

AMERICAN bicyclist

Jan-Feb 2011
www.bikeleague.org

Working for a Bicycle-Friendly America

BICYCLE FRIENDLY AMERICA The Blueprint

TRAFFIC
SKILLS

SAFE
ROUTES TO
SCHOOL

COMPLETE
STREETS

STRONG
NETWORK

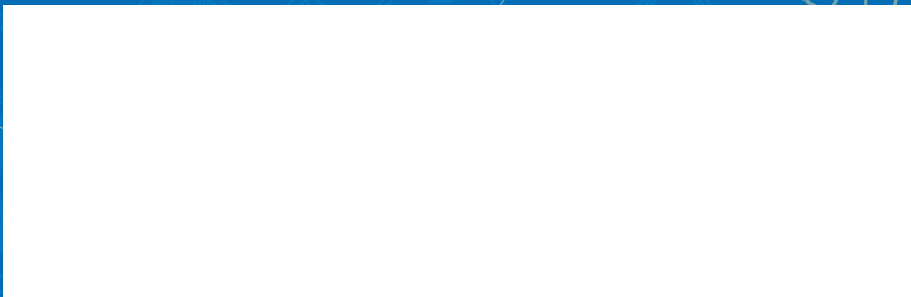
BIKE PLAN

BIKE SUMMIT

POLICE
TRAINING

EQUITABLE
TREATMENT

BIKE TO WORK DAY
ADVOCACY GROUPS



Bikes Belong is the national coalition of bike industry retailers and suppliers, and we're honored to be a major sponsor of the Bicycle Friendly America program.

Why do we support Bicycle Friendly America?

The Bicycle Friendly America programs inspire business leaders, mayors, and governors to make decisions that benefit bicyclists. The BFA programs help create safer, better places to ride our bikes—one workplace, university, community, and state at a time. And they generate a buzz for bicycling nationwide.



WHAT DOES EVERY CYCLIST NEED IN THEIR SEAT PACK?



**A League membership card is an essential tool for every bicyclist.
Join today and become a card-carrying advocate.**

LEAGUE MEMBERSHIP APPLICATION

☐ **Yes**, I want to help the League of American Bicyclists build a bicycle-friendly America!

Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

E-mail _____

Membership Levels ☐ \$35 Individual ☐ \$50 Family ☐ \$60 Advocate ☐ \$85 Advocate Family ☐ \$45 Dealer (1 yr.)
☐ \$110 Silver Spoke (includes free roadside assistance) ☐ \$1,000 Life Membership ☐ \$1,500 Life Family ☐ \$85 Dealer (2 yrs.)

Payment plans are available for life memberships. For more information, contact us or visit our Web site.

Payment Information

☐ Enclosed is a check made payable to the League of American Bicyclists.

☐ Please charge my ☐ Visa ☐ Mastercard ☐ AmEx

Card number _____ Expiration date _____

Signature _____

For more on club memberships, dealer memberships, and instructor certification, visit www.bikeleague.org.



RETURN TO: League of American Bicyclists 1612 K St. NW Suite 800 Washington, DC 20006
Tel: 202-822-1333 Fax: 202-822-1334 bikeleague@bikeleague.org www.bikeleague.org

EXCEPTIONAL DONORS

The League is supported by our thousands of members, hundreds of clubs, and by the following exceptional givers. From October 1 to January 31, 2011, these seven clubs, two foundations and 12 individuals gave generously to help the League continue to transform America for bicycling. To find out more, or to make a donation, contact Elizabeth Kiker at elizabeth@bikeleague.org.

1880 Society

(Contributions of \$10,000+)

Stephen M. Seay

Champions Circle (\$5,000 - \$9,999)

Daniel Gold

Gail & Jim Spann

Gage Safer Streets Foundation

Narragansett Bay Wheelman

The Millennium Club (\$1,000 - \$4,999)

Alan Cannon

Jeff Kearns

Donald Moore

Sam Mudie

Brenda Pulley

Thomas Ritter

Larry Sloma

Joel Steinberg

Bill Wilson

Salisbury University Foundation

Channel Islands Bicycle Club

Charles River Wheelmen

Granite State Wheelmen

Grizzly Peak Cyclists

Louisville Bicycle Club

McHenry Bike Club

Due to space considerations, only gifts of \$1,000 or more are recognized in this issue — the entire list of Nov. - Dec. 2010 givers will appear in the next issue of the magazine.

THE LEAGUE EARNS FOUR STARS



The League earned a Charity Navigator Four Star Charity rating "for its ability to efficiently manage and grow its finances ... This 'exceptional' designation from Charity Navigator differentiates the League of American Bicyclists from its peers and demonstrates to the public it is worthy of their trust." See the full ranking at charitynavigator.org.



newboard members

The League welcomes new board members to a 2011-2014 term. The new board members are:

Alison Hill Graves, Executive Director, Community Cycling Center, alison.bikes@gmail.com

Steve Durrant, Principal, Alta Planning + Design, stevedurrant@altaplanning.com

Diane Albert, President, Bicycle Coalition of New Mexico, Diane@DianeAlbertLaw.com

David Madson, Senior Development Officer, California Pacific Medical Center Foundation, MadsonD@sutterhealth.org

Jennifer Grey Fox, Director of Strategic Planning, ClimateWorks Foundation, jgreyfox@yahoo.com

Our enormous thanks to outgoing board members Bill Hoffman and Jeff Lynne for their service — especially to Bill who has served the board on no less than three occasions over several decades.



ATTEND THE LEAGUE'S ANNUAL MEETING!

On March 8, the opening of the National Bike Summit, the League will hold an annual meeting to introduce our new board members, talk about our financial status in 2010 and our plans for 2011. All members are welcome. The event will be from 5 p.m. - 6 p.m. at the Grand Hyatt Metro Center in the Independence D&E room. Non-members are welcome — we hope we can persuade you to join!

content

JAN-FEB 2011



2 The Bicycle Friendly Community Program Grows Up

6 Bicycle Friendly Community List

8 Bicycle Friendly Business List

13 Bicycle Friendly State List

64 What Can You Do?

14 engineering

- 16 Complete Streets
- 20 Building Bicycling into Transportation Networks
- 26 Including All Bicyclists

28 education

- 30 Traffic Skills Training
- 32 Safe Routes to School & Work
- 34 Educating Engineers and Planners

36 encouragement

- 38 Bike Month
- 40 Leading Advocate
- 42 Advocacy Groups
- 45 Maps, Guides & Signage
- 47 Game Changers

50 enforcement

- 52 Strong Laws
- 54 Targeted Enforcement

56 evaluation

- 58 Bike Master Plan
- 60 Bicycle Advisory Committee
- 62 Data Collection

The articles in this magazine were written by League staff, including Andy Clarke, Meghan Cahill, Alison Dewey, Darren Flusche, Elizabeth Kiker, Bill Nesper, Jeff Peel and Carly Sieff. Cover illustrations by Katie Omberg.

THE BICYCLE FRIENDLY COMMUNITY PROGRAM GROWS UP!

Twice a year, a small group of League staff disappear into a conference room armed with a stack of community applications, and a pile of comments from cycling leaders in those communities. They spend several hours on the phone with other national cycling experts and emerge with a list of cities and counties that have made the coveted list of “bicycle-friendly communities”... and those that haven’t quite made the grade this time around.

True, there are no puffs of white smoke emanating from the room when the decisions are made. But as we enter the ninth year of the program, we are acutely aware of the seriousness with which communities take the whole process, and of our responsibility to keep the program standards high, maintain consistency, and provide meaningful feedback once the decisions have been made.

The Bicycle Friendly America program has really grown up. Obviously the program has grown in terms of numbers of applicants and

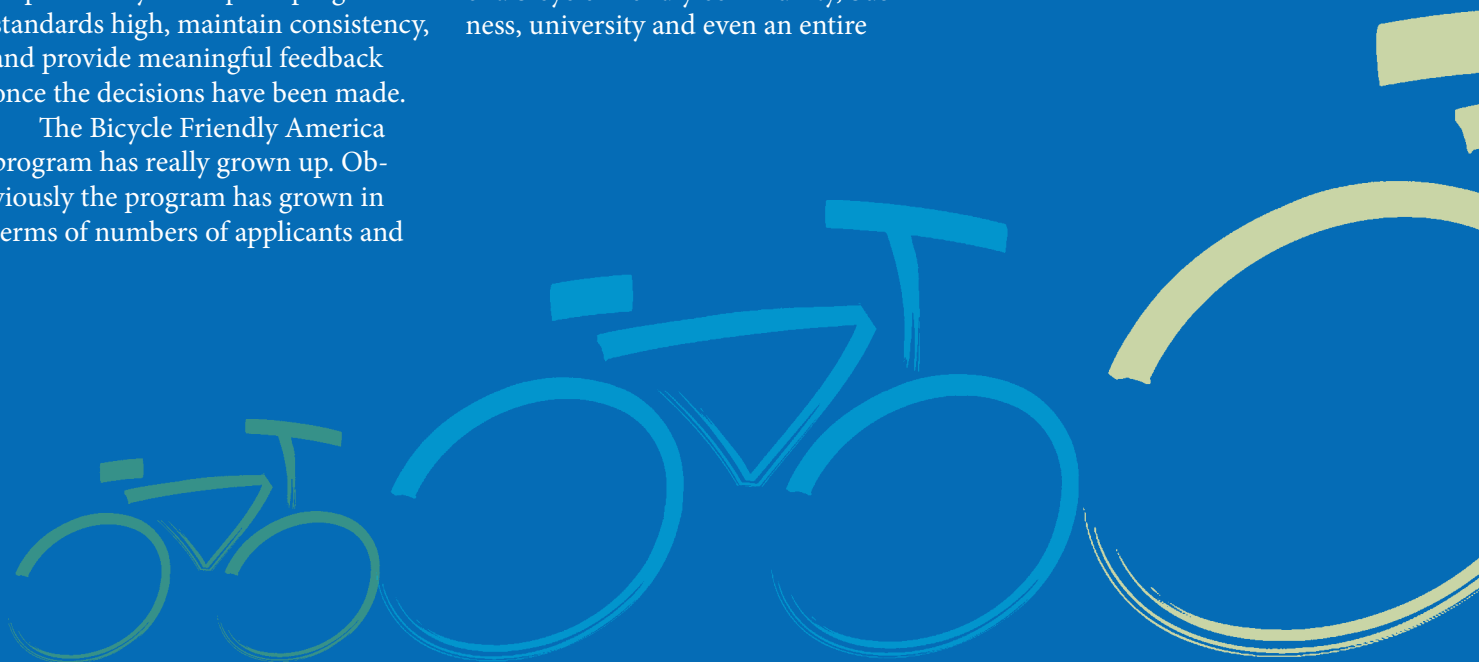
awarded communities – we’ve now reviewed more than 400 aspirants and recognized 158 at the bronze or higher level – and equally obviously the program has expanded to cover states, business and universities in addition to local communities. We have more staff and resources to manage the program thanks to the ongoing support of Trek and Bikes Belong; the Bicycle Friendly Business program alone is growing exponentially now that it has dedicated staff. We have even been able to export the BFC program to Ontario – and hope that before long we will see all of Canada involved.

In the pages that follow, you’ll see that as the program has grown up, so our confidence has also grown – we now think we can identify the DNA of a bicycle friendly community, business, university and even an entire

state! There are a lot of elements to being “bicyclist-friendly” and every one of the questions in our detailed application forms is there for a reason – and yet we know, after reviewing literally hundreds of applications from small two-person businesses to the great city of New York, that there are some clear projects, policies, programs and plans that really seem to make a difference; that make up the foundation and building blocks of bicycle friendliness.

What gives us this confidence? As the program has unfolded since 2003, we have seen the Bicycle Friendly America program:

- Set standards for what constitutes a real cycling culture and environment



2001

2005

- Affect decisions on how communities and businesses grow
- Inspire action and involvement among people that want to improve conditions for bicyclists
- Guide progress by acting as a roadmap for what communities, businesses and states should do next
- Reward persistence as people respond to feedback, make changes, and come back again and again to get recognition
- Raise expectations as to what really is expected and involved in becoming bicycle-friendly ... and

how we compare to communities and businesses in other countries

Setting Standards

In 2003, with the guidance of a national advisory group of experts, we revamped and significantly expanded the Bicycle Friendly Community program. We had to go back to almost 60 communities that had been designated under the old – and much simpler – program and explain that many of them wouldn't make the grade under the new program. We went from four “yes/no” questions to more than 70 detailed questions across the breadth of engineering, encouragement, education, enforce-

ment and evaluation; we raised the bar pretty dramatically.

The new program and higher standard worked – there were very few complaints, even from those existing communities that tried and failed to make the new standard. Over the years, we have had to downgrade communities and take them off the list and we have frequently given designations well below the expectations of those applying. We have improved the questions and refined the review process, but have kept essentially the same system in place because it makes sense and is setting meaningful standards.

Affecting Decisions

In that first round, the City of Palo Alto provided early proof that the program did indeed have the potential to influence important political and financial decisions in communities. During presentation of the Gold award to City Council, one of the members expressed shock that their pioneering bicycle-friendly





John Burke, Trek, presents Jim Oberstar, former House member, with a map commemorating the Bicycle Friendly America campaign.

community was not getting the highest, platinum, level of recognition. Later in that same meeting, as they considered a major investment in a bike/pedestrian underpass to complete a key connection in their bikeway system several of the members said “if we are ever going to be platinum this is what we need to be doing.” That \$5 million project is now open ... although the city still hasn’t quite made platinum!

Inspiring Action

The last thing we want is for applicants to consider their bicycle-friendly designation as a reason to say “great, now we don’t have to do anything for bicyclists any more ...” The evaluation section of the application is forward-looking, seeking to ensure that the plans, funding and programs are in place to continue improvements for bicyclists. We require communities to renew their application at least every four years and submit an annual progress report or update.

We try to strike a balance between motivation and discouragement when applicants don’t get the award they think they deserve. Tucson, Ariz. applied in 2004 and got a well-deserved silver designation. Within five days, however, this spurred local cyclists into creating a “Platinum in ’06” task force, co-chaired by the Mayor of Tucson and his counterpart at the county. The

task force – and subsequent applications – included the city, county, three neighboring communities, two Native American nations, the regional planning agency and the state Department of Transportation. Two years of intense work was rewarded with a move to a gold designation – definite progress! After two more years of hard work, some local advocates were clearly dispirited to see the designation remain at Gold but the reality is that a leap from silver to platinum is a big one. A lot needs to happen, especially in a region with a relatively high number of cyclist fatalities every year.

The Tucson region took a hard look at traffic safety issues and is now a pioneer in promoting education and enforcement programs to key audiences. Engaging the law enforcement community remains the weakest element of the entire program, so the lessons learned in Tucson will be of immense benefit to the country.

Inspiration manifests itself in many ways. The Bicycle Friendly State program, for example, has generated a healthy competition between Delaware and New Jersey for a spot in the top ten. Recently, this inspired both states to pass complete streets policies and identify specific actions they need to take to get ahead of the other.



Baltimore, MD BFC Ceremony

Guiding Progress

The big gas price hikes of 2008 changed things for the BFA programs. All of a sudden, community leaders and business owners stopped asking “why” they should do more for bicyclists and started asking “what” they should be doing. They discovered that the League’s programs provide a roadmap for what they should be doing. Years before the city of Louisville, Ky. had come to this realization and wrote their first

NEXT STEPS

This coming year, as we make the first announcement of Bicycle Friendly Universities and see the BFC program expand into Canada, we are confident that we’ve got a well-tested, effective program that helps communities, states, businesses and universities become more bike-friendly.

We have no shortage of proposed bicycle-friendly somethings – schools, national parks, Federal lands, transit systems/agencies – to tackle next, but at least in the immediate future our focus will be on:



Bike Parking, Chicago, Ill.

bicycle plan around a timetable of achieving bronze through gold levels of the BFC program – they got to bronze a year ahead of schedule and are almost ready to progress to silver.

At the entry level, the BFA programs offer simple checklists and technical resources to get future-applicants started. We have a series of training workshops and presentations on our programs and provide case studies and tools. The application forms, themselves, are packed with links to practical resources and examples. At the top end of the program, even the best communities and businesses are learning from each other – sharing their applications and best practices.

Rewarding Persistence

One of the unique features of the BFA program is that every applicant gets feedback on their application. During the review process, we seek input from local cycling leaders (club president, bike shop owner, League Cycling Instructor) and weave their comments into suggestions and next steps. While this isn't an audit or a detailed plan, and while we are constantly trying to improve the advice we provide, people find it helpful and want to know specifically what they need to do to get to the next level – or to any level at all.

The city of Carmel, Ind., north of Indianapolis, tried more than once before they received a bronze designation. Each time we gave them feedback, they implemented things: a community bike ride, a safe routes to school program, a League Cycling Instructor training course, on-road connections to their primary trail, bike parking, and even passed a bond issue for more trails.

Raising Expectations

You would expect to see plenty written about places like Portland, Davis and Boulder (our three platinum communities) and companies in the bike industry that are great employers and improve their community for biking – they continue to set the standard for all of us. Beyond the technical aspects of their programs, however, they have helped improve the BFA programs quite profoundly.

Criticism of both Portland and Boulder's opportunities for single track riding, for example, exposed a glaring lack of mountain bike-related questions in our applications and seriously challenged their status as platinum communities. Davis, Calif. has very high levels of bike use by U.S. standards but for many years did little but watch as those levels fell and the community changed. They are now aware that platinum isn't a given, even for a city that has a bike as their logo. And we know that none of these U.S. cities can yet compare to Dutch or Danish cycling communities.

- Ensuring the existing programs are having maximum impact
- Presenting the data we collect for the Bicycle Friendly States program to better reflect changes and progress within a state – rather than only comparing states against one another
- Focusing the business program on non-bike industry companies, and more effectively showcasing the business case for getting more people on bikes
- Positioning the BFA programs as a resource for making the most

cost-effective, popular, impactful and beneficial investments in people and communities in these tough economic times.

Above all, we will be focused on encouraging communities, businesses, states and universities to do the

things that we now know make the biggest difference in getting people to ride, ride more, and ride safely. It's not rocket science – we just need to get out there and say it more often and more effectively. This issue of *American Bicyclist* will help us do that.



BICYCLE FRIENDLY Communities

Davis, Calif. Bike Rodeo



Bicycling is great for everyone involved – states, communities, businesses and people. It promotes active lifestyles, productive citizens and employees, reduces traffic congestion and improves air quality; and most importantly, bicycling creates fun and vibrant places to live and work. The following lists are of all current Bicycle Friendly Communities, Business and States (as of February 1, 2011). We hope they will serve as recognition for the existing members, inspiration for people just beginning the journey, and excitement for everyone watching our progress toward a Bicycle Friendly America. For more information on a particular community, business or state, visit www.bikeleague.org or email bfa@bikeleague.org.

The Bicycle Friendly Community list is sorted by award level, alphabetized and includes the city's population. For more info visit bikeleague.org/community.

