections to limit through traffic while roadways outside of the neighborhood are primarily intended to move vehicles swiftly to other destinations. A simple one-mile trip to a close-by friend now becomes a roundabout journey that involves traveling along a suburban roadway and back into another neighborhood, a possible tripling of the distance. Suburban roadways can be made up of lengthy blocks that end with wide intersections that can easily be six or eight lanes across. Such roads have high traffic speeds and a general lack of on-road bike facilities and may have such additional features as added left and right turn lanes, free turning



Fionnuala Quinn



lanes and off-ramps. And there are many missed opportunities: neighborhoods that don't connect internally, sidewalks and trails that lack continuity and connectivity, path surfaces that are unsafe and long stretches of unlit trails.

Local conditions have a marked impact on bicycling choices about where and when to ride. By necessity or by choice, much local riding takes place on narrow sidewalks and parallel sidepaths — many with barely a buffer from adjacent traffic. Bike travel is frequently two-way on these paths because of the very large blocks and wide intersection crossings. With luck there may be a buffer from the adjacent high-speed traffic but often times, there is little. Drivers make right turns on red with nary a glance for

approaching bicyclists or without regard for yielding. Given the high speeds that are the norm on suburban arterials, it is unrealistic to expect all but the most brave to take the middle of travel lanes.

Suburban riders represent a wide spectrum, from the most dedicated types of cyclists to those who work in service industries, as evidenced by the numbers of bikes found behind the fast food outlets and carwashes.

Where available, trails are often a popular alternative to dealing with the issues

associated with the roadways and can play a key role in local bicycling travel, especially for those who commute.

Current suburban riders represent a wide spectrum: many are the most dedicated-types of cyclists, but there's also much riding among those who work in service industries, as evidenced by the numbers of bikes found behind the fast food outlets and carwashes.

While my husband's eight-mile bike commute is a key aspect of integrating health into his busy work life, there are many living in the suburbs unable to drive or with no access to a vehicle. Children and younger teens are frequently stranded without independent travel options. With little by way of a bicycling culture, relatively few seem to realize

## RICHFIELD: MINNESOTA'S FIRST BICYCLE FRIENDLY SUBURBAN COMMUNITY

In 2013, the City of Richfield became the first suburb in Minnesota to be awarded the Bicycle Friendly Community designation in Minnesota. We've since been joined by our neighboring City of Edina but I'm still often asked by staff and bike advocates in other suburban cities: What are the key issues we should focus on to become a more bicycle friendly *suburban* community? In the City of Richfield, our support can be broken down into three specific areas.

### COMMUNITY AND ADVOCATE SUPPORT

As Transportation Engineer for Richfield, I'm very fortunate to have engaged and supportive citizens that assist with

many aspects of my job. Although not officially sanctioned by the city, the Richfield Bike Advocates group has been very active in representing bicyclists at city meetings and providing a voice for that community in public forums. They also regularly participate in community events such as health fairs, Open Streets events, and trail clean-up days to actively engage the community around walking and biking issues in Richfield.

### POLICY AND PLANNING SUPPORT

Probably the most important step in becoming a BFC is having the support and encouragement of your policy makers. Richfield's leaders have consistently

given this support through adoption of planning documents, such as a Bicycle Master Plan and Safe Routes to School Plan, as well as a Complete Streets Policy to assure all modes are considered in future road projects.

City Council members also started a tradition of riding bikes in the annual 4th of July parade.

### IMPLEMENTATION SUPPORT

Despite community support, issues like conflicting demands, limited budgets and right-of-way, and localized opposition can easily halt bike infrastructure. This is particularly the case in Richfield where roads and development were completed 60 years ago — and updates to either can be controversial. But, through a significant public involvement process, Richfield has been successful in five recent or upcoming projects that will make meaningful improvements to biking across the city, adding 7.5 miles of off-street trail, 7.5 miles of on-street bike facilities, and nearly 3 miles of protected cycle tracks.

We aren't done yet and we certainly have some significant challenges that remain, but through the support that continues to build, I'm confident that Richfield can continue to become an even more bicycle friendly suburban community.

**JEFF PEARSON IS THE TRANSPORTATION ENGINEER FOR THE CITY OF RICHFIELD, MN.**





## Steps for the Suburbs

- » Improving crossings at wide intersections, trails, or high-speed ramps
- » Adding missing elements at intersections, bridges, highway overpasses and interchanges
- » Facilitating biking to and on-board available transit to amplify the system reach
- » Bike parking, wayfinding & route maps
- » Bike education & encouragement programs for adults and children
- » Addressing basic maintenance needs so facilities are more attractive and usable
- » Road resurfacing opportunities to widen shoulders, fix gaps and target pinch-points

that lots of trips are already bikable or that bikes may allow them to link to existing transit. Like in urban areas, many suburban trips are short and there may already be many suitable areas to safely and comfortably ride to get places. I could never be categorized as a "brave and fearless" rider, yet I've found ways to get to many community destinations. Even in my almost-entirely suburban

Even in my almost-entirely suburban county, approximately one-third of all daily trips are less than three miles in length.

county, approximately one-third of all daily trips are less than three miles in length, a distance readily covered by bike in 15 to 20 minutes.

Many suburbs can be improved for bicycling with biking networks assembled though a mix of on- and off-street bike facilities. In fact, improving local bicycling may be one of the lowest-cost retrofits to improving suburban livability and restoring local community. Suburban 'bikability' may offer much of what walkability adds in denser urban locations. With political will, support and advocacy, many suburban bicycling barriers can be removed.

Much of what limits and frustrates bicyclists in suburban environments is

readily fixable, especially with new policies, agency staff training and integration of needs into routine design, operation, maintenance and programs. Travel culture can change and the built world can be altered and improved. In the case of the suburb where I live, redevelopment and enhancement of the transportation network is actually making significant changes to where people are choosing to live, how people get around and office space leasing. As part of the maturation of the local travel network, local agencies are increasingly investing in bicycling as a local travel option and as a linking element of the expanding multi-modal transportation network.

Low-cost options already available in the engineering tool kit could be employed much more widely in suburban applications without impacting travel for other users. Examples include lane resizing, signal devices, and paint treatments as well as alterations to existing signals and operating speeds. Small quantities of asphalt and light-weight bridges could traverse yawning gaps and missed short connections in the current network. Applying funds to wayfinding and mapping could be a low-cost means of encouraging residents to make better use of what's already built. Following routine maintenance practices could ensure that existing infrastructure remains usable. It's a shame letting a perfectly serviceable suburban trail or path be destroyed whether

through unchecked tree roots or by allowing misuse by utility vehicles.

On a longer-term basis, the wider suburban roads may yield space for protected on-road bicycle space and the built barriers caused by highways can be tackled to create and restore underlying local travel networks.

