

AMERICAN bicyclist

July-August 2011
www.bikeleague.org

League of American Bicyclists

Working for a Bicycle-Friendly America

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FOR BICYCLING

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Groups working together make great
strides toward bicycle-friendliness



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



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Cover: Police officers in BFC Portage, Mich. patrol the streets on bicycles.

THANKS FOR BEING PART OF THE LEAGUE



THANK YOU TO THE thousands of League members who wrote your members of Congress to defend dedicated funding for bicycling programs, and thank you to all those of you who also made an extra contribution to help support this important work.

Thank you to the thousands of League volunteers: instructors, advocates, club leaders, ambassadors, board members – whose priceless time, energy and passion for cycling brings our programs alive. It is so

inspiring to see this first hand when we visit communities.

Thank you to the hundreds of affiliated clubs and advocacy groups who offer such an incredible array of rides, events, activities and ways for people to support and give back to their community – you are the heart and soul of the bicycling community.

Thank you to our corporate members and supporters – from individual shops to Trek, SRAM, Bikes Belong and our National Bike Summit sponsors – who make our

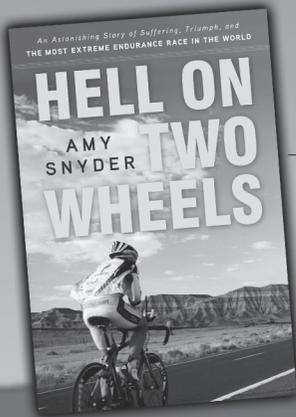
programs possible and who set such an important example themselves.

We may not say it often enough, so “Thank You” for all of your support and help. Together we are making a difference, and we’re building a more bicycle-friendly America. III

Andy Clarke,
League President

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— Bob Babbitt, co-founder Competitor Magazine

"A great achievement."
— James M. Tabor, New York Times best-selling author

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THANK YOU, PRESTON TYREE

Tyree Steps Down as League's Education Director



WAY BACK IN THE 1990S, I WAS on the board of the Texas Bicycle Coalition (TBC) and Preston Tyree was our education director. I was impressed with his programs and knew he was an amazing asset to the community and the organization, though I had no idea of his potential. Years later, when I joined the League's board, Preston was now the education director for the League. Again, I was impressed with Preston's dedication and succinct style of teaching.

I have come to call Preston a very dear friend, and I've learned more about his background. Preston's bicycle education career began in 1995 as a volunteer in Travis County, Texas, teaching the precursor of the Texas SuperCyclist program. In 1996, he took a part-time job with the county and taught the program to 8,000 elementary school children in two years.

In May 1998, the education director of the TBC at the time, Gayle Cummins, came to a monthly meeting of the Austin Cycling Association (ACA) and asked for someone to manage the TBC database. Preston stepped up and went to work for TBC at minimum wage, working 40 hours a week and getting paid for 20, even though he was also President of the ACA at the time.

By 2002, the Texas SuperCyclist program was so strong they had presented at international cycling conferences (Velo Mondial 2000 in Amsterdam) and the League had

honored Preston with their National Education Award. Preston was also active at this time with the Texas Mountain Bike Race Association, helping develop the Kids Kup for young riders. Preston became interested in mountain bike racing, and that's where he got know me.

One year later, Preston was appointed to the League's national board and left TBC to work for the Trans Texas Alliance, where he managed a contract with the Texas Department of Transportation to do pedestrian audits in communities across the state.

Preston co-chaired the League's Education Committee – with past-president Amanda Eichstaedt – and in 2005 was elected Vice-President of the board. During his tenure on the



Preston Tyree retired this summer from his role as League Education Director.

board, he worked closely with staff to upgrade the education department materials and served as an unpaid coach to experience the LCI seminar process first-hand. In fact, he says, in September 2007 he was teaching a seminar in Sitka, Alaska when Andy Clarke called to ask if he would consider taking the education director position.

Since that time, Preston has led the League to revamp most of the curricula, formalize the LCI seminar process, and ensure LCI coaches and LCIs themselves are teaching the same materials in a consistent manner. He also made our first step online with biked.org, which may still be a work in progress but its popularity indicates that this is clearly the way to go.

Preston retired from the League this summer but remains actively involved in local bicycle advocacy and education. He continues to take part in the Lone Star Circle of Life, an annual 600-mile ride to raise awareness of the need for life-giving donations of blood, marrow, tissue and organs. He is also active with the National Multiple Sclerosis Society, having served 25 years on the steering committee of the Houston to Austin BPMS 150 bike tour – he has ridden in the event 15 times, served eight years on the safety committee and served as a ride marshal for three years.

So thank you, Preston Tyree, for your continued bike advocacy and education efforts. |||

Electric Bikes

It was really great getting my *American Bicyclist* magazine this month and finding an article on Bob Nordvall who served on the board at the same time I did in the early '90s. Thanks for the great job you are doing for the League. The article on electric bikes was of particular interest to me as I enter my 82nd year!

- *George A. Canon, The Woodlands, Texas*

It is too bad the June 15 *New York Times*' article on lead poisoning in China was not available when the article "Life & Bicycle Changes" was considered for publication in the May/June *American Bicyclist*. If it had, perhaps the focus on electric bikes would have been reduced, or at least tempered with the fact

that lead battery manufacture and recycling makes them one of the most hazardous power sources know. Lithium is so toxic, recycling is heavily regulated in the U.S., and most recycling takes place in Canada. Put a motor, either gas or electric, on a bicycle and you no longer have the most efficient and elegant mode of human transportation. You now have a motorcycle or, at best, a moped.

- *Pete Kramer, Oklahoma City, Okla.*

FACEBOOK MESSAGE

 The League of American Bicyclists has a nifty tool (the advocacy center at bikeleague.org) that you can use to easily contact your senators and representative about important issues.

- *Kansas Cyclist, July 7*

TWEETED

 Thanks @BikeLeague #FF. We have been following you closely. After all, these are hard times for transportation investment.

- *BikeSmithLLC, July 15*

FACEBOOK MESSAGE

 I can understand that, less oil used is less money towards campaign contributions from oil companies. Besides, we can't have Americans out enjoying themselves on bikes now can we? (Satire!) As our numbers grow, less and less of us will support you Representative Mica. Get a clue. We're gonna win.

- *Leo Stone, July 7*

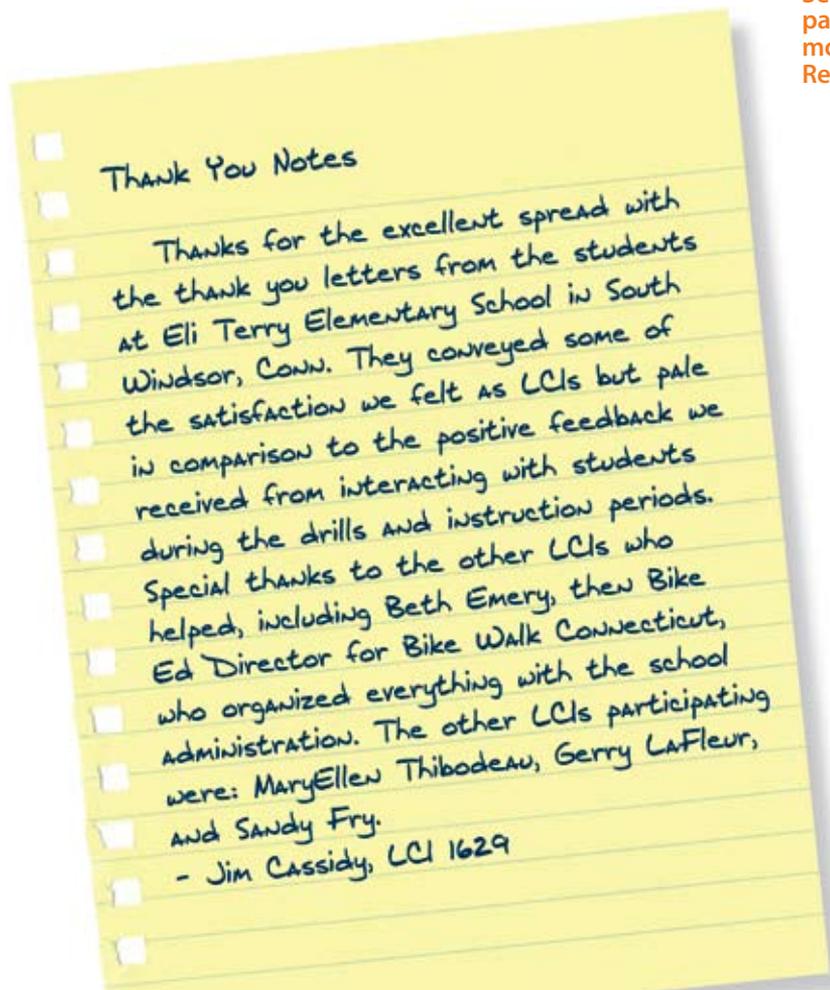
TWEETED

 After you call your house and senate representatives regarding the loss of bicycle funding, fill out the League's Bicycle Friendly Business application and get your company on board.

- *INDYCOG, July 8*



See box on page 6 for more on Rep. Mica.



