



# AMERICAN BICYCLIST

## EVERY BICYCLIST COUNTS

*An effort to learn  
more about bicycling  
fatalities p. 18*

## BIKES IN THE BOARDROOM

*Major corporations  
going bicycle  
friendly p. 24*

## SOUTHERN COMFORT FOR CYCLISTS

*Bicycling advocacy  
beats up in the  
South p.22*

*July - August 2014*

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## July - August 2014



Second place in the Bicycle Friendly America photo contest.  
Photo by Mitchell Connell

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ON THE COVER: THE WINNER OF THE BFA PHOTO CONTEST. PHOTO COURTESY OF WHATCOM SMART TRIPS. IMAGE: GABRIEL BOONE PHOTOGRAPHY



# REMEMBERING CONGRESSMAN JAMES OBERSTAR

We were terribly sad to learn of the passing of Jim Oberstar in May. Our extended League family expresses deepest condolences to Jim's family and enormous gratitude for his extraordinary life and service.

Jim Oberstar has been a friend, adviser and mentor to the entire bicycling community for a quarter century and he will be sorely missed by us all. His service to the 8th Congressional District, the State of Minnesota and the nation was exemplary and an inspiration.

The first time I met Mr. Oberstar was late 1988, or early 1989. I had written to commiserate about his being "doored" and he not only replied but suggested I come in and discuss the upcoming transportation bill! His commitment to bicycling was clear even then — we had lunch in the Members dining room and I can still see the faces of his staff as his schedule for the day went out the window. He wanted to talk about the opportunities to weave bicycling into that legislation ... and the rest is history!

On another occasion, we had a bike reception on the Hill and right next door there was another event hosted by a Minnesota group. The Congressman came in to our event, said a few words and went next door. I assumed that would be the last we'd see of him that evening. Fifteen minutes later, I see him back in our room chatting away with folks about bicycling — in fact, that was the evening he confessed how much he enjoyed putting away work papers and pulling out his copy of *Bicycling* magazine on the plane



*Jim Oberstar (left) and Andy Clarke.*

back to his district.

Jim tracked every mile he rode and so we were shocked to realize in early 2002 that he had never ridden a century. Gary Sjoquist at Quality Bicycle Products created the Oberstar 100 in September of that year — coinciding with the Pro Walk Pro Bike conference in St. Paul — to put that issue straight. We rode an urban century around the Twin Cities using many road and trail projects funded by the very programs he created. About 60 miles into the ride, I was alongside him and saw that he was churning up the ramp from the Cedar Lake trail into downtown Minneapolis on the big chain ring. He had yet to drop onto the small ring — 60 miles into the ride. He was a beast.

We were so honored when Oberstar

joined our board of directors in March. During his first board meeting he spoke as eloquently and forcefully in support of our equity goals as anyone, at the same time showing a deep respect for and knowledge of our history as an organization. He was still talking about bicycling as “upcoming transportation” 25 years on, with the same enthusiasm as in that first encounter.

His inspiration will carry us through, and we will miss his advice, leadership and friendship. ■

*Andy Clarke, League President*

# INBOX

## BIKE PEDICURES AND MORE

Thanks to Caron Whitaker, League Vice President of Government Relations, and Team (Earl) Blumenauer for organizing such a great event at the Capitol on May 2. I know larger events often get more attention, but on behalf of the many overworked congressional staffers who haven't had the time to treat their bikes to some much needed attention (and bike pedicures!), thank YOU for helping us get ready to ride!

- *Andrea D. Martin, Senior Policy Advisor & Staff Counsel, Office of U.S. Rep. André Carson (D-Indiana)*



*Andrea D. Martin*

## APPRECIATING WOMEN BIKE

I cannot tell you how much value I get out of your Women Bike blog posts and resources. I constantly use them when I need a little extra gusto to help make good arguments for the type of bicycling facilities women (and others!) like to see. They also make me feel a little less alone when I'm up against the old guard of cycling who consistently see nothing wrong with our transportation infrastructure and that "taking the lane" and vehicular cycling is always the right choice. I've continued to advocate for positive changes here in North Carolina and it's exhausting without the support. One day I hope to make it up to the conference. Thanks for all that you do!

- *Kristy Dactyl, Chair, Oaks and Spokes*

## MEMBERSHIP THANKS

Initially I joined your association and made the mistake of confusing it with another and canceled my membership because I mistakenly thought that it was top-heavy and not truly doing what was advertised. I made a grave mistake in not investigating deeper. I have been reading all of your e-mails and publications — and will be renewing my membership knowing that you are doing a fantastic job. Please accept my apologies and know that you have a loyal supporter. Thank you very much for the

tireless work you are doing. As a cyclist of 40 years, I recently switched over to a road bike after a very serious mountain bike accident and made the mistake of not knowing the situation. You're doing great.

- *Robert Reynold, Stony Creek, CT*

## BUILDING COALITIONS

I just did the League Cycling Instructor training in Simsbury with Steve Mitchell, Board of Trustees for the East Coast Greenway, who opened his auto dealership as the training center (a first, I believe!). In the effort to connect the Atlantic Seaboard, the East Coast Greenway has been the point organization on the advocacy effort to get bicycle facilities on the Susquehanna Bridge, working with Amtrak and the Maryland Department of Transportation. The next step is to build a coalition to support this and, by sending an action alert, the League has been a wonderful partner in getting the word out about the petition. With your support we received more than 7,500 supporters for the cause.

- *Andrew Hamilton, Doylestown, PA*

## CORRECTION

In the May-April issue of *American Bicyclist*, Rock Hill, SC, was erroneously omitted from the Bicycle Friendly Community listing. Rock Hill is a Bronze-level Bicycle Friendly Community and has a population of 67,423. ■

**GIVE US YOUR FEEDBACK** Email your comments to [carolyn@bikeleague.org](mailto:carolyn@bikeleague.org); send a letter to 1612 K St NW, Ste 308, Washington, DC 20006; or chime in on Facebook ([facebook.com/leagueamericanicyclists](https://www.facebook.com/leagueamericanicyclists)) or Twitter (@bikeleague).

# CLUB SPOTLIGHT:

## Gravel Riding in the Shenandoah Valley

*Gravel riding is growing in popularity among bike clubs and recreational riders across the country. The Shenandoah Valley Bicycle Coalition in Virginia incorporates gravel riding into many of its weekly rides, so we caught up with Kyle Lawrence of SVBC about the growth of these off-road rides.*

**TELL US A LITTLE BIT MORE ABOUT THE SHENANDOAH VALLEY BICYCLE COALITION'S HISTORY.** The SVBC was formed in 2008 with the merger of the Shenandoah Valley Bicycle Club (a road cycling club formed in 1982) and the Shenandoah Mountain Bike Club, which united the voice of cyclists in our community. The SVBC has helped shape Harrisonburg and the surrounding county as the Bike Capital of Virginia by growing all types of cycling through events, advocacy, and trail building.

**THE SVBC HOLDS THE HARRIS-ROUBAIX EVERY YEAR - WHAT'S THE HISTORY OF THAT RACE?** We're fortunate to have a plethora of unpaved dirt surface roads in the area but each year more and more are lost to pavement. The Harris-Roubaix is more than a race — it's a celebration of dirt roads and an opportunity to welcome spring in an idyllic setting. The event is more than a decade old and is always held the same day as that other Roubaix-named event in France. The dirt roads make the event especially magical and accessible. While the event is a race for some, a much shorter ride for others on these dirt roads ensures that everyone can experience the fun.



*Riding in the Shenandoah Valley. Photo courtesy of Shenandoah Valley Bicycle Coalition*

**WHAT ARE THE PERKS OF GRAVEL RIDING?** Once you start riding gravel roads, you get hooked. Gravel roads almost always have less traffic, take you places fewer people venture and are more FUN. Often the gravel road takes you deeper into the woods, up and over the mountain, or into any number of other places you never imagined you could ride a bicycle. Gravel roads are also much more dynamic than pavement, drastically changing in character depending on the weather and the season. As a result, the rider has to read the road more attentively, looking for potholes, brake bumps, and deep collections of gravel. Changing conditions keep riders more engaged and plenty of people find it more exciting.

