

AMERICAN bicyclist

Sept-Oct 2011
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League of American Bicyclists

Working for a Bicycle Friendly America

BIKE SHARING

p. 10

16

**YOU ARE KING
OF THE LANE**

Political refugees
learn about bikes
and earn bicycles

05

20

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BUSINESS
LEADERS
BECOMING MORE
BICYCLE FRIENDLY**



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Photo by Eric Gilliland

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Photo by Community Cycling Center



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Cover: Commuters in Madison, Wis. take advantage of bike sharing. Photo by Madison B-Cycle.

THE BEST FOR BICYCLING



IS PORTLAND THE BEST CITY for cycling in the United States? Cities like Davis, Calif. and Boulder, Colo. (the only other platinum Bicycle Friendly Communities we've designated) might challenge that claim – both have significantly higher levels of bicycle use. Maybe the best big city? The Mayors of Minneapolis, San Francisco and Seattle are picking up the phone even as I write this ...

We just got a unique insight into what makes Portland tick and into what Portlanders themselves think about their status and progress towards being a great cycling city. We hosted a listening session to get feedback on how our Bicycle Friendly

America (BFA) programs can help communities, businesses, states and universities become more and more bike-friendly. Here are some of the things we learned:

- Folks are proud of the progress they've made in last 15 years – a four-fold increase in cycling speaks for itself – but they aren't satisfied. Not one bit.
- City staff, local advocates and Bicycle Friendly Business leaders are united in wanting to do a lot more – they know they are no Copenhagen or Amsterdam yet.
- In fact, they are irritated with locals enjoying the Portland bicycling culture, or people writing

about Portland from afar, who seem to think that the job is done and that stuff just happens for bicyclists without anyone having to lift a finger.

- They take the responsibility of leadership seriously and know that people in U.S. cities large and small are watching and wanting to learn from them (even if we don't always admit it!). They thrive on the knowledge that other great cycling cities like Minneapolis and Boulder want to knock them off "top spot" and claim the title of best cycling city.

We also learned that the BFA programs are incredibly useful tools – they inspire, inform, benchmark, and help applicants at all levels with a roadmap for improvement – and we can make them even more effective with the feedback we are getting from this and other listening sessions.

There are a lot of creative, talented, passionate and committed people in Portland who are making a real difference, and we are lucky to have three of them currently serving on our Board of Directors! |||

Andy Clarke, League President



Portland's bicycle-friendly leaders convene at the first BFA listening session.

THE THUNDERHEAD RANCH

THE THUNDERHEAD RANCH IS a place of many superlatives.

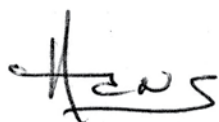
Located 100 miles east of the majestic Grand Teton and Yellowstone National Parks, Thunderhead Ranch is bordered by the dramatic Absaroka and Wind River Mountains. It's a huge area etched by the appropriately named Windy River – as bicyclists discover while pumping uphill against the relentless wind heading west on Adventure Cycling's Trans Am Route.

The nearest town is 20 miles away, and the last 10 miles to the ranch is via a bumpy, dusty dirt road along the East Fork of the Windy River. It's a vivid view and a jarring introduction to the endless stark western terrain.

What does all of this have to do with the League of American Bicyclists? In June, more than 40 local, state and national bicycling advocacy leaders, including four League board members, met at the Thunderhead Ranch. We assembled in the barn-classroom to review the significant progress we've made since the first such gathering in 1996, which resulted in the creation of the Alliance for Biking & Walking, to assess the status of the bicycling movement 15 years later and to identify major issues and goals for the next 15 years. Discussions at the workshop confirmed the value of the League's programs, highlighted a few areas that we need to revisit, and showed potential for more growth and impact. It was timely input for the 10-year strategic plan the League is drafting – the plan will be made public and available for comments later this year. There was interesting discussion about the ways to improve the effectiveness of the bicycling movement and its many organizations, and we will follow-up with a few of the groups to explore those ideas.

We also played; hiked and biked; shared tall stories around the campfire; and most valuable to me, met with the many talented individuals who are working to make a difference.

I hope you will each make a difference by contacting your elected officials when asked to ensure that bicyclists, pedestrians, Safe Routes to School, Complete Streets, and other non-motorized transportation programs are not excluded from federal transportation funding. We managed to save the transportation enhancements program in September and we're going to have to do it all again this March. |||



Hans van Naerssen, Board Chair



Kind Words

I was fortunate to have Preston Tyree as the coach at my LCI seminar in May of 2009. I also assisted at a recent LCI seminar that he participated in. What an inspiration. I learned quite a bit from Tyree in the brief time we spent together. Though there is still work to be done, Bike Education came a long way in the past few years. Here's to you, Preston!

- Dave Simmons, League Cycling Instructor

Enforcement: The Final Frontier

Your Enforcement article's account of the miscreant driver in Nebraska was, to say the least, disturbing. I don't know what is worse: the driver's conduct or the reaction of the police. In a similar situation I would suggest the cyclists look at their state's procedures for obtaining a personal protection order. If the procedure is available it will early-on bring the power of the courts on the offender and does not require the cooperation of the police at the first step. To find out more information contact your local court.

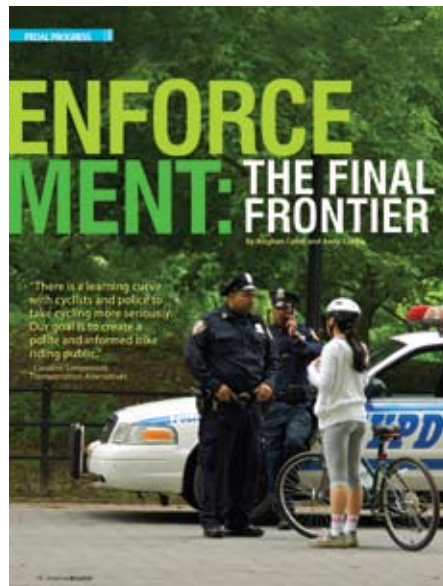
- Jim Conboy
Cheboygan, Mich.

TWEETED



Transportation Bill Passes!

Yea for #Bicycles and #bikevote. I ♥ my bicycle and ability to ride.
- NibbyP, September 16



I just read the latest *American Bicyclist* and the enforcement article that included the Rules of the Road. Item no. three says "Be conspicuous" but many of the bicycling photos in the magazine show cyclists in regular shirts or jackets.

- Ken Taaffe
Columbus, N.J.

Editors Note: *The woman on the cover page of the article is wearing white, which is more conspicuous than black. The League tries to drive the point home that you can wear regular clothes and bike commute. However, being noticeable is important in your ensemble. Reflective or light-colored clothes, lights and reflectors are keys to being conspicuous.*

Congrats on your law enforcement article. You hit a difficult subject out of the park! Thanks for that, and for this great service to the cycling cause.

- Peter Wilborn
Charleston, S.C.

TWEETED



BikeLeague recognizes Sproutfund and five other Pittsburgh businesses as bike friendly. Thanks @bikepgph for helping us be bronze!
- Sproutfund, September 16

Volunteerism

Thank you for supporting and advocating volunteerism in your organization. Our city had a bike safety awareness event that was solely organized by members of the League in Minnesota. Steve Sanders, one of the volunteers, planned a wonderful educational event that helped children understand bike safety.

- Michelle Tesser, Falcon Heights, Minn., Assistant to the City Administrator

FACEBOOK MESSAGE



In response to "The Transportation Bill Passes"

Great news! Now let's reduce the deficit by reducing the number of new miles of highways and invest the money in improved cycling infrastructure, Share the Road public awareness, and prosecute those who kill/injure cyclists with their motor vehicles.

- Jack Pouchet, September 15

TWEETED



Great News! Safe Routes to School lives on through March!
- EugeneSRTS, September 15

FACEBOOK MESSAGE



In response to "The Transportation Bill Passes"

This is a temporary victory that is sure to place us in a bigger battle down the road. Everybody, please invite your senators, mayors and congressmen out for a ride this fall. Once they get it we will all win!
- Jinx Stromburg, September 15

FACEBOOK MESSAGE



In response to "Coburn Puts Hold on Transportation Bill; Bike-unfriendly Amendment Expected Soon"

I have called both my Senators and have had friends do the same. It is time to shut down Coburn. This is a bi-partisan bill passed unanimously by the House. Please, everyone, CALL!
- John Cork, September 15

TWEETED



Yeah! Now, more work for March 2012.

From @BikeLeague The Transportation Bill Passes 92-6.
- afatty, September 15

FACEBOOK MESSAGE



In response to "Call to Action! I bike. I vote."

I bike. I vote. I scream from the roof top. Let us take our country back from K street.

- Chuck Brumley, September 9

TWEETED



Lots of people who care about bikes and pedestrians are learning at the @bikeleague conference.

- TucsonVelo, September 16

TWEETED



Good work, BikeEasy.

New Orleans bicycling improvements receive national award from the League.

- GNOinc, September 15

TWEETED



Baby Steps in the right

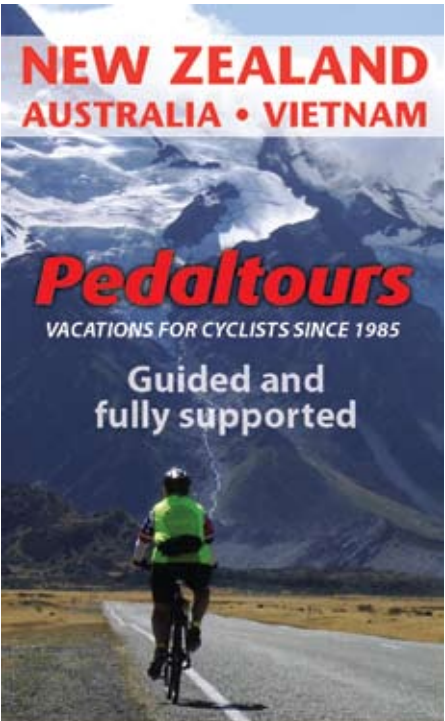
direction: Miami receives Bicycle Friendly Community honorable mention from the League.

- transitmiami, September 14

Thanks for your letters

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

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Nickelodeon's ^{worldwide} Day of Play



Local D.C. kids came out to play on the League's bike rodeo course.

Nickelodeon's Worldwide Day of Play – a day to get kids out of the house playing – was this September 24, and the League partnered with Bikes Belong at the White House event. The channel even shut off all programming for three hours to drive the point home that kids need to go outdoors. The D.C. event was a big success, with more than 600 kids biking through our bike course on the White House lawn. The participants were shown the proper way to fit a helmet, the parts of the bike and how to make sure they were working properly, how to obey the laws of the street, and were encouraged to get out and ride more often. “The kids really enjoyed the activities,” said Alissa Simcox, the League’s director of education. “They were having so much fun that some kids wouldn’t listen to their parents when they were told it was time to stop riding, and there were a few whom we saw more than once. There was even one girl who was so excited, that she brought her own pink and white glitter helmet.” It was great to see the next generation of cyclists ready to ride. The bicycling event was hosted by the Safe Routes to School National Partnership and Bikes Belong.

THANKS, CORPORATE MEMBERS

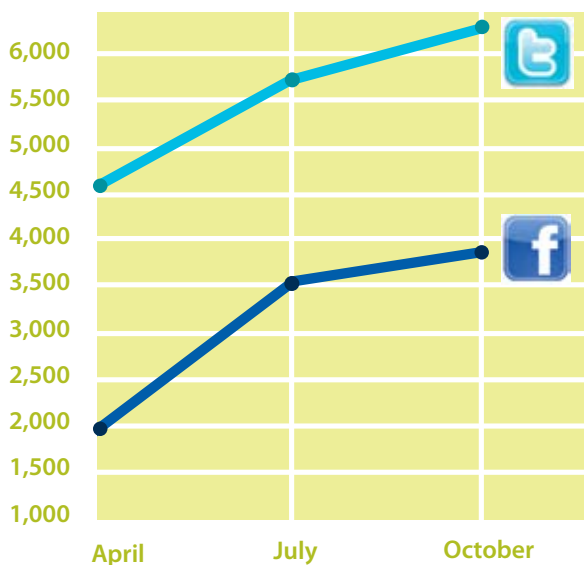
A big thank you to CFO Electric for joining as a League Corporate Sponsor. They are now part of an impressive group that gains national attention while helping the League build a Bicycle Friendly America. Also, thank you to Hawley for renewing for the second year in a row at the corporate-level. Information on these companies and how to become a Corporate Member can be found at bikeleague.org/corporate.



BIKE COMMUTING IN THE U.S.

For the third year in a row, data released by the U.S. Census Bureau's American Community Survey shows that more than half of one percent of American workers use a bicycle as their primary mode of transportation to work. These are not the three to four days a week commuters either. This number represents daily bike commuters and a 40 percent growth in bike commuting since 2000.

LEAGUE FANS & FOLLOWERS



Keep up with the League with MOBILE UPDATES

The League is increasing its Facebook updates, Twitter tweets and YouTube video posts, and we are noticing an increase of fans and followers for all three sites too. A bonus to following us on Facebook and Twitter is you will have instant Bike League Blog entries and advocacy alerts. Follow us on YouTube, and you will get personal feedback from Andy Clarke, president of the League. As we all learned with the recent threat to kill bicycling funding in the transportation bill, it's important to be informed and act fast! Social networking gives us this capability.



Become a fan of the League on Facebook at facebook.com/leagueamericanbicyclists



Follow the BikeLeague on Twitter at twitter.com/bikeleague

What has
the League
done for you
lately?

LAUNCHED THE I BIKE. I VOTE. CAMPAIGN WHICH CONTRIBUTED TO THE TRANSPORTATION BILL'S CLEAN EXTENSION. In September, key funding programs for bicycling and walking infrastructure were in jeopardy when the Transportation Bill was set to expire. The League launched the I Bike. I Vote. campaign in the eleventh hour, which led to more than 12,000 messages to leaders in Congress.



GIVING Thanks to the following who have contributed at least \$100 to the League from August 1 - September 30, 2011. These contributions are above and beyond any dues payments.

\$10,000+

Seay Foundation

\$1,000 - \$4,999

Harry Brull
Donald Moore
Jim Wilkes
Nathan Wilkes

\$100-\$999

Organizations

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Coalition of Arizona
Bicyclists
Folks On Spokes
Bicycle Club
Morris Area Freewheelers
Bicycle Club

Santa Fe Century and Trail
Committee

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David Berning
Ken & Diane Birt
David Carey
Evelyn Chereson
Don DeCook
Ken Dennis
Kevin Doi
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Ken St. John and
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staffsnapshot

Nicole Wynands, Bicycle Friendly America Program Specialist

I was born and raised in Roetgen, Germany, and no particular bicycling memory stands out for me. The bicycle was just a natural part of my life. My parents gave me a red bicycle with white training wheels for my third birthday, and I learned how to ride my bike in our backyard and on our quiet village street. Before that, I rode on my dad's bike in a child seat, which I truly enjoyed. I usually walked to elementary school and had to take a public bus from my village into the nearby city to attend high school. I biked to most of my regular activities outside the classroom, such as scout meetings, sports, and to see friends. Even for our family summer vacations on the beaches in the Netherlands, we always took our bikes along for excursions or to go grocery shopping. Later, I solely depended on my bike when I was in college. My college town was located in Bremen, Germany and was flat, compact and had fantastic bicycle infrastructure.

As many would guess, Germans love their cars but bicycling is a very common and popular form of transport at any age in Germany. Most distances are short, as cities and villages are compact and provide a mixture of homes, services, places to shop and dine, and recreational amenities in every neighborhood. Most streets effectively accommodate all modes of transport, and bicycle tracks are common along busy streets. Driving is actively discouraged by the federal and local governments through high gas taxes, few and expensive parking spaces, and lively downtown districts that are closed to motorized vehicles. In contrast to America, most people don't wear helmets or bicycle-specific clothing, and the most common style of bike is the Holland bicycle. Riding in the U.S. has been challenging for me due to the lack of safe infrastructure and lack of motorists' awareness toward cyclists. I am still riding a step-through Holland-style bike in my street clothes but I am more cautious and wear a helmet now.

Since I moved to the U.S., I have stopped taking bicycling for granted as a convenient transport option. I used to ride my bike without thinking twice. Now, I am aware of the challenges bicyclists face and the positive impact bicycling can have on a society. When I ride here, I feel like I am contributing to my community. Of course, I also love riding because it keeps me fit, it's fun and it's a great outdoor activity to share with my husband and friends. I use my bicycle for most short trips, particularly to visit the farmer's market, community festivals, and local shops and restaurants. My community also offers wonderful multi-use trails that pass through woods and connect lakes, parks and community gardens.



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BIKESHARE TAKES AMERICA FOR A RIDE

Bike Commuting Becomes Easier with Citywide Systems

By Meghan Cahill

THROUGHOUT THE U.S., BIKE SHARE SYSTEMS are popping up and making bicycling an easy option for commuters, casual riders and tourists. Two bike share systems stand out for utilizing their city's former bike share or temporary bike share system to catapult their efforts. Washington, D.C.'s Capital Bikeshare (CaBi) learned from the city's first bike share system Smart Bike D.C. and hit the ground running when they launched in the spring of 2010. CaBi just had a big birthday this September, turned one and celebrated their one millionth ride. Similarly, Denver Bike Share turned their city's temporary bike share system Freewheelin', used for the 2008 Democratic National Convention, into a citywide credit card operated system in April 2010. D.C. and Denver's lessons-learned study guide definitely helped but it all wasn't easy. As their systems continue to learn and thrive, bike sharing is popping up in major metropolitan cities like Boston, Chicago and New York, as well in smaller populated regions. Each system is unique to its city but all bike sharing systems have one thing in common – they are getting people to take short trips by bicycle and are changing the outlook for transportation in America.

CAPITAL BIKESHARE WASHINGTON, D.C.

Capital Bikeshare, a Bixi system, gained great popularity during its first year in business. With guidance from the city's first bike share system Smart Bike D.C., they had a head start. "I was involved in the decision making process to move from Smart Bike to Capital Bikeshare," said Eric Gilliland, General Manager of Capital Bikeshare. "The original system was small: 10 stations, 100 bikes, not spread out and not ideal for bike sharing in general." Gilliland points out that Smart Bike did prove, though, that bike sharing was popular enough in



photo by Eric Gilliland

CAPITAL NUMBERS

As of Sept 30,
2011, CaBi had:

1,048,073
trips

18,509
annual and
monthly members

70,102
casual users

116
stations

1,123
bikes



Mayor Vincent C. Gray, Councilmember Tommy Wells, Councilmember Jack Evans, DDOT Interim Director Terry Bellamy and the GSA director get ready to cut the ribbon to open a new Capital Bikeshare station between the John A. Wilson Building and the Ronald Reagan Building & International Trade Center in downtown Washington, D.C. Photo by Eric Gilliland.

D.C. and that it could work. During CaBi's implementation, leadership remained cognizant of Smart Bike's limitations that prevented it from being a bigger success. Smart Bike's stations were sunk into concrete, hard to move and power, and did not take credit cards on site. Moving forward, CaBi is solar powered, uses wireless technology to allow for easy installation and adjustments, and takes credit cards to expand

its short-term rental, tourist and experimental market. When CaBi launched, program managers hoped for 8,000 members and 500,000 trips in the first year. Instead, they reached 18,000 members and 1 million rides.

To drum up initial interest, CaBi tapped into the social marketing world, offering deals through Living Social and providing apps for users' smart phones. This made an immediate connection with the

younger, professional crowd but CaBi, in fact, is comprised of a large age demographic. CaBi is also popular with tourists on the weekends and is heavily used by daily nine-to-five commuters. In CaBi's first year, 80 percent of rides were by monthly and yearly members during the work week. On weekends it changes to 60:40 – a higher usage of casual users and visitors compared to members. Interestingly, "The percentage of women who are CaBi members is much higher than the national percentage of women bicycling," said Gilliland. For CaBi members, 67 percent are male and 33 percent are female. These numbers almost mirror the American Community Survey's numbers for D.C. bike commuters – 68 percent men to 32 percent women – but for the national average, the women's number is lower than D.C.'s and CaBi's – 74 percent men to 26 percent women. The idea that bike share could have an influence on the women's bike demographic is intriguing and will have to be watched as more cities adopt bike share systems.

Currently, CaBi is gearing up for expansion in D.C. and Arlington, Va. "We could be looking at doubling the size of our fleet by next spring," said Gilliland. CaBi is doing an initial expansion of 37 stations this fall and, probably, another 70 or 80 in Arlington and D.C. by early next year.

Arlington, a bedroom community of D.C., has embraced bike sharing as a transportation option and currently has CaBi stations in Rosslyn, Pentagon City

THE TYPICAL DENVER B-Cycle RIDER...

Working age

89%

are between the ages of 25 and 64, compared to 58.3% within the Denver population*

College educated

87%

hold a Bachelor's degree or higher, compared to 40.3% within the Denver population*

Above median income

79.4%

report household income of \$50,000 or more, compared to \$46,410 Denver median household income*

Healthy

96.6%

96.6% report excellent, very good or good health.

Spend money while on bicycle trips

41%

41% shop or do errands by bike more than two times per week.

and Crystal City neighborhoods. The planned expansion would get CaBi stations in Arlington's Ballston corridor through Shirlington. Additionally, there has been a lot of interest in neighboring jurisdictions. "We hope to launch small station systems in Rockville and Silver Spring, Md. and Alexandria, Va.," said Gilliland. Apart from local commuting, CaBi continues to develop their relationship with the National Park Service. Getting bike share closer to the monuments and museums would heavily target the tourist and casual user market and could take place with CaBi's second expansion.

Gilliland, reflecting on CaBi's implementation, "Oh boy, plenty of lessons learned." One quick lesson, denser stations are important to give people more options. CaBi is constantly balancing the numbers of bikes and docks in neighborhoods to the amount downtown. The bikes move from neighborhoods in the morning to where the jobs are and reverse in the evenings. They use their staff to transfer bikes to get people to the bikes as much as possible. CaBi has also managed to prove the naysayers wrong. "I think when we first started this, people thought the bikes would be stolen, vandalized and crashed. None of that really came true," said Gilliland. "Bicycle sharing seems safer than bicycling in general."