Platinum

POPULATION: 200,000 – 999,000
Portland, OR | 533,492

POPULATION: 50,000 – 199,999
Boulder, CO | 101,500
Davis, CA | 63,722

Gold

POPULATION: 200,000 – 999,000
San Francisco, CA | 739,426
Seattle, WA | 563,374
Tucson & East Pima Region, AZ | 512,023

POPULATION: 50,000 – 199,999
Corvallis, OR | 53,165
Eugene, OR | 142,681
Fort Collins, CO | 118,652
Madison, WI | 221,551
Palo Alto, CA | 56,862

POPULATION: UP TO 19,999
Jackson & Teton County, WY | 18,251
Stanford University, CA | 13,315

Silver

POPULATION: 1,000,000+
Chicago, IL | 2,896,01

POPULATION: 200,000 – 999,000
Arlington, VA | 200,226
Austin, TX | 681,804
Colorado Springs, CO | 360,890
Denver, CO | 598,707 ▲
Minneapolis, MN | 373,188
Scottsdale, AZ | 221,792

POPULATION: 50,000 – 199,999
Ann Arbor, MI | 114,028
Bellingham, WA | 73,460
Bend, OR | 80,995
Bloomington, IN | 69,107 ▲
Columbia, MO | 102,324
Flagstaff, AZ | 57,391
Folsom, CA | 63,960
Gainesville, FL | 117,182
Missoula, MT | 57,053
Salt Lake City, UT | 181,743 ▲

Santa Barbara, CA | 87,370
Santa Cruz, CA | 54,593
Tempe, AZ | 165,000

POPULATION: 20,000 – 49,999
Olympia, WA | 44,460
San Luis Obispo, CA | 44,174

POPULATION: UP TO 19,999
Breckenridge, CO | 3,493
Carrboro, NC | 18,162 ▲
Durango, CO | 15,878

▲ **UPGRADE**
Four communities
bumped their BFC
designation from
bronze to silver in
2010.

KEY: ▲ MOVED UP ■ NEW BICYCLE FRIENDLY COMMUNITY



Breckenridge, Colo

Presidio of San Francisco, CA | 3,000
Steamboat Springs, CO | 9,815
Wood River Valley, ID | 12,506

Bronze

POPULATION: 1,000,000+

New York, NY | 8,143,197
Philadelphia, PA | 1,454,382
San Antonio, TX | 1,144,646

POPULATION: 200,000 – 999,000

Ada County, ID | 395,974
Albuquerque, NM | 448,607
Anchorage, AK | 284,994
Baltimore, MD | 631,000
Baton Rouge, LA | 428,360
Chandler, AZ | 252,257
Charlotte, NC | 648,387
Columbus, OH | 748,000
Durham, NC | 212,789
Grand Rapids, MI | 688,937
Greensboro, NC | 258,671
Huntington Beach, CA | 202,250
Indianapolis & Marion County, IN
 | 872,842
Lexington-Fayette County, KY | 246,800
Long Beach, CA | 466,520
Louisville, KY | 700,030
Mesa, AZ | 437,454
Milwaukee, WI | 554,965
Oakland, CA | 365,875
Orlando, FL | 205,648
Pittsburgh, PA | 316,718
Riverside, CA | 311,575
Sacramento, CA | 457,514
San Jose, CA | 912,332
Spokane, WA | 204,428
St. Louis, MO | 350,759
St. Petersburg, FL | 249,090
Tulsa, OK | 384,037
Washington, DC | 553,523

33 communities became BFCs in 2010.

POPULATION: 50,000 – 199,999

Alexandria, VA | 140,024
Arvada, CO | 107,050
Auburn, AL | 52,205
Beaverton, OR | 79,350
Billings, MT | 100,147
Boca Raton, FL | 83,960
Carmel, IN | 70,000
Cary, NC | 119,745
Chapel Hill, NC | 55,616
Charleston, SC | 124,000
Chattanooga, TN | 155,554
Chico, CA | 79,000
Columbia, SC | 116,278
Dayton, OH | 154,200
Fayetteville, AR | 67,158
Gilbert, AZ | 196,000
Greenville, SC | 56,002
Gresham, OR | 101,537
Iowa City, IA | 65,219
Irvine, CA | 186,220
Knoxville, TN | 177,646
La Crosse, WI | 51,818
Lakewood, CO | 146,000
Lansing, MI | 111,304
Lawrence, KS | 88,664
Longmont, CO | 84,636
Mountain View, CA | 70,708
Naperville, IL | 128,358
North Little Rock, AR | 60,433
Oceanside, CA | 174,925
Roanoke, VA | 94,911
Rochester, MN | 102,437
Roseville, CA | 109,154
Roswell, GA | 85,920
Salem, OR | 152,239
Santa Clara, CA | 110,376
Santa Clarita, CA | 175,314
Santa Monica, CA | 87,400
Schaumburg, IL | 73,346
Shawnee, KS | 57,628
Sioux Falls, SD | 154,000
South Bend, IN | 100,842
Springfield, MO | 156,206
Sunnyvale, CA | 131,760

Tallahassee, FL | 176,336
Thousand Oaks, CA | 127,644
Vancouver, WA | 156,600

POPULATION: 20,000 – 49,999

Albany, OR | 48,770
Bainbridge Island, WA | 20,300
Brentwood, CA | 40,007
Brunswick, ME | 21,820
Burlington, VT | 38,889
Cedar Falls, IA | 36,145
Charlottesville, VA | 40,315
Claremont, CA | 36,612
Coeur d'Alene, ID | 41,983
Concord, NH | 43,225
Marquette, MI | 21,000
Menlo Park, CA | 30,648
Newark, DE | 29,886
Park City, UT | 20,620
Portage, MI | 46,143
Redmond, WA | 49,890
Ridgeland, MS | 22,809
Simsbury, CT | 23,256
South Lake Tahoe, CA | 23,609
Spartanburg, SC | 39,487
Urbana, IL | 40,550

POPULATION: UP TO 19,999

Arcata, CA | 16,651
Ashland, OR | 19,522
Calistoga, CA | 5,300
Carbondale, CO | 5,196
Davidson, NC | 10,300
Franklin, PA | 7,212
Golden, CO | 18,026
Houghton, MI | 8,238
Liberty Lake, WA | 7,270
Oxford, MS | 16,727
Port Townsend, WA | 8,334
Sanibel, FL | 6,064
Sitka, AK | 8,883
Sonoma, CA | 9,128
South Sioux City, NE | 11,925
Traverse City, MI | 14,532
Vail, CO | 4,806



In Arcata, Calif. they focus on bike safety.

BICYCLE FRIENDLY Businesses

The Bicycle Friendly Business (BFB) program recognizes employers' efforts to encourage a more bicycle-friendly atmosphere for employees and customers. The program honors innovative bike-friendly efforts and provides technical assistance and information to help companies and organizations become even better for bicyclists. For the list below, each awarded business is categorized by designation level and includes location and number of employees (listed last).
















BFB New Belgium Brewery Co. gives employees a new bike on their one-year anniversary.

Platinum


Bicycle Sport Shop, Austin, TX | 120 
Bike Gallery, Portland, OR | 125 
Landry's Bicycles, Natick, MA | 75 
New Belgium Brewing Co., Fort Collins, CO | 338 
Quality Bicycle Products, Bloomington, MN | 450 
TTR Bikes, Greenville, SC | 2 

Gold

Advanced Sports Inc., Philadelphia, PA | 45 
Alaska Native Tribal Health Consortium,
 Anchorage, AK | 1,900 
Alta Planning + Design, Portland, OR | 51 
Bicycle Federation of Wisconsin, Milwaukee, WI | 8 
Bicycle Garage Indy, Indianapolis, IN | 75 
Bicycle Technologies International, Santa Fe, NM | 42 
CatEye North America, Boulder, CO | 4 
Clif Bar & Company, San Francisco, CA | 239 
David Baker & Partners, San Francisco, CA | 14 
Dero Bike Rack Company, Minneapolis, MN | 18 

The Hub of Detroit, Detroit, MI | 7 
King Cycle Group, Portland, OR | 75 
Mercy General Hospital, Sacramento, CA | 1,900 
MIT Lincoln Lab, Lexington, MA | 3,400 
Planet Bike, Madison, WI | 6 
REI St. Louis, St. Louis, MO | 55 
Seattle Children's Hospital, Seattle, WA | 4,300 
Specialized Bicycle Components, Morgan Hill, CA | 442 
Trek Bicycle Corporation, Waterloo, WI | 1,150 
University of California, Santa Barbara,
 Santa Barbara, CA | 4,600 
Washington Area Bicyclist Assoc., Washington, DC | 10 
Wheel & Sprocket, Inc., Hales Corners, WI | 113 

Silver

212 Market Restaurant, Chattanooga, TN | 38 
360 Architecture, Kansas City, MO | 121 
Activate Omaha, Omaha, NE | 4 
Arlington County Government, Arlington, VA | 800 
Bear Valley Inn, Olema, CA | 2 
Big Shark Bicycle Company, St. Louis, MO | 30 

KEY:



BICYCLE INDUSTRY



NON-PROFIT/GOVERNMENT



HOSPITALITY/RETAIL



PROFESSIONAL SERVICES



MEDICAL/HEALTH



MANUFACTURING/ RESEARCH



Peace Coffee, Minneapolis, MN

Bike City Recyclery Inc., Fayetteville, AR | 2 🟢
The Bike Lane, Burke, VA | 12 🟢
Bike Pittsburgh, Pittsburgh, PA | 3 🟢
Bike World, San Antonio, TX | 40 🟢
BikeAthens, Athens, GA | 2 🟢
The Burke Group, Rosemont, IL, Rosemont, IL | 220 🚶
Camden Bicycle Center, Saint Marys, GA | 3 🟢
Campbell Thomas & Co. Architects, Philadelphia, PA | 7 🚶
Charleston Civic Design Center, Charleston, SC | 4 🚶
City of Austin, Austin, TX | 11,000 🟢
City of Bloomington, Bloomington, IN | 150 🟢
Community Cycles, Boulder, CO | 5 🟢
Corporate Executive Board, Arlington, VA | 1,803 🟢
Crystal City Business Improvement District,
 Arlington, VA | 5 🟢
Destination Sales & Marketing Group, Arlington, VA | 17 🚶
EasyStreet Online Services, Beaverton, OR | 36 🚶
Ecologic Design - Green Guru Gear, Boulder, CO | 8 🚶
Ecology Action, Santa Cruz, CA | 48 🟢
Family Bicycles, LLC, Kansas City, MO | 4 🟢
Fort Wayne Outfitters & Bike Depot, Fort Wayne, IN | 11 🟢
Frans Pauwels Memorial Community Bicycle Center,
 Aloha, OR | 2 🟢
Garver, North Little Rock, AR | 124 🚶
Gearhead Outfitters, Jonesboro, AR | 7 🟢
General Mills Albuquerque Plant,
 Albuquerque, NM | 185 🚶

The Hawley Company, Lexington, SC | 60 🟢
Just Coffee Cooperative, Madison, WI | 13 🚶
Kimberly Clark, Neenah Sites, Neenah, WI | 3,065 🚶
Kona Bicycles Co., Ferndale, WA | 20 🟢
KTU+A Planning + Landscape Architecture,
 San Diego, CA | 33 🚶
League of Michigan Bicyclists, Lansing, MI | 2 🟢
Liberty Bicycles, Asheville, NC | 18 🟢
Mad Dog Cycles, Orem, UT | 15 🟢
Meredith Corporation, Des Moines, IA | 3,200 🚶
Mountain Gear, Spokane Valley, WA | 75 🟢
National Park Service - National Mall and Memorial Parks,
 Washington, DC | 335 🟢
Olson, Bzdok & Howard, P.C., Traverse City, MI | 9 🚶
Out-Spoke'N Bike Shops, Inc., Lake Mary, FL | 7 🟢
Palo Alto Bicycles, Palo Alto, CA | 18 🟢
Peace Coffee, Minneapolis, MN | 20 🚶
Peckham & Wright Architects, Inc., Columbia, MO | 14 🚶
Penn Cycle, Bloomington, MN | 125 🟢
Phoenix Bikes, Arlington, VA | 4 🟢
Providence Portland Medical Center,
 Portland, OR | 2,700 🚶
RDG Planning & Design, Omaha, NE | 173 🚶
REI Lincoln Park, Chicago, IL | 60 🟢
REI Northbrook, IL, Northbrook, IL | 75 🟢
Revolution Cycles, Arlington, VA, Arlington, VA | 100 🟢
Salt Lake City Bicycle Co., Salt Lake City, UT | 6 🟢

BICYCLE FRIENDLY BUSINESSES

San Francisco Landscapes, San Francisco, CA | 5 🚲
Saturno Design, Portland, OR | 14 🚲
Sharebike.org, Roanoke, VA | 5 🌱
Sierra Nevada Brewing Co., Chico, CA | 400 🏭
Southcentral Foundation, Anchorage, AK | 1,400 +
Sugar Cycles, Inc., Missouri City | 10 🌱
Toole Design Group, LLC, Hyattsville, MD | 18 🚲
Trek Bicycle Store of Columbus, Columbus, OH | 20 🌱
Trek Bicycle Stores of Madison, Madison, WI | 20 🌱
TriSports.com, Tucson, AZ | 45 🌱
U.S. Environmental Protection Agency HQ,
 Washington D.C. | 5,000 🌱
University of Kentucky, Lexington, KY | 12,000 🌱
University of Minnesota - Twin Cities,
 Minneapolis, MN | 18,000 🌱
University of WI, Madison, Madison, WI | 23,000 🌱
Urban Adventours, Boston, MA | 15 🏭
Whatcom Council of Governments, Bellingham, WA | 12 🌱
WheelHouse, Santa Barbara, CA | 2 🌱
Wiebenson & Dorman Architects PC, Washington, DC | 2 🚲
World of Bikes, Iowa City, IA | 6 🌱

Bronze

Advanced Micro Devices, Austin, TX | 2,800 🏭
Alley Poyner Macchietto Architecture, Omaha, NE | 30 🚲
Alling Henning Associates, Vancouver, WA | 34 🚲
Ameriprise Financial, Corporate Headquarters,
 Minneapolis, MN | 5,000 🚲
Arrow Bicycle, Hyattsville, MD | 5 🌱
Avtech Corporation, Seattle, WA | 240 🏭
Banner Health, Mesa, AZ | 3,500 +
Berghammer Construction, Butler, WI | 30 🏭
Bike Masters, Omaha, NE | 10 🌱
Bike Rack Cycling and Fitness, Omaha, NE | 20 🌱
Bike Tech, Cedar Falls, IA | 5 🌱
Bikesport, Houston, TX | 7 🌱



Corporate Executive Board, Arlington, Va.

Birchwood Cafe, Minneapolis, MN | 50 🏭
Bloomington Cooperative Services,
 Bloomington, IN | 224 🏭
Blue Cross and Blue Shield of Minnesota,
 Eagan, MN | 4,100 🚲
Blue Wheel Bicycles, Charlottesville, VA | 4 🌱
Broken Spoke, Iowa City, IA | 2 🌱
California Giant Berry Farms, Watsonville, CA | 75 🏭
Capella University, Minneapolis, MN | 2,000 🌱
Carlson Hotels, Omaha, NE | 350 🏭
Carmichael Lynch, Minneapolis, MN | 230 🚲
Chainwheel, Little Rock, AR | 11 🌱
Champaign-Urbana Mass Transit District,
 Urbana, IL | 313 🌱
Charlotte County Health Dept., Port Charlotte, FL | 50 +
Ciclismo Classico, Arlington, MA | 10 🌱
City of Champaign, Champaign, IL | 205 🌱
City of Fayetteville, Fayetteville, AR | 753 🌱
Colle+McVoy, Minneapolis, MN | 170 🚲
Dream Ride Projects, Lancaster, PA | 3 🌱

KEY:



BICYCLE INDUSTRY



NON-PROFIT/GOVERNMENT



HOSPITALITY/RETAIL



PROFESSIONAL SERVICES



MEDICAL/HEALTH



MANUFACTURING/ RESEARCH



Kimberly-Clark
Neenah, Wis.



National Geographic, Washington, D.C.

Economic Research Service/USDA, Washington, DC | 400

Eli Lilly and Co., Indianapolis, IN | 120,000

Engberg Anderson, Inc., Milwaukee, WI | 60

EnviroFriendly Lawn Care, Fort Collins, CO | 2

Eppstein Uhen Architects, Milwaukee Office,
Milwaukee, WI | 100

Erik's Bike Shop, Bloomington, MN | 130

Fehr & Peers, San Francisco, CA | 230

Fein Violins, Ltd., St. Paul, MN | 6

Finnegan Henderson Farabow Garrett & Dunner LLP,
Washington, DC | 750

Fluor, Greenville, SC | 2,000

Fort Collins Veterinary Emergency Hospital,
Fort Collins, CO | 23

Foth IE - Kansas City, Overland Park, KS | 6

Fresh Energy, St. Paul, MN | 20

Friends Committee on National Legislation,
Washington, DC | 25

Gahanna YMCA of Central Ohio, Gahanna, OH | 100

Golden Bear Bikes, Broomfield, CO | 6

Great River Energy, Maple Grove, MN | 875

Green Star Inc., Anchorage, AK | 3

The Green Institute, Minneapolis, MN | 15

In-Situ Inc., Fort Collins, CO | 80

InterContinental Hotels Group, Salt Lake City, UT | 645

IBM Rochester Site, Rochester, MN | 4,400

Java Shack, Arlington, VA | 7

Loris and Associates, Lafayette, CO | 12

Mary Black Foundation, Spartanburg, SC | 8

Mast General Store Inc., Knoxville, TN | 47

Mel Trotter Ministries, Grand Rapids, MI | 125

Mr. Michael Recycles Bicycles, St. Paul, MN | 3

National Geographic Society, Washington, DC | 1,600

National Interagency Fire Center (NIFC), Boise, ID | 550

Old Spokes Home, Burlington, VT | 10

OTB Bicycle Cafe, Pittsburgh, PA | 15

Park Tool Co., Saint Paul, MN | 45

Parkersburg Bicycle, Parkersburg, WV | 3

PayPal, Inc., La Vista, NE | 3,000

Pearl Izumi, Louisville, CO | 100

Providence Alaska Medical Center,
Anchorage, AK | 3,169

Providence St. Peter Hospital, Olympia, WA | 2,400

Providence St. Vincent Medical Center,
Portland, OR | 4,240

Race Pace Bicycles, Ellicott City, MD | 60

Ramsey County, Saint Paul, MN | 4,000

RCI, Carmel, IN | 1,200



Fluor, Greenville, S.C.

RCommunity Bikes, Rochester, NY 


REI College Park, College Park, MD | 50 

The Ride, Conway, AR | 5 

Rings & Things, Spokane, WA | 77 

Roanoke Valley Alleghany Regional Commission,
Roanoke, VA | 12 

Rodale, Emmaus, PA | 880 

RPM Transportation Consultants,
LLC, Brentwood, TN | 11 

Santa Cruz Seaside Company, Santa Cruz, CA | 170 

SAP Labs - La Crosse, La Crosse, WI | 171 

Schreiber Anderson Associates, Madison, WI | 24 

Spin Doctor Cyclewerks, Bartlett, IL | 7 

Spyeglass, Minneapolis, MN | 10 

Travel Portland, Portland, OR | 49 

Trek Bicycle Downers Grove, Downers Grove, IL | 10 

Upstate Forever, Greenville, SC | 23 

Urban Eats Cafe, St Louis, MO | 13 

Urban Ecology Center, Milwaukee, WI | 35 

US Open Cycling Foundation, Providence, RI | 2 

USAA, San Antonio, TX | 22,000 

Velocity Cafe & Cyclery, St. Louis, MO | 13 

Walt's Bicycle, Fitness, and Wilderness Company,
Columbia, MO | 18 

Wamsley Cycles, Morgantown, WV | 8 

Washington Bike Law/Anderton Law Office,
Seattle, WA | 2 

World Bank Group, Washington, DC | 8500 

KEY:



BICYCLE INDUSTRY



NON-PROFIT/GOVERNMENT



HOSPITALITY/RETAIL



PROFESSIONAL SERVICES



MEDICAL/HEALTH



MANUFACTURING/ RESEARCH



BICYCLE FRIENDLY States

A Bicycle Friendly State (BFS) promotes cycling through legislation, policies, programs, and by creating new places to ride, educating motorists and cyclists, and encouraging people to bike for transportation and recreation. The BFS program is two-fold: it ranks and recognizes states that actively support bicycling. First, states are ranked annually based on their level of bike-friendliness. Secondly, states apply for BFS recognition based on promotion of their efforts as well as feedback, technical assistance, training and further encouragement to improve their bicycling legislation, projects, and programs. The state's 2010 and 2009 ranks are listed below (2009 rank is in parenthesis). The BFS awardees are indicated.

