

AMERICAN bicyclist

March-April 2011
www.bikeleague.org

League of American Bicyclists

Working for a Bicycle-Friendly America

RED ROCK ROAD EXTREME ROAD MAKEOVER

p. 10

16

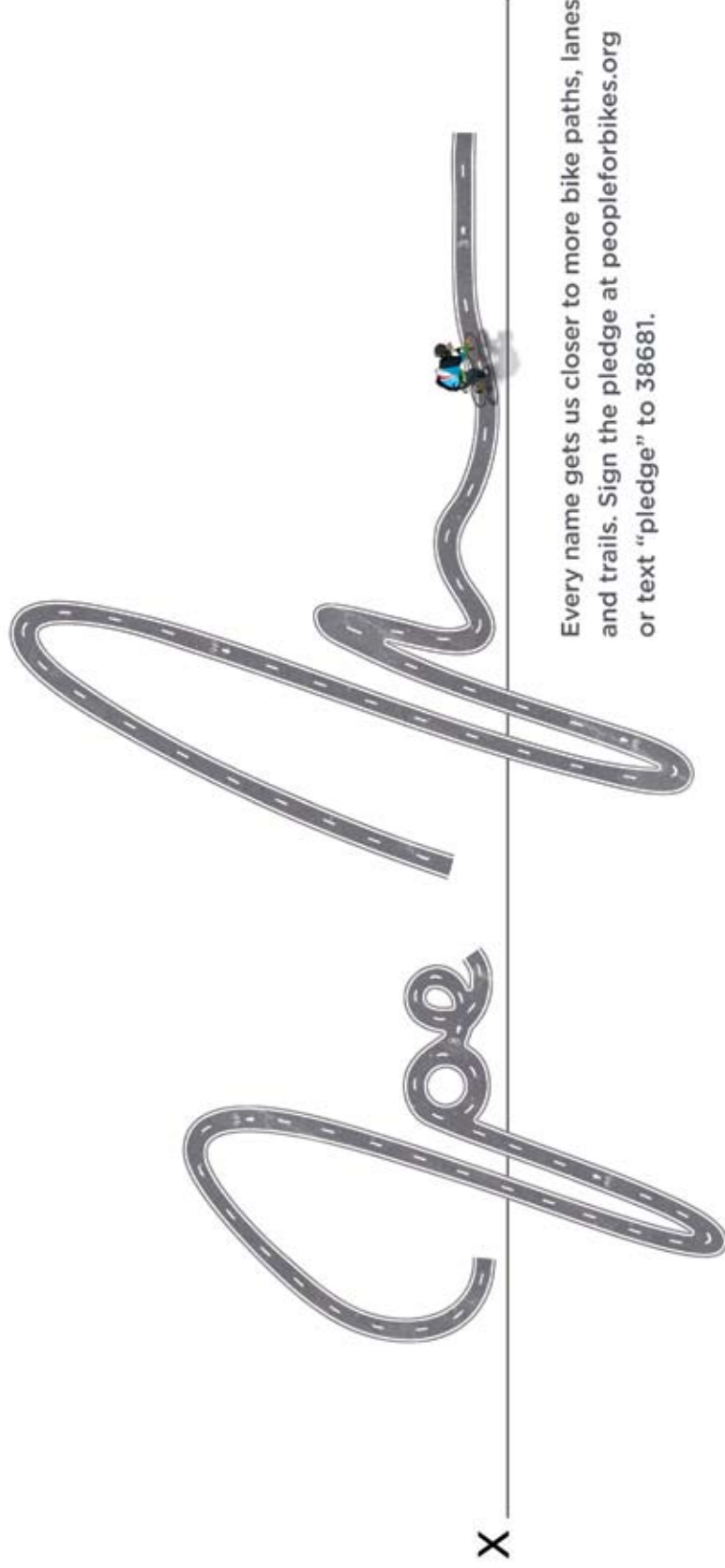
Spring 2011
BFBs AND BFUs

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NATIONAL
BIKE SUMMIT

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RIDE WITH LARRY
The Bicycle Gives Freedom
Back to a Parkinson's Patient



Every name gets us closer to more bike paths, lanes and trails. Sign the pledge at peopleforbikes.org or text "pledge" to 38681.

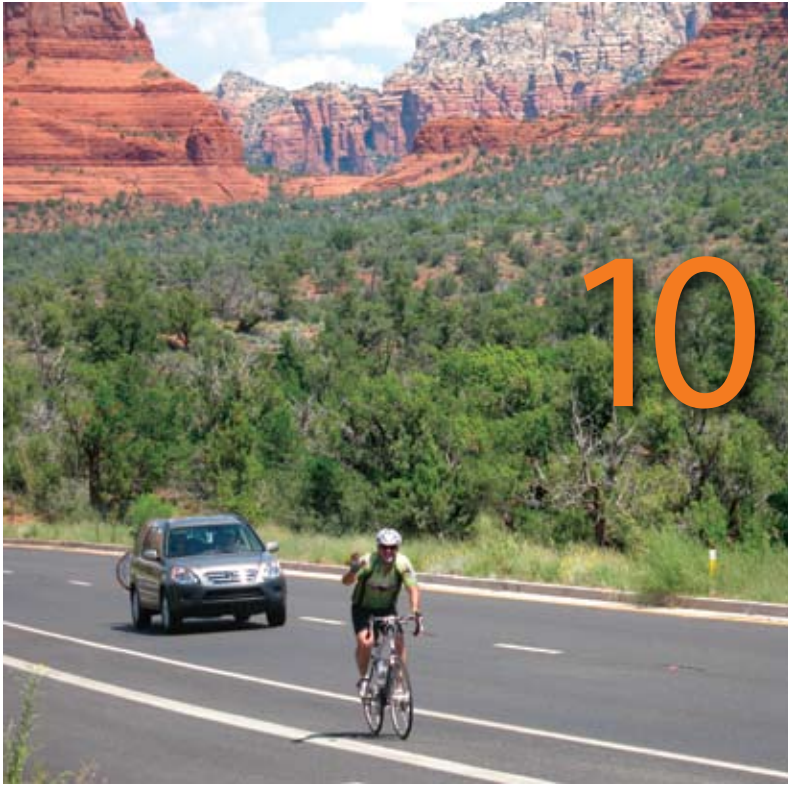


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MARCH-APRIL 2011



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Cover: Motorists and bicyclists now can safely share the scenic Red Rock Road between Sedona and the Village of Oak Creek. Red Rock photo above: VVCC member, Thomas McGoldrick, enjoys the bike lane of the new Red Rock Road between Sedona and the Village of Oak Creek.



WE'RE MOVING!

I JOINED THE LEAGUE STAFF EIGHT years ago because the organization was moving – really headed in the right direction.

At that time, we had just started hosting the National Bike Summit and could scarcely believe that 300 people came to Washington, D.C. to meet their members of Congress. We just concluded the 2011 Summit and had 767 people participate in close to 400 meetings on Capitol Hill.

Back in 2003 we had just completely overhauled the Bicycle Friendly Community (BFC) program to create the Bronze through Platinum recognition levels. We made all the BFCs from the previous (much looser) program re-apply and recognized 24 out of 61 communities – today we are getting almost that many applicants twice a year! We have dramatically expanded the program to embrace Businesses, States and Universities, as well as communities. *The Blueprint* you received in the mail (the Jan/Feb issue of *American Bicyclist*) is helping guide people across the country to create a more bicycle-friendly America.

In 2004, we set ourselves the wildly ambitious target of certifying 100 League Cycling Instructors in 10 seminars – in April, this year alone, we are hosting eight seminars and have more than 80 candidates signed up. We certified our 3,000th LCI back in November.

Back then, we were proud to call 425 local bike clubs and approximately 70 local advocacy groups our affiliates — in 2011 those numbers have reached 660 and 170, respectively, as we continue to support and serve local cyclists through all our programs.

