

*City of Lights -
A Program of Los Angeles
County Bicycle Coalition*



CARECEN Day Laborer Center, Pico Union



Why Create a Program That Only Focuses on Latino Day Laborer Cyclists?

Los Angeles is home to one of the largest groups of cyclists, Latino day laborers, who ride to work each day.

For most of these cyclists, their bikes are their only means of transportation.

Since many Latino cyclists are not connected to the bicycle/environmental community and are low-income, there has been a lack of resources for them, including:
A lack of access to Spanish language information about bicycling laws, safety equipment, and bike rides.



City of Lights Aims to Bridge The Gap



What is City of Lights?

We originally established our relationship with Latino immigrant day laborer cyclists by providing bicycle lights and safety information at CARECEN.

We then hosted bike safety, repair, and legal rights workshops and a culturally themed bike ride and dinner to build community.

We continue to build long-term campaigns that revolve around bicycle advocacy, bike mechanic job skills, and training and engaging key day-laborer advocates to lead mini-campaigns.



City of Lights' Advocacy/ Community Building Component

One of our long term goals is for immigrant cyclists to advocate for their neighborhoods to be more bike and pedestrian friendly and spread safety education amongst their communities, through an advocacy working group.



We do this through
culturally themed bike rides
and interactive workshops.



We also hope to empower the
cyclists and build community in a
fun and relevant way.

City of Lights' Education Component



Sample of the Spanish language cycling resource guide

- Our Spanish language cycling resource guide, due in February, will have a safe streets map, safe riding, maintenance, legal rights, and advocacy information.
- We are working with day laborers to write and direct a Spanish radio safe riding PSA by summer.

City of Lights' Bike Repair Space Component

- In partnership with the Bicycle Kitchen and IDEPSCA, we have started a bike repair space at the Downtown Job Center.

- In April, we will begin a bike mechanic intensive training. These trained workers will then fix used bikes and manage the space.



City of Lights, Research Component

In 2010, we will begin qualitative and quantitative research surveys and interviews in partnership with UCLA and UCI.

This will serve to develop new research and data on these largely unaddressed issues of transportation equity and public health.

We hope this research will inform academia and city planners more about Latino cyclists to create more equitable neighborhoods.



Key Factors Contributing to Our Success

- A relationship with key organizations/ institutions in the community
- Long-term relationship building with the workers and a community organizing component that attempts to empower cyclists to get involved and lead campaigns
- A diverse, multi-lingual team of young volunteers/ professionals

City of Lights in the Media

- We have created a blog for City of Lights, which will also be translated into Spanish and has our Youtube video (<https://sites.google.com/site/cityoflightsprogram/> and <http://www.youtube.com/watch?v=udhqY2mFKxo>)
- Planet Bike's blog featured City of Lights (<http://www.planetbike.com/blog/128>)
- The Alliance for Biking and Walking mentions City of Lights (http://www.peoplepowermovement.org/site/index.php/site/media/labc_lights_up_la/)
- UCLA's Daily Bruin Newspaper interview (<http://www.dailybruin.ucla.edu/stories/2009/feb/2/cyclists/>)
- LA Streetsblog (<http://la.streetsblog.org/2010/01/13/success-in-pico-union-highlighted-in-new-bike-parking-resource-guide/print/>)
- Anthropology News



Contact:

Allison Mannos
Urban Programs Coordinator,
Los Angeles County Bicycle Coalition
634 S. Spring St. Ste #821
Los Angeles, CA 90014
213-629-2142/323-706-8320
Allison@la-bike.org

<http://www.la-bike.org/>

and

<http://ciudadeluces.wordpress.com>