

AMERICAN bicyclist

Sept-Oct 2010
www.bikeleague.org

League of American Bicyclists

Working for a Bicycle-Friendly America

RIDE_{OF} PASSAGE

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BICYCLE FRIENDLY
UNIVERSITIES

Acting on a Simple Solution



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cover photo courtesy of Matt Biers-Ariel



& Wishes & Wands

I got to fulfill a lifelong dream in July — five days of riding in the Pyrenees, culminating in a fantastic climb up the legendary Col de Tourmalet. Spectacular scenery, great roads, considerate drivers, and the organizing talents of Trek Travel made for a truly memorable experience.

I was brought straight back down to earth upon my return by the mail. Two messages in particular caught my attention. The first came from Bob Boyce; you can read it in the Inbox on page 4 of this issue. Boyce believes that I am unfit to lead this organization because I like bike lanes and trails and think they have a place in our communities.

At the other end of the spectrum, a young woman from Blacksburg, Va., wrote a long letter (yes, an actual letter!) explaining why she believes “that for the safety of both bicyclists and motorists alike, bicyclists should be banned from, or avoid, any road that is hazardous,” and she had a long list of area roads she and her fiancé would put in that category.

I figure as long as we keep the League firmly between these two extremes and continue to focus on our mission — to serve all cyclists, even those that want to cycle but currently don’t feel safe or comfortable — we’ll be doing our jobs. I believe we have a good balance in our programs; and based on our member surveys, the overwhelming majority of you agree. We offer a strong education program teaching responsible, respectful riding techniques; we enable effective advocacy for better conditions in our states, communities, and businesses; we speak up for cyclists ever-more powerfully each year through the National Bike Summit; and our network of 750 affiliated local clubs and advocacy organizations provide a dazzling array of events and opportunities to ride.

Now, if I could wave a magic wand and change one thing, my inspiration would come from the roadways of southern France. Several riders on my Pyrenean adventure were initially nervous, saying they



wouldn’t be comfortable riding on the same kind of roads in the United States — rural and small-town mountain roads with few shoulders or bike facilities. By the end of the first day, that anxiety was largely gone as they encountered competent, respectful drivers on well-maintained roads with information and services along the way that made cyclists welcome.

Changing U.S. culture to the point where cyclists are welcome participants in traffic won’t come by banning cyclists or by squabbling internally about bike lanes, and I don’t have a magic wand. That means we’ve got our work cut out to make our programs even more effective, and we appreciate your support in making that possible. |||

Andy Clarke
President

2020: A Long-term Vision for the League

In October 2010 League Board and staff will start a longer term visioning and planning process. We will be drafting 10-year measurable outcomes in support of our mission and the priority areas of advocacy and rights to the road, education, and promotion.

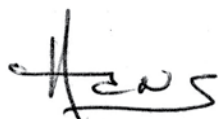
What are your thoughts?

What are the top three or four things you feel the League should have accomplished 10 years from now? How will we measure success?

Let us know your top three or four goals by visiting www.bikeleague.org and sharing your thoughts.

Once we have drafted a measurable 10-year vision, there will be several reviews. Teams will ensure it is achievable while setting shorter-term goals. Stakeholders will be invited to give us their thoughts. We will share it with you to get your opinion and suggestions.

Why are we doing this? The 10-year vision will give us direction for the next decade. It will determine how much, where and how to allocate our scarce resources. It will help us prepare for and shape the decade ahead. |||



Hans van Naerssen
Board Chair



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Tell Us ...

Why do you belong to the League?

In addition to our regular letters to the editor, we also want to know how you feel about specific topics. We'll post a question in every new In Box. Share your answer by mail or e-mail. Please include your name and address and title your letter "In Box Q." Send answers to communications@bikeleague.org. We may edit letters for length and clarity.

TWEETED



Reading Villarai-gosa's bike summit report, and thinking how he uses the web, makes me think he might become the Ray LaHood of mayors.

BikePortland, August 18

Bike Lanes

Andy Clarke in his "Viewpoint" in the May-June issue, focused, as he typically does, on "bicycle facilities" — bike lanes, paths, trails — as if cycling cannot be done without these. He proudly proclaimed "Pennsylvania Avenue *has* bike lanes. We've arrived." I found his piece enormously disturbing.

Pennsylvania Avenue, like every other street in America, has always had bike lanes. They just happen to be shared with motor vehicles, and are, in most cases, safer than those where cyclists are restricted to a small part of the roadway or prohibited from the roadway at all. Andy's failure to understand or recognize this simple fact leads him to promote policies that are harmful to competent cyclists — the League's core member-

ship. Someone with a mindset like this should not be running America's leading cycling organization.

- Robert Boyce, Lincoln, Neb.

Editors Note:

Please read Andy Clarke's response to this letter in his Viewpoint on page 2.

Bicycle Friendly States Reaffirmed

We recently returned from eight weeks of traveling by train and bike. As we sifted through the stack of mail and cycling magazines awaiting us at home, I noted that the League's top five Bicycle Friendly States are Washington, Wisconsin, Maine, Minnesota and Oregon. We had just visited all five and did indeed find them bicycle-friendly. We were happy to have spent cycling time and tourist dollars in all five.

- Cynthia Snow

FACEBOOK MESSAGE



In response to the Bike League's Blog "Protect Vital Bicycle Funding – Demand Proportionality in Rescissions!" What was John McCain thinking with his amendment? The amount of money "saved" with this amendment is tiny — and its impact on bicyclists who also use airplanes will be huge.

Ben Lyman, August 18

FACEBOOK MESSAGE



In response to the Bike League's Blog "A Boom in Bicycle-Friendly" I'd love to see the twin cities here get on the stick and consider more bicycle-friendly road options!

Ralph Muccilli, July 20

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 800, Washington, D.C. 20006. Comment on [facebook.com/leagueamericanbicyclists](https://www.facebook.com/leagueamericanbicyclists) or twitter.com/bikeleague. Letters may be edited for style and length.