Perhaps the most impressive statistic, however, is one that often goes unnoticed. This month we are physically moving our offices to a space three floors below our home of the past decade. We are moving 13 members of staff to a better configured and slightly cheaper space — Suite 510. We do have our education director working from Austin, Texas ... but otherwise, we have dramatically expanded and improved our programs with exactly the same number of staff as we had in 2003!

So, yes; we're moving. Come see us in our new space whenever you are in Washington. The staff is really moving our programs and services! |||



Andy Clarke,
League President



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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PROTECTING BICYCLING

The League lobbies to keep funding for bicycling in the budget

"ELIMINATE GOVERNMENT SPENDING ON NON-motorized transportation!" So rang renewed attacks after November's mid term election. So what did the leaders of the League and other related organizations do to protect our ability to enjoy safe and convenient bicycling?

Immediately after the election, the League worked with our colleagues in the America Bikes campaign to develop a proactive strategy to keep the miniscule funding for pedestrian and bicycling facilities in the budget. They targeted more than 100 key congressional districts, prepared economic benefit data, identified and familiarized local bicyclists and others. These local advocates met with their congressional representatives to share their concern and ask for the representative's support.

The result – Transportation Enhancements were not in the first wave of budget cuts proposed by the new House members. And that's not all.

In March, Washington, D.C. was inundated (well, I'm overstating it a bit) by a record number of almost 800 bicyclists from all around the U.S. for the League's National Bike Summit. Additionally, two departmental secretaries from the Transportation and Interior went out of their way to join the Summit and share their views. League

President Andy Clarke and his team's orchestration of this event was, once again, resonating.

And for shaping the longer term? Also in January, 33 representatives from 19 national, state and local advocacy organizations met to define a shared national strategy. Leaders from the

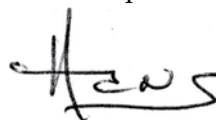
League, the Alliance for Bicycling and Walking, Bikes Belong,

Rails to Trails, Safe Routes to School,

and many others spent a day sharing their views and outlining future goals. These will be shared later this year.

We are only three months into the new year and a lot has been done already to help you get safer, more convenient bicycling, thanks to the League's Andy Clarke, his staff, and other leaders.

I also want to thank those who voted in the recent League Board election. The new Board members bring excellent qualifications and experience. |||



*Hans van Naerssen,
Chair*



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TWEETED



Live tweet from the National Bike Summit

We only got to speak with staffers except for Whitfield. He certainly gets it. All were friendly, bikepartisan.

- Kirkwrites, March 13



Climate Change Revisited

I have to disagree strongly with Craig Watts' letter in the Nov-Dec 2010 issue of *American Bicyclist*, in which Mr. Watts asserts that *American Bicyclist* should make no mention of the "theory" of global warming as it relates to cycling. I'm an engineer too, and to those of us with our eyes open to the empirical evidence, that theory long ago became fact. Perhaps Mr. Watts would also have the magazine avoid mentioning cycling's relationship to the obesity epidemic, national energy security, urban poverty, or any other concern that we should all share?

- Bob Persons, P.E., Newton, Mass.

Conservative Bicyclists

I am very conservative in my politics; and yet, I am on the board of a state advocacy group for bicycling. Not all conservatives are against bicycling so be careful how you deal with this Oberstar loss. Maybe there is a good conservative representative or senator who likes biking.

- Linda Gould, New Hampshire



FACEBOOK MESSAGE

In response to Bike Trail Boosts Business in Mississippi

These kinds of stories, common from the business owners themselves, are priceless! Keep 'em coming.

- Maurice Carter, March 16



FACEBOOK MESSAGE

Live post from the National Bike Summit's Congressional Lobby Day

Here's a photo of my congressman, Ralph Hall, Texas (below). He lost his regular glasses and said he felt silly being on the floor earlier with his sunglasses on.

- Gail Copus Spann, March 11



FACEBOOK MESSAGE

Congratulations to the universities that earned the League's first-ever Bicycle Friendly designations, and to Stanford as the sole Platinum winner.

- Fehr & Peers Transportation Consultants, March 9



FACEBOOK MESSAGE

We are honored to be highlighted in *American Bicyclist* magazine as a Game Changer for Encouragement. Thanks League!

- Whatcom Smart Trips, March 9



FACEBOOK MESSAGE

In response to At National Bike Summit: It's about the economy

I hope the bean counters realize that putting bike lanes and bike corridors actually promote the local economy.

- John Cook, March 7

TWEETED



BikeLeague names Stanford University top bike-friendly campus!

- eberesini, March 15

TWEETED



The 2011 National Bike Summit ended with lots of new prospects for trails; better Bureau of Land Management policies for mountain biking; and, the icing on the cake, Let's Move & Secretary Salazar!

- IMBA_Jenn, March 15



Bike Summit 2011 Economic Fact Sheets available at <http://americabikes.org/resources/>. See the impact in Congressional district! - *GABikes, March 17*

Why I Joined The League

I just joined the League today. I've waffled on joining for some time now. What made the difference today was a visit to League Life Member John Hobbs in his bike repair shop in Newton, Kan. He had just received the Jan/Feb 2011 issue of *American Bicyclist*, *Bicycle Friendly America: The Blueprint*. Newton is in the beginning stages of developing a bike plan, which makes this issue remarkably timely. I would like my first *American Bicyclist* to be this issue.

- D Mark Shifflett, Newton, Kansas



The Blueprint

I just received the Jan/Feb 2011 issue of *American Bicyclist*, *Bicycle Friendly America: The Blueprint*. Outstanding. How can I obtain more copies to pass out?


- Dennis Strawn, Advocacy Coordinator, Mountain State Wheelers Bicycle Club, Charleston, W.V.

Editors Note:

The League is happy to mail copies of *Bicycle Friendly America: The Blueprint* to anyone that needs them. E-mail bikeleague@bikeleague.org to request your copies today.


TWEETED



 Nice testimonial from a bike retailer on the positive effect investments in bike trails had on his business.
(via @bikeleague)
- bikesbelong, March 17

TWEETED



 The list of U.S. Bicycle Friendly Businesses just came out. Sadly only one in Connecticut. @BikeLeague - *Still Flowing, March 17*

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.

American Bicyclist is printed with soy ink on 30% post-consumer recycled paper certified by the Forest Stewardship Council.



BIKEMONTH2011



The League sponsored National Bike Month is approaching and now is the time to promo events and coordinate volunteers.

First things first, promote your Bike Month events! Post events online for free at bikeleague.org/bikemonth. Bikeleague.org is the national database for Bike Month and Bike to Work events, and visitors can search for events by state, city and zip code using the site's Find It Feature or can browse the total list at bikeleague.org/bikemonth. Also, the League has several posters, logos and ads that you can download for free.



Hopefully by this time, Bike Month events volunteers have been recruited. To keep things organized, and to make sure jobs are done right, outline expectations, time commitments and tasks involved for volunteers. Present this at meetings prior to your events, and keep these meetings convenient and timely – do not make it a chore. Finally, have individual tasks for volunteers who have limited time. Everyone should be able to participate!

For more information on planning your Bike Month and Bike to Work Week events, check out the Bike Month section at bikeleague.org/bikemonth.

100% CLUBS

League 100% clubs offer membership to the League as part of their own club membership — a great benefit for someone looking to join their local club or advocacy group. The League welcomes the Kansas City Bicycle Club and the Cleveland Touring Club as our most recent 100% clubs. They join Bicycle Longmont, Boca Raton Bicycle Club, Conejo Valley Cyclists, Highland Pedalers, the League of Lancaster Cyclists, and the Southwest Bicycles Cycling Club.

If your club is interested in becoming a 100% club, please contact Scott Williams at scott@bikeleague.org or 202-621-5453.

What has the League done for you lately?

