

# AMERICAN bicyclist

March-April 2012  
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League of American Bicyclists

Working for a Bicycle-Friendly America

2012 **bicycle friendly america** guide

# TRUE LIFE STORIES

and real-world **TOOLS**





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MARCH-APRIL 2012



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A commuter from Fresh Energy,  
a Bicycle Friendly Business



UW Madison

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## A Bicycle Friendly America Guide: True Life Stories and Real World Tools

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*This book was written by League staff, including Andy Clarke, Alison Dewey, Darren Flusche, Bill Nesper, Alissa Simcox, Matt Wempe, and Nicole Wynands.*



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Boulder, Colo.



**The re-born Bicycle Friendly Community program that emerged in the fall of 2002 effectively put the League back on the map at the state and local level: creating a tool for advocates and a roadmap for communities wanting to improve conditions for bicycling.**

Photo: Northwestern Mutual



# TRUE LIFE STORIES and real-world TOOLS

**T**EN YEARS AGO, A SMALL group of bicycling experts from around the country gathered in the League's offices charged with breathing new life into the Bicycle Friendly Community (BFC) program – a simple concept of community recognition that had been kicking around for five years with huge unrealized potential. The re-born BFC program that emerged in the fall of 2002 effectively put the League back on the map at the state and local level: creating a tool for advocates and a roadmap for communities wanting to improve conditions for bicycling.

The program has expanded dramatically since those early days. We have now reviewed more than 550 applications from communities across the country, including everywhere from New York City to

Sisters, Ore., population 2,038. A full-time staff of three, supplemented by significant contributions from several other League staff, manages the program that now encompasses states, businesses and universities as well as communities.

## STILL A SIMPLE IDEA AT HEART

A comprehensive and detailed on-line application form remains at the core of the BFA programs. Beyond basic demographic and background information, the program collects data on activities within five broad areas:

1. **Engineering** – the physical infrastructure and hardware in place to support cycling
2. **Education** – programs that ensure the safety, comfort and convenience of cyclists and their fellow road users

3. **Encouragement** – incentives, promotions and opportunities that inspire and enable people to ride
4. **Enforcement** – equitable laws and programs that ensure motorists and cyclists are held accountable
5. **Evaluation** – processes that demonstrate a commitment to measuring results and planning for the future

These five Es vary slightly from one program to the next, but remain a simple and effective way to organize and describe the key elements of bicycle-friendliness. A series of detailed questions in each of these areas provides applicants the opportunity to document all the work that is going on to improve opportunities for cycling, and we hear time and again that the process of completing the application form is a valuable education in itself.

Once completed, applications are reviewed by an internal staff team, outside experts, and by local reviewers. We are fortunate to have had a very consistent staff team working on the program over the years. Our outside experts include colleagues from IMBA who have helped improve the off-road elements of the program, national planning and design experts who work in communities all over

the country, and staff of our program partners at Bikes Belong.

Local input has always been a critical piece of the review process and we continue to refine and improve the way we collect this information. For communities, we continue to rely on the insight of League Cycling Instructors, club leaders, shop owners and local advocacy groups; and we continue to refine the questions we ask reviewers to get the most useful advice. Business reviews are sought from employees – sometimes this generates an overwhelming number of comments – and from local advocacy partners. Universities have reached out to relevant student groups to provide on-the-ground assessments of their performance.

League members can now volunteer to be reviewers – in conjunction with or in anticipation of their community, local businesses and universities completing the application – by visiting [bikeleague.org/bfa](http://bikeleague.org/bfa) and completing a simple form.

The final decision on awards and award levels is based on this detailed review process. Remarkably, the percentage of successful applications has remained quite constant over the years. Typically, slightly more than



University of Oregon

**Local input has always been a critical piece of the BFA review process. Universities have reached out to relevant student groups to provide on-the-ground assessments of their performance.**





Baltimore, Md.



Boston, Mass.

one-third of BFC and BFU applicants receive a bronze or higher award; this figure is reversed for businesses, with roughly two-thirds receiving a designation of some kind.

From day one of the program, perhaps the most inspiring outcome of the entire process comes after the award. Almost without fail, once we inform applicants of the outcome of the process they ask one simple question: “What do I need to do to get to the next level?”

Answering this question and providing meaningful feedback to applicants is a challenge. We know we can’t substitute for a real bike plan or claim to offer a detailed audit of applicants, and the sheer volume of applications certainly argues for a systematized feedback mechanism. Yet the remarkable commitment of applicants to learn from the whole process **and** to act on the feedback we give them argues equally strongly

against a generic or computer-generated list of to-do’s.

Applicants today get feedback in the form of a short report. The report highlights the successful elements of the application – items that particularly caught the eyes of the reviewers – and focuses on a handful of really signature next-steps that are identified during the review process. These suggestions are vetted by local reviewers to ensure they make sense. Finally, a set of more generic suggestions in each of the five Es, together with links to successful examples and case studies, rounds out the report.

That’s not the end of the process or the program, however. One of the great benefits of getting the financial support of Trek and Bikes Belong over the years is the ability they have given us to provide year-round technical assistance. The BFA website is a treasure trove of case studies,

best practices, sample documents, contact information, research and advice on what to do next. Staff is on the phone and on-line with hundreds of applicants a year – more than 500 communities alone each year call or write for technical assistance – not only dispensing advice but learning from every call and then passing that knowledge on to others.

## LISTENING TO LOCAL ADVOCATES

Four regional listening sessions last fall (see sidebar on page 7) identified several ways in which to strengthen the link between local advocates and BFA applicants. The application forms and technical assistance now emphasize a more collaborative approach to completing the forms – especially in the case of

### The 5 Es

1. Engineering

2. Education

3. Encouragement

4. Enforcement

5. Evaluation

the Bicycle Friendly States program where so many parties are involved – and greater attention is being paid to sharing the feedback given to applicants with local advocates.

