



WHAT IT MEANS TO BE A CYCLING EDUCATOR

Hosted by the League of American Bicyclists
bikeleague.org/webinars





MEET YOUR PRESENTERS



Riley Titlebaum (They/Them)
Education & Summit Coordinator
League of American Bicyclists



Diana Hildebrand (She/Her)
League Cycling Coach
Bike Educator - DevahD Cycling
Shero - Black Girls Do Bike
2024 Educator Of The Year Award - LAB



Leta Highsmith (She/Her)
League Cycling Coach
Board Member - New Haven Coalition
for Active Transportation



Neil Walker (He/Him)
League Cycling Coach
Equity Advisory Council - LAB
Board Chair - BRAG Dream Team
Advisory Council / Youth Bike Summit



LAND ACKNOWLEDGEMENT

We would like to honor all the ancestral stewards of this land on which we meet today and their descendants living in over 1,000 Tribes, Nations, Bands, Pueblos, Communities or Native Villages. The people who speak almost as many different languages as there are Tribes are the contemporary custodians of this land.



Resource: americanindian.si.edu



VALUE OF BIKE EDUCATION

- Learn and understand bike/pedestrian infrastructure and sharing the road
- Gain confidence to teach others to ride safely
- Become your local Bike Ambassador
- Being a valued support to your local bike/pedestrian organization



Image: National Bike Summit 2023 | DevahD Cycling



VALUE OF BIKE EDUCATION



- Knowledge of SMART Cycling Curriculum:
 - Bicycle Friendly Driver
 - E-bike
 - Bike Education for Youth
 - Learn to Ride for Youth & Adults
 - and More!!





KEY LCI ATTRIBUTES

- Ability to mentor and teach
- Collaborate and work with other bike educators and agencies
- Motivator
- Patience
- Value your students
 - Create a socially safe environment for learning
 - Respect
 - Professional demeanor
 - Able to give positive but firm constructive feedback





HOW DO I GET STARTED?

- Enjoy and have a passion for cycling
- Complete a Smart Cycling course 3-6 months in advance
- Locate and enroll in a seminar & register
- Pass the LCI pre-assessment test 85% or higher
- Prepare assigned class lesson with materials in the registration link
- Keep track of all email correspondence



Dear Diana Hildebrand,

Congratulations! You are now registered for the Cleveland 2019 LCI Seminar on 4/12/2019. Upon successful completion of the seminar, you will be a **League** Cycling Instructor, qualified to teach the **League's** Smart Cycling curriculum.

Prior to the seminar, you'll need to familiarize yourself with the Smart Cycling curriculum, and complete an open-book assessment to demonstrate your familiarity. You can find the study documents and a pre-seminar assessment [here](#).

Please answer the questions in the assessment fully, explaining multi-step answers in the short answer and essay question. You will need to get an 85% or higher on the assessment to attend the seminar. Your coach will be in touch with you shortly to let you know how to submit your completed assessment.

Note that you do not need to bring copies of the study materials or your assessment with you to the seminar.

Any logistical inquiries should go to the seminar site facilitator. If you have questions regarding your **registration** or membership, please contact the **League** at (202) 822-1333 or education@bikeleague.org. If you need to cancel, please let both the **League** and your coach know. Our cancellation policy can be found [here](#).



WHAT TO EXPECT FROM A SEMINAR

- 2.5 day / 23 hour seminar
- Come prepared to learn & work with others
- Make sure to have the necessary tools to help you be successful
 - bicycle, helmet, lights etc.
- In-class and on road assessment from Coach & assistants





WHAT TO EXPECT FROM A SEMINAR

- Give and receive peer review evaluation and feedback
- Gaining your certification or remediation
- Continue to practice the skills you have learned and attend sessions to continue your education





WHY BECOME AN LCI?