The National Bike Summit's record number of attendees – 767 – participated in more than 400 congressional meetings on Thursday, March 10. Among the standout speakers were Cabinet Secretaries Ray LaHood and Ken Salazar, the Transportation Com-

missioner from New York City Janette Sadik-Khan, the Executive Director of the First Lady's Let's Move Campaign Robin Schepper, and the Hill's bicycling champion Congressman Earl Blumenauer (D-OR). We shared a powerful message of economic



Club Leadership Training

The League is holding a Club Leadership Weekend in Memphis, Tenn. May 6-8 to ramp up education efforts for our nation's bicycling club volunteers and leaders. We'll have sessions on membership, leadership succession, budgeting and other important topics, as well as plenty of time for informal sharing of best practices and lessons learned. We'll cap it all off with a ride on Sunday, led by local partners the Memphis Hightailers Bicycle Club.

If you can't make it to Memphis, the League continues to offer Club Leadership Training via the web. Check out the Club Corner on bikeleague.org for recordings of past sessions. Visit bikeleague.org/club_corner for details and registration.

Club Newsletters of the Year

Winner

StreetBeat and Reclaim – Transportation Alternatives

Read more at transalt.org/newsroom

Runners-up

The Roadrunner – Santa Cruz County Cycling Club

Read more at santacruzcycling.org/news/roadrunnerarchive

The Seatpost – Toledo Area Bicyclists

Read more at toledoareabicyclists.com



Clubs of the Year

Congratulations to the League of American Bicyclists 2011 Clubs of the Year! These clubs are great examples of thriving bicycle clubs. They offer great events for members and the community, are involved in advocacy and education efforts, and have informative websites and publications.

Bike Clubs of the Year

Westchester Cycle Club (NY)
New York Cycle Club (NY)
San Luis Obispo Bicycle Club (CA)
Bonneville Cycling Club (UT)
Bloomington Bicycle Club (IN)
Baltimore Bicycle Club (MD)
Blue Ridge Bicycle Club (VA)
Bicycle Coalition of the Ozarks (AR)



development and simple solutions on Capitol Hill, and concluded the Summit in our largest Congressional Bike Ride yet – 100 riders – in honor of Rep. Gabrielle Giffords. Read more on page 18.

Transportation Commissioner of NYC Janette Sadik-Khan wowed the Summit's opening plenary crowd with the release of the new NACTO Urban Bikeway Design Guide.



LEAGUE CORPORATE MEMBERS

We need strong corporations to help build the League of American Bicyclists. Joining at the Corporate Level signifies a serious commitment on your part to a bicycle-friendly America. When a firm joins as a League Corporate Member, they gain direct exposure to our extensive network of tens of thousands of individual and family members in addition to members of the more than 700 League affiliated clubs and advocacy organizations. Corporate support helps sustain our tremendous growth and success of the past few years. Rates of cycling continue to trend upwards, and the League continues to be at the front of that growth.

Contact Scott Williams at scott@bikeleague.org for further information and benefits of League Corporate Sponsorship.

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Climbers:

Bicycle Garage Indy
Bicycle Technologies
International (BTI)
DuVine Adventures
Ortlieb USA

Peloton:

Bike Lid
Excella Consulting
Primal Ware
Raleigh



1 WORLD
2 WHEELS
A TREK COMMITMENT



LOOK
FOR THE BIKE
SUMMIT TOTE
TOO!

NATIONAL BIKE SUMMIT SHIRTS

National Bike Summit t-shirts are available online at the League store. Commemorate your experience at the Summit and get your shirt before they are gone forever!

GIVING

Thanks to the following people who have contributed at least \$100 to the League from October 1, 2010 through February 28, 2011. These contributions are above and beyond any dues payments.

\$1,000 - \$4,999

Organizations:

Betty Huse MD Charitable Foundation

Individuals:

Ross & Dinah Coble
Barry Pullen

\$100-\$999

Organizations:

Ace Wheel Works
Almaden Cycle Touring Club
City of Huntsville Bicycle
Advisory and Safety Committee
Bicycle Club of Lake County
Blue Ridge Bicycle Club
Bowling Green League of
Bicyclists

Brandywine Bicycle Club
Chattanooga Bicycle Club
Columbia Bicycle Club
Critierium Bicycles
Cumberland Valley
Cycling Club
Delaware Valley Bicycle Club
Folks On Spokes Bicycle Club
Fox Valley Bicycle & Ski
Hancock Handlebars
Bicycle Club
Hawkeye Bicycle Assoc.
Illinois Valley Wheelmen
Los Angeles County
Bicycle Coalition
Los Angeles Wheelman
Mid-Hudson Bicycle Club
New Mexico Touring Society
Penn Cycle

Reston Bike Club
Richmond Area Bicycling
Association
Saddle Brooke Cycle Masters
San Angelo Bicycle Association
Sarasota-Manatee Bike Club
Silver Wheels Cycling Club
Spring City Spinners Bicycle Club
Starved Rock Cycling Assoc.
Toledo Area Bicyclists
White Clay Bicycle Club
Yaquina Wheels Bicycle Club

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William Frey
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Jeffrey Giese Family
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Steve Golden

WELCOME NEW BOARD MEMBERS

The League welcomes five experienced bicycling advocates to the 2011 board of directors.



Diane Albert, Ph.D.,
President of the
Board, Bicycle Coal-
ition of New Mexico,
Los Ranchos, N.M.

Albert is an avid bicycle commuter, indoor cycling instructor, and recreational cyclist. She serves as President of the Bicycle Coalition of New Mexico (BCNM) and is an LCI.



Steve Durrant,
Principal, Alta
Planning + Design,
Portland, Ore.

Durrant is principal at Alta Planning + Design in Portland, Ore., a bicycle commuter, a long-distance cyclist, a LCI and a licensed landscape architect specializing in bicycle facilities. He is on the Mississippi River Trail board and is an executive board member of The Waterfront Center.



Jennifer Grey Fox,
Director of Strategic
Planning, Climate-
Works Foundation,
San Francisco, Calif.

Fox is President of the San Francisco Bicycle Coalition and leads strategic planning for a global foundation focused on climate change. Fox has worked on energy-efficiency policy development, is a bike commuter, bike tour leader, and bike advocate.



Alison Hill Graves,
Executive Director,
Community Cycling
Center, Portland, Ore.

Executive Director of the nonprofit Community Cycling Center in Portland, Ore., Graves works collaboratively across disciplines, including community health, transportation policy, social justice, and education to encourage people who ride to be informed, involved, and engaged.



David Madson,
Senior Development
Officer, CA Pacific
Medical Center
Foundation, San
Francisco, Calif.

Madson, a resident of Berkeley, is a Senior Development Officer with California Pacific Medical Center Foundation. He recently served eight years on the board of Hostelling International: USA. Madson is a member of Grizzly Peak Cyclists.

[Read more at bikeleague.org/about/board]

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Janet Goldstein
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Philip Zitello
Laurence Zuckerman



Riders in the new bike lane
of the Red Rock Road.

ARIZONA'S RED ROCK ROAD

How Community and Bicycling Advocacy Achieved an Extreme Road Makeover ...

By Bob Beane, Randy Victory and Daniel Paduchowski

Photos by Carla Riedel and Bob Beane

A popular American television show begins with a deserving family in need of a new home. Designers get to know the family's needs, wishes and desires, and then a village comes together to demolish their dysfunctional house and reconstruct a home that exceeds their expectations.

Apply that concept to a roadway project, and you have some idea of what has just been achieved on one of this country's most scenic stretches of road: Arizona Highway 179 between the City of Sedona and the Village of Oak Creek. The end product is a well-designed multi-modal corridor that has been designated an All American Road. On August 21, bicyclists from the area and around Arizona rode the highway, celebrated the completion of the Red Rock Road and heard Sedona Mayor Rob Adams declare his intention for Sedona to achieve the League of American Bicyclists' Bicycle Friendly Community status.

As a matter of geography, Sedona and the Village of Oak Creek are nestled near the banks of Oak Creek in the Verde Valley of north-

central Arizona, about two hours north of Phoenix. Both communities are surrounded by stunning red and white sandstone cliffs and slick rock, making the area a much visited destination for tourists, photographers, hikers and mountain bikers.