The review and feedback process now captures local comments better and incorporates this feedback into the report applicants get on what they can do to improve. As always, there is a careful balancing act to ensure the program remains constructive and helpful to applicants while continuing to be a useful tool with which local advocates can promote change.

## INTEGRATION WITH OTHER PROGRAMS

Another popular topic as we listened to feedback in the fall sessions was the opportunity to integrate the BFA program with other League programs and external initiatives such as the Cities for Cycling program of the National Association of City Transportation Officials (NACTO).

BFA applicants now make up a significant percentage of League Cycling Instructor candidates as communities, businesses and universities seek to ensure education programs and classes are available. They have also been important voices in the ongoing fight to save dedicated funding for bicycling programs: BFC mayors, BFB business leaders, and BFU university groups have contacted members of Congress, and activated their networks to speak up in support of bicyclists.

The growing network of applicants is also a tremendous resource for identifying trends and needs within the bicycling community. We have gauged the level of interest in bikesharing, identified candidates for Bikes Belong's Green Lane initiative, alerted communities to funding opportunities, and are working with researchers to mine the valuable data on bicycling programs that have been captured as part of the applications.



Phoenix Bikes, Phoenix, Ariz.



Michigan State University

## WHERE NEXT FOR THE BFA PROGRAM?

We continue to be excited by the influence and value of the BFA programs – and recognize that there is still huge potential for growth. The League's strategic plan calls for a dramatic increase in the percentage of the U.S. population that lives in a designated BFC or studies at a BFU, and targets many more Fortune 500 companies for integration into the BFB program.

The momentum to achieve these goals is definitely there at the local level and the reasons for getting more people riding are more numerous and compelling than ever. To realize the potential and capture the wave of support for cycling, we know we still have to answer the simplest of BFA questions: **what do I need to do next?**

This edition of the BFA yearbook focuses even more pointedly on answering that question. Last year, we identified specific programs or activities that seem to make the greatest difference. This year, we've taken that one step further and honed in on those elements in communities, business and universities that enable those programs and activities to actually happen. These are the core elements that make BFA applicants stand out – either because of the specific results on the ground or the creation of a clear path to progress.

- **Networks** – there's no escaping the fundamental need for a system or network of connected routes, lanes, paths and innovative infrastructure to get people riding.

- **Education** – there's equally no substitute for teaching good cycling (and driving) skills and behavior, both for safety reasons and to clean up our image.
- **Advocates** – nothing really happens without an active constituency making sure the necessary political commitment, funding and technical knowledge is brought to bear on an issue. Cycling is no different.
- **Plan** – a focused, measurable and visionary plan for bicycling is a clear precursor to progress in the overwhelming majority of successful BFA applications.

See page 64 for some quick tips on getting started.

- **Staff** – having dedicated staff working to implement those plans also makes a world of difference.
- **Culture** – the most intangible of elements: a vibrant bicycling culture.
- **Riders** – and the ultimate test: ridership. Are people actually riding, and how do you know?

We are excited about the future of the BFA programs and the future of cycling in America.