More info: capitalbikeshare.com



Denver B-Cycle launch on the Denver State Capital. Photo by Denver B-Cycle.

DENVER BIKE SHARING DENVER, COLO.

Denver Bike Sharing, a B-Cycle system, has put in the hours and effort to develop and launch a successful bike sharing system in Denver, Colo. but they were fortunate and faced few obstacles. "We had a great opportunity that came out of the 2008 Democratic National Convention," said Parry Burnap, Executive Director of Denver Bike Sharing. "It was like riding a wave." The city responded to Denver Mayor John W. Hickenlooper's challenge to make the Convention the "greenest in the history of mankind," which led to bikes – naturally. Humana and Bikes Belong donated 1,000 bicycles, along with program development to Denver's Greening Initiative. They made the same offer to the 2008 Republican National Convention in St. Paul, Minn., and Nice Ride

Minnesota was launched in 2008. Denver's 1,000 bikes made up a short-term bike sharing program named Freewheelin'. After the convention, bike advocates still had a mayor that was 1,000 percent behind them, along with \$1 million leftover and a mobilized community. "We had a moment where the world saw our city differently, and we kept thinking about Paris," said Burnap. "We wanted to keep bike share in Denver."

Besides being lucky, Denver is situated in a great place for bicycling – they are on a grid, the terrain is flat, the weather is arid, and its sunshine 365 days a year. Though, they had the bikes to start and weather on their side, they still had to raise a lot more money and resources. They didn't have any spots for the bikes and they needed contracts to get the stations on properties. Luck struck again, or a lot of asking, and a law

Are less car-dependent than typical commuters

21.1% commute by private bike;
9.7% commute by Denver B-Cycle (30.7% combined bicycle commute mode share). Only 13.7% drove alone to commute. 88% walk or bike to routine destinations.

Use other forms of transit

More than **20%** bike to or from bus or rail stops. 21% depend on a bicycle connection to transit.

Have access to other vehicles

96% own a car. 80% own a bicycle.

*U.S. Census 2009 American Community Survey

firm donated their time to complete all the contracts. “People just really love bikes,” said Burnap. “... and it’s like magic, just getting that work done, and getting the money raised during a recession (for bike share).” Denver’s just wing-it philosophy worked. “We had this wave ready to ride, the mayor backing us, and a great relationship with B-Cycle,” said Burnap. “It was easy to move fast. Denver is kind of a small town, and the mayor wanted this done.”

Denver Bike Share currently has a strong equilibrium of 500 bikes and the organization is healthy financially. “We’re here; people see us but we’re not the shiny new toy anymore,” comments Burnap. Their challenge is to grow large enough to be a viable part of Denver’s multi-modal transportation system. According to Burnap, they need 1,500 more bikes. Their business model seems to be working, and Denver Bike Share just got a state transportation fund grant and a federal Transportation, Community, and System Preservation (TCSP) Program grant. Denver will continue to piece together their fleet, and with those grants they can add 29 more stations.

To reach a multi-modal level, though, Denver will have to work to get a more diverse ridership. Denver Bike Share is working on reaching low income neighborhoods and has a grant to work with diverse socioeconomic communities to encourage bicycling. Obstacles for

Denver Bike Share in low income communities include: lack of experience with bikes, credit card only stations, and the system not getting people where they need to go. Denver Bike Share does have a program to subsidize memberships but it hasn’t caught on yet. Burnap is hopeful. “Bike share in a broader sense, is about getting people to ride their bikes more often – it raises the image for bikes.”

More info: denverbikesharing.org

BIKE SHARING AROUND THE COUNTRY

Metropolitan and smaller cities are learning from their bike sharing big brothers around the country and taking the hint – bike sharing is a great way to get citizens and visitors around without putting more cars on the road.

NICE RIDE MINNESOTA

Like Denver Bike Share, Nice Ride Minnesota became the city’s official bike share system shortly after the national political conventions – the 2008 National Republican Convention was in Minneapolis-St. Paul. Nice Ride Minnesota was formed through the Twin Cities Bike Share Project in July 2008. Bike/Walk Twin Cities announced its financial support in March of 2009, responding to a major funding commitment by the Blue Cross and Blue Shield of Minnesota Center for Prevention. Additionally, the University of Minnesota funded on-campus bike share kiosks. Currently, Nice Ride has 95 stations and plans to expand to 116 by December 2011.

More info: niceridemn.org

MONTREAL BIXI

Montreal is the home of Bixi and has been up and running for three years, in addition to being the first large-scale bike share system in North America. In 2007, the City of Montreal was looking to become more environmentally responsible and the city’s transportation plan focused on the importance of active modes of transportation, like bike sharing systems. The mandate was originally given to Stationnement de Montréal, the company which regulates parking operations in Montreal. Stationnement de Montréal then created the Public Bike System Company which became PBSC Urban Solutions in 2011.

Launch Date: May 12, 2009

Number of Stations: 400

Number of Bikes: 5,000

Bike time: 45 minutes or less before added fees

Fee: \$78 per year including tax

More Info: montreal.bixi.com

CHICAGO B-CYCLE

Chicago, Ill. is home to Chicago B-Cycle, a private program with seven stations and 100 bikes scattered throughout downtown. According to a representative at Chicago B-Cycle, Chicago’s bike share future is looking bright. “The city just issued a RFP for 3,000 bikes in 2012 plus 2,000 for 2013-14. The winner of this RFP is to be determined by the city

BOSTON HUBWAY TYPICAL USER:

38.3

average age

66%

have a household income of more than \$75,000

68%

male

32%

female



Right: An employee of Beth Israel Deaconess rides on Boston’s Hubway bike share system.

by December of this year,” said a spokesperson for Chicago B-Cycle. *More info: chicago.bcycle.com*

MADISON B-CYCLE

Madison, Wis.’s B-Cycle currently has 24 stations and a fleet of 270 active bikes. They have four more stations planned that will go in by the end of October 2011. “We are continuing to add new stations and bikes into the system and plan to have 350 B-Cycles at 35 stations when fully installed next spring,” said Brian Conger, manager of Madison B-Cycle. *More info: madison.bcycle.com*

BOSTON’S THE HUBWAY

Boston, Mass.’s New Balance Hubway has 61 stations and 610 bicycles. “So far it’s been a huge success with more than 3,000 members and 80,000 trips by week eight,” said Nicole Freedman, Director of Boston’s Bicycle Programs. *More info: thehubway.com*

DECO BIKE IN MIAMI

The Miami Beach, Fla. program has about 80 stations operating and roughly 800 bikes. “We are still installing stations for a build-out of approximately 100 stations with 1,000 bikes,” says Colby Reese, Deco Bike’s president. “We are also in discussion with several other local municipalities to expand the Miami-area services to become regional in nature, effectively doubling the size and scope of the current program.” *More info: decobike.com*

DES MOINES B-CYCLE

Des Moines, Iowa started their Des Moines B-Cycle bike share pilot program in September 2010, right after Chicago launched their system, and was the fifth city to jump on the bandwagon. Currently they have four kiosks and 18 bikes in the program. “We’re pretty much a volunteer operation. And we’ve learned a lot!” said Carl Voss, Chair



Photo by Madison B-Cycle

of the Des Moines Bicycle Collective. *More info: desmoines.bcycle.com*

NEW LAUNCHES: NYC BIKE SHARE

New York City’s Department of Transportation announced that NYC Bike Share – a Bixi system — will launch on April 1, 2012 with a 10,000-bike, 600-station program operated by Alta Bicycle Share. The program, at first, will cover a portion of Manhattan south of 79th Street

MADISON B-CYCLE

13,739 total number of trips on B-Cycles since June 1

5,608 total paid users

424 annual members

and sections of Brooklyn. Pre-launch, NYC will hold a two-month test period with 30 stations, and the city’s residents and visitors are part of the planning process. A “help shape NYC’s new transit option” map is available at nyc.gov/bikeshare, and users can post pins to the map to select where they think a bike share station should be located. Currently, NYC Bike Share is hosting bike share demos at local events to familiarize New Yorkers with the bikes. *More info: nycitybikeshare.com*

OTHER NEW LAUNCHES

Expect two new U.S. bike share systems this November. Broward B-Cycle in Broward County, Fla., which includes Fort Lauderdale, is ready to launch approximately 200 bikes in about 30 spots.

Chattanooga, Tenn. is set to launch Bike Chattanooga with 300 bikes and 30 stations. Chattanooga’s first station will be located near the central business district, UTC campus and the North Shore.

ADDITIONAL BIKE SHARE PROGRAMS

Boulder, Colo., Boulder B-Cycle
Kailua, Hawaii, Hawaii B-Cycle
San Antonio, San Antonio B-Cycle

To learn more about bike sharing, follow the bikeleagueblog.org and bike-sharing.blogspot.com. |||

YOU ARE THE KING OF THE LANE

Political Refugees Learn About Bikes and Earn Bicycles

By Meghan Cahill



COLUMBIA, MO. IS A MID-WEST-ERN college town in a landlocked state. Though Missouri is far from any port or borders, it's home to a significant political refugee population: Eritrean, Burmese, Iraqi, Iranian and Somalis. As with any move, there are adjustments but settling into a foreign land with a foreign language can be especially difficult. Assimilating into the American routine can also come with a price – sedentary

lifestyles and fast food diets. Gina Overshiner, education coordinator for PedNet, and Dan Murphy, the ESL/Civics coordinator for Refugee and Immigration Services, decided

Above: Muhari and Gina fixing Tukka's front fender on the MKT trail ride. Photo by PedNet.

"Solomon, a student and participant in the first refugee class, told me after a neighborhood trail ride, 'You have given us one thousand steps, not just one step. You have given us one thousand steps. Thank you.'"

- Gina Overshiner, PedNet Education Coordinator

"You are the king of the lane." That is how we translated "taking the lane."

to do something to ease the transition for their community's newcomers and to, hopefully, prevent future health problems.

Refugee and Immigrant Services, an agency and Catholic charity of the Jefferson City Diocese of Missouri, works with refugees from all over the world who are traveling through or living in Columbia. The agency helps new residents get settled, and part of this is helping with transportation. Integrating refugees into American society can be challenging. Many live together so they don't always have a lot of outside contact other than their jobs. "Bikes are a way for them to get out and see the city and state that they live in – the recreational aspects, making friends and meeting people," said Murphy. "Bikes makes them feel more comfortable and at home."

Murphy, a bike commuter, was having a difficult time convincing his agency that bikes were the way to go – not cars. Transportation difficulties for new citizens in America are common but bikes are a viable and inexpensive option. "Bikes are great

because the political refugees are all on very limited budgets, can't afford cars, and most have never driven or even been in a car," said Murphy. "Furthermore, most driving tests are only in English."

Overshiner became interested in widening PedNet's educational outreach when she learned of Murphy's work to get political refugees on bicycles. "Transportation is so important to those getting settled into a community, and if you rely on public transportation in Columbia, you have to plan your day around the system," said Overshiner. "There are no buses on Sunday and there are limited routes on the weekend. Refugees were using taxis – costing two hours-worth of labor a day."

Overshiner remained a big supporter of Murphy's efforts, and last year PedNet received a grant through the Center for Disease Control (CDC) to bring healthy habits to low income citizens in the community. The grant was a multi-tasker, providing funds for walking schoolbuses, cooking classes and, most dear to Overshiner, PedNet's new Earn a Bike program – which partnered with Murphy's Refugee and Immigrant Services. "We were giving bikes to the refugees, but

they were riding unsafe," said Murphy. "So it's been a good fit with PedNet. We are teaching the refugees the Rules of the Road and getting them the safety equipment they need." Earn a Bike is a pilot program and receives student referrals from social services and Refugee and Immigrant Services. When classes become available, applicants get registered, take the class and upon completion, receive a free bike. In fact, the whole eight-hour course is free.

"It is a priority for me to give away bikes along with bike education," says Overshiner. "I've just handed out bicycles without the education component before, but many of those recycled bicycles were being

MAKE SURE YOUR AUDIENCE UNDERSTANDS

TAKE YOUR TIME.

With every slide you need to stop and have the interpreter translate and explain.

BE BASIC.

Things like parts of the bike, you can just point and show but when it is complicated – break it down to the most simple.

ACTIVE.

Use active language.

AVOID OVERUSE

of articles and prepositions.

EXPLAIN WITH PICTURES.

Use as many graphics as possible.

AVOID IDIOMS.

Immigrant and Refugee
Community Organization
(IRCO) hosted a class in
Portland June 2011.

Photo by Community
Cycling Center.



trashed because there was no investment in the bikes.”

Connecting with the Students

The first Earn a Bike class included three Burmese and six Eritrean, three League Cycling Instructors, Overshiner, Murphy and his intern, and two volunteers. To prepare the presentation and to translate the class, they worked with a linguistic expert from a neighboring university. “You really have to change the way you explain things to a non-English speaker who is foreign to American terminology and culture – especially when it comes to bike lingo,” said Overshiner. “You are the king of the lane! That is how we translated taking the lane.”

Some linguistic barriers are beyond basic translation. Things like parts of the bike, you can just point and show but when it is a complicated break down of lane positioning, simplification is key. “I talk a lot, and I had to not talk as much,” said Overshiner. “The classes are slow, and that’s challenging.” For the on-bike portion of class, it was more showing than telling. Additional modifications were made for the road portion of class. “I usually have one bicyclist in front of me and three in back. However, with the language barrier, you can’t do that. You have to lead and have instructors behind everyone in the class.” The class manages a five-mile road ride all around town,

“Thank you for teaching this. Before we thought it was the way of the jungle. You showed us we have the right to be on the road, and now we are safer.”

– Eritrean students

Create a Commuter

Community Cycling Center – Portland, Ore.

The Community Cycling Center, founded in 1994, works with low-income communities and communities of color who experience barriers to getting to work by providing bicycle safety education and fully-outfitted commuter bicycles to their students. The program is offered in partnership with local organizations that offer comprehensive employment programs that serve 30 or more participants in their employment program, and they host workshops at those partner agencies.

The Community Cycling Center holds 10-15 workshops per year, serving up to 168 people annually. To date, they have provided bicycles and education to more than 1,500 adults throughout the Portland Metro area.

HOW CREATE A COMMUTER WORKS:

- Hosts classes at partner agencies so students are in a familiar space.
- Provides a box truck with all the teaching supplies – even bus bike racks to practice multi-modal commuting.
- Teaches five-hour classes that cover all the basics and the Rules of the Road.
- Class includes two rides in the neighborhood.
- Provides brand new high quality hybrid bicycles for students to keep. They come fully accessorized for commuters: fenders, lights, locks, and lights.
- Heavily pre-screens host agencies.
- Meets primary program staff on location before a class to find out who they are working with: out of prison, immigrants, refugees, low-income, and community demographics.
- Uses on-site visits to troubleshoot the workshop.
- Groups participants based on language. The host agency provides translators.

“The biggest change for Create a Commuter over the past few years was moving the workshops on-site to the agency,” said Zan Gibbs, Adult Program Manager for Community Cycling Center. “This way, students are in their neighborhood, with their routes, and the staff they work with. The cultural competency has made a big impact.” *For more information, visit communitycyclingcenter.org.*



Portland’s Central City Concern serves single adults and families in the Portland metro area who are impacted by homelessness, poverty and addictions. They hosted a Create a Commuter Class in June 2011. Photo by Community Cycling Center.

taking on challenging intersections and showing students common bike-friendly routes they can use to get to work and home again.

The extra effort is worth it for the students and teachers. “Earn a Bike is extremely rewarding, especially when you realize that the students are getting it,” said Overshiner. “Some of the Eritreans were talking and their interpreter translated, ‘They are saying thank you for teaching this. Before we thought it was the way of the jungle. You showed us we have the right to be on the road, and now we are safer.’ That was really (sigh) nice to hear, to know you are getting through the language barrier.”

Earn a Bike's Future

The PedNet grant expired this summer but they fit one more Earn a Bike class in for September that is comprised of Columbian, Arabic, Eritrean and Somali students. PedNet is actively looking for more grants but in the mean time they continue to work with the refugee community. PedNet and Overshiner are reaching out to the refugee teenage population with Saturday night bike club meetings for kids in public housing. “I realized that one teenage Somali at the bike club desperately wanted a bicycle but wasn’t comfortable in the kids bike club.” Overshiner put him in the class with the grown-ups after arduously coordinating the logistics – he had no e-mail, and no one spoke English in his home. Finally, the teenage-boy had his teacher e-mail Overshiner, and she got him and his friend into a class and gave them their own bicycles to keep.

Additionally, students’ immediate feedback will improve future Earn a Bike classes. According to Overshiner, one student asked, “Where find instructions on road?” It took her a minute to realize that he meant ‘How do you know what to do on the road.’ The student had only been in America two days and did not under-

stand American traffic concepts and signage. Overshiner drew road signs and markings on the board for him and explained their meanings. Earn a Bike will include a color handout of these signs with explanations, as well as road markings: yellow lines, white lines, dotted lines, stop bars, cross walk paint and directional arrows, for future classes.

So what’s next for the Earn a Bike program? They are hoping the program’s students will spread the word to their family and friends. A student in the September class repaired bicycles back in Ethiopia. “He can take that skill and work with the other Eritreans,” said Murphy. “My hope is that people that don’t take the class will learn from those that do.” For now, Murphy and Overshiner are taking the refugee students and their friends on rides to the river to show them where they can go when they have time off of work – to cement the joy of biking. “Teaching non-English speaking and immigrant populations about bikes gives them the opportunity to identify with their new country and culture on the road. Bikes are part of the American culture,” said Overshiner. “Solomon, a student and participant in the first refugee class, told me after a neigh-

borhood trail ride, ‘You have given us one thousand steps, not just one step. You have given us one thousand steps. Thank you.’”



Ali and Hussein watching bike drill demonstration. Sahal in background. Photo by PedNet.

borhood trail ride, ‘You have given us one thousand steps, not just one step. You have given us one thousand steps. Thank you.’”

To learn more about PedNet’s work, visit pednet.org. |||

Team 7-Eleven is the extraordinary story of how two Olympic speed skaters, Jim Ochowicz and Eric Heiden, assembled a local band of amateur cyclists and turned them into one of the greatest cycling teams the sport has known.

Available now!

velopress



GLOBAL BUSINESS LEADERS BECOMING MORE BIKE-FRIENDLY



Employees of the
Standing Stone
Brewing Company

Investments Spur Productivity, Sustainability and Garner Recognition

THE LEAGUE'S BICYCLE FRIENDLY BUSINESS (BFB) program has been booming – a record breaking 111 new BFBs were announced this September during the 2011 Interbike tradeshow in Las Vegas, Nev. The quantity of businesses receiving the designation is impressive, and what's even more is that winners are spanning the gamut from global brands and bike industry standouts to hospitals and financial institutions. "We are happy to recognize these business for their

investment in bicycling as a vehicle for improved employee health, social responsibility and economic growth," said League president, Andy Clarke. "Some of the most successful companies in the world are showing that investing in bicycling is not only good for health and sustainability but also the bottom line." Currently, there are 344 BFBs in 40 states.

Microsoft, Inc., ranked 38 on the 2011 Fortune 500, has joined the most bicycle-friendly businesses in America with its Silver-level BFB

designation. Microsoft encourages a healthy work/life balance and were recognized for their programs that encourage bicycling in the workplace: money for employees to purchase bikes and gear, subsidized bike tune-ups, bicycling skills clinics and a free shuttle service for cyclists cutoff by an interstate bridge. "For Microsoft, supporting bicycle commuting is simply a smart business strategy and helps us do our part to protect the environment," said Lynn Frosch, Microsoft Real Estate and Facilities

BIKE COMMUTING PAYS OFF FOR EVERYONE

By encouraging QBP employees to commute by bike through 2007-2011, the company found the following:

\$170,000

The company experienced a 4.4% reduction in per member per month health care costs associated with an estimated three-year savings of \$170,000.

\$600,000

Approximately 100 commuters incurred an estimated three-year savings of \$600,000.

\$301,136

The business benefitted with an annual savings of \$301,136 in employee productivity.

Transportation Manager. "It helps us attract and retain employees and reduces our carbon footprint. That's why we offer programs and amenities that help offset the cost of biking to work and makes it as convenient as possible. It's an integral part of our sustainable transportation program." As a result of their efforts, the company has seen an increase in bike commuting, reduced parking demands, improved health and productivity. Other notable BFB winners this round include: Random House, Mayo Clinic Health System, Franciscan Healthcare, Wells Fargo Home Mortgage, Minneapolis, Children's Hospital Boston, URS Corporation and the National Geographic Society.

Par for the course, there are several bike industry winners in this BFB round. Many of these companies and businesses are at the leading edge of bicycling. Building great biking businesses is part of their business plans, and they understand the vital need for bicycling to be part of work. More importantly, they get that bicycling is good for businesses.

Last month, Platinum-level BFB Quality Bicycle Products of Bloomington, Minn. released a new survey and report that demonstrated how their bicycle-friendly investments in the workplace have improved employee health and helped the company save an estimated \$170,000 in three years through its Health Reward program. The program credits employees \$110 towards QBP products in addition to their generous commuter reward program, which pays out

\$45,000 annually. Both programs are keeping QBP employees healthy, happy and productive. "QBP has always been a bicycle passionate organization with lower than average health care costs according to our health providers," said QBP president, Steve Flagg. "We are excited to finally be able to establish the statistical links that prove that everyday bike commuting not only promotes individual health but

substantially lowers corporate health care costs. Not every company may be completely motivated to have healthy employees but certainly every company is motivated to lower costs." The business benefitted with an annual savings of \$301,136 in employee productivity.

Other bike industry BFBs include: Saris, Trek and Hawley. To apply or learn more about the free BFB program, visit the League online at bikeleague.org/businesses. |||

Microsoft, Inc., ranked 38 on the 2011 Fortune 500, has joined the most bicycle-friendly businesses in America with its Silver-level BFB designation.





11 communities
were awarded the BFC
designation for the first time.

BRONZE

Conway, Ark.
Goshen, Ind.
New Orleans, La.
Omaha, Neb.
Reno-Sparks Washoe County, Nev.
Saint Paul, Minn.
Santa Fe, N.M.
Sheboygan, Wis.
Shorewood, Wis.
The Woodlands, Texas
West Windsor, N.J.



14 communities
successfully renewed their designation
and seven moved up to higher
designations.*

PLATINUM

Davis, Calif.

GOLD

Breckenridge, Colo.*
Corvallis, Ore.
Palo Alto, Calif.
Steamboat Spring, Colo.*
Scottsdale, Ariz.*

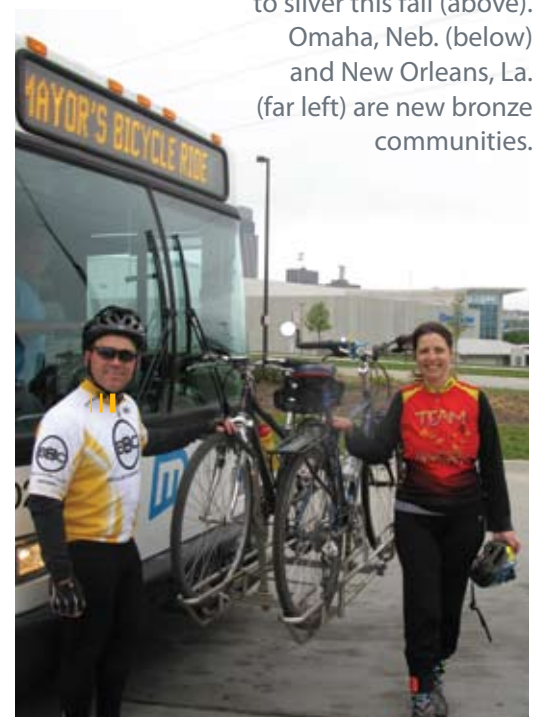
SILVER

Arlington, Va.
Burlington, Vt.*
La Crosse, Wis.*
Redmond, Wash.*
Sacramento, Calif.*
San Luis Obispo, Calif.
Tempe, Ariz.

BRONZE

Chattanooga, Tenn. |||

LaCrosse, Wis. was
upgraded from bronze
to silver this fall (above).
Omaha, Neb. (below)
and New Orleans, La.
(far left) are new bronze
communities.



**Moved up to higher designation*

FALL 2011 BICYCLE FRIENDLY BUSINESSES

PLATINUM

Alta Planning + Design
Bicycle Sport Shop

GOLD

Bicycle Garage Indy/BGI Fitness
Bikes Belong
Boise Bicycle Project
City of Fort Collins
Fehr & Peers
General Mills Albuquerque Plant
Oregon Health & Science University
REI Mountain View
REI St. Louis
RPM Transportation Consultants, LLC
Trailnet
Urban Adventours

SILVER

212 Market Restaurant
Beth Israel Deaconess Medical Center
Bike Bakersfield
Bike Pedalers
Bloomington Pedal Power
Blue Line Bike Lab
Champaign-Urbana Mass Transit District
Children's Hospital Boston
Ciclismo Classico
City Bikes
East Coasters Bike Shop, Inc
Excella Consulting
Idaho Power Company
Law Office of Eric Post
Ledford Law Corporation
Mel Trotter Ministries
Meredith Corporation
Microsoft
Mountain Gear
MyBike
National Geographic Society
OtterBox
Palo Alto Bicycles

Pirate Pedicab
Regional Transportation Commission
of Southern Nevada
REI Redmond
REI Pittsburgh
Sacramento Area Council of Governments
SAP Labs, LLC. Palo Alto
Spin Doctor Cyclewerks
Standing Stone Brewing Co.
Swiftwick
TransComm at BU Medical Center
Trek Bicycle Store of Cincinnati
University Corporation for
Atmospheric Research
Wallis Engineering
Wells Fargo Home Mortgage
Minneapolis Campus (HMMC)

BRONZE

A Better City
Advanced Micro Devices
AHA!
Architectural Alliance
Asakura Robinson Company LLC
Betty's Family of Restaurants
Bike Tech
Boloco
Candlewood Suites
City of Memphis - City Hall
Common Ground Food Co-op
Dairyland Power Cooperative
DM Systems Headquarters
Dudek
East End Food Co-op
Fat Tire Bikes
Five Rivers MetroParks
Geekhouse Bikes
Google Pittsburgh
Gundersen Lutheran-La Crosse
Hendrix & Associates, LLC
Highmark - Pittsburgh
HomeAway
Indiana State Department of Health

Institute for Human Centered Design
Island Bike Shop
John Snow, Incorporated
Lexington at Jackson Hole Hotel & Suites
Marion I. & Henry J. Knott Foundation
MayoClinic Health System - Franciscan
Healthcare
Microsoft Boise
National Alliance for Hispanic Health
National Wildlife Federation
Next Phase Studios
Northern Brewer, Ltd
One More Cup
Ordinary Bike Shop
PricewaterhouseCoopers
Random House, Inc.
Redmon Design Company
Route 66 Bicycles
Sanofi Aventis Tucson Research Center
Shuler Funeral Home/Forest Lawn
Funeral Home
SouthEast Alaska Regional Health
Consortium (SEARHC)-Sitka Campus
Springboard
Sun King Brewing Co.
Sunnyside Sports
The Bike Rack
The Johns Hopkins University Applied
Physics Laboratory
The Roasterie, Inc.
The Sprout Fund
Town of Chapel Hill
TrainingPeaks
Travel Portland
URS Corporation, Morrisville
US Forest Service Northeastern Area
Van Amburg Law Firm, PLLC
Videon Central, Inc.
Western Technical College
Whitcraft LLC |||

*For more info or to learn how your business
can apply, visit bikeleague.org/businesses
and bikeleague.org/communities*

Bike Pittsburgh and the Atlanta Bicycle Coalition MAKE BIG CHANGES

By Darren Flusche



IN AUGUST, THE ADVOCACY ADVANCE team, a partnership of the League and the Alliance for Biking & Walking, awarded \$100,000 in direct grants to advocacy organizations with the goal of dramatically increasing the amount of federal funding spent locally for biking and walking. Bike Pittsburgh and the Atlanta Bicycle Coalition received three-year Model Grants, which will allow the organizations to increase their staff capacity and undertake ambitious campaigns that will set an example for other groups to follow.

Bike Pittsburgh

Bike Pittsburgh received the largest grant ever awarded through the Advocacy Advance program – \$40,000 per year, for three years – to leverage partnerships, identify key bicycle and pedestrian projects

and get them funded. Advocates will work closely with the City of Pittsburgh on MOVEPGH – Pittsburgh’s first comprehensive transportation plan – to ensure the plan includes recommendations for bicycle and pedestrian infrastructure projects that are eligible for federal funding. Advocates will also work with county officials to get projects in surrounding municipalities in the queue for federal funding.

“Receiving this Model Grant is a testament to the decade of work we’ve poured into building strong relationships with key city, county, regional, and state transportation officials – and winning the cultural battle that bikes belong in the transportation mix,” said Scott Bricker, executive director of Bike Pittsburgh. “Now it’s time to identify and fund specific projects that will keep bike riders safer and result in more people bicycling.”

Atlanta Bicycle Coalition

The Atlanta Bicycle Coalition (ABC) will use their three-year, \$35,000 per year grant to double federal spending on bicycle and pedestrian projects and programs in the Atlanta region and triple the bicycle mode share from 1 to 3 percent. "The grant is helping us focus on getting bicycle projects on the radar of elected officials planning for the current opportunity in our region, a proposed regional transportation sales tax," says Atlanta Bicycle Coalition Executive Director Rebecca Serna. "Right now bike/ped projects are less than one percent of the current projects." The Coalition is developing an automated "take action" system to make it quick and simple for supporters to take action and work on campaigns to ensure all proposed projects include Complete Streets. ABC will hire additional staff and work with the local metropolitan planning organizations, and the Georgia Department of Transportation, to tap into two federal funding streams currently underutilized for bicycle and pedestrian projects – the Congestion Mitigation and Air Quality program and the Highway Safety Improvement Program.

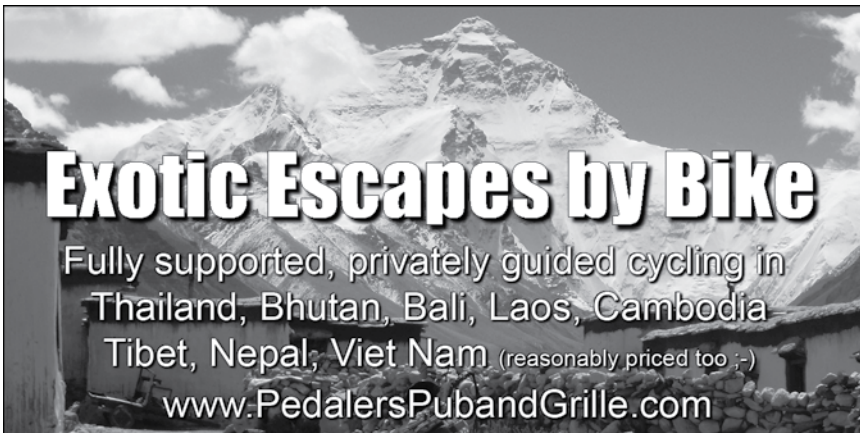
Thanks in part to the Advocacy Advance grants and the hard work of advocates, Serna predicts that Atlanta will look very different than it does today. "We'll have cycle tracks or bike lanes on all arterials, connectors, and signature streets including Peachtree. We'll hop on 22+ miles of BeltLine trails that connect to a mountain bike park on 120 acres with 10 miles of single track and a pump track, and enjoy open frequent streets events in spring and fall to keep growing the movement. All our universities will have achieved bicycle-friendly recognition, as will the city" She says, "Atlanta will be the bicycling mecca of the Southeast."

Advocacy Advance Model Grants are possible thanks to generous support of the SRAM Cycling Fund. Learn more about Advocacy Advance at advocacyadvance.org. |||



Thanks in part to the Advocacy Advance grants, Atlanta will look very different than it does today ... Atlanta will be the bicycling mecca of the Southeast."

- Rebecca Serna, Atlanta Bicycle Coalition



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SAVE CYCLING!

National Bike Summit 2012

By Andy Clarke

THE TABLE IS SET FOR THE 2012 National Bike Summit. Preservation of the Transportation Enhancements program, the primary source of funds for bicycling projects for the past 20 years, was narrowly achieved in September after a massive mobilization of League members and cyclists all over the country ... but only until March 31, 2012.

The National Bike Summit is scheduled to bring hundreds of cyclists to Capitol Hill on March 22. "The timing could hardly be better," according to Walter Finch, the League's Director of Advocacy. "We generated tens of thousands of e-mails and calls to Senate offices this fall, which is terrific. But there is still nothing that beats sitting down, face to face, with Members of Congress and their staff to let them know what these programs mean on the ground. The National Bike Summit provides the perfect platform for people to do that, and we try to make it as easy as possible."

The importance of the Transportation Enhancements (TE) program is hard to overstate. For the past 20 years, the TE program has provided more than half of all the Federal funds that have gone to improve conditions for cyclists – those funds are administered by State Departments of Transportation and are heavily oversubscribed. The TE program has built thousands of miles of trails and bike lanes, funded tens of thousands of bike parking spaces, bike racks on buses, maps, education programs, signing and marking programs.

This year, as Congress has debated a new national transportation bill (and had to extend the current law again and again), the TE program has been in the cross-hairs of some members of Congress. If the TE program is eliminated – and there are still opportunities for that to happen between now and next March – it's highly likely that the equally popular and vital Safe Routes to School and Recreational Trails programs will



suffer the same fate, effectively putting an end to Federal and most state investments in bicycling (and walking, for that matter).

There is so much at stake that we dubbed the 2012 Summit "Save Cycling." The issues really are this important. For whatever reason, funding that supports 12 percent of all trips and addresses the safety needs of 14 percent of fatal traffic crash victims is under serious and very real attack.

That's why the 2012 National Bike Summit is so critical, and why it's so critical cyclists show up in large numbers.

The beauty of the Summit is, as Walter Finch says, "the League makes it easy to stand up and be counted." The schedule of the Summit is built around making the meetings on Capitol Hill successful and meaningful. All of Wednesday, March 21, will be dedicated to giving delegates the arguments, facts and figures, background information and specific language to use in their meetings. Those meetings are scheduled for participants; delegations of fellow cyclists, industry leaders, and local retailers are put together to cover as many offices as possible. "All you have to do is show up," says Finch.

Along the way, there are inspirational and entertaining speakers, informative workshops and breakout sessions, even an opportunity to take a bike ride! Year after year, participants are amazed that they actually came to Washington, D.C. and engaged in a real-life civics lesson. And it isn't that hard or scary, especially after the first meeting is behind you! In fact, it's inspiring and goes some way to restoring people's faith in democracy and a process that doesn't always get the best press these days.

"If you haven't been to the Summit yet, 2012 is the year to make that happen," suggests Finch. "If you can't come yourself," he says, "encourage your local club and advocacy group to send a delegation or talk your local bike shop into joining dozens of the best retailers in the country who do make a point of showing up to support their industry and broader movement."

If you all come, we can
SAVE CYCLING.

Visit bikeleague.org/summit12
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THE LEAGUE OF AMERICAN BICYCLISTS

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

BOARD OF DIRECTORS

Diane Albert, dianealbert@bikeleague.org
Harry Brull, Secretary, harrybrull@bikeleague.org
Gary Brustin, garybrustin@bikeleague.org
Steve Durrant, stevedurrant@bikeleague.org
Amanda Eichstaedt, amandaeichstaedt@bikeleague.org
Jennifer Grey Fox, jennifergreyfox@bikeleague.org
Alison Hill Graves, allisonhillgraves@bikeleague.org
David Madson, davidmadson@bikeleague.org
Mike Nix, mikenix@bikeleague.org
Rob Sadowsky, robsadowsky@bikeleague.org
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The Spermbike delivers sperm from the sperm banks to fertility clinics around the city.



The sperm is stored in a cooled tank in the sperm "head."

Spermbike Swims to American Shores

SEATTLE, WASH., A BICYCLE FRIENDLY Community, will soon become the second city to showcase a sperm bike, making deliveries from a sperm bank to fertility clinics. The European Sperm Bank, the largest in Europe and located in Copenhagen, Denmark – perhaps the world's most bike-friendly city – made news reports globally after it began deliveries in a custom-designed bike with a cooling system built inside the 'sperm head' for storing tanks with sperm specimens.

The company's CEO, Peter Bower, says "The first idea was how we could deliver to the fertility clinics in a

CO2-friendly way. Then we realized that the bike could promote both cycling and the need for donors to help childless families around the world."

The European Sperm Bank's Seattle lab (ESB-USA) worked with Portland's Splendid Cycles to construct the U.S. version of the sperm structure, built of Jesmonite on top of a Bullitt cargo bike. With the tail, the bike is 9.5 feet long and weighs approximately 110 pounds fully loaded. The Seattle version is an e-assist bike with a small electrical motor to give riders a boost on Seattle's many hills (unlike flat Copenhagen). |||

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