For years, the Arizona Department of Transportation (ADOT) had known that something needed to be done about Highway 179. It was an up-and-down two-lane road, with no shoulder, and blind corners. The road definitely couldn't handle the load of weekend and holiday traffic without bumper-to-bumper back-ups for miles. Bicycling on the road was out of the question for most commuting and recreational cyclists.

Nearly a decade ago, a conclusion was made at ADOT – Highway 179 should be reconstructed as a four-lane highway, more akin to the limited-access interstate highway system profile. Once the word got out in the Sedona/VOC area, there was uproar. To ADOT's credit, they listened to their constituents and began the first "Context Sensitive Solution" roadway project in Arizona history. A

process was begun to solve the traffic problems in a way that met the other needs, wishes and desires of local residents. Local cyclist Ian Wickson almost singlehandedly drafted an influential proposal for bicycle accommodation, and it is still viewed as a model document by some ADOT planners and project managers.

The governmental bodies and agencies involved were Yavapai and Coconino Counties, City of Sedona, Big Park Regional Coordinating Council, Coconino National Forest, the Federal Highway Administration and ADOT. Input was received from numerous individuals, as well as the Verde Valley Cyclists Coalition.

Local cyclists were a small voice among many, and they had to band together, be very vocal and present ideas with the polish of much larger organizations in order to be taken seriously. According to Verde Valley Cyclists Coalition (VVCC) founder Randy Victory, "It was insanely difficult to make this happen – massive burnout (we lost board members), disillusionment (another guy virtually quit cycling), and money (it took

almost all our treasury) ...but when you consider the benefits, I'd do it all over again."

Echoing Victory's sentiments, current VVCC president Daniel Paduchowski said at the roadway completion festivities, "The story goes back about seven years when concerned cyclists from the entire Verde Valley met with ADOT in the parking lot of Absolute Bikes and let them know that bicyclists were there and wanted to be heard." Had advocate Randy Victory not organized that demonstration in 2003, there probably would not have been any bike lanes or other accommodating features in the project. The VVCC got a seat at the table, involved themselves in local politics and planning and gained the support of mayors, city councils, public works directors, local newspapers, and the strong support of Yavapai County Supervisor Chip Davis and Coconino County Supervisor Matt Ryan.

The consensus of the community was that the project needed to improve traffic flow while staying respectful to the environment, neighborhoods and communities through which it flowed. It also needed to create a multi-modal corridor that accommodated not only automobiles,

but pedestrians, hikers, bicyclists, and bus and trolley use. With this charter, ADOT's supportive and talented project team went to work on design features and options for this high-profile project.

But, community consensus was not all it took. Sedona and VOC had no street sweeping equipment. ADOT management would not agree to stripe bike lanes unless quarterly sweeping was funded for at least three years. Neither the State nor the County would provide that funding. So, Paduchowski passed the bicycle helmet and secured pledges from Paul Dominique at the Verde Valley School, Jim Monahan of Bike & Bean, Ken Lane and Steve McClain of Absolute Bikes, and Mike Wise and Mark Keickis of Commerce 89. With those and other pledges in hand, the Sedona Community Foundation granted the VVCC matching funds to meet ADOT's requirement. This was the first arrangement of its kind in Arizona, allowing a non-profit advocacy organization to sign an agreement with ADOT to secure dedicated bike lanes.

Roll forward to August 21, 2010, years after the process began, and the vast majority of the community seems very pleased with the final



New bike lane and markings approaching the Village of Oak Creek from Interstate Highway 17.



Above: Coalition of Arizona Bicyclists president, Bob Beane, congratulates VVCC president, Daniel Paduchowski, on a job well done, with celebration ride organizer Thomas McGoldrick back center.



Key members of the VVCC who helped make this project happen.



product. As for bicycling, a virtually unusable road has been reconstructed to include features such as:

- Bike lanes and debris space to the right, with curbed areas to discourage vehicles from pulling over unless due to an emergency (random photo stops at road side were a frequent feature of this highway).
- Wide center/median left-hand turn lanes to help keep main lanes moving forward without vehicle incursion into bike lanes.
- Roundabouts (traffic circles) with 15 mph speed limits have replaced all stoplights and allow bicyclists to merge with traffic, take the lane and proceed through intersections in the normal flow of traffic.
- Scenic overlook parking areas, providing an alternative to stop-

ping on the main road for motorists and tour buses.

- Connectivity between Sedona and VOC, the neighborhoods in between and the various shops, restaurants, businesses and trailheads along the route.

Recreational road cyclists, mountain bikers, commuting and touring bicyclists all benefit from these significant improvements in access and safety. For portions of the route, there is also a sidewalk path suitable for families with smaller children.

With time, the full impact of this project will become clear. For now, local bicycle shops already have added road bikes to their rental fleets and ADOT plans to add bike lanes next year on Hwy 89A in the western part of Sedona to connect bicycle accommodation from the Village of Oak Creek all the way to Cottonwood, which is more than 30 miles away. The VVCC and the Coalition of Arizona Bicyclists are planning bicycling events, an economic impact study and video to showcase what has been achieved and what is yet to come. Sometimes it takes a village ... or, in this case, maybe a village, a city and a valley ... and a handful of persistent advocates who fought the good fight and made a bit of bicycling advocacy history in Arizona. |||



Ramp feature from the sidewalk to the bike lane. Arizona's glorious Bell Rock stands in the background.

For more info about Arizona's Red Rock Road project contact:

Verde Valley Cyclists Coalition – vvcc.us

Coalition of Arizona Bicyclists – cazbike.org

Arizona Department of Transportation – azbikeped.org

Sedona Chamber of Commerce – sedonachamber.com



STANFORD GOES PLATINUM

by Carly Sieff

ARIADNE DELON SCOTT IS STILL RELIVING THE phone call she received the first week of March, announcing that Stanford University received a Platinum-level Bicycle Friendly University award designation. As the Bicycle Program Coordinator at Stanford for more than a collective five years, Delon Scott has been working to turn the campus into the bicycling haven that it is today. The 93-question application that Stanford submitted this January – along with 31 other Universities – marks the first round of Bicycle Friendly Universities.

Delon Scott insists that this platinum honor is a real tribute to the hard work of the university as a whole, as there are many other Stanford University groups that work so closely and successfully with the bike program to make the campus a safe and enjoyable place to bike. “This Platinum award is a testi-



mony to the great relationship that our bike program has with campus planning, public safety, and many others in making the campus a safe place to ride,” said Delon Scott.

Achieving a daily count of more than 13,000 cyclists on campus is an accomplishment in itself but keeping all of these people on bikes – circulating smoothly and safely and providing bike parking to meet this demand – is Platinum-worthy. With bike and clothes lockers, caged bike racks, strategically placed bike repair stations and shower facilities,

Stanford meets the needs of all types of bicyclists. The university continually evaluates the campus’ bike flow, parking needs and interactions with pedestrians. Stanford’s Commute Club, with more than 7,000 members, incentivizes students, faculty and staff to bike or take alternative transportation. These efforts have proven successful. Membership has risen 121 percent since 2001-02, and the sales of long-term faculty, staff and student parking permits have decreased 17 percent since 2004. Stanford University’s employee drive-alone rate dropped from 72 percent in 2002 to 48 percent in 2010.



The current bike commute rate for university commuters is 21.7 percent.

Delon Scott has received a number of inquiries from other universities asking if Stanford will share what they're doing. The answer is always "of course." Even at the platinum level, Delon Scott emphasizes that Stanford is continuing to learn from other universities around the country. She sees the potential to learn from each other as one of the main strengths of the BFU program. "Rather than reinvent the wheel, there are so many success stories out there – we can learn and improve by hearing about best practices at other institutions."