**TELL US ABOUT THE SVBC'S CAMPAIGN TO GET ACCESS FOR BIKES ON SHENANDOAH NATIONAL PARK'S DIRT ROADS.** Many of the National Parks still prohibit riding bikes on some roads and even more so on trails. In Shenandoah National Park, currently bicycles are only allowed on the paved Skyline Drive and not on the administrative roads, which could expand bicycle tourism opportunities in the Shenandoah Valley, connect communities on either side of the mountain, and provide a safe and traffic-free space for children and families in the local communities to ride. We've begun discussions with the park administration on this topic and the future looks bright for legal bicycle access on dirt roads. ■

LEARN MORE AT [WWW.SVBCOALITION.ORG](http://WWW.SVBCOALITION.ORG).



Dorothy Le. Photo by Dmitri Gudkov.

# MEMBER SNAPSHOT: Dorothy Le

*Last year, the League launched its Equity Initiative, aimed at engaging more youth, women and people of color in bicycling. But what does bike equity look like on the ground? In this member snapshot, Dorothy Le, a member of the League's Equity Advisory Committee, explains how equity and inclusion has informed her work as a planner and advocate.*

One of my first memories of equity as a concept was when I was in college at the University of California - Los Angeles and learned that pollution and other negative environmental externalities affected low-income communities of color disproportionately. I also noticed that most of the mainstream environmental groups didn't have members who were people of color and that there was a rift between identity-based groups and environmental groups on campus.

I wanted to be part of a movement that would be able to address environmental concerns from a lens of marginalized peoples, working with student-of-color organizations and my own ecological group — E3: Ecology, Economy, Equity — I helped to develop cross-programming and campaigns that addressed both of our platforms.

My first job out of college was with the Los Angeles County Bicycle Coalition, working on an environmental justice grant through the California Department of Transportation (CalTrans), planning bicycle- and pedestrian-friendly access to six transit stations which served predominantly low-income communities of

color. Again, I noticed that even though my work tasks were addressing justice issues, I knew the work could be deeper and more direct. Once one of my interns, Allison Mannos, expressed an interest in working with the Spanish-speaking day laborer cyclists in Los Angeles, I was very much in support of this new initiative and became an active member in the burgeoning organization, City of Lights.

After LACBC, I attended graduate school for urban planning and specifically chose Rutgers University to obtain a more diverse perspective. Like LA, in New Brunswick, I noticed a Latino worker cyclist population, riding in unsafe bicycle

infrastructure conditions. In New York City, I noticed delivery cyclists and non-white cyclists riding, but not being part of the main story that was the success story for cycling. In graduate school, I focused on equity and planning, studying how equitable bicycle infrastructure was distributed across six cities across the nation and how to create a more equitable bicycle network in New Brunswick.

After graduate school, I took a one-year position with the National Park Service, developing ways to support better infrastructure and programming for urban national park systems, in order to increase access to parks for

underserved populations. From my one-year position, I was able to create more equity-focused criteria for project prioritization.

During the summer of 2013, I also worked with a group of diverse youth as program coordinator for the Local Spokes Youth Ambassadors Program, which gave me a grounding of the needs of youth in equity discussions.

From my observations on New York City cycling, I also got involved with the Biking Public Project (BPP), which aims to expand local cycling advocacy discus-

sions by reaching out to underrepresented bicyclists including women, people of color and delivery cyclists. In just one year, BPP conducted outreach

and photography in order to understand and communicate the needs of diverse cyclists in New York City and also published a zine to tell our story and potentially inspire other groups to participate in the broader movement.

Now, I'm the campus bicycle and pedestrian planner for Rutgers University, and in that capacity, I hope to help encourage a more equitable bicycle network in Central New Jersey and beyond.

With a range of experiences organizing, advocacy, and planning — in California, New Jersey, and New York — inclusion and fairness have always been and remain a strong and consistent thread in my bike advocacy work and beyond. ■

**"I hope to help encourage a more equitable bicycle network in Central New Jersey and beyond."**

# A+ FOR LEAGUE

## League ranks high in donation spending

BY LILI AFKHAMI

At the League, we strive to be the best. Our mission, after all, is to lead the movement to create a Bicycle Friendly America for everyone. Leading a movement requires excellence on all fronts.

Well, we're proud to have once again earned a distinction that rates us as one of the best charities in the United States. For the fifth consecutive year, the League has been rated a four-star charity by Charity Navigator — and four stars is as high as it gets.

What exactly does that mean? It means that of the 1.9 million 501(c)(3) organizations registered with the Internal Revenue Service the League shares its top ranking with fewer than 2,300 organizations across the country. When it comes to making sure our member and donor dollars are spent in the best possible way, the League is better than 99.9% of nonprofits in the nation.

You can see the League's four-star rating for yourself by visiting [www.charitynavigator.org](http://www.charitynavigator.org) and searching for "League of American Bicyclists."

Charity Navigator is an independent organization that serves as a "guide to intelligent giving." It rates charities on two broad areas of performance — financial health, and accountability and transparency. In short, a Charity Navigator rating provides a snapshot of an organization's overall health and shows exactly how donor dollars are spent.

Preserving this four-star rating continues to be a top priority for the League. Without the support of our corporate sponsors, members and donors, we can't lead the movement. With nearly 2 million other organizations to choose from, the fact that they choose us is a responsibility we take very seriously. It's our obligation to ensure that every dollar is spent

in a way that supports our mission and vision. And, according to Charity Navigator, we've been among the best in the nation — for five straight years.

We'll continue to display our Four-Star rating with pride and work to lead the movement to create a Bicycle Friendly America, one community at a time. None of this would be possible without you; thank you for your continued support.

There are many ways to support the League:

- » To join the League: [www.bikeleague.org/join](http://www.bikeleague.org/join)
- » To make a gift to the League: [www.bikeleague.org/give](http://www.bikeleague.org/give)
- » Combined Federal Campaign (CFC) Number: 11563

For more information on Planned and Legacy Giving: [lili@bikeleague.org](mailto:lili@bikeleague.org) ■ LILI AFKHAMI IS THE LEAGUE'S DEVELOPMENT OFFICER.

## LCI CORNER

### Every Bicyclist Counts; Every Student is Different

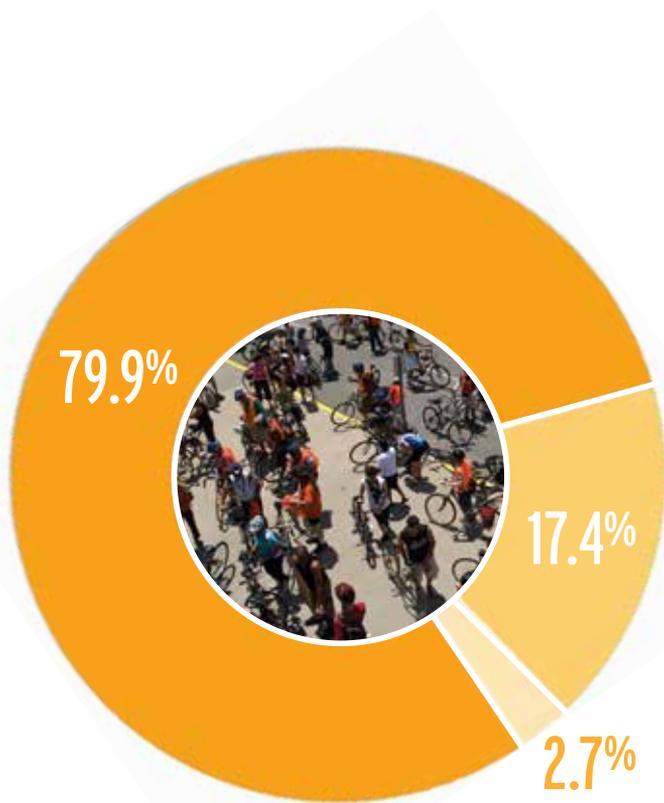
The Every Bicyclist Counts report (*see page 18*) is a great start to define what is happening on our streets. One of the questions I hear when League Cycling Instructors read the report is "How does this change the way we, as LCIs, should teach?"

In the LCI Seminar we stress that an LCI's job is to prepare all riders to operate safely in the built environment — whatever conditions they encounter on the road. We need to give them the tools to handle any

infrastructure under any condition.

Our job as LCIs is not to tell them how they should ride at any one time, because conditions in every intersection and every length of roadway will vary minute to minute and an intersection will never look the same way twice.