- Certification from the LAB (a national organization) gives credibility to teach bicycle education and safety
- Be a strong bicycle advocate in your local community or state
- Be part of a strong national network of bicycle educators
- Facilitate BFA (Bicycle Friendly America) applications for businesses, local universities and colleges, towns or state agencies





THE LCI VALUE

- Insurance coverage through the LAB
- Strengthens local organizations you are part of when they are:
 - applying for grants
 - holding community bicycling classes
 - sponsoring events





CREATE YOUR BUSINESS

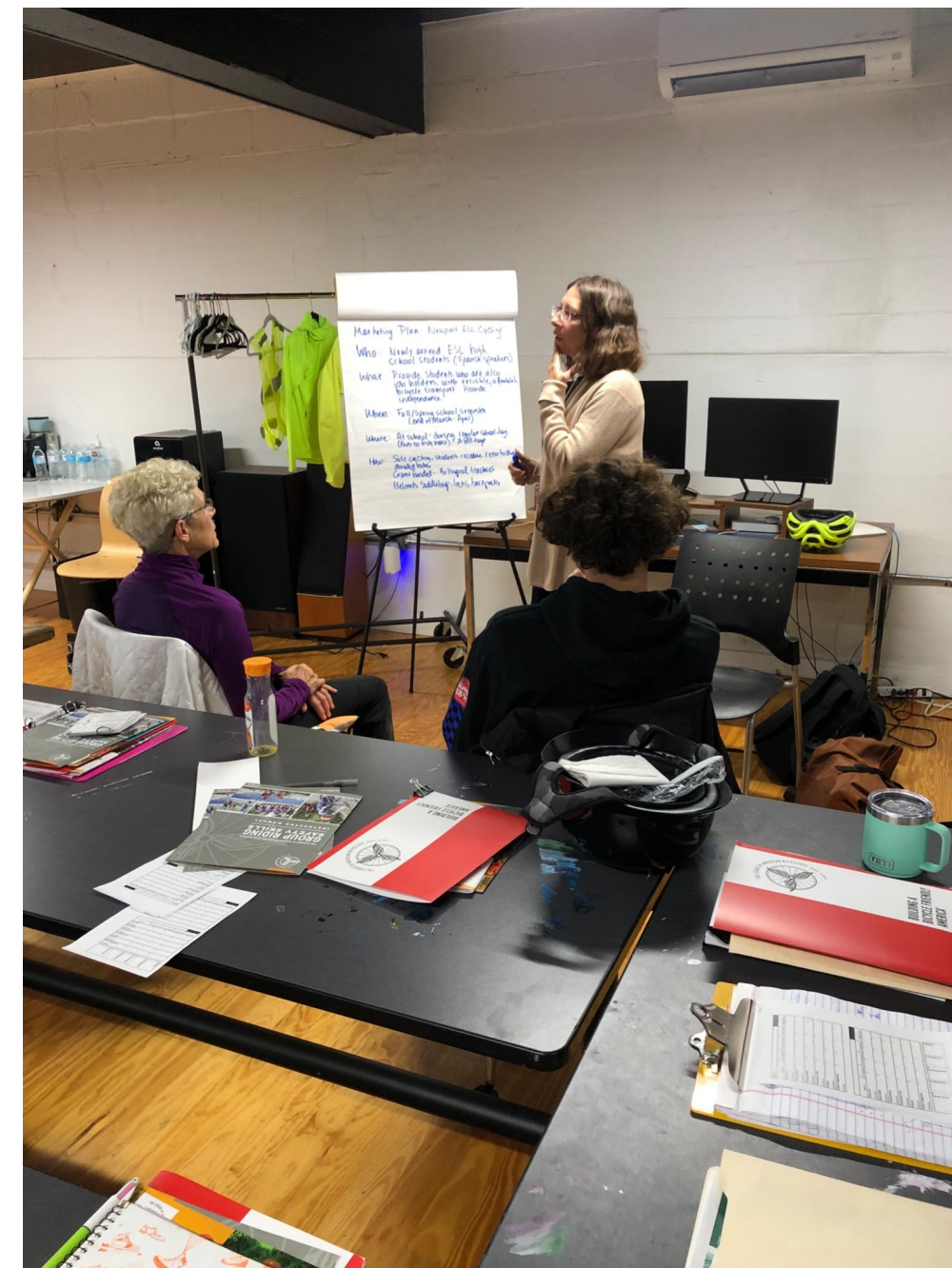
- Start with a plan
- Reach out to business incubator hubs
- Resolve the "must get done" checklist