FACEBOOK MESSAGE

f I want equal treatment from motorists and law enforcement, and to be able to go anywhere I need to without hassle from them about my mere presence. That would be bicycle-friendly.
- John Brooking, June 22

FACEBOOK MESSAGE

f Everyone should know that a bike-friendly town is also pedestrian-friendly and family-friendly. Everybody wins. Not just cyclists.
- Roger Barr, June 22

TWEETED

t To honor his forthright apology, and promote safe cycling, I've made a \$100 donation to @bikeleague on behalf of @MrMichael_Smith.
- MacGregorESPN, July 13



TWEETED

t From worst to first? We're helping the City of Miami obtain Bicycle-Friendly status in 2011, one year ahead of the master plan goal.
- StreetPlans, July 15

TWEETED

t Thanks @BikeLeague for making sure TIGER III webinar answers bike/ped questions first thing!
- jessicaroberts, July 18

Correction:

In the March/April issue of *American Bicyclist* we incorrectly attributed the "Ride with Larry" photos to Ricardo Villarreal. The photos were taken by Andrew Rubin, the co-director and producer of the *Ride with Larry* documentary. We apologize for any inconvenience.

Thanks for your letters

We eagerly await all of your comments — good and bad — on cycling, the League, our publications, and just about anything else you want to tell us about. E-mail meghan@bikeleague.org or mail it to us at 1612 K Street NW, Suite 510, Washington, D.C. 20006. Comment on facebook.com/leagueamericanbicyclists or twitter.com/bikeleague. Letters may be edited for style and length.



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EVEN THE MOST EXPERIENCED BIKE RIDERS NEED CERTIFICATION

Recently, the League hired our new education director Alissa Simcox, and she was excited to experience the Smart Cycling program firsthand and become certified as a League Cycling Instructor (LCI). In doing so, we realized that many on the League staff, employees of partnering organizations, local board members and staff at local retailers wanted to become LCIs too.

Many cyclists, no matter how often they ride to work or to run errands (even if they work for a bicycle advocacy organization or bike shop), might not be familiar with the mechanics, riding procedure and fix-it skills. The LCI class familiarizes you with all three. "The LCI seminar is extremely comprehensive, covering everything from safe riding in traffic and the rules of the road to proper equipment and bike mechanics," said League employee Darren Flusche, after taking the class. "Even the most experienced people in the class learned something new."

Becoming an LCI has many benefits including becoming certified to teach Smart Cycling classes in your area and helping your community become better cyclists. "It was great to learn more about our education program first-hand, and see what it's all about," said League employee Katie Omberg. "Also, learning the avoidance maneuvers have definitely made me a more confident cyclist!"

Follow the League's lead, and if you are part of a work environment or social network that has several people interested in becoming an LCI, please consider organizing a group to take the next steps towards certification. To take the LCI seminar, you must be a League member and have taken Traffic Skills 101. Seminars are held periodically throughout the country during the year.

Find seminars in your area by visiting bikeleague.org/lci. If you have questions call the League at 202-822-1333 and ask for Alissa Simcox or e-mail education@bikeleague.org.



Preston Tyree (in front) instructs Alissa Simcox (left), Jakob Wolf-Barnett of Revolution Cycles (center) and Katie Omberg (right).



Carolyn Szczepanski of the Alliance of Biking & Walking and Darren Flusche of the League high-five after a drill.

What has the League done for you lately?

RESPONDED IMMEDIATELY TO REP. JOHN MICA'S (R-FL) PROPOSED BILL THAT WOULD KILL GUARANTEED BIKE & PEDESTRIAN FUNDING. As soon as we heard of Rep. Mica's, chairman of the Transportation and Infrastructure Committee in the House, proposal for the next surface transportation re-

authorization bill, we instantly sent an advocacy alert notifying our members. The proposal eliminates dedicated funding for bicycling and walking, including Transportation Enhancements, Safe Routes to School and the Recreational Trails Program, and discourages states from choosing to spend their dollars on these activities that are "not in the federal

A Revolutionary Job

Angela Parrotta might have a one-of-a-kind job with her Events & Advocacy Coordinator position at Revolution Cycles, a local bike shop in the D.C. metro area with five locations. Approximately one and a half years ago, Revolution Cycles was at a point in their retail industry that they wanted to get more involved in their community. They looked to Trek and learned a lot from them in terms of bicycle advocacy. To spur Revolution's advocacy efforts, they decided to create an advocacy/events position. Revolution Cycles has partner organizations to further their cause, along with rides, health fairs and educational sessions. "I haven't been in any other bike shop in the country, even New York City, that has a position like mine that focuses on community," says Parrotta. "So that's kind of amazing."

It is; and hopefully, other bike retailers will follow suit. For more info, please visit revolutioncycles.com.



Angela Parrotta leads Revolution Cycles' Pride Ride Hub Spin in Arlington, Va.

interest." Almost 800 of you shared our alert on Facebook, 500 of you shared the alert via other social networking or e-mail avenues, and nearly 5,600 of you contacted your members of congress urging them to reach out to Senators Inhofe, Boxer, and Congressman Mica to urge them to continue funding for Transportation Enhancements, Safe Routes to School and Recreational Trails. Thanks advocates!

staffsnapshot

Alissa Simcox, League Education Director

My first bike was red and had a white banana seat with strawberries on it — Strawberry Shortcake themed. I'm proud to say I taught myself how to ride. My dad was a bit ashamed at his daughter's use of training wheels, when all the other kids didn't have them, so he took mine off. I was sans training wheels and after both of my parents let go of the seat (after they said they wouldn't), I no longer trusted them. I was on my own. It was just me, my bike and a lot of falls to the ground — but somehow success happened.

I didn't ride my bike often in school and college but I did take a memorable trip during college to Alaska. I spent a week there, and one full day I rode through the Alaskan mountains. It was an amazing way to take in the surroundings.

In school and for a few years after, I was a runner. After years of putting stress on my knees, I no longer found running enjoyable. Cycling is the replacement. I cover more distance in less time and with less effort — I love it. My bike is currently my main source of transportation in Washington, D.C., and it is how I usually get to and from work. While I am a fan of public transportation, you don't have to wait for a bike. It's a more reliable mode of transportation, and in the city it takes less time, effort and money. I also like never having to worry about the air conditioning not working — you have the breeze.

I love all that D.C. has to offer — there's so much to enjoy in and out of the city. I look forward to a fun summer riding. I recently got an annual membership to Mount Vernon so I could start a morning weekend ride tradition!



Simcox in front of the White House this July.

2012 board elections

The 2012 League Board elections are just around the corner, and we want you (yes, YOU!) to run. If you are interested in running, see if you qualify and follow the timeline below. For more information, visit bikeleague.org/election or contact Elizabeth Kiker at Elizabeth@bikeleague.org.

timeline

- October 1, 2011** Deadline for recommendations and applications
- October 27, 2011** Governance Committee reports to the Board, recommending a slate of candidates
- November 15, 2011** Board recommendations announced
- December 22, 2011** Deadline for petitions to be submitted (no less than 10 days prior to election)
- January 3, 2012** Elections open online
- January 31, 2012** Online ballots closed
- January 31, 2012** New board members announced
- March 5, 2012** Annual Meeting starts new Board terms

2012 board qualifications

1. Commitment to cycling

The Board of Directors of the League of American Bicyclists should be composed of enthusiastic cyclists. Ordinarily, Board candidates are active cyclists but retirement from active cycling due to age or disability will not disqualify a candidate. A high level of qualification could include a seasoned bike advocate, a professional racer, a committed bicycle commuter, a bicycle industry professional, an accomplished bicycle traveler, a cycling instructor, a dedicated recreational cyclist or other types of bicycle experience.

2. Knowledge of bicyclists' concerns and ability to craft solutions

Directors should be familiar with current issues facing America's cyclists and potential solutions. At a minimum, candidates are members of the League and perhaps other bicycling clubs or advocacy organizations. A high qualification would be many years of active leadership roles in multiple advocacy organizations.

3. Service experience as a leader in a nonprofit or business organization

There are two characteristics to this qualification: volunteer service and leadership role. The minimum qualification is prior service on a nonprofit or business organization board. A high qualification would entail a history of board service including: leadership positions in large regional, state or national nonprofit organizations with the same order of magnitude or larger than the League – national in scope, professional staff, and budget in the millions.

4. Membership and participation in League activities and programs

Membership in the League at the time of Board deliberations is a minimum qualification. Additional factors to be considered include: length of membership, attendance at League-sponsored events, active participation in the National Bicycle Summit, completion of League-sanctioned training, and/or volunteer service on

a League Committee. High qualification is many years of ongoing participation in the League's activities.

5. Professional-level skills in a field of use to the Board and League

As the Board's role is not to actually do the work but to oversee, direct and support the President and League staff, professional skills are especially important. Desired skill sets may include: executive management, fundraising, advocacy, education, marketing, communications, finance, human resources, board and staff development, or legal background. Minimum qualification is experience in one of the above areas. High qualification is proven expertise in one or more areas.

6. Personal and professional character

Candidates are sought with the wit and ability to engage diverse communities and the capacity to reach out to all cyclists. They need to bring wisdom, esteem and the ability to work with others to collectively solve issues. Candidates may be asked to provide references. A high qualification would be references from executives or directors of large organizations.

7. An ability and willingness to bring substantial resources to the League

At a minimum, each Board Director is expected to make a meaningful personal financial contribution. A high qualification would include influential connections with potential donors, business and political leaders, and other sources of support for the League.