We all know that controlling the lane, until it is safer to give up control, is good practice. But just as there are many ways to build a road, there are many different types



## LEAGUE SPENDING BREAKDOWN

PROGRAMS 79.9%  
 ADMINISTRATIVE 17.4%  
 FUNDRAISING 2.7%

## GIVING

*Thank you* to the following organizations and individuals who contributed to the League, above and beyond membership dues, in March and April 2014.

### ORGANIZATIONS

#### \$5,000+

Performance Bicycle  
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Sierra Nevada Brewing Company

#### \$1,000+

Baltimore Bicycling Club  
 California Electric Bicycle Association

#### \$100+

Arkansas Bicycle Club  
 Bowling Green League of Bicyclists  
 Mohawk-Hudson Cycling Club  
 Spring City Spinners Bicycle Club

### INDIVIDUALS

#### \$1,000+

Harry Brull

#### \$500+

Timothy Roche

#### \$100+

Susan Barrows  
 Suzanne Behrendt  
 Paul Epton  
 John Flynn  
 Edward Gent  
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 Chris Vasiloff  
 Paul Vyriotes  
 Michael Ware

of cyclist. And, yes, there are some, maybe a large number, that will never be vehicular cyclists through choice or lack of ability.

We need to make sure that all of our students can make good decisions for themselves, whether it is to control the lane or to use a separated bicycle facility. Educating cyclists to be safe on the road is our only task and we should strive to do it well.

- Preston Tyree, LCI #518



# RIDING WITH WORLD BICYCLE RELIEF IN ZAMBIA

How bicycles transform the lives of students, patients and entrepreneurs

BY KAREN JENKINS AND CYNDI STEINER



Zambia is a long way to travel from the United States to ride a bicycle. But the physical distance of 7,500 miles and 30 hours of travel time were small in comparison to the people we met in Zambia and the lessons we learned on our trip with World Bicycle Relief (WBR).

The participants in the “Africa Rides” program with WBR in May learned up close and personal about the ability of a bicycle to offer access to independence, education, and a livelihood for people in developing countries and at home.

In February, FK Day, president of WBR and co-founder of SRAM, addressed the 2014 New Jersey Bike & Walk Summit. Shortly after, Sandy Chapman, president of Tifosi Sales and a SRAM

representative in the northeast United States, challenged us to join him in May on the WBR “Africa Rides” program in Zambia.

Founded in 2005, WBR began by partnering with organizations in Sri Lanka to help with relief efforts after the tsunami that devastated communities in nations along the coastline of the Indian Ocean. More than 24,000 locally assembled bicycles were distributed to displaced survivors.

Shortly after, WBR began designing and assembling the rugged Buffalo Bicycle. Specifically designed and built for developing countries, the frame is heavy gauge steel and easier

to maintain because of the interchangeable parts, powerful coaster brakes, lack of gears, and the ability to build and repair it with simple tools. Through aid organizations in selected countries on the continent of Africa, WBR provides

The participants in the Africa Rides program learned about the ability of a bicycle to offer access to independence, education, and a livelihood.

bicycles to support education, healthcare and micro-finance.

To date, more than 182,250 Buffalo



*Author and League board member, Karen Jenkins*



*All photos by Sandy Chapman*

Bicycles have been distributed and sold in Zambia, Angola, Botswana, Kenya, Malawi, Mozambique, Rwanda, South Africa, South Sudan, Sri Lanka, Tanzania, Uganda and Zimbabwe. Integral to the operation in each country is a training program for mechanics to ensure skilled repairs and spare parts are easily available. At the local WBR offices 949 workers have been trained as assemblers. This is especially important since most Buffalo Bicycles are in rural areas where the need for transportation is so high.

Brian Moonga, WBR's Zambia Country Director, explained the importance of transportation in a country like Zambia. "It is difficult for people to understand that a child must walk as much as 10 miles or more on a dirt path in the

middle of the bush, far from a town and paved roads," he explained. Only by riding a Buffalo Bike in Zambia did every participant on the "Africa Rides" program understand the distance and difficult terrain. We rode bikes on dirt paths, which were often narrow and bumpy with rocks. There is no grading of the incalculable paths throughout the country that connect thousands of villages far from urban centers.

Brian went on to explain how getting children to school makes a difference in the development of Zambia and the well-being of citizens. "The bicycle is more than transportation," he said. "It is also an item of wealth. It means a child moves from owning nothing to owning something of value."



Brian spoke of a girl in his class named Elizabeth who lived quite a distance from the school. “Since my father was a teacher, we lived at the school,” he explained. “Elizabeth would arrive late every morning. As she had to run through tall, dew-covered grass every morning to get to school, her clothes were wet and she was shivering, shaking and tired. She would lean up against me to get warm. I said to myself many times, ‘How can she be expected to take the same exam as me?’ Today, Elizabeth still lives in that same village. She has seven children and, although she is the same age as me, she looks like an old woman. Staying in school became too difficult for her, so she dropped out at a young age and became a mother. I am so committed to helping these children that I don’t mind when work interferes on my evenings and weekends. I take work calls any time. The

clock is ticking for these children.”

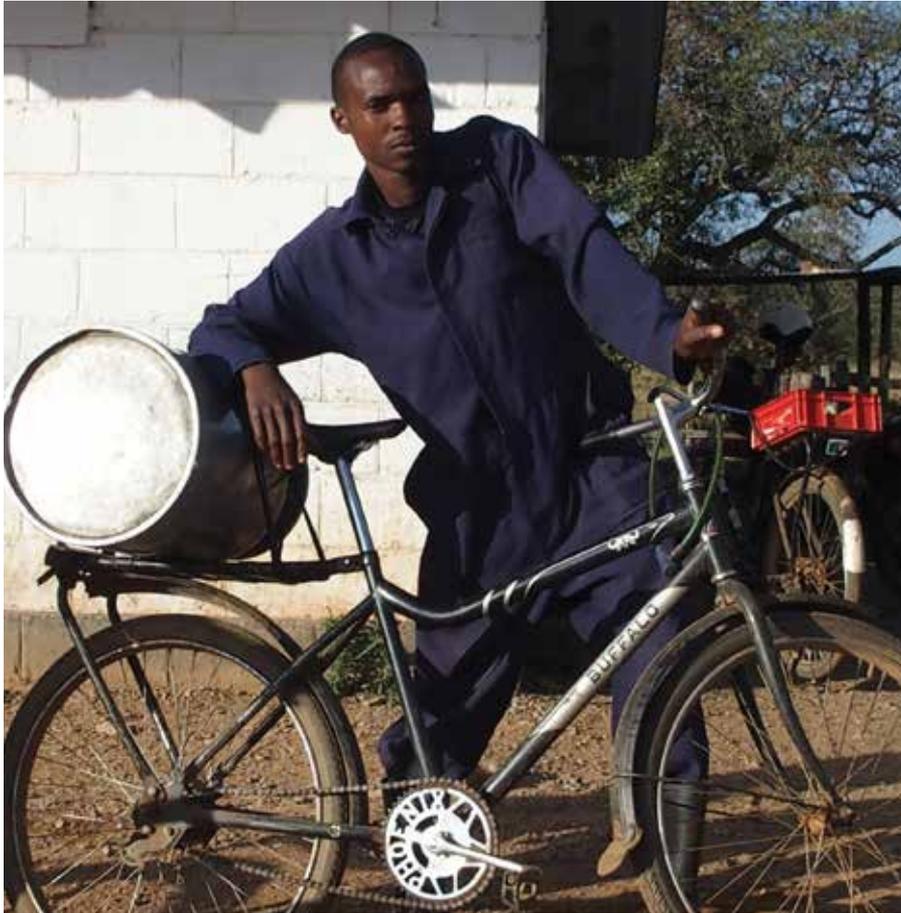
At the beginning of the week in Zambia, each “Africa Rides” participant assembled a Buffalo Bicycle. Except for the spokes on the rims and tires, everyone was faced with a box of parts, neatly laid on the ground. Then, under the sometimes amused gaze but always helpful attention of WBR staff, we all assembled a Buffalo Bicycle within several hours using a screwdriver and a few wrenches. Sandy was the first to assemble his Buffalo and take it for a test ride.