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

KEY:

S SILVER BICYCLE
FRIENDLY STATE

B BRONZE BICYCLE
FRIENDLY STATE




Engineering

The most visible, and perhaps most tangible evidence of a bicycle friendly community, business or state is the presence of an infrastructure that supports bicycling. Survey after survey shows the physical environment is a key determinant in whether people will get on their bike and ride.

The BFA programs embrace the adoption of a Complete Streets policy as a critical indicator of a commitment to make every street, over time, safer, convenient and comfortable for cyclists of all abilities to ride on. For these policies to be effective, training (for planners and engineers) and adherence to the best available design standards and maintenance practices is equally important. The devil really is in the details when it comes to street design for bicyclists.

The most bicycle-friendly communities have a wide range of accommodations for bicyclists – from signature trails and greenways through shoulders, bike lanes and boulevards to shared lane markings, signing and connected local roads where nothing much needs to be done to make them rideable. The successful blend of every available facility type ultimately makes up a connected network of on-street and off-street options. This is evident in the higher levels of the program, as are these other key facility factors:

- A high percentage of arterial or main roads with bike lanes, shoulders or parallel trails.



Open Streets
St. Louis, Mo.

- Good bike access to bridges, underpasses and other barrier-breaking roads.
- A willingness to innovate and embrace new techniques such as cycle tracks, shared lane markings and bike boxes.

Trying to create a more bicycle-friendly community without these elements, or by only providing trails or wide outside lanes, simply doesn't work – or at least won't get you more than a bronze designation.

Recent upgrades to the BFA application have increased the emphasis on maintaining this infrastructure. Bike lanes and trails are quickly rendered useless when full of debris, potholes, overhanging branches, snow and ice, etc. We recognize agen-

cies that increase the frequency and effectiveness of maintenance programs.

Thanks to our growing collaboration with the International Mountain Bicycling Association, we have a much better sense of the kind of engineering and infrastructure that supports off-road and particularly single-track riding. Pump tracks, urban jump parks, and access to single track all add to the opportunities for bicycling. Hopefully, these resources are all accessible on bike-friendly roads so you don't have to drive to ride!

Communities, states and universities clearly have control over the streets on which bicyclists operate; the same is not usually true for businesses, unless they own and operate large campuses with internal road networks. However, when it comes to end-of-trip facilities – parking, lockers, showers, etc. – employers have a much greater influence and opportunity to provide for cyclists.

The straightforward question of “are there places to park a bike” is considerably embellished with additional questions searching for evidence of things such as:

- Number of parking spaces per employee/student/parking space.
- Proximity of parking to buildings/destinations.
- Adherence to bicycle parking guidelines developed by the Association of Pedestrian and Bicycle Professionals
- Short and long term parking options including security, protection and signing issues.
- Policies to ensure new development includes bike parking.
- Policies to ensure showers, lockers and other amenities are available in employment sites.

Few cities can compete with Chicago's installation of more than 12,000 bike parking racks in recent years, New York City's new policy on bike parking in buildings, or Portland's pioneering in-street parking corrals. The Long Beach Bikestation ushered in an entire new genre of parking/rental/repair facilities that are popping up all over the country. Yet, the simple concept of a rack where you can lean and lock a bike is a concept that a lot of communities and employers forget.

Two final engineering factors highlight the holistic nature of the BFA programs. First, we recognize that urban bicycling is intricately connected with – or should be – transit service (in those communities that have it). Bicycle access to transit includes safe routes to and from stations and stops, as well as secure parking at those locations. The ability to carry your bike on buses, trains, and ferries is now becoming the norm rather than the exception.

Second, recreational bicycling has to be part of an overall cycling culture. Therefore, we look for evidence of the kind of infrastructure that supports social and recreational trips, as well as longer distance travel and tourism: signing and marking of long distance routes, programs to improve trail heads, and parking and bicycle-related services. In more rural areas, shoulders are more likely (and appropriate) than bike lanes.





Complete Streets

The communities, businesses and states designated as bicycle-friendly are working to encourage active and livable streets for all users including: pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A Complete Streets policy and guidance for implementation are vital to any bicycle-friendly effort and requires consideration of all modes of travel in every aspect of the transportation planning process.

Bicyclists are at the core of this movement because Complete Streets mean more access, mobility and comfort. Cities, states and business rally behind Complete Streets because they mean improvements in sustainability, personal health and economic development. Creating Complete Streets calls for broad partnerships, sets good standards and builds strong communities.

Bicyclists Take the Lead

Bicyclists often lead the push for Complete Streets. “Their passion for improvements for cycling has the extra benefit of making roads better for everyone,” said Barbara McCann, executive director of the Complete Streets Coalition. Complete Streets policies are a great focal point for a community to organize around. “Before the policy went into place, it was business as usual. Streets were built



Charlotte, N.C.

for cars with little thought for cyclists and pedestrians,” said Ken Tippet, bicycle coordinator for Charlotte, N.C. “With the policy change, we’re seeing a citywide culture shift across the board from elected leaders, city staff, and ordinary citizens — everyone.” Charlotte’s implementation of creative transportation options like a light rail and bike racks on buses has energized constituents. The city receives calls from citizens wanting to know when their area gets bike lanes.

It Takes the Whole Village

Complete Streets benefit cyclists, pedestrians, transit users, people with disabilities, youth and older adults through better connected networks. Implementing a Complete Streets policy is best done by building partnerships with community partners.

Complete street policies are being implemented nationwide as transportation agencies strive to improve. As numbers grow, policies build off



St. Louis, Mo.

one another. “Our draft policy was primarily based on an ordinance passed by Ferguson, Mo.,” said John Kohler, the bicycle coordinator for St. Louis, Mo. “We reviewed ordinances adopted by several cities throughout the country and incorporated some language into our draft ordinance.”

Seattle Children’s Hospital, a bronze-level Bicycle Friendly Business, was a supporter of their city’s Complete Streets policy and went on to adopt a similar measure when the hospital was planning to expand their campus. “Seattle Children’s Hospital got the health and active living benefits from bicycling,” says Barbara Culp, former Bicycle Program Lead with the hospital. The hospital built trails and made connections internally and externally to enable people to move around the campus by foot or by bike. As a result they now see lower healthcare costs. “We see the importance of looking at the built

“WITH THE POLICY CHANGE, WE’RE SEEING A CITYWIDE CULTURE SHIFT ACROSS THE BOARD FROM ELECTED LEADERS, CITY STAFF, AND ORDINARY CITIZENS. EVERY ONE.” Ken Tippet, Bicycle Coordinator, Charlotte, N.C.

"ONE OF THE GOALS OF THE COMPLETE STREETS MOVEMENT IS ABOUT WINNING OVER THE ENGINEERING PROFESSION, AND MAKING THEM HAVE A VISION ABOUT STREETS FOR EVERYONE." Barbara McCann, Executive Director of the Complete Streets Coalition



environment and its role in achieving important wellness objectives. It's literally about building the connections."

A bit of healthy competition helps. "New Jersey has had a routine accommodation policy since the 1980s," said Sheree Davis, state bicycle coordinator for the New Jersey Department of Transportation. While attending the Delaware Bike Summit in 2009, she learned that Delaware passed a Complete Streets Policy. Knowing that Delaware had a higher Bicycle Friendly State ranking, Davis' competitiveness kicked into action. "If Delaware can do it, then why not us?" said Davis. She returned to New Jersey and worked up a draft to present to the NJDOT Commissioner, which was soon passed into law.

Since New Jersey passed the state policy, the Deputy Commissioner of

Transportation and agency staff have organized regional workshops on policies, as well as design, in coordination with metropolitan planning organizations. "As a result, we've been averaging two municipalities a month passing resolutions," said Davis. "These communities see this as a key building block to being designated a Bicycle Friendly Community." NJDOT is also planning on Complete Streets training for all qualified consultants and contractors in the state.

Set a Standard

Much like a Bicycle Friendly Community action plan, Complete Streets policies envision the community's transportation future. Rather than a prescriptive, one-size-fits-all strategy, complete streets policies

allow for the strengths, needs and character of the community to guide the work. Tippet, of Charlotte, emphasized that their Complete Streets Policy not only serves to further acknowledge bicycling as transportation but it also "sets a design standard for their city's streets and ensures they are designed right the first time."

Kohler, of St. Louis, Mo., said the purpose of their city's policy is to "set forth guiding principles and practices to be considered in the design, operation, and maintenance of streets to promote safe and convenient access and travel for all users."

Find a Common Cause

Complete Streets policies are not that complicated. Yet, sometimes it can be a tough sell. Finding a common cause for concern can be an ex-



cellent way to start the conversation. For Sheree Davis, of New Jersey, the focus was to reduce traffic fatalities. “Averaging around 100 pedestrian and 20 cyclist deaths means something has to change, but how were we going to do it?” said Davis. “The deaths woke our department up. This just makes sense.”

Win Over Transportation Engineers

“One of the goals of the Complete Streets movement is about winning over the engineering profession and showing them a vision of streets for everyone,” said McCann of the Complete Streets Coalition. Appealing to the problem-solving side of engineers has yielded great results. “In our workshops, there is at least one engineer sitting in the back of the room, skeptical, with his arms folded. Throughout the day you can see the light bulb go off, and by the end, not only are they attentive, they are among the most engaged.” The Institute of Transportation Engineers is supportive of Complete Streets.

Davis has had similar experience in New Jersey. “In order to sell it, you need to bring in the experts that can lay out what complete streets mean – there is often a misconcep-

OUR COMPLETE STREETS POLICY HAS “BEEN A BIG GAME CHANGER FOR NEW JERSEY.”

- Sheree Davis, State Bicycle Coordinator for NJDOT

tion of what they look like,” she said. Good design guidance and training is crucial. “Once it is explained how some paint and small adjustments can be inexpensive, safe solutions to the problem, they get it.”

Not one-size-fits -all

While there are lots of great examples, there isn’t just one complete street. For example, St. Louis’ Complete Streets plan components include street and sidewalk lighting; pedestrian and bicycle safety improvements; access improvements, including compliance with the Americans with Disabilities Act; public transit facilities accommodation, including pedestrian access improvement to transit stops and stations; street trees and landscaping; drainage; and other street amenities.

“Our policy is implemented in a project by project approach,” said Kohler. During the planning phase, the city will conduct a study and analysis to see how best to integrate these elements into the project. “We

recently completed a road diet that included the addition of bike lanes as part of a resurfacing project on South Broadway, a major north-south arterial road running through downtown. Cyclists were ecstatic about the road and how it offered an improved option to commute to work, exercise or visit downtown sites.”

Charlotte uses a six-step planning process in all of their road projects that defines current land and transportation use, as well as the planned future use and context. This process has been so successful that it has been integrated into the Complete Streets Coalition training workshops.

Many agencies enjoy the expanded toolbox that that Complete Streets gives them. “In Seattle, their ordinance is very well thought out. City staff learns by doing, by experimentation, and then they codify what works,” said Barbara McCann.

Such flexible approaches serve to alleviate transportation agencies’ fears that their hands will be tied to include all modes, regardless of need or of context. The most effective



What Businesses Can Do: Seattle Children’s Hospital

Seattle Children’s Hospital biggest commitment to Complete Streets came with the expansion of the hospital campus through their Major Institution Masterplan. The plan was sited along an arterial road but bordered a mostly residential part of Seattle. Employee, client and visitor travel patterns were going to have a huge impact on the neighborhood. By doubling the size of the hospital, there was potential to double traffic – something that neighbors did not want and were prepared to fight against.



Open Streets,
St. Louis, Mo.



Left: Buffered bike lane with
experimental green intersection
treatment, Austin, Texas.

Complete Streets policies are applied across the transportation network, ensuring strong connectivity for all modes throughout. Policies should also include a list of exceptions, like when a mode is prohibited (think limited access highway), when costs are exceptionally disproportionate to the anticipated use or when there is a documented lack of current or future need. These policies require high-level agency sign off.

"Our policy doesn't give our agency many outs," says Davis. "Even with our previous Accommodation

Policy, it was easy to claim the costs were too high and cut components out of a project." This issue disappeared when they updated their Complete Streets policy. "It's been a big game changer for New Jersey."

"Complete Streets policies helped Charlotte move away from being an auto-centric community," says Tippet. "We are truly a transportation agency in the full sense of the word." Similarly, St. Louis is working on improving their BFC rating. The city passed their Complete Streets policy over the summer and has begun investing in significant capital improvements by designing and



Gilbert, Ariz.

"COMPLETE STREETS POLICIES HELPED CHARLOTTE MOVE AWAY FROM BEING AN AUTO-CENTRIC COMMUNITY. WE ARE TRULY A TRANSPORTATION AGENCY IN THE FULL SENSE OF THE WORD."

- Ken Tippet, Bicycle Coordinator for Charlotte, N.C.

constructing first class transportation facilities for all users. The Complete Streets policy sets the framework for continued smart growth, well into the future. New Jersey's Davis echoes the sentiment of many bicycling advocates, "This is very timely for us. We should have been doing it years ago."

➊ For more information, visit completestreets.org or contact bmccann@completestreets.org.

As a business, they had already invested heavily in mobility choices for their employee through bus passes and stipends for biking and walking. "This laid down the beginning. There was institutional recognition of the need to address multi-modal access to get our expansion plan passed," says Barbara Culp, former Bicycle Program Lead with the Hospital. "We needed to find a way to mitigate that impact, to be a good neighbor."

Bicycle Boulevards and connection to trails were made a part of the plan and the Hospital made financial investments in multi-modal transportation in the neigh-

borhood. "We paid the city \$4 million in transportation improvements surrounding the campus. Half of that went towards bicycle and pedestrian improvements," says Culp. Local advocates and hospital representatives then hosted a ride-about for city council to show where these improvements are going and the impacts on the neighborhood. Without these efforts toward auto traffic mitigation, neighbors would have likely pushed the city council to reject the already contentious plan.

➋ For more information, visit seattlechildrens.org. Contact Doug Burgesser at doug.burgesser@seattlechildrens.org.



Building Bicycling into Transportation Networks

The impact of built environment on physical activity is well documented. So, how do we design our streets to promote bicycling?

Communities can encourage bicycling by shaping the physical environment to give bicyclists confidence, comfort, and convenience. Focusing on three elements in particular can greatly enhance bicycling by connecting bicycling investments to the entire transportation network:

- accommodations on arterial streets.
- a strong connection to transit.
- plentiful bike parking/end of trip facilities.

Arterial Streets

Most communities that the BFA program works with already have good networks of neighborhood streets that provide a comfortable riding environment for almost any cyclist. These streets need little more than knowing that they are there and

where they go to be called bicycle-friendly routes. High-capacity urban roads, known as arterials, are important to bicyclists for the same reason as they are to everyone: they get you where you want to go. Several innovative treatments to make arterials more accommodating for cyclists are being added to the toolbox and go beyond simple bike lanes and shoulders: bike boxes, bike signals, buffered bike lanes, colorized pavement, contra-flow bike lanes, cycle tracks, and shared roadway markings.

ROAD DIETS – COLFAX AVE., SOUTH BEND, IND.

The signature bike project last year in South Bend, Ind., was a road diet on Colfax Ave. The street's four lanes were converted to two traffic lanes with bike lanes on both sides in order to better manage traffic and provide designated space for cyclists. Colfax is a significant east-west arterial and designated truck route through downtown. "We wanted to make it a Complete Street and make it safer for cyclists," said South Bend Bike Coordinator Chris Dressel, "Any time we have a road project, we look for ways to make the street more accommodating for bicyclists."

"ANY TIME WE HAVE A ROAD PROJECT, WE LOOK FOR WAYS TO MAKE THE STREET MORE ACCOMMODATING FOR BICYCLISTS." – South Bend Bicycle Coordinator Chris Dressel



NYC Bike Parking. Photo credit NYCDOT

A few years ago, South Bend started the Bicycle Friendly Community process. They addressed routes that would be important for bicyclists – routes with destinations, like schools, businesses, and parks. "We looked for obvious arterial connections," Dressel said.

"We wanted to create a network of roads for bicyclists and saw a need for a significant east-west connection across the city," said Dressel. "We worked with the public works department and engineers to gauge feasibility and determined that there was excess capacity." The city presented the proposal to various audiences, including property owners and businesses. The proposal built on what the East Bank neighborhood had wanted to support its arts-related businesses. As a result, "We got good feedback. It was one of the best-

received concepts I've ever seen at a public meeting," Dressel recalled.

The city planned the implementation to be completed in time for the inaugural "Bike the Bend" event in Bike to Work Week.

The city observed significant use during Bike to Work Week and regular use for the rest of the season. Despite the fact that they removed traffic lanes to make space available for cyclists, they've heard no complaints from drivers. "The road had extra capacity, so we could make the change with no negative impact," Dressel said.

"We're trying to find ways to make cycling a truly viable means of transportation within the city," Dressel said, "The comments we received went from 'Is anyone going to use these lanes?' to 'How do I deal with all of these cyclists?' That's progress."

① For more information, contact Chris Dressel at cdressel@southbendin.gov.

SEPARATED FACILITIES, NEW YORK CITY

From shared lane markings to high-visibility green bike lanes and protected paths, NYCDOT is engineering safer streets for everyone as it expands the citywide bike network. "While many may view protected bike lanes as a safety feature for cyclists, they lead to safety benefits for everyone who uses the street, and they are the anchors for traffic calming projects across the city," said New York City Bicycle Program Coordinator Hayes Lord. "The street design retains parking and incorporates pedestrian islands, which provide a protected space and decrease crossing distances for pedestrians." Streets with bike lanes were 40 percent less deadly for pedestrians than other



NYCDOT has installed protected bicycle lanes on the avenues to provide important north-south connections to business centers, communities and to ensure the continuity of the bicycle network.



streets, according to the city's recent Pedestrian Safety Study & Action Plan.

Manhattan's avenues function both as arterials – they are wide multi-lane streets with high traffic volume – and de facto local streets. They provide the only access to many properties for both vehicles and bicycles. All of the north-south roadways in Manhattan's core share these characteristics and there are no “quiet” parallel routes. Therefore, NYCDOT has installed protected bicycle lanes on the avenues to provide important north-south connections to business centers, communities and to ensure the continuity of the bicycle network.

Protected bicycle facilities provide a feeling of safety and protection

that make them ideal for riders of all abilities – from ages 7 to 70. Safety on the streets is off the chart as speeding and reckless driving plummet:

- On 9th Avenue, injuries to all street users (not just cyclists) fell by more than 50 percent, compared to the previous three years, in the year following the 2007 implementation of protected bike lanes - including a 57 percent drop for cyclists. The project won the “Best Program Award” from the Institute for Transportation Engineers.
- On Broadway, where a protected bike lane and plaza treatments were installed from 42nd Street to 35th Street in 2008, injuries to all street users dropped by nearly

50 percent in the six months following implementation.

Installing protected bike lanes on Manhattan avenues has opened up bike access to large portions of Manhattan that were previously intimidating for cyclists. The avenue bike lanes provide safe and convenient bike access to the core of Manhattan where no alternate routes are available. On 9th Avenue, the city's first protected bike lane, daily cycling volumes grew 69 percent from 2007 to 2010. On Prospect Park West, bicycling has tripled in one year. On Kent Avenue in Brooklyn, cycling volumes all but doubled from 2008 to 2010. On Grand Street in Soho, cycling volumes increased 56 percent from

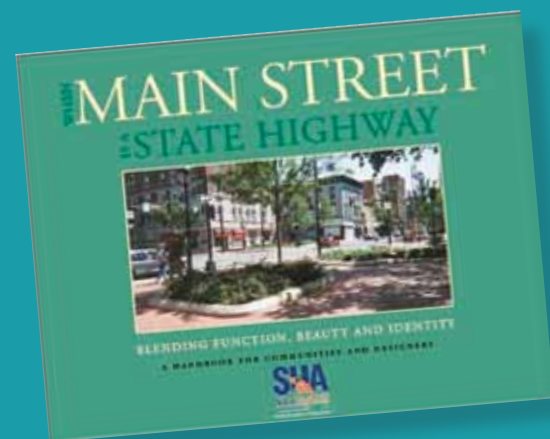
When Main Street is a Highway: Maryland's Design Guidance

The State of Maryland has steadily moved up the Bicycle Friendly State rankings and received an honorable mention in the BFS program in 2010. This is in part due to policies that impact how bicycling is built into the transportation network. In 2003, the Maryland State Highway Administration published a handbook for communities and designers called “When Main Street is a State Highway” to make state highways through towns accommodating to all forms of transportations.