In many cases, suburban bicycling lags simply because the necessary planning work has not yet been done. By identifying a network that connects to key destinations, suburban communities can start funding and prioritizing fixes and needs as well as availing of low-cost spot improvements and routine opportunities. Luckily, bicycling needs are fairly basic and returns on investment are high. Bicycling is well positioned as an important means of improving life in the suburbs for many. Creating more hospitable bicycling conditions in suburban communities will expand transportation choices for the entire community.

The current limitations in suburban bicycling are in many cases a product of a situation where biking was just not considered in legacy decisions. Already leaders including Washington County, OR; Fairfax County, VA; West Windsor, NJ; Menlo Park, CA; and Elmhurst, Ill are each working on the necessary steps to transform suburban bicycling and reaping the rewards.

**FIONNUALA QUINN IS AN ENGINEER AND ADVOCATE IN FAIRFAX COUNTY, VA.**

## THOUGHT LEADER: Ellen Dunham-Jones

*Coordinator of the Master of Urban Design Program at Georgia Institute of Technology and co-author of the book "Retrofitting Suburbia"*



At first glance, Ellen Dunham-Jones doesn't seem to fit the part. A car-free architect. An urban designer with a focus on sustainability. A creative thinker with a passion for problem solving. Even her colleagues, she admits with a laugh, have asked her incredulously: "What are you doing out in the 'burbs?!"

Dunham-Jones is one of the nation's leading experts on "Retrofitting Suburbia" — in fact, she wrote the book on the topic. But she thinks outside the (big) box (stores). She's become a leader in reimagining the auto-centric suburbs, a chronicler of innovative reuses and champion for design solutions that revitalize our post-war communities. In March, she joined us as a speaker at the 2015 National Bike Summit, giving the movement a glimpse into the suburban renaissance and help-

ing us brainstorm how bicycles can play a part.

"The suburbs were built at a time when we had a military industrial complex mindset — engineering and optimizing every solution to a single variable," Dunham-Jones says. "Now we're trying to figure out how to integrate and layer as many solutions as possible. Where bikes can play an interesting role is how the bike path is also part of a storm water plan, part of an affordability or economic development strategy. And the more we start to couple biking with other infrastructure it provides better funding opportunities. It really is about making these systems operate more as an ecology."

**READ OUR FULL INTERVIEW WITH DUNHAM-JONES AT [BIKELEAGUE.ORG/DUNHAMJONES](http://BIKELEAGUE.ORG/DUNHAMJONES) & DOWNLOAD HER SUMMIT PRESENTATION AT [BIKELEAGUE.ORG/SUMMIT](http://BIKELEAGUE.ORG/SUMMIT)**

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## BFA PROGRAM PROGRESS »

## BFCs for all: Moving beyond big cities

I am writing this piece from a hotel in Montgomery, Alabama, and, no, I'm not despairing.

I'm not despairing because in the past three days I've met with several mayors and numerous council members, and strategized with dedicated staff and advocates. I've had loaner bikes delivered from three different bike stores, and drank free craft beer and pizza at a bike center. I made the front page news of *The Anniston Star*, and even got to join 30 club riders on a Tuesday evening ride! And I won't even tell you about my trip down to Fairhope to deliver an evening presentation or the special reception hosted by Alabama Bikes.

Dear reader, if you think I'm just making the best and enduring a challenging stretch of my journey across the country, making visits to cities and towns that could never be mistaken for Bicycle Friendly Communities, you would be wrong. In fact, the opposite is true. These types of communities are our priority in my 2015 city itinerary.

Some background: In late 2013, when we began prioritizing cities for site visits to enhance bicycling in the United States, many on the list were what might be called the usual suspects: Madison, Boulder, Philadelphia, Davis, Seattle and so on — places that were already designated as Bicycle Friendly Communities. Our goal was to help them reach (or at least aspire to) an even higher level of bicycle friendliness and the visits were well-received.

But the places we seemed to have the most impact were communities that had made fewer investments in walking and bicycling over the years but were now hoping to make up for it.

And what potential there is in these locations! Let's face it: When you can ride from one side of town to the other



BFC STEVE (CENTER, HAND ON HIP) IN MONTGOMERY, AL

FOLLOW STEVE ON  
TWITTER @BFC\_STEVE



in less than 30 minutes, and personally know that the editor of the newspaper in town is married to the sister of the Mayor's son who owns a 15-pound Trek Madone but only uses it on weekends when they travel up to a cabin along a rail trail, well, those are places where real transformations can happen — and happen quickly!

As it turns out, these are also places where visits from national organizations are noticed. Mayors make room on their calendars. Television crews appear. In-depth stories on bicycling make front page news. And the local Trek dealer takes brand new bikes off the floor in order to allow city staff to participate in a ride, which has become the cornerstone of the Bicycle Friendly Community Visit.

In Anniston, Mayor Vaughn Stewart said he was pleased by the visit, inspired by his city's projects to become more bicycle friendly. "It really makes me proud,

and proud of the community," he said, "that we have progressed enough to be noticed."

As we note in our mission, the League is committed to creating a bicycle-friendly America for everyone. We believe that communities of all types can benefit from better bicycling and the right and comfort to ride should be afforded, not just for folks living in big cities or Blue States, but all residents of the United States.

So this year I'm excited to visit small and mid-sized communities, places like Anniston and Montgomery, where the exciting journey to becoming bicycle friendly is just beginning.

**STEVE CLARK IS THE LEAGUE'S BICYCLE FRIENDLY COMMUNITY PROGRAM SPECIALIST, TRAVELING TO 100 COMMUNITIES TO ADVISE AND GALVANIZE THEIR JOURNEY TO BECOMING AN INVITING PLACE FOR BICYCLISTS OF ALL AGES AND ABILITIES.**

## *Evolving to create a bicycle friendly America for everyone*

# Listening and learning to advance equity

For more than a decade, the League's Bicycle Friendly America (BFA) certification programs have been essential to our mission. But they've become even more important as we strive for our expanded vision of a bicycle-friendly America for everyone and consciously focus on making our programming more relevant and inclusive of youth, women and people of color.

Our BFA strategy has centered on a comprehensive questionnaire and review process that sets a high standard to secure recognition, while also offering the opportunities and recommendations for improvements for all types of communities, businesses and universities.

Listening to different stakeholders and learning about the unique challenges each of our applicants face — and the innovative solutions they use to make bicycling safer and more accessible — creates an invaluable network of people and best practices that we draw on to guide our work and share with others.

This intentional listening and learning within the BFA program is more important than ever as we aim to make truly inclusive, equitable, and more connected places for bicycling. So we're reaching beyond current models to expand the definition of what it means to be "Bicycle Friendly" — and updating the roadmap in the process.

As a first phase of engagement, we've brought together a group of equity experts from various fields, the existing BFA network, and the public to provide ongoing input to improve the program's reach and effectiveness. This newly formed BFA Equity Review Committee is working with program staff to make recommendations for improving BFA application questions. These non-scored "BFAbeta" test questions are intended to gather information on the various ways

applicants may already be implementing some of their programs, policies, and projects in an equitable way.