American Bicyclist Made My Day

I more than enjoyed Ben Sollee's article "Beautiful Limitations" in *American Bicyclist* (July-August page 12). What a breath of fresh air! I didn't know there were any people left in the world like him and his friends. The article made my day.
- Dave Coolidge, Berkeley, Calif.
Life Member #2054238

Right On Rumbles

Your article "Ready to Rumble" is so spot on. Riding the Trans-Am trail for 4,300 miles last year, I really got to hate rumble strips. Even now I do not understand how a tricycle or a two-wheel trailer can get away from them. However, riding in Texas hill country, I noticed that some of their rumble strips were made within the white painted shoulder line, and the line thickened about every two feet

to create the same effect as gouges in the pavement. For a bicycle rider, this was usable.

- Frank Schipper, Santa Barbara, Calif.

A Bright Plan for the Future

I just finished reading the new *American Bicyclist* and am moved to say how impressed I am with the comprehensiveness of the League's plan illuminated in "The League In 2010 and Beyond" (July-August page 16). I am happy to see that protecting rights and a legal defense fund are in the works. When people advocate not just for what would benefit cyclists now, but also for the role of the bicycle 20 to 40 years from now, everything changes. The League's plan has that kind of vision behind it.
- Chris Quint, Long Beach, Calif.

Tweets are Not Neat

We find that *American Bicyclist's* new look is more of a distraction than an enticement for reading your articles. People who are into tweeting and Facebook will use technology to get their information. We're not interested in reading articles with tweets and excerpts from Facebook.

- Marilyn & Bill Weedon



Bikesharing stations are popping up all over the country. Capital Bikeshare, coming soon to the Washington DC metro area, puts 1,100 bikes at your fingertips. Pick up a bike at one of the stations, use it, and then return it to a station near your destination.

FACEBOOK MESSAGE

In response to the Bike League's Blog "Bike Sharing 2.0" If there is a plot to take over America by using bicycles, where do I sign-up?
Crisologo Chuck Gregorio, August 13

FACEBOOK MESSAGE

In response to the Bike League's Blog "L.A. Mayor Leads Bicycling Effort after Bike Accident" This is surprising, amazing, and could be the start of something big!
Dobrila Stancevic, August 16

FACEBOOK MESSAGE

In response to the Bike League's Blog "Cyched to Cycle in San Antonio" Share the Road, indeed. Make sure you keep that message front and center, please.
Richard Wharton, July 21



Looking for a Way to Help the League?

The League is a beneficiary of the 2010 El Tour de Tucson ride. Sign up online to ride for the League, and raise money for our new Cyclist Legal Defense Fund. Find out more about riding for the League and the El Tour de Tucson at bikeleague.org.

staffsnapshot

Katie Omberg, Membership and Events Assistant

My first bike memory is of me trying to sit on my dad's bike and pedal around the basement, which didn't work out too well. After that, I stuck with my tricycle, complete with big bird bell, until I was big enough for a bike. My adolescence was filled with bike adventures and misadventures, like biking on a path and falling chin-first into the asphalt, but I learned to ride despite the embarrassment.

Looking back, I wish I had biked to school and used my bicycle while I attended Mount Holyoke College in South Hadley, Mass. Now, though, I use my bike to get around. I am a native to D.C. and know the lay of the land pretty well. I bike to work; I bike to Eastern Market, to the gym and everywhere in between. I love having little spurts of exercise built into my day! It is a real no-brainer in terms of exercise, money and the environment. It takes me less time to get to work in the morning than on a bus or metro, and I come in ready to go. My favorite thing about bicycling is passing by drivers stuck in traffic and feeling the burn. So much better than the sore butt from sitting in a car all morning!

As a bike commuter, I wanted to get more involved with bicycling. Since working at the League, I now think about bikes more often: checking out other people's bikes, silently judging people who are not biking safely, etc. It's also been pretty inspiring to see how far other people in the office bike in to work each day. It makes my 2.5-mile commute seem like nothing, but it does make it easier to say to myself, "Yeah, wherever I'm going may be four miles away, but that's not **too** far."



What has the League done for you lately?

The League helped lead a national effort to have the Federal Highway Administration (FHWA) re-issue their own rumble strips policies. The initiative was in response to a push by state transportation agencies around the country this past summer to rumble strip state highways as a matter of course and without regard to accepted national and state policies. Through our online advocacy center, more than 1,200 member and advocate e-mails were generated to all 50 state transportation agencies reminding them where and how rumble strips are to be implemented on roadway shoulders. Visit our Advocacy Center at www.bikeleague.org for more info.

2010 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.

To find out more about League Corporate Membership and its benefits contact Scott Williams at scott@bikeleague.org for further information.



CHANGE
THE
WORLD



1 WORLD
2 WHEELS
A TREK COMMITMENT



▼ OVERHEARD

“I’m going to propose this week that we use the League’s evaluation of Florida as a Bicycle Friendly State as the basis for developing a plan for improving our overall performance related to cyclists and pedestrians. It’s the only in-depth evaluation by an advocacy organization where we were actively engaged to document and review our performance.”

- Mary Anne Koos, Roadway Design, Florida DOT

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Ride The East

Aug. 14 - Sept. 8, 2010
1,675 miles • Maine to Florida

Ride The West

Sept. 4 - Sept. 27, 2010
1,390 miles • OR to CA

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Oct. 3 - Oct. 8, 2010
225 miles • Foliage Tour of Maine

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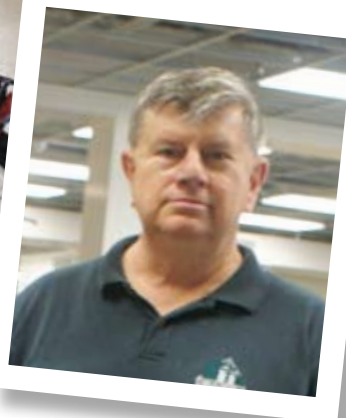
*Easy tours for casual riders and
challenging tours for avid riders.*

BIKEBETTER!