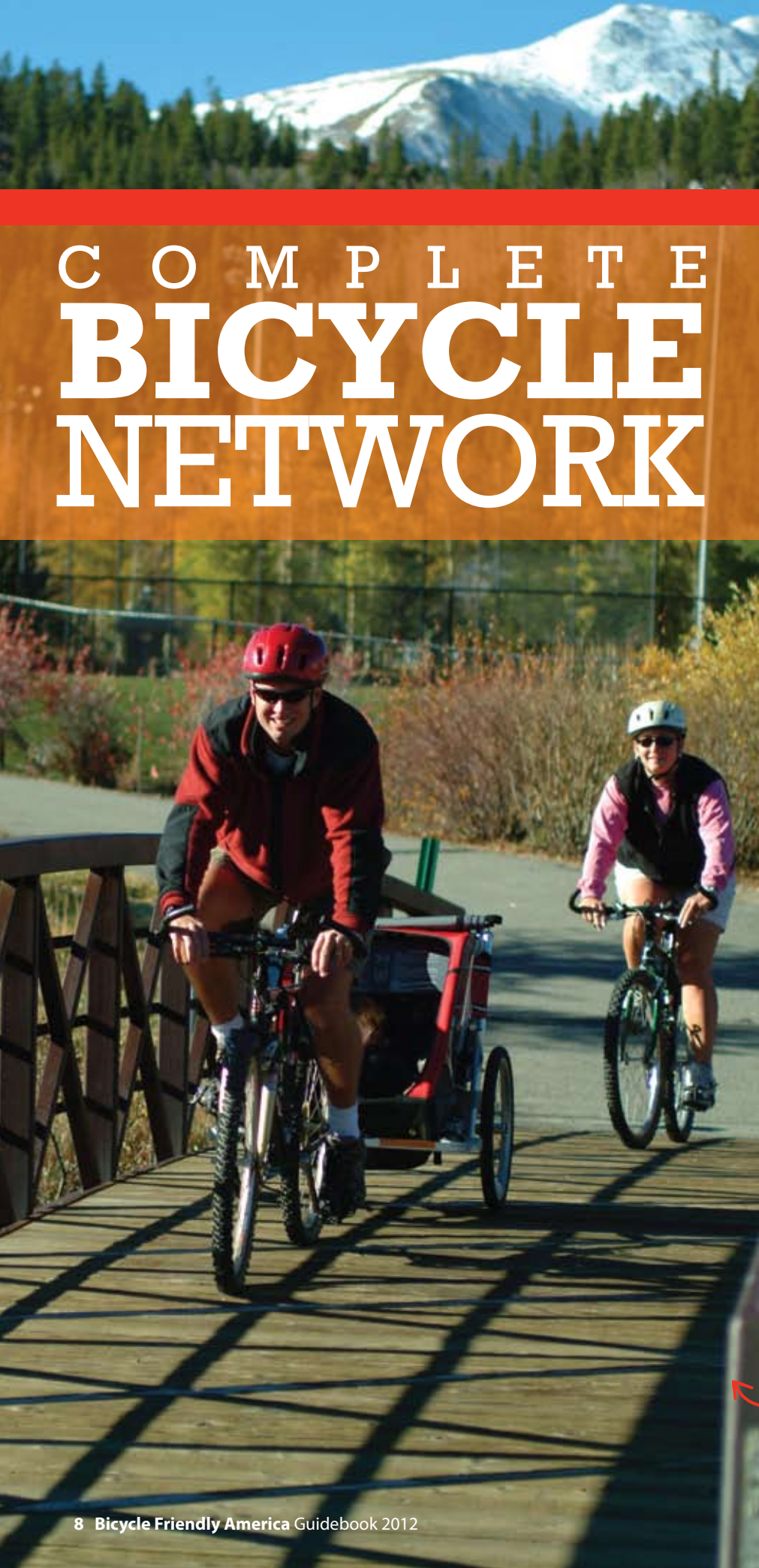
## REPORT ON THE 2011 STRATEGY SESSIONS

The Bicycle Friendly America team headed out on the road in the fall of 2011 to conduct four regional BFA Strategy sessions. Our goal was to ensure that the program is providing a great road map for building great bicycling communities, businesses, universities and states. We brought together more than one hundred thought leaders and bicycling experts in Charlotte, N.C.; Denver, Colo.; Portland, Ore.; and Washington, D.C. These sessions provided useful input that we are using to shape the future of the program, the application process and resources, and the feedback we provide. Comments were overwhelmingly positive – the BFA programs continue to be great tools for transforming places of all shapes and sizes. At the same time, we got clear messages of where we can (and will) improve.

The BFA program's strategic goals for 2020 are that 40 percent of the U.S. population will live in Bicycle Friendly Communities, 35 Fortune 500 companies will have the Bicycle Friendly Business designation, 50 percent of the U.S. college-student population will be attending a Bicycle Friendly University and the average Bicycle Friendly State score will have improved by 50 percent.

To reach these aggressive strategic goals for the BFA program, we will work to streamline and sharpen the program in five main areas: improving transparency, better engaging with advocacy groups, growing the number of applicants, offering more assistance and resources, and improving outreach.





# COMPLETE BICYCLE NETWORK

ONE OF THE MOST VISIBLE signs of a Bicycle Friendly Community is its network of facilities: the bike lanes, cycle-tracks, and trails that provide space for cyclists. The number of miles of bike lane and trails has long been correlated with levels of bicycling. However, communities are increasingly recognizing the need to connect the facilities into an integrated network to make sure that cyclists who rely on them can get everywhere they need to go. This can mean striping bike lanes on all major arterials or building innovative facilities, like buffered bike lanes and cycle tracks. This can also mean making sure that a community's paths connect to on-street bike lanes, with connections when needed, to single-track trails for mountain bikers.

## RACE TO THE TOP

### Innovative facilities

Strong pro-bicycling mayors and transportation directors in America's large cities are leading the way with innovative facilities, while competing with each other vigorously for Bicycle Friendly Community (BFC) status. Washington, D.C., has constructed a two-way cycle track on 15th Street, a major commuting route, and striped two-lane centerline buffered bike lanes down Pennsylvania Avenue that connect the White House to the U.S. Capitol Building – one of the most scenic rides in the city. New York City doubled bicycle commuting between 2007 and 2011 thanks to Transportation Commissioner Jannette Sadik-Kahn's effort – with support from Mayor Michael Bloomberg

Family bike ride,  
Breckenridge, Colo.

– to build a comprehensive 200+ bike lane network punctuated with 5 miles of signature separated facilities along major corridors like 9th Avenue in Manhattan and Prospect Park West in Brooklyn.

Not to be outdone, Chicago has set its sights on completing its network and building separated facilities for bicyclists. “One of my top priorities as mayor is to create a bike network that allows every Chicagoan – from kids on their first ride to senior citizens on their way to the grocery store – to feel safe on our streets,” Mayor Rahm Emanuel wrote. “To achieve that goal, I am committed to strengthening our network of bike routes, both by increasing the

number of miles added each year and prioritizing the creation of protected bike lanes.”

One of Chicago’s innovative facilities, the Kinzie Street Protected Bike Lane, has seen noticeable improvements for bicyclists. Pre- and post-studies of the route, show that while traffic was not significantly impacted, morning rush hour bicycling increased 55 percent, and 4 percent of the bicyclists changed their usual route to take advantage of the new protected bike lane. During the morning rush hour, bicyclists account for 53 percent of eastbound traffic and 34 percent of all traffic.

“Innovative bike designs are an essential component for a 21st century urban transportation system,” says David Smith, Bikeways Planner for the Chicago Department of Transportation. “Chicago residents and visitors will be able to use the bicycle as their primary source of transportation for both utility and recreation.”

Cities like Chicago and its friendly-competitors recognize that many bicyclists are looking for greater separation from traffic and innovative facilities, like cycle-tracks, provide that. For more information on these types of facilities, see the NACTO Urban Bikeway Design Guide at [NACTO.org](http://NACTO.org).