Our programming has been built around a comprehensive approach that focuses on 5 Es: Engineering, Education, Encouragement, Enforcement and Evaluation. We know the barriers to bicycling are about more than just bicycling infrastructure. It takes more than a bike lane in front of someone's house to get them out riding. We know it's important to factor in the role of community engagement, and understand initiatives that best reflect the needs of everyone will best serve everyone.

We know we need to think about ways people in all neighborhoods are being engaged as the community plans and implements changes. Creating an authentic bike culture is not about simply replicating the model that worked in Portland or Boulder. In sharp contrast, it needs to integrate all of the things that make that community special — that place, that story, that culture — plus bicycles. Understanding the holistic view of the network connectivity in the community and who could benefit from future improvements matters tremendously. And just as important, we need to address non-infrastructure barriers, like safety concerns related to speeding and distracted drivers and other cultural barriers that we are only beginning to understand.

This process of listening is no small task, and we'll need a lot of help along the way. But it represents our desire to continue to offer better, more inclusive programs to help communities, businesses and universities. With hundreds of BFA applications per year, we hope we will quickly begin to learn what efforts are effective in making more inclusive networks, as well as how the League can support that work.

### NEW QUESTIONS FOCUSED ON EQUITY

Working with stakeholders we've introduced new pilot questions to our BFA program applications, including...

*"What specific bike infrastructure investments have been made in low-income neighborhoods and minority neighborhoods?"*

*"How has staff reached out to minority and low-income communities to ensure that they are included in the decision-making process?"*

*"What programs or services specifically encourage bicycling among traditionally underserved populations on staff or among your company's customers/guests?"*

"I applaud the League for its willingness to listen and try to understand the barriers to creating bicycle-friendly communities, businesses, and universities for everyone through its focus on procedures, processes, and distribution of resources," says Charles Brown, senior research specialist, Alan M. Voorhees Transportation Center at Rutgers University and a member of the BFA Equity Review Committee.

It's just the first step in a long process of translating new ideas into actionable standards. Drawing attention to the gaps and shedding light on the bridges being built will ensure a more connected, vibrant, equitable Bicycle Friendly America for everyone.

**BILL NESPER IS THE LEAGUE'S VICE PRESIDENT OF THE BICYCLE FRIENDLY AMERICA PROGRAM.**

# 75,000 MILES, 1 QUESTION

## A provocative inquiry on who set the course for bicycle friendly communities

BY KIRSTEN WILKINS

In February, I was invited to attend both the World Bicycle Forum in Medellin, Colombia, and the League's National Bike Summit in Washington, D.C. As the only African represented at both these forums, it was with great curiosity that I presented to and gleaned knowledge from those who have navigated the advocacy space for much longer than me.

Initially almost every workshop session and talk in Medellin bore reference to Copenhagen. From gender split to trip generation percentages — with the requisite baguette and basket imagery, of course! — it was always there.

Until a question from the audience changed everything. "Can we please talk about our own country and let Copenhagen be?"

A nervous bundle of applause cascaded into a unanimous agreement from the 2,000 strong auditorium of advocates, activists and all those positioned somewhere in between. Thinking had shifted. It was a coming out of sorts: a great day for change makers in the Global South.

### CITIES FOR PEOPLE (ON BICYCLES)

Methodology for understanding and interrogating so-called best practice urbanism is fascinating and complex.

South African urbanists gaze with a similar doe-eyed expression at the infrastructural revolution in Latin America, in addition to those of the Nordic countries. Passport stamps from Curitiba and Bogota are replete in the travel documents of politicians desperate for a quick fix solution to the African "trans-

port problem." The challenge for today's urbanists lies not only in interrogating the multiple moving parts that give rise to any successful urban management system, but in also encouraging local solutions through local knowledge.

And so the emerging theme of "people on bicycles" emerging from Medellin is really about the solutions of people rooted in a local context equipped with bicycles that will serve their needs.

Great news for those of us who are better at urban design than we are at racing in lycra!

### BE YOUR OWN BEST PRACTICE

While appearing to be a simple and well-timed comment, the audience disruption witnessed in Medellin points to an important body of work emerging among urban scholars.

There's a growing recognition of the importance of examining urban policy exchanges and travel as a socially constructed, uneven, and power-laden process rather than a rational transfer of the "best" policies between context A and context B.

In simple terms, best practice adoption is, in fact, a highly politicized powerplay with its roots in new public management systems of the 1980's. An argument not apparent in the stylized images of Pinterest or blogtastic representations of slow cycling replete on social media.

### PRACTICAL VS ASPIRATIONAL

A second and related theme emerging from within Medellin from my perspec-



tive was the silent scrimmage between pretty and practical. Icing and cake. Braids and helmets. Plenty and poverty.

Much of the imagery cycling advocates use evokes an aspiration of cycling — if we succeed in securing this "holy grail" in our matching repurposed bamboo panniers. It is a polarized nirvana where the battle against cars is won and the weather is always perfect for riding. Admittedly it's a less appealing notion to photograph bicycle commuters in the rain turning across traffic with nothing to assist other than courage and a small flashing LED light. This is the reality though, even in South Africa's purportedly most bicycle-friendly city of Cape Town.

Most cities aspire to that which does not yet exist and asks people on bicycles to get out there and make it happen.

Between today and an aspirational Copenhagen-esque reality lies a city's best practice. A space to revel in shape and accurately represent. How we embrace the practical and move to the aspirational is the story each city must create.



# CREATING A MOUNTAIN BICYCLE FRIENDLY COMMUNITY

BY ANDY JANSKY

## BICYCLES PLUS

In the City of Cape Town I long for a more realistic view to bicycle transport: embracing the practicalities of a situation where we are still striving.

With almost 40% of residents living below the poverty line, many folks are simply surviving. Where a skateboard can cover the same distance but can cost a fraction of a bicycle, it's both legitimate and necessary. Animal-drawn school buses and self-styled 3-wheeled mechanisms are part of an innovative reality unlikely to fit the current "best practice" molds unless we rewrite these narratives ourselves.

In moving to action from sessions of knowledge-sharing during these enlightening conferences on mobility I'm reminded of sociologist and urbanite David Harvey's poignant description of why we advocate. It is not for bicycles, nor even for people on bicycles, but for the Right to The City: *"... a collective right, more than the right of an individual to access the city, but a right to change and reinvent the city to what it is we desire... where everything depends on who gets to fill it with meaning."*

Thanks to the League of American Bicyclists and the team at the 4th World Bicycle forum for tireless work to ensure that conversations about cities and the bicycle are robust and city changing.