Congratulations to Erik Hougland of Orlando, Fla. He is the lucky winner in the League sponsored Bike Better Contest and is now the proud owner of a new Trek Allant commuter bicycle. The summer contest was held in an effort to create more awareness for our cause and for bicycling. The League makes bicycling better for all through advocacy and education, and now we made bicycling better for Hougland. Enjoy the ride!



Erik Hougland is now the proud owner of a new Trek Allant commuter bicycle.



Thanks to Trek Bikes for providing the Allant bicycle.



TREK

CLUB LEADERSHIP WEBINARS

The League is piloting free Club Leadership webinars this fall to offer training to a broader audience. The next webinar will cover budgeting and will be November 3 at 8 p.m. Ron Puett of the Kansas City Bicycle Club will lead the discussion. We will cover cash flow, preparing financial information records for your board, money management, and planning and paying for big expenditures. Money is important for a club — especially managing it. For more information, visit the Club Corner on bikeleague.org, or e-mail membership@bikeleague.org.

Thank you to SRAM for sponsoring the League's Club Webinars.



Giving...

Thanks to the following people who have contributed at least \$100 to the League in June-July 2010. These contributions are above and beyond any dues payments.

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National Bike Summit



Acting on a Simple Solution

THE LEAGUE IS EMBARKING ON the second decade of the National Bike Summit, and more people are bicycling than ever. Yet, half of all trips in the United States are three miles or less, and more than 90 percent are **still** made by car. The National Bike Summit has improved bicycle-friendliness and livability of many communities, but the need and opportunity to improve physical activity, safety and livability in the U.S., while reducing congestion, greenhouse gas emissions and our dependence on oil — remains greater today than a decade ago.

These issues seem difficult to solve but the answer is simple: **the answer is the bicycle.**

Now is the time to act on the momentum we created in the last decade of Bike Summits. Now is the time to ask Congress to make strategic transportation investments that foster healthy people and healthy communities. Together we can promote new bold ideas for transportation reform. Act on a simple solution and join us this March 8-11 in Washington, D.C.

Invest in the Future of Bicycling: Sponsor Today

Consider sponsoring the National Bike Summit. Your organization will be making a significant contribution to the overall success of the 2011 National Bike Summit and will receive maximum exposure

to national leaders in the bicycling movement. Please contact Walter Finch at walter@bikeleague.org or visit bikeleague.org for further sponsorship details. |||







BRINGING BICYCLING INTO THE MIX: THE NEW AAA

AAA is more than an automobile club. The organization has worked to improve the safety and mobility of its members – now 51 million strong – and the general public since its inception in 1902.

THE LEAGUE INTERVIEWED Rhonda L. Markos, Traffic Safety Specialist, Traffic Safety Programs at the AAA headquarters in Washington, D.C. to learn how AAA is working to protect cyclists. Markos is responsible for supporting AAA's efforts related to school-based traffic safety programs, pedestrian safety and senior mobility. As a traffic safety professional, she has extensive knowledge in the areas of bicycle and pedestrian safety, child passenger safety (CPS) and senior driver safety. Markos is a certified child passenger safety technician and is currently working towards obtaining certification as a CarFit instructor.



Rhonda L. Markos,
Traffic Safety
Specialist, AAA

Q&A with AAA:

AB: If you could share some key things AAA is doing for the cyclists, what would they be?

AAA: It may surprise your readers that AAA has a history of advocating for the safety of all road users — including bicyclists and pedestrians. We support the installation and maintenance of adequate sidewalks and areas on roads that are frequently traveled by pedestrians and bicyclists. We continue to meet with policymakers to advocate for a national transportation bill that will result in safer roadway infrastructure for all road users.

AB: What is AAA doing to promote bike safety nationally and locally?

AAA: Historically, AAA's involvement in bicycle safety has targeted predominantly school-aged children. As the popularity of cycling increases with traffic on our roadways, AAA clubs acknowledged a need to educate motorists and cyclists about sharing the road. We hope to sustain our momentum through partnerships
CONTINUED ON PAGE 14



Diana Dias (top) and John Paul (bottom) of AAA Southern New England help kids during the AAA/Patriots Bike Rodeo Day.



"AAA teaches children that their bicycle is their first vehicle."

BIKE SAFETY NATIONWIDE

Bike safety outreach programs are popular at more than half of AAA's 51 clubs. Following are examples of AAA clubs' unique and innovative bike safety programs.

AAA Miami Valley

AB: What encouraged the AAA Miami Valley club to host bike rodeos?

AAA: AAA Miami Valley along with S.A.F.E., initiated bike rodeos due to the educational components ongoing in the community and the advancement of bike trails in the region. The effort increased their safety mission and reassured the public that there is an ongoing commitment to the community and children's safety.

AB: Tell me about AAA Miami Valley's bike rodeo kits.

AAA: AAA distributes kits to Police departments, community organizations and groups, schools and churches. The numbers fluctuate between 25 to 50 bike rodeos annually. Local police departments found so much value in the kits that they created their own copies. The club recently hosted a bike rodeo in conjunction with the Centerville Police Department in May with more than 120 participants.

AB: Tell me more about the children's hospital and Safe Kids group helmet fittings.

AAA: The Children's Medical Center of Dayton, along with the Junior League, funded bike helmets giveaways. They are available to

police/fire departments, civic groups, boy/girl scouts, etc. free of charge. They must have an educational component on brain injury prevention, photos from the event and a follow-up survey to participants.

AB: AAA Miami Valley is part of the Regional Planning Committee on bike paths and markings. How have they improved conditions?

AAA: The club participates with Fed Ex and Safe Kids of Greater Dayton on their Walk this Way program. Children's Medical Center of Dayton offered a matching grant to schools involved with the program. Through policy and regional/local initiatives, there has been an increase in signage and markings on roads. This was made possible through a strong presence at the Miami Valley Regional Planning Commission (MVRPC) meetings. Both AAA Miami Valley and S.A.F.E. have representatives on MVRPC committees for regional bike ways, Safe Routes to School and Complete Streets.