## CHICAGO

The Chicago Department of Transportation is committed to designing roadways that provide all users with safe and efficient transportation alternatives. Protected bike lanes allow cyclists of all skill level to feel comfortable on urban streets while improving conditions for both pedestrians and motorists. Chicago residents and visitors will be able to use the bicycle as their primary source of transportation for both utility and recreation. Innovative bike designs are an essential component for a 21<sup>st</sup> century urban transportation system. Below: Kinzie Street Protected Bike Lane, Chicago, IL. Right: Jackson Boulevard Protected Bike Lane, Chicago, IL. Photos: Chicago Bicycle Program







Scottsdale police community ride.  
Photo: Scottsdale Transportation Planning Department

**“Bicycling is a quality of life issue in Scottsdale. Our citizens demand a high level of service.”**

**- Reed Kempton, Principal Transportation Planner**

## SCOTTSDALE, ARIZ.

### *Gold Bicycle Friendly Community*

#### **Bike lanes on arterial streets with a good path network**

“Bicycling is a quality of life issue in Scottsdale,” is the first thing Principal Transportation Planner Reed Kempton will tell you about his upscale Arizona community, a Gold Bicycle Friendly Community. “Our citizens demand a high level of service.” For Scottsdale’s cyclists, a high level of service means that 45 percent of the city’s arterial roads have bike lanes, and 75 percent of all addresses are within half a mile of a shared-use path.

Scottsdale’s well-implemented Complete Streets policy – passed in 2008, the only such policy in the region – means that each time a street gets repaved, it includes a bike lane

when possible. This has helped lead to 122 miles of on-street bike lanes. “We’ve added a lot just through re-striping,” Kempton says. The network is supplemented by paved shoulders.

A complete bicycle network means that a bicyclist has safe and comfortable choices. “We don’t want someone to have just one route. We want them to be able to have multiple options for how their trip is going to

be – on-street and off,” says Transportation Planner Susan Conklu.

A bicycle network doesn’t just happen. It requires political will to make sure the Complete Streets policy is followed, that plans get implemented, and that resources are committed. The Scottsdale City Council approved a comprehensive transportation plan in 2008 and continues to fund projects that include bicycle and pedestrian facilities.



Bicyclists and pedestrians enjoy Scottsdale’s attractive complete streets. Photo: Sylvia Mousseux



Many council members ride and one former member was a professional bicycle planner. “Our plans are not just to sit on shelves to collect dust,” Kempton says. “We use our plans.”

The bicycling network has been received positively by the community and the city government. In fact, last year, the City Manager Award went to the 50 people who helped make Scottsdale bicycle friendly.

“Scottsdale emphasizes quality of life. Walking and biking fit into that category,” says Kempton, and the city’s bicycling network is an important part of promoting walking and bicycling.

## BRECKENRIDGE, COLO.

*Gold Bicycle Friendly Community*

### On-street network, and some world-class mountain biking too

Creating a complete bicycling network requires safe, accessible, well designed and interconnected cycling opportunities in all areas of a community – from the urban core to residential neighborhoods and suburban arterials, and beyond, to back roads, open space, and trails. In outdoor-oriented Breckenridge, Colo., that includes single-track trails for mountain bikers.

“In developing bicycle facilities in all areas of the community we provided a variety of cycling opportunities to the community’s residents and visitors that range from infrastructure designed to enhance bike commuting and create safe routes to school to our extensive recreational path and single-track offerings designed to create a world class cycling destination for families, road cyclists and mountain bikers,” says Chris Kulick of Breckenridge’s community development department.

A complete bicycle network in outdoor-focused Breckenridge means including mountain bike trails.



Breckenridge connects its communities with its paths and mountain biking trails. See a map of Breckenridge’s entire regional bicycling network at: [www.townofbreckenridge.com/Modules/ShowDocument.aspx?documentid=1202](http://www.townofbreckenridge.com/Modules/ShowDocument.aspx?documentid=1202)  
Photos: Chris Kulick

## How can other communities follow in Breckenridge's footsteps?

"A good starting point is to apply for a Bicycle Friendly Community designation," says Chris Kulick of Breckenridge's community development department. "The BFC application process forces applicants to think about all aspects of bicycling in their community and the feedback from the application is a good way to begin formulating a bicycle work plan and gain political support."

The City of Breckenridge partnered with Summit County Government to develop an extensive paved shared-use path and off-road single-track network to go along with their bike lanes and sharrows (shared-lane markings) on bike routes, supported by on-street bike parking in prominent locations. The B-Line Freeride Park, the Four O' Clock Freeride Park, and the Breckenridge Pump Track provide ample locations for adventurous riders to ride.

Planners in Breckenridge credit the recognition and feedback from the Bicycle Friendly Communities program for helping to build the political support for the bicycling network and for providing ideas for what to take on next. "Through the BFC review process, several improvement areas were identified that our BFC task force addressed between our 2009 and 2011 applications," says Kulick. In two years, Breckenridge installed bike lanes on key corridors, added shared lane arrows to other routes, built several miles of easier mountain bike trails, increased bike parking capacity, adopted a Complete Streets ordinance and a rolling stop

ordinance, and expanded their Green Commutes Program to Breckenridge Resort Chamber members.

## UNIVERSITY SPOTLIGHT

*University of Calif., Davis*  
*Gold Bicycle Friendly University*

### Town-Gown connections

If you observe a particular roundabout on the University of California, Davis campus on a pleasant Fall or Spring day as students head to their mid-morning classes, you are likely to see over 1,000 cyclists pass by in just 15 minutes. This two-wheeled stampede is a result of seeds planted several decades ago. "The pioneering work was done in the 1960s," says David Takemoto-Weerts, UC Davis' Bicycle Program Coordinator. "It took visionary folks to make it happen. One of the things I've been impressed with is that some of the older facilities still exist, that's how well they were designed."