**KIRSTEN WILKINS IS AN URBAN DESIGNER, DISRUPTOR AND FOUNDER OF CONTESTEDSPACES. SHE LIVES, WORKS AND CYCLES IN CAPE TOWN, SOUTH AFRICA. HER WORK IS FOCUSED ON RETHINKING MOBILITY AS A PUBLIC SPACE CONCERN AND PLACE FOR ROBUST PUBLIC ENGAGEMENT. FIND HER ON TWITTER @CONTESTEDSPACES**

While people like to divide themselves into types of cycling — road, cross, commuter, mountain, fatties — in truth many of us are like chameleons and will adapt to any saddle. In Portland, Oregon, it's common for people to pedal to work, go for a road ride on Saturday, and hit the trails on Sunday.

Unfortunately, when it comes to mountain bike access, local advocates have been working to improve conditions for 25 years, but have faced a power block that doesn't believe in bikes on dirt. Fortunately, this all started to change recently through key support provided from the League.

In 2013, the League was working on its interim status report to the city for maintaining its celebrated Platinum status. Our group, Northwest Trail Alliance (NWTa) prepared a basic set of recommendations to create a more inviting environment for mountain biking. This included "Ride to Where you Ride" — the idea that you should be able ride your bike from home, along a safe bike route or path to a green space, go for a mountain bike ride, all without touching a car. We identified how the city should complete at least one project that was identified as part of Forest Park Single-track Advisory Committee. And we set a goal of creating 20 new miles of single track trail by the year 2020 within the city limits.

Fast forward to 2015. While the advocacy seed had been planted, NWTa worked hard but still faced significant challenged. The Forest Park project was killed, and while the "Ride to Where you Ride" message took root outside of Portland, it hasn't gained traction here. And most recently, the city suspended the public process and

excluded mountain bikes from an area that included such access as a traditional and customary use before the land was purchased by the city.

Closing access to a traditional use at a park is such a strong step that NWTa served notice of Intent to Appeal the closure — a big step for our group. Through these challenging times we have been strongly supported by our parent organization, the International Mountain Bicycling Association, and the League, who provided a follow-up letter to our Mayor.



The mountain bike movement in Portland is learning from older, successful bike advocacy groups. We're developing a strong network and establishing credibility. Since 2013, NWTa has more than tripled our membership. That means more kids, more families, more skilled and responsible riders — with less trail access.

Despite the continued challenges, we're focused on helping the city turn things around. We're advocating for the funding of a citywide Mountain Bike Master Plan and we're on the path to get the plan funded — thanks in part to support from the League.

**ANDY JANSKY IS A PROFESSIONAL ENGINEER AND THE ADVOCACY CHAIR OF THE NORTHWEST TRAIL ALLIANCE.**

# A RIDE INTO HISTORY

## Pedaling in the footsteps of the civil rights march from Selma to Montgomery

BY CASSANDRA SPRATLING

I got off the bus full of bikers in downtown Selma, grabbed my bike and walked to the area where cyclists had begun to gather.

Just around the corner and there it was. The Edmund Pettus Bridge.

There was something eerie, yet exciting about seeing the steel bridge that arches over the Alabama River. It looked like a movie scene; yet, it was real.

I couldn't help but think about what happened there 50 years ago. State and local lawmen on horses, with billy clubs, fire hoses and dogs viciously attacked unarmed black people marching for the right to vote and to protest the killing of a black man, Jimmie Lee Jackson, who was defending his mother and grandfather as they were being beaten by state troopers for participating in a voting rights demonstration.

Here I was with 363 other cyclists, getting ready to bike the same route those marchers eventually succeeded in walking from Selma in search of justice at the state's capital in Montgomery.

This bike ride onto the path of history gave deeper meaning to my Countdown to 60 project — my personal pledge to #seizethedays by committing to living a healthier, happier life. It offered me a chance to bike, yes; but more important, it offered an opportunity to honor men and women who put their lives on the line on this very route to open the doors of opportunity for people of color like me.

As soon as I learned of the ride, I was determined to go. If this wasn't a #seizethedays moment, there wasn't one. Without the sacrifices of the men and

women who marched — and others like them — my life would be different.

Few, if any, black people wrote for major newspapers 50 years ago. We couldn't live wherever our money allowed. Even in the North. And the very act of registering to vote put your life and livelihood in jeopardy.

Here I was with 363 other cyclists, getting ready to bike the same route those marchers eventually succeeded in walking from Selma in search of justice at the state's capital in Montgomery.

Fifty years ago, state and local officials in Alabama had to be forced by the federal government to let the marchers through.

It was a different day in Montgomery last Saturday. Rather than shunning us, the mayor of Montgomery, Todd Strange, was at the capital bright and early the morning of the ride, Feb. 21, shaking hands and taking photos with cyclists before we, and our bikes, took buses to Selma to begin our ride.

"You're welcome here anytime," he said. "Come on back when it's warmer," he joked, noting the unusual cold snap that had crept into Alabama as well.

### A NATIONAL CELEBRATION

The route from Selma to Montgomery is now a national historic site that will draw thousands of people to Alabama from all over the country this month as the nation celebrates the 50th anniversary

of the march and the Voting Rights Act that resulted from it.

The nation's first black president, Barack Obama, along with former President George W. Bush, were in Selma that weekend, the actual anniversary of what became known as Bloody Sunday, the day peaceful American citizens were attacked by lawmen on the bridge.

And now, here we were, 364 bikers from 25 states and the District of Columbia. Four biking buddies and I from metro Detroit were among the cyclists about to do the ride organized by the Montgomery Bike Club.

The ride organizers said they wanted to commemorate the march, but also to use the event to attract more diversity to the sport of cycling, which tends to not be very diverse.

To make sure their ride told a different story, the organizers reached out to black cycling groups across the country, including the National Brotherhood of Cyclists and Black Girls Do Bike.

"The perception is that cycling is an elitist, white pastime," said Bruce Herbitter, chairman of the ride committee. "If we, white and black, ride together, we all look the same in our silly little biking outfits. If we can bike together, we can bridge other divides."

The response to the call for cyclists to come to Montgomery was far greater than they had imagined. Originally, the club reserved four buses to transport people to Selma. They added two more buses and still had to cut it off to be sure they could handle the numbers, Herbitter told me.



They certainly got what they wanted: a racially diverse group of cyclists with a mix of ages from grandparents to children on bikes pulled by their parents.

There also was an all-boys youth group from Atlanta, the BRAG Dream Team, where they develop character and social conscience along with biking skills. I admire its vision "to provide extraordinary cycling experiences for youth to dream beyond their circumstances and grow greater by the mile."

As my bike buddies and I pulled off, I felt an overwhelming sense of gratitude to those ancestors who had braved the path on foot, dressed in their Sunday best, clearing a way for generations to come.

The 51.4-mile journey was more challenging than I was prepared for. Thankfully, the weather was dry. My greatest fear had been that it might rain. I had not, however, anticipated that the hills would be as numerous. Plus, we had a wicked headwind most of the way. One organizer told us Alabama is never that windy.

"Usually it's a tailwind that way," Herbitter said. "Apparently, the weatherman didn't get my memo."

Well, at least it wasn't rain. So I pedaled on.

Our first stop at New Sister Spring Baptist Church refreshed me. The organizers had set up drinks, fruit, peanut butter and jelly sandwiches and other snacks to keep us nourished.

But what really inspired me were the church members who had opened their doors to welcome and thank the riders. "It almost makes me wanna get on a bike," one elderly church member told me as she laughed.

Just down the road from the church was an open field that had been the first campsite of the marchers 50 years ago.

That historic march took place over four days — March 21-25. It was made possible because of federal protection sent to Alabama by President Lyndon B. Johnson after the nation was embarrassed by the attacks that had taken place

on "Bloody Sunday."

The marchers camped overnight in churches, people's homes and empty fields transformed into tent cities. Now, those tent-city locations have historical markers along the route.

Our second stop, at the Lowndes County Interpretive Center, could have been a day trip all by itself. It is a museum that captures the history of Alabama's voting rights movement.

That stretch of Alabama has special meaning to me because my mother was from Lowndes County, Ala. While she treasured trips home to visit relatives, she pledged she would never move back to Alabama no matter how cold it got in Michigan. When she said it was too hot in Alabama, she wasn't just talking about the temperature.

I probably spent too much time reading and looking inside the center, talking to people at that stop and sending photos and tweets back to the Detroit Free Press, which was running a live blog





about my trip on [freep.com](http://freep.com).

By the time I was finished there, my iPhone was nearly dead and most of the other cyclists were well on their way or had given up the battle with the wind and hills. They'd gotten on buses that trailed us along the route.

One of my bike partners, a stronger and faster cyclist, Jackie Fulbright, was well ahead of me. I rode mostly with my other main partner, Sheryl Johnson-Roulhac. Both are Detroiters.

At the Lowndes County center, Sheryl and I were asked whether we wanted to get on the bus back to Montgomery. We were about 21 miles in and among the last cyclists.

## STAYING STRONG

I was tired, having been whipped by the wind and the hills. But I knew that farther up the road was a memorial to Viola Liuzzo, the Detroiters who gave her life

for the movement.

Liuzzo, a Wayne State University student, wife and mother of five children, had watched on TV as the peaceful marchers were brutally beaten as they tried to cross the Edmund Pettus Bridge on Bloody Sunday, March 7, 1965. She made up her mind then and there, she was going to the South to help.

After the march, she helped transport people back to Selma. On her way back to Montgomery to pick up other marchers, a carload of Klansmen chased her car down, ran her off the road and fired shots into the car, killing her.

Her crime: besides being an "outside agitator" from the North? She was a white woman with a black man riding in the front seat of the car with her.

That man, Leroy Moten, a civil rights worker who had lost his job for participating in the voting rights movement, pretended to be dead when the Klansmen approached the car to be sure they'd blown away both people in the car she had driven from Detroit.

I declined the offer to get on the bus, just then. I had to bike at least to the memorial for Viola Liuzzo.

So Sheryl and I pedaled farther along Highway 80, pushing past more rolling hills lined with empty fields, dotted with time-weary houses, dirt roads, barns and barking dogs. Her memorial is 29 miles

into the historic route.

The memorial, created by the women of the Southern Christian Leadership Conference, had been built at the site where Klansmen had run Liuzzo's car off the road.

There's a tombstone there with a photo of her, surrounded by a wrought iron fence. In the early days after the memorial was constructed, racists defaced it with a Confederate flag.

But this day it was clean and calm. Someone had put a floral wreath inside the fence. I wished I'd had something to leave there as well.

I'm glad we biked to her memorial because the bikers who were already on the bus got off when they saw me and Sheryl taking photos. Most didn't know the story of Liuzzo.

I was happy to share the story because I fear she's one of the forgotten heroes of the Civil Rights movement; a freedom fighter not only for blacks, but for women as well. At the time she was killed, there was not universal sympathy for her because a lot of people thought a woman's place was at home, not protesting for anybody's rights.

During our drive to Montgomery, I read a book about her entitled, "From Selma to Sorrow: The Life and Death of Viola Liuzzo," by Mary Stanton. It brought me fresh outrage.

In a sense, racists killed her twice. First, they destroyed her body. Then they sought to — and nearly succeeded — in destroying her character — with assistance from then-FBI director J. Edgar Hoover. She was portrayed as a drug addict, an adulterer who had gone to the South to sleep with black men, and an unfit mother. It took years for her children to prove it was all an orchestrated lie.

I was happy to learn that, in April, Liuzzo will receive an honorary doctorate of law degree from Wayne State University, with festivities that fittingly will help give her long-overdue recognition. A tree or green space in the law school courtyard will serve as a living remembrance of Liuzzo's contributions and sacrifice.

By the time we had lingered at the me-

morial, Sheryl and I were even farther behind the majority of cyclists.

The riders already on the bus encouraged us to join them. "You're still on the route!" "You're still paying tribute!" "I'm hungry for a hamburger!" those already on the bus told us.

My left thigh had a throbbing ache that made me consent. Sheryl and I agreed to get on the bus, but only if we could get off at the third and last rest stop to bike the last 10 miles into Montgomery.

## NOT GIVING UP

I kept thinking about one of the signs I'd read at the Lowndes County Interpretive Center. "We may not win tomorrow, but we won't quit. We won't give up." It was a statement from John Hulett, of the Lowndes County Freedom Organization.

With that in mind, Sheryl and I got off the bus and on our bikes at the third rest stop — 42.1 miles into the ride. Someone warned us that there was at least one more horrendous hill along the path. I said to myself, if I have to walk it, I will. No shame in my game. I've walked hills too steep for me to bike before. And, of course, I thought of my yearlong mantra #seizethedays.

So Sheryl and I pedaled off; the last two cyclists on the road besides the sweeper — an experienced cyclist on organized rides who stays behind to be sure no one is left alone.

Surprisingly, the last 10 miles seemed like the easiest of the entire ride, even though I was mostly alone. Sheryl took off with a renewed burst of energy and beat a red light that caught me.

I passed the City of St. Jude, a sprawling Catholic health and education center where marchers had camped on the final night. An outdoor concert, "Stars for Freedom" was held on the grounds of St. Jude featuring Harry Belafonte, Mahalia Jackson, Ella Fitzgerald, Joan Baez, Odetta, Peter, Paul and Mary and Pete Seeger, among others. Belafonte chartered a plane at his own expense to take many of the stars to Montgomery.

I felt very much in tune as I pedaled along because a cousin and a friend had

created a playlist of freedom songs for me, with some of the same songs that had been sung that night. With my phone dead, I listened on my iPod to Stevie Wonder's "Blowin' in the Wind," Sweet Honey in the Rock's "We Who Believe in Freedom Cannot Rest Until It Comes" and Sam Cooke's "A Change is Gonna Come" among others.