8. Willing to sign a statement of support for the League's Code of Ethics.

Found on bikeleague.org/ethics.

The League Welcomes NEW CORPORATE MEMBERS!

Thanks for helping us build
a Bicycle Friendly America.



WHO DOESN'T LIKE A DEAL?

Chances are if you are a member, you are unaware of all the discounts and special offers you can receive for simply being a League member. You can get everything from roadside assistance and 5 percent discounts on all Bike Friday® bicycles to 15 percent off Saris products and discounted hotel stays.

Offers include:

- Bicycle Roadside Assistance*
- Bicycle Manufacturer Discounts
- Gear Discounts
- Tour Discounts
- Hotel, Bed & Breakfast, and Car Rental Discounts
- Sports Equipment Shipping Discounts
- And much more!

Check out the Benefits and Special Offers page on the Members section of bikeleague.org. If you are a business that would like to offer a discount or special offer to League members, contact Scott Williams, director of membership, at scott@bikeleague.org.

* For Silver Spoke members only



GIVING

Thanks to the following people who have contributed at least \$100 to the League from June 1 - July 31, 2011. These contributions are above and beyond any dues payments.

\$1,000 - \$4,999

Organizations

Arlington Heights
Bicycle Association
Baltimore Bicycling Club
Santa Rosa Cycling Club

\$100-\$999

Individuals

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John Alspaugh
Leslie Arminski
Paul Bartlett
Anne Becker
Bruce Beighley
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Richard Veenstra
George Wieland
Ellen Winder
Gregory Wittmann
Kristi Wood
Drew Workman
Glenn Zaretska

Organizations

AAA
Evanston Bicycle Club
Nuvisions Photography
Tulsa Wheelmen
Westerville Bicycle Club

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ENFORCEMENT: THE FINAL FRONTIER

By Meghan Cahill and Andy Clarke

"There is a learning curve with cyclists and police to take cycling more seriously. Our goal is to create a polite and informed bike riding public."

- Caroline Samponaro,
Transportation Alternatives



THE OUTRAGEOUS CASE OF Raquel Nelson, the Atlanta mother charged with vehicular homicide for the death of her own child, made national headlines recently. At the end of a long, tiring day and a lengthy bus trip home, Nelson and her children followed fellow bus passengers, mid-block, across a suburban street to get home. In the median, one of the children broke free of her grip and was hit and killed by a drunk driver who fled the scene. Astonishingly, Nelson was charged and convicted of vehicular homicide, which provoked a massive nationwide response in support of her plight. The injustice — not to mention the insensitivity — of the charges brought against this mother was clear for all to see. Poor road design, lousy transit service, illegal and dangerous driving all let Nelson down, and yet, she was the one facing 36 months in jail. The driver — a repeat hit-and-run offender — got just six months. How can this sort of thing happen? What is going on with law enforcement and the court system to allow this ... and how often does it happen without the eagle eyes of a Streetsblog reporter there ready to shine a light on the story?

Although the consequences are rarely so tragic, if our mailbag is anything to go by it happens quite a lot to cyclists. Across the country we hear from riders who have to deal with uninformed police officers, unsympathetic courts, and a hostile media ... when all they are doing is riding their bikes! The sense of injustice aroused by the angry motorist yelling at you to get out the way, or the police officer giving you a ticket for the same — even after you've been hit by a car — is powerful and simmers in you for hours, if not days and weeks. Why are you being punished for doing such a simple and good thing!?

Enforcement is one of the five Es that make up a Bicycle Friendly Community (BFC) — and some would argue that it's one of the most critical. The one thing we can unfortunately all agree upon is that it's the weakest element in the hundreds of BFC applications we have received over the years. We've made tremendous strides in engineering, education, encouragement and evaluation ... but we haven't made much progress with enforcement. In many communities, it is the final frontier.

FOLLOW THE RULES!

Before we go any further, however, let's be clear about one thing. Following the rules of the road is a core principle of the League's Smart Cycling program; it's woven into every education program, brochure, curriculum, story we write, and presentation we give to any audience. All of our club ride information and risk management materials stress rule-following. "We have no problem with cyclists being ticketed for bad behavior, particularly when they are a danger to themselves and others," says Andy Clarke, League president. "We know that cyclists aren't always

THE LEAGUE'S RULES OF THE ROAD

- 1. Follow the law.** Your safety and the image of bicyclists depend on you. You have the same rights and duties as drivers. Obey traffic signals and stop signs. Ride with traffic; use the rightmost lane headed in the direction you are going.
- 2. Be predictable.** Make your intentions clear to motorists and other road users. Ride in a straight line and don't swerve between parked cars. Signal turns, and check behind you well before turning or changing lanes.
- 3. Be conspicuous.** Ride where drivers can see you; wear bright clothing. Use a front white light and red rear light and reflectors at night or when visibility is poor. Make eye contact with drivers. Don't ride on sidewalks.
- 4. Think ahead.** Anticipate what drivers, pedestrians, and other bicyclists will do next. Watch for turning vehicles and ride outside the door zone of parked cars. Look out for debris, potholes, and utility covers. Cross railroad tracks at right angles.
- 5. Ride Ready.** Check that your tires have sufficient air, brakes are working, chain runs smoothly, and quick release wheel levers are closed (ABC Quick Check). Carry repair and emergency supplies appropriate for your ride. Wear a helmet.
- 6. Keep your cool.** Road rage benefits no-one and always makes a bad situation worse.

paragons of virtue; however, there are countless examples nationwide every year of outrageous police action — individual and systemic — that make dealing with police inconsistent and unpredictable.”

NYC’S NEW ENFORCEMENT CAMPAIGN

In January 2011, New York City began an enforcement campaign known as “Operation Safe Cycle” to ticket cyclists’ infractions of the law; however, the city ticketed some bicyclists who didn’t actually break the law. For the campaign, the New York Police Department (NYPD) issued a document that itemized ticket-able cycling infractions. However, three of the “infractions” are actually New York state laws and do not apply in NYC: failure to use bicycle lane/keep right; more than two abreast; and failing to stop, entering roadway from a private road, driveway, alley or over curb. The *NY Post* cited an unnamed police source in May saying there were almost 14,000 tickets issued to NYC cyclists — an almost 50 percent increase over the same time frame as last year.

Caroline Samponaro, director of bicycle advocacy at NYC’s Transportation Alternatives (TA), indicated the city has limited enforcement capacity, and that the police should target the most dangerous behavior.



“New Yorkers must follow the law, regardless of their choice in vehicle, and bicycles are no exception.”
-Caroline Samponaro

“New Yorkers must follow the law regardless of their choice of vehicle, and bicycles are no exception,” says Samponaro. “But it’s motor vehicles, not bicycles that are responsible for hundreds of deaths and more than 70,000 injuries every year.” TA believes that New Yorkers deserve data-driven enforcement that targets the most dangerous behaviors on their streets. To do this, TA made sure that crash information was public to demand better enforcement. TA’s Saving Lives Through Better Information Bill mandated that the New York Police Department post crash data on their Web site. “The largest takeaway is that traffic crashes are preventable things,” says Samponaro, “and with education and enforcement, we can bring these numbers down to zero. The bogus tickets undermine enforcement which is supposed to target dangerous behavior.”

TA, with the police, has recently done education checkpoints on popular routes to spur positive

interactions between police officers and bicyclists while simultaneously educating bicyclists and motorists. “We have been going through some growing pains, and there has been an explosion of cyclists on the streets,” says Samponaro. “There is a learning curve with cyclists and police to take cycling more seriously. Our goal is to create a polite and informed bike riding public.”

OMAHA, NEBRASKA – RURAL ENFORCEMENT

Enforcement efforts and issues differ in changing landscapes. Cyclists outside of Omaha, Neb. are unable to get police to do anything about a known driver who consistently and dangerously harasses cyclists as they ride down the county road he lives on. Members of the Blair Bike Club (BBC) have dubbed this man “Mad Max”, as several of them have encountered his dangerous and aggressive driving.



You Tube Video Takes on Cycling Enforcement Laws in NYC

Casey Neistat, a NYC resident and filmmaker, received a \$50 ticket this year for not riding in the designated bike lane and made a video displaying how, at times, it’s difficult to ride in the lanes. “I didn’t think much of it, and I paid the ticket,” says Neistat. “It was when I heard

about police cracking down on cyclists in New York City that I thought I could do something about it, especially when I learned that I hadn’t done anything wrong.” Many who received the bike lane ticket weren’t riding in the designated lanes because they were blocked with delivery

“As far as the police go, they just discourage us from riding on County Road P43 — it’s a scenic, country road with no shoulder. We have a right to ride,” says Trudy Arndt-Woksa, president of the BBC. “Mad Max slammed on his breaks in front of my friend, she wiped out, and then he proceeded to back up his car into me. It was shocking!” says Arndt-Woksa. “The district attorney said he was going to be charged with reckless driving but it was dropped. The authorities hardly do anything.”

The *Pilot Tribune and Enterprise* has printed five letters to the editor describing similar incidents. Bob Haschenburger’s Letter to the Editor is telling of area cyclists’ fear.