The key to UC Davis's bicycling network is the concept of separating bicyclists from motor-traffic. The City of Davis pioneered bike lanes in the 1960s, and quickly striped the majority of their arterials and collector streets. The UC Davis campus is adjacent, but not part of, the city. In 1967, University Chancellor Emil Mrak closed the campus to automobile traffic, effectively transforming the campus' roads into wide bicycle paths. The paths were 20 feet wide to accommodate emergency vehicles, and as part of the vision that thousands of people would be traveling by bike. The university built separated paths from the northern perimeter of campus that came into the campus core.



Davis bike parking. Photo: Steve Tracy



See page 49 for  
more info on the  
City of Davis

In recent years, the university and the city have collaborated on transportation issues. Universities and cities do not always get along. “To make [transportation planning] work effectively you have to work closely with the city, with the community, you are a part of,” says Takemoto-Weerts. The university coordinates with the Community Services and Planning Design department, which houses the city’s bicycle coordinator, the department of public works, the police department, and the county government. The university and the city may not always get along on other things, but “We’ve always had a good relationship on bicycling,” Takemoto-Weerts, a member of the city’s bicycle committee, says.

## BUSINESS SPOTLIGHT

*Trailnet*

*Gold Bicycle Friendly Business*

### Location, Location, Location

When your organization’s mission is to promote bicycling and walking, it makes sense that you would think carefully about where you locate your office. That was the case with Trailnet, a leader in active transportation planning, programs, and policy in the St. Louis bi-state region. “We moved our office and chose our location because there is a bike station downstairs with 120 bike racks, lockers, and showers, a MetroLink transit station, and WeCar [a car share program],” says Emily Luten, Trailnet’s TravelGreen Program Manager, referring to a car-sharing program. There is no auto parking available.

Trailnet’s employee commuters benefit from St. Louis’ 70 miles of bike lanes. “It’s easy to bike around

and we’re near the Riverfront Trail – that’s why we wanted to be downtown,” Luten says. “We’re on a calm street. Someday we would love to help turn it into a bike boulevard.”

Thanks to the location of the office and the ingrained culture of bicycling, Trailnet employees often ride to work together, picking up people along the way. The executive director lives furthest away and communicates by twitter when to meet at coffee shops.

“Biking is a great way to start the day; you are happier when you bike to work. And you look forward to the end of the day when you can bike home,” says Luten. “Having transportation options is a bonus to working here. And biking is by far the fastest way.”



Davis bike repair station.

Photo: Steve Tracy



Trailnet employees coordinate their rides together in to their carefully chosen downtown office location, which has ample bike parking. Photo: Emily Luten





# BICYCLING EDUCATION

## REACHING ADULTS THROUGH BICYCLE FRIENDLY UNIVERSITIES

UNIVERSITIES HAVE LONG served as incubators for developing bike-friendly cultures and practices, and that has a big impact on the expectations that students bring to the workplace and beyond. BFU is a new focus area for our educational outreach. The BFU program provides a great venue to promote bicycling to the next generation of American workers. College is an opportunity for one to get reacquainted with the bicycle. To students, the bike no longer serves as just a source of freedom: it is the solution to limited parking, a fast way to navigate through campus, and a cheap means of transportation for students adjusting to life on a budget. We understand the importance of educating these eager riders, but how do we reach those who are hesitant to make bicycling their choice to get to class? Stanford University, a platinum BFU, found the solution – education.

## POSITIVELY PLATINUM

*Stanford University  
Platinum Bicycle Friendly University*

Bicycle safety is a top priority on the Stanford's campus for everyone from students, faculty and staff, as well as visitors. This past fall, the university completed a New Student Orientation (NSO) for over 1,600 new freshmen. During this orientation students were educated on issues such as: how to ride on campus, what

photo: Gabriel Boone

the laws are when riding and why they should wear a helmet. All new freshmen take a bike safety quiz and upon passing, receive a free headlight so they are street legal when riding at night. Stanford University annually distributes over 3,500 lights. The university works in tandem with Public Safety on educational efforts as well as with the Planning Department to address circulation for bicyclists and pedestrians to assure safe passage. The Bicycle Program, under the umbrella of Parking & Transportation Services, has a comprehensive program in place to educate bicyclists, especially students, about the laws while riding their bikes and how to safely ride on campus: there is a major focus on stopping at stop signs, using a bike light at night and yielding to pedestrians on pathways.

Each quarter, the university hosts an average of five Dorm Bike Safety Road Shows, which consist of an interactive presentation focusing on bike laws and riding on campus. In addition to all of their efforts, every Friday

Stanford hosts a Bicycle Safety Station for one hour where they register bikes, do bike safety checks and answer questions on riding on campus. They also use this time to distribute copies of the bike rules of the road.

Stanford University works with Public Safety to connect their strong enforcement program with other educational efforts by co-hosting free Bike Safety Classes twice a month. These classes are available to the community and also serve as a Bike Citation Diversion Class whereby bicyclists that are cited for not obeying the laws have the one time option to take the one hour class in lieu of paying the fine. Since the class started in 2008, Stanford University has co-hosted over 70 classes, educating over a 2,300 bicyclists. They are working to make this class mandatory for new students and have the class available online. The class includes an interactive discussion on bike laws and video clips of how to safely navigate intersections, be alert and maintain a safe bike.



Stanford University runs a series of bike safety posters featuring Sprocket Man, The Superman of Bike Safety.