As a final word of advice for other colleges and universities, (apart from applying to the BFU program) Delon Scott recommends truly being aware of your neighboring communities and businesses and keeping communication open. The League's other Bicycle Friendly America programs – including Bicycle Friendly Community and Bicycle Friendly Business – help establish these relationships, increase connectivity and close any gaps. For example, an introduction between Stanford's bike program and the on-campus coffee shop resulted in a Love Coffee-Love your Brain helmet-hook up event. Students who wore their helmet in line at



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Wear your bike helmet in line at an on-campus Coupa Café on Helmet Hook-Up Day February 25th and receive a free espresso drink!

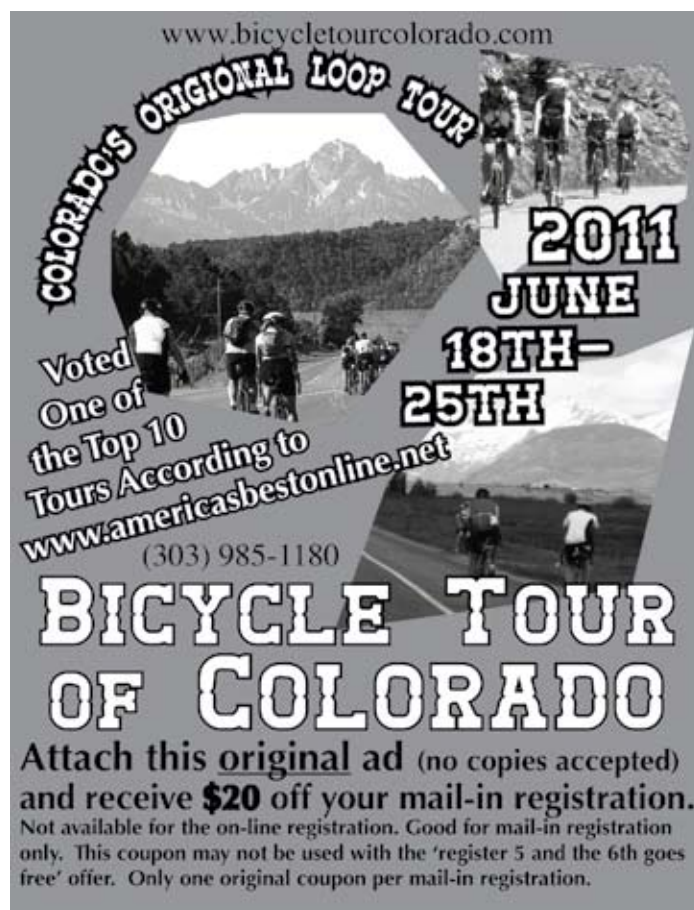
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 • Helmet
 • Campus Bike Shop
 • Parking & Transportation Services Bicycle Program
 • Stanford Public Safety
 • Student Health Services

Coupa Cafe received a free espresso. Another partnership with the on-campus bike shop provides Stanford students and faculty with 50 percent off helmets, and additional \$10 helmet discount coupons for those who have taken the free bike safety class that is offered twice-monthly.

Stanford's next task is to complete an economic impact analysis, enabling the university to articulate the financial, sustainable and environmental benefits of decreasing the amount of vehicles miles and getting more people on bikes! The program gives the university even more motivation to aim higher. "I feel more motivated than ever to evaluate and reevaluate what we're doing and where we're going – this raises the bar," says Delon Scott. "It is more of a starting point than an ending point." |||

For more info visit transportation.stanford.edu/bike.



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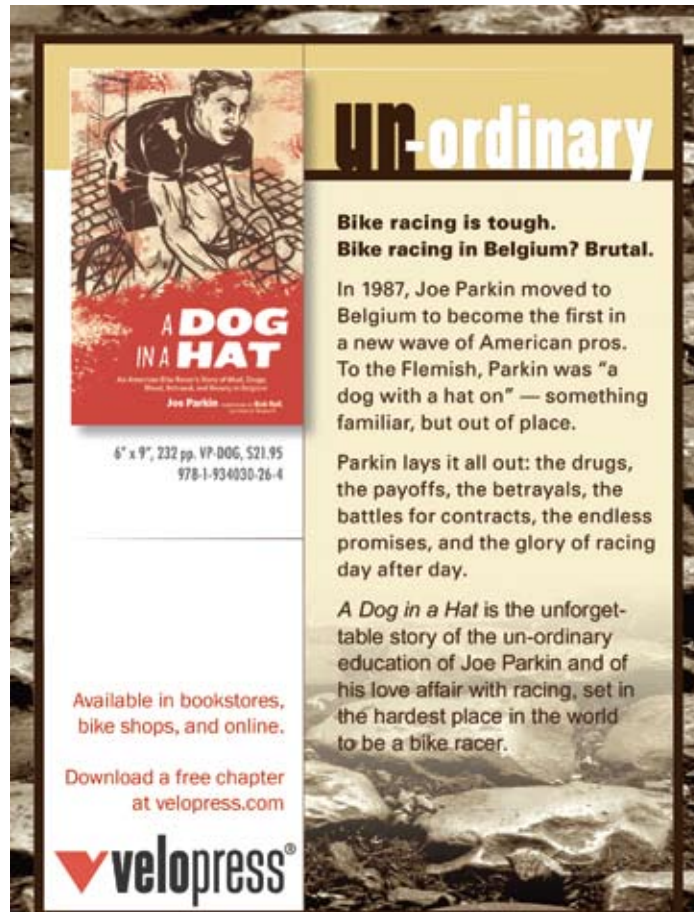
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SPRING 2011 BICYCLE FRIENDLY BUSINESSES

Platinum

*New Belgium Brewing Company - Fort Collins, CO

Gold

California State University Long Beach - Long Beach, CA
City of Minneapolis - Minneapolis, MN
*Mad Dog Cycles - Orem, UT
Revolution Cycles - Washington, DC
Revolution Cycles City Hub - Arlington, VA
*Seattle Children's Hospital - Seattle, WA

Silver

Anderton Law Office - Washington
Bike Law - Seattle, WA
BicyclingHub.com - Portland, OR
Casteel & Associates, Inc. - Dallas, TX
Cycle Works
Denver Zoological Foundation - Denver, CO
*Erik's Bike Shop - Bloomington, IN
Freewheelin' Communitiy Bikes - Indianapolis, IN
Greenstreet Cycles - Omaha, NE
Healthwise, Incorporated - Boise, ID
Indian Cycle - Rideland, MS
*Providence Portland Medical Center - Portland, OR
*REI Northbrook - Chicago, IL
Revolution Cycles, Rockville - Rockville, MD
Revolution Cycles, Stafford - Stafford, VA
Saris Cycling Group - Madison, WI
*Sierra Nevada Brewing Co. - Chico, CA
The Bike Boutique - Wilmington, DE
*Urban Adventours - Boston, MA
*USAA - San Antonio, TX

Bronze

2nd Street Bike Stop Café - St. Charles, MO
Anderson Rentals, Inc. - Lawrence, KS
Bikesport, Inc - Trappe, PA
*Blue Wheel Bicycles - Charlotte, NC
Bucks County Bicycle Co. - Levittown, PA
Caine Halter Family YMCA - Greenville, SC
Chatham University - Pittsburgh, PA
Clockwork Active Media System - Minneapolis, MN
Coffman Engineers, Inc - Spokaner, WA
Compass Bicycles Ltd. - Seattle, WA
Free Flight - Dubuque, IA
Hot Italian - Sacramento, CA
Keep Indianapolis Beautiful - Indianapolis, IN
*Loris & Associates - Lafayette, CO
Michigan Fitness Foundation - Lansing, MI
National Institute of Env. Health Services - Research Triangle, NC
National Public Radio (NPR) - Washington, DC
Northwestern Mutual - Milwaukee, WI
NW Natural - Portland, OR
OmniCorpDetroit - Detroit, MI
One Lucky Guitar, Inc. - Fort Waynes, IN
Paramount Group, Inc. - Arlington, VA
Physicians Mutual - Omaha, NE
Regence Blue Cross Blue Shield - Portland, OR
REI Anchorage, AK - Anchorage, AK
REI Boise - Boise, ID
Robert Silman Associates - Washington, DC
Rockwell Collins, Salt Lake City - Salt Lake City, UT
SAA - Madison, WI
Sarasota Memorial Health Care - Sarasota, FL
Storrow Kinsella Associates - Indianapolis, IN
Substance - Portland, OR
The Bike Way - Omaha, NE
The Path Bike Shop - Tustin, CA
The Standard - Portland, OR
Three Sixty Real Estate Solutions - La Crosse, WI
Urban Design Associates - Pittsburgh, PA
U.S. Department of State - Washington, DC
Wandertec, Inc. - Flagstaff, AZ
Wheelhouse Detroit - Detroit, MI

For more information on the Bicycle Friendly Business program visit bikeleague.org/business.

* businesses marked with an asterisk are renewals

SPRING 2011 BICYCLE FRIENDLY UNIVERSITIES

Platinum

Stanford University

Gold

University of California, Davis
University of California, Santa Barbara

Silver

California State Long Beach
Colorado State University
Portland State University
University of Arizona
University of California, Irvine
University of Minnesota, Twin Cities
University of Oregon
University of Washington
University of Wisconsin, Madison

Bronze

Boise State University
Cornell University
Emory University
Indiana University
Michigan State University
University of North Carolina, Greensboro
University of California, Los Angeles
University of Maryland



The first Bicycle Friendly University winners were announced at the National Bike Summit.

introducing ... AdvocacyAdvance.org

By Darren Flusche

If you've been reading this magazine over the past two years, you've probably seen this ThinkBike column. It's provided updates on the work of the Advocacy Advance team – a partnership between the League of American Bicyclists and the Alliance for Biking & Walking – as we have written reports and supported advocacy campaigns to gain bike access to bridges, curb distracted driving, limit inappropriate rumble strips, and incorporate bicycling in climate action plans.

Moving forward, we will still be working to support local bicycling advocates, but our focus will shift. We know that to make bicycling a realistic option for everyone, we need to change the way we make our transportation investments. With support from the SRAM Cycling Fund, Advocacy Advance aims to double federal transportation spending on biking and walking projects by 2013. We will do this by working at the state and local level, where policies and plans ultimately determine how to spend safety, air quality, bridge, and highway funding. To assist with these local efforts we will publish research, provide trainings, and offer grant opportunities.

To support our goal and spread the word about this campaign, we are pleased to announce a new website: AdvocacyAdvance.org

AdvocacyAdvance.org offers details on the three primary aspects of the program:

1. Resources

You can find all of the Advocacy Advance reports at AdvocacyAdvance.org. We are producing reports and resources that give advocates the data and knowledge they need to effectively access Federal funding for bicycle and pedestrian projects. The reports help advocates access transportation dollars.

2. Trainings

Advocacy Advance Action 2020 workshops provide the critical knowledge to capitalize on funding opportunities at the local, state and federal level. These unique sessions

will ensure advocates, agency staff, and elected officials have the knowledge, skills and resources to tap into federal funding sources for biking and walking.

3. Grants

Model Grants - Model grants provide multi-year support to state and local advocacy organizations with efforts to significantly increase federal investment at state, regional, and local levels for biking and walking infrastructure and programs.

Rapid Response Grants – Rapid Response Grants help state and local organizations take advantage of unexpected opportunities to win, increase, or preserve federal funding for biking and walking.

Capacity Building Grants – Capacity Building Grants support the development and professionalization of state and local advocacy organizations to increase rates of biking and walking. |||

Check AdvocacyAdvance.org for details.



NATIONAL BIKE SUMMIT

ACTING ON A SIMPLE SOLUTION

By Meghan Cahill and Andy Clarke

Photos by Chris Eichler



“We are at the starting point with the kind of enthusiasm and energy communities are feeling at the grassroots level.” - Ray LaHood

THE 2011 NATIONAL BIKE Summit theme of “Acting on a Simple Solution”, which was conceived well before last year’s elections, proved to be very timely and appropriate for a “Capitol Hill unlike any you’ve seen before”, in the words of Representative Earl Blumenauer (D-OR). A record number of 767 leaders of the bicycling industry and advocacy movement gathered in Washington, D.C in early March with the “simple” task of protecting funding programs that for the past 20 years have provided an effective solution to health, energy, transportation, environment and economic policy issues at the Federal, state and local level.

The challenge this year, of course, was to make that case effectively against a backdrop of huge government deficits, a powerful urge in Congress to slash funding, and a Congress with almost 100 new members (and staff). Undaunted, we scheduled close to 400 meetings on Capitol Hill and had the help and advice of some powerful speakers: two Cabinet secretaries, the transportation commissioner from the biggest city in the country, a representative of the First Lady, and the incomparable Congressman Blumenauer.

There was no major new “ask” this year – the ambitious \$2 billion funding program for active transportation that was on last year’s agenda simply wasn’t appropriate for this year! Just asking to maintain the existing funding programs – Transportation Enhancements, Safe Routes to School, Congestion Mitigation, and Recreational Trails – was a pretty big “ask” in and of itself. Therefore, we armed every participant with all



Leadership Award. Sec. of Transportation Ray Lahood proudly receives the James Oberstar Leadership Award alongside Tim Blumenthal of Bikes Belong (left) and League President Andy Clarke (right)

the facts and figures we could muster to make the case that investing in bicycling is of good value, cost effective, gives a great rate of return, and is good for the economy. At a time when every dollar must be spent wisely, we argued, spending on something that solves multiple problems is the smart and prudent thing to do.

Here’s how the Summit unfolded this year:

Day One

Secretary of Transportation Ray LaHood got the event off to an early start by blogging about the Summit a few days in advance – that, and the buzz generated by the first Urban Press Camp, March 6-7, helped ensure national media coverage and a great sense of anticipation for the opening dinner. LaHood didn’t disappoint, predicting that there will be more and more opportunities for people to take advantage of bicycling. “We are at the starting point

with the kind of enthusiasm and energy communities are feeling at the grassroots level,” he said. “There are more opportunities for communities to take advantage of our programs, to develop more bike paths and lanes.” Looking ahead, he encouraged Congress to understand that “when we have a new transportation bill we have to make a priority ... that people want to use their bikes, they want to cycle, and they want places in the community to do it. Now is the right time to do it.”

Day Two Opening Plenary

The second day of the Summit kicked off with inspirational words from Rep. Earl Blumenauer (D-OR) who noted that while we are facing a “Capitol Hill unlike any before,” we have “an ally like never before” in Transportation Secretary LaHood. He also reminded us that if we could get bike lanes on Pennsylvania Avenue in

just one year (a reference to remarks at previous Summits) we can get our message across to “some of our national treasures” on Capitol Hill. He urged participations to remind members of Congress to “not cut what you haven’t visited” and seen first hand.

This was the perfect segue to Janette Sadik-Khan, the inspirational Commissioner of Transportation for New York City who has led efforts to transform New York City streets to serve all users. She referenced the exciting news that iconic streets in many of the great cities of America are now bike-friendly: Pennsylvania Ave; Broadway in New York; Market Street in San Francisco and Spruce Street in Philadelphia. “None of this was there five years ago – well, maybe in Portland,” she said, noting that it takes courage to make these things happen. NYC has added 250 miles of bikeways in just three years, and almost every city in the country is following suit.

The final opening plenary speaker Interior Secretary Ken Salazar focused on the importance of cycling to ensure Americans have a strong affinity to the outdoors, the landscapes and environments that help make this country great. In keeping with the overall theme of the Summit, he encouraged “all of you to put a focal point on all of the economics that are involved in bicycling ... bicycling is essential.”

1. The Congressional Bike Ride route toured D.C.’s new bicycle improvements, including the bike lanes on Pennsylvania Avenue.

2. Q&A New York City Department of Transportation Janette Sadik-Khan and Representative Earl Blumenauer (D-OR) participate in an informal Q&A session at the opening plenary.

3. Let’s Move! Executive Director of Let’s Move Robin Schepper shares with the audience how she got the first bike rack in her son’s school during the keynote luncheon.



NEW URBAN BIKeway DESIGN GUIDE



Janette Sadik-Khan announced availability of a new Urban Bikeway Design Guide, published by the National Association of City Transportation Officials – of which she is President. The design guide provides cities with state-of-the-practice solutions to create complete streets that are enjoyable and safe for bicyclists. The new resource offers three levels of guidance:

1. Required – design elements for which there is a strong consensus that the treatment cannot be implemented without
2. Recommended – design elements for which there is a strong consensus that they add value, and
3. Optional – design elements that vary across cities and may add value depending on local circumstances

“We would like the Federal Highway Administration (FHWA) and the American Association of State Highway and Transportation Officials (AASHTO) to recognize these as national standards,” said Sadik Khan. “We will make cycling safe and accessible for everyone.”



Keynote Luncheon

Our Summit partners at the International Mountain Bicycling Association invited Robin Schepper, Executive Director of the First Lady's Let's Move initiative, to be our luncheon speaker. A self-confessed "basic type-A mom," Schepper recounted what happened when she discovered her son's school had a "no bikes" policy, much to the shock of the crowd. She advocated to reverse the policy and paid to install the first bike rack – which, she noted, "wasn't just filled with kids bikes; it was filled with teacher's bikes as well." Schepper spoke of the need for education and infrastructure programs to increase physical activity, especially among

our nation's youth, to address diabetes, obesity, community development and the performance of kids in school.

Day Three Capitol Hill Day

This year, the critical message for lawmakers was "don't forget the economic and other benefits of bicycling." Every meeting was set up to familiarize members of Congress with the real economic impact of bicycling in their community. Fact sheets documented the revenue and employment impact of local bike shops and mass merchants (Sports Authority, Walmart, etc.) – all in the hope that when tough budget decisions

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May 23 - June 4, 2011 - 700 miles - Virginia

Cross Country Challenge
June 4 - July 26, 2011 - 3,870 miles - CA to ME

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June 19 - Aug 8, 2011 - 3,650 miles - OR to NH

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have to be made, those numbers and the myriad benefits of getting people riding, are uppermost in the minds of those members of Congress. The energy and enthusiasm at the closing reception on Capitol Hill suggested the message was getting through.

Day Four Congressional Bike Ride

This year the ride was dedicated to Rep. Gabrielle Giffords (D-AZ) and the victims of the January Tucson shooting. More than 100 riders – our largest ever group – met in the shadow of the U.S. Capitol. League President Andy Clarke asked for a moment of silence to remember the victims of the shooting and a representative from Giffords office shared their heartfelt thanks for this show of support. We received Arizona flag bandanas, along with white and black

ribbon pins; the white representing hope for peace and the black in remembrance of those who have died as a result of violence.

The ride, led by the Washington Area Bicyclists Association, toured

new bike infrastructure in the District of Columbia – including Pennsylvania Avenue and 15th Street N.W. Everyone was moved and inspired to be riding for Rep. Giffords, and look forward to seeing her back on her bike as soon as possible.



4. Moment of Silence League President Andy Clarke leads a moment of silence for all of the Tucson shooting victims at the Congressional Bike Ride in Honor of Rep. Giffords (D-AZ).



5. Congressional lobby day Congressman Steven LaTourette (R-OH) (right) meets with Jeff Stephens of Consider Biking (middle), Darren Flusche of the League of American Bicyclists and Lois Moss of Bike+Walk Cleveland Biking (left).

6. Networking Bicycle designer and fashion icon Gary Fisher (left) with Chris Kegel (Wheel and Sprocket) and John Burke, President of Trek (right), at the Congressional Reception.

7. Pedi-cabs carried attendees around the Hill.

All National Bike Summit Breakout Sessions and their Presentations are available at bikeleague.org/summit11

For more information about the Summit, including the presentations and pictures, visit www.bikeleague.org/summit11.

A huge thank you to the many sponsors of this year's Summit, without whom the event would not be possible. Special thanks to Bikes Belong for their continued investment in making the event a success. |||



NATIONAL BIKE SUMMIT AWARDS

National Bicycle Leadership Award

Senator Thomas R. Carper (D-DE)
Senator Jeff Merkley (D-OR)
Rep. Steven C. LaTourette (R-OH)
Rep. Thomas E. Petri (R-WI)
Rep. Steve Cohen (D-TN)

James L. Oberstar Leadership Award

For outstanding vision, dedication and commitment to bicycling
Ray LaHood, US Secretary of Transportation



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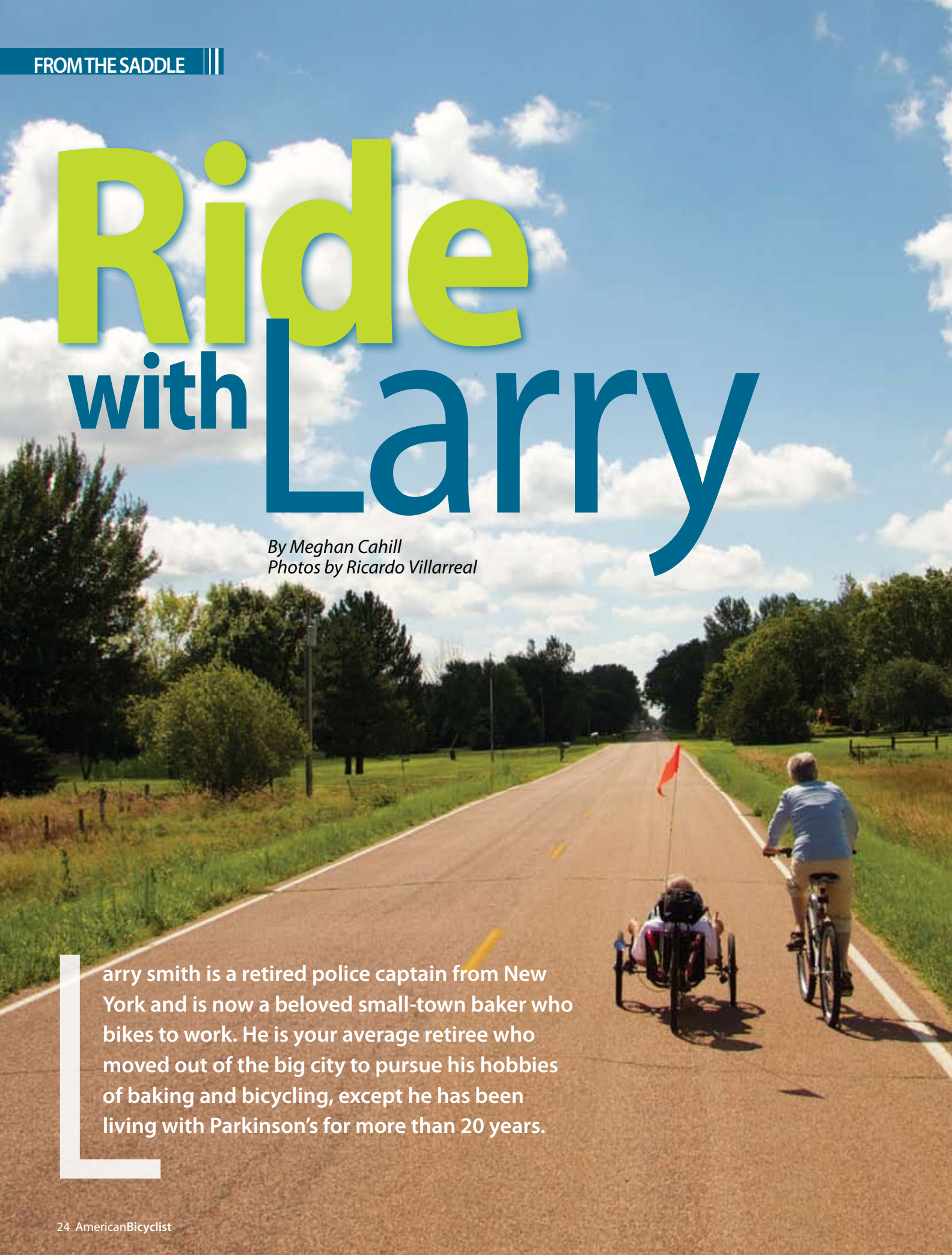
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Ride with Larry

*By Meghan Cahill
Photos by Ricardo Villarreal*



Larry Smith is a retired police captain from New York and is now a beloved small-town baker who bikes to work. He is your average retiree who moved out of the big city to pursue his hobbies of baking and bicycling, except he has been living with Parkinson's for more than 20 years.