Unfortunately, one person living on that road has taken to harassing passing cyclists. In the past two years I have had two run-ins with him. The first time, he hurled obscenities with a close passing by the car ... The second last fall involved the obscenities and close passing of myself and riding partner, followed by twice suddenly stopping in front of me on a downhill, resulting in a crash. Thankfully, this involved only scrapes and bruises — this time. The driver did not stop to offer aid and about hit my partner as she tried to stop him from leaving. These types of actions could get someone killed or seriously injured.

trucks, cones or other obstacles. The video has made the rounds on YouTube (just search NYC bike lanes), and Neistat says the film started a dialogue about what is correct when enforcing cycling laws. “I think with New York city being so new to cycling, they are trying to figure out how to walk that line.” Neistat was quick to point out that the city is trying really hard.

According to the BBC, the local deputy said cyclists can file complaints but that they would go nowhere. The club is planning to file a civil suit against “Mad Max.”

SOUTH CAROLINA IS GETTING IT RIGHT

Fortunately, there are some stories that offer hope that things can be improved. On October 1 last year, 15 cyclists left Outspokin’ bike shop in Augusta, Ga. on their weekly ride across the state border into Aiken, S.C. A truck collided with the group and injured four cyclists and tragically left one other, Dr. Matthew Burke, critically injured with severe head trauma. After months in a coma, Dr. Burke passed away on February 6. The driver, Daniel Johnson, claimed to have been distracted while reaching for something. Dr. Burke, a U.S. Army major and orthopedic surgeon, had been home from Iraq for about a year.

The Palmetto Cycling Coalition and South Carolina cycling attorney Peter Wilborn worked on the case. Johnson was charged with reckless homicide. “The police originally said it was just an accident,” says Wilborn. “We asked the police to just consider the data, and you know what? They listened. They did their job ... and charged the driver with reckless homicide — the most serious thing that a driver could be charged with.” The South Carolina Highway Patrol and the Aiken County Solicitor’s office performed the investigation. “This case was an example of how it should be done, and in order to do it right, we need to understand what the best practices are,” says Wilborn.

Wilborn points out that cycling advocates too often

cry injustice before they do their due diligence. “Cycling advocates point fingers at the police before knowing how to work the system,” says Wilborn. “There is a difference about complaining about injustice and doing something about it. We need a much more professional and mature approach.”

Wilborn, along with the Palmetto Cycling Coalition, has trained police officers for free 25 different times. They explain how accident investigation should work. “A serious crash is defined by a cyclist in a hospital. The police will often investigate without asking the cyclist what happened,” says Wilborn. “We

BEST PRACTICES FOR IMPROVING CYCLING ENFORCEMENT

1. Create positive relationships with law enforcement prior to accidents. When something bad happens, call in those relationships. Get involved in the process.

2. Offer resources. Ask your police department what you can do to help inform their force about cycling rights and safety. It might be accident reconstruction, reviewing data, or a refresher in bikes laws. Be proactive.

3. Make sure the right person is communicating for the victim. They must be knowledgeable about the legal situation, not necessarily the most passionate advocate. This person can make the police officer’s job easier, and therefore create a close bond with the cycling community.

have trained the police to not do that.” Wilborn, the Palmetto Cycling Coalition and Safe Streets Saves Lives have made it a priority to go to the police and ask them what they need before there is a problem to develop those relationships.

“My experience is when you participate in the process, police are very open-minded. They can’t get it right without our help.”

In order to get it right, though, cyclists much change their approach to police and local officials. Wilborn acknowledges that it is an uphill battle. “But you are not helping the process by just being a victim, and that just because bicycling advocates are passionate, doesn’t mean they are persuasive with police,” says Wilborn.



Photo courtesy of Safe Streets Save Lives campaign (safestreetssavelives.org) – a joint project of the Palmetto Cycling Coalition and BikeLaw.com.

“You can’t just do lycra protests without creating relationships and trusting the police.” Wilborn’s method is based on the notion that police are not anti-cyclists radicals; they are just overworked and underpaid. He believes they care the most about safety but we as cyclists aren’t doing a good

enough job giving them the resources they need. “Cycling enforcement is a skill that they don’t have, and we have to figure out how to help.”

So far this year, there have been 10 cyclists’ deaths in South Carolina, and every single one has been caused by a crime. Not one death in 2011 was deemed the cyclist’s fault.

“South Carolina is worse than most states for bicycling,” says Wilborn “but if we can do it by a case-by-case basis here, then we can do it anywhere.”

THE LEAGUE HAS YOUR BACK

“The reality,” said Clarke in a recent interview broadcast on AAA Radio, “is that motorists and cyclists are going to be sharing the same roads and highways for the foreseeable future and we have to do everything we can to make sure that the shared experience is safe and enjoyable for everyone. We share responsibility for traffic safety with motorists, law enforcement, city and state leaders to do all we can to encourage sharing the road safely and harmoniously.”

The good news is that more and more communities are realizing that becoming more bike friendly is good for their city and citizens. This means that they are stepping up their enforcement efforts and that police and courts are starting to get it right. Oregon was the first state to pass a Vulnerable Road User law in 2007; Delaware followed suit and just passed a safe passing law as well.

Los Angeles, Calif., where this year an alleged drunken motorist hit a group of 100 cyclists, recently

LEGAL RESOURCES

Local bicycle advocacy groups are an incredible resource if you are involved in a crash or need local legal advice.

The San Francisco Bicycle Coalition has an extensive library of resources including a “Bicyclists Legal Guide” documenting what to do in the event of a crash; an excellent training video used by the police department; and advice on what to do if you are ticketed. *Visit sfbike.org for more information.*

The Bicycle Transportation Alliance in Portland, Ore. has an impressive array of legal resources — and an impressive array of cycling attorneys. Bob Mionske (*Bicycling’s* legal authority); Mark Ginsberg (long-time chair of the Bicycle Advisory Committee); and Ray Thomas, doyen of bicycling lawyers and author of a veritable library of useful bicycling articles. *Visit bta4bikes.org for more information.*

Chicago’s Active Transportation Alliance has a Bicyclists Crash Support Group. *Visit activetrans.org for more information.*

Pittsburgh has great post-crash advice. *Visit bike-pgh.org for more information.*

The Washington Area Bicyclists Association has a crash report form they use to gather additional data. *Visit waba.org for more information.*



Photo: safestreetssavelives.org

passed an ordinance that makes it a crime for drivers to threaten bicyclists verbally or physically. L.A. victims of harassment will also be able to file a civil suit even if there are no criminal charges.

Even though these examples are a step in the right direction, there are still too few state and local laws and comprehensive education efforts. However, cyclists, motorists, the police and the legal system are beginning to learn to work together. “It just takes the right approach and participating in enforcement efforts early — hopefully, before an accident occurs,” according to Gary Brustin, League board member and part of the League’s fledgling legal network. Brustin is an accident lawyer who specializes in protecting the rights of

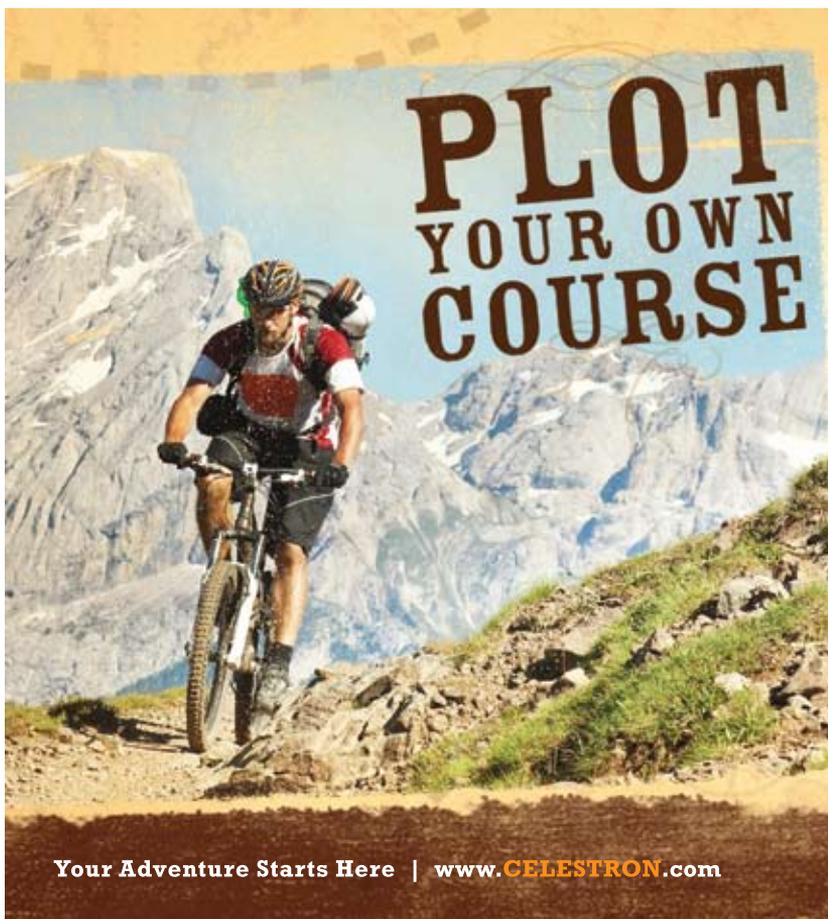
injured cyclists. He believes that one of the big problems with the legal profession is that “we are uneducated about cyclists’ rights to the road, the rules and laws. We need to educate police, the district attorneys and, diplomatically, the judges,” says Brustin. “The League’s new legal affairs committee will be able to make this happen ... education is critical. If everyone knew the rules of the road, the system would work better for cyclists.”

The League is educating new and returning cyclists all across the country with our Smart Cycling curriculum and network of League Cycling Instructors. We are partnered with AAA, who represents 51 million motorists — most of whom are also cyclists from time to time – to deliver our Share the Road Message and

safety tips to our nation’s drivers. We are encouraging communities and states to get a better handle on and enforce bike-related laws, and writing the road map for better enforcement for each community that applies for the BFC designation. It’s a steep hill we are climbing but we will be persistent and relentless to receive justice and equality for our nation’s bicyclists. Brustin’s advice for reaching an acceptable enforcement standard? “I think every cyclist should be involved in three advocacy organizations: the League and your state and local group,” says Brustin. “Join ‘em all.”

You heard the man — participate in the process. |||

For more information, visit bikeleague.org/legal



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carrboro is bananas for bicycling

By Jeff Brubaker, Carrboro Transportation Planner

CARRBORO, N.C. STATS

**Bicycle Friendly
Community – Silver**

BFC Since: May 2004

Population: 19,479

Square Miles: 6.39

Bike Lane Miles: 25

**Planned Bike Lane
Miles: 12**

**Paved Shared Use
Path Miles: 3**

**Planned Paved Shared
Use Path Miles: 19**

**Active Bicycle
Accommodation
Policy**



LAST MAY, TO SHOW THAT IT could be done, Dave Deming hauled 1,000 bananas on his Yuba Mundo down Weaver Street in Carrboro, N.C. He was taking them from Weaver Street Market, a grocery co-op, to Town Commons. The route was less than half a mile but when you have 400 pounds of banana boxes strapped to your bike, the ride can get rather unwieldy. The bike inevitably swerved as Deming piloted it down the bike lane but it eventually reached its destination. The feat was uncommon for Deming, a longtime bike commuter, but utilitarian cycling is a common sight in Carrboro — it has been for more than 30 years. In a nutshell, this is the story of Carrboro’s 30-plus years and where they are today in promoting cycling.

The History

Carrboro is a town of 19,000 next door to Chapel Hill, home of the University of North Carolina (UNC), with two factors naturally predisposing Carrboro to cycling. One, downtown is a 10-minute bike ride to UNC. Of all the routes leading up the hill to campus, Carrboro follows the gentlest grade. Two, Carrboro is home to 3,000-plus college students — almost all go to UNC. Aside from topography and demographics, Carrboro has a rich cycling advocacy history since the 70s.

In North Carolina, 1974 was the watershed year. The state legislature passed the Bicycle and Bikeway Act, which defined the bicycle as a vehicle



This photo appeared in a newspaper in the mid-1970s. The caption reads: “With traffic problems getting worse every day in ‘the village,’ wise folks are learning to take safety precautions. Some bicyclists have begun wearing helmets, like the one Vic Schoenbach is sporting.” (staff photo by Tom Randolph)

and bikeways as a “bona fide highway purpose.” With the act, the North Carolina Department of Transportation (NCDOT) created the first statewide bicycle program in the country. It was the brainchild of Curtis Yates, an NCDOT planner who wrote a report the previous year calling out the state’s abysmal bike safety record. The state held its first Bicycle and Bikeways Conference that September, drawing more than 300 attendees from all parts of the state.

Considering Carrboro is so close to UNC, it wasn’t a university town for the first 70 years of its existence. Carrboro was a textile mill town that sprung up at the end of a railroad spur. In the early 70s UNC decided to limit housing on campus, causing an influx of off-campus housing demand. In Carrboro, 1,700 apartment units were built between 1971 and 1973, effectively doubling the town’s housing stock. It was in the 70s that Carrboro became “weird,” embraced the arts, started a farmers’ market and earned its jokingly ostentatious nickname, the Paris of the Piedmont. The “Parisian students” wanted to have bikes to ride to campus and the means to do it.

Additionally, the demographic shift precipitated a shift in local political priorities. In 1975, the city saw several members of the student-



The banana trek was orchestrated and filmed by Elise Giddings, then-owner of Cycle 9 bike shop. The video is on YouTube. Search: banana bike Carrboro.

supported Carrboro Community Coalition elected to the Board of Aldermen. “The new board initiated an extensive reform program,” writes local author Dave Otto in his pictorial history of Carrboro. “Mayor Robert Drakeford and Aldermen Doug Sharer were experienced planners who convinced the board to establish a planning department and create a new vision for the future.”

A year before, the Carrboro Cyclists had become the town’s first advocacy group — the initiative of Chuck Lewis and a young cycling couple, Victor (Vic) and Marion Schoenbach. The group, Vic recalls, submitted a plan to the town calling for bikeways on major roads and a bikeway along the railroad tracks. Aldermen Sharer championed the creation of the Transportation Advisory Board (TAB), and Vic became its first chair.

The local enthusiasm around bicycling had more than set the two wheels of bike progress in motion

at this point. In November 1978, Carrboro voters approved a bond referendum for the town’s first set of bike facilities. In the warm months, cycling on Main Street to and from campus had reached nearly 20 percent of all traffic. In 1980, the bike plan was adopted, addressing “an extremely unusual situation in that the majority of bicyclists are utilitarian or commuters” with UNC as their “one ultimate destination.” The Carrboro Cyclists’ vision for a railroad bike path became a reality with the help of bond funding and a Federal Highway Administration grant — known today as the Libba Cotten Bikeway.

The momentum for bike transportation kept going through the 80s. October 1981 was a landmark month — the groundbreaking for the Libba Cotten Bikeway took place and the first bike lanes on the North Carolina state highway system were striped on Greensboro Street. After another decade and another successful bond referendum, another nine miles of bike lanes were in place. A new coalition, the Carrboro Bicyclists’ Network, formed in 1986 and took a look at they city’s transportation plans and consideration of bike facilities.



Chuck Lewis opened the Clean Machine Bike Shop in 1972 to meet cyclists’ demands.

The closing of the decade was capped with Carrboro’s Bicycle Policy — adopted in 1989. The policy was championed by then-Mayor Ellie Kinnaird (D-NC), who now represents Carrboro as a state senator and was a longtime bike commuter to UNC. The policy’s major goals were bike safety and access to major destinations. This was accomplished by physical separation of facilities, designated bike lanes, and shared on-road routes. The policy listed major destinations and high-density residential origins as priorities for bike facility access. Its concurrent adoption with the Sidewalk Policy represented an early iteration of a local complete streets movement.

The next 10 years saw two new bike paths created near downtown and bike lanes began to be extended into Carrboro’s growing north. A plan for the northern area called for interconnected bike routes on all new streets, extension of bike paths into the area, and safe bicycle access to all major destinations.

The Golden Age

The 21st century has seen Carrboro advance even further as a cycling town — the result of a quarter century of planning. Bicycles are settled into the fabric of the city’s transportation network, and Carrboro continues to improve and

TOP 20 CITIES WITH MORE THAN 10% OF POPULATION IN COLLEGE

City, State	Population (ACS 2009 estimate)	Percent of bicycle commuters	Student Population undergrad + grad
College Station, TX	86,676	2.1%	49%
Gainesville, FL	116,615	6.3%	42%
Ann Arbor, MI	112,917	3.0%	41%
Iowa City, IA	69,077	3.9%	39%
Lawrence, KS	92,055	2.2%	37%
Boulder, CO	100,160	12.3%	35%
Tallahassee, FL	172,576	1.5%	33%
Athens-Clarke County, GA	115,586	1.2%	33%
Berkeley, CA	102,802	8.9%	29%
Madison, WI	235,410	5.0%	26%
Columbia, MO	102,332	1.5%	26%
Fort Collins, CO	138,722	9.9%	24%
Missoula, MT	68,875	7.2%	23%
Cambridge, MA	108,776	8.5%	21%
Tempe, AZ	178,526	3.7%	21%
Eugene, OR	153,275	10.8%	19%
Lubbock, TX	225,865	0.7%	19%
Evanston, IL	77,869	2.6%	18%
Irvine, CA	209,707	1.7%	18%
New Haven, CT	123,314	3.1%	17%

Note: Cities without bicycle commuter estimates were removed

invent ways to encourage bicycling. The League designated Carrboro as a Bronze-level BFC in 2004, recognizing their bike planning history and a 5.2 percent bike commute mode split. The ReCYCLERY bike co-op was founded in 2000, accepting donated bicycles and teaching bicycle repair and maintenance skills for community members to earn their own bikes. The Roberson Bike Path was constructed, Safe Routes to School grants launched efforts to accommodate and encourage younger cyclists and in 2009, the Board of Aldermen adopted the Carrboro Comprehensive Bicycle Transportation Plan. The plan, prepared by Greenways Incorporated, is modeled after the Five Es of the BFC program. The engineering portion of the plan recommends an additional

54 miles of bike facilities – and that’s just the first E.

Lessons to Learn

One of Carrboro’s recurring themes has been the town’s ambivalent relationship with NCDOT over road widening, bike safety, and the lack of bike facilities in roadway design plans. No single project was more emblematic of this than Smith Level Road. Over the last two decades, NCDOT’s imperative to add more through lanes for autos had been repeatedly rejected by the Board of Aldermen, who preferred the road be widened only for bike lanes, a sidewalk and a center turn lane. This was consistent with a town-wide policy on road widenings — included in

Carrboro’s Comprehensive Bike Plan Bicycle Survey:



30% of bicyclists regularly commute by bicycle



36% of bicyclists regularly ride for fitness or recreation



34% bicycle regularly for short, utilitarian trips

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Carrboro's guiding policy document Vision 2020. On the verge of the project being cancelled, a compromise was reached in 2010. NCDOT left out the extra through lanes but left open the possibility to add them in the future. Bike lanes and sidewalks are to be completed in 2013.

Despite these challenges, there is a symbiotic relationship between the NCDOT Bicycle Program and the town – important because the State owns almost all arterial roads in Carrboro. Yates and his staff provided technical assistance in establishing bike lanes, and in turn, Carrboro served as a state role model for bicycling infrastructure. In 2010, NCDOT was able to secure American Recovery and Reinvestment Act of 2009 funds to complete the town's top-ranked Transportation Improvement Program project to add bike lanes and a sidewalk on a major arterial that serves an elementary and middle school. Today, NCDOT has a Complete Streets Policy and is crafting its implementation guidelines.

Carrboro and Chapel Hill also collaborate on projects, such as greenway plans, with a goal of seamless travel from one town to the other. "Our greenways program allows us to create connections between Carrboro

and Chapel Hill that never existed before," says Carrboro Mayor Mark Chilton. Carrboro also interacts with neighboring Durham through their metropolitan planning organization. Durham's road diet implementation and ciclovias are models for ongoing planning in Carrboro. Both Chapel Hill and Durham were designated as Bronze-level Bicycle Friendly Communities in 2011.

Show Us the Money

Carrboro has devoted a substantial amount of money to cycling. In 1981, the town spent \$142,000 to widen a state-maintained road to add bike lanes. Over the next decade, Carrboro spent \$2 million on bike facilities. Currently, three multi-use path segments are being designed that will use more than \$300,000 in local bond funding. This is big money for a town of 19,000. The bonds have been the result of successful referendums by Carrboro voters, signifying broad support among citizens.

Representative Kinnaird points to the continued cycling support from successive mayors and aldermen. "It is great that all the administrations have embraced cycling," she says. "They made (bicycling) their goal and vision and carried it out."

Safe Routes to School Parent Survey

(McDougle and Carrboro Elementary, June 2010)



10% of respondents said their kids arrived at school via bike



8% of respondents said their kids came home from school via bike

Mayor Chilton also emphasizes the effect of local elected officials. "The last 35 years' worth of Boards of Aldermen have been increasingly supportive of cycling," he says. "It makes a big difference."

Carrboro's Future

Even with that pedigree, Carrboro still has a lot of work to do. "One big challenge," says Heidi Perry of the Carrboro Transportation Advisory Board, "has been trying to retrofit older, narrower streets that don't have enough right-of-way to make improvements." Some outlying state-maintained arterials have narrow pavement width, a lack of shoulders, and vertical curves that make cyclists grit their teeth. Many rural roads are popular for recreational

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cycling but have an auto-centric feel. Bike lane or wide shoulder retrofits have been requested by the town for decades, only to have the projects fall short of reaching the Transportation Improvement Program (TIP). Even as downtown Carrboro features an abundance of parking spaces for cars, bike parking remains insufficient in areas. In more suburban parts of

town, steep hills and a lack of street connectivity discourage cycling. And Carrboro is at the western end of what Forbes just named the most gas-guzzling metropolitan area in the country.

That's not to diminish the remarkable progress that has been made. Today, Carrboro has 26 miles of bike lanes, three miles of bike paths, and three more bike paths are being designed. The city is beginning to add sharrows to narrow, low-speed roads. The schools promote cycling with bike safety rodeos and bike/walk-to-school days. One Carrboro Elementary parent recently donated a bike rack to the school to accommodate increased demand. Encouragement activities are included too — weekly recreational or cruiser rides

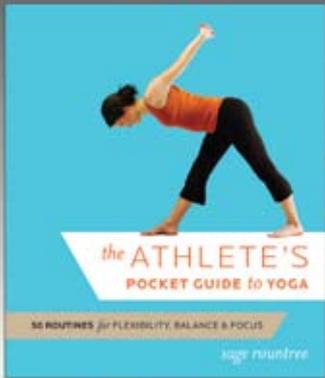
at all times of the year and an annual Bike Breakfast gathering during Bike to Work Week.

This past February, a week before Carrboro celebrated its 100th birthday, the community was honored with the Bicycle Friendly Community Silver designation. Bill Nesper, director of the Bicycle Friendly America program, paid Carrboro a visit and presented the award to Mayor Chilton. It represented both a major milestone and as inspiration to keep up the momentum of Carrboro's cycling tradition. At the very least, we know Carrboro is a great place to transport massive amounts of fruit on a cargo bike. |||

For more information, visit bikecarrboro.com

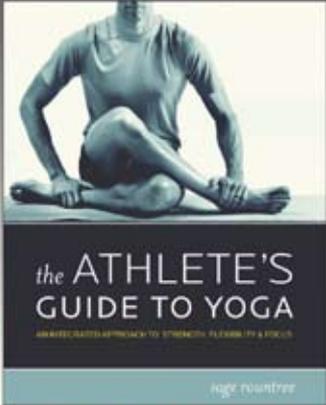
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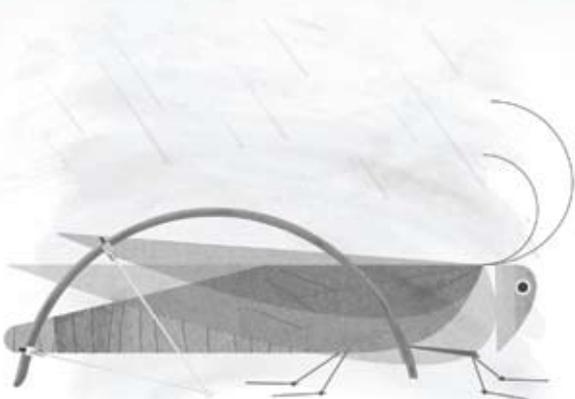
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New Mexico Knows Bicycles are Vehicles

By Meghan Cahill

WHEN YOU GOOGLE NEW Mexico you see the same thing over and over again, “There is finally more than one sentence about bicycles in the New Mexico Drivers Manual!” Clearly, New Mexican cyclists are excited — and we are too. The Bicycles are Vehicles section is the result of the hard work and dedication of a committee from Santa Fe’s Bicycle and Trails Advisory Committee (BTAC), which goes to show all of us that you can step up and do the work to make a difference.

In New Mexico, like many states, there is a gray area when dealing with who’s responsible for amending driver’s manuals. Some say it’s the state, some say it’s administrative; in the case of New Mexico, the BTAC made it their responsibility. In spring 2010, Cat Downing of the BTAC subcommittee researched New Mexico’s statutes, and other state statutes, and determined that the Driving Manual content was within the administrative authority of the Department of Taxation and Revenue and did not require legislation to implement. That May, she contacted Raul Alvarez of the New Mexico Department of Motor Vehicles (DMV), and he informed her that the DMV would be happy to work with the BTAC for new content for the statewide DMV Drivers Manual — it was that easy.

In June the BTAC passed a resolution asking the governor to direct the State Department to implement

the new provisions, and the Education and Outreach Committee of BTAC was formed with: Shelley Robinson, Lisa Miles, Gretchen Grogan and Cat Downing.

The process wasn’t quick. For the next five months the committee researched all state manuals and met continuously. At first, they developed several long, complex versions that were finally revised and cut into the current manual — a simple three-part manual with bullets and graphics. BTAC approved the final version.

In December, the document was sent to the state DMV and was put on hold for several months due to administration turnover. Finally in June 2011, the manual was submitted by the DMV to the New Mexico Department of Motor Vehicles’ Bicycle, Equestrian Pedestrian Coordinator Tom Trowbridge — a League Cycling Instructor — for final review and approval. He made some minor adjustments, and the new manual was issued on June 11, 2011.

Now even test questions are required on driver’s license exams, and sharrows is a statewide word. “We started with a driver’s manual because it was a smart and an easy start to get info to new and young drivers,”



BTAC’s education and outreach committee

says Shelly Robinson. “We also found out that there were no questions about bicycles on the driving exam and have made sure that on every test a driver will have to answer and pass five questions about bicycles.”

The BTAC is not stopping with the manual’s publication, which they are already planning to update in six months. By fall 2011, the committee hopes to be working with driver education providers and driving schools to emphasize youth and new driver education regarding bicycles as vehicles. They also plan to adapt the two-page bicycle section into a portable flyer for distribution with new bicycles, bicycle rentals, and for law enforcement and car dealers to distribute. |||

Visit the Bicycle Coalition of New Mexico for more information at bikenm.org.