## Tips for universities looking to start a bicycling education program

### Seek out opportunities to partner with a diverse group of departments on campus on bike safety efforts:

While Public Safety and Planning are key, other successful partnerships may include Environmental and Sustainability programs (green house gas emission reduction), Psychology (behavior change), Science and Engineering (new technology related to transportation), Medical/Hospital or Student Health Services (injury prevention best practices), Dining and Eateries (promotions and incentives for programs), International communities, Greek Life and more.

**Hire student workers to help reach students.** They are more likely to listen and learn from peers than from authority figures.

**Survey your target audience** to gain insight into their ideas and issues.

**Offer small incentives** to increase participation.

**Write editorials to the campus newspaper** to generate discussion and participation and engage readers

**Celebrate May as a National Bike Month** and Bike to Work Day in your community — it's a win/win to promote bicycling for healthy livable and safe communities



## GIVING YOUTH THE TOOLS TO RIDE

Getting youth on bicycles is an important way to ensure that we have active bicyclists in our future. Luckily, they typically do not need as much coaxing as adults to give pedaling a try. Bicycling is their opportunity to freedom and who doesn't want that? While many of our youth learn to ride a bike at home, that is typically as far as the lesson takes them. If we are hoping to create future bicyclists, we need to ensure that we are creating safe bicyclists.

Safe Routes to School was developed in 2005 as a way to encourage walking and biking by educating children and the public, partnering with traffic law enforcement and developing plans to create safer streets. In Sisters, Ore., 100 percent of the elementary and middle schools have a Safe Routes to School program. This silver Bicycle Friendly Community, takes youth education a step further by reaching beyond the classroom. Bike and pedestrian safety classes are offered by Commute Options, a non-profit based in Bend, Ore. Kim Curley, their Community Outreach Coordinator, supplies grant writing expertise and bike/pedestrian safety education program help for schools in Deschutes, Jefferson and Crook County. She works with the schools to obtain funding for Safe Routes planning and implementation, helps them write their action plans, and sends a fleet of bikes and a League Cycling Instructor (LCI), Brian Potwin, to the schools for two weeks of classes on bike and pedestrian safety. This organization made it easy to teach safe cycling to the students. Providing a safe trip to school is a way to bring the entire community together.

Through the Safe Cycling program, youth learn how to properly handle a bike, how to follow the rules of the road, and make smart decisions in traffic. This curriculum is taught by LCIs who attend an extensive three-day instructor certification seminar. The League's Safe Routes to School Traffic Safety Program is comprised of 10 one-hour lessons geared towards older elementary and middle school aged students. These in-classroom and on-bike components ensure that students are getting the tools they need to safely navigate traffic situations.

## BIKE SAFETY FOR EVERYONE THROUGH COMMUNITIES AND BUSINESSES

Everyone needs to learn about bicycle safety and how to navigate the streets properly. It's through education that you will give anyone the confidence to get on a bike. How do we reach those who are no longer part of an education institution? The BFA program gives communities and businesses the resources to connect with adults with varying levels of bicycling experience.

In Steamboat Springs, Colo., a current gold Bicycle Friendly Community, they incorporate educational material throughout the city's Share the Road campaign. This campaign is designed to spread share the road knowledge from bicyclists to motorists through brochures, booklets and cycling maps, which are distributed to various government buildings and businesses.

Businesses today must do everything possible to stay competitive and maintain a highly skilled, motivated



photo: Julie Defoer

staff. Being a BFB means that you are meeting the needs of employees: bicycling provides physical activity to help staff overcome the need for a midday nap and encourages productivity; it helps to maintain a healthy lifestyle, and aides in staff motivation.

The Idaho Power Company utilized their Bronze Bicycle Friendly Community of Ada County, Idaho to gain perspective on becoming bicycle friendly. This effort helped them earn a silver BFB designation. The Idaho Power Company has a dedicated fleet of volunteers, a transportation coordinator and a sustainability focused Green Team. This team helps bicycling education efforts. The company's internal website and physical kiosks are also stocked with informational brochures. Through the website, employees can access a message board for setting up rides, asking questions, and sharing bicycling information. "We've been able to create a culture of bike use, educational awareness and employees who are wise about alternative transit options," said the Land Management Planner, Angela Wood. When asked what suggestions or tips she would like to share with business that are trying to start a bicycle education program, she said, "Start small, think creatively, build on your successes and don't be shy about what you've been able to accomplish."

Whether a business or community wants to encourage people to





Maintenance workshop in St. Paul, Minn.



Angela Parrotta hosts a ladies night at Revolution Cycles.

get on a bike for the first time or get current riders to expand their trip beyond their block, getting people to use their bike more often is the ultimate goal. Providing education sessions/workshops is a successful means to get a lot of information and details to a select audience. Communities can offer these sessions through classes or events while businesses can focus on the intranet or lunch hours to reach employees. The University Corporation for Atmospheric Research (UCAR) puts on a Bus/Bike Commuter workshop where bike ambassadors lead a group of riders downtown to the main bus terminal. At the terminal, riders practice loading their bikes on and off the front of the bus and then ride the bus back to

the office. UCAR also offers a hands-on flat tire class where students learn how to repair a flat using the company's fleet of bikes or personal bikes.

The Champaign-Urbana Mass Transit District (CUMTD) of Illinois encourages staff to attend bicycle workshops and classes such as Traffic Skills 101, Basic Bicycling Skills and Bicycle Driving Skills Clinics. This bronze BFB extends the invitation beyond employees and opens the doors to municipal staff, police, bicycle activists, campus staff, and the public administrators. CUMTD understands the importance of educating motorists, so they developed and implemented special training modules for bus operators on how to share the road with bicyclists safely. The

curriculum focuses on issues ranging from driving with a bike rack to dealing with bicycle infrastructure such as bike lanes, sharrows and bike paths intersecting with streets. All new operators receive this training and current operators are provided with a refresher training every summer.