The guidance explicitly emphasizes the need for a connected bicycling network: “The bicycle network should connect to places people want to go. The network should provide continuous direct routes and convenient connections between destinations, including homes, schools, shopping

areas, public services, recreation and transit.” Jon Cardin, the Maryland State Delegate for Baltimore County, called the document “an effort to make towns more pedestrian-friendly and bicycle-friendly,” saying, “This helps revitalize and rejuvenate small towns.”

Delegate Cardin, who frequently bikes from Baltimore to the state capitol in Annapolis, said, “In the legislature, we're always looking for good ideas from people in the community who are living them. By creating biking and walking friendly communities, we reduce the need for suburban sprawl, make towns enjoyable places to live, and reduce the need for people to hop in a car to go half a mile. That improves quality of life.” Maryland is home to Bronze BFC, Baltimore.



In 2003, the Maryland SHA published a handbook called “When Main Street is a State Highway” to make state highways through towns accommodating to all forms of transportations. For more information, visit www.marylandroads.com or contact Michael Jackson at MDOTmjackson3@mdot.state.md.us

"THERE IS A NATURAL INTEGRATION BETWEEN BICYCLING AND TRANSIT. IT'S JUST SO EASY TO GET OFF THE TRAIN, HOP ON YOUR BIKE, AND GO WHERE YOU WANT TO GO." – Salt Lake City Mayor, Ralph Becker

2008 to 2010. On Broadway, cycling increased 50 percent in one year.

Each of these protected lanes was supported by the local community boards, and several were requested by the boards themselves. Project teams and borough commissioners post project plans on-line, meet with individuals and local groups both before and after projects have been implemented, and remain committed to problem-solving on a virtual 24-7 basis. Hayes explains, "We have worked closely with communities, and have worked with local businesses to accommodate loading and other needs, and protected paths actually incorporate parking into the safety design, enhancing safety on protected path corridors."

① For more information, visit www.nyc.gov/html/dot/html/bicyclists/bikemain.shtml or contact Bicycle Program Coordinator, Hayes Lord at HLord@dot.nyc.gov.

Connection to Transit

Connecting bicycling and transit has many transportation benefits for bicyclists and transit agencies. It increases the number of people that can reach bus and train stations, gives bicyclists the option to ride after dark, in poor weather, or through inaccessible areas, and it reduces congestion by reducing the need for car trips.

INTEGRATING ALL MODES, SALT LAKE CITY, UTAH

During Ralph Becker's campaign for mayor of Salt Lake City, he heard one thing over and over again when

he asked people what they'd like to see the city do differently: make the city safe and accessible for bicycling. That gave Mayor Becker what he called the "political confidence" to aggressively integrate bicycling into the city's transportation network. "To have a successful transportation system, you need to have choices," he said, "safe, convenient, accessible choices for all modes of transportation."

Salt Lake City and the surrounding region have done this by integrating bicycling with transit. "There is a natural integration between bicycling and transit," says Mayor Becker, "It's so easy to get off the train, hop on your bike, and go where you want to go." Last fall, Salt Lake City and the Utah Transit Authority (UTA) opened the Bicycle Transit Center at the central train station, connecting bikes with intra- and intercity bus and rail. The staffed facility provides secure storage and rents and repairs bikes.

Bikes are allowed without time restrictions on all urban buses and trains. Many cyclists take a bus or the TRAX light rail system to get up the steep hill to the University of Utah. Along many routes, the hill has a 15-20 percent grade. Commuters then bike around campus or whiz back home down the hill.

Salt Lake City developed the green shared lane – a green-painted stripe on a road that would not fit

BIKE TRANSIT CENTERS

There are eight bike transit centers that provide secure bike parking, bike rentals, and other related services at public transportation hubs in cities across the country.

"Communities are making enormous investments in transit," says Andréa White-Kjoss, President and CEO of Bike Station, "To make them efficient you need to be able to draw passengers from a large area. The easiest way to do that is to make it easy to ride bikes to the stations."

Sixty-five percent of the people that use Bike Stations are connecting to transit. On average 30 percent of Bike Station users were previously driving. This share is as high as 65 percent at some locations.

Bike Stations are "a really effective way of getting people to transit and increasing bike ridership and getting people out of their cars," White-Kjoss explains.

According to White-Kjoss, to get a Bike Station in your community, you need to have a strong champion of the concept, like a mayor or city manager, and the ability to follow through. Transportation agencies can apply to various public federal funding sources, such as Transportation Enhancements and the Congestion Mitigation and Air Quality Improvement (CMAQ) Program, as well as state, regional, and local sources.

① For more information, visit bikesation.com.



Washington, D.C.



BIKE STATIONS: There are eight official Bikestations (bikestation.com) throughout the country and many other bike hubs and bike transit centers. BFCs in Dayton, Ohio and Chicago, Ill. are standouts. For more information on Chicago's station visit www.chicagobikestation.com.



a bike lane, which gives bicyclists priority, while sharing the space with cars. The stripe parallels the TRAX light rail system along two streets in the downtown area.

In the works are bikeways connecting the airport to downtown, a prototype bike boulevard, and a bike share program. Any business can call the city to request a bike rack, and Salt Lake will install up to 10 bike corrals next summer, by request.

The transit agency is also pursuing an active transportation initiative to construct a comprehensive walking and biking network to improve

the mobility of the 40 percent of Utah's population that cannot drive due to age or ability – and everyone else. UTA envisions European-style physically-separated cycle tracks and bikeways connecting seamlessly to transit throughout Salt Lake City and the region.

Salt Lake City moved up to a Silver-level Bicycle Friendly Community in 2010.

i For more information, contact Dan Bergenthal at dan.bergenthal@slcgov.com.

Plentiful Bike Parking END OF TRIP FACILITIES

End of trip facilities are an important element in creating a BFC. Cyclists need to know there will be plenty of visible, accessible, easy to use, and convenient parking at their destination; and, ideally, a place to change clothes.

BIKES IN BUILDINGS, BIKE HUB AND BIKE HIGHWAYS DAYTON, OHIO

The City of Dayton recognizes the importance of secure bike parking to promote bicycling. In addition

Prime Bike Parking: General Mills Plant, Albuquerque, N.M.

The General Mills plant in Albuquerque, N.M., which is located near biking trails and a short bike ride from a commuter rail station, had a group of employees who were really into cycling. A few years ago, they talked to a plant manager about providing secure bike lockers to encourage bike commuting. The manager liked the idea and decided to purchase lockers – then he found out about a program run by the city of Albuquerque that provides businesses with bike lockers for free.

"We've got changing lockers and bike lockers. Our 30 bicycle lockers are the closest parking spaces to the office," the plant's John Saucedo said, "We put in the lockers two years ago. They have been permanently installed. Employees can sign out a key whenever they need it."

Now there is an uptick in bike commuting. Saucedo says, "People are more comfortable bringing their bike to work because of the lockers. Before there were always four or six bikes in the hallway."

i For more contact John Saucedo at john.saucedo@genmills.com.





Meredith Corporation fitness center

to the 135 bike parking space and 35 bike lockers in Dayton, the city passed a zoning ordinance that requires new buildings to provide minimum bike parking spaces within 60 feet of the building's main entrance. The number of spaces to be provided depends on the number of units or bedrooms in the building.

Dayton sees its trail network as bike highways, and its roads – which increasingly include shared lane markings and bike lanes – are the arterials. Any good highway needs a rest stop, so downtown Dayton's Five Rivers Metro Park opened its Bike Hub. It includes bike racks, a tire pump, coin-operated lockers, public restrooms, cycling accessories, food concessions, bicycle rentals, and a secure area with lockers, restrooms, and showers for Bike Hub members. "When you look at efforts to increase bicycling, removing impediments to bicycling is a no-brainer," said Andy Williamson, Assistant Manager of Outdoor Recreation at Five Rivers Metro Park and League Cycling Instructor.

According to City Commissioner Nan Whaley, critics were skeptical the bike parking facilities would be used, "They said, we didn't believe you when you said they would be used, but we see it happening."

Dayton became a Bronze Bicycle Friendly Community in 2010.

① For more information, contact Erica Burton at erica.burton.cityofdayton.org.

Commuter Facilities MEREDITH CORPORATION, DES MOINES, IOWA

The media and marketing company Meredith Corporation promotes bicycling to work as part of a comprehensive health wellness program. At the worksite, they provide:

- Indoor and outdoor secured bicycle parking.
- Locker rooms with showers and towels.
- Direct access to local bike trails.

Meredith built an onsite fitness center and enhanced the locker rooms in 2000. This has created a more bicycle-friendly workplace and has been well received among employees and in the community. Meredith also donated \$1 million in 2004 to create the Meredith Trail to connect Gray's Lake to the downtown area in Des Moines.

"Investing in wellness, including bicycle commuting, is clearly paying off for Meredith" says Jen Harken, Meredith's Corporate Communications Manager, "and we have the attention of senior-level management which is why we're now able to devote more resources toward encouraging bicycle commuting - and can provide a financial incentive for employees." Additionally, Meredith allows for a flexible work schedule so employees can make arrangements with their supervisor to bike to and from work if desired.

① For more information, contact wellness@meredith.com.

100% ARTERIALS WITH BIKE LANES: GILBERT, ARIZ.

All of Gilbert's arterial streets – major and minor – have 5.5 foot bike lanes. This policy is written into the city's Public Works and Engineering Standards and Details.

"Thanks to far-sighted planning, residents and families can get on a bicycle and ride to our neighborhood park, the local grocery store, a library or a friend's home, and the nearby office – or just to exercise on a nice day" said John Lewis, Mayor of Gilbert.

"It's very important to our community to be active. Bike lanes encourage people to get out and about with their families, to go to the store or anywhere else," Beth Lucas, Gilbert's public information officer explained, "Just as there is a standard width for a sidewalk, it is the standard that arterial streets have bike lanes."

Gilbert, AZ has been a Bronze Bicycle Friendly Community since 2003.

① For more information, contact Greg Svland at gregs.ci.gilbert.az.us



Gilbert, Ariz.



Including All Bicyclists

Building a network that accommodates and welcomes all bicyclists is a challenge.

There are different bicyclists to consider and many types of communities and business locations. An experienced bike commuter might prefer riding in traffic and sharing the lane with cars. A recreational cyclist may choose to ride on paths or off-road trails. A truly bicycle-friendly environment, includes places to ride for every kind of bicyclist.

Limit Abrupt Transitions in the Network

One should not have to drive to a destination to bike. Connecting all types of riding is a key to building a complete bicycling network. “The key is to limit abrupt transitions, go beyond the pathway, and to make easy transitions from one type of riding to another,” says Jill Van Winkle, IMBA Trail Specialist. “Integrating paths and trails connects bicyclists to other types of riders and rides.” The best off-road trails are the ones that are accessed through on-road facilities.

Seize the opportunities

Almost every community, business, and state has ways that it could encourage both on and off-road cycling. Communities should aim to link park facilities with park amenities. “Rural communities and smaller towns like Flagstaff, Ariz. or Bend,

Ore. don’t have to build parks to provide this experience. They have the advantage because the park is their backyard.” Urban communities have to be more innovative. “The key for an urban area is to provide different types of facilities to let people know there are different types of bicycling such as bike parks, skate parks, and on-road facilities,” adds Van Winkle. A bike park is not as space demanding as you may think, “Typically you don’t need anything more than the size of a baseball field to allow for a bike park.” Build it, and they will come. Several Bicycle Friendly Businesses have built recreational biking amenities at their locations, such as platinum-level New Belgium Brewing Company’s on-site cyclo-cross track.

Other BFBs have built their own path systems to link their workplaces to the larger network like IBM’s in Rochester, Minn. which includes nearly four miles of paths that connect to the community and larger state bicycling networks. Blurring the lines between recreation and transportation is part of building a comprehensive bicycle-friendly system.

Considers all Types of Bicyclists

The Schuylkill River Trail Campaign in Philadelphia, Penn. is a popular trail system and sees more than 670,000 cyclists annually. “The trail system has existed for decades but wasn’t often used as a holistic corridor,” says Alex Doty, Executive Di-



Tropical Cyclocross, Miami, Fla.

“THE KEY FOR AN URBAN AREA IS TO PROVIDE DIFFERENT TYPES OF FACILITIES TO LET PEOPLE KNOW THERE ARE DIFFERENT TYPES OF BICYCLING SUCH AS BIKE PARKS, SKATE PARKS, AND ON-ROAD FACILITIES.” - Jill Van Winkle, IMBA Trail Specialist

rector of the Bicycle Coalition of Greater Philadelphia. “The campaign was the result of our vision to have the trail system become a major transportation corridor for the city.” The Schuylkill River Trail has long been a back bone of activity and has ignited a regional effort to complete key connector areas and create an even broader network throughout the region. “One of the main reasons the Schuylkill River Trail Campaign is such a compelling project is because it connects the southwest areas of the city, predominantly an underserved area and where there is little green space, and reconnects these areas to the river.” It encourages various types of bicycle use from commuting to recreational riding. There are parts of the trail that are paved and parts that are packed earth – exposing cyclists to different surfaces.

“The trail is a much loved regional amenity of the city and the campaign is a coordinated effort among municipal entities, various advocacy groups, Business Improvement Districts, and other advocacy groups,” stated Doty. “The Bicycle Coalition of Greater Philadelphia simply stepped in to help build a coalition among these groups so that now all trail advocates are speaking together, which made us a much stronger force.”

Funding of the trail enhancements and extensions are also a cooperative effort. The campaign will benefit from a USDOT TIGER Grant, county open space money, local money, state money through Department of State and Natural Resources, a local match from the city, and support from the William Penn Foundation.

When completed the Schuylkill River Trail will extend 128 miles.

❶ For more information, visit <http://www.bicyclecoalition.org>.



U.S. BICYCLE ROUTE SYSTEM

The U.S. Bicycle Route System (USBRS) is a proposed national network of bicycle routes which connect two or more states, a state and an international border, or other U.S. Bicycle Routes with the intent to link various types of riding facilities – urban, suburban, and rural. The system will use existing infrastructure where possible to include roads, bike paths, and trails. If implemented as planned, the system will connect over 50,000 miles of routes.

Having U.S. Bicycle Routes come through the community is seen as an economic and health benefit for all types of communities. For small and rural communities, the USBRS will increase tourism to contribute to the local economy. The route designations will also serve as a method for encouraging bicycling for the local population.

In larger communities and metropolitan areas, where urban networks are beginning to take shape, the USBRS is a way for these systems to be a part of something larger. While urban networks are growing, the suburbs continue to be a challenge. The vision for the USBRS is to make an impact regionally. Cyclists will be able to travel from their homes or offices to rural landscapes for more great riding.

There is no designated funding for the USBRS; however, most of the system will use existing facilities. In cases when there is a need for bicycle accommodations, traditional methods of funding are appropriate. There is an advantage to having designation through your Department of Transportation and American Association of State Highway and Transportation Officials (AASHTO). As routes become established, a greater acknowledgement of bicyclist's needs develop. For example, when doing routine maintenance on a road that is designated as a USBR, the agency might consider adding more shoulder or deciding not to rumble strip/stripe the roadway.

❶ To find out more, visit adventurecycling.org.



Education

One of the great conundrums in promoting bicycling is the role of education. When asked, people rarely say that getting more bike education and training would encourage them to ride more ... and yet anyone that's been through a Traffic Skills 101 (TS101) class knows how much confidence and enjoyment it generates; and it is very evident that both cyclists AND motorists need a lot of help individually and to get them to share the road with each other!

"Education" is relatively cheap and easy to do when compared to a major trail project or bike plan implementation ... yet it is actually quite labor intensive and has to be repeated year after year to have a permanent impact on a large number of people. There are just a handful of really critical messages to teach cyclists and drivers ... yet we can quickly get hung up trying to impart too much information, or arguing about who is more to blame for safety issues.

The starting point for Bicycle Friendly America programs is the League's own Smart Cycling education program. We are certifying up to 400 League Cycling Instructors a year thanks in large part to communities and businesses organizing seminars to get their staff into the program. Having instructors is one thing; we also want to see them actually sharing the good information that's in the program by teaching classes. In cities such as Tucson, San Francisco, Austin, Dallas



Columbus, Ohio

and Minneapolis, we are seeing quite significant volumes of students being put through their Traffic Skills paces.

Successful implementation of a broad education program depends on the accessibility of the material and the teachers. While the 9-hour TS101 class is our standard offering, BFA applicants are also rewarded for finding creative ways of delivering that information in bite-sized pieces – lunch-time brown-bag presentations at work sites; 2-hour skills classes at the local bike shop; pre-ride briefings at bike club events, etc.

The Safe Routes to Schools program, which is obviously a lot bigger than just a bicycling initiative, is a proven way to increase the number of kids riding bikes – we ask communities to tell us how many schools are participating in the program and we score the performance of States based on how much of the available Federal funding for the program they are actually spending.

A best practice emerging from cities such as Washington, D.C.; Philadelphia, Pa.; and Portland, Ore.; involves the city hiring the local cyclists advocacy group to take a fleet of bikes and teachers to area schools to systematically deliver bike education to thousands of schoolchildren.

The Safe Routes program doesn't extend to colleges and universities but there is clearly a need to educate students. College towns and campuses are hotbeds of cycling activity and there is a huge opportunity to teach lifelong bicycling safety skills through

classes, clubs, events and campus bicycle shops.

In addition to the traditional TS101 classes and the delivery of education through schools, colleges and universities, the BFA programs really foster innovation and creativity in delivering bike safety and education messages. The program has identified a series of specific target audiences and a wide variety of media that are being used to good effect around the country.

Target Audiences

Our dream of a bicycle-friendly America envisages the day when there are no fatal crashes between bicyclists and motorists. To get to that point, and in the places with the best traffic safety records, we see professional drivers learning about safe interactions with bicyclists. Taxi and bus drivers, truckers, delivery van drivers, and even school bus operators have all been the focus of effective education programs. Motorists (and bicyclists) who have been ticketed for bad behavior are prime candidates for "diversion" classes to reduce fines and remove points from their driving record.

We love to hear about our TS101 classes being adapted for specific audiences. Traffic engineers and city planners gain a new appreciation for the intricacies of street design after they've been through a class – and better understand what cyclists want out of the roadway system. Politicians gain a similarly keen insight into cyclists behavior after they've taken the lane,

had to avoid broken glass and pot-holes, and seen the impact of different roadway designs on cyclists' comfort.

Varied Media

Just as there is a target-rich environment for bike safety messages, so there is no end of media to use to deliver those messages. We ask BFA program applicants to document the ways in which they are using print, visual, electronic and social media to spread the word. Among the options we have seen and recommend are:

- Inserts in utility bills – especially timed to coincide with major events, National Bike Month etc
- Newspaper and newsletter columns, blogs, community newsletters
- Public Service Announcements (PSAs) on TV, radio, billboards, and in print media
- Company and government intranet sites as well as websites and social media pages
- Bus wraps and adverts, transit shelter posters

When the human touch can't be beaten, we highly recommend establishing a Bicycle Ambassador program – where people (often younger, seasonal workers) are hired to deliver safety talks, ride major trails and routes offering assistance, promote cycling safety at events, festivals, fairs etc. They have even been used to diffuse tension where cyclists are running into problems with motorists or pedestrians.