EVERY DAY ACTIVITIES LIKE walking and holding a conversation are a struggle for Smith – he uses a cane or walker for stability and pursues a vigorous speech therapy schedule. However, Smith can ride a bike with no problem, despite the complications Parkinson's has brought his way. He was even able to ride a two-wheel bike until two and half years ago, and now he uses a three-wheeled recumbent tricycle without any special assistance. The freedom he experiences on his bike is also shared with others with advanced Parkinson's. Amazingly, it seems most all Parkinson's patients

are able to cycle with ease using similar recumbent trikes. A neurologist in the Netherlands made the amazing discovery that people with advanced Parkinson's disease can cycle, and this discovery is unlocking a world for them that they did not think existed anymore.

Smith retired to South Dakota with his wife Betty, and he loves riding there. There's no traffic, the roads are empty and South Dakota is beautiful for cycling. His city of Vermillion has an active cycling community, and he and Betty participate in the local Barking Dog Cycling club's group rides and in their own daily recreational rides, when weather permits. "The Missouri River is a few miles away from my home and is a very beautiful place to bicycle," says Smith. "They built a bridge, and we bike over the bridge to Nebraska. It is really inspiring." This is a 15 mile trip, and he does it often and with no problem.

"I don't have Parkinson's when I'm on my bike," says Smith, and he rides just like any bike commuter would. Riding his bike gives him the freedom to get around without asking for rides – he had to stop driving five years ago – and provides a substantial mood boost. Every morning Smith rides his trike to work, home, and an extra 15 miles as often as possible. The three-wheeled recumbent trike does not require balance and allows Smith to rest on the road when he needs it.

Smith does not only ride for fun and commuting. He rides because it improves his quality of life and may help find the answer to his uncured disease. He and Betty are active in the South Dakota Cycling Coalition but their advocacy does not stop there. "We are really interested in telling people with Parkinson's that they can



“Even if you can’t balance, you can cycle,” says Betty. “People who can’t walk, can cycle.”

cycle. Cycling gives Parkinson's sufferers freedom, the ability to exercise, a sharper brain, and tighter muscles," says Betty. "Our main advocacy effort is for more people to find out that if you have advanced Parkinson's, you can cycle."

The couple is working to share their message with everyone who loves cycling and hopes that Smith's ability to bicycle spreads to all Parkinson's patients, their families and their doctors. To create this network they are on a speaking tour to talk about the effects of bicycling on Parkinson's patients. They even bring a Catrike Recumbent with them for others with Parkinson's to try. "Even if you can't balance, you can cycle,"

says Betty. "People who can't walk, can cycle." Furthermore, Smith is determined to break down Parkinson's stereotypes and create worldwide awareness. This will culminate when he bikes across his state of South Dakota this spring and releases a documentary about his experience. The movie *Ride with Larry* will be released next year, and they will donate the Catrike bicycle at that time to a Parkinson's patient.

Smith's ride and the documentary are his opportunity to show the world the health ben-

efits of keeping Parkinson's patients' bodies active and minds positive. Smith will ride, regardless of his daily struggles. "I have more problems with balance and speech, bicycling helps



What is Parkinson's Disease?



balance,” says Smith. Additionally, “Aerobic activity is important with memory and cognition,” says Betty. “With Parkinson’s, everything slows down. Researches know that aerobic activity is helpful in people who have Parkinson’s – especially because most Parkinson’s patients die of pneumonia for being so still.”

Smith can’t wait for his ride this spring. Participants get a jersey and make a contribution to Parkinson’s research. “We already have people from all over the country riding,” says Smith. “The Barking Dogs and the Sioux Falls Cycling Club, and all the local towns’ cycling clubs are

participating.” The publicity his ride is receiving is already starting to go viral. He has heard via his blog of a Brazilian man who has had Parkinson’s since his twenties who just rode 400 miles.

He’s heard from other people with Parkinson’s who read on his blog how fun it is to bike and were then inspired to get back on their bikes. “People with Parkinson’s who discover they can ride bikes get extremely enthused,” says Betty. “Even if they have been surrendering for decades.” |||

For more information on Larry Smith, his documentary Ride with Larry, and Parkinson’s Disease, visit ridewithlarrymovie.com. Filming will be done in June, and the movie will be available in 2012.

Parkinson’s is a slowly progressive condition resulting from a deficiency in the brain of a chemical called dopamine. Dopamine is one of many chemical messengers (called neurotransmitters) in the brain that allows nerve cells to communicate with each other. Without it, messages from the brain to the muscles are disrupted. Over a period of time symptoms appear that include:

- Tremor (shaking) when the body and limbs are at rest.
- Slowness and difficulty beginning a voluntary movement, such as standing up from a chair or turning around, and difficulty with fine precise movements such as doing up buttons (called bradykinesia).
- Muscle stiffness, also called rigidity.
- Difficulty with maintaining balance (called postural instability).

Facts about Parkinson’s

- The incidence of Parkinson’s is increasing at a rate that is faster than the population is aging.
- Parkinson’s affects an estimated 1 in 1,000 people over age 55.
- Parkinson’s affects about 1 in 100 people age 65 and older.
- Some 20 percent of people with Parkinson’s Disease may be diagnosed under the age of 50.
- About 8 percent to 10 percent of people with Parkinson’s Disease may be diagnosed under the age of 40.



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My AH-HA Moment

Mobile Bike Repair and the Realization That I Am Not the Only One

By: Ben Wyse, Wyse Cycles LLC

I LOVED THE ARTICLE ABOUT the North Natomas mobile mechanic in “From Gathering Dust to Riding the Town” in the Nov/Dec 2010 issue of *American Bicyclist*. I was excited to read about a community pursuing what I do every day.

In April of 2009, I started my own mobile bike shop, Wyse Cycles, in Harrisonburg, Va. I had been working in “normal” bike shops since 2002 and had given the idea some thought over the years. I came to the bike industry primarily interested in serving cyclists who ride for transportation and felt that a mobile shop might best serve their needs. I offer a full range of repairs from fixing a flat to wheel building to rethreading a damaged bottom bracket shell. I

make service calls to homes, schools and workplaces, and when the weather permits, I set up once a week on the front campus of a local university. In addition to repairing parts, I also sell a variety of accessories like lights, fenders, racks, kickstands, locks, etc.

I am registered with the State Corporation Commission of Virginia, I collect sales tax for the Virginia Department of Taxation, I have a local business license, and I carry a large liability insurance policy. In spite of the fact that I have been intentional about establishing myself as a legitimate business, my biggest challenge is being taken seriously.

While customers have been quick to realize the benefits of a traveling bike shop, it is a paradigm shift

that needs to be embraced by the established bike industry. Some of the biggest players in the wholesale bike parts industry have refused to do business with Wyse Cycles. It is hard for me to understand why a business model that holds promise for so many markets has been met with serious skepticism. Many of my customers don’t own a car. When they have a mechanical issue it’s difficult for them to get their bike to a brick and mortar shop and find another way to get to work while they wait for the repair. I think mobile bike mechanics are a model for servicing bikes that has a lot of merit.

Contact Ben at ben.wyse@yahoo.com for more information. |||

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