The League has extensive adult-focused bike safety curricula. LCIs have access to hands-on learning modules that range from how to handle a bike to best practices for commuting. Communities and businesses are encouraged to contact their local LCIs ([bikeleague.org](http://bikeleague.org)) to bring bicycle safety closer to home.

### How to promote bicycling education at work

- Provide bicycling lessons during lunches
- Provide information on suggested bike routes around your business
- Send out reoccurring emails to employees that provide bicycling tips and information or add to a section to your company newsletter
- Offer Beginner Breaks where new riders can learn how to use a bike pump, lock their bike, etc
- Create an online discussion board where riders can ask questions pertaining to bicycling
- Use the company's intranet or website to share bicycle safety information
- Ask your local LCIs to come in and teach segments of Smart Cycling classes

Vist [bikeleague.org/programs/education](http://bikeleague.org/programs/education) for ready-to-use powerpoint presentations.



# THE ROLE OF ADVOCACY

BICYCLE ADVOCACY IS about people and their love of bicycles and their community. Advocacy is one of the most diverse parts of bicycling with advocates differing in backgrounds and perspectives. Advocacy can come from obvious sources like a bike club but also from businesses, universities, schools, agencies and neighborhoods. The Bicycle Friendly America (BFA) program has seen this passion create a positive influence in several distinct ways:


## **1. Awareness of the Issues:**

Many times a barrier to bicycling can be overcome by simply raising awareness. It may be that a planner or engineer doesn't even know that there is a barrier. Bicyclists have the on-the-ground knowledge and need to share their perspectives with others. You'll often find that you are not the only one that noticed the problem in the first place.

## **2. Education and New Ideas:**

A problem to one person may not be a problem to another. Advocates have to work to educate others about bicyclists' needs. A great way to do this is to invite leaders in your community for a bike ride. This is a chance for people to experience what bicyclists experience every day and gain an appreciation

## **MEDICAL & HEALTH BICYCLE FRIENDLY BUSINESSES:** Your next partner for better bicycling

Look for this icon  and check out our Medical and Health BFBs on pages 56-61 to see if any are from your region. No health-related BFBs from your community on the list? Reach out to local hospitals, clinics, and obesity prevention and wellness groups and get them involved.



for our needs. These rides can spur new perspectives and ideas for bicycling.

### 3. Create Accountability:

Decisions that impact our publicly funded transportation network must be transparent and open to scrutiny. Our decision makers should be accountable to their constituents for their decisions. Advocates play a key role in creating this accountability, either through ensuring an adopted plan is implemented, measuring the impact of a decision, or continuing to speak out on issues until they are resolved. Regular review and evaluation of plans and programs also shows their success.

## ELEMENTS OF ADVOCACY

The definition of an advocate encompasses more than just a person working for an advocacy organization. A successful advocate can come from a bike club, transit agency, chamber of commerce, hospital or anywhere people support bicycling.

### Grassroots Organizations

Across the country, groups that are working to improve bicycling in their communities range in size from a few people to a dedicated staff with thousands of volunteers. Regardless of size, they are making a difference. Learn more at [peoplepoweredmovement.org](http://peoplepoweredmovement.org).

### Building Relationships

It's important for advocates to reach out to people and organizations who can make a difference in the community. In Columbus, Ohio, the 2 by 2012 program is encouraging people to bicycle to work at least two

days a week in 2012. So far more than 100 CEOs have signed on to create a coalition of support within the business community. "We've developed the relationships, and we're at the table. Being there, we can influence change," says Jeff Stephens, Executive Director of Consider Biking. When Stephens was asked to introduce the mayor at an event recently, he came up with a nickname that has since stuck, "Biking Mike. He loved it."

### The Message

In Columbus, economic health is on everybody's mind. "Brain drain and other factors can really hurt a city," notes Stephens, "but bicycling is a tool that helps." Elected officials and advocates have been working together on ways to make the city attractive for employers and employees. This includes revamping the city's bikeshare program, working with The



↙ The City of Omaha supports bike-friendly events – like the Mayor's Bicycle Ride.



In Columbus, Ohio, the 2 by 2012 program is encouraging people to bicycle to work at least two days a week in 2012.



Ohio State University, and creating bicycle connections with surrounding cities. As Stephens proudly says, “All of this has given Columbus a little of the swagger needed to advance bicycling.” Find out more at [considerbiking.org](http://considerbiking.org).

### Agency Staff as Advocates

People working in government can often be maligned as impediments to change. However, they can be your biggest allies and help you understand government and funding processes. The City of Omaha, Neb. partnered with Activate Omaha in 2010 to hire Carlos Morales, the city’s first bicycle and pedestrian coordinator. He came to the city specifically looking to work in a collaborative environment. “It is very important to me to have partnerships with our local groups. They make it possible to do a lot of amazing work for bicycles,”

says Morales. Morales has been a part of installing new bicycle facilities, strengthening partnerships with local organizations, and normalizing bicycling in the city organization and beyond. Omaha’s recent recognition as a Bronze-level Bicycle Friendly Community (BFC) speaks to the effectiveness of these efforts and partnerships.

## BUSINESSES AS ADVOCATES

Studies abound on the positive economic impacts of bicycling – tourism dollars, local sales taxes from the bicycle industry, increased quality of life and a more attractive business environment. Businesses understand all of this can change the bottom line. Across the country we’re seeing local businesses provide leadership for bicycling in their communities.