States have a unique ability to affect motorist and cyclist education through the training and education required of motorists. Every state publishes a driver's manual and establishes the standards expected of drivers to pass their drivers test – in both cases, information related to safe interaction with bicyclists should be included.



Traffic Skills Training

Teaching cyclists to share the road competently and correctly is a vital part of any education program. Motorists sometimes seem almost completely unaware of what cyclists' rights are, honking when we appropriately take the lane, or buzzing us even in states with 3-feet passing laws on the books. And cyclists can sometimes be our own worst enemies: running stop lights, riding the wrong way on one-way streets ("But it's how my parents taught me to ride!"), and flouting traffic laws. The solution is better traffic skills education, and more cyclists on the road. The Bicycle Friendly America program is working on both!

Education for Motorists & Cyclists at a Citywide Level

NEW YORK CITY

New York City has been a whirlwind of innovation and inspiration over the past few years, thanks in part to Janette Sadik-Kahn, the vision-

ary Commissioner of the New York City Department of Transportation. The city has long been held back, in cycling terms, because of its high crash rate. In 2006, the city undertook an exhaustive research study to document where and why the crashes were happening. In 2007, with the results in hand, the city launched its Look campaign looknyc.org. The tagline, "The best protection a cyclist has is our attention" is followed in advertisements by – there's one thing everyone can do: LOOK.

Transportation Alternatives, a New York City advocacy organization, also launched Biking Rules, a street code that teaches cyclists responsible behavior and how to interact with pedestrians and motorists. For more information, visit <http://transalt.org>.

These campaigns, coupled with the transformation of NYC's streets and trails, has contributed to a huge increase of commuters in New York City, coupled with a decrease in



Washington, D.C. commuters

cyclist deaths (41 deaths in 2008 down to 29 deaths in 2009). This kind of citywide outreach campaign has proven very effective.

AUSTIN, TEXAS

Training cyclists has been done very effectively in Austin, through the Austin Cycling Association's Safety and Education Programs. Their Web site offers in-depth (and readable) articles written by League Cycling

Teaching Employees to Commute: Dero, Minneapolis, Minn.



Children need safe routes to school, and adults need safe routes to work. Dero, a bike rack manufacturer based in Minneapolis, Minn. uses its many passionate commuters, including on-staff League Cycling Instructors, to train newcomers to the company. "We do have many commuters who are on staff," said Mark Skoine, "who are more than happy to share information about how to commute, when to use studs [for your tires, in icy road conditions]."

Dero also pays its employees \$3 per day when they bike to work. This money, paid out quarterly, is \$780 annually – an education in why biking to work makes fiscal sense! Bike safety education, route finding assistance, and information on sharing the road with bicyclists is emphasized in their company orientation.

i For more information visit dero.com.

"THE BEST PROTECTION A CYCLIST HAS IS OUR ATTENTION" – NYC's LOOK Campaign

Instructors on everything from how to trigger a traffic signal when you are stuck at a red light to when to leave the bike lane behind. There is even an article on how far you have to be to be clear of the door zone that involves a funny digression into the width of a 1977 Ford Tornino when fully open (summary: Even a two-lane road wouldn't be enough to clear that particular door zone!).

They also teach classes to children and adults year-round. Their classes are all based on League curricula, and they go a step further, working with League Director of Education Preston Tyree to create new classes. Two years ago, with a grant from the National Bicycle Dealers Association, the League developed a new national program that allows bike shop employees to teach children and adults how to bicycle. The classes are much shorter than other League courses, and allow a good overview for people just starting out. They've been popular around the country, and it wouldn't have been possible without the help of Austin-area advocates and the Austin Cycling Association.

❶ For more information, contact Annick Beaudet at annick.beaudet@ci.austin.tx.us.

TUCSON AND PIMA REGION, ARIZ.

Tucson and the Pima Region in Arizona have been leaders in bike education since 2005 thanks to the able leadership of Pima County Bike/Ped Program Manager Matt Zoll. That year, Zoll wrote an application for federal transportation enhancement

funds to set up a Bicycle & Pedestrian Safety & Education program. With \$568,000 in federal, state and local funds, the program launched with a huge outreach component (radio, TV, bus shelter advertisements) as well as new bike lanes, enhanced police training, and free League-curriculum-based bike classes for kids and adults.

In addition to the classes, every attendee receives a bike helmet, pump, U-lock, front and rear lights, reflective tape, tire levers and more. This ensures that cyclists have the training and the materials they need to actually start riding — the mayor of Tucson was one of the first people to take the class! Funding was renewed in 2008. Seventh grade students throughout the region are taught about safe bicycling and walking practices, and the program educates teachers and staff as well.

❶ For more information contact Gabe Thum at gthum@pagnet.org.

FORT COLLINS, COLO.

In Fort Collins, Colo., the outreach campaign is called Coexist, and has dos and don'ts for motorists and cyclists on its popular posters. Messages encourage cyclists to obey traffic signals, ride on the right, and "Don't be THAT guy," about the frustrations pedestrians feel when cyclists ride on the sidewalk. The posters also encourage drivers to avoid right hooks, share the road, and be extra cautious when backing up. The success of the campaign is based on speaking to both cyclists and motorists about how to behave better.

❶ For more information, contact DK Kemp at dk.fcgov.com.



TRAINING THE STATE: CALIFORNIA & MASSACHUSETTS

In October 2010, California, the Commission on Police Officer Standards and Training approved a proposal by the Basic Training Bureau to incorporate the rights and provisions of bicyclists into Vehicle Code training. This means that effective July 1, 2011, all police academies in California will be mandated to include this topic in their Regular Basic Course. The student workbooks will be amended to include this information. The outline for bicycle law instruction will be disseminated by the Basic Training Bureau to the academy staff to use as a reference.

On the other side of the country, Massachusetts offers a Law Officer's Guide to Bicycle Safety, developed by MassBike with the support of NHTSA, that serves as a national model. One of the police officers from Illinois that took the training said, "The course will be helpful in increasing public safety because it helps train officers how to effectively ride, handle, and use the bike to patrol the community they work in."

❶ For more information, visit MassBike.org.



Safe Routes to School & Work

When the last transportation bill passed, in 2005, it included funding for a new, nationwide safe routes to school program. The bill included money to create safe routes to school, encourage children to ride, and to teach kids how to walk and bike to school. Some states, like Texas, California and Alaska, already had innovative programs in place. The federal support helped turbo-charge these programs, which are now models for several other states.

Building Strong Cyclists Statewide: Texas

The SafeCyclist Certification, in Texas, is headquartered at BikeTexas in Austin. The curriculum, formerly known as the Texas SuperCyclist program, started more than 15 years ago, but was completely revised and relaunched in 2010. The new version can be adopted by any state, and is very user friendly. The SafeCyclists

Certification is designed for fourth and fifth grade students, and comes in 15 discrete lessons, each at least 15 minutes in length. Teachers can become certified to teach it in three or six hours (depending on the level of certification), making it accessible to most physical education teachers.

The classes break down into several categories, from strength training to rules of the road, and the handouts are provided in Spanish and English. The topics are age-appropriate for 9 and 10 year olds, and include helmet fit, how to repair a flat, and safe cycling skills. The classes are taught through interactive games, to promote fun and active learning.

Since the program was relaunched in 2010, Oklahoma has bought it and started the program. When Oklahoma bought it, they trained 20 field instructors thinking four or five would actually go out and teach. “We want them to be LCIs first,” said Brenda Chuleewah, Safe Routes to School program manager for BikeTexas.

About the overall success of the program since its inception, Chuleewah was happy to report that they are reaching hundreds of thousands of students annually. “We conducted a survey of our certified teachers, and 200,000 students in Texas each year are receiving the bicycle safety mes-

sage through these teachers. That is based on our survey that we’ve done several years in a row, and that number seems to be pretty consistent,” she said.

Since 1999, the SafeCyclist program has certified 3,701 physical education teachers and community youth workers. The program works for teachers and students. As Janice Mangrum, a teacher at Fuentes Elementary in Kyle, Texas, said, “We were all so glad to receive teacher training that was both meaningful and relevant to our teaching field ... Everyone got a lot of good ideas and guidance from your training.”

➊ For more information, contact brenda@biketexas.org.

A City Strengthens Cycling to School: Anchorage, Alaska and Palo Alto, Calif.

Anchorage, because of its location, faces very specific bike and walk to school challenges. Namely: It is very dark for much of the school year. Sometimes the sun is up for less than six hours. The Safe Routes to School program has helped Anchorage distribute reflective tape to more than 10,000 students (at no cost to the students) and more than 75,000 bicycle helmets have been given away. The tape is used by students to create large (and visible) designs on



Springfield, Mo.

SAFE CYCLIST CERTIFICATION

THE CLASSES BREAK DOWN INTO SEVERAL CATEGORIES, FROM STRENGTH TRAINING TO RULES OF THE ROAD, AND THE HANDOUTS ARE PROVIDED IN SPANISH AND ENGLISH.



Charlotte, N.C.

"200,000 students in Texas each year are receiving the bicycle safety message."

– Brenda Chuleewah, Safe Routes to School program manager for BikeTexas

the back of their jackets and coats, and the helmets are properly fitted by the school nurses. Between the first and second years of the reflective gear program, participation went up from 30 percent to 70 percent. "We learned about the Safe Routes to Schools grant program a few years ago, and the municipality and the school district have applied for and received funding from the program," said Shane Locke, traffic engineering technician for Anchorage. "We set up a GPS mapping system where we can evaluate all the walking routes that students take to school, and check which ones need improvement."

"The program also enabled Anchorage to implement a school crossing guard reflector and safety training program," said Steve Kalmes, director of people transportation for the Anchorage School District. "Now they

are working on an \$80,000 planning grant to do 10 site-specific planning activities for Safe Routes to Schools."

Additionally, Anchorage recently approved a new bike plan. "We are working to make sure that more people realize that there are bicyclists. We want recognition and acknowledgment," said Lori Schanche, non-motorized transportation coordinator for Anchorage. The Bicycle Commuters of Anchorage have also been working on training for children and adults. Included in the plan is language that says, "Promote bicycle safety for children of elementary and middle school age, who are involved in nearly 14 percent of all bicycle crashes in nonschool hours."

❶ For more information on Anchorage's bicycle programs contact Lori Schanche at schanchele@muni.org.

On a sunnier side of the country, Palo Alto, Calif. has been working to make it easier for kids to bike and walk to school since 1994. The team in Palo Alto crosses many traditional lines, ensuring greater success. The school district, police department, city staff and PTA are on a Safe Routes Task Force. The creation of this task force allows the group to leverage assets to create a truly bicycle-friendly community.

❶ Find out more at the Safe Routes Palo Alto Web site www.saferoutes.paloaltopta.org.

This site offers everything from a place to report problems on a student's route to school to education on how to walk and bike to school safely. Their community's cohesion, is a good model to transform school commutes for children.



Educating the People Building the Roads: Engineers and Planners

The Advocacy Advance partnership, which is funded by SRAM, has made a difference for bicyclists everywhere, by funding research to help cyclists and offering grants to local advocates. One such grant, awarded to the League of Illinois Bicyclists (LIB), helped teach planners and engineers in Illinois about the needs and requirements of cyclists. Executive Director Ed Barsotti and the LIB has been interested in educating planners and engineers for years, and found that the state's engineers and planners lacked background training on bicycle issues. LIB has been active in the state, speaking at conferences and offering continuing workshops, but didn't feel that they had really been successful at reaching this audience.

With the Advocacy Advance grant in hand, Barsotti set out to create a course that would educate planners and engineers on the needs of bicyclists. "I had done two years of a special topics course for the University of Illinois-Chicago, an introduction to bicycle planning course, and the seminar was directly from that course. It was much more than 'here's a bike lane, here's a sharrow.' The seminar started with a 15-minutes abridged Traffic Skills 101, teaching them some highlights of the course



Dayton, Ohio

to show interactions on the roadway." The state's former bike-pedestrian coordinator also helped write the curriculum, which added to the buy-in at the statewide level.

The courses were planned for 10 locations around Illinois, and LIB realistically hoped for 10 people to attend each course. They did publicity to municipalities and engineering and planning firms, mainly sending postcards speaking about the courses. "When we got a total of 500 attendees at the 10 courses, it blew us away," Barsotti said. More than 125 municipalities were represented, as well as 80 engineering and planning firms, the state department of transportation, and some county highway departments.

Barsotti believes that one of the keys to their success was the access



Washington, D.C.

to continuing education credits for planners and engineers. It was expensive and extensive to earn the right to offer CEUs, but he feels strongly this is why their attendance was so much higher than expected. For planners, LIB worked with the American Planning Association to offer CEUs to people keeping up their AICP certification. For engineers, requirements vary state by state, and in Illinois it simply requires that the person offering the course be an "expert in the field."



Bike Rodeo, Bentonville, Ark.

At a show of hands early in the seminars, about 90 percent of the attendees said they had no college training in these issues, and 80 percent had not attended a seminar about it. It was clear from the attendance and the informal poll that these seminars were filling a need in Illinois.

The seminars provided great outcomes for LIB and Illinois. The LIB was able to make a bit of money to continue advocating; state and local planners were able to learn about bicycling; and at least two towns have issued bike plan RFPs that looked like very much inspired by the seminar.

The good news for other states is that the grant asked Illinois to create something that can be used across the country. LIB has made the entire course accessible, with a two-and-a-half hour video online of the com-

plete seminar, as well as a package of the PowerPoints and presentation materials.

An additional tip? The class only cost \$25 to attend, and the League of Illinois Bicyclists offered attendees the chance to also use that money toward a membership in LIB. “As a result of the seminars, we added 200 new members,” Barsotti said.

This is an effective and important audience for all 50 states to reach, and Illinois offers an excellent model. “The seminar got really high ratings

from attendees,” Barsotti said. “It was one of the highlights of my 10 years in bicycle advocacy.”

➊ For more information, visit www.bikelib.org or email Ed Barsotti at ed@bikelib.org.



Encouragem

San Antonio, Texas

ment

Communities, businesses, states and universities all have a critical role to play in simply encouraging people to ride – giving them the opportunity and incentive to get out on a bike for whatever reason they choose.

We know that signature events such as Bike to Work Day and National Bike Month make a difference – they provide a focus and framework for clubs, advocacy groups, communities and employers to put on events that get people out riding. Commuter challenges (among employers, for example), commuter races (between a cyclist, driver, bus rider, walker etc), and community rides all have more impact when they are part of a coordinated national event – and while not every metropolitan area can match the 25,000 riders that Denver's bike to work day attracts, we know it only takes one Mayor or elected official to get the event on the front page of the newspaper.

We also recognize that these events have an impact whenever they are staged – Denver's bike to work event is actually in June each year because of the vagaries of Colorado weather in May, and that's OK. Arizona does their thing in March.

Encouragement activities are incredibly varied and disparate – and more than any other area of the BFA applications they highlight the critical reality that creating a cycling culture where people are encouraged to ride is something in which everyone in the community is involved. The most successful bicycle friendly communities have a strong and effective advocacy group; they have one or more active recreational bicycling clubs putting on events and rides and activities; they have a vibrant mountain bike community; there are successful bike shops and bicycle-related businesses.

Signature events create a buzz in the community about bicycling. The 15,000-person Houston to Austin MS Ride hasn't made Houston bike-friendly quite yet, but the people that ride the event who all go out on training rides ... they are the core constituency of change. El Tour de Tucson is the catalyst for a lot of what happens to make the Tucson area above average for cyclists. Racing events like the Tour of California inspire communities to improve conditions for cyclists year-round; and the culture that emanates from world-class mountain biking in many Colorado communities permeates small towns like Steamboat Springs and Durango.

As the BFA program has expanded from communities to businesses and beyond, we have seen the most dramatic, game-changing encouragement activities fall into four distinct categories:

1. Cold hard cash. Nothing changes behavior faster than financial incentives – like commuter benefit programs; reward programs that offer bikes, clothing, and equipment for service and performance.

2. Information-giving. People want to know where to ride; they need help with good routes to work, nice recreational rides, access to trails – and that's often true even in their own communities. Programs that give people this information through maps, guides, on-line route mapping, route signing, mentoring and myriad other ways, really help to break down barriers. The Smart Trips or Travel Smart individualized marketing programs are inspirational examples of these in action.

3. Comfort and company. People like to ride where there are other people, and where they can be totally comfortable riding without worrying about traffic. Events known as Ciclovía, Sunday Parkways or Open Streets, where a loop of streets are opened up exclusively for people biking running, walking, and doing other forms of physical activity, are dramatically effective in enabling people to both enjoy themselves in the moment and envision a different future ... all in the company of thousands of others doing the same thing.

4. Bikes. Turns out a lot of people don't ride because they don't have a bike, especially on the spur of the moment when they need to get somewhere quickly. Bike Sharing or large urban bike rental programs – like those made famous by the cities of Paris, Lyon, and London in recent years – have the potential to fill that gap and give the general public much better access to a bike when and where they need one ... the ultimate encouragement!





Bike Month

Encouragement can be one of the most exciting efforts in promoting bicycling. This can be done through Bike Month events, community bike maps, route finding signage, rides and commuter incentives. Ultimately, though, it is important to rally around a leading advocate like your mayor. Those that make bicycling an easy and fun transportation option will influence potential riders.

National Bike Month

May is National Bike Month and the perfect opportunity to encourage new and returning riders to bike commute. The League of American Bicyclists is the official national sponsor for Bike Month and promotes Bike to Work Day annually on the third Friday of the month. Bike to Work Week corresponds to that Friday.

Communities and businesses around the country have discovered that the fun and excitement that surrounds Bike Month and its events inspires non-bike commuters to get on their bikes and ride. For help, use the League's step by step guide available on bikeleague.org/bikemonth.

San Francisco, Calif.

San Francisco's BTWD boasts having more than 100,000 Bay Area

"I WAS SURPRISED BY HOW MANY FAMILIES RODE IN THE BIKE AND HIKE," SAID ABRAMSON. "I THOUGHT IT WAS GOING TO BE THE USUAL SUSPECTS BUT ONCE THE WORD GOT OUT, IT GREW TO A GENUINE COMMUNITY EVENT." – Newly retired Louisville, Ky. Mayor Jerry Abramson



Bike Rodeo
Bentonville, Ark.

Bicycle riders participate in the area's events. It helps that 40 percent of the Bay Area's population lives within five miles of their job. "This is a distance that is really ideal to ride a bike," said Corinne Winter, president and executive director of the Silicon Valley Bicycle Coalition. The city's Bike to Work Day increased 34 percent in 2010. Bike to Work Day is "a vision of what the morning commute should look like," said Winter.

Volunteers

Part of San Francisco's success can be credited to volunteers. SVBC and the San Francisco Bicycle Coalition start their volunteer recruiting efforts months in advance. They had more than 300 volunteers for BTWD 2010.

To organize, inform and attract the large group needed for pre-BTWD prep, SVBC uses an online form that displays BTWD volunteer opportunities. The online form logs all volunteer information. The more volunteers you have, the more people you have spreading the message.

"It sounds simple, because it is," says Winter. If the 40 percent that lived within five miles to work "ditched their cars on Bike to Work Day alone, more than 60,000 vehicles

would be off the road, reducing tail-pipe emissions by more than 150,000 pounds.”

① Visit www.youcanbikethere.com for more information.

Kimberly-Clark ENCOURAGEMENT FROM THE GROUND UP

Kimberly-Clark has long encouraged work-life balance. Three years ago, bicycling was brought into the company’s culture thanks to employee Rob Gusky and his Get Up and Ride bike plan. He is now the Ambassador of Cycling under Kimberly-Clark’s Scott brand. The program started at three locations in 2008 and has expanded to include 62 sites worldwide, half of them in the U.S. The program sponsors a Web site for employees to track bike miles – the Web site is even smart phone compatible.

BIKE MONTH COMMUTER CHALLENGE

The Get Up and Ride program sponsors a five month commuter challenge that kicks off during Bike to Work Week. “Asking your cubicle mates to join your commuter challenge team is an effective means of encouragement,” says Gusky. “Three people on my team last year were novice. Now they are all biking one

to two times a week.” Partnering with the Bicycle Federation of Wisconsin, KC will open their mile tracking Web site to the entire state of Wisconsin for Bike to Work Week 2011. KC hopes to have a statewide challenge and be able to record statewide data.

Encourage your Employer to be Bike Friendly

1. A few can make a difference: “It’s all volunteer. I’ve got a job; this is additional,” says Gusky.
2. Partner with senior leadership: When you start to talk to people in your company about bike commuting, remember there is a reason for everyone to buy into it. “It’s an easy sell,” says Gusky.
3. It’s all in the approach: “Often, we outgrow our bike parking. Instead of demanding more racks, we talk to maintenance and ask what we can do. Then they are like, ‘Oh; let’s get more!’”
4. Figure out how biking will improve the company.
5. Be patient. “It took years to make progress with the Get Up and Ride program,” says Gusky.
6. Work with people. “It’s all about relationships and how you treat people,” says Gusky. “When you are humble and don’t expect but ask, leadership responds positively.”

START A COMMUTER CHALLENGE AT YOUR BUSINESS

Use Kimberly-Clark’s Example:

1. Have an effective means for tracking miles that lets your employees monitor and compare their progress.
2. Expanded cycling categories to include all types of riders: cycling for transport and cycling for sport. The sport category might consider biking to work.
3. Include novice riders by forming teams.
4. Encourage healthy competition. Kimberly-Clark has a trophy that travels the globe from winning campus to winning campus.

BIKE TO WORK MONTH PLAN FOR SUCCESS

FEBRUARY – Plan

- set a timeline for the event and marketing
- get inspired by other cities
- recruit volunteers
- determine what permits you need
- plan your budget

FEBRUARY TO MARCH – Build Partnerships

- secure funders
- have specific asks and plan for each potential funder

FEBRUARY TO MAY – Recruiting and Working with Volunteers

- Brainstorm who can help: individuals, schools, businesses, etc.
- Know how to find them, work with them, and recognize their contributions
- Outline expectations, time and tasks involved
- Schedule convenient and timely meetings

MARCH TO MAY – Promotion and Communications

- identify key audiences
- keep constants aware of Bike Month: use e-news, Web site and blog
- develop uniform marketing campaign with logo and theme
- promo materials
- utilize social networking sites

Read the whole guide at
bikeleague.org/bikemonth



Leading Advocates

Bike advocacy encourage others to support bicycling. Frequently, you need the help of a congressional office, local officials, or your place of employment to make progress. When you have one of these figures standing up for bicycling, make them the leading bicycle advocate.

Louisville, Ky.

Jerry Abramson was the long term mayor of Louisville, Ky. – he just retired – and was in office 15 years before he became a champion of bicycling. “Bicycling triggered my interest in energizing my community,” says Abramson. He was inspired by a family trip to Colorado and “seeing all the bikeways, seeing all the people riding bikes. I thought, ‘WOW’ this is something I should be doing in my community.”

Making a Plan

Abramson first focused on recreational bicycling. He had started the Healthy Hometown movement and saw bicycling as an extension of this health initiative, along with nutrition. “Bicycling just fits under the health umbrella,” says Abramson. He started reaching out to leaders and developed a master bike plan. “Five years ago, we spent two days with leaders, education professionals, and bicycle enthusiasts. Out of that came our master plan – a five, 10 and 20-yr plan.” Abramson then took people from that meeting and created an executive committee. Their purpose was to ensure the plan moved forward.

This “summit” of 120 people is what started Louisville’s evolution. The city began to develop bike lanes – they now have 55-plus lanes – and committed to a 120-mile bicycle loop (27 miles are already done). The city also concentrated on signage and police to develop an effective, long term enforcement policy.

Create Community Interest

Abramson excelled in encouraging his town to get on their bikes and use the new facilities. He created buy-in through the Mayors Hike and Bike ride. This ride remains tremendously successful and will hopefully carry on with the next mayor – 1,500 participated in the first ride and 7,000 participated in the 5th annual. “I was surprised by how many families rode in the Bike and Hike,” said Abramson. “I thought it was going to be the usual suspects but once the word got it grew to a genuine community event.”

The Message

“The real focus is health when talking bikes with mayors,” says Abramson. “It all starts with recreational riding and infrastructure. The more people ride for fun, the more they are comfortable riding to the drug store and to work.” Louisville continually increases the amount of bicyclists using multi-modal forms of transportation. The city had a 31 percent gain from 2008 to 2009.

Abramson first stepped out of the “bike box” when he introduced bike counters for the new bike lanes. He realized this was not enough. He wanted to attract youth to bicycling, so he introduced cyclocross to Louisville. “We built a cyclocross world championship course and are hosting the 2012 and 2013 UCI championships.”

The Legacy

You can ensure pro-bike policies will remain after you leave office. “Louisville has built the infrastructure in terms of advocates,” says Abramson. “The next mayor will have no choice but to join the evolution of bicycling in Louisville. Bicycling is embedded into the DNA of our home town.”

Leadership at the Business Level

MERCY GENERAL HOSPITAL, SACRAMENTO, CALIF.

Mercy General Hospital has been caring for patients in the downtown Sacramento, Calif. region for more than a century. Their roots and city pride is reflected in their relationship with employees and the community.

Mercy General’s leadership became a champion of bicycling with the help of Ron Kampling, the Mercy General’s Director of Guest Services. “He knew the hospital had a lack of parking because the hospital’s proximity to a residential neigh-

“WOW! THIS IS SOMETHING I SHOULD BE DOING IN MY COMMUNITY!” - Jerry Abramson, Former Mayor of Louisville, Ky.



“The next mayor will have no choice but to join the evolution of bicycling in Louisville. Bicycling is embedded into the DNA of our home town.”

-Former Mayor Jerry Abramson, Louisville, Ky.

borhood,” says David Brandeberry, current Director of Guest Services for the hospital. “Bicycling seemed like a natural fit – the answer.”

The Business of Bicycle Encouragement

Mercy General’s encouragement activities and incentives go beyond the Bike Month Calendar. Mercy General is a gold-level Bicycle Friendly Business with several committees to keep bike commuting and our program in the limelight,” says Brandeberry.

The hospital hosts the Mercy Fall Classic ride and supports the Mercy Cycling Club. The club members even have their own Web site mercycyclist.com for news, events and resources. Additionally, the hospital’s leadership instituted a program to pay employees if they bike to work and provides them with a meal voucher for a free lunch.

To further promote a healthy lifestyle, Mercy General is eliminating smoking on campus and converting the smoking area into a bike garden. The facility will include eight to 12 bike lockers, a garden, tools to tune up and wash bikes, and air pumps. The bike garden will be centrally located, giving people another safe place to park their bike.

Bike Month is also a big deal for the hospital. “During May, we make a real big push for Bike Month,” says Brandeberry. “Everyone gets out of their shell because we are a health care facility that thrives on promoting activities that promote a healthy lifestyle.” Mercy General was fifth in the region for the bike to work business challenge. The hospital’s employees biked more than 20,000 miles.

Mercy General’s Bike-Friendly Future

Mercy General plans to implement internal bike training for novice riders and those new to the area or facilities. Brandeberry has advice for those whose employer is not on board with bicycle-friendliness: “Stay consistent. It will take time. Try to get shops and advocates involved to excite leadership and show there is a support network.”



Mayor Greg Ballard (2nd from left) and former Mayor Jerry Abramson (left), Bicycle Friendly Community Award Ceremony, Indianapolis, Ind.



Advocacy Groups

Local advocacy groups are the starting point for those who realize that there are things that need to be done to encourage bicycling in their area. Several local and state advocacy groups are fighting the good fight, improving the conditions for cycling, and setting examples for other groups to learn from.

Cascade Bicycle Club

Dave Douglas is the Event Coordinator for the Cascade Bicycle Club (CBC) in Seattle, Wash. Originally CBC was a meeting of recreational riders who wanted an advocacy voice. The CBC is now a three-part organization comprised of two 501(c)4s: Bike Pac and Cascade Bicycle Club (C4), and their 501(c)3 the Education Fund. The fund is a repository for grants and a way to secure charitable donations. Bike to Work Day and Month are operated under the Ed Fund. The Ed Fund provides hundreds of bicycles for classroom programs and teaches more than 10,000 students a year the basics of bicycling.

Action Alert

The CBC is also very unafraid of politics and elections. “We have been very successful at the ballot box,” says Douglas. The CBC has grown into a 13,000 member organization and has mastered the art of keeping their members engaged and active. “We have a very robust approach to timely action alerts, e-newsletters, alerts, and the web,” says Douglas. They offer direct face to face opportunities to engage members in issues that are

“2007 WAS A FANTASTIC YEAR AROUND HERE. WE WON A LEGAL CHALLENGE PROTECTING THE RIGHT OF THE COUNTY TO PROTECT ONE OF THE MOST USED TRAILS IN COUNTRY, THE BICYCLE MASTER PLAN WAS ADOPTED, AND HUNDREDS OF MILLIONS WERE COMMITTED TO BICYCLING PROJECTS. IT WAS JUST A GOOD YEAR. THE YEARS HAVE GOTTEN BETTER BUT THERE WERE A LOT OF FIRST IN THAT YEAR.”

– Dave Douglas, Event Coordinator, Cascade Bicycle Club

important to them. From a software standpoint they use Democracy in Action and Salsa to tailor their advocacy alerts to the members that want them. “We can have them sign up for what they are interested in, so if they are really interested in vulnerable user law but not county information we do not overload them,” says Douglas. “We try to keep people effectively engaged.”

Operations

CBC is operated by an 11-member volunteer Board of Directors, 22 professional staff, four AmeriCorps members, and thousands of volunteers. “We’re a complicated and unique model,” says Douglas. The CBC started as an advocacy group, so events were not their original source of income. Originally, it was membership, grants and their 501(c)3 Education Foundation that kept them afloat. Their century, now the CBC’s biggest event, took 20 years to generate substantial revenue and has 20,000 riders. “To date, the lions share of our income is our events,” says Douglas. “Our events take a lot

of staff and volunteers. Our staff size is reflective of how many it takes to get money raised.”

Community and Government Relations

Douglas sits on large advisory committees for funding and transportation financing. He has also worked as co-chair for the bicycle advisory committee, for bridges... “the list is too long,” says Douglas. He adds that if you are appointed to a committee, you will likely deal be on a committee “where they don’t like what you have to say but you have to remember you are the most well informed in the room.” This self-confidence has worked for the CBC, as evidenced in the numerous bike infrastructure improvements and





Advocacy groups create signature community programs, such as Ciclovía or Open Streets, that attract new riders.

three-year bicycle education and encouragement program – Bike Smart Seattle.

The CBC has two invaluable planners on staff to speed-up the often slow and bureaucratic government process. For example says Douglas, “We have a couple of blocks in downtown that need of repairs. A citizen calls and asks what to do. Our planners do a line drawing – we do geo special analysis, look at data, analyze the impact of plans, housing, and employment – and decide how to improve bike commuting in these urban villages.”

Recently, the CBC has had successful bike/ped counts. The numbers show huge growth in areas that are making the investments. In downtown Seattle, counts grew between by

20 percent from 2008 to 2009. “There is a large part of the population that wants to ride their bikes more, and when we provide them the means, they get back on their bikes,” says Douglas.

The CBC influences their members in all the ways we can make change: advocacy, partnering with communities, employers, education, and encouragement. They then use the most appropriate tool for the job. “There is the inside game and the outside game – and then use legal,” says Douglas “For every step, we use the tool available to us and the most appropriate.”

① Find out more at cascade.org.

COALITIONS THE INSIDE SCOOP

Important:

- Get in the door and have access
- Understand the players
- Target the cause, i.e., transportation choices, land use
- Connect to the community and see who is already working on your issues

Advice:

- Get engaged
- Be prepared to learn about land use, engineering and funding
- Be credible
- Be prepared to listen
- Find partners who can set the direction

PITTSBURGH’S CAR-FREE FRIDAYS 2010

PARTICIPANTS: 1,158 people participated in Car Free Fridays events and activities. 795 people took the Car Free Friday pledge. 178 signed up online.

ACTIVITIES: 115 organizations and businesses supported 38 activities in 8 neighborhoods and municipalities.

SUPPORT: 15 funding organizations, \$54,950 of in-kind support, including raffle prizes worth \$2,500.

① Find out more at bike-pgh.org.



Luke Ravenstahl, Mayor of Pittsburgh, Pa., at the ribbon cutting for the city's first bike lane.

Bike Pittsburgh

Bike Pittsburgh started in 2002 when David Hoffman got hit by a car and decided to use the exposure to bring attention to bicycle safety. At the same time Scott Bricker, now the Executive Director of Bike Pittsburgh, was starting a bicycle advocacy organization. Bricker had spent time in San Francisco and was awed by the city and the bikes. "It wasn't until I moved to Pittsburgh that I realized the conditions were horrendous for bikes here, and that everything behind San Francisco being bike-friendly was because of the San Francisco Bicycle Coalition," says Bricker. Hoffman and Bricker joined forces. Bricker used the advice of bicycle advocacy groups around the country, like Chicago Land and the SFBC, to see how they got started and lessons learned. Within Bricker's first year in Pittsburgh, Bike Pittsburgh up was formed. Now the group is 1,500 strong.

At first, Bike Pittsburgh was simply trying to provide what bicyclists needed in a limited amount of time. "There was no one working on bike issues. No bike/ped coordinator, no map in 12 years," says Bricker.

"We just decided to start providing what we needed." Bike Pittsburgh is nestled in a town with copious amounts of foundations. They applied for grants and leveraged those funds, and partnered with the city on projects. They took each win and got more people involved. "If you like this stuff, join Bike Pittsburgh!" was there motto. "You use your membership to gain wins, use wins to get members," says Bricker.

The Bike Pittsburgh formula is working. After the first five years of Bike Pittsburgh, the city hired a bike/ped coordinator. Now the group finds the funds for bicyclist, create community support and harness political will. "We just partnered with the city to place bike racks around town – 200," says Bricker. "We did

HOW DOES BIKE PITTSBURGH GET FUNDING?

- Memberships
- Selling bike racks
- Yearly fundraiser Bikefest, a 10-day bike festival.
- Events and Rides: Pool ride, ice cream rides, yoga for cyclists, and at least one free movie in the park that is bike themed
- Foundations
- Sponsorships

half, they did half." This is the first time the city has provided bike racks for the city. The same process is working with bike lanes. Bike Pittsburgh pays for most of the engineering work. If the city approves the work order, the government pays for the rest. "We do the bike infrastructure design for 50 to 70 percent of the city," says Bricker. "The goal is to get the city to do this." The city is making progress. They are developing a transportation plan that includes a bike/ped plan."

"WITHOUT A DOUBT PITTSBURGH HAS BECOME A BETTER PLACE TO RIDE. OUR NUMBERS ARE INCREASING, AND THE PERCENTAGE OF INCIDENTS IS GOING DOWN EVERY YEAR. WE ARE EXPECTED TO BE SEEN ON THE STREETS, THERE IS MEDIA COVERAGE, MORE RACKS AND MORE BIKE LANES. WE HAVE A LONG WAY TO GO BUT IT IS A LOT BETTER THAN WE FIRST STARTED BIKE PITTSBURGH."



Maps, Guides & Signage

Maps, Guides and Signage encourage people to ride. Maps, guides and signs show them the way but signs also let bicyclists feel justified to be on the city's streets. Signage validates their route.

Seattle

In the early 1980s, our now Gold BFC Seattle, Wash. had a few recreational bike routes around the city. Things have changed drastically since then.

SEATTLE BICYCLE MAP

Seattle publishes a free bike map annually, distribution 40,000 to 60,000, and makes their map available in print and online. The SDOT contracts with the Bicycle Alliance of Washington, and the club distributes the maps to anyone who requests one. "The maps are so comprehensive even drivers use them," says Virginia Coffman, Seattle Department of Transportation

Annually, the SDOT does a comprehensive update of the map, since new bike facilities are implemented ever year. To guarantee the map is accurate, the SDOT takes requests on the map via a form on map, comments online and through their bike/walk hotline. "After listening to feedback from riders, we made the maps more intuitive and added additional information such as bike shops, schools, libraries, farmers markets, and streetcar and light rail stations," says Coffman.



254
MILES

SEATTLE'S TOTAL
PROPOSED SYSTEM OF
SIGNED ROUTES

71
MILES

TOTAL SIGNED
ROUTES INSTALLED
SINCE 2007



Seattle Signage

Seattle's bicycle sign system planning started years before the bicycle master plan process to work out the signage details and the system they would define. Seattle's system relies on colloquial names of places and routes rather than numbered routes Seattle used Chicago's MUTCD signage model to help develop the system. "The signage changed a lot and is now consistent with the 2009 Manual on Uniform Traffic Control Devices (MUTCD)," says Coffman.

FUNDING: Seattle's bicycle improvements are funded primarily through local dollars via a voter approved levy named Bridging the Gap. This nine-year levy dedicates funding for bicycle improvements at approximately \$4 million per year. This funding supports new on-street bicycle facilities, as well as maintenance. The levy is complemented by a commercial parking tax and an employee hours tax.

① For more information on this, visit seattle.gov/transportation/BridgingtheGap.htm.

DEVELOPMENT: The signage system was developed for a user group of people knowing landmarks but who don't necessarily know the best streets to bike on. "The sign system is the face of our bicycle network, leading them through the structure," says Coffman. "It's not necessarily for tourists or for those entirely new to cycling. It's for those comfortable riding on a variety of systems" The system is destination based and indicates how far away users are from destinations, where the destination is, and the direction. Users have choices at intersecting routes. Not everyone uses all the info but it helps move them through the system. For more information on Seattle's Bicycle Route Signage and protocol, visit seattle.gov/transportation/docs/bmp/final/AppendixG.pdf.

VISUAL CUES: Seattle's Bike Dots, pavement markings for signed bicycle routes, are a tool to provide wayfinding – graphic communication clues to help users navigate the city. The bike dots were adopted from Portland's Bicycle Boulevard and prove to be helpful on residential streets. For routes that weave through neighborhood streets these "crumbs" reduces sign clutter while helping people transition from trails to streets to residential routes. Green bike lanes highlight areas where bicycles and cars cross paths, reminding people to stay alert.

TIPS FOR COMMUNITIES STARTING OUT THE PROCESS OF DEVELOPING A SIGNED BICYCLE ROUTE SYSTEM:

- 1) Start early. The Seattle planning process took 2 years.
- 2) Define the user group. Are users of the signs tourists or city residents, novice or experience bicyclists? This influences both the routes chosen for the signs and the sign content.
- 3) Determine routes and route types. Have a network of routes already established before putting out signs. Once a network is established, determine what signs will best serve the network.
- 4) Choose destinations wisely. If you've chosen a destination based sign system, designate destinations and organize them into a hierarchy. This provides a sense of scale of the project.
- 5) Learn from other cities. Many cities have drafted guidelines for sign implementation. Bike along other city's signed routes.
- 6) Do a challenging pilot project. Implement signs in the most difficult part of the city first. The exercise made clear where our process could be improved.
- 7) Have a maintenance plan.



Seattle, Wash.



Game Changers



Lexington, Ky. residents now enjoy 2nd Sunday events.

Ciclovia

The word “ciclovia,” technically a Spanish word meaning “bikepath,” is now firmly associated with the Colombian city of Bogota. Thirty-five years ago, the city started a tradition of temporarily opening a handful of city streets up to runners, walkers and cyclists on Sundays. Under Mayor Enrique Penalosa the event grew in size and international recognition – including several cities in the United States. Known variously as Sunday Parkways, Open Streets or CicLAvia (in Los Angeles, of course), these events are bringing thousands of people out to enjoy their community.

2ND SUNDAY

2nd Sunday, a version of Ciclovia in Lexington, Ky., is a monthly

police escorted ride that city bicycle coordinator Kenzie Gleason likens to “being at a really great concert where the crowd is really into it and having a good time, and what really stands out is how diverse the crowd is every year.”

Once a year, 2nd Sunday goes statewide and encourages all forms of physical activity within communities. On October 9, 2011 communities across Kentucky plan simultaneous open streets events from 2 p.m. - 6 p.m. so residents can bike, walk, run, play and enjoy all kinds of fun and healthy activities. “2nd Sunday is the catalyst for changing the health of our Commonwealth and our country,” says Jay McChord, a council member in the Lexington-Fayette Urban County government.

The event is also a platform to showcase community programs that are positively affecting the community’s health, economy and environment and is proving an effective way of building a compelling case for investment in trails, sidewalks, smart streets and parks.

Kentucky Governor Steven L. Beshear says “for too long Kentucky has been labeled as one of the unhealthiest states in the country but now 2nd Sunday provides the state with an opportunity to become a national model for physical activity by implementing low-cost measures to improve the health of its citizens.” More than 20,000 people in 101 counties across the Commonwealth participated in the 2009 event.



Travel Smart

International transportation consultants SocialData GmbH pioneered the use of individualized marketing to give people the information they needed to be able to use transit, biking and walking for more of their everyday trips instead of always driving. Bicycle use in Portland soared with the introduction of their Smart-Trips program, which followed this model, and very effectively built on existing infrastructure and education programs.

BELLINGHAM, WASH.

Smart Trips is a BFC Bellingham, Wash. program that encourages its citizens to commute other ways besides driving. Their motto Walk, bike, share a ride, or ride the bus. Make a difference anywhere you go, is their message to get community members out of their cars. Participants record their Smart Trips on whatcomsmarttrips.com. Smart Trips participants have prevented 43 tons of carbon monoxide from being emitted since June 1, 2006!

Whatcom Smart Trips began July 1, 2006. As of February 2011, 12,241 Smart Trip makers have recorded:

- 332,355 walking trips
- 538,914 bus trips
- 519,289 bicycling trips
- 458,517 ridesharing trips

That's 29,075,160 miles not driven and ...

- 11,815.79 tons of carbon dioxide pollution avoided
- 43.55 tons of hydrocarbons pollution avoided
- 397.06 tons of carbon monoxide pollution avoided
- 30.42 tons of nitrogen oxides avoided



Bellingham, Wash.

"THE WHATCOM EVERYBODYBIKE TEAM HOSTED 20 BICYCLE RODEO SKILLS COURSES IN 2010, THIS RESULTS IN 3,281 WHATCOM COUNTY CHILDREN RECEIVING BICYCLE SAFETY TRAINING!" - Facebook quote

- .17 tons of particulate matter (PM10) avoided
- 1,212,434 gallons of gasoline saved

i For more information, visit info@everybodybike.com.

Bike Share Programs

When the city of Paris launched the Velib' program in the summer of 2007, Mayors around the world sat up and took notice. No fewer than 20,000 stylish and distinctive bikes were placed in over 1,000 docking stations across the city to provide a unique bike transit system. Almost overnight, the city was transformed as thousands of trips a day were made by ordinary Parisiens going about their business. Modeled on other successful programs, the Paris bike sharing program allows users to ride free for the first 30 minutes with escalating charges for longer trips.



B-cycle launch, San Antonio, Texas



Capitol BikeShare, Washington, D.C.

BIKE SHARING IN THE U.S.

In August 2008, the District of Columbia (a bronze BFC) became the first jurisdiction in North America to launch a “large” bike-sharing system. Smart-Bike D.C. offered 120 bikes at 10 stations in the business district and 1,600 people joined during its two years of operation. Neighboring silver-level BFC Arlington County, Va. was working on its own plans for and in 2010 the two jurisdictions worked together to launch the Capital Bikeshare (CaBi) program with more than 1,100 bikes and 114 stations available 24/7. “I really don’t think we can add stations fast enough to match the demand and incredible enthusiasm for Capital Bikeshare,” according to Gabe Klein, director of the District Department of Transportation. “It is not only bikesharing, it is a new bike transportation network,” says Klein. “The installation of bike lanes, bike signals and now this bike-share program will provide people with safer routes throughout the city and into Arlington ”

Large scale programs now exist on the ground in Minneapolis and Denver – two cities that hosted 1,000-bike systems during the Republican and Democratic conventions in 2008 – and cities including

“IT IS NOT ONLY BIKESHARING, IT IS A NEW BIKE TRANSPORTATION NETWORK. THE INSTALLATION OF BIKE LANES, BIKE SIGNALS AND NOW THIS BIKESHARE PROGRAM WILL PROVIDE PEOPLE WITH SAFER ROUTES THROUGHOUT THE CITY.” - Gabe Klein, Director, Washington, D.C. DOT

San Antonio, Boston, New York City, Chicago and San Francisco are readying for their launches. Montreal’s Bixi system is the largest program in North America.

HOW IT WORKS

The Capital Bikeshare stations are solar-powered and modular to allow for easy installation. Each station consists of a variable number of docking ports of the bikes based on demand, plus a kiosk for the purchase of 24-hour memberships. There is also a two-sided information panel which displays a local and regional map of the service and usage instructions. Capital Bikeshare offers annual or 30-day memberships online.

Members must be over 16 years of age. When you join you receive a key. Before the key can unlock a bike, it must be activated by logging in to an account at CapitalBikeshare.com. For those without internet access, there is a hotline to purchase membership. If users only want to use a Capital Bikeshare bike occasionally, 24-hour memberships are available for \$5 by using the kiosk located at each Capital Bikeshare station. The first 30 minutes of each trip are free. After the first 30 minutes, usage fees are charged.

Enforcement



After eight years of the BFC program, we can quite categorically say that this element of the program needs the greatest amount of improvement at the state and local level. In the application process, we are looking for evidence that the entire judicial system – from laws and regulations through law enforcement and through the court system – achieves three important goals:

1. Protecting the rights of cyclists to operate legally on the roads
2. Protecting cyclists against careless, reckless or dangerous driving, and
3. Ensuring cyclists themselves follow the rules and operate safely

Ultimately, we want to reward those communities that treat cyclists equitably and don't discriminate against people because they choose to ride – and we want to point every state and community towards that goal. That process starts with having sound laws, regulations, ordinances and state/city codes that govern cycling and motoring. State and local vehicle codes are so varied and nuanced that we “judge” the legal framework for cycling against a series of key principles:

- Cyclists should have the same legal status and basic rights and responsibilities as the operator of a motor vehicle
- Cyclists must be able to exercise their reasonable judgment as to where it is safe to operate on the roadway (i.e. outside the door

zone, avoiding debris, potholes and other obstructions), explicitly including those situations where it is appropriate to control the travel lane – for example, when the travel lane is too narrow to share with a motor vehicle

- There should be no additional mandates on the part of the roadway a cyclist should or should not use, or bans from public roads (with the exception of limited access roadways where alternative routes are available)
- Motorists must be required to pass a cyclist with a defined clearance distance that reflects “due care”. This distance may increase with higher speeds and motorists should be able to cross the centerline of a roadway to facilitate this safe passing (or be expected to wait until it is safe to pass)
- Penalties that establish a true deterrent should be established for careless, dangerous and reckless driving that causes injury or death to a cyclist. Deliberate harassment of cyclists should be a specific offence
- Equipment rules affecting lights, brakes, trailers and other attachments should reflect current technology and reality – helmets should not be mandatory; registration programs are only appropriate for recovery of stolen bikes, and
- Regulations governing the smooth and safe flow of traffic should address cyclists' issues (e.g. cars should not be allowed to stop or park in bike lanes) and reflect the unique characteristics of bicyclists (i.e. allowing right turn signal by extending the right arm). This latter principle is particularly important when attempting to define those situa-

tions where a cyclist is considered to be “impeding traffic”.

With a good set of laws and regulations in place, the next key issue is enforcement. Law enforcement officers must understand these laws, know how to enforce them, and apply them equitably to ensure public safety. There are a limited number of training courses available to help with this, as well as the League's own Traffic Skills 101 classes that can be beneficial for law enforcement personnel.

Simple communication with law enforcement is also key. Having the participation of the police on a bicycle advisory committee or bicycle plan steering committee, for example, helps increase awareness on both sides. Similarly, having police officers on bikes helps increase understanding of cyclists' issues, even though it isn't done for purpose of traffic law enforcement or bike safety.

We have never shied away from the appropriate enforcement of traffic laws on cyclists. There are a handful of critical behaviors that contribute mightily to motor vehicle/bicycle crashes and enforcement should play a part in reducing wrong way riding (especially on the sidewalk), running stop lights, and riding without lights after dark.

One trend that we especially like is the increasing use by the court system of traffic diversion programs. Cyclists and motorists who have committed moving violations can be given a sentence that includes attending classes that teach them about traffic and cyclist safety – sometimes even a modified Traffic Skills 101 class.



Strong Laws

Basic laws and regulations are necessary to govern bicycling and the rules of the road that must then be backed up by enforcement.

Maryland's 2009 crash data revealed that 10 cyclists were killed and more than 650 bicyclists were injured that year. This data awoke Maryland's lawmakers. They knew they needed to implement laws that would reaffirm the rights of cyclists. Carol Silldorff, the Executive Director of Bike Maryland works on Maryland's Legislative agenda with groups like Triple AAA, Chesapeake Bay Foundation, 1000 Friends of Maryland, and the League of Conservation Voters. Together they passed several new laws – effective October 1, 2010 – to increase the safety, rights and funding for bicyclists. These laws promote further funding through a Transportation Transparency Bill, establishment of a Blue Ribbon Commission on Maryland Transportation Funding, and a Funding for Bike/Ped Access bill. They also passed a 3-foot passing law and the Shoulder Rule Bill.

① *For more information, contact Carol Silldorff at Carol@bikemd.org visit bikemd.org.*

However, even after bills pass, advocates and groups must constantly challenge incorrect interpretations of



"WE ARE IN THE PROCESS OF FOLLOWING UP WITH POLICE DEPARTMENTS, INCLUDING THE STATE POLICE, TO ENSURE THAT THE OFFICERS ARE AWARE OF THE LAW AND ARE COMFORTABLE WITH ENFORCING THE LAW. BIKE DELAWARE SETS UP SAFETY CHECKPOINTS WITH THE STATE POLICE AND DELDOT TO EDUCATE CYCLISTS AND MOTORISTS ABOUT BICYCLE-RELATED LAWS." - Amy Wilbrun, the Delaware Bicycle Council

the law. To maintain the legitimacy of the laws, Silldorff emphasizes the importance in "finding leaders who are willing to support change, meeting with friends of elected officials to make connections – especially with folks in opposition, and partnering with other groups whenever pos-

sible." Bike Maryland maintains a presence in Annapolis at the General Assembly where they can raise awareness of the need for infrastructure improvements, education and safety legislation.

"IN THE US, 48% PERCENT OF FATALITIES ARE FROM PEOPLE DRIVING TOO FAST. THERE'S A STARK DIFFERENCE BETWEEN INJURIES THAT OCCUR IN A CRASH AT 20 MPH AND A CRASH AT 30 MPH." - BTA blog.

Vulnerable Road Users - Oregon

According to Rob Sadowsky, the Executive Director of the Bicycle Transportation Alliance, "Oregon has some of the strongest bicycle laws on the books." Oregon was the first state to pass a Vulnerable Road User Law in 2007. This law increased penalties to motorists that caused serious injury or death to a bicyclist, pedestrian or other 'vulnerable road user.' The law was successful because it "started with a good concept that can be defended by data," explains Scott Bricker, formerly of BTA and now Campaign Manager at America Walks. It targets careless driving crashes that were previously not prosecuted as crimes. There was initial opposition from the district attorney and legislators about financing, prison issues and the constitutionality of the bill. However, BTA worked closely with the Department of Justice, a number of key legislators and committee staff to secure hearings, get votes, and overcome these obstacles.

Sadowsky is leading BTA towards a less technical focus on Oregon enforcement to create momentum around crash reduction. BTA is partnering with advocacy groups around the country to adopt a Vision Zero Strategy. This European-based concept

is based around the exponential increase in fatalities that happens with an increase in speed beyond 20 mph. So with a legal change in the Oregon default speed limits from 25 to 20 mph, infrastructure changes, increased marketing and an education effort, this campaign hopes to achieve zero transportation-related fatalities. Sadowsky spoke proudly of Oregon's Safe Distance Passing law, expanding on other states' more common 3-foot laws. For Oregon, "safe distance" means a distance that is sufficient to prevent contact with the person operating the bicycle if the person were to fall into the driver's lane of traffic." The BTA is also working to implement a Fair Share for Safety, which would require that states designate a percentage of funding to bicycling that is proportional to the percent of traffic fatalities involving bicycles. In order to help pass and campaign for these bills, BTA partners with Willamette Pedestrian Coalition, AAA, Oregon truckers association, personal injury attorneys and public health advocates interested in injury prevention.

① For more information, contact Rob Sadowsky, Rob@bta4bikes.org or visit www.bta4bikes.org.



BICYCLING LAWS DELAWARE & THE STEPS FROM START TO FINISH

Delaware has a number of bills on the books to protect cyclists' rights: the Vulnerable Users Bill; an updated statewide engineering guideline thanks to Bike Delaware; a Complete Streets policy for all road construction projects; and, soon, a Safe Passing Law.

1. To pass these bike bills, **the Delaware Bicycle Council works with DelDOT** to perfect the bill's language.
2. **They find a legislator to champion the bill.** The process continues as the Bike Council and attorney general follow the bill through committee, submitting letters of supports from local bike clubs, and drawing on advocates of the bill.
3. **Open relationships with the police department.** The local departments create briefings to read at roll call. They also teach officers how to enforce the new laws and awareness programs for motorists and cyclists.
4. **Partner with the DMV.** The Vulnerable User Bill created partnerships with Delaware's DMV. They are working to influence driver education courses and manuals and to form a stronger relationship with state police.

① For more information, visit deldot.gov/information/community_programs_and_services/bike.



Targeted Enforcement



Corvallis and Collegiate Enforcement

With a 22 percent bicycle mode share and almost 1/3 of the population made up of students, Corvallis, Ore. deliberately uses targeted enforcement resources to keep cyclists in the city safe. Every September as a new Oregon State University class arrives on campus, the police have a push to educate students on the rules of the road. Lieutenant Cord Wood from the Corvallis Police Department believes the success of their enforcement program comes from their tracking system. Corvallis uses a “quarterly record of bicycle and pedestrian crash statistics to analyze any spikes and designate enforcement resources accordingly,” says Wood. The city also keeps a direct patrol list generated weekly by community and police officer observation,

that can help narrow enforcement resources down to specific areas, times and even discretions. The city has partnered with Safe Routes to School and the school district for direct enforcement in school zones to protect student commuters and target multi-modal zones in the city. Wood believes it is the strong relationship between schools and enforcement that makes their police department so effective and, thus, Corvallis a safe place for cyclists.

❶ For more information, contact Joe Whinnery at joe.whinnery@ci.corvallis.or.us or Lieutenant Cord Wood, cord.wood@ci.corvallis.or.us

“RATHER THAN FRAMING THE CLASS AS A PUNITIVE MEASURE, WE MAKE IT AN INFORMATIVE AND EDUCATIONAL EXPERIENCE.”

- Sheila Foraker, Pima County Bike Ambassador Project Manager

Davis, California

Targeted enforcement affects officers’ time and resources and is based on specific travel modes, locations or behaviors. This more focused targeting of discretions is intended to reduce the number of crashes and fatalities, especially involving vulnerable road users. Davis, Calif.’s police department has adopted this model of enforcement through educational programs, community involvement and crash statistics.

“Fix-It tickets” have been a successful program where enforcement gives a warning ticket to cyclists, letting them know that they need to get a safety addition, such as a light or helmet, for their bike. These tickets can then be used at local bike shops to get 10 percent off the needed item. As Tara Goddard, Davis’ Bicycle Coordinator confirms, “Davis enforcement’s emphasis on education has been very important, and we consider it a success.” For instance, officers run bicycle stops that serve as educational tools, offering warnings to cyclists that are committing discretions. The city has also adopted an educational campaign called Street Smarts to address traffic problems at their source. Street Smarts is a traffic calming program with events and the citizen-based Pace Car program to calm traffic and instill the laws of the road.

Davis also targets efforts in schools, including UC Davis, with the start of the school year as an opportune time to educate students, focusing on the most common discretions.

① For more information, contact Tara Goddard at tgoddard@cityofdavis.org or or David Takemoto-Weerts at dltakemotoweerts@ucdavis.edu.

Diversion Program – Pima County

With nearly 200 students each month, Pima County's Diversion program is quickly and effectively spreading the message of bicycle safety and the importance of the law. This educational program offers traffic offenders an alternative to going through the court system. The program began when Pima County's Bicycle and Pedestrian Coordinator started openly talking about bike enforcement with the Tucson Police

"THE BIGGEST HURDLE TO GETTING A DIVERSION PROGRAM IS HAVING THE COURTS SIGN OFF ON IT AND INFORMING TICKETED CYCLISTS OF THEIR RIGHT TO TAKE A CLASS DESIGNED SPECIFICALLY FOR CYCLISTS. ANY COMMUNITY COULD OFFER A DIVERSION PROGRAM FOR TICKETED CYCLISTS."

- Wes Robinson, Director of Education at the Austin Cycling

Department, City Prosecutor and local Legislature. They started this diversion program within the Tucson and soon expanded it to all of Pima County, including the University of Arizona campus. Sheila Foraker, the Pima County Bike Ambassador Project Manager, emphasized the importance of using classes to teach students what their rights and expectations are as a cyclist in order to adequately explain why they received the ticket and how to not get ticketed again.

The class is a modified 4-hour Traffic Skills 101, with a classroom

component and brief parking lot drills. The city, police department and advocacy groups kicked off their diversion program by offering share the road material and promoting free Traffic Skills classes. The bicycle community ensured awareness throughout the law enforcement community by educating officers and finding a champion in the police department.

① For more information, contact Sheila Foraker, education@perimeterbicycling.com or visit <http://bikeped.pima.gov>.



Diversion Program – Austin

Austin began teaching one of the nation's first monthly Defensive Cycling classes, developed by the Center for Cycling Education (CCE), this year in cooperation with the City of Austin Municipal Court. The course draws attention not only to the rules of the road but the importance in obeying these laws in order to develop a sense of responsibility in cyclists. They have been a success thus far – filling up all of the 15 student classes offered. Allan Dunlop, the Director of CCE, explains that the curriculum draws on the behavioral psychology of cyclists, and has even evoked the reaction "I'm glad I was ticketed." A certificate from this course serves as dismissal from a bicycle citation. The course, taught by League Cycling Instructors, educates students on how to be a safe, defensive cyclist, emphasizing the importance of obeying traffic laws. The licensing and curriculum are being modified and spread to other communities around the country. Dunlop believes that "there's an opportunity to not only provide cyclists throughout North America with a court diversion program option, but more importantly, to give them practical skills they can implement immediately to help make themselves safer on our roads."

① For more information, contact Wes Robinson at wrobinson@jsitel.com or visit www.biketexas.org.

A man wearing a white helmet, a light-colored long-sleeved shirt, and khaki pants is riding a blue bicycle on a city street. He has a backpack on. In the background, another person is walking, and cars are visible on the street. A large blue gear icon is in the top left corner.

Evaluation

A guiding principle of the BFA programs, from the outset, has been the desire to ensure that recipients of a designation didn't simply take the accolade and stop what they have been doing to promote bicycling. That thinking is behind the bronze-silver-gold-platinum graded ratings, and it helps explain the importance we attach to the feedback we provide to every applicant. The other way in which we try to ensure continued forward progress is in the "evaluation" section of the program.