CREATE YOUR BUSINESS

- Work you plan
- Evaluate your plan
- Adjust
- Rinse and repeat

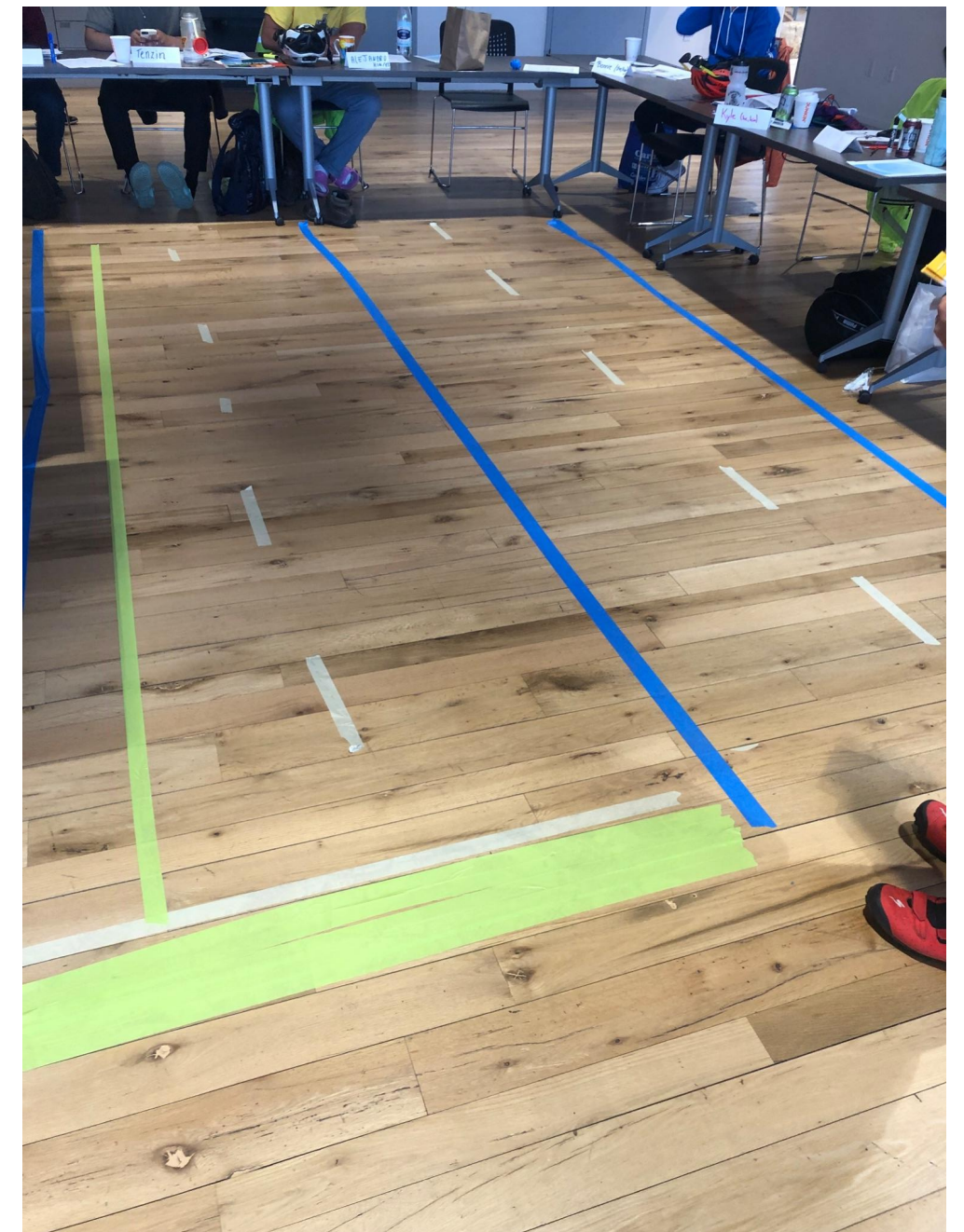




CREATE YOUR BUSINESS

You invested in you!

- \$\$\$ earning potential
- Enhance or create your own business to teach Smart Cycling customized classes
- Add depth to customer offerings at a bicycle related business
 - E-Bike safety and education or other Smart Cycling topics






CREATE YOUR BUSINESS

Marketing your business



Wheels Down Cycling
with Miriam Martin



**Bicycle Education
and
Cycling Classes**


Remember the thrill and excitement of riding your bike and exploring the great outdoors before you could drive a car? You can experience that joy again, without fear, after teaming up with Miriam to learn how to ride comfortably, confidently, and safely while improving your health and wellness. Skills covered include:

- Bike Handling Basics
- Fixing a flat
- Shifting gears and brakes
- Riding on the road and through intersections
- Principles of Traffic Law
- Hazard avoidance maneuvers
- Fitness & wellness

Learn these and other Smart Cycling principles and you will have more fun riding around your community, on the boardwalk, bike paths & trails, charity rides, etc.

