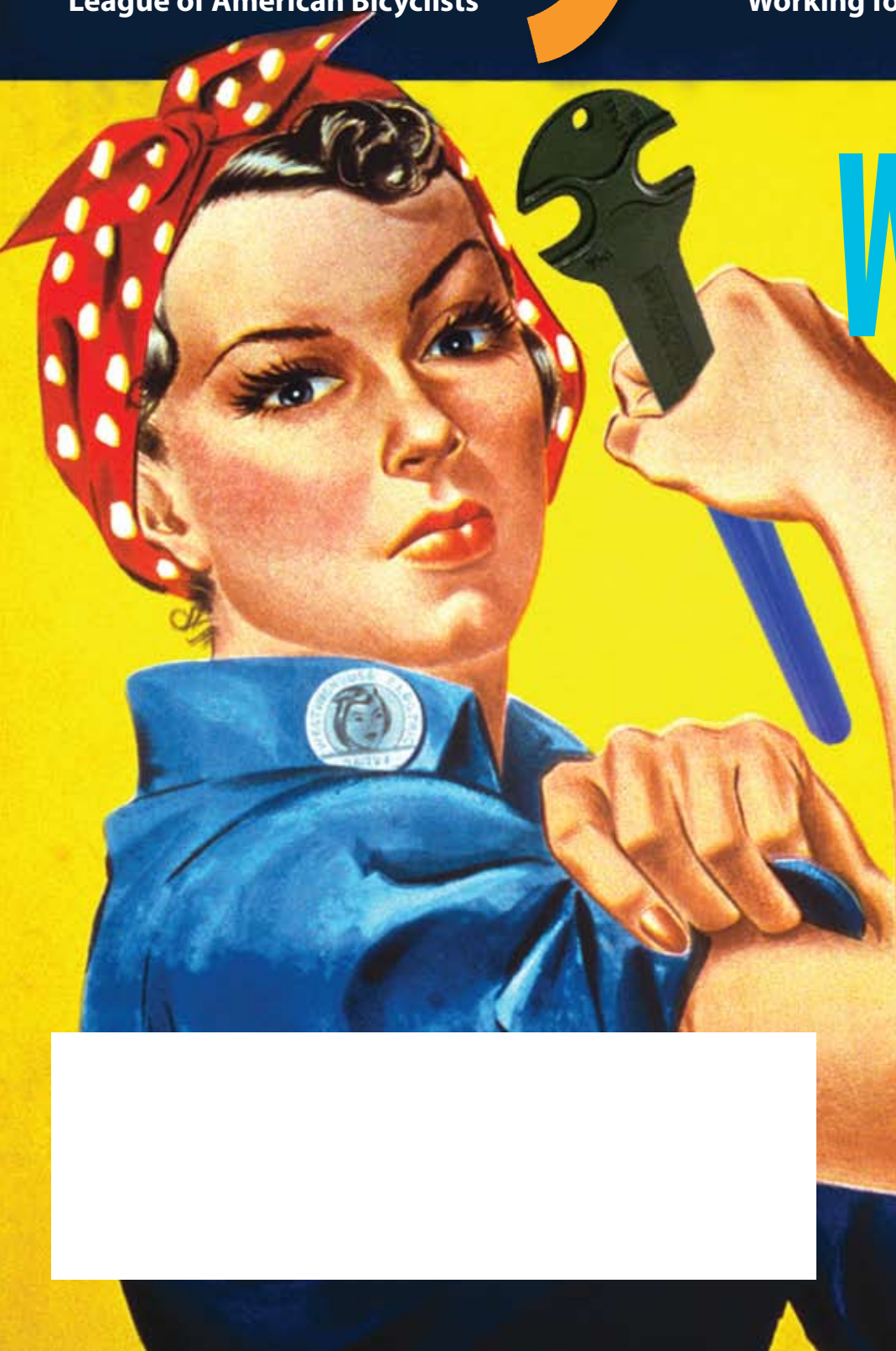


# AMERICAN bicyclist

May-June 2012  
www.bikeleague.org

League of American Bicyclists

Working for a Bicycle-Friendly America



## WOMEN ON A ROLL

FEMALE CYCLISTS ARE  
TAKING THE LEAD IN THE  
BICYCLE MOVEMENT p.8

**16**  
CYCLING IN JAPAN

**20**  
RIDE AMERICA  
FOR SAFE ROUTES  
Pedaling across  
the country for  
bicycle safety



# INSPIRE THE NEXT GENERATION OF CYCLISTS...

Support the work of the League  
of American Bicyclists with a  
gift in your will.



**League of  
American  
Bicyclists**

For more information, contact Elizabeth Kiker, Vice President,  
at **202-621-5449** or e-mail [elizabeth@bikeleague.org](mailto:elizabeth@bikeleague.org)

# content



## IN EVERY ISSUE

Viewpoint.....	2
Inbox.....	3
Cogs & Gears.....	5
QuickStop.....	28



16



## Pedal Progress

ON THE COVER!

- 8 Women on a Roll**  
*Female cyclists are taking the lead in the bicycle movement*

## From the Saddle

- 16 Cycling in Japan**  
*The ideal combination of spectacular terrain, delicious food and friendly people*
- 20 Ride America for Safe Routes**  
*Pedaling cross-country for bicycle safety*

## Bicycle Friendly America Workstand

- 22 Moving Up**  
*BFA program helps bicycle-friendly participants improve their performance*

## Think Bike

- 24 Who Benefits from Bicycling in Your City?**  
*Community Cycling Center advances collaborative advocacy*
- 26 Getting and Leveraging Public Funds**  
*Five lessons from Delaware*



20



24





League President Andy Clarke (center) with Tim Blumenthal from Bikes Belong (right) and Jeff Miller from the Alliance for Biking & Walking



# BRINGING IT ALL TOGETHER

The League has a proud tradition of leadership. From the glory days of the Good Roads Movement in the 1890s to the National Bike Summit today, we have championed smart national transportation policy.

In the 1970s and 1980s the League secured the legal status of bicyclists, state by state, and established an education program for cyclists – then known as “effective cycling” – with principles upon which every state and local education program is still based to this day.

The Bicycle Friendly Community program – which has spawned not only our own Business, University and State programs but also derivatives such as Walk Friendly and Age Friendly Communities – is spearheading the creation of a more bicycle-friendly America. And, for the past 50 years, National Bike Month and Bike to Work Day have given people the perfect excuse to get back on a bike and ride.

Today, the League is playing a leadership role in taking our movement to another level of effectiveness and influence.

Our board and staff leaders are deep into negotiations with the Alliance for Biking & Walking and the Bikes Belong Coalition to unify our three organizations into one powerful voice for cyclists. The new organization will combine the financial clout of the bike industry with the grassroots passion and reach of hundreds of local advocacy groups and clubs. If we are successful, the collaborative relationship we already enjoy with the Alliance and Bikes Belong will magnify

the impact of every individual League member through more focused and effective education, advocacy and training programs at the national, state and local level – while respecting and celebrating the rich history and tradition of the League. (Read more at [www.bikefuture.org](http://www.bikefuture.org).)

What is particularly exciting to me about this opportunity is that all three organizations come to the table with a shared vision, strong programs, and financial good health. We aren’t talking because one of us is going under, or need to consolidate programs or save money by cutting staff. The emphasis is solely on expanding the reach and value of what we do at a time when interest in bicycling is at an all-time high in communities across the nation.

There is a lot of work still to be done before we can start writing this next chapter in the history of the League, and we’ll be presenting more details in the months ahead. For now, we welcome your input into this process; we ask for your continued support through your membership and contributions; and we need you to be the ultimate bike advocate ... by getting on your bike and riding!

Andy Clarke

President, League of American Bicyclists

## TWEETED



Took off my lobbying dress and cherry blossom petals fell out. #NBS12 [National Bike Summit] + cherry blossom season? Heaven!

- Rhonda Smythe

## Spending vs. Cycling?

I read your article in the Jan-Feb issue of *American Bicyclist* bemoaning the fact that funding for bike-friendly programs is being cut from the federal budget. Where is the money going to come from? We are borrowing 40 cents out of every dollar the government spends. We will be Greece if this trend isn't reversed. I love cycling, and recognize the value of the programs you are discussing, but we simply have to stop spending money on non-essential programs and get the national debt and deficit under control.

- Joe Rohner, Dallas, Texas

## Stopping Trouble Before it Begins

My hat is off to the wonderful "First Line of Defense" article by Karen Jenkins and Jim Nicholson in the Jan-Feb issue of *American Bicyclist*. That's exactly the message we need to publicize. The moment you start to ride in or near traffic, the first principle of bicycle safety becomes preventing collisions. We can teach you to identify trouble and danger when it begins, and prevent it with advanced arm-signaling, lane-positioning, merging, and emergency skills.

- Lauren Cooper, Carlsbad, Calif.

## The Value of Hindsight

The Jan-Feb issue of *American Bicyclist* contains an excellent article on education for bicyclists. There is, however, a significant omission from this and most other articles I have seen on the subject of reducing injuries and fatalities among road-riding bicyclists. This omission is the lack of discussion, or even a mention, of the role of rear-view mirrors in preventing "struck-from-behind" accidents involving bicyclists. The helmet, a much-touted piece of safety equipment (which I personally would never ride without), really doesn't do much for the rider until their head strikes the ground. A mirror, in contrast, is something that may be used literally every few seconds.

- Steve Weeks, Mundelein, Ill.

## Goshen Gets Bike-Friendly

Just got my March-April *American Bicyclist* magazine and it is among the best and most informative ones yet. Goshen, Indiana, made the Bronze list for the first time. They are continuing to improve safe cycling in a big way — and one little-known way is the Chain Reaction Bike Project (CRBP.org). The nonprofit shop provides bikes for people who otherwise couldn't afford one and keeps discarded bikes out of the scrap yards. They also run a recycle pick-up service by bike. I've been volunteering there for the past seven months and it's great to see the smiles on the faces of kids when they leave on a bike they worked to earn.

- Stephen Riffe, Leesburg, Ind.

Rear-view mirrors can help prevent "struck-from-behind" accidents.



## Corrections

Several errors appeared in the March-April issue of *American Bicyclist*. We apologize for the oversight and invite you to download the corrected version on our website: [www.bikeleague.org/members/magazine.php](http://www.bikeleague.org/members/magazine.php)

## Bicycle Friendly Communities:

Minneapolis, Minn.: Gold  
New York, N.Y.: Silver  
Chicago, Ill.: Silver  
Philadelphia, Pa.: Bronze  
San Antonio, Texas: Bronze

## Bicycle Friendly Businesses:

Alta Planning + Design: Platinum  
RPM Transportation Consultants: Gold  
Mad Dog Cycles: Gold  
Urban Adventours: Gold  
Ciclismo Classico: Silver  
Champaign-Urbana Mass Transit District: Silver  
Erik's Bike Shop: Silver  
Spin Doctor Cyclewerks: Silver  
Washington Bike Law/Anderton Law: Silver

**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 [carolyn@bikeleague.org](mailto:carolyn@bikeleague.org) or mail it to us at 1612 K Street NW, Suite 510, Washington, D.C. 20006. Comment on [facebook.com/leagueamericanbicyclists](https://www.facebook.com/leagueamericanbicyclists) or [twitter.com/bikeleague](https://twitter.com/bikeleague). Letters may be edited for style and length.

# The Personal is Political at the National Bike Summit

*The lasting impact of one woman's story*

By Katie Omberg

The record-breaking crowd was impressive, but the numbers are just the tip of the iceberg in revealing the true power of the 2012 National Bike Summit. On March 20-22, more than 800 advocates from 49 states (we want to see you in 2013, Alaska!) and Canada traveled to Washington, D.C., to learn about the federal transportation bill and take our "Save Cycling" message to Capitol Hill. Here at the League, we spend countless hours lining up break-out sessions, preparing fact sheets, and answering registrant questions. After all that hard work, the Summit finally comes, and that's when the fun really begins.

I'll never forget what Aly [who asked that her last name not be used], a first-time Summit attendee from Little Rock, Ark., shared with me at the Congressional Reception. She had never done anything remotely like lobbying — and she was nervous. She knew her Congress member, Rep. Tim Griffin, wasn't a champion of cycling

funding, which also didn't instill much confidence. But to be a good advocate, all you need is a story that sticks, a fact we stress to everyone at the Summit. And Aly told her Representative a story that cut right to the heart of the issue.

"My daughter, Mandy, was diagnosed with a mood disorder when she was young," Aly said. She would suddenly erupt into tantrums that were impossible to quell and, one particular day, Mandy broke down in the middle of the living room. "Something's wrong with me," she said, crying in her mother's arms.

"My heart was broken," Aly said. "I wasn't sure what to do, so I took her outside. We went to the path behind our house, and just walked. And you know what? That path was paid for with federal funds."

As we continued talking, she showed me a picture she brought to her meeting with Rep. Griffin: Mandy wearing a watermelon-colored helmet and sticking her tongue out at the camera, riding her bike through the park. Even the funny face couldn't hide her huge grin. "Mandy is in 8th grade now," Aly said. "And whenever she's feeling stressed out or is having a hard time, she tells me, 'I need to go outside and ride my bike.' And she does. And when she comes home, she's a whole new person. I told this story to my Rep, and later this spring we're going to try to go for a ride together when Congress is out."

After that meeting, Rep. Griffin joined the Congressional Bike Caucus. And Mandy decided she wants to be a bike/ped coordinator when she grows up.

It was wonderful getting to know the attendees at the National Bike Summit and hearing their success stories was truly moving. And I can't tell you how many first-timers were filled with that same sense of possibility and empowerment Aly's story conveyed. In fact, many attendees gave the Summit the best review I can think of: "I can't wait to come next year!"



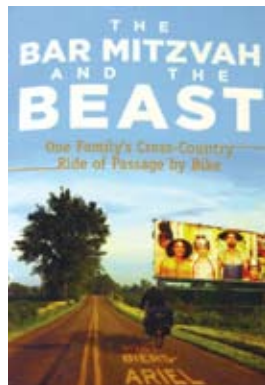
Mandy on her bike





## RIDE OF PASSAGE ... THE BOOK!

If you read the Sept-Oct 2010 issue of *American Bicyclist*, you remember the epic adventure of Yonah Biers-Ariel, who biked across the country with his family in lieu of a traditional Bar Mitzvah. Now, the tale is captured in the new book "The Bar Mitzvah and the Beast: One Family's Cross-Country Passage by Bike." Author Joe Kurmaskie, himself a master of bicycle writing and narrative humor, gives the book high praise: "Like any good party, it's populated by colorful characters, whistles, bells, hopes, anticipation, laughs and stuff breaking all over the place." Get your copy at [mountaineersbooks.org](http://mountaineersbooks.org).



## DAN HENRY: 1913-2012

Dan Henry, a longtime bicycle advocacy leader, passed away in March, just a few days shy of his 99th birthday. Henry was the inventor of directional pavement markings commonly used to guide participants along the route of organized bicycling events, and the 1992 recipient of the League's 1992 Paul Dudley White Medal.



**DOG DAYS**  
  
**Wine TOUR**  
**SAT. JULY 21**  
**LaGrange, OH**  
**Rts. 30-40-65-90-125** Double  
Dog  
Dare  
**3 WINERIES**  
**COOKOUT - LIVE BAND**  
 REGISTER & INFORMATION ONLINE  
[www.DogDaysWineTour.com](http://www.DogDaysWineTour.com)

  
[www.CarolinaTailwinds.com](http://www.CarolinaTailwinds.com)  
 888.251.3206  
*Inn to Inn Bicycle Vacations  
in the Eastern U.S.*

North Carolina Outer Banks  
 South Carolina Lowcountry  
 North Carolina Wine Country  
 Chesapeake Bay  
 Skyline Drive  
 New York Finger Lakes  
 Shenandoah Valley  
 Blue Ridge Parkway

*Easy tours for casual riders and  
challenging tours for avid riders.*



## TOP 5 REASONS TO **GET UP & RIDE**

12,000 riders in 500 cities. More than 1 million miles traveled and nearly 30 million calories burned. And that was just the warm-up! On May 1, the 2012 National Bike Challenge, a new online competition, officially kicked off, aiming to unite 50,000 bicyclists to ride 10 million miles this summer. The Challenge is an opportunity to ride more often, encourage new cyclists, and demonstrate the incredible, collective power of bicyclists across the nation to build healthy communities and a healthy planet. We know you don't need an incentive, but here are the League's top five reasons to get up and ride!

- 1** Connect with other cyclists: When you sign up for the Challenge, you join a social network of thousands of bicyclists from coast to coast. With the click of your mouse, you can meet and share stories with 50,000 new bike-loving friends!
- 2** Track your progress: The hi-tech site from Endomondo allows you to see all sorts of inspiring stats, from the number of calories you've burned to the amount of money you've saved by pedaling instead of paying at the pump.
- 3** Shine up your civic pride: Your community has tremendous pedal power and the Challenge gives you the chance to show the nation — and the world — how important biking is to your city or town.
- 4** Bragging rights for your business: Who doesn't like a little friendly competition? Create a workplace team and join major corporations like Facebook, Verizon and Harley Davidson. Use the Challenge to boost the bike commute numbers at your company and encourage your business peers to keep pace!
- 5** Prizes, prizes, prizes!!!: After just three days on your bike, you become eligible for prize drawings every month. The grand prize: a Trek Travel trip through Napa Wine Country in California!

Are you ready for the Challenge? Visit [www.nationalbikechallenge.org](http://www.nationalbikechallenge.org) and sign up today! Join us on Facebook at [facebook.com/nationalbikechallenge](https://facebook.com/nationalbikechallenge) and follow us on Twitter @bikechallenge12.

### What has **the League** done for you lately?

When the U.S. Senate unveiled its version of the next federal transportation bill in late 2011, we were stunned. All the important dedicated programs for bike-ped projects were thrown into a single pot where they would have to compete with

more uses for fewer dollars. Responding immediately, the League not only alerted and mobilized thousands of bicyclists nationwide but worked with our partners at America Bikes to set up meetings with key Senate staffers



# GIVING

Thank you to the following organizations and individuals who have contributed at least \$100, above and beyond membership dues, from January 1 – March 31, 2012.

## \$25,000+

Gail & Jim Spann

## \$1,000 - \$4,999

### Organizations

Bikehouston  
Chehalis Bicycle, Inc.  
Gainesville Cycling Club  
Louisville Bicycle Club  
Wheeling Wheelmen  
Bicycle Club

### Individuals

Harry Brull  
Robert Dickinson  
Jennifer Fox  
Scot Hartle  
Thomas Ritter  
Corinne Winter

## \$100-\$999

### Organizations

Arkansas Bicycle Club  
Bicycle Coalition of Maine  
Central Jersey Bicycle Club  
Clinton River Riders  
Coastal Cruisers Bicycle Club  
Delaware Valley Bicycle Club  
Frederick Pedalers Bicycle Club  
Hanover Cyclers  
Huntington Bicycle Club  
Lake Erie Wheelers  
Los Angeles County  
Bicycle Coalition  
Massapequa Park Bike Club  
Mohawk-Hudson Cycling Club  
Pittsburgh Major Taylor  
Cycling Club  
Riverbend Bicycle Club  
Toledo Area Bicyclists  
Westerville Bicycle Club

### Individuals

Diane Albert  
John Allen  
Jeffrey Bannink  
Tony Barrett  
Adrienne Brandriss  
Randall Brodersen  
Jeffrey Call  
Nancy Carter  
Robert Cieslak  
Brian Cox  
Wendy Crisafulli  
Andy Dannenberg  
Joanne Davis  
Jill Davis & Family  
Garry Devol  
Wendell Dilling  
Gregory Dudley  
Edward Eckerly  
Bernard Galiley  
Gefvert Minick Family  
Seth Gernot  
Pamela Gifford & Family  
Daniel Goldschmidt  
Mike Goodman  
Michael Gray  
Stephen Greenberg &  
Family  
Stewart Gross  
Elaine Haight & Family  
Michael Hastings  
Ronald & Carolyn  
Henrikson  
Gene Holmerud  
Anita Hopkins  
Carol Horner  
Kerry Irons  
Mark Jauquet  
Don Jeske  
Edwin Jones & Family  
James Joyce  
Paul Kadin  
Kristal Kagy  
Alan Kailer  
John King

Susan Kremer  
Dana Kromer  
Jonathan Kurohara  
David Lavelle  
Lee Family  
Jack Lerner  
Joshua Levy  
Steven Lindell  
William Logan  
J. Lopez  
Donald Lorenzo  
Harry Manko & Family  
Albert Mantell  
Charles Marx  
R. Hunter McCleary  
Miernik-Andriulli Family  
George & Karen Momany  
Elizabeth Moorehead  
& Family  
Guy Muzio  
Jay Newman  
Jeff & Margo Olson  
Michael Pagano  
Roberto & Dalia Perelman  
Dale Perkins & Family  
Claudia Perry  
Doris Phinney  
Lynn Pickard  
Papaw & Nanny Preston  
Michael Price  
Christopher Quinn  
Carol Richards & Family  
David Ristom  
Lisa Roberts  
Helen Robertson  
Michael Scavezze  
Jim Scherer  
Patrick Schnell  
James Sebastian  
Sam Shine & Family  
John Siemiakoski  
George Skarmas & Family  
Henry Slack  
Miles Smith  
Frank Smith

Roanne Sones  
Adena Staben  
Susan Stillman  
Peter Stone  
Brant Strickland  
Sharron Sussman  
Pierre Swick  
Wayne & Joyce Thompson  
Michael Throop  
Lawrence Tjeltveit  
Betsy & Kevin Watson  
Jerry Webb  
Irwin Weisbrot  
Richard Whiteford  
Jay Williams  
Royce Williams  
Michael Wolfe  
Richard Wood  
Barbara Wood  
William Woods  
Jack Zanini  
John Zban

## Saving the planet one page at a time

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



— even if it meant sitting down to the negotiating table at 11 p.m. Over the course of several critical months, we helped make the case for a better bill on Capitol Hill, while advocates worked the message from the grassroots. Together,

we were successful: In March, the Cardin-Cochran amendment restored dedicated funding — and the bill passed.

Mississippi advocates with  
Sen. Thad Cochran (R-MS)



# WOMEN ON A ROLL



## Rolling Rosie

Kim Cross, founder of Magic City Cycle Chix, re-imagined the iconic Rosie the Riveter poster for women in bicycling



# FEMALE CYCLISTS ARE TAKING THE LEAD IN THE BICYCLE MOVEMENT

BY CAROLYN SZCZEPANSKI

Veronica Davis was just biking to meet some friends for a movie when a little girl's glee opened a new avenue of bicycle advocacy in Washington, D.C.

Davis, a local planner and engineer, was riding through a predominantly African-American housing complex when she heard a shout: "Mommy, look at the black lady on a bike!" a young girl exclaimed. For a moment Davis was taken aback. "This is an area with bike lanes, so I know there are bicyclists," she says. "But I had the realization that, I looked like her, and she was very excited to see someone who looked like her riding a bike."

Across the country, bicycling can often look like a mostly male activity. In 2009, women accounted for just 24 percent of bicycle trips in the U.S. When it comes to cycling for trans-

portation, men outnumber women by more than three to one. But that's changing — and advocates like Davis are driving the transformation.

That little girl inspired Davis to start Black Women Bike. In less than a year, the group grew from three people on Twitter to an organized, engaged group of 450 women who ride together, support each other and are taking their seat at the table to make their communities more bicycle friendly.

As more women have started riding and rising in the ranks of the bicycle movement at all levels, the interest and energy to close the cycling gender gap has become more pronounced. At the 2012 National Bike Summit, Davis was one of the panelists for the first-ever National Women Cycling Forum, hosted by the Alliance for

Biking & Walking and the Association of Pedestrian and Bicycle Professionals. The event brought together a group of high-powered women in various aspects of bicycling and crystallized some of the key issues female cyclists face in the U.S.

It was a powerful discussion. But it was just the start and symbol of a conversation happening in communities across the nation.

## Advocacy

Just as women are seeing more of their peers out on the streets, female riders are seeing themselves better represented in their local advocacy organizations' staff and programming.

"I'm still often the only woman in the room — or on the ride — but I've seen that change somewhat since I started in this role," says Rebecca Serna, executive director of the Atlanta Bicycle Coalition, a League member organization. "I've worked to overcome the perception that only men are 'brave enough' to bike in Atlanta, which is not known for being very bike-friendly."



In less than a year, *Black Women Bike* grew from three people on Twitter to an organized, engaged group of 450 women who ride together, support each other and are taking their seat at the table to make their communities more bicycle friendly. (Photo by Black Women Bike)

For Serna, overcoming that perception starts with the DNA of her own organization. “As a female executive director, I’m developing strong women as board members, volunteers, staff, bike class instructors, and interns,” she says. That inclusive mindset extends to ABC’s outreach too, with membership campaigns that focus specifically on women. And, once they’re on the rolls, the organization has programming that appeals specifically to women, like the monthly Heels on Wheels ride and classes in Basic Bike Maintenance for Women.

The ABC is far from alone in addressing what women want. Last year, in the nation’s capital, the Washington Area Bicyclist Association brought on an intern who’s sole mission was to meet with women in the community and investigate how WABA could help close the gender gap. The initial effort led to a Women’s Cycling Forum that drew more than 80 attendees and kicked off a full-fledged Women on Bikes initiative.

“At the Forum, we discussed how uncomfortable biking can be for women in many ways, whether it’s in bike shops, on our bikes, on the streets, or finding the ways to make biking fit into our busy schedules,” says Nelle Pierson, WABA’s Events Coordinator. “So we created a campaign to bring women together who have already developed personal solutions to these issues — women we call ‘Bike SpokesWomen’ — to help grow bicycling through encouragement and skill-sharing.”

As Emily Yetman, founder and president of Living Streets Alliance in Tucson, Ariz., points out, advocacy organizations do more than provide encouragement. They partner with local officials to advance one of the most critical components to engaging female riders. “I think women need to have facilities that make them feel safe,” Yet-

man says. “If my only option is to ride on a six-lane roadway with 40-mph traffic, there’s no way I’m going to do it, even as an enthusiastic bicyclist.”

Women across the U.S. agree. Of the 13,000 respondents to APBP’s 2010 Women Cycling Survey, better infrastructure ranked second (just slightly behind “convenience”) in a long list of factors that would encourage them to ride more. “I think women need to feel safe and I think we won’t achieve that until there are a lot more parkways and places that are truly separated [from traffic],” Elysa Walk, general manager for Giant Bicycles Inc, said at the National Women Cycling Forum. “I think women want to ride but they don’t have the paradigm that they can do this. We have to help them get over that paradigm by making it as easy and friendly as possible.”

## Policy

Advocates can’t do that alone. In the Netherlands, where 55 percent of bicycle trips are taken by women, policymakers have played a huge role. According to Cornelia Neal, from the Royal Netherlands Embassy, it took political will and government investment.







2.



3.

1. Family biking *(Photo by Russ Roca)*

2. Ellen Fletcher  
*(Photo by Richard Masoner)*

3. Elysa Walk, General Manager, Giant  
Bicycles Inc.

4. Heels on Wheels - Atlanta  
*(Photo by Cameron Adams)*



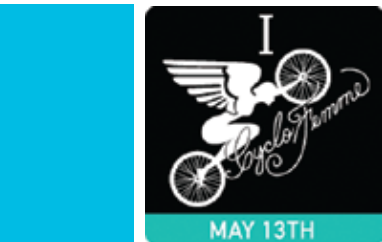
4.

5. Girls Just Wanna Have Fun  
*(Photo by Kristen Smith)*

6. Riding Partners  
*(Photo by Nona Varnado)*

7. Nelle Pierson, Washington Area  
Bicyclist Association

8. Tonya, Minneapolis  
*(Photo by Bruce Silcox)*



7.



8.



6.



“If the infrastructure is right, it makes a big difference,” she said at the National Women Cycling Forum. “We’ve designated bike paths or separated bike paths that make it very, very safe for everyone to go on their bike.”

It’s not surprising that many of the cities in the U.S. with the highest levels of women cycling are also League Bicycle Friendly Communities — a program that gets government and community stakeholders focused on a comprehensive approach to better bicycling, including improved infrastructure. Minneapolis (a Gold BFC) leads the nation with more than 45 percent of bike trips by women, and Portland (Platinum BFC) comes in at #2 with nearly 40 percent.

In Tucson (Gold BFC), nearly 660 miles of on-street bikeways have been installed across the region — and women now account for 35 percent of bike commuters (according to 2010 data). Yetman doesn’t think that’s a coincidence. “The city bike/ped program is really interested in this,” she says. “They’re excited to talk about women cycling as an indication of how much more bicycle-friendly the Tucson region is becoming.”

One way to continue that trend, though, is getting more women engaged in the political process. When Cathy Deluca, a graduate student at San Jose State University learned that her county-level bicycle advisory committee didn’t have a single female member, she was shocked. She wondered if that



Moms bike too (Photo by Leslie Bloom)

trend existed across California, so she conducted a statewide survey. Her results: While women represent half the general population, they make up just 19 percent of bicycle advisory committees statewide.





# Outdoor Handheld Devices That Fit in Your Pocket & Budget

**Lightweight, Easy to Use, Affordable.**

No matter the adventure, Celestron's handheld devices will enhance your experience without weighing you down.

**TrekGuide** – Advanced digital compass with barometer, altitude and temperature readings for **Under \$35**

**WindGuide** – Obtain live wind speed, wind chill and temperature readings for **Under \$35**

**reTrace Deluxe** – Personal GPS navigation device that stores trail data for uploading to a PC for **Under \$100**, and check out **reTrace Lite** for **under \$60**



**TrekGuide™**



**WindGuide™**



**reTrace™  
Deluxe**



**Learn more about Celestron's Handheld devices by scanning the QR code with your smart phone or visit [www.celestron.com/handheld](http://www.celestron.com/handheld)**

**YOUR ADVENTURE STARTS HERE**  
[www.CELESTRON.com](http://www.CELESTRON.com)



Why aren't more women involved? Childcare responsibilities make it challenging for women to attend evening meetings, Deluca found, and some women, less likely to have engineering backgrounds, felt daunted by the technical issues tackled by the committee. But, Andrea Garland, an engineer with Alta Planning + Design, suggests more women are entering the field and bringing their planning expertise to the table.

"If we get all these women who have the knowledge to sit in a room full of male engineers and be outspoken and bring up these issues," she said at the National Women Cycling Forum, "things will start changing."

## Education

Advocacy and infrastructure are important, but there's another critical component: education.

Feeling safe and comfortable goes beyond the streets we ride or company we keep, says Claire Stoscheck, from Cycles for Change in St. Paul/Minneapolis. "It's not just about making bicycling more stylish or chic or just adding more bike lanes," she says. "The skills, knowledge, confidence and leadership of women in the bike movement are so important, too."

Stoscheck runs the Cycles for Change Bike Library, which loaned out 220 bikes that logged more than 30,000 miles in 2011. The majority of the riders were women (59%), many able to cycle for transportation because the

library also offers bike trailers to carry kids and cargo. But Cycles for Change aims to have a chain reaction — not just changing the habits of individual women, but empowering each cycling convert to become a bicycle ambassador and educator herself. "We teach bike education skills to women from diverse communities so they can go back to their communities and teach other women how to ride," Stoscheck says.

Melissa Balmer, founder of So-Cal Women on Bikes, is aiming to do exactly that in Long Beach, Calif. Part of the local cycling community, she realized the area was rich with talented League Cycling Instructors, but virtually none of them were women. "It turned out there are 20 female LCIs in all of southern California, and they're grouped in areas of already successful outreach," she says. "Long Beach sits in the middle of a female LCI desert." So Balmer kicked off a scholarship program to train and certify more than a dozen new women, especially in areas like East Los Angeles, as LCIs. The first all-female LCI seminar will make history this summer.

Of course, many female educators are already targeting their efforts to fellow women. Kristin Gavin, founder of Gearing Up in Philadelphia, teaches bike skills to women who are currently incarcerated or transitioning out of prison. Drawing on the nuts and bolts of the League's Smart Cycling curricula, many organizations are creating

educations programs that specifically fit the needs of mothers. The San Francisco Bicycle Coalition, for instance, launched a Family Biking Guide, which tackles topics like biking pregnant, this April.

## Promotion

For years, the League has sponsored National Bike Month to promote and encourage more people to get out and ride. This year, Sarai Snyder added a simple women's event to the calendar — and it quickly spread around the globe.

As a bike shop manager in Newport, Ky., Snyder was distressed by the low number of women who patronized the store and participated in rides. With some small shifts in merchandising, attitude and involvement in advocacy, Snyder helped transform the demographics of the shops' customers and increased the number of women on the weekly rides. But she didn't stop at the local level.

In 2010, Snyder debuted Girl-BikeLove.com, a website dedicated to women's cycling nationwide and, in 2012, she launched Cyclofemme — a call for women across the globe to ride together on May 13 to "Honor the Past, Celebrate the Present and Empower the Future."

"My goal with Cyclofemme is to unify the voice of women in cycling and bring women together," she says. "It doesn't matter if you ride a mountain bike or a road bike,

## What's next?

Save the Date for the first Women's Bicycling Summit, sponsored by the League, on September 13, 2012 in Long Beach, Calif. Held at the end of the Pro Walk Pro Bike conference, this half-day event will provide break-out sessions, networking, a keynote dinner and fashion show. Stay tuned to [www.bikeleague.org](http://www.bikeleague.org) to learn more and email [Carolyn@bikeleague.org](mailto:Carolyn@bikeleague.org) with questions or ideas. In the meantime, visit [www.womencyclingproject.info](http://www.womencyclingproject.info) to see a recording of the National Women Cycling Forum, watch past women cycling webinars and read the results of the APBP Women Cycling Survey.



if you commute to work or ride to the store — it's about starting that conversation that we need to be working together." Within just a few weeks, Cyclofemme had more than 80 rides registered in 10 countries, from Cleveland, Ohio, to Caracas, Venezuela.

In March, Specialized organized a Women's Ride Day that drew participation from dealers across the country. Trek Bikes has also taken a leadership role in bringing women together by sponsoring an entire Ride Guide full of women-centric events and hosting Trek Women Cycling Experience clinics in mountain and street cycling. Plenty of social rides have sprung up organically, as well, from Latina women in Los Angeles uniting to form the Ovarian Psychos to Black Women Bike in Washington, D.C.

The simple presence of women riding on the streets of their community is perhaps the best promotion but improved outreach campaigns from advocates and the industry could speed the momentum. "Media campaigns need to appeal to women and make bicycling look attractive, civilized and liberating," Yetman suggests.

Just as important: Those campaigns need to present a more authentic, inclusive face of cycling. "We need to make sure women see themselves in the images we use — not just super-fit athletic types, but moms and grandmothers, women who are not model-thin, and women of color," Serna, from the Atlanta Bicycle Coalition, emphasizes.

As Veronica Davis learned so clearly: "People connect to someone who looks like them."

## Retail / Product

As the general manager for Giant Bicycles Inc., Elysa Walk is among the highest ranked women in the U.S. bicycle industry. But her status in the bike world alone wasn't enough to get her mom riding. With safe streets in her neighborhood, it wasn't infrastructure either. For Walk, getting her mom to ride was as simple as finding her a comfortable, stylish pink bike. "What changed for her was having bike she loved," Walk said at the National Women Cycling Forum.

In the Netherlands, Neal points out, women have easy access to a variety of female-specific bikes, already outfitted with skirt guards and racks for shopping bags. In the U.S. though, the range of bicycles is far more limited

**Freewheeling Adventures**  
*Small or private groups*  
*Guided or self-guided*

**Nova Scotia's Cabot Trail**  
 - a top 10 for every cyclist!

Newfoundland - Viking Trail  
 Quebec, PEI, Rockies  
 Normandy, French canals  
 Danube, Slovenia  
 Romania, Croatia  
 Ireland, Scotland  
 Iceland, Italy  
 Israel

[www.freewheeling.ca](http://www.freewheeling.ca)  
 800 672 0775





10. Monthly Ride (Photo by Black Women Bike)

11. Riding in Chattanooga (Photo by Russ Roca)



— and that can quickly deter women. Marla Streb, a former professional mountain bike racer, is just one of countless mothers for whom a standard commuter just won't cut it.

"Kids are an equipment sport," Streb said at the National Women Cycling Forum. "So how do you go to

school, the library, the store with your kids — with all their stuff — on your bike? We have a cargo bike and it's such a simple solution. The cargo bike is the reason we're 90 percent car-free with two little kids. We need to educate more people about those options."

But making the right product won't matter if bike shops aren't more welcoming for women. Many women feel awkward or disparaged in the male-dominated retail sector. "In many cases, bike shops are women's first experience with biking," Davis says. "They need to help them through the process, not patronize them, otherwise they'll turn women off of biking."

Female-owned and women-oriented bike shops are popping up across the country, from Adeline Adeline in New

York City to Pedal Chic in Greenville, S.C. And leaders within the largest bike brands are working to improve female representation within the industry, as well. "The women who come to work for us, I don't want them to feel like they're getting run over," Walk said at the Forum. "I don't want them to feel like they have to be one of the guys. We won't win that way. I want them to have their own voice and succeed with their own talents."

Whether it's in advocacy or education, social rides or bicycle retail, women are finding their voices. And their talents are the future of the movement. |||

**America by Bicycle, Inc.**

*Ride with the Coast to Coast Leader!*

**Winter Training Ride** **NEW**  
Feb 26 - Mar 3, 2012 - 300mi CA

**Fast America South**  
Apr 21 - May 18, 2012 - 2,904mi CA to GA

**Great Mississippi River Ride**  
May 14 - June 8, 2012 - 1,726mi NOLA to MN

**Cross Country Challenge**  
June 2 - July 24, 2012 - 3,870mi CA to NH

**Across America North**  
June 17 - Aug 6, 2012 - 3,667mi OR to NH

**Ride the East**  
Aug 11 - Sep 5, 2012 - 1,675mi ME to FL

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

**iron**  
**Donkey**™

**BICYCLE TOURING**

**Self-Guided, Guided Group  
& Customized Itineraries**

**in**

**Ireland Italy England**

**Scotland Spain Wales**

**WWW.IRONDONKEY.COM**



# CYCLING IN JAPAN

## THE IDEAL COMBINATION OF SPECTACULAR TERRAIN, DELICIOUS FOOD AND FRIENDLY PEOPLE

*By Alan Cannon*

When I was in middle school, my father took me on a cycling tour down the C&O Canal towpath. But it wasn't until I moved to Tokyo in 1998 that I became an ardent cyclist. As a junior lawyer I spent long hours in the office and cycling presented the opportunity to be outside and avoid crowded trains. Then, a German friend introduced me to the joys of weekend trips to the mountains.

Wherever you live, cycling has great benefits, but the combination of wonderful food, spectacular terrain and friendly people make cycling in Japan incredibly rewarding.



## Commuting and cruising in Tokyo

Since it was the only shop I knew, the first bike I bought in Japan was from a sporting goods store near our temporary apartment. I blithely set off to ride it back to our new house. I have never been so lost in my life.

Tokyo is a sprawling metropolis of more than 30 million people that has grown in a strangely organic manner. There's no grid here, just a bewildering amalgamation of distinct neighborhoods and towns. But getting purposefully lost is always fascinating. Whether tucked-away shrines, strikingly modern buildings or the shockingly good hole-in-the-wall restaurants, it's hard to imagine a place with more intrigue.

Once you gain your bearings, however, it quickly becomes clear that biking is by far the quickest and easiest way to get around. Japan has witnessed a cycling boom in recent years, but there's also been a surge in commuting following the March 11, 2011 earthquake.

While the quake itself was terrifying, Tokyo didn't suffer much physical damage. The main issue was how to get a large portion of those 30 million people home on a Friday evening when the train lines had all stopped. Some overnighted at their offices. Many walked several hours to the suburbs. But bike commuters were essentially unaffected. In fact, any shops in central Tokyo with bikes in stock sold out quickly.

A member of our office staff made it to our house but was very eager to get home to the suburbs to collect her two young children. At 8:30 p.m., we set off for the 30-kilometer journey on the family tandem. The main arteries

were clogged with cars and a stream of pedestrians spilled over from the sidewalks. My prior meanderings proved beneficial that night, as we left the crowds and took small river paths out as far as the scenic Inokashira Park.

Sailing along under the moonlight through the park was uniquely liberating after being trapped in a high-rise building earlier in the day.

## Weekends in the mountains

To enjoy cycling in Japan, you have to buy in for a serious amount of climbing. It's hard to be more than a short ride from a road climbing 1,500 feet — or even 3,000 feet — into the mountains. My wife is from a small island in the Sea of Japan and even it has peaks higher than 2,000 feet. But if the ultimate destination features a steaming outdoor bath followed by a huge meal of local delicacies, it's not difficult to muster up the motivation.

A nice ryokan (inn) will always provide yukata (summer kimono) to wear and basic toiletries so you also do not need to bring any luggage. If there are things you can't do without, Japan's density makes overnight delivery services a comparative bargain and very reliable, so you can send a small bag ahead. If you're willing to take off your wheels and bag the bike, you can utilize Japan's excellent train and shinkansen network at one or both ends. In virtually any part of the country, you can quickly design a weekend itinerary with a mindbending combination of pleasure and pain.

One memorable trip for me involved cycling from home to the Fuji five lakes region, descending to the Fuji river valley and crossing a 4,500-foot ridge to bomb downhill to the Pacific coast.

On day one, I rode straight out from Shinjuku for seven miles to get to the Tama River cycling path. After



Organized rides in Japan tend to fall under two categories: timed hill climb events and long rides. Here is Cannon with a friend at the end of the Norikura Hill Climb.

following the path steadily upriver, I headed into the mountains. At 30 miles from central Tokyo, I was already deep in the hills following quiet country roads that eventually led into a water catchment area with nary a building in sight for many kilometers in every direction. On this road, I've seen more wild boar and deer than cars. Energized, I eventually emerged at the top of a 4,000-foot ridge with spectacular views of Mt. Fuji.

After a hard day, it was pleasant to overnight at a minshuku (pension) in the Oshino area. Oshino is famous for tofu made from the natural springs there, while Yamanashi Prefecture is famous for delicious fruit, such as peaches and grapes. If the weather is chilly, the local specialty of houtou, doughy noodles in a hearty miso stew with meat and vegetables, is just the ticket.

On day two, we enjoyed a spectacular ride with views of Mt. Fuji and the southern Alps of Japan around to Lake Motosu. From there, we enjoyed a breathtaking downhill run to Shimobe Onsen and then a gentle ride along the Fuji River to the entrance to the Mt. Minobe temple complex (the center of Nichiren Buddhism and a destination in its own right). Next, we climbed a



Bike parking at Yoyogi Hachiman Station.

scenic forest road to a 4,000-foot ridge with views back across to Mt. Fuji. Finally, we rode downhill another 25 miles to Shizuoka Station, where we bagged our bikes and hopped a shinkansen back to Tokyo. With a delicious bento of local specialties, it was a treat to be whisked home in style.

### One-day events

Various organizations, including the Japan Cycling Association and local tourism authorities, put on organized

rides in Japan. They tend to fall into two main categories: timed hill climb events and long rides. The former tend to be held in hot springs resorts in the mountains, while the latter tend to be in scenic coastal areas or islands. Both aim to boost tourism. Those most accessible to Tokyo, such as the 16-mile hill climb to the fifth stage of Mt. Fuji, attract several thousand participants and sell out quickly.

The most recent, and most exotic, I've attended was the 150-mile loop



### Bicycle-Friendly Offices

My firm recently looked for new office space and securing adequate bike parking was one concern. Newer mixed-use complexes have considerable dedicated bike parking. In the more traditional downtown around Tokyo Station, landlords are looking to retrofit and some companies have started a relatively deluxe bike parking/changing facility with commensurate fees. Our current building has a convenient indoor bike parking area and, fortunately, I have a private office with a wardrobe to store my suits and dress shoes, limiting my daily baggage to a dress shirt, underthings and a small towel for freshening up.



around Amami Oshima Island in March 2012. Situated between Kyushu and Okinawa, Amami Oshima is a low-key and friendly place, best known for scuba diving and snorkeling. It's also the source of Japanese black sugar, or kuro sato, an unrefined cane sugar. The hunks of sugar and miso- and sugar-encrusted peanuts proved to be good cycling fuel.

The event was very professionally organized — unfortunately, the chosen weekend brought shifting weather patterns that unreleased downright intimidating, howling winds. The spectacle we made struggling around the course was met with a great deal of enthusiasm and encouragement from local residents. It was a dilemma trying to make a dashing exit from the village hosting the last aid station as several women drummed and cheered as I was blasted by a headwind that meant I could barely progress an inch. Hopefully, I was suitably in earnest.

But, even by Japanese standards, the scenery was spectacular, the food delicious and the people kind and approachable. I hope to join again in calmer weather.

Just like I remember that ride on the C&O Canal with my father, I know bicycling will be imprinted in the memories of my children. One benefit of life in Tokyo is that my kids feel it is perfectly natural to undertake both mundane and ambitious trips by bicycle. I use a tandem to ferry my son to the school bus stop each morning. We also venture further afield on the weekends to shop or visit galleries. There is rarely a single day that we don't cycle somewhere together. For them, bicycling is taken for granted as the natural state of things! |||



"One benefit of life in Tokyo is that my kids feel it is perfectly natural to undertake both mundane and ambitious trips by bicycle. I know bicycling will be imprinted on the memories of my children." Pictured: Yamanaka-ko and Mt. Fuji.

ADVENTURE VACATIONS

Bicycling & Hiking Adventures for those Passionate about Bicycling & Hiking



- Glacier • Yellowstone • Colorado • Canadian Rockies •
- New Mexico • Bryce/Zion/Grand Canyon • Pacific Northwest •
- California Coast/Sierras • South Dakota's Black Hills •
- Texas Hill Country • Kentucky's Bluegrass • Missouri's Katy Trail •
- Michigan's Shoreline • Wisconsin's Door County •
- Arizona's White Mountains • Natchez Trace: Nashville to Natchez •

★ Odyssey 2012: British Columbia in All its Glory ★  
21 days, 1,280 miles

Inn-to-Inn, Fully-Supported



TIMBERLINE

TIMBERLINE ADVENTURES

7975 E. Harvard, #1, Denver, CO 80231

1-800-417-2453

www.timbertours.com

E-mail: timber@earthlink.net


TIMBERLINE ADVENTURES

# Go North & Ride!

Fully supported, expertly guided cycling  
in Alaska & the Yukon Territory

(reasonably priced too ;-)

www.PedalersPubandGrille.com





# ride america for safe routes

Pedaling cross-country for bicycle safety

*By Carolyn Szczepanski*

**T**heir progress was marked by miles traveled (5,000), jars of peanut butter consumed (23), turtles saved (6), flats (51) and falls (12). But those metrics couldn't begin to capture the humor, spirit and determination of the Ride for Safe Routes: a three-month, four-woman journey that kicked off in Key West, Florida, ended in San Francisco, California and raised awareness about bicycle safety every mile along the way.

The seed for the ride was planted decades ago. As a kid, Jeanie Ward-Waller, a 29-year-old civil engineer in Washington, D.C., took active transportation for granted. "My parents always made it a priority to live in places where my sisters and I could walk or bike safely to school," she says. "Those were very influential memories for me." As an adult, she continued to bike: commuting to work, competing

in Ironman triathlons and completing multiple century rides.

Last year, Ward-Waller felt the call of advocacy — and the open road. The life-long cyclist decided to take a very long ride to raise awareness about the benefits of bicycling and funding for the League and Safe Routes to School National Partnership. Equally passionate about encouraging more Americans to bike, Ward-Waller's sister, mother and close friend were quick to join her cross-country campaign.

For three months, their days were marked with long stretches of blissful solitude on scenic rural routes and bursts of local activities when they cruised into each town, meeting with elected officials, riding with advocates and inspiring students with school presentations. In Jacksonville, Fl., the mayor wrote a proclamation designating a Regional Walk/Bike to School

Day in the riders' honor and, up the road in Tennessee, the women discussed the importance of becoming a League Bicycle Friendly Community with the mayor of Memphis himself. In Columbia, S.C., they presented to 450 eager students at Leaphart Elementary



Crossing the Continental Divide outside of Pinos Altos, NM



and, in the Lone Star State, they were the stars of the annual meeting for BikeHouston.

Of course, riding 5,000 miles wasn't all smooth sailing. They gritted their teeth through bumper-to-bumper, rush-hour traffic on pot-holed pavement without so much as a shoulder to ride on. They rode in the shadow of big trucks, battled blustering winds and busted their quads on impressive climbs. Their stay in each town may have been brief but they saw the good, the bad and the ugly bicycle conditions in dozens of cities — and they'll be posting their bike-friendly rankings on their blog.

But, even in the torrential downpours, their motivation never dimmed. "On a hard climb or into a strong headwind or cold rain, I think of a whole lot of people — many who are total strangers and would love to bike and be more active but are too afraid that roads are unsafe for bicycling," Ward-Waller says. "I'm motivated to reach all of the goals of our trip, especially to promote bicycle safety, for all of those people — children, retired folks and everyone in between."

While it wasn't intentional, the all-woman team gave the ride an added element of empowerment. "It's certainly been fun and interesting to see the positive response we've gotten from women who are inspired by our trip, everywhere we've stopped," Ward-Waller says. "And we're absolutely reaching the little girls, as well. We've presented at more than a dozen schools about Safe Routes to School and our trip, and we get many more questions from girls than boys. In fact, in El Paso we had to actively recruit questions from boys because the first 10 questions came only from girls!"

Read all about their journey at [www.rideforsaferoutes.com](http://www.rideforsaferoutes.com). |||



Bluebonnets in East Texas



Above: Giving a schoolwide presentation to Leaphart Elementary School in Columbia, SC

Right: Crossing the Mississippi State Line. "We make Maori warrior faces at each state border, this was a tradition from our very first day to get ourselves psyched up!"



Opposite Page (large photo): White Sands National Monument

# moving UP

## BFA PROGRAM HELPS BIKE-FRIENDLY PARTICIPANTS IMPROVE THEIR RANK

*By Bill Nesper*

Four years ago, Dave Dusatko was among the few who commuted by bike to the PayPal offices in La Vista, Neb., a suburb of Omaha. Now, thanks to assistance and guidance of the League's Bicycle Friendly America program, PayPal has risen to a Silver Bicycle Friendly Business — and Dave has plenty of company pedaling into the office each morning.

Back in 2008, Dusatko, a 15-year bike commuter and manager at PayPal, was approached by a colleague. "She noticed that I was riding everyday and wanted to find out why and how I did it," Dusatko remembers. Her interest was perfectly timed: The Bike Omaha Commuter Challenge was kicking off soon and looking for companies to participate.

Dusatko was just the champion PayPal needed to compete. The commuter challenge, with opportunities for competition and incentives for riders, was a springboard for bicycling at PayPal and throughout the larger metro area. Dusatko was the spark that got many more people riding — and his work paid off. In 2010, PayPal ap-

plied and was awarded a bronze Bicycle Friendly Business award.

But the story doesn't end there.

This spring, PayPal stepped up to a Silver BFB designation. How did they do it? They dug into the feedback provided by the League and worked with BFA staff to make strategic, impactful improvements.

The company installed lockers and showers for riders and instituted a \$20-per-month incentive for bike commuters. They organized events and an internal bike commuter challenge between workers at their two campus buildings, delivering trophies directly to desks of the "Commuters of the Week" and overall champions. "It's nice to get the exercise and save some gas, but the real reason I've been commuting is that I have a friend that also rides to work here at PayPal," said one employee. "Every time we ride, it's a time trial against each other!"

Since 2008, PayPal has not only seen a 60 percent growth in the number of riders and a 500 percent increase in miles ridden during the challenge. They've also secured a financial commitment from the company to run the bike program and the \$20 monthly biking incentive as part of the company's national employee benefits plan. And Dusatko credits the Bicycle Friendly

Business program for providing that roadmap for progress. "I want PayPal to be a work destination, a model company for talented people who want the option to bicycle," he says. "Getting the BFB award helps get the word out and make bicycle-friendly improvements."

### Bicycle Friendly University

Brian Williams, Duke University's Transportation Demand Management Coordinator, knows the benefits of the BFA program, too. While Duke earned an Honorable Mention in the Bicycle Friendly University program in 2011, the recognition wasn't as valuable as the resources it unlocked. "Applying for the BFU award helped us see what we were already doing and get expert advice on how to make improvements and set priorities," Williams says.







Bike Commute Day, Duke University

Based on the League's guidance, the university conducted an assessment of every road on campus and gave each a bicycle-friendly facelift. Today, every road at Duke has a bike lane, shoulder or "sharrow" (shared use lane marking). Duke also followed a strong recommendation of the League — adding a bicycle coordinator on staff — which was crucial in implementing new bike projects, like public awareness campaigns, promotions in student and staff publications, more bike parking and a fleet of loaner bikes.

Not surprisingly, Duke moved up to a Bronze Bicycle Friendly University this spring.

The improvements haven't gone unnoticed by students, either. "I've appreciated the increased number of bike lanes on campus," says Randy Best, a Duke employee and the university's representative on the Durham Bike and Pedestrian Advisory Committee. "I feel safer on the streets and I'm no longer tempted to use the sidewalks."

"Biking is now part of my daily routine," says Greg Hardy, a Duke graduate student and creator of BikeDuke.com. "I originally started

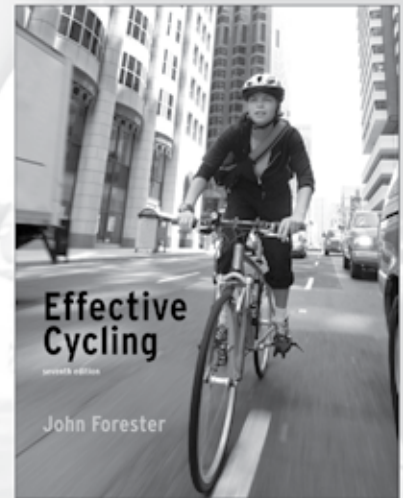
commuting by bike one or two days a week, but the inherent benefits combined with the ease of biking in Durham and at Duke quickly increased my bike commuting."

Williams emphasized the usefulness of the BFU program in prioritizing a long list of possibilities for bicycle-friendly improvements. The advice and roadmap helped staff show a real return on investment and make the case to decision makers. "Understanding what a car parking space costs is an essential first step in showing the benefit of promoting bicycling to decision makers," Williams says. "Being able to say to the university, 'For less than the cost of one deck-parking space, we were able to make all of the roads on campus more bicycle friendly' was huge."

Getting more people bicycling is a great way to save money and make a more livable campus. The BFU program is a resource to help get you there. Learn more at [www.bikeleague.org/university](http://www.bikeleague.org/university). |||



CELEBRATING 50 YEARS



## Effective Cycling

Seventh Edition

John Forester

"I have used previous editions of *Effective Cycling* as my go-to source for some 35 years. It is comprehensive, based on irrefutable logic and scientific data, and easily understandable."

— Bill Hoffman, Former Director,  
League of American Bicyclists

624 pp., 80 illus., \$37.95 paper

 The MIT Press

To order call 800-405-1619 • <http://mitpress.mit.edu>  
Visit our e-books store: <http://mitpress-ebooks.mit.edu>

A large, stylized white bicycle is centered on a light green background. The bicycle's frame, wheels, and handlebars are outlined with dashed lines. Several small, colorful house icons (in shades of red, orange, and brown) are placed along the bicycle's frame and wheels, suggesting a connection between cycling and housing or community.

# WHO BENEFITS FROM BICYCLING IN YOUR CITY?

## Community Cycling Center Advances Collaborative Advocacy

By Alison Hill Graves

In Portland, Ore., downtown commuters are the primary beneficiaries of 20 years of investments in the bicycle network. Those well-developed facilities have produced an astounding result: more than 12,000 daily bicycle trips over key bridges that feed into the heart of Portland.

But, while the bicycle network is strong into downtown, it is underdeveloped in other parts of the city. During the update of the Bicycle Plan for 2030, an equity gap analysis revealed that the bicycle network is weakest in areas where the highest percentage of underserved populations reside. In Portland that means youth, the elderly, low-income people and communities of color.

So, in 2008, the Community Cycling Center, a community bike shop based in northeast Portland, began to seek ways to engage partner communities to influence future bicycle investments to benefit all Portlanders. We

conducted a community-based needs assessment — Understanding Barriers to Bicycling — and the results fundamentally shifted the Center's work.

Our mission is “to broaden access to bicycling and its benefits” and our strategy has centered on earn-a-bike programs for children and adults. Over the past 17 years, more than 10,000 people have bicycles because of our programs. But we don't know whether or how those people are using their bicycles today.

Now we focus programs with strategic partners and work in collaboration with residents to develop community-based initiatives that overcome the barriers to bicycling. We call our approach “collaborative advocacy,” because it's based on the priorities defined by multi-partner collaborations — and the needs of the community.

One partner, Hacienda Community Development Corporation, builds dignified, affordable housing for immigrant families. Since 1992, Hacienda

has developed 400 units in the Portland area. Eighty-five percent of Hacienda's tenants are Latino, 10 percent are Somali and half are children.

In 2009, when we completed focus groups at Hacienda, secure bike storage was the primary barrier to bicycling. In 2010 we formed a bike committee comprised of residents who named themselves *Andando en Bicicletas en Cully* (ABC), which translates to “Riding Bikes in Cully.” The group completed a photo documentation project, or PhotoVoice, that illustrated the barriers to physical activity, including a lack of storage for bikes, particularly children's bikes.

In March, ABC organized a bike census to document the number of bicycles in Hacienda housing — to demonstrate the need for bike storage in their neighborhood. Of the 120 households, there were a total of 183 bikes. In the past two years, 85 bikes have been stolen. Next steps are to present the findings of the census to the property's



asset manager to begin the process of developing adequate bike storage.

In addition to the bike census, 12 members of ABC are being trained as Community Bike Educators. The group is participating in six trainings taught in Spanish, including bike fitting, flat tire repair, all weather riding, and route planning. After completing the course, the Community Bike Educators will receive stipends to teach up to three workshops.

These community-based projects represent first steps in building out a bicycle network that meets the needs of the whole community. These projects also represent the promise that the best solution to barriers to bicycling are created by those experiencing the barriers, particularly when there are cultural, income, or age differences. By cultivating grassroots capacity and leadership, we are growing and broadening the movement. And, as we move forward together, we'll have new perspectives on how to build the bicycle network to the benefit of all Portlanders. |||

*Alison Hill Graves is the Executive Director of the Community Cycling Center and a member of the League Board of Directors.*



Residents from Hacienda CDC receive flat tire repair training at the Community Cycling Center in Portland, Ore. (Photo by Cristina Mihaescu)



The Community Cycling Center partnered with Hacienda CDC to bring refurbished bicycles, new helmets and bike safety education to resident children. (Photo by Joel Schneier.)

# GETTING & LEVERAGING

## FIVE LESSONS FROM DELAWARE

By Darren Flusche

Delaware is a tiny state with less than 1 million people, but there have been some big victories for biking and walking there during the past year. While each state has its own set of challenges and opportunities, there are some important lessons learned by Bike Delaware that can provide insight and guidance for advocates across the country.

### LESSON 1 Don't make lazy assumptions about state government.

**Find out for yourself.** In August and September of 2010, Bike Delaware conducted a survey of all the candidates running for election to the Delaware General Assembly to gauge support for walking and bicycling. Nearly half the candidates running responded to the survey and the results showed widespread support for dedicated and strategic investment in walking and bicycling.

**LESSON 2 Focus on elected officials.** Armed with the encouraging results of the candidate survey, Bike Delaware created a draft bill that would dedicate funds for bicycling infrastructure in late 2010 and began looking for allies. Seeing the results of Bike Delaware's candidate survey, a major public health organization — Nemours Health and Prevention Services — expressed interest in the draft legislation and offered to partner in finding sponsors.

**LESSON 3 Be flexible!** Nemours brought new relationships, tremendous depth of governmental expertise and enormous credibility when it came to the critical public health importance of walking and bicycling for controlling weight and decreasing the epidemic of chronic diseases associated with obesity. Bike Delaware and Nemours had an interesting early 2011, and their original bill ran into opposition. While the bill had to be scrapped, the two groups also made new allies and showed flexibility in regrouping around a new resolution.

### LESSON 4 Focus on strategic investments in bikeway networks.

The new resolution called on the state to invest strategically in walkway and bikeway networks and to find new sources of money. In addition, the legislation specifically called on the state Department of Transportation to identify sources of funding beyond just Transportation Enhancements for

these investments. To serve Delaware's primarily suburban population, it also specifically directed the DOT to build "multi-use paths for pedestrian and bicycle user travel within and between cities and towns in Delaware."

With critical leadership from an "bikepartisan" legislator in the Delaware Senate — Senator Robert Venables — "Walkable, Bikeable Delaware" passed in May of 2011. Just a few weeks later, the state's bike-friendly Governor, Jack Markell, seized the political opportunity presented by Walkable, Bikeable Delaware to propose an unprecedented \$5 million for state bike routes.

Too often, bicycling advocates spend too much time talking to bureaucrats. Bureaucrats are important. They are the ones who actually get things done. But they don't — they can't — make the big funding decisions. That is the privilege — jealously guarded — of politicians. That's how democracy works. So advocates in other states should remember Bike Delaware's Lesson #2.

### LESSON 5 Think beyond Transportation Enhancements and tap into other federal funding programs.

**more info** Read more from Bike Delaware and other organizations in the new Advocacy Advance Report: *Improving the Process: How Statewide Organizations Are Winning Federal Dollars for Bicycle and Pedestrian Projects*. Find the report and others like it at [www.AdvocacyAdvance.org/resources](http://www.AdvocacyAdvance.org/resources).





# PUBLIC FUNDS:



So far, all of this has to do with state funding. But Bike Delaware realized they could maximize the new funding by using it as a match for federal dollars. The only problem: That investment was unprecedented in the state. Delaware had never used one of the most promising sources, the Congestion Mitigation and Air Quality (CMAQ) improvement program for a bicycling project. Bike Delaware proposed programming \$480,000 in CMAQ funds for the final phase of the Wilmington/New Castle Industrial Track, a six-mile greenway connecting the cities of Wilmington and New Castle. In past years, the required local match would not have been available. This year, however, the state official who had been given authority over the state bike route money enthusiastically agreed to put up the required local match \$120,000. With this local match available, the Wilmington-area MPO agreed to program the federal match-

ing funds. Voila! Delaware's first-ever CMAQ-funded bicycle project!

Since then the state has kept the momentum. In October, Governor Markell announced his proposed First State Trails and Pathways Plan. In his January 2012 State of the State speech, Governor Markell said: "I am proposing that we dedicate \$13 million to build miles of new and enhanced trails throughout our state for every Delawarean to enjoy. Building on the strong foundation of existing trails and greenways already in place, we can make Delaware one of the most walkable and bikeable states in America."

Delaware's story shows the importance of relationships with elected officials, partnerships with health groups, knowledge of both state and federal funding processes, perseverance and thinking big. Bike Delaware and their partners are setting a great example of propelling bicycling at the state level. ■■■

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

## BOARD OF DIRECTORS

Diane Albert, [dianealbert@bikeleague.org](mailto:dianealbert@bikeleague.org)  
 Harry Brull, Secretary, [harrybrull@bikeleague.org](mailto:harrybrull@bikeleague.org)  
 Gary Brustin, [garybrustin@bikeleague.org](mailto:garybrustin@bikeleague.org)  
 Steve Durrant, [stevedurrant@bikeleague.org](mailto:stevedurrant@bikeleague.org)  
 Jennifer Grey Fox, [jennifergreyfox@bikeleague.org](mailto:jennifergreyfox@bikeleague.org)  
 Alison Hill Graves, [allisonhillgraves@bikeleague.org](mailto:allisonhillgraves@bikeleague.org)  
 David Madson, [davidmadson@bikeleague.org](mailto:davidmadson@bikeleague.org)  
 Matt Moore, [mmoore@qbp.org](mailto:mmoore@qbp.org)  
 Mike Nix, [mikenix@bikeleague.org](mailto:mikenix@bikeleague.org)  
 John Siemiakoski, [johnsiemiakoski@bikeleague.org](mailto:johnsiemiakoski@bikeleague.org)  
 Gail Spann, [gailspann@bikeleague.org](mailto:gailspann@bikeleague.org)  
 Eric Swanson, [ericswanson@bikeleague.org](mailto:ericswanson@bikeleague.org), Treasurer  
 Hans van Naerssen, Chair, [hansvanaerssen@bikeleague.org](mailto:hansvanaerssen@bikeleague.org)  
 Corinne Winter, [corinne@bikesiliconvalley.org](mailto:corinne@bikesiliconvalley.org)  
 Tim Young, Vice-chair, [timyoung@bikeleague.org](mailto:timyoung@bikeleague.org)  
 Phyllis Harmon, Director Emeritus, [phyllis5377@cs.com](mailto:phyllis5377@cs.com)

## STAFF

Andy Clarke - President  
 Alison Dewey - BFA Program Specialist  
 Walter Finch - Vice President, Advocacy  
 Darren Flusche - Policy Director  
 Lorna Green - Director of Operations  
 Bill Nesper - Vice President, Programs  
 Elizabeth Kiker - Executive Vice President  
 Katie Omberg - Membership and Events Associate  
 Alissa Simcox - Education Director  
 Carolyn Szczepanski - Communications Director  
 Sharon Thorne - Administrative Assistant  
 Matt Wempe - State and Local Advocacy Coordinator  
 Scott Williams - Membership Director  
 Nicole Wynands - BFA Program Specialist

## AMERICAN BICYCLIST MAGAZINE

Editor: Carolyn Szczepanski  
 Art Director: Studio D Design  
 Editor Emeritus: Phyllis W. Harmon

*American Bicyclist* magazine (ISSN 0747-0371) is published six times yearly by the League of American Bicyclists, Inc. ©2011 League of American Bicyclists. Reproduction in whole or in part without permission is prohibited. Article queries should be addressed to [meghan@bikeleague.org](mailto:meghan@bikeleague.org). Your submission of manuscripts, photographs, or artwork, is your warranty that the material in no way infringes on the rights of others and that the material may be published without additional approval. Opinions expressed by writers are their own and do not necessarily reflect the policies of the League.



## the fittest couple on the planet

By Carolyn Szczepanski

Greg and Laura Bennett are often called “the fittest couple on the planet” and they’ve certainly earned the distinction. Succeeding as a professional triathlete — mastering long-distance running, swimming and biking — demands intense stamina and dedication. And, between the two of them, the Bennetts have taken just about every major triathlon title, from California to Tokyo.

Hailing from Australia, Greg has won six World Cup titles, a pair of U.S. Championships, and a fourth place finish at the 2004 Olympic Games — to name a few. A Florida native, Laura took the 2010 U.S. Championship, a fourth place finish at the 2008 Olympic Games and medals in four World Championships. But even after more than two decades of competition, the Bennetts are still competing with the world’s best.

Lucky for League members, Greg took some time away from the saddle to chat with us about beautiful rides, intense training regimes and whether he considers himself a bicycle advocate (yes!).

### What’s your most memorable moment on a bike?

Being a professional triathlete for the past 21 years I’ve been fortunate to ride in some of the world’s most beautiful landscapes. I’ve loved riding the Alps of France and Switzerland, and the French Pyrenees. Boulder, Colo., is our home now and we’re so fortunate with the amazing rides right outside our back door: great climbs that follow the fast moving creeks up to more than 10,000 feet. I love the big climbs around the world and I love riding along the Australian coastline, checking out the amazing surf spots.

### What’s your daily routine? Do you and Laura train together?

Most days we’re up between 4 and 5 a.m. We start with an hour of coffee, e-mail and stretching. Then, we’re usually training from 6 to 11 a.m. Three or four times each week, we get a massage in the early afternoon and will usually do another one to two hours of training later in the day. We eat dinner at 6 p.m. and are in bed between 7:30 and 9 p.m.

We design a yearly schedule that has both of us peaking and resting at similar times. Our weekly routines are also very similar. We train together probably 80 percent of the time. If nothing else, we always warm up and cool down together.

This past summer in Noosa, Australia we enjoyed more long rides that allowed us to explore much further than the past 12 years here. It’s been great riding up to 120 miles and actually seeing new landscapes and great little towns.

### You frequently train on the roads; do you consider yourself a bicycle advocate?

I hadn’t really thought of myself as an advocate until now. I guess I am. I am all for drivers learning more patience and for people enjoying the great activity of cycling.

### Do you think triathlons/racing are a gateway to people using their bicycles for day-to-day travel and transportation?

Triathlon requires a lot of time management. It’s not easy to get all the training in for all three sports. Using the bike as transportation is an easy way to get the miles in without overthinking it.

### What motivates you to keep training, keep racing?

I love to test myself. When I go 110 percent with no fear of failure; when I go way beyond where I’ve been before; that’s when I feel like I’m truly living. The sport of triathlon is an amazing tool for experiencing life and going beyond where I thought my limits were. |||



9.13.12



NATIONAL  
WOMEN'S  
BICYCLING SUMMIT

SAVE THE DATE  
SEPTEMBER 13, 2012  
LONG BEACH, CALIF.

*League of  
American  
Bicyclists*





# SERVING YOUR PASSION FOR 30 YEARS



**PERFORMANCE<sup>®</sup>**  
**BICYCLE**

PerformanceBike.com | Stores Nationwide | 800-727-2453

**LET'S JOIN FORCES TO SUPPORT  
CYCLING IN OUR COMMUNITIES.**

Does your club need a place to hold its meetings?  
Need a secure meet-up spot for group rides?  
Contact our Community Relations Manager to explore  
how we can work together on behalf of cycling.

[COMMUNITY@PERFORMANCEBIKE.COM](mailto:COMMUNITY@PERFORMANCEBIKE.COM)