AAA Southern New England (Massachusetts and Rhode Island)

AB: AAA Southern New England (SNE) supports youth programs?

AAA: AAA SNE's programs are offered to third through eighth

grades. They incorporate information on types of bikes, fit, and proper clothing. Discussions focus on places for safe riding, sharing the road, hand signals and tips for riding. Whenever possible, the club uses real examples in the city. Students are encouraged to bring their helmet, and the club provides fittings.

AB: How has partnering with organizations helped to spread the bike safety message?

AAA: Almost every school presentation in 2008-2009 was offered as a partnership between AAA SNE, the US Open Cycling Foundation, and East Bay Bike Path Association. The club also helped fund tents along bike paths in Rhode Island to distribute water, first-aid and air pumps. Safe Routes Rhode Island partners with SNE AAA to provide helmets for low-income, high risk students.

AB: Tell me about the AAA SNE's Boy Scout Traffic Safety Merit Badge.

AAA: The Traffic Safety Merit badge is a national program typically offered by local police departments. The club uses the scouts' personal traffic safety stories to keep current on trends among boys of this age group, both modeling safe behavior and understanding unsafe practices for teachable moments.

AB: How does this club hold 25 bike safety programs per year reaching more than 6,000 youth?

AAA: Our club practitioners are some of the most passionate people

I know — they often give up their weekends to attend bike rodeos or spend evening hours attending community meetings to make roads safer for everyone. AAA SNE sends out letters to every elementary school in the state and receives a tremendous response to their free cycling programs.

AB: Tell me about the 13-day bike safety rodeo at Patriots Training Camp, educating more than 1,500 children and teens.

AAA: The club approached the Patriots marketing department and asked to be included in the Patriots Fan Zone. The Pats gave the club space to create an educational tent complete with bike safety coloring books, videos, bike safety story time, a helmet fitting station and a bike fit post. The club incorporated UMASS Medical's Mobile Safety Street which is a high-tech interactive traffic and home safety educational program ... very hands-on!

AAA Oregon/Idaho

AB: Has their bicycle roadside assistance program been successful?

AAA: The launch of the roadside assistance for bicycles at AAA Oregon/Idaho has generated interest from other AAA clubs. Most of the bicyclists who call for service have experienced tire problems; and in most

AAA Oregon/Idaho also sponsors a number of bicycle events in their area, including Cycle Oregon.

cases, the service provider takes the bicycle and rider to a destination they choose within 25 miles of their breakdown. The club met with the Bicycle Transportation Alliance to develop the service.

AAA East Central

AB: How is AAA East Central using a variety of initiatives to promote bicycle safety?

AAA: The Helmet Smart Campaign is a popular summer promotion that rewards children for wearing helmets and exercising positive cycling habits. The club formed partnerships with police departments that award customized safety citations to safe riders. The bicyclists take their citation certificates to local businesses to redeem for prizes. The recipient is also entered into a monthly drawing for a bicycle.

AAA safety advisors network with local law enforcement, safety professionals and community members to construct safety courses, and safety rodeos have been extremely popular this region.

Students receive prizes for safely maneuvering their bicycle through the course. Helmets are fitted correctly and/or replaced with a new helmet, compliments of AAA Insurance. A partnership with Cleveland Metroparks offers an adult bicycle clinic for returning cyclists. Many of us forget hand signals, how to interact with traffic and share the road. I've taken one myself and was surprised by what I didn't know or remember. The League's Traffic Skills 101 and Traffic Skills 201 are excellent and can assist adult riders in developing their skills.





with organizations like the National Highway Traffic Safety Administration (NHTSA). In 2009, AAA partnered with NHTSA to promote Share the Road nationally. AAA also distributes bike safety information at community events and at traffic safety conferences, like the Lifesavers conference.

Also, AAA's National Office started a bike racing team last year. They serve as bike safety ambassadors for AAA and have raised thousands of dollars for the National Bike MS event. Several folks in our office – including myself – travel to local schools to teach bike safety lessons, to distribute free helmets and to teach riders how to properly fit their helmets.

AB: Half of the AAA's clubs are active in some form of bike safety/educa-

tion. What bike events are typically supported?

AAA: Involvement varies from club to club. Many are active in bike rodeos, helmet fittings and community outreach – frequently partnering with law enforcement, safety professionals, hospitals and government officials. Some clubs participate in community bike planning sessions to ensure safe roads and paths are available.

AB: What do you do at the beginning children's level, and how do you ensure they will remain safe and smart bicyclists and/or motorists?

AAA: AAA teaches children that their bicycle is their first vehicle. It gives them a sense of pride and ownership and helps instill a sense of responsibility. We talk to children about bike maintenance, the rules

of the road and helmet safety. AAA's education efforts also target parents, neighbors and motorists in the community to remind them to yield to cyclists and pedestrians, drive with caution and take all necessary precautions. Parents play an important role in teaching children bicycle safety, so we encourage them to get involved and set good examples.

AB: Do you have a share the road campaign?

AAA: We've always incorporate a share the road message into our bike safety outreach, and the message has become a primary focus. During National Bike Month and throughout the year, we promote sharing the road through community events and driver training classes. We also get the word out via club publications and social media.

AB: What programming do you have in place to promote year-round bike safety?

AAA: AAA promotes bike safety on a year-round basis because the message aligns with many of our school based programs – such as the AAA School Safety Patrol™ program and our annual School's Open – Drive Carefully campaign. Driver distraction is receiving a lot of attention, so we also remind motorists that their vehicle is meant for driving, not multi-tasking. Our goal, much like the League's goal, is to keep all road users safe and help prevent senseless tragedies.

AB: How do you reach beyond your members to educate all road-users and potential and current drivers to share the road safely?

AAA: Even though AAA is more than a century old, we're always look-

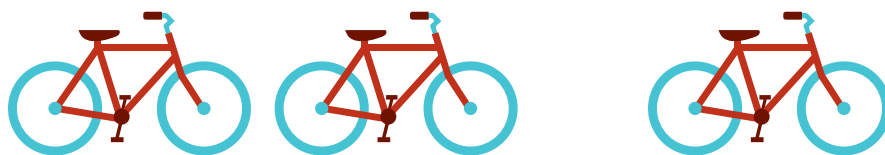
ing for new ways to reach audiences beyond our members. Recent efforts include outreach through Facebook and Twitter, as well as working with partners in the safety community. Recently, we teamed up with NHTSA to distribute more than 1,000 copies of a four-part video series on bike safety.

AB: How does AAA plan for bicycling, especially since bike mode-share rates are increasing nationwide?

AAA: AAA clubs respond to the unique needs of their members, which will vary in different parts of the country. The public has become more concerned with health and fitness, the economic implications of owning and maintaining a vehicle, and the environment. AAA Oregon/

Idaho is a great example of how one club responded to the needs of its members. They launched a roadside assistance program for bicycles. It's a huge success, and members are pleased to see bike racks on our emergency road service vehicles. |||

For more information on AAA programs in your area, visit www.aaa.com.



"Our goal, much like the League's goal, is to keep all road users safe and help prevent senseless tragedies."



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Photo by Doug Highland

HOW BICYCLING ADVOCATES CAN HELP CRAFT COMPREHENSIVE CLIMATE ACTION PLANS

*By Darren Flusche
Policy Analyst, League of
American Bicyclists*



FOR YEARS, “THINK GLOBALLY, act locally” has been a mantra of the environmentally-minded. Perhaps no activity embodies this spirit better than bicycling. Bicycling is great for short trips and produces no carbon emissions. In fact, most trips in the United States are local — half of all trips are three miles or less and 40 percent are two miles or less. Nonetheless, currently 90 percent of these short trips are taken by car. The bicycle, which has long been associated with individualism, independence

and freedom, has become a symbol of local action for the globally-minded. Policy makers are now discovering that bicycling, if properly promoted and incorporated into planning, can also be a simple solution to complex problems. Increasingly, promoting bicycling is being embraced as an important tool to combat Greenhouse Gas (GHG) emissions.

While the world’s governments have been thinking about what to do about Climate Change, local governments, institutions and individuals

CLIMATE CHANGE & BICYCLING



have been forced to act. While global climate talks in Copenhagen, Denmark last December failed to produce results and federal legislation repeatedly stalls, states have taken their first steps to craft statewide climate policies, cities have seized the initiative to plan for the future and other entities, like colleges and universities, have joined the fight to reduce carbon emissions. Collectively, the strategic documents that guide these efforts are known as Climate Action Plans (CAPs).

CAPs put official objectives down on paper that advocates can use to keep governments accountable. When bicycling is included, they show that bicycling is officially part of the solution. “The emergence of Climate Action Planning represents a genuine opportunity for action on bicycling initiatives,” says Michael Boswell, a professor of City Planning at California Polytechnic State University and a bicycling advocate, “Climate planning is yet another place that we can get in the right message about bicycling.”

The advice from a host of experienced bicycling advocates, policy experts, student activists, and officials can be simplified and generalized into five broad points.

- **The process** – Know the public input process and offer your advice as an expert.
- **The people** – Know who is writing the plan, build relationships with the officials directing the process and get a friend on the inside.
- **The plan** – Contribute ideas, especially existing and well thought-out ones with quantifiable results.
- **The public** – Conduct outreach and build support for the plan.
- **The product** – Use the plan to make things happen; campaign for the transportation agency to integrate the plan into the operating culture.

Most of the action in climate planning has been at the local level,

where cities and universities are providing the leadership. As Professor Boswell explains, “The story of CAPs is that it’s been a bottom-up process.” Professor Stephen Wheeler, an expert in state and local Climate Action Plans writes, “In interviews, officials repeatedly lamented the lack of federal action on this topic but expressed the belief that in lieu of federal leadership it was imperative for states and cities to take action.” Because much of the serious climate planning is happening at the local level, and bicycling is often viewed as the domain of localities, there are good opportunities for bicycling advocates to get involved. Advocates who cut their teeth on local plans will be well-positioned to guide the direction of regional or state plans when the opportunity arises.

Learn more about climate action plans and read case studies of bicycling advocacy groups working to shape the plans at www.bikeleague.org/resources/reports. |||

RIDE OF PASSAGE

EACH SUMMER, A RELATIVELY SMALL number of intrepid bicyclists test their mettle as they traverse the United States. The 4,000-mile ride crosses deserts, plains and mountain ranges, with torrential rain, triple-digit heat, and 90 percent humidity thrown into the mix. It is not for the faint of heart. So why did my 13-year-old son attempt it? Yonah is an atheist and refused to have a Bar Mitzvah. His mother and I insisted he undergo an alternative rite of passage. In lieu of memorizing a dozen lines of Torah and dancing with his grandmother at the Bar Mitzvah party, Yonah pedaled a bicycle from the Golden Gate Bridge to Washington, D.C. with his parents and brother in tow.

A rite of passage is a physical and emotional challenge that moves the child to adulthood.

A rite of passage is a physical and emotional challenge that moves the child to adulthood. Riding 60 miles per day over a 10-week period with 20 pounds of gear strapped to one's bike will stress the body of an adult, so clearly it is pushing the boundaries of a young teen's capabilities. On the first training ride, Yonah lasted six miles along a flat road before calling for a rest that included a Clif Bar, a fruit leather, an entire water bottle and 15 minutes of recovery. At this pace, I calculated our arrival in D.C. to be sometime near the end of Obama's second administration. Yet Yonah grew stronger and by the time we hit the 14 percent grades of Utah, he left me behind. One day in Kansas, he not only rode a century, but did it with three broken spokes, as if riding on brakes lightly tapped.

By Matt Biers-Ariel

FROM HERE TO THERE In lieu of memorizing a dozen lines of Torah and dancing with his grandmother at the Bar Mitzvah party, 13-year-old Yonah pedaled a bicycle from the Golden Gate Bridge to Washington, D.C. with his parents and brother in tow. Here, Yonah and his father Matt dip their rear wheels in the Pacific Ocean at the start of the ride.

All photos provided by Matt Biers-Ariel



“Didn’t you notice anything?” I asked.

“Uh, no.”

Yonah began the trip as a child of tentative nature asking questions like, “How do I wash my socks?”, “How will I know when they’re clean?” and “Should I dry them in the sun?” Three weeks after the sock tutorial, I was having a meltdown at the end of a particularly rough day. The map which indicated the final 10 miles being downhill was wrong both on distance and topography. At this point, our roles reversed. Yonah, assuming the mantle of father, calmly assured the crabby, impatient boy (me) that everything was going to be all right, and we would soon arrive. We did.

The cross-country custom is to dip one’s rear tire in the ocean where the ride begins and front tire in the body of water where it ends. A boy dipped his rear tire in the Pacific Ocean; a young adult anointed the front tire in the Lincoln Memorial’s Reflecting Pool. The ride was truly a rite of passage. Yet, it was also a rite of passage for the entire family. While not a Club Med vacation or a retreat to a summer cabin on a lake, the ride was the strongest bonding our family has ever experienced (and compared to Club Med or a European adventure, the summer was cheap). Cycling through the mountainous west was sublime and made us realize our luck to live in America, while the Midwest’s humidity built character. If Solomon, Yonah’s younger brother, joins the army, this basic training conversation might take place:

“A hundred push-ups! 500 crunches! Run around the base! Twice! Go! What are you smirking at Private Solomon?”

“Sir! Comparing this to biking across eastern Missouri, Sir!”



A FRESH START
Pictured from left to right:
Yonah, Matt, Djina (she’s a
Bulgarian princess),
Solomon, Ken Giles.

Prior to the trip, the majority of friends and colleagues thought it delusional for a family with relatively young children to cycle across America. They were somewhat right.

Prior to the trip, the majority of friends and colleagues thought it delusional for a family with relatively young children to cycle across America. They were somewhat right. We knew it would be hard but knew it in the oh-it’ll-be-hard-but-we’ll-make-it sort of way. It was much more difficult than anything we imagined. Had we known, we would have tried something more manageable. Yet as the adage goes, “Whatever doesn’t

kill me makes me stronger,” and the trip strengthened the family.

Both a child and a family can mature through a rite of passage. What about a country? In terms of energy use, the United States is a wanton child. While Americans might not know the specific statistics, we are all clear that our country is the world’s carbon hog. Our nation needs an energy rite of passage in order to mature into a responsible energy user.



BLOWN AWAY Kansas winds nearly *blew* the Biers-Ariels to Nebraska.

What might a national energy rite of passage look like? Observations from the ride might be useful. First of all, Americans understand the necessity of global warming and are prepared to do something about it. We brought along a petition on global warming, and with the exception of a handful of troglodytes, everyone enthusiastically signed. The will to go

While Americans might not know the specific statistics, we are all clear that our country is the world's carbon hog. Our nation needs an energy rite of passage in order to mature into a responsible energy user.



The carbon footprint of the average American is 20 tons, as opposed to the **4 ton** average for the rest of the world (U.S. included) source: www.sciencedaily.com



TOP OF THE WORLD
Monarch Pass,
elevation 11,312 feet

through an energy rite of passage is there.

Crossing America revealed many potential sources to a non-carbon future. The Great Basin with its thousands of square miles and 362 days of yearly sunshine could become the Saudi Arabia of solar power. The Midwest, whose winds forced us to ride downhill in our lowest gears, could be the Iraq of wind energy. Conservation may have the potential to deliver more kilowatts than solar and wind combined. The amount of energy to power the American air-conditioners that keep people wearing down jackets and heavy sweaters during the sweltering American summer is probably equal to the amount of oil imported from a certain Middle-East country that a few years back needed a regime change.

Finally, our national energy rite of passage needs the bicycle. This is not news to anyone reading *American Bicyclist*. It's preaching to the choir.

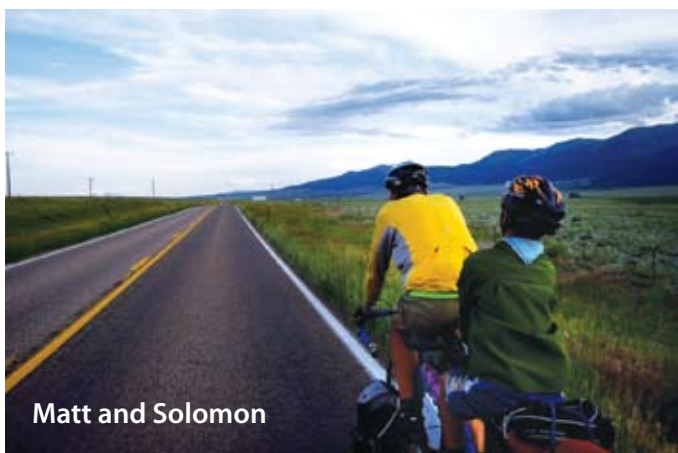
However, day after day as we cycled, people marveled at this ordinary family propelling themselves across the country under pedal power. They were often dumbstruck but more than that, they viewed us as models to emulate. People who followed our blog began using bicycles for transportation. One of the premier bird watchers of Northern California decided to bird-watch by bicycle for an entire year. Families who drove

their children to school for fear that riding was too hard and dangerous, commanded their kids to get on their bikes. As we all know, the more cyclists on the road, the more new cyclists will join them. When a significant mass of people bicycle as their form of transportation, the national energy rite of passage will be on its way.