But nothing prepared Sandy, and the other participants, for the reception the next day when the group rode six miles off the main road to the Muchuto Primary School — about 40 miles from Lusaka, the capital. Like everyone in the group, Sandy was overwhelmed when more than 700 children who, on seeing the arrival of the group on Buffalo

Bikes, rushed from the field where they were waiting and surrounded the riders, greeting each with wide smiles, vigorous handshakes, and tight hugs.

The rousing bike distribution ceremony was attended by the entire community — local chiefs, government officials, parents, teachers from nearby schools, and representatives from World Vision, the program agency. Parents and students all had to sign contracts before claiming their bicycles.

After presenting a student with a Buffalo Bicycle, Sandy reflected on his experience selling expensive bicycles and equipment in the United States. “I have a new understanding of what a bicycle can mean,” he said. “The expensive bikes I sell for pleasure and recreation now seem meaningless compared to what a \$140 Buffalo Bicycle can mean to a young person in Zambia. It’s not the money that



makes the difference; it's a bicycle."

Then, WBR took the group on a 7-mile ride along a dusty trail to the village of Paulina, a female recipient of a Buffalo Bicycle. At several points, riders, who consider themselves competent on U.S. roads, had to dismount and walk due to the steep and poor condition of the dirt path. Everyone was reminded there are no lights and in the mornings and evenings children walk in darkness.

Yet, as everyone rode with Paulina and her beaming friends, it became clear a bicycle can enable children to get to school more quickly and on time. Recipients of the bikes are chosen by a community group using criteria that includes distance and need. Every child must agree to bring several friends along the way to and from school on the back rack and top tube. Among the core tenets of the WBR Bicycle Education Empowerment Pro-

gram (BEEP) is a bias toward giving bicycles to girls in keeping with the efforts of the Zambian Ministry of Education to alleviate gender disparities and improve female retention in junior high schools.

Brian, who majored in business at the University of Zambia, elaborated by telling participants about his experience as a student when he lived very close to his school. "Children in my classes were smart and capable," he said. "But too many were unable to attend school on a regular basis or continue because distance imposes a hardship. It wasn't academic ability that held them back; it was distance which subtracted equality at the start line. A bicycle offers every child a chance to get to the starting line, which is the school door, every day."

By building and integrating rigorous assessments and evaluations into its work, WBR tracks the Buffalo Bicycles it

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distributes and carefully looks at the social and economic impact on its workers, the mechanics who are trained and the recipients — school children, healthcare workers and small business entrepreneurs.

Another day, the “Africa Rides” group visited dairy farmers at the Palabana Milk Collection Center in the Chongwe District. With a Buffalo Bicycle, obtained under a micro-finance plan, a farmer can carry two large canisters of milk to the processing plant, and do so twice each morning and evening. Previously, it took two people, walking with one canister to get to the processing plant and they could only make one trip in the morning and one in the evening. Once farmers can transport milk by bicycle, the quality is higher because it gets to the processing plant more quickly. Just as quickly, income for the local farmers begins rising dramatically.



On a third day, the group rode to a rural health clinic in Mwembeshi with trained community volunteers who, on bikes, can each visit as many as 15 patients in a week instead of five or six on foot. Wearing his WBR overalls, a trained Buffalo Bike mechanic from the area was among the participants. After visiting the clinic, the next ride was with a volunteer to her village and then to the village of one of her patients. A few years ago, the patient expected to die of AIDS. He credited the intervention and attention of his community health care worker with helping him become healthy. It was the Buffalo Bicycle that enabled the healthcare volunteer to visit her patient on a regular and frequent basis. He described how, once when he was ill, the healthcare volunteer took him to the clinic on her bicycle.

Toward the end of the 10 days in Zambia, Brian indicated interest in making Lusaka a Bicycle Friendly City and in-

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quired if it is an international designation by the League. "People are fearful of getting bashed by cars if they ride a bicycle," he said. "I hope WBR can help people at all levels develop a bicycle friendly mentality and the political will to make it a reality. If it makes sense in Amsterdam and New York City, as well as small cities and towns in New Jersey, then it makes sense in Lusaka to incorporate bicycle-friendly infrastructure. Now is the time to educate people about commuting wisely and economically. We do not need to blindly let the automobile dictate how we get around. In a country like Zambia, the money saved on buying a car can go toward other essential needs. The majority of Zambians cannot afford a car but they can afford a bicycle."

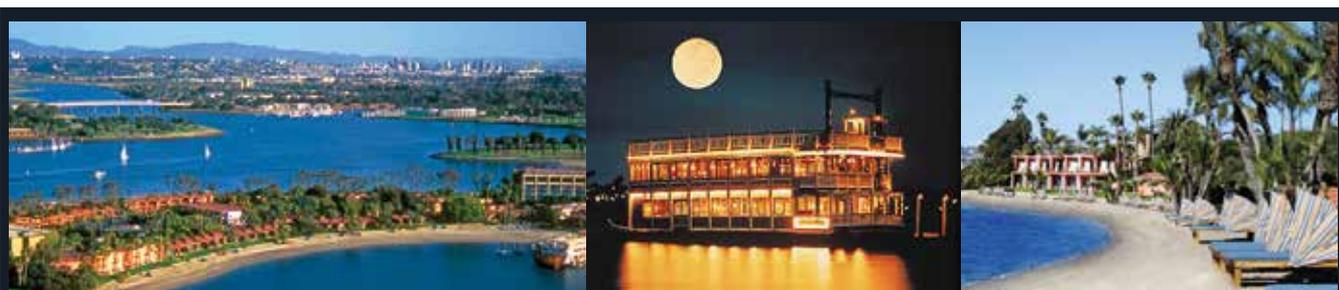
Brian and the deputy director of the United Nations Development Program (UNDP) in Zambia identified an ease-

ment of nearly one mile for a bike path and are now seeking support to clearly mark it. Brian explained how he hopes bicycles will be part of a national effort to build 7,000 miles of tarred roads that will link urban and rural areas. "Thousands of people already ride bicycles in Zambia," he said. "A new road network that does not account for bicycles will inevitably force them to the margins of the road and the thinking of motorists. The result will be many Zambians on bicycles injured and killed."

Zambia is a beautiful and peaceful country of 14 million people in southern Africa. The friendliness of everyone the "Africa Rides" group met was overwhelming and contagious. The well-organized WBR program in Zambia helped participants of "Africa Rides" understand their connection to people no matter where they live or their personal and community circumstances.

"I have been truly humbled by the people I had the privilege of meeting who welcomed us into their schools, villages, healthcare centers and businesses," Sandy said, summing up the unforgettable experience. "I have witnessed humility and courage and have seen the difference a bicycle can make."

Perhaps the most important lesson of the visit to WBR in Zambia was the shared joy of assembling and riding a Buffalo Bicycle. Artificial barriers of nationality, race, class, gender and income were quickly forgotten when people undertook an easily understood and universal activity — riding bicycles together. ■■■ KAREN JENKINS IS A MEMBER OF THE LEAGUE'S BOARD OF DIRECTORS. CYNDI STEINER IS THE EXECUTIVE DIRECTOR OF THE NEW JERSEY BIKE & WALK COALITION.



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# 10 STEPS TOWARD BIKE EQUITY

**T**he League's Equity Initiative connects the bike movement's longstanding fight for equal access to safe streets with the growing momentum to address health and wealth inequities through grassroots and policy interventions. At the League, we believe that bike equity can be achieved through the inclusion of community voices in creating streets for diverse users. It means ensuring that more people can access the many benefits of bicycling. Based on our work here at the League, here are 10 steps you can take to move toward equity in the bike movement in your community.

## CONSIDER OUTSIDE INPUT

The League convened an Equity Advisory Council to connect to community leaders who have helped guide our work in a way that reflects the insight and needs of underrepresented populations.

## INCLUDE ALL ORGANIZATIONAL STAKEHOLDERS IN DEVELOPING A COMMITMENT TO EQUITY, DIVERSITY AND INCLUSION

The League's work has been developing for several years thanks to the interest of both individual staff and members of the board of directors.

## REMEMBER: EQUITY ADDS VALUE, NOT ANOTHER TASK, TO YOUR WORK

Working toward equity can reap a big return on investment, expanding your impact and making your organization more effective.

## SET GOALS

At the League we're aiming "to transform the organization's strategic plan and programming so we support equitable bike outcomes that include diverse users."

READ MORE ABOUT THE LEAGUE'S INTERNAL EQUITY ASSESSMENT AT [BIKELEAGUE.ORG/EQUITY](https://bikeleague.org/equity)

### **IDENTIFY A TEAM LEADER**

Even if you don't have funding yet, assign a point-person to move your efforts forwards and ensure continuity.

### **IDENTIFY PEER ORGANIZATIONS UNDERTAKING SIMILAR PROCESSES AND SHARE IDEAS**

We've benefited from discussions with staff and board members of the Community Cycling Center, Bike East Bay, Bike Easy and others.

### **ENGAGE STAFF OR STAKEHOLDERS**

At the League we're working with each program director to identify the current state of our programs – and opportunities for change to reach more communities.

### **INCORPORATE AN EQUITY ASSESSMENT INTO A STRATEGIC PLAN UPDATE**

The League found that this can ensure equity is an integrated commitment rather than a tacked-on program.

### **THINK INTEGRATION RATHER THAN SEPARATION**

The League has focused on integration rather than a stand-alone equity program – and found that an equity focus can be a great driver of efficiency and innovation within an organizational structure.

### **WORDS AND IMAGES MATTER**

The League communicates team prioritizes diversity in images and perspectives based on genuine relationships and integrates inclusive stories and experiences, not tagged as "equity," but simply as an integral part of the bike movement.

# FIVE INSPIRING WORDS

In five words or less, describe what riding a bike has done for your life



*Photo by Pamela Palma*

**W**e asked the National Bike Challenge riders on Facebook a simple question: In five words or less, describe what riding a bike has done for your life. We were astounded by the hundreds of inspirational responses. From transportation to health to freedom, it's clear bicycling means a lot of things to a lot of people — and that's exactly what we're hoping to foster with the Challenge. If you're not signed up for the Challenge yet, there's still plenty of time! [VISIT WWW.NATIONALBIKECHALLENGE.ORG.](http://www.nationalbikechallenge.org)

**LIFE IS BIKING: NEVER-ENDING ADVENTURE**

**IT SETS ME FREE**

**LIFE: SLEEP. EAT. RIDE. REPEAT.**

RIDE MORE AND WORRY LESS » SAVES MY LIFE EVERY DAY

**MAKES ME A BETTER PERSON**

PUSHES ME TO TRY HARDER » TROUBLES MELT AWAY

**I FEEL LIKE**

**A KID AGAIN**

JOY, PEACE, FITNESS, FRUGALITY, FREEDOM!

**94 LBS LOST; GLAD TO BE ALIVE AGAIN**

**MAKES ME SMILE MORE**

STRONGER LEGS, HEALTHIER HEART » BROUGHT MY ENERGY BACK

**MANAGES MY STRESS**

**PHYSICALLY FIT AT 66**

**PEACE OF MIND, HEART AND SOUL**

BIKING LIBERATES, INVIGORATES, ENCOURAGES DISCOVERY

**FALL, DUST OFF, KEEP RIDING**

# EVERY BICYCLIST COUNTS

A year-long effort to learn more  
about bicycling fatalities

BY ANDY CLARKE



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LEARN MORE >> [BIT.LY/EVERYBICYCLISTCOUNTS](http://bit.ly/EveryBicyclistCounts)

A terrible string of fatal bike crashes in the Tampa area in late 2011 and early 2012 left the local bike community reeling.

As they shared each awful tragedy with us, we too felt frustrated and powerless. We also realized how little we really knew about the circumstances of serious crashes between bikes and cars, and how woefully inadequate (and late) the available data was at the national level.

For a 12-month period, we set about the grim task of tracking and documenting every fatal traffic crash involving a bicyclist captured by relevant internet search terms. We also wanted to offer a place to remember the victims and raise the hope that their deaths would at least inform efforts to prevent such tragedies in the future.

The result was the Every Bicyclist Counts initiative.

We owe a huge debt of gratitude to Elizabeth Kiker for compiling much of this data and to the Ride of Silence and Ghost Bike programs that offer so much comfort to the friends and families of bicyclists killed on the road — and a vital outlet for the outrage felt by everyone that rides a bike when they hear of these needless deaths.

Over the course of the project we documented 628 fatal bike crashes, a high percentage of the official number of such fatalities recorded by federal authorities.

We wanted to explore how and why these crashes were happening, how they were reported, what was done as a result of the crashes, if blame was assigned, how the motorists were treated, and whether or not there were any consequences for their actions if they were deemed to be at fault in any way.

The results are sobering, eye-opening, and critically helpful in informing the current debate about the need for a non-motorized traffic safety performance measure.

We learned, for example, that a much

higher percentage of fatal crashes than expected — 40% of fatal crashes with a reported collision type — were “hit from behind” incidents. That’s important to know for our education program. Not surprisingly, high-speed urban and suburban arterial streets with no provisions for bicyclists are an overrepresented location for crashes — representing 56% of all bicyclist fatalities. That’s good information to share with our Bicycle Friendly Community partners.

The data suggest that both education and engineering solutions are necessary to reduce the annual toll of bicyclist fatalities, and that pretending one or the other is the only solution is a mistake.

The League’s commitment to providing valuable and relevant bicyclist education programs through a network of trained instructors is stronger than ever as a result of compiling this report. Bicyclists can dramatically reduce their risks of being in a crash (of any kind) by doing a few simple things right: following the rules, being visible, riding with traffic, staying off the sidewalk and out of the gutter.

Equally, we believe there are a lot of engineering changes to our roadways must be made to improve bicyclists’ safe-

**Bicycling isn’t dangerous. It’s a healthy activity but it’s not without risk. This report helps us understand and manage those risks better.**

TABLE 1

COLLISION TYPE	#	%*
REAR END	194	40%
CYCLIST SIDE/CAR FRONT	51	11%
T-HIT	46	10%
HEAD ON	40	8%
NONE	33	7%
RIGHT HOOK	30	6%
DRIVER FAILURE TO YIELD	29	6%
OTHER	22	5%
SIDESWIPE	17	4%
CYCLIST FAILURE TO YIELD	10	2%
LEFT CROSS	6	1%
LEFT HOOK	4	1%
UNKNOWN	146	N/A

\* %=481

Source: League of American Bicyclists, Every Bicyclist Counts

ty and comfort, and dramatically increase the chances of someone getting on a bike in the first place. In some cases, especially on higher-speed, higher-volume roads, that’s going to mean protected bikeways. Rather than oppose these, as some vehicular cyclists have been known to do, we should ensure high-quality infrastructure coupled with new training components that teach people how to ride in these “new” facilities.

Ironically, the EBC report suggests that perhaps the greatest improvements

TABLE: Fatalities and Commuting Rates in the States with the 10 Largest Commuting Populations, 2008-2012

STATE	AV. # OF FATALITIES	SHARE OF NAT'L FATALITIES	AV. # OF BIKE COMMUTERS	FATALITIES PER 10K BIKE COMMUTERS	FATALITIES PER 1M POPULATION
CALIFORNIA	109	16%	169,860	6.4	2.9
FLORIDA	113	17%	51,997	21.7	6.0
NEW YORK	42	6%	44,548	9.4	2.2
OREGON	10	1%	39,517	2.5	2.6
ILLINOIS	25	4%	35,072	7.2	2.0
COLORADO	10	2%	32,578	3.1	2.0
TEXAS	48	7%	29,282	16.5	1.9
WASHINGTON	9	1%	28,304	3.3	1.4
PENNSYLVANIA	14	2%	25,969	5.5	1.1
ARIZONA	21	3%	24,687	8.4	3.2

Source: NHTSA FARS 2008-2012; U.S. Census Bureau American Community Survey 2012 (5-year estimate)

in safety for bicyclists have nothing to do with either bicyclist education or protected bikeways. Distracted driving (in all its various forms), excessive speed, and continued tolerance of poor driving by the law enforcement and judicial com-

munities combine to make our streets and highways uncivilized and unforgiving places for bicyclists and pedestrians — not to mention the 30,000 motorists who die on our roads every year, as well.

We also found important new infor-

mation about why crashes happen, how they are reported, and the scope of enforcement actions taken against motorists, including common felonies charged and average sentences for 77 convictions related to bicyclist fatalities. Overwhelm-

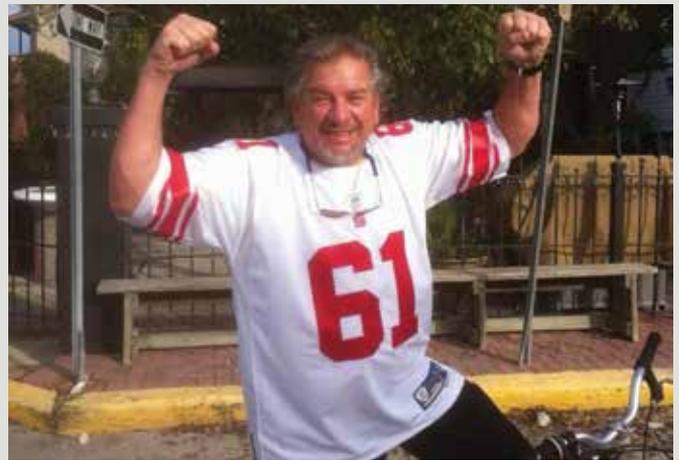
## EVERY BICYCLIST COUNTS



### TRISH CUNNINGHAM

**Killed August 21, 2013. Age 50. Annapolis, MD**

Trish Cunningham was a force. The married mom of three coached track and field and cross country athletes at the Annapolis High School (including her son Ben and daughter Avery), and field hockey and lacrosse as part of St. Mary's Recreational League. She also pushed herself athletically, often ranking in her running age group in the region and, in 2013 completed her first duathlon. "She inspired her team, her family, friends, and community to strive for excellence and live up to their potential," her oldest daughter, Morgan, said. On August 21, 2013, she finished cross country practice and headed out for her usual 15-mile bike ride down Riva Road. As she began to crest a small hill, which is a no passing zone, a motorist fatally struck her from behind. The case was sent to a grand jury and the driver received just four modest traffic citations — for killing the community leader. The driver is now contesting these citations in court. Following her death, the phrase "Run Like Trish (RLT)" gained traction in Annapolis and the high school cross country team wore green "Trish" bracelets throughout the 2013 season. The tragedy also propelled advocacy to enforce Maryland's 3-foot passing law and cyclists, runners and community members took to Anne Arundel County intersections in September 2013, holding signs that reminded motorists of the law. Trish is survived by her husband; children Morgan, Benjamin and Avery; four sisters and a brother; and her parents. "While the [driver] took her life," Morgan said, "Trish Cunningham's inspirational spirit lives on in the Annapolis community."



### FREDRICK JOHN MARTINEZ

**Killed March 19, 2013. Age 51. Flagler Beach, FL**

The oldest of six kids born and raised in Queens, NY, Freddy joined the Navy right out of high school at age 18 and served for six years traveling the world while on duty. His sister, Tami, described him as the definition of a "free spirit." Always on the move, he attended 15 NFL Super Bowls, countless concerts and traveled the country. "We were all jealous of his lifestyle," Tami said. "So carefree." He finally put down roots in Flagler Beach, Fla., when he was tragically killed while riding his Avalon seven-speed bike home from the bank on the afternoon of March 19, 2013. A man driving a work van along the four-lane roadway said he sneezed suddenly, causing him to veer into the bike lane in which Freddy was riding. He was 51. The Navy veteran also left behind his parents, five siblings and a 26-year-old daughter. "The only comfort we take is that he did live his life to the fullest," his sister said.

ingly, however, we were struck by the lack of information, the lack of action, and the lack of a sense of outrage over these deaths, even in communities where this kind of tragedy is relatively common.

That's critical to know as we work with

Congress and the federal agencies to specifically focus on these fatalities through a non-motorized safety performance measure that significantly improves accountability and data collection processes for the future. Otherwise, we will

have to keep reporting a totally unacceptable and unnecessary death toll on our nation's roadways. [■ DOWNLOAD THE REPORT AT HTTP://BIT.LY/EVERYBICYCLISTCOUNTS.](http://bit.ly/EveryBicyclistCounts)



### AARON COHEN

**Killed February 16, 2012. Age 36. Miami, FL**

In Aaron Cohen's death, there is hope for a better future. The Miami businessman and husband was taken from his loving wife and two children, Aiden and Lily, age one and three years old, when he was the victim of a hit-and-run while on his bike on February 15, 2012. The 36-year-old was passionate about bicycles: He was seemingly always training for his next race or triathlon, said his cousin, Elyse. "Aaron was everyone's favorite something – he was my favorite cousin," Elyse said. "He was the person who never missed a birthday, always made time for one-on-one activities and made you feel like you were the only person in the room that mattered when he talked to you." On February 15, Aaron and his friend Enda went for a bike ride, as they did most Wednesday mornings. As they rode over a causeway, a car veered into the bike lane and hit both cyclists. The motorist drove off. Enda had a broken ankle, but Aaron was several feet ahead, unmoving. He died in the hospital the next day. The motorist, who according to news reports was driving with a restricted license, turned himself in 12 hours later and ultimately served only 264 days in prison. There is hope. Aaron's family and friends formed a coalition to gather support for a more stringent sentence for hit-and-run drivers. The Aaron Cohen Life Protection Act proposes a minimum mandatory sentence of four years for leaving the scene of an accident in an attempt to ultimately save more lives. Florida Gov. Rick Scott signed the bill into law at the end of June.



### KYLE KEEFE

**Killed September 26, 2012. Age 49. Canon City, CO**

When Kyle Keefe was 12, he built his very own bicycle. That Fourth of July, in 1976, he rode it in the local parade in Monument, Colo. "He loved biking and the freedom it gave him," his sister, Erin, said. Riding every day became his "source of tranquility," she said, and also his main means of exercise. While he preferred getting out on the rougher terrain with his mountain bike, he also rode every day to and from his daily routine. He was also a gifted musician, often performing for his big family with six siblings and more than 35 cousins. "He had a way of making you feel great and could lift you up from the deepest sorrow," Erin said. On his daily route on September 25, 2012, on sleepy suburban streets, a motorist turned right into Kyle's path in Canon City, Colo., killing him. The motorist fled the scene, leaving Kyle on the street. He died a day later in the hospital. The driver was found guilty of leaving the scene of an accident involving death, criminally negligent homicide and careless driving causing death – and was sentenced to only 90 days in jail, five years probation and a one-year suspended license. "Kyle is forever missed by all of his family and friends," his sister said. "We miss hearing him play his guitar and singing his songs. We miss the love and hugs he freely offered. We miss his smile and his laughter. We miss his eternal youth and playfulness. We miss his encouragement and his beautiful words of wisdom ... There was a greatness about him that can never be duplicated."

# SOUTHERN COMFORT FOR CYCLISTS

## Bicycling advocacy heats up in the South

BY DARREN FLUSCHE

**W**ith its favorable climate, beautiful landscapes, historic small towns and “the best food around for fueling bicycling adventures,” Brent Buice predicts a bicycling renaissance in America’s southern states.

And the Executive Director of Georgia Bikes! isn’t alone. In many southern states the bike movement is gaining ground. Fort Worth, New Orleans, Chattanooga, Atlanta, Savannah and Charleston are all emerging as bicycling cities to watch, and many other southern communities are following suit, Buice says.

While many state-level officials have yet to fully embrace bicycling and back it with supportive policies and resources, the growth of bicycling is being led by savvy advocates and forward-thinking mayors who recognize that bike-friendly communities are healthier and more economically vibrant. Both are supported by a new generation of transportation professionals, who are planning around health goals and using the latest infrastructure design guidance.

### RECENT SUCCESS

Just look at Tennessee, a state coming off its successful state bike summit in May. As Anthony Siracusa, executive director of BikeWalk Tennessee, points out, every major city in Tennessee now has a biking and walking advocacy organization: Livable Memphis, Walk Bike Nashville, Bike Walk Knoxville, and Bike Walk Chattanooga.

Thanks to their coordinated efforts, Tennessee — which ranked second among southern states in our 2014 Bi-

cycle Friendly State ranking — has been making progress at the state level. “The Tennessee Department of Transportation established a \$30 million, multi-modal fund to pay for sidewalks, multi-use paths, bike lanes, and other active-transportation infrastructure improvements,” Siracusa says. Already, \$11 million in projects have been funded using this dedicated source of state funding in the past 12 months.

Mississippi is also seeing momentum toward better bicycling. Melody Moody, executive director of Bike Walk Mississippi, says the evidence is everywhere: the robust attendance at Mississippi’s first statewide Bike Summit this year, and energy from elected officials, advocates, and transportation and health professionals. “Throughout the state,

leaders are stepping forward and being intentional about using the bicycle as a tool for increasing economic development and health in Mississippi,” Moody says.

Cities like New Orleans are bringing people together in the name of safer streets for all. And the partnerships, patience, and perseverance are paying off: since Hurricane Katrina, the city has added 85 miles of bicycle facilities, with more on the way.

“All of this infrastructure is fantastic, but ultimately our work is about people and access,” says Naomi Doerner, executive director of Bike Easy in New Orleans. “Until all people have access to sidewalks and bike lanes in their neighborhoods — especially where safety, access, and public health are major concerns — Bike Easy and our allies will continue to grow awareness and community capacities in support of walking and bicycling.”

### REMAINING CHALLENGES

Despite progress, there are still plenty of challenges particular to the more conservative states.

“On a cultural level, we face formidable odds,” Buice acknowledges. “Southerners, arguably more than other Americans, fetishize cars and trucks, and many see bicycles as merely children’s toys, fancy sports equipment, or a pitiable transportation choice for the poor or dissolute. It will take time to overcome these ingrained beliefs, but we’re well on our way to demonstrating that bicycles are a sensible and desirable transportation option.”

Robin Stallings, executive director



Atlanta. Photo by Cameron Adams



San Antonio. Photo by Bike Texas

of BikeTexas, agrees: “States across the south face a similar political climate that is not overly accepting of active transportation, and may be outright hostile towards biking and walking.”

**COMING TOGETHER, MOVING FORWARD**

In March, full-time executive directors from the statewide bicycle advocacy groups in Alabama, Florida, Georgia, Mississippi, South Carolina, and Texas gathered in Fort Worth following the Texas Trails and Active Transportation conference (which itself drew 307 attendees). For Stallings it made perfect sense: “Who better to turn to for ideas and suggestions than the advocates who know the most about our region?”

Brigid O’Keane of the Alliance for Biking & Walking, one of the organizers of the Southern States Regional Caucus, says the event provided a much-needed venue to develop shared language and advocacy tactics. The group talked about everything from managing a small non-profit to federal advocacy, but one of the topics that generated the most interest was finding the right way to communi-

cate the benefits of bicycling.

“Our messaging has to be very carefully crafted when we’re talking outside of large metropolitan areas,” Buice says. “Sad as it is, we can’t sell bicycling as a solution to environmental issues... We gain traction when we focus on economic development, effective use of tax dollars, and the family-friendly nature of bicycling improvements.”

According to Stallings, that’s true in Texas, as well. “Appealing to the economic benefits particularly works well for helping conservative legislators understand why they should care about active transportation,” he says.

In Mississippi, Moody has also zeroed in on how bicycling boosts development. “The concept of using the bicycle as a tool to revitalize communities throughout Mississippi and as part of the conversation toward increased quality of life and livable communities is catching on in the Deep South,” she says.

The future looks bright for the South — and O’Keane says the stage has been set for future work with additional leaders in the South.



Mississippi. Photo by Carol Livingston

“For many years, we’ve been held back because the places with growing bike networks and cultures were all in the north or the coasts, and it’s hard to get a southern government official excited about what Yankees are doing,” says Stallings with a laugh. “But victories in the South tend to be contagious. When a southern city or state has a success, other southern advocates can point to that success as an example of why this will work in our state, too.” ■■■ DARREN FLUSCHE IS THE LEAGUE’S POLICY DIRECTOR.

# BIKES IN THE BOARDROOM

## Major corporations going bicycle friendly

BY AMELIA NEPTUNE

**A**pple. Microsoft. Target. 3M. What do they all have in common? They're all Fortune 100 companies, and their headquarters are each designated as a Bicycle Friendly Business.

In recent years, the Bicycle Friendly Business program has seen a new trend that bodes well for the growth of the bike movement: corporate campuses are going bicycle-friendly. These are companies that employ tens of thousands of people and touch the lives of millions every day through their products and services. And now they are making bicycling a priority for their workplaces, and they're seeking the Bicycle Friendly Business designation to prove it.

What's behind this trend in bicycle friendly corporations? For some, becoming bicycle-friendly is a part of overall corporate excellence: offering their employees the very best in services and amenities. For others, issues around health and sustainability are driving these efforts. More bicycle commuters lead to lower healthcare costs, reduced rates of absenteeism, and a more active, alert, and productive workforce, not to mention reducing the company's environmental impact and carbon footprint. Of course, this is true for a Bicycle Friendly Business of any size, but when you have 5,000+ em-

ployees working at a single site, the impact is significant.

Employee recruitment and retention is another common motivation. Being a Bicycle Friendly Business helps companies attract and retain the very best and brightest — employees who are looking for convenient commutes, an active lifestyle, and a vibrant, healthy community to live and work in — particularly as peer companies around the country do the same. Of course, at some corporations, the efforts to become more bicycle friendly are entirely employee-driven, or in response to employee demand. As

ridership levels nationwide have gone up, large employers are facing increasing demand for facilities and programs to accommodate the rising ridership levels at their workplaces.

How are corporations bringing these benefits to their workplace through bicycling? Although each Bicycle Friendly Business is unique, we've noticed some recurring themes among corporate campuses that add to their success as BFBs.

**» DEDICATED STAFF:** Larger companies often have the resources — and the need — to hire a full-time staff person responsible for bicycle initiatives. Among corporate applicants we see full-time job titles like Bike Infrastructure Manager (Facebook, Platinum BFB), Transportation Program Manager (LinkedIn, Silver BFB), and Commute Program Manager (Apple, Silver BFB). Human Resources, wellness, sustainability, and corporate responsibility staff are also often responsible for these efforts as a part of their official job description for the corporation.

**» BIKE SHARING:** Because many of these corporate campuses contain several buildings spread out over large areas, bike sharing makes great sense for these larger workplaces. Whether to help employees travel between buildings for meetings or al-



Facebook



*3M celebrates its bronze award*

lowing them to take a leisurely ride during lunch shared bicycles are a fantastic perk and a good way to encourage new ridership. Facebook (Platinum BFB) has three different bike fleets totaling almost 200 bicycles for long- and short-term use by employees. USAA (Silver BFB) offers bicycles and tricycles to help their employees move from one end of their main building to the other. For corporations located in urban areas, free access to existing public bike share systems is more common. Target headquarters (Platinum BFB), located in downtown Minneapolis, not only sponsored a dedicated NiceRide station on their property but also offers 100 free annual subscriptions and 1,000 free day passes to their 10,000 on-site employees.

» **FACILITIES:** More and more corporate campuses offer indoor, secured bike storage for employees, often with free tools and work stands available for bike repairs. These dedicated bike rooms also provide a great space for regular maintenance and safety classes, bike buddy connections, and a permanent place to share local bicycling information such as bike maps and rules of the road. And not far from these bike rooms, you will frequently find dedicated locker rooms for cyclists, sometimes with luxurious showers and free towel service!

» **ACTIVE BIKE CLUB:** Active participation and input from employees who bike is a critical component of a successful BFB, particularly at larger companies. These groups provide a support network to new cyclists, and a coordinated feedback mechanism to communicate the needs of bike commuters with company decision makers. At 3M headquarters (Bronze BFB), the employee-run Bicycle User Group is open to any employee and has 1,500+ members in its internal online community. Members of the group meet for lunch every other week and worked together to complete the Bicycle Friendly Business application, as well as helping to secure 3M's financial support for and active participation in the National Bike Challenge.

» **PARTNERSHIPS:** Partnering with local governments, advocacy organizations, and outside vendors is critical for aspiring bicycle friendly corporate campuses. Texas Instruments (Bronze BFB) in Plano, TX, worked with the North Central Texas Council of Governments on the Cottonwood Trail extension adjacent to their headquarters, a 35-mile trail that will enable employees to safely walk or bike to work. Both Target and Microsoft (Silver BFB) headquarters work with outside vendors to provide on-site,

subsidized tune-ups for bike commuters, classes, incentives, and more. Dow Agro-Sciences (Bronze BFB), in Indianapolis, offers a Guaranteed Ride Home program through Central Indiana's Commuter Connect program, which allows for simple administration of this benefit for the company's 1,400 employees.

Perhaps most importantly, these corporations have a huge impact on their surrounding community, both in their physical presence and the number of people they employ, not to mention the financial and political power they hold locally and nationally. Partnerships that reach beyond the borders of their campus to benefit community groups and advocacy efforts are a critical piece of how these businesses become bicycle friendly. Whether it's supporting bicycle outreach efforts in low-income communities (Target), donating land for the expansion of trails (Texas Instruments), organizing employees to donate hundreds of bikes to a community bike shop (3M), or partnering with the League on our programs (Kimberly-Clark, Gold BFB), these corporations are helping create a more Bicycle Friendly America, for everyone. ■ AMELIA NEPTUNE IS THE LEAGUE'S BICYCLE FRIENDLY AMERICA PROGRAM SPECIALIST. LEARN MORE ABOUT THE BICYCLE FRIENDLY BUSINESS PROGRAM AT [HTTP://BIKELEAGUE.ORG/CONTENT/BUSINESSES](http://BIKELEAGUE.ORG/CONTENT/BUSINESSES).

# GIRL SCOUTS ON WHEELS

## Six steps to getting your local Girl Scouts pedaling

BY KATIE MONROE

**B**efore I was a bike advocate in Philadelphia, I was a Girl Scout for a full decade of my younger years. Last year, with the help of a Women Bike grant from the League, I was able to combine these two passions and launch a “Girl Scouts on Wheels” bike patch here in Philadelphia.

The effort was part of the new Women Bike PHIL initiative, a program I run at the Bicycle Coalition of Greater Philadelphia, and there’s been a lot of interest in replicating this model in other places around the United States. After all, Girl Scouts are everywhere!

If you, too, dream of getting your local Girl Scouts pedaling, here are a few pointers from my experience.

» **DONATE SOME RESEARCH.** While there isn’t a national-level Girl Scout bike badge on the books — if there were, we wouldn’t be doing this! — some local councils might already have a custom, local one. Key vocabulary to know: a badge is an official, Girl-Scouts-sanctioned recognition at the national level. A patch is far less formal: For instance, leaders can get a bowling pin patch made to signify their troop going to a bowling alley. These patches aren’t distributed by Girl Scouts, and that’s actually the zone we’ve been operating in. If there’s already some kind of local patch in existence already,

don’t reinvent the wheel! Check out the requirements, think about how you can provide programming to help troops earn it, and move forward from there. One day I hope to get this to be more official, but in the meantime, girls are getting on bikes, and that’s what I really care about!

» **IF THERE ISN’T ALREADY A PATCH, CREATE THE CURRICULUM FOR ONE.** I designed the curriculum to look like a formal badge, and got my local Girl Scout Council to give me the thumbs up to advertise and distribute it. The curriculum includes five sections with three activity options in each category: Know Your Bike, Safety Skills, Map it Out, Get Rolling, and A World of Biking.

» **REACH OUT TO YOUR LOCAL GIRL SCOUT COUNCIL.** The Council is the organizational structure that oversees all the individual troops that are active in your area. For me, it was the Girl Scouts of Eastern Pennsylvania. When you reach out, be patient. This process might take a while. Girl Scouts is a big organization, and it took me a while to find an open ear in the organizational structure. Our local bike advocacy group had a former board member whose friend was on the local Girl Scouts’ board. That helped. Be

flexible with how you pitch a bike program — is your council focusing on health initiatives? Sports? Transportation and independence? There are a lot of angles where bikes can fit. We got in the door



*Girl Scouts on wheels.*

because the council was planning a Girls' Triathlon and they thought a bike patch could work well in conjunction with that initiative.

» **GET SOME FUNDING.** There were a few things that required money. My expenses: patch design and printing, staff time, transportation, and printing (bike safety worksheets, etc). If you're working out of a bike advocacy organization, this type of work fits well with women's outreach and also youth outreach, so get creative about funding sources.

» **GET THE WORD OUT.** This was the amazing part, for me – once we posted this “new patch opportunity” on the Bicycle Coalition blog, the emails started pouring in from interested local Girl Scout leaders. Girl Scout leaders are everywhere (including in the bike community), and word travels fast among them, so start with who you already know.

» **GIVE TROOPS OPTIONS FOR HOW TO EARN IT.** I basically offered three paths for troops to earn the patch. Be flexible and see what works best for troops in your area.

» **Big event:** We had a really successful partnership with Girl Scouts at Penn, a student group at the University of

Pennsylvania that does big, all-day events where a bunch of local troops can come and earn several patches at once, all around a theme. We were honored to join a wellness-themed day, and were able to reach many girls at once in this way.

» **All on their own:** We had one troop earn this patch without me ever even meeting any of the girls. Their leader is an avid cyclist, and took it upon herself to design a three-meeting plan for how her troop would earn it. I just sent her the patches at the end!

» **Some help:** Some troop leaders will reach out and express interest but not feel totally comfortable pulling it off alone. In this case, depending on your capacity, you can offer whatever educational resources you have to help out, including activity books, or help organizing a Bike Rodeo.

Getting Girl Scouts on bikes has been one of the proudest moments of my bike advocacy career, and my dream is to see Girl Scout biking patches pop up in other places as well. If you have any questions or ideas about getting something like this started where you live, I'm happy to be a resource: [katie@bicyclecoalition.org](mailto:katie@bicyclecoalition.org). ■

KATIE MONROE IS THE FOUNDER OF WOMEN BIKE PHL AND WORKS AT THE BICYCLE COALITION OF GREATER PHILADELPHIA.

## AMERICAN BICYCLIST

### 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 308, Washington, DC 20006-2850, 202-822-1333; [bikeleague@bikeleague.org](mailto:bikeleague@bikeleague.org), fax: 202-822-1334.

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# LIVING BETTER WITH PARKINSONS DISEASE

BY CONGRESSMAN EARL BLUMENAUER

**C**onnection between mind and body adds harmony and balance to our lives. Science has shown us there is an incredible connection between riding a bike and the human brain. In 2010, researchers published a dramatic case study in the *New England Journal of Medicine* in which they examined patients afflicted with Parkinson's Disease.

One such patient, a 58-year-old man, was incapable of walking to the extent that he required visual guides to move one foot in front of the other. After a few steps the patient would lose balance and would require his wheelchair.

But he could still ride his bicycle.

A video shows him cycling with perfect movement and balance, the

marked tremors in his arms are gone and he pedals at a consistent pace and with perfect balance and coordination. He cycles away from the camera, turns around and cycles back, slowing, stopping and dismounting perfectly. Once dismounted, however, he is again incapable of walking.

I ride almost every day for recreation and transportation, as many of us do. So, it's important to sometimes take a step back and realize the profound effect that cycling can have that we have barely even scratched the surface of.

The road to unlocking the mysteries of the brain may best be traveled on two wheels. ■ REP. BLUMENAUER (D) REPRESENTS THE 3RD DISTRICT OF OREGON



*Every day activities like walking and holding a conversation are a struggle for Parkinsons patient Larry Smith (pictured above with wife, Betty). He uses a cane or walker for stability and pursues a vigorous speech therapy schedule. However, he can ride a bike with no problem, despite the complications of Parkinson's disease. For more information on Larry Smith, visit [ridewithlarrymovie.com](http://ridewithlarrymovie.com).*

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**B**ecome a life member of the League today and your dues will be invested in a special Life Member Fund. Contributing ensures a lifetime of better bicycling for you and your family. In addition to showing your commitment to the League and its critical mission, you'll get all the benefits of regular membership, plus a life member pin and special life member mailings.



"I became a life member to invest in the future of bicycling and help the League continue our movement's growth. I try to improve bicycling in my community and I know my efforts are enhanced by the League. Being a life member broadens my efforts, and benefits riders from coast to coast."  
- Jennifer Fox, San Francisco, Calif.



"I became a life member because I believe in the League's work. Education programs; the Bicycle Friendly America program; and the National Bike Summit make a difference in my life and in the lives of bicyclists across the country!"  
- Buzz Feldman, Longmont, Colo.

**Yes, I would like to become a Lifetime Member of the League of American Bicyclists.**

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