Anyone who has read about New York City Mayor Michael Bloomberg, or seen him in action, knows that he embodies the principle of being data-driven – this characteristic is the hallmark of successful businesses, non-profits, and governments. New York City established an ambitious target of getting 200 miles of bicycle infrastructure installed in a two-year time frame: they measured it and got it done. They dissected their bicyclist crash problem in a detailed study and started addressing the root problems – which also made life better for pedestrians and motorists, as it turns out! And they kept counts of how many people were cycling so they could see if they were continuing to make progress. These last two measurements – the number of cyclists out there and the incidence of crashes – are fundamental benchmarks for any entity wanting to be bicyclist-friendly.

Data on bicycle use and crashes is, nonetheless, rather limited. The US Census Bureau now has annual journey to work data for many communities, but we have been able to encourage a lot of communities to begin their own, more detailed, travel surveys and counts to better document what's going on. Similarly, crash data from state and national sources is very limited and focused on fatalities – hence the need for more in-depth local analyses crashes and crash trends that can reveal issues that need to be addressed. The Tucson region, for example, took to heart their serious crash record and have studied it with the law enforcement community to develop an action plan that will propel them towards their ultimate goal: platinum!

Another truism from the business world applies to the BFA: Peter Drucker's famous quote that "If you don't know where you are going, any plan will do!" The best bicycle-friendly communities and businesses have a plan and they know where they are headed. A master plan helps take stock of where a community is, lays out a vision for where they want to be, and identifies the steps necessary to get from here to there – including an assessment of who needs to be involved along the way. That's not rocket science and yet it is a significant undertaking that can yield tremendous progress. Having a current, funded plan for on- and off-road bicycling, for transportation

and recreational riding, is essential for government agencies and universities, and an equivalent strategic plan or sustainability plan can transform a business.

Overseeing implementation of such a plan and all the activities that make up a bicycle friendly community or entity is a key task of a Bicycle Advisory Committee or task force. Identifying people who can take on a challenge, oversee its implementation, hold each other accountable, and balance the big picture with day to day implementation is at the heart of such an advisory group and helps overcome the common challenge faced by the one "bicycle contact" who can't possibly be responsible for all the elements of a comprehensive bike-friendly program in one place or company.

Bicycling is a big and broad issue with a lot of different facets that need to be pulled together and coordinated – the plan and the advisory group can help make that happen. An advocacy group or movement helps ensure the political pressure is there when the difficult funding, planning and policy decisions have to be made by the decision-makers – politicians, CEOs, Chancellors – and are heavily influenced by the media. Over the past two or three years, we've come to recognize the value at the state and local level of a Bike Summit: sometimes focused on elected officials, other times more on the technical and implementation side of things

... and always about building broader support for making bike-friendly changes.

We reserve a special place at the end of every BFA application for applicants to say why they think they deserve recognition and what they think they need to do next to keep momentum going. That self-assessment provides a unique insight into the mindset of the applicants and helps confirm for the reviewers whether a business, community, state or university is sitting on past achievements, feeling entitled to the designation, or is committed to really pressing forward and improving conditions for bicyclists and bicycling.



Bike Master Plan

A Bike Master Plan (BMP) is the foundation of a successful Bicycle Friendly Community, without it progress is difficult. It is a comprehensive planning document which typically sets a community on a five-, 10-, 20-, or 30-year course to develop goals, objectives, benchmarks, performance measures and to identify responsible agencies for suggested bike initiatives. A BMP may also suggest policy changes to help support bicycling. In the end, it is ideal to have all five Es addressed in the plan – engineering, education, encouragement, enforcement and evaluation – so that bicycling is consistently addressed as a safe and viable transportation option.

"IT'S ALL ABOUT MAKING SURE WE ARE COVERING ALL THE DIFFERENT E'S. YOU HAVE TO HAVE A WELL-BALANCED PLAN TO MAKE A SUCCESSFUL BICYCLE FRIENDLY COMMUNITY."

- Don Pflaum, Minneapolis Transportation Planner and chief organizer of the BMP

Communities throughout the country are developing BMPs to help lay the foundation for bicycle infrastructure and initiatives. It has proven to be a valuable resource to help build relationships between community organizations and local officials, encourage compromise, increase cooperation, build consensus, and create a public and transparent process for bicycle progress. The Minneapolis Bike Master Plan is a model plan. The plan started with a recommendation from Access Minneapolis,

a 10-year transportation plan that addresses a full range of transportation options and issues. One of the six components of the plan was for the city to develop a bicycle master plan. The actual drafting of the plan began in 2008 and is currently in its draft phase undergoing public review and will then be presented to the city council for approval. Don Pflaum, Transportation Planner for the City and chief organizer of the Master Plan believes it will be complete and passed by the council by May 2011, making it a two and a half year commitment. "It's all about making sure we are covering all the different Es – just as you have to have a well-balanced diet to stay healthy, you have to

have a well-balanced plan to make a successful Bicycle Friendly Community. It's better to take a bit longer and get it right than having to do it again in another couple of years." One of the key objectives is to create regional equity – connecting various part of the city that typically get overlooked and underfunded.

According to Shaun Murphy, the Non-Motorized Transportation Pilot Coordinator for the City of Minneapolis, one of the key factors in developing the plan was cooperation with the

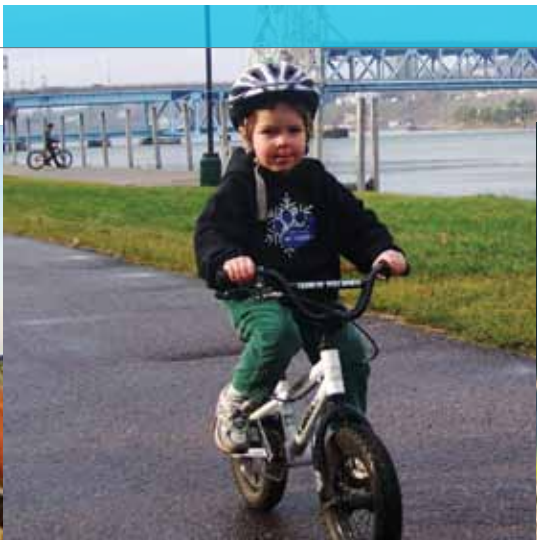


Minneapolis, Minn.

Bicycle Advisory Committee (BAC). "The advocate community has a lot more buy-in because they were able to play a big role in its development, also making the plan more balanced and appealing to the public." Pflaum emphasized the importance of working with the BAC, "We used the BAC as sort of a clearing house of the public comments. Cooperation, compromise and willingness to work with others is a key component of a successful plan."

The plan was organized by Pflaum with much volunteer effort through the BAC – an excellent way to keep costs down. The BAC was organized and has responded well to the need for input and feedback, "the Committee created subcommittees to research and assist certain tasks," adds Murphy. Information was then synthesized by Pflaum to create a comprehensive look at current and future bicycle infrastructure and policy within Minneapolis.

Having a BMP enables a community to effectively and efficiently communicate the needs of bicyclists, establish guidelines, and set priorities. Each community is unique and so too is their approach to creat-



Washington, D.C.

ing a BMP. Some hire independent consultants to help create the plan and determine what is needed for a comprehensive and accessible bicycle network; others use internal staff or volunteers such as a BAC. Still there are others that use a combination of any of the three approaches. What is important when creating a BMP is that it results in a clear set of recommendations that will make your community more bicycle-friendly.

Partnership is critical, if the BMP is not written in consultation with local government, transportation officials, local advocacy groups, and other area stakeholders, the plan will be of little use. The BMP end result is not only a valuable resource but the process of its creation is invaluable. Along the way there will be beneficial partnerships created that will assist throughout the implementation of the plan and beyond.

There are many good Bike Master Plans available to view on-line and this is a great place to start to become more familiar with what makes a Master Plan effective and successful. Another key resource is Peter Lagerway's Creating a Roadmap

for Producing and Implementing a Bicycle Master Plan (2009) in conjunction with The National Center for Biking and Walking. Lagerway, now senior planner with Toole Design, beautifully dissects the process of creating a BMP into three phases: before the Plan, developing the BMP, and implementing the Plan. Included are photos from successful Bicycle Friendly Communities across the country, a suggested timeline, tips on selecting the right consultant, and evaluation criteria for a BMP. Lagerway's guide is available on-line and can be downloaded for free.

While developing a BMP is a critical step in creating a roadmap for bicycle progress within your community, the more important step to consider is its implementation. This is where the value of the relationships and partnerships created between governing officials and bicycle-interest groups come into play.

MINNEAPOLIS BIKE MASTER PLAN

The draft Bicycle Master Plan for Minneapolis, Minn. covers it all and is on track to become one of the best.

- 178-page document
- Includes bicycle policy, existing conditions, a needs analysis, prioritized projects and initiatives, and funding strategies.
- Organized into eight chapters.
- Includes:
 - Intro
 - bicycling history
 - policy framework, goals/objectives/benchmarks
 - needs analysis,
 - project identification/ prioritization
 - funding

i Read more at ci.minneapolis.mn.us/bicycles/bicycle-plans.asp





Bicycle Advisory Committee

A Bicycle Advisory Committee/Council (BAC) is a critical component of a successful Bicycle Friendly Community and can play an important role in helping local officials create, implement, and prioritize bicycle programs, facilities, and policies.

There are various ways a community can go about creating their BAC. Typically it is a citizen based organization rather than an extension of the local government, helping to create a more autonomous organization immune to political changes. Since it is typically not recognized as an official member of the governing council, the committee can act independent of procedural requirements, have broader participation, and also act as a watchdog on governing policy and project implementation. An effective BAC ensures an opportunity for public input into bicycle related projects, programs, and policy.

According to Jason Patton, Bicycle and Pedestrian Program Manager for the city of Oakland, and Amanda White, Chair of the Greater Madison Bicycle Advisory Council and Associate Director of the Bicycle Federation of Wisconsin, there are three major roles a BAC plays in assisting local officials:

1. To provide a consensus building approach to public input on bicycle related programs, policies and projects.
2. To act as a review panel on bicycle-related proposals

3. To perform a watchdog role on project and policy implementation.

One of the major issues confronting Madison in 2009 was the disconnectedness among the greater Madison bicycle community. “We saw a huge opportunity to bring together representatives from all Madison-area bicycling interests to keep everyone updated on what the different groups were doing and figure out how we can work in partnership,” said White. What resulted was the Greater Madison Bicycle Advisory Council, which has taken a regional approach and extended their scope beyond city limits. “Planning can’t be done in a vacuum, so we had to make it more of a regional effort.” The group works

with the city and county and purposefully wanted to remain autonomous of these governing entities to avoid conflict of interest.

Oakland’s Bicycle/Pedestrian Advisory Committee (often times bicycle and pedestrian efforts are combined) is now 15 years running and has had success working with the city. They have helped the city develop design guidelines for way-finding signs, assisted with the city’s creation of parking rack guidelines based on 12 to 14 years of data, helped create an Oakland bikeways map, and an interactive Google map.

➊ For more information, visit oaklandpw.com/Page124.aspx.

Bicycle Friendly Business Bike Coordinator

Similar to a Bicycle Advisory Committee/Council for a community is the Bicycle Coordinator for a business. The position can be a volunteer, part-time, or full-time position; the more time a coordinator is able to dedicate to bicycle related programs and initiatives, the stronger the busi-



Madison, Wis.

ness's bicycle community. Typically this role is designated to an employee in human resources, transportation management, or health and wellness; however, it is more advantageous to have a bicycle commuter fill this role than to force a non-commuter to accept the responsibilities. Most important is to have a coordinator who is already plugged into the bicycle community and knows other cyclists in the office.

Dave Dusatko of PayPal, a Bronze level BFB, was approached by the human resources department to ask if he was interested in organizing a bike commuter challenge run by Activate Omaha, the local bike advocacy organization. "HR knew I was a known champion for bicycling and I was happy to take the role of Bicycle Coordinator." Although it is a volunteer position, Dusatko feels supported by the senior executives of PayPal. "The company is very supportive. Everyone from the security administration, facilities department, and Green Team support the office bicyclists and they are very responsive to suggestions for improvements." Dusatko's efforts have led to a major increase in commuter challenge mileage and participation, the first year 1,500 miles were ridden, only two years later PayPal racked up 9,900 miles! Dusatko's contributions extend well beyond the commuter challenge; he has also helped organize the PayPal Bike Club which in turn has provided in-house maintenance on employee bikes, raffle drawings during Bike to Work, and increased bike parking. "Cycling has quickly become part of our corporate culture at the Omaha, Neb. location."

For more information, contact Dave Dusatko at ddusatko@paypal.com.



Bicycle Federation of Wisconsin Executive Director Kevin Hardman (center), accompanied by Trek Bicycle President John Burke (right) and State Representative Spencer Black (D-Madison, left) at the Wisconsin Bicycle Summit.

STATE BIKE SUMMITS

Many states and communities are finding bike summits to be catalysts for pursuing a designation through the League's Bicycle Friendly America programs. In addition to receiving credit in the bicycle-friendly application for these events, Bike Summits also act as a region-wide bicycle-friendly motivator. "The bike summit is the best opportunity to pull everyone together, to take stock of what we have done and to chart how we move our state towards becoming one of the world's best places to be on a bicycle." Says Kevin Hardman of the Bicycle Federation of Wisconsin.

They inspire community momentum and encourage states and communities to work towards a bicycle-friendly designation and/or move up award levels. Kevin McCurran, who was a lead organizer for Grand Rapids, Mich.'s first Bike Summit in 2009, says, "Bike summits are really about organizing around your area's larger bicycling goals and building movement around them. There is a lot of detailed work before the event but the affirmation of interest and widespread value of these goals keeps the process moving."

For more information, visit the Wisconsin Bike Federation online at www.bfw.org.

GRAND RAPIDS BIKE SUMMIT

Grand Rapids' Bike Summit brought in two keynote speakers – Bicycle Friendly America Program Director Bill Nesper and Alta Planning + Design Transportation Planner Ann Friewald for national perspectives. However, they had plenty of space for local issues. City planners spoke about building a bike plan, state bike coordinator spoke, and mountain bike advocates discussed what was going on with their community.

"There had been lots of events involving bicycling in Grand Rapids, but this was the first one solely focusing on advocacy," says Kevin McCurran, who was a lead organizer for Grand Rapids, Michigan's first Bike Summit in 2009. "We made sure to include as many issues and voices as we could."

For more information on Grand Rapids' summit, visit pedalgr.com/2009/04/28/first-gr-bike-summit-a-success.





Data Collection

An important consideration when developing your evaluation initiatives is a plan for data collection. The BFC application asks for the American Community Survey, Journey to Work Data, a number that represents a community's percentage of citizens that use their bicycle as their primary mode of transportation to work. The most recently collected statistics was in 2009. Annual estimates are available for geographic areas with populations of 65,000 or more.

Today, the percentage of Americans biking to work is .55 percent. BFC designated cities have on average about twice the percentage of commuters as non-BFC cities. The Bicycle Friendly Business application asks what the commuter rate is within the business. We rely on businesses conducting their own bike counts to provide this answer.

That Which Isn't Counted, Doesn't Count

Collecting baseline data is a key component of the BFC and BFB Evaluation section. As we all know, resources for bike projects can be scarce, so how does a community or business determine how to prioritize

the available resources for bicycles and create more? The simple answer is that you have to justify your case – which means you need to know how many people ride their bikes.

Arlington, Va., a Silver level BFC, started doing bike counts two years ago and today is investing even more to continue and expand their methods. David Patton, Bicycle & Pedestrian Planner of Arlington County Division of Transportation, organized Arlington's first volunteer based bike counts in 2008 and has since invested in electronic counters

using ECO Counter and MetroCount. "We realized we needed more data, we needed to be able to justify the facilities bicyclists need." Arlington initially used the National Bike and Pedestrian Documentation Project, co-sponsored by Alta Planning + Design, and the Institute of Transportation Engineers (ITE) Pedestrian and Bicycle Council (available on-line) to help organize and coordinate their efforts.

➊ For more information contact David Goodman at dgoodman@arlingtonva.us.

Greenville, SC did the same and also realized the benefit of using a nation-wide bike counting system that provides a consistent model of data collection. Arlington and Greenville solicited the help of volunteers.



Alta Planning + Design staff created the National Bike and Pedestrian Documentation Program.

"WE REALIZED WE NEEDED MORE DATA. WE NEEDED TO BE ABLE TO JUSTIFY THE FACILITIES BICYCLISTS NEED."

- David Patton, Bicycle & Pedestrian Planner, Arlington Co. Division of Transportation



MIT, Lincoln Lab
Lincoln, Mass.

At a show of hands early in the seminars, about 90 percent of the attendees said they had no college training in these issues, and 80 percent had not attended a seminar about it. It was clear from the attendance and the informal poll that these seminars were filling a need in Illinois.

Workshops were organized to educate the volunteers and distribute material for the counts. Volunteers observed and counted cyclists in two hour stretches – locations included paths, streets with bike facilities, and streets without bike facilities. Weekday counts were made from 7-9 am and weekend counts were conducted from 10-12 am. This helped distinguish commuters from recreational cyclists. Today Arlington is developing a database to help process the counts into presentable tables, timelines, charts, and graphs – tools to build a convincing argument that bike facilities are needed. Andrew Meeker, Urban Designer for the city of Greenville, is thrilled with the counting system. “Our objective was to really nail down the true mode share of bicycles, once we had that baseline data then we could start evaluating our efforts to increase bicycling.”

Using the Data

In Greenville, the city relates the bike count data to crash statistics. “Overlap of high use rates and high crash rates is a red flag that we need to evaluate an area and improve it,” said Meeker. Crash rates are an important statistic to know and can be a tricky one to collect. Many times a crash is only reported if there is an injury, damage to a bike, or damage to a car. Greenville has incorporated crash studies as a piece of their Master Plan. They are coordinating with Greenville’s Department of Public Safety and Department of Health and Environment. There will also be additional training to the police department and county sheriff on how to properly record, log and report bike crash data.

Greenville’s transit agency Green Link is now tracking bikes on buses to help determine what routes are

being used the most by cyclists. This has resulted in a \$50,000 grant from Green Link to improve bicycle facilities around transit routes.

The Arlington bike count data showed that during a major snow storm trail usage went down to zero because trails were not passable. Patton is now armed with a wealth of statistics to make the case that the trail system is used as transportation corridor and therefore should receive the same priority as streets in terms of snow removal, maintenance, and funding. “The data has validated the bicycle facilities,” adds Patton. The county is responding well and has budgeted \$100,000 to buy 14 additional pieces of counter equipment and pay for installation for the coming year.

➊ For more information contact Andrew Meeker at ameeker@greenvillesc.gov.

What Can You Do?

There is a lot that goes into making your community, business, state or university a better place for bicyclists. In the preceding pages, we've documented what we believe are the most critical and influential elements in that process. We have created the Bicycle Friendly America programs to provide a blueprint for action, with on-line tools, resources and in-person technical assistance that is making a difference. In 2010 alone, we provided assistance to more than 500 communities and businesses – and the numbers keep on growing. Ongoing support from our members and industry partners Trek and Bikes Belong have made this possible.

One more inescapable truth is that every single community, state, university or business gets started and sustains their efforts by virtue of people like you asking for it to happen. No-one else is going to do it for us, and it really isn't rocket science. So if you want to make a difference in your community and don't know where to start, we encourage you to use the BFA program as a guide.



RESOURCES:

Bicycle Friendly Community - <http://www.bikeleague.org/bfcresources>

Bicycle Friendly Business - <http://www.bikeleague.org/bfbresources>

Bicycle Friendly States - <http://www.bikeleague.org/bfsresources>

Bicycle Friendly University - <http://www.bikeleague.org/bfuresources>

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THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 800, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

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