



TO: All League Members

FR: Mike Greehan, President

RE: 2005 Year-End Appeal to Members

As the new president of the League, it's my pleasure and honor to report on our achievements, preview our plans for the coming year and ask for your financial support.

Like you, I am a cyclist and advocate. I am passionate about the work the League does to stand up for your rights as a cyclist and I'm extremely grateful for your past support.

We won't rest until we've put an end to cyclists being intimidated, abused, buzzed, run off the road, or killed by motorists who don't obey the laws.

We each want to be treated fairly, like any other user of the road or trail.

You are the key to enabling us to advocate on your behalf and the League just can't continue our important work without your financial support. **That is why I'm so excited to tell you about our 2006 Share the Road Campaign: Protecting the Rights of Cyclists.**

With your help we'll have this critical resource for cyclists in place by the first of the year.

In the recent membership survey and in countless other ways you've told us that you expect the League to stand up for cyclists' rights. The recent news of some truly outrageous and deeply disturbing cyclist deaths has emphasized that expectation.

In Charlotte, NC, a bus driver who just 30 minutes earlier made a left turn that caused an accident and sent six

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passengers to the hospital, made another left hand turn into the path of a cyclist, killing the cyclist.

In Greenville, SC, a motorist was fined a measly \$270 dollars for killing a cyclist by turning left into her path.

And in Nebraska—the story we hear about all too often and in all too many places—a motorist driving with a suspended license and multiple previous driving convictions killed a cyclist.

Before I tell you about our plans to help affected cyclists stand up for themselves, allow me to recap some of the victories we've achieved this year.

Protecting Cyclists' Rights

Cyclists everywhere turn to the League to defend their right to safe and enjoyable riding. This year we have:

- assisted clubs in Florida with the bicycle-friendly redesign of route 1A and with clubs in Kentucky on a legal battle defending cyclists' right to the road;
- encouraged South Carolina Representative Bob Inglis (R-SC) to make a floor statement imploring his colleagues to give priority to the safety of cyclists out on the road in response to the death of a cyclist in his district;
- supported preliminary legal work on a case in California which will improve the safety of bicyclists using trails;
- given bicyclists a voice when National Public Radio wanted to discuss the benefits of bike commuting and when USA Today and NY Times articles called funding for bicycling wasteful. We responded with the following insight:

This approach could not be more shortsighted. Bicycling and walking are important and popular travel options. If more people walked and bicycled - heeding the President's call for energy conservation - we'd go a long way toward improving the health of our communities.

Fighting for Cyclists' Fair Share

You know as well as I do that bicycling is not just a recreational activity. Using our bikes to ride to work, do errands and visit friends has positive benefits for our health, our environment and our communities.

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The League stood up for cyclists in the final days of the debate on the federal transportation bill and secured \$3.5 billion to improve conditions for cyclists. The Safe, Accountable, Flexible, Efficient, Transportation Equity Act - A Legacy for Users (SAFETEA-LU) sets unprecedented funding levels for bicycling-related projects and programs.

We are now working to make sure these funds are spent wisely on projects that will positively impact bicyclists.

Promoting Cycling in Your Community

In 2005 we spent more time than ever riding with and listening to the needs of cyclists like you. Below are a few of the ways we promoted bicycling as a healthy and fun alternative.

- League staff visited and rode with dozens of bicycle clubs throughout the country so we could more accurately address the issues you face out on the road.
- We were proud to designate 14 bicycle-friendly communities, including the first Platinum-level community, Davis, California.
- The Bicycle Education Leaders Conference brought together hundreds of bicycle educators to share ideas on reaching more cyclists with our safety message.
- And finally, a record number (200) of new League Cycling Instructors were certified this year.

2006 Share the Road Campaign: Protecting the Rights of Cyclists

Now is the time to focus our energies and to take a stand for cyclists, together!

That is why I'm counting on you for a generous year-end, tax-deductible contribution so that next year we can launch our most ambitious and hard-hitting Share the Road Campaign yet.

Administered by the diverse group of cyclists on the League staff and made available via our online response and resource center, we need your help to make sure it is in place by the first of the year just in time for the 2006 riding season.

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Protecting the Rights of Cyclists: Empowerment

We are currently developing and implementing this mix of online and material resources.

- **Legal Defense** - we'll provide you with access to advice when you face challenges resulting from run-ins with aggressive drivers, poor engineering or other problems.
- **Professional Services** - when you need an expert witness, medical advice, or an expert on proper road design, we will help you find those resources.
- **Continued Motorist and Cyclist Education** - our efforts to make sure all users know their responsibilities to share the road will be ramped up through more BikeEd programs and distribution of motorist education information and Share the Road bumper stickers.
- **National Advocacy** - we'll work through Congress, national advocacy groups and federal agencies to improve the priority given to bicycling issues, especially with regard to the spending of the transportation dollars in the SAFETEA-LU legislation.

Protecting the Rights of Cyclists: Taking A Stand

When cyclists face tragedy or a heated exchange with a motorist they can utilize our online resource and response center:

- **Harassment or Abuse of Cyclists:** What you can do - too often a ride includes a motorist honking or yelling at us to get on the sidewalk or off the road. Sometimes irritating and always dangerous, we'll give you an outlet to report this abuse, resolve the issue and provide that offending motorist with education cards that may prevent it from happening to another innocent cyclist.
- **Dealing with the Injury or Death of a Cyclist:** What you can do - In those cases where the fault lies with an aggressive motorist, the League is here to help family, friends and the cycling community cope. We'll help those involved ensure justice through the legal system, responding to the media and establishing a memorial fund or foundation to honor the cyclist.

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- **Anti-Cycling Messages in the Media:** What you can do - next time bicyclists are the target of mindless radio shock-jocks, trivialized in newspaper cartoons and misrepresented in TV commercials, we'll help you set the record straight using our public service announcements (PSAs), letters to the editors and connections to the media.

As I said before, now is the time to take a stand for cycling!

I urge you to send your 2005 year-end contribution right away. Consider the pure joy you get from bicycling and think how much you want others to experience that same pleasure. Consider what you're willing to do to help us change attitudes so that none of us face harassment on the bike - and then make a generous contribution to the League of American Bicyclists.

Can I count on your support and leadership during the important year-end giving season?

Help fund our Share the Road 2006 Campaign so we can start the New Year off on the right foot or pedal!

Send in a contribution of \$15, \$30, \$65 or whatever you can afford today!

We're counting on you so can count on us all year long.

Cheers,



Mike Greehan
President

P.S. The League is standing up for you. We need your year-end, tax-deductible contribution today.

P.P.S. With a gift of \$65 or more, we'll send you our exclusive long-sleeve League of American Bicyclists shirt (limited quantities - donate early)!