Group classes and Individual Instruction are offered for all ages beginners, intermediate, and advanced.

Miriam Martin
League of American Bicyclists
League Cycling Instructor
(973) 380-6276





CREATE YOUR BUSINESS

THE DEVIL'S GEAR BIKE SHOP





MARKETING YOUR LCI

BIKE EDUCATION IN SCHOOLS

View Webinar:

[Get More Kids Biking in Schools](#)



Download Webinar Slides

<https://bikeleague.org/wp-content/uploads/2024/07/How-to-Get-Kids-Biking-in-School-combined.pdf>



MARKETING YOUR LCI

BIKE EDUCATION IN SCHOOLS





MARKETING YOUR LCI

BIKE EDUCATION IN SCHOOLS





MARKETING YOUR LCI

- **Partnering with Local Advocacy group**
- Open Streets
- Confident City Cycling Classes (Smart Cycling)
- Learn to Ride (Youth and Adult)
- Community Advocacy Meetings
- Operation illumination





MARKETING YOUR LCI

- Partnering with Local Advocacy group





MARKETING YOUR LCI

- Partnering with Local Advocacy group





MARKETING YOUR LCI

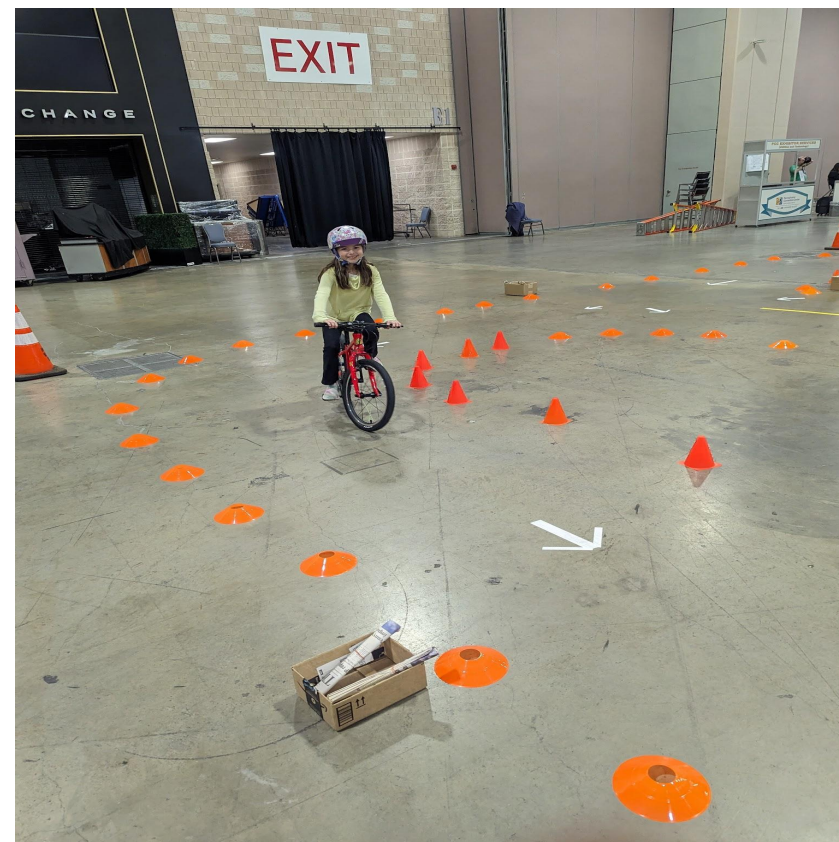
- **Community Involvement**
- Slow Roll
- Bicycle Co- Op
- Helmet distribution
- Bike Rodeo





MARKETING YOUR LCI

- **Community Involvement**





MORE FROM THE LEAGUE

- League Webinar Series Schedule: <https://bikeleague.org/webinars/>
- Next Webinar: August 20, 3:00-4:00PM ET
Solutions for Speed Management with the National Transportation Safety Board
- Past Webinar Recordings on Youtube <https://www.youtube.com/@BikeLeague>



THANK YOU FOR JOINING!



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