The last miles wound through the city neighborhoods where people waved and clapped. There was no hill harder than I'd already climbed.

A couple miles before downtown Montgomery, I met up with Sheryl, who had stopped to make sure we were heading in the right direction. We biked in together, tired, but happy when we finally saw the steps of the Montgomery capitol where the 1965 march had ended.

We joined Jackie at the Civil Rights Memorial Center, just a block from Dexter King Memorial Baptist Church, the church where King was pastor when he lived in Montgomery.

The Montgomery Bike Club had prepared a chili supper for bikers in a conference room of the civil rights museum.

By then, we were frankly too tired to take in everything the that museum had to offer. We just wanted to sit and eat our chili, grateful that we'd had the opportunity to honor our ancestors with a bike ride in the footsteps of freedom fighters.

**CASSANDRA SPRATLING IS A REPORTER AT THE DETROIT FREE PRESS. THIS ARTICLE IS REPRINTED WITH THE PERMISSION OF THE FREE PRESS.**



**Neil Walker (second from right), League Cycling Coach and Equity Advisory Committee member, rode the Selma to Montgomery ride with the Dream Team, a group of youth he mentors in Atlanta. He shared the most powerful moments along the ride.**

There was facility at the 21 mile mark called Lowndes County Interpretive Center. It was filled with images and artifacts from the actual march. It was so powerful in that it really allowed you to feel and see what it was like for the marchers. The tent city exhibit was amazing; I had never known or thought about where or how they slept during the march.

The other moments were the times that I could see the kids struggling with the windy conditions but they

were determined to press on and not quit. It was then I felt that they understood all that was done and that they themselves had taken on the same passion and commitment as their predecessors...

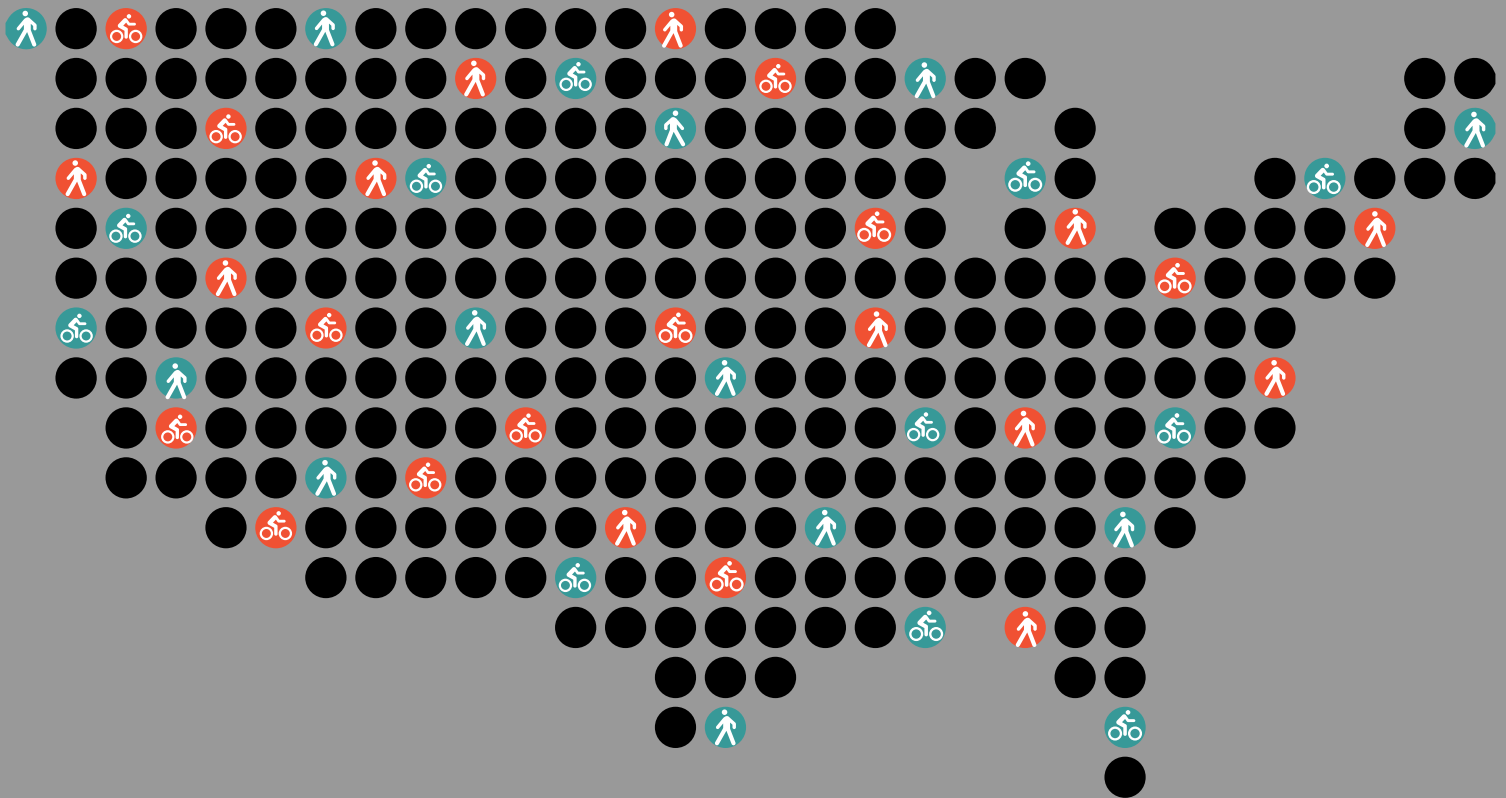
The ride was a mix of riders and styles, genders and ethnicities, young and old. It was more of a celebration of unity and accomplishment. I came back realizing that, because I ride a bike, many of my greatest memories and experience have come through a bicycle and that I have an opportunity to share this gift in so many ways: Through educating people on how to ride safely, using the bike for transportation or health and even exploring historical footprints left by others.



# A Lasting Legacy

Collaboration, commitment, and wonkiness:  
Reflections on the impact of Advocacy Advance

BY DARREN FLUSCHE



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SINCE 2009, THE PARTNERSHIP OF THE LEAGUE AND ALLIANCE FOR BIKING & WALKING HAS ADVANCED ADVOCACY IN DOZENS OF COMMUNITIES



*We can't be afraid to lose. We're here to fight for safer, more encouraging communities for biking and walking — even if that means our campaigns sometimes come up short.*

That's the spirit of the Advocacy Advance program, as articulated to me in my first weeks on the job in spring 2009. Advocacy Advance, a new collaboration of the League and Alliance for Biking & Walking, would provide grants to state and local biking and walking advocacy groups to support their most innovative campaigns. True to our name, we would advance the movement with workshops, trainings and technical assistance that would provide lasting change in local communities.

In the first several years we cast a wide net to support advocacy. In 2010, we gave a grant to the Fairfax Advocates for Better Bicycling to write a "Guide for Reviewing Public Road Design and Bicycling Accommodations for Virginia Bicycling Advocates." It was a quintessential Advocacy Advance project, bringing advocates into the planning and project development processes — and it's still being used as a model in other states today, a half-decade later. Early on, we also funded a report from Transportation Alternatives that laid the groundwork for New York City's eventual Vision Zero campaign, which is now in full effect.

Meanwhile, I was busy writing reports on timely topics like the risks of distracted driving and the economic benefits of biking and walking investments.

In 2011, we shifted our focus to increasing the amount of public funding for bicycling and walking projects, with special attention to demystifying the daunting and often oblique federal funding process. So we developed and implemented Advocacy Advance workshops that brought together advocates, transportation agency staff, and elected officials in a specific communities to get everyone on the same page about how funds *can* and how the community feels

they *should* be used. These workshops took us from Tulsa to Tucson, Atlanta to Anchorage, Harrisburg to Honolulu.

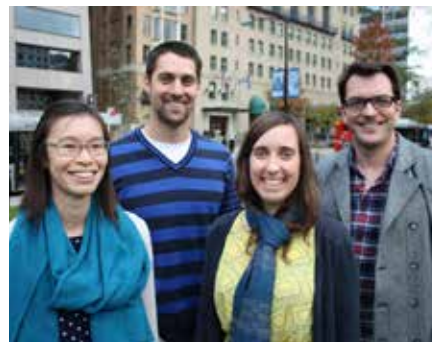
I learned so much on these trips. The regional and local agency staffs across the country are generally impressive and committed to delivering high-quality transportation access for everyone, regardless of transportation mode. Local elected officials are enthusiastic and increasingly see bicycling and walking investments as important for their political futures. Advocates are doing incredible work — often without much support — and are the best hosts a visitor to a new city could ask for.

To align with our shift toward supporting funding campaigns, we instituted small, \$3,000 Rapid Response Grants to help advocates take advantage of unexpected funding opportunities and challenges. The goal: empower advocates to try something ambitious, to put themselves in a position where they might lose — by encouraging them to reform the federal funding process in



their region or to campaign to increase state or local funding pay for bicycling and walking projects. Boy, were we surprised. In campaign after campaign, advocates were winning new funding, defending against cuts, and having more success than we could have expected. In fact, even one of the biggest misses turned into the biggest success.

The tremendous advocates at Bike East Bay in California applied for Rapid Response grants to become important partners in the Measure B campaign, which would raise taxes in Alameda County to pay for a range of transit, road, and bicycling and walking projects. After a hard fought campaign, Measure B failed by 700 votes. Despite the disappointment, Bike East Bay and their part-



Advocacy Advance staff, from left: Christy Kwan, Ken McLeod, Brighid O'Keane and Darren Flusche

ners decided to try again. The second time around, again funded by a Rapid Response grant, Measure BB passed and will provide \$1 billion for biking and walking projects in Alameda County over the next 30 years.

Since 2011, advocates have won a staggering \$1,273,327,000 in public funds for biking and walking in their communities. That's \$12,545 won for every \$1 we invested in Rapid Response grants. Bicycling and walking advocates are pretty good at winning after all.

There are a lot of changes in Advocacy Advance right now. I, for one, took a planning position at Toole Design Group, and Brighid O'Keane has become the interim Executive Director of the Alliance. The members of our superb Advocacy Advance team, Ken McLeod, the League's legal specialist, and Christy Kwan, the Alliance's program director, are available to support the work of advocates and agency staff as they take on additional responsibilities, as well. REI-sponsored Rapid Response grants are available through 2015 for funding campaigns and we will be collaborating on at least one more workshop.

It's been a joy to see the hard work and success of bicycling and walking advocates over the past six years. Bike advocates are as fluent in the mechanics of local and regional government as any constituency. I look forward to seeing continued growth. Maybe they'll even be a few losses. If so, that's ok.

READ MORE AT [ADVOCACYADVANCE.ORG](http://ADVOCACYADVANCE.ORG)

# SHARE THE ROAD 2.0

## Will automated cars make bicyclists safer?

BY KEN MCLEOD

Connected and automated vehicles are two distinct technologies that have the potential to revolutionize automotive travel and road safety for everyone -- and they're likely to enter our roadways in just a few years.

Connected vehicles can "talk" to each other, exchanging information like speed, brake force and direction. Automated vehicles control driving functions, either relieving a driver of a function or augmenting a driver's ability.

These vehicles are no longer the realm of science fiction; they are the future. And they have the potential to create an entirely new relationship between people, cars, and transportation.

Connected vehicles enable technological solutions to mitigate distracted driving and augment the senses of drivers. Google, for instance, has been at the forefront of showing how bicyclists and autonomous vehicles might interact, and released a cute and comforting self-driving prototype in 2014.

According to several predictions, autonomous vehicles may reduce crashes by up to 90% because most crashes involve human error. If true, we can anticipate crashes between bicyclists and autonomous vehicles will be rare and hopefully less severe when they do occur.

But there's reason to be skeptical of the safety benefits for bicyclists and pe-

destrians. Some analysis suggests that autonomous vehicles will be no safer than an average driver and may be less safe in mixed traffic. Autonomous and connected vehicles may also introduce new risks, such as system failures, cyberterrorism, more risky behavior by drivers who feel safer, and increased vehicle travel. Safety benefits for non-occupants, like bicyclists and pedestrians, also depend on vehicle systems and any associated infrastructure being designed with non-motorists in mind.

Car companies tend to worry about the people who *buy* their cars — for instance, Volvo currently has a goal of no deaths in its new cars by 2020 — but don't have a goal to reduce deaths caused *by* their new cars. As advocates, it will be important to ensure that non-motorists are included in the development and implementation of these technologies, rather than as an afterthought.

### TWO POTENTIAL VISIONS FOR THE FUTURE

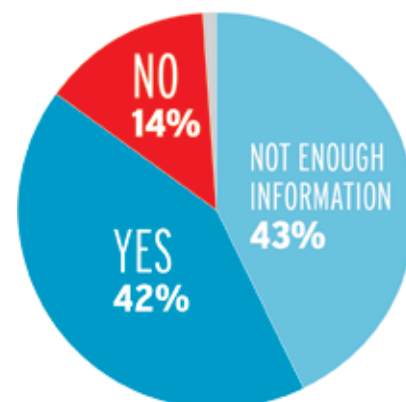
Looking into the future of sharing the road with connected and autonomous vehicles, a lot depends on how these technologies and vehicles are adopted and implemented.

In the first adoption scenario, there's the potential for a dramatic shift in society's relationship with cars. Mobility solution providers, like Uber, Car2Go, and Zipcar, might invest in providing

autonomous fleets and these on-demand vehicles would replace private vehicle ownership for many individuals in urban and suburban areas. According to some predictions, this might result in up to a 99% reduction in the number of vehicles on roads and radically change the automotive industry. It's not clear how this societal shift might impact the relationship between bicycles and vehicles, and the organized interests of these mobility companies rather than automotive companies. But the urban orientation of these companies suggests a better relationship.

In the second adoption scenario, autonomous technology might mirror past technology adoptions, like air bags, and take 40 or more years to make a significant impact. In this scenario, it might be

### WILL AUTOMATED CARS MAKE BICYCLISTS SAFER?



League Survey, 2014



more likely that autonomous vehicles are marketed based on their ability to make long commutes more enjoyable and productive. A recent marketing video for the Mercedes F 015 concept car primarily shows rural driving and socializing while being driven. This adoption scenario might be more likely to exacerbate some land use and infrastructure issues that make it difficult to reach places by biking and walking and lead to autonomous technology being initially designed for places without humans, making benefits for non-motorists a secondary concern.

### THE CHANGING LANDSCAPE

Currently, the National Highway Traffic Safety Administration is adopting rules

for how connected vehicle technology will be implemented, including a potential mandate for the technology in new vehicles. A final rule is expected by 2017.

In the meantime, several states have adopted laws allowing autonomous vehicles to operate on their roads. Several, including California, are now adopting regulations for autonomous vehicles and their drivers are looking towards more widespread use. And autonomous vehicles are beginning to be considered in Long-Range Transportation Plans of Metropolitan Planning Organization and by state Departments of Transportation considering their long-term transportation investments.

So what kind of impacts should we be

watching — and watchdogging? Autonomous vehicles might contribute to sprawl if they make longer commutes more palatable and less costly and contribute to increased vehicle miles traveled for a variety of reasons, including the use of private vehicles for unchained errand trips.

These new cars could enable new road designs — perhaps making more space available to bicyclists and pedestrians through reduce parking demand or narrower travel lanes — and could alter the types of infrastructure investment.

When it comes to safety, automated cars might reduce risks for people who can afford them, but may not make roads safer for those who cannot afford them and may even disrupt transit investments and services.

Perhaps most promising, though: These new technologies could dramatically change the experiences of people “driving” and might relieve the frustration many drivers feel in their interactions with bicyclists and pedestrians.

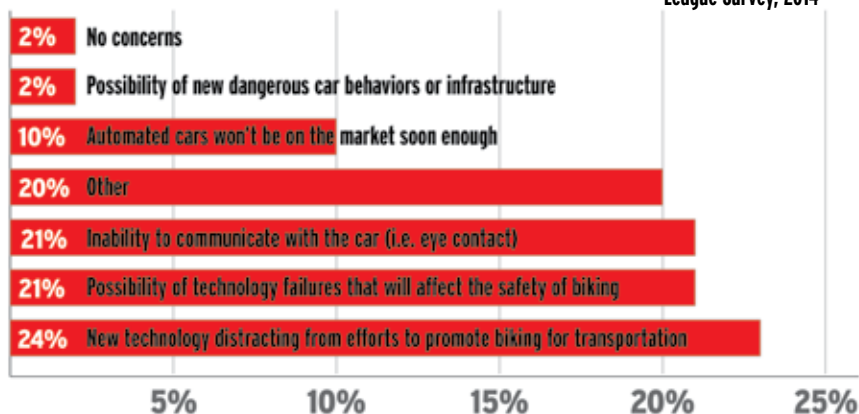
### GET BEHIND THE WHEEL

What will the future look like? Check out the BikeShield app, which allows drivers to get an audible signal warning them of an approaching bicycle.

STAY TUNED TO OUR BLOG FOR MORE AS THIS ISSUE EVOLVES: [BIKELEAGUE.ORG/BLOG](http://BIKELEAGUE.ORG/BLOG)

### WHAT CONCERNS DO YOU HAVE ABOUT AUTOMATED CARS?

League Survey, 2014





# YOUR COMMUNITY, YOUR VISION

## What does a BFC look like to you?

Bicycle Friendly Communities come in all shapes and sizes. We work with community leaders in neighborhoods big or small, sprawling or compact, densely or sparsely populated, and everything in between. While much progress has been made in the decade or so we've been running this program, we know there is still so much work to be done. There are ideas and innovations we've never begun dreaming up. This is where you come in. We want to know:

### What does a Bicycle Friendly Community look like to you?

We heard from our followers on Facebook, Twitter and other corners of the internet, and this is what they came up with. They shared essays, sketches and more...

A bicycle friendly community is a place where I can let my five-year-old daughter ride her bike to school and have the infrastructure protect her and the motorists are alert and engaged.  
— **Michael McKisson, Tucson, AZ**

The most important signifier of a bicycle friendly community, to me, is the culture. Are people on bikes getting polar pops thrown at them from car windows? Are motorists purposefully trying to run over cyclists? These things happen in Bloomington, Indiana, despite our bike

friendly rating. You can put in all the infrastructure you want, but it comes down to the culture of the community. What I look for after that are bike racks in appropriate places, people on a variety of different bikes, children on bikes, and innovative safety features when full integration isn't possible (like flower pot protected lanes). — **Jessika Griffin, Bloomington, Indiana**



Sketch: *Happily on our way*  
**Rick Bosacker, Maryland**

I'd like to be able to ride my bike anywhere in the city without having to worry about buses and cars. I'd also like for the bike lanes to be safe enough for children to ride on them, too. These systems should also work well with the other forms of public transportation to encourage more people to drive less. Basically, I'd like D.C. to resemble Amsterdam, Copenhagen, or Stockholm!  
— **Elizabeth Thomasson Washington, D.C**

In a bicycle-friendly community:

1. Everyone is well-educated regarding bicycling best practices and laws and treats bicyclists as equal road users.
2. Law enforcement and the rest of the justice system take crimes committed with automobiles seriously.
3. Bike-specific infrastructure is as safe and convenient as, or safer and more convenient than, the general travel lanes.
4. Public planning operates on a human scale, providing low-speed bicycle-friendly streets, a compact layout, and good transit connections.

And that's just for starters!  
— **Scott Harriman, Maine**

From Twitter:

*Amelia Neptune, @NepTuna, League Bicycle Friendly Business & University Program Manager:* My dream BFC smells like the bakery I bike past on a regular basis. You don't get that in a car!

*@Aztec\_Cycles:* Where motorists understand that we are people too #BikeChat

*Bill Nesper, @BillNesper, League Vice President of Programs:* It's a place where bicycling is easy, safe and second nature. A real option for transportation and recreation. #bikechat

**SHARE YOUR VISION FOR BICYCLE-FRIENDLY COMMUNITIES AT [BIKELEAGUE.ORG/BFCVISIONS](http://BIKELEAGUE.ORG/BFCVISIONS).**





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