TOP DOG

Washington Remains Top State for Bicycling for Fourth Year in a Row

Washington remains at the number one spot in the League's annual Bicycle Friendly State (BFS) rankings, while many states suffer poor marks for low distribution of transportation funds towards bicycling projects and programs. Notably, Maine has steadily risen to the number two rank after being placed sixth in 2008 and third in 2009 and 2010. Additionally, the League announced its third round of Bicycle Friendly States designations with three new winning states, one upgrade and two renewals. *Visit bikeleague.org/states for more information.* |||

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

**States which have received recognition through the BFS award program.*

***State that moved up in recognition level through the BFS award program.*

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Bicycle-Friendly Synergy

By Allison Dewey, Bicycle Friendly America Program Specialist

syn•er•gy/sinerjē/

Noun: The interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.



Bikes parked at Colorado State University.

THE LEAGUE'S BICYCLE Friendly America (BFA) program has evolved greatly since it expanded and re-vamped the Bicycle Friendly Community program (BFC) in 2003. In the past three years, the exponential growth in the BFA program has surpassed all our expectations by adding three additional programs to the BFC program: Bicycle Friendly Business (BFB), Bicycle Friendly State (BFS) and Bicycle Friendly University (BFU).

National harvesting for bicycling could be one theory on how we have found and designated the hundreds of BFB, BFS and BFU winners. However, we aren't planting bike advocates throughout the country. Bicycle enthusiasts are popping up all over due the synergy taking place in

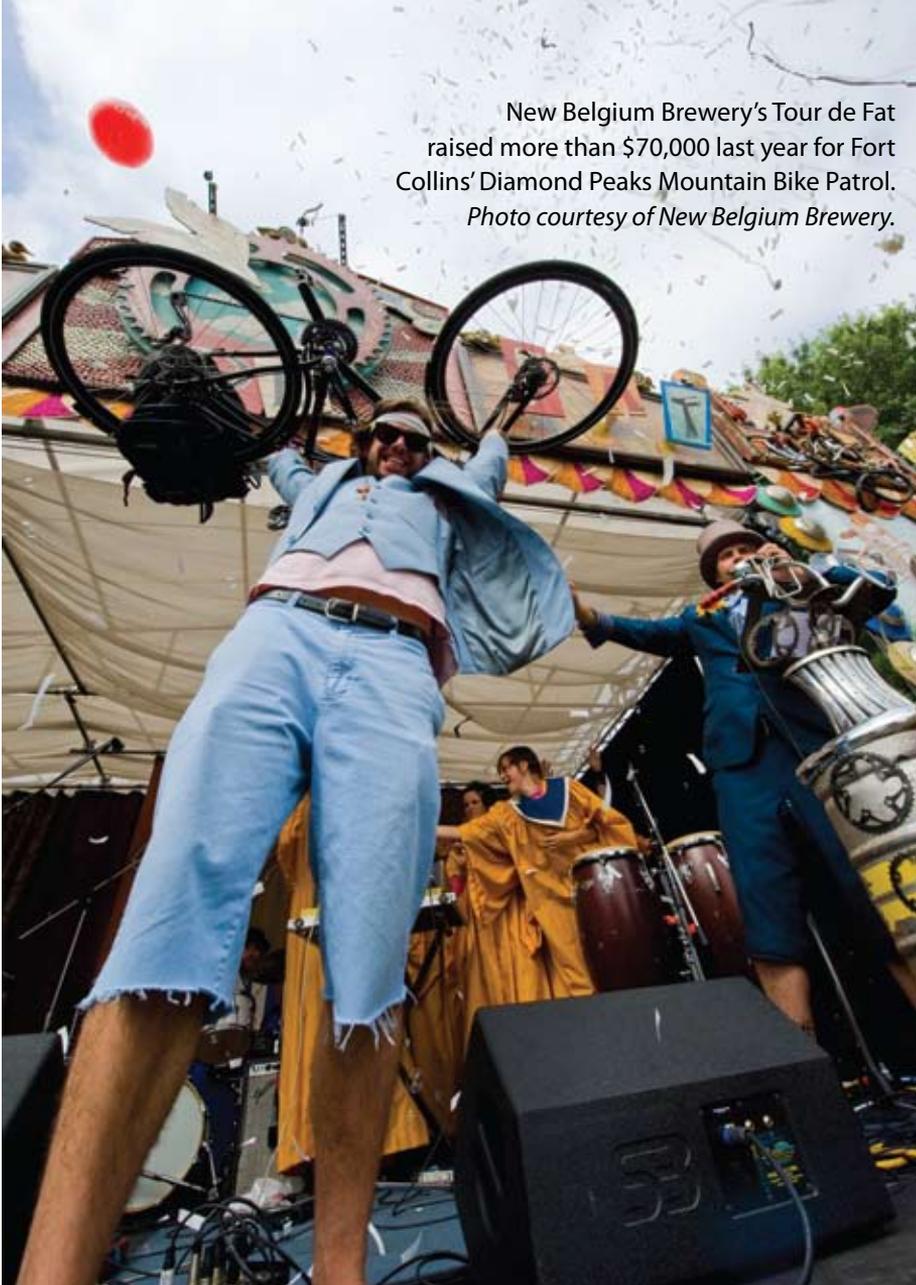
our country amongst those working towards similar bike-friendly goals. The new branches of the BFA program are exploding with opportunities to collaborate and foster relationships among bicycle-friendly entities. Those on the bicycle-friendly path are joining forces with local governments and with each other in the pursuit of a Bicycle Friendly America.

The first step for communities, businesses, universities and states is to put their hand up and say, "Bicycling is important; and we, as a group, want to be recognized for our efforts in supporting a more bicycle-friendly environment," and to fill out the BFA free opt-in application. If a city, business, school or states receive a BFA award, partnerships begin to form naturally between regional BFA recipients and bike advocates.



2009 Bike Show, Fort Collins, Colo.
Photo courtesy of New Belgium Brewery.

New Belgium Brewery's Tour de Fat raised more than \$70,000 last year for Fort Collins' Diamond Peaks Mountain Bike Patrol.
Photo courtesy of New Belgium Brewery.



In turn, these connections increase the bicycle friendliness of a region. Bicycle-friendly networks are forming throughout our nation, resulting in a palatable, bike-friendly synergy. This synergy results in more efficient and more effective progress.

Fort Collins, Colo.

Fort Collins, Colo. is a Gold level BFC and home to four BFBs and one silver-level BFU. New Belgium Brewery resides here and is one of only six platinum-level BFBs. “In every way, shape and form we are the beneficiaries of the bicycle-friendliness of Fort Collins and all that it

offers,” says Bryan Simpson, Media Relations Director for New Belgium Brewing. “We have great access to and from work by bike and actually prefer visitors to come by bike.” New Belgium encourages employees to ride and generously gives to the city to help maintain and improve the bike infrastructure that so many of its employees use. The business recently underwrote a series of bike racks for Fort Collins, creating an additional 60 bike parking spots in town. There are sponsored bike tours within the community, and the brewery offers the use of their on-site cross track to the community. Their Tour de Fat

last year raised more than \$70,000 for Fort Collins' Diamond Peaks Mountain Bike Patrol.

Colorado State University is also motivated by the city. “It is where we get our energy,” states Joy Childress, Traffic & Bicycle Education and Enforcement Program Coordinator for the University and Chair of the CSU Campus Community Bicycle Advisory Committee (CBAC). “The city has been instrumental in helping the University form CBAC. We share ideas and look at connectivity. The city pushes us to be the best that we are.” A major result of this partnership and collaboration is Fort Collins' new bike box. It is located at one of the busiest intersections for bicyclists, which also happens to be a major access point to campus.

The relationships that are formed between Fort Collins' bicycle-friendly entities are invaluable. Fred Haberecht, Assistant Director of Landscape and Planning at Colorado State University appreciates the partnerships that he has fostered since working on sustainability issues. “Through our bicycling emphasis we have made good relationships with the Traffic and Engineering Department and Parks and Planning — it's a toe hold for common ground. Personal relationships are so important when making decisions and creating change.” Nick Mason, Education & Technical Assistance Program Manager for Bicycle Alliance of Minnesota, agrees. “There is an open conversation with the city when it comes to bicycling. It is a partnership.”

Minnesota

BFA harmony is happening throughout Minnesota too. The state is a Silver-level BFS, and Minneapolis is at the heart of it. The city is a Gold-level BFC and is home to 12

BFBs and one BFU — The University of Minnesota - Twin Cities Campus. The university credits the city for enabling the University of Minnesota to cultivate the campus' bicycle friendliness. The city and school have realized what is good for the city is also good for the university. Steve Sanders, the Campus Bicycle Coordinator, speaks highly of the university's relationship to the city. "We do a lot together and have had a healthy working relationship with the city for years. The city recognizes the volume of bicyclists on campus and goes out of its way to make sure the bicycling infrastructure connects to the university." In fact, it is on the university's campus that some of the city's highest

The city of Minneapolis provided the initial funding for Nice Ride, the citywide bike share system and put the kiosks where the most cyclists were — on and around the University of Minnesota -Twin Cities campus.



bike counts are recorded. "There is shared data between the city and the school, shared innovation, and shared problem solving. It has been a great relationship."

Nice Ride, Minneapolis's bike share system, has been a nice addition to the area, benefitting both the city and university. The City provided the initial funding for the citywide bike share system and wanted to put the kiosks where the most cyclists were — on and around the campus. The university gave the go-ahead and provided the funding for on-campus kiosks. Completing the synergy circle, Dero Bikes — a Gold level BFB in Minneapolis — is contracted to provide their new Zap Counter technology to help track and encourage bike use.

To further encourage bicycling, the statewide advocacy group Bike Alliance of Minnesota promotes the BFB program. "Bicycling is a huge benefit for jobs and economic development. Employers know that people who chose to bike are happier and healthier," says Mason. "Providing a bicycle friendly workplace and a bicycle friendly community is an excellent way to retain those employees. It also makes our city very livable and attracts tourism." Minneapolis continues to invest in bicycle infrastructure while their local businesses and universities are building bicycle-friendly environments and commuter numbers grow. The result is a city surrounded with a continuous synergy of bicycle-friendly efforts! |||

Want to tap into your area's bicycle-friendly synergy? Check out our Bicycle Friendly America map to see awarded businesses, communities, and universities/colleges at bicyclefriendlyamerica.com

THE LEAGUE OF AMERICAN BICYCLISTS

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

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Wisconsin Windfall

Bicycle Federation of Wisconsin Restores \$2 Million for Bike & Pedestrian Funding

By Darren Flusche, Policy Analyst

HOW MANY PEOPLE CAN SAY that they turned \$3,000 into \$2 million? Kevin Hardman and the Bicycle Federation of Wisconsin can. The Bicycle Federation used a \$3,000 Advocacy Advance Rapid Respond grant to support their campaign to restore dedicated bicycle and pedestrian funds cut from the state budget and were successful. Instead of zeroing out the bicycle and pedestrian line in the budget, the state will spend \$2 million over the next two years on bicycle and pedestrian projects.

Since 2009, Wisconsin has dedicated \$2.5 million annually to support their Bicycle and Pedestrian Facilities Program (BFPF). The BFPF matches and bolsters federal Transportation Enhancement funds to build bicycle and pedestrian projects. In 2010 the Wisconsin Department of Transportation identified 56 projects in 30 counties to be constructed with the funds.

Then Wisconsin Governor Scott Walker released a draft of the 2011-2013 budget that zeroed out the BFPF line item. This would have impacted approximately half of the bicycle and pedestrian infrastructure and planning projects. “Now we’ve got to convince the mainstream of Wisconsin that bicycling is an integral part of the transportation system,” thought Kevin Hardman, executive director of the Bicycle Federation of Wisconsin, when he saw the budget. “We’ve got to work hard

to get the message out.”

The Bicycle Federation was concerned that the legislature would pass the budget without the bicycle and walking program and sprang into action. They met with Governor Walker during the Wisconsin Bike Summit, and he agreed not to veto the budget if the Bicycle Federation managed to get the bicycling money back in. The Bicycle Federation hired a government relations expert and worked with republican leadership, the Wisconsin Transportation Builders Association, and a broad coalition of transportation interests through the Transportation Development Association to build support to restore the \$2 million.

To help cover their expenses, the Bicycle Federation applied for and received an Advocacy Advance Rapid Response grant of \$3,000. Rapid Response grants are part of the Advocacy Advance partnership between the League and the Alliance for Biking & Walking and are awarded on a rolling basis for organizations met with unexpected opportunities to win, increase, or preserve funding for biking and walking. “We saw a need and jumped into action. It takes a lot of resources if we are going to change the minds of political leaders,” Hardman said, “The League and Alliance quickly came with the resources.”

Reversals like the restoration of funds are not unheard of but are unusual. They show what can be accom-



Wisconsin Bike Summit constituent meeting with Sen. Mark Miller (left) and Jay Ferm, of Planet Bike (right).



Kevin Hardman, Executive Director of the Bicycle Federation of Wisconsin at the Wisconsin Bike Summit.

plished in difficult circumstances. “This is an important moment for Wisconsin bicycling. These funds have been restored by a conservative republican legislature and signed into law by a conservative Governor,” said Hardman. “This effort proves that we can get both parties to act in support of Wisconsin bicycling.” |||

To learn more about Advocacy Advance and Rapid Response Grants, please visit AdvocacyAdvance.org.

Bikes Galore in Bay Village



Bike parking at Bay Village Middle School

By James Cassidy

THERE I WAS, HAVING MY morning coffee at Mojo's in Bay Village, Ohio, a suburb west of Cleveland, when a dozen young girls in uniforms arrived on bicycles, had their morning treats and left. Turns out, they were headed for the parochial school down the street. Then, on my way home I passed the Bay Village Middle School, and I did a double take. There were more bikes than the eye could comprehend — and the camera.

The photo above is three photos, stitched together, to show the extent of bikes along the main street. What the photo doesn't show well is that there are bikes on both sides of the picket fence!

That's a lot of bikes, even for a nice spring morning alongside Lake Erie! I guessed that there were about 500 bikes at this one school, and I wondered why. So I asked the current school superintendent, Clint Keener. Here is his response:

A few years ago our students at the high school promoted a Bike to School Day. They calculated the savings in fuel and the energy burned for the more than 60 percent of the student body riding bikes that day. For the past two years the students, administrators and teachers decided to plan and promote a Bike to School Month during May. A bike shop in Rocky River offered bicycles to give as prizes, along with other items from their shop. Chipotle Grille offers a coupon for all students and staff who ride the first day. Those who ride get credits for the raffles. Now more than 600 of 800 middle school students riding bikes and about half of the high school students. We have added more bike racks at the school and city venues to accommodate all the kids who now ride in the fall and summer. We used to have about a dozen bikes come to soccer or football games. Now, the large bike racks overflow with bikes ridden by students and adults. We are proud of our student participation and equally proud of the teachers.
- Clint Keener, Superintendent

This is very impressive: 600 to 800 middle school students and half the high school — approximately 400 high school students. That's 1,000 to 1,200 kids on bikes in a community the same size as Plainville! III



School officials estimate that 1,000 to 1,200 middle- and high-school students ride to school during Bike to School Month.

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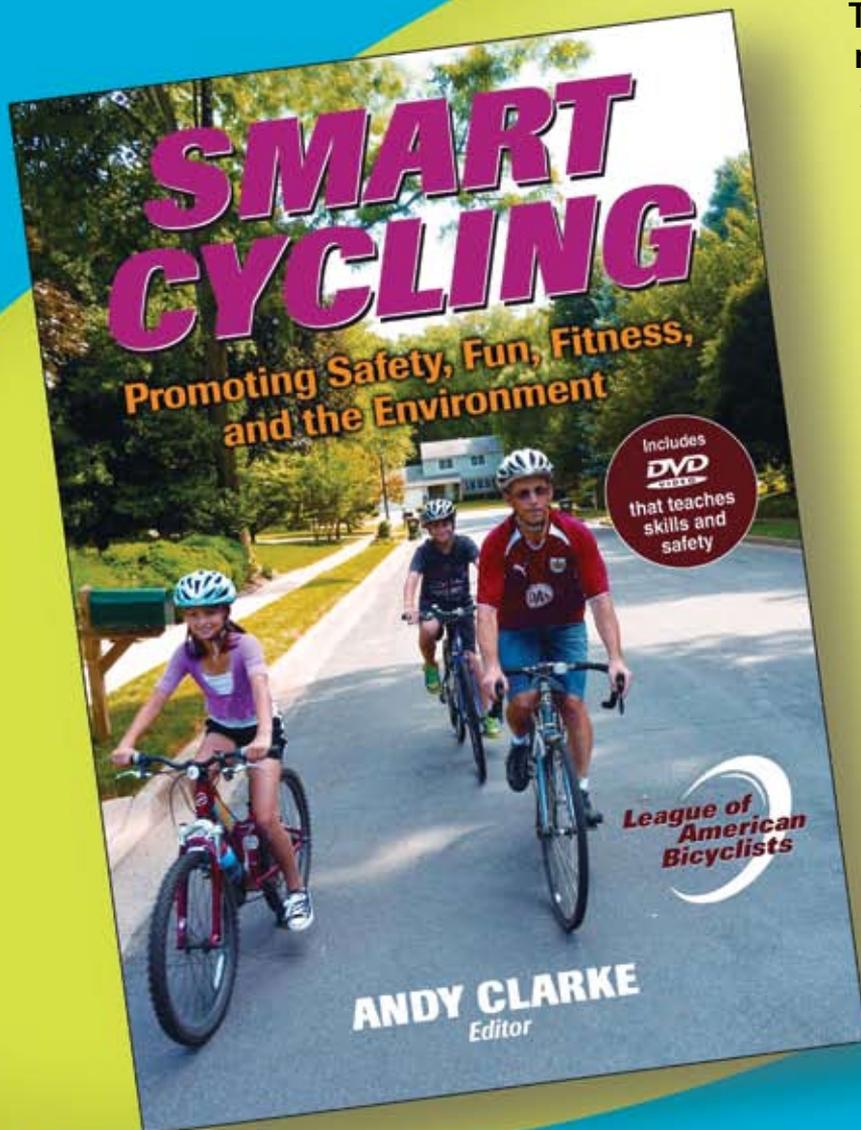
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Smart Cycling, edited by League President Andy Clarke and published by Human Kinetics, covers what all bicyclists need for riding for fun, fitness and transportation. The book overviews: how to choose the right bike and gear, essential basic cycling skills, the rules of the road, maintenance and quick repairs, safety strategies, commuting and group riding. Smart Cycling is a great resource for parents, teachers, students and new and returning riders. The book includes a copy of the League's Enjoy the Ride DVD.

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