By biking America, we learned that ordinary people can accomplish

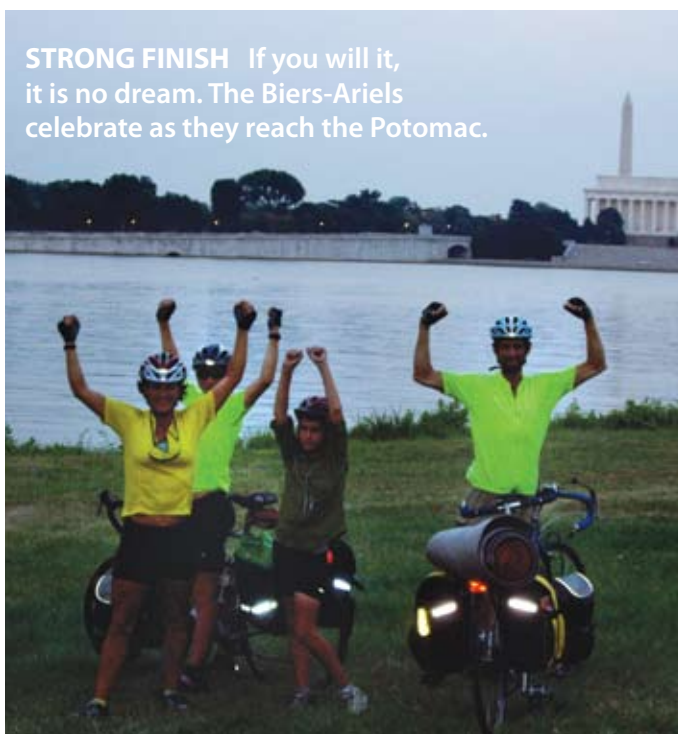


**Fixing a flat in the middle
of the Nevada desert**



Matt and Solomon

the extraordinary. By breaking the seemingly impossible into doable segments, we learned the great lesson – if you will it, it is no dream. With global climate change threatening the future of civilization and the natural world, our country and her citizenry need to dream big and accomplish the extraordinary. We need a national energy rite of passage. The bicycle will be a critical element if we are to mature into a non-carbon energy future. This is something even an atheist can enthusiastically support. |||



STRONG FINISH If you will it, it is no dream. The Biers-Ariels celebrate as they reach the Potomac.


Matt Biers-Ariel is an author and high school English teacher. He commutes 5,000 miles a year between Davis and Winters, Calif. where he teaches. The memoir from his trip, 99 Gallons of Gatorade is serialized on the blog, 99gallonsofgatorade.blogspot.com.

Day after day as we cycled, people marveled at this ordinary family propelling themselves across the country under pedal power. **They were often dumbstruck but more than that, they viewed us as models to emulate.**

available at
amazon.com

BIKING THROUGH THE 'HOODS

by Paul F. Pinsky



exploring 50 American cities by bicycle

From New York to Los Angeles, Chicago to San Antonio, inner city to penthouse row, pristine park to post-industrial wasteland, the author cycles the streets, and paths, of 50 of America's largest urban outposts.

www.bikingthroughthehoods.com City Scape Press

Bicycle Friendly Universities

The challenge to transform America through bicycling is being answered on college and university campuses.



By Carly Sieff, Bicycle Friendly America Program Assistant

THE STREETS IN MY neighborhood growing up didn't have sidewalks, let alone bike lanes. In hindsight, this strangely didn't seem to faze anyone, as it was typical for an auto-centric community that prized air conditioned buildings and parking lots. Arriving on my college campus for the first time was like an image of utopia – ubiquitous bike racks, students and faculty riding everywhere, and flyers abound for

rides and races. As the shock of bike lanes and organized rides wore off, I realized this should not be a utopia but a standard. This is how it was supposed to be.

My college campus became an environment I thrived in, seen not through the windows of a car, but my own human-powered vehicle. In an effort to spread this new joy to more students and make my college more bike friendly, I co-founded a bike

share program on campus that offers bikes to students and faculty to borrow. Working with the administration to launch this program revealed the natural fit bicycling was for reaching institutional sustainability, health and livability goals.

A college campus is an urban planner's dream — defined boundaries, high density population and prevalent green space. These defining characteristics make it an ideal

place for bicycling. Many colleges and universities have built upon these ideal conditions and embraced the enthusiasm for more bicycle-friendly campuses by incorporating bike share programs, bike co-ops, clubs, bicycling education classes and policies to promote bicycling as a preferred means of transportation. With the goal to build on this momentum and inspire more action to build healthy, sustainable and livable institutions of higher education, the League recently launched the Bicycle Friendly University program.

WHAT is the Bicycle Friendly University Program?

The Bicycle Friendly University program is a great way to promote a healthier, more sustainable, and livable campus community. The BFU program recognizes colleges and universities for promoting and providing a more bicycle-friendly campus for students and staff. It also provides a roadmap for improvement and a forum for institutions to share best practices to create great campuses for

"I applaud the League's vision for bicycle friendly designations for colleges and universities. The program will demonstrate the benefits of achieving aspirational levels of bicycle safety and infrastructure, while also providing campus communities with a roadmap to get there. The designations could be a catalyst for educational institutions to champion increased bicycling while promoting safety, environmental awareness and health."

Ariadne Delon Scott, Bicycle Program Coordinator, Stanford University



*Above: Bikes parked at University of North Carolina
Left: Students at Stanford University*

cycling. A free, online application is available at bikeleague.org/university

WHY Should a College or University Apply for the BFU Designation?

Every applicant receives detailed feedback and assistance. Great things happen when building a bicycle-friendly campus, including: improved campus connectivity and quality of life and reduced carbon footprint, traffic congestion, health care and parking costs. Your college can be a model for the rest of the country.

HOW to Get Started

Any university, college, community college or other institution of

higher education is eligible to apply for the BFU program. University bicycle, sustainability, or transportation program managers should review the application and resources at bikeleague.org/university and work with campus bicycling groups to complete the form. The first deadline to submit a completed application is January 14, 2011. Awards will be presented at the National Bike Summit taking place in Washington, DC March 8-10, 2011.

BFU staff members are available to answer questions about eligibility and the application process. For any further questions and help to get started, contact the League at BFA@bikeleague.org, or 202-822-1333. |||



Caroline Cahill locks her bike at the College of Charleston in South Carolina.

THE LEAGUE OF AMERICAN BICYCLISTS

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

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By the Book

HEY LEAGUE MEMBERS! The League has revised, added to, and re-done the League Guide to Safe and Enjoyable Cycling. The new book, *Smart Cycling*, is being published by Human Kinetics and will cover everything new and returning cyclists want to know about riding for fun, fitness and transportation. The book is also good for teachers who want to teach kids how to ride in traffic. Buy one as a gift today!

About the book

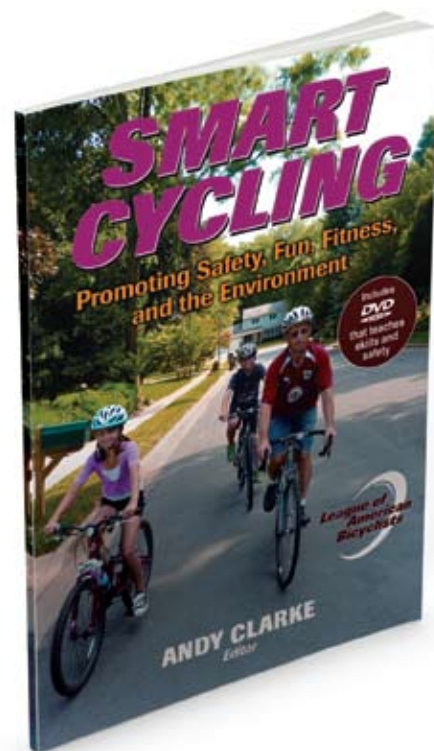
Cycling is experiencing a resurgence. Many people are looking to cycling as the solution to concerns about rising fuel costs, environmental issues, and a lack of exercise. Biking to school or work is inexpensive, active, and “green,” but some children have never learned to ride a bike and many adults haven’t dusted off their bikes in years. These new cyclists need help building their skills before they take to the road. If your school or organization wants to offer bicycle skill and safety classes in your community, *Smart Cycling: Promoting Safety, Fun, Fitness, and the Environment* is the one resource you will need. In the book, the League of American Bicyclists shares proven instructional strategies that will help you teach cyclists of any age the basics they should know before hopping on a bike.

Smart Cycling: Promoting Safety, Fun, Fitness, and the Environment provides everything you need to

teach new or returning cyclists the information required to take to the road safely and confidently:

- tips for choosing the bike and gear that best fits their needs, whether they’re commuting to school or work or riding for fun on the weekends
- an overview of basic cycling skills that all bikers should know, such as braking, turning, and shifting gears, which serves as essential instruction for new riders or as a refresher for those returning to biking
- coverage of the most common rules of the road as well as information on moving appropriately through traffic, which will help them ride safely and legally
- basic maintenance and quick repairs that will help them keep their bikes in road-ready shape
- information on safety strategies, avoidance maneuvers, choosing a route that fits their skill level, commuting, and riding in groups that will help build their confidence as they begin to use their new skills

The book also includes the *Enjoy Your Ride DVD*, which contains four videos that can be shown to participants to help them better visualize the skills being taught. The first video, *Essential Bicycling Skills*, is a basic overview of all of the information covered in the book. *Bicycle Safety Tips for Adults* focuses on the most



important safety skills adult riders should know. The *Cyclist’s Eye View* uses video from a bike-mounted camera to show the proper techniques for driving a bike confidently in traffic. *Kid’s Eye View* (included in both English and Spanish) covers safety skills appropriate for children or parents who want to teach their children how to ride a bike.

Cycling is an equal opportunity adventure. From adults commuting to work and kids riding to school to families exploring the trails that cross their cities, cycling offers everyone a chance to stay active and have fun. They just need help getting started. Take the first step towards making your community healthier, happier, and more bicycle-friendly with *Smart Cycling*. |||

For more information or to order the book, visit www.bikeleague.org.

who is the BEST CYCLIST of all time?



Marshall "Major" Taylor



Lance Armstrong



Jeannie Longo



Jacques Anquetil



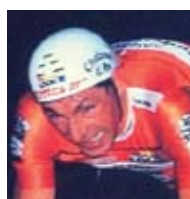
Gino Bartali



Fausto Coppi



Bernard Hinault



Francesco Moser



Graeme Obree

THE LEAGUE IS SWITCHING TO preferential voting for the upcoming 2011 Board Elections this December. To test our new system, members voted on the best cyclist of all time. The cyclist with the least number of votes was eliminated first. Votes for that cyclist were then redistributed according to voters' second choices. Once again, the cyclist with the least number of votes was eliminated, and those votes were redistributed to the voters' second choice (or third choice, if their second had already been eliminated).

The Contenders

Eddy Merckx	Bernard Hinault
Fausto Coppi	Gino Bartali
Major Taylor	Lance Armstrong
Jacques Anquetil	Graeme Obree
Francesco Moser	Jeannie Longo

The Winner

EDDY MERCKX received 68 of 133 first place votes among all votes cast, giving him a simple majority without having to have a runoff.

The Remaining Cyclists

2. Marshall "Major" Taylor
3. Lance Armstrong
4. Jeannie Longo
5. Jacques Anquetil
6. (tie) Gino Bartali and Fausto Coppi

Bernard Hinault, Francesco Moser and Graeme Obree received no first-place votes, and were not ranked. |||

WHAT DOES EVERY CYCLIST NEED IN THEIR SEAT PACK?



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

LEAGUE MEMBERSHIP APPLICATION

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

Name _____ Phone _____

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E-mail _____

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

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

☐ Please charge my ☐ Visa ☐ Mastercard ☐ AmEx

Card number _____ Expiration date _____

Signature _____

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



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