### Good for Business

Senior management with Garver USA, an engineering firm in North Little Rock, Ark. and a Silver-level Bicycle Friendly Business (BFB), know the importance of bicycling. The company has instituted a number of ways to encourage employees to bicycle, including showers, secure parking areas, and loaner bikes for group rides. The company has also worked closely with the City of North Little Rock, a Bronze-level BFC, to improve trails making it easier for employees to commute by bicycle. “I believe that a Bicycle Friendly Community has an overall positive effect on the economy. The development of the river trail system and the mountain bike trail in Burns Park have made cycling easier and more accessible to our headquarters, and our office location was greatly influenced by these nearby cycling facilities,” notes Chief Execu-



A bike repair station at the Pittsburgh Whole Foods. Photo: Lou Fineberg

tive Officer Brock Johnson. This work has led to camaraderie outside of the office, where everyone from surveyors to senior management are all bicyclists at the end of the work day.

### Cranks of Commerce

Bike Pittsburgh's Bicycle Friendly Employer (BFE) program is a great complement to the League's program. "It's a way to build a foundation, a relationship between companies in town and advocates," explains Lou Fineberg, Program Director for Bike Pittsburgh. The organization reviews applications, conducts a site visit, and prepares an extensive bike action plan for the business. The plans have provided several companies the feedback they need to get more employees bicycling to work and gain recognition as a BFE.

The program also offers a way for the business community to profile

progress. As Fineberg notes, "Making improvements at their company and then seeing how bicycling is taking off citywide, businesses can be proud to be a part of this movement." These efforts are paying off – Whole Foods recently installed a bicycle maintenance facility and the Priory Hotel built some beautiful covered bike parking.

To learn more visit [bike-pgh.org/campaigns/bike-friendly-employer/](http://bike-pgh.org/campaigns/bike-friendly-employer/).

## UNIVERSITY AS ADVOCATE

College towns are typically associated with fun times, new ideas and creativity. Chatham University, outside of Pittsburgh, is a local leader as both a BFB and now a Bicycle Friendly University (BFU). "It seemed like the natural next step and the recognition as a bike-friendly

**Bike Pittsburgh's Bicycle Friendly Employer (BFE) program is a great complement to the League's BFB program. It allows Bike Pittsburgh to work closely with local businesses.**



Bike parking and maintenance space at Garver USA.

employer made it a lot easier to make the campus itself more accommodating for bicycles," explains Assistant Music Professor Michael Boyd. An existing sustainability committee worked to incorporate transportation improvements, including bicycles, into the university's net zero carbon footprint goals. This means new bike racks, an expanding on-campus bike co-op, and incentives to leave the car at home.



## TYPES OF ADVOCACY

Advocates across the country implement different methods to improve bicycling in their communities. For more ideas and ways to get involved, check out the League's website and blog at [bikeleague.org](http://bikeleague.org).

## New Ideas

Yay Bikes! and Bike OSU are making bicycles cool on campus at The Ohio State University and in Columbus, Ohio. "Columbus is a place striving to be great," explains Meredith Joy with Yay Bikes! "People want exciting things to be happening here, and they support what is happening."

## HOW WE ROLL: The Ohio State University

Every fall thousands of new students pour on to college campuses across the country, and The Ohio State University (OSU) is no different. Many students are living in a new place and returning to a bicycle for the first time in years. The idea of a bicycle safety class isn't the most alluring way to experience this newfound sense of freedom. Using Federal Highway Safety Improvement Program (HSIP) and Section 402 funds, Yay Bikes! And Bike OSU created the How We Roll campaign designed to improve safe cycling and to engage students with the Columbus community.

Students and faculty take a three-hour ride, visit local businesses, discuss safe cycling techniques and practices, and see Columbus in a new light. Safety propaganda such as the "We Respect the Red" posters were created as both local art and as a bicycle safety message. Hearing enthusiastic comments such as "...once I got the hand signals down I felt like I was totally in control on the road" paired with "my breath was taken away by the view in front of me," tells you this is more than bicycle safety education, it's an experience. *For more info, visit [howwerollosu.com](http://howwerollosu.com).*



How We Roll campaign posters. Images: Jeremy Slagle, Fulcrum Creatives



## Expand the Conversation

Art, technology, community, sustainability – all of these concepts are a part of bicycling. Different aspects of bicycling are attractive to different people, and outreach methods and programs should be addressing the unique ways a community embraces bicycling. “We’ve focused on talking about new ways to think of cycling, not just if there should be bike lanes or how to teach safe riding,” notes Joy. Bike OSU has hosted a variety of events targeted towards students, including the Winter Bicycle Show (prizes include best looking and most unique) and a Mustache Rideo with mustaches provided upon request.

Learn more at [bikeosu.weebly.com](http://bikeosu.weebly.com) and [yaybikes.com](http://yaybikes.com).

## Summits

Each year hundreds of bicycling advocates come to Washington, D.C. for the National Bike Summit. Now, state and local-level summits are proving to be extremely valuable in accomplishing a variety of goals:

- Training and information sharing for bicycle advocates
- Education for engineers and planners, tourism boards and other agency staff
- Implementation planning and benchmarking for adopted plans
- Lobbying state and local elected officials

For more information, check out the League’s guide to hosting a bike summit: [bikeleague.org/statesummit](http://bikeleague.org/statesummit).

## Partnerships

Working with other groups or agencies can be an incredibly effective way to improve bicycling. This may mean working with your local school district on a Safe Routes to School program, hosting bike valet at city events, volunteering at a bike rental station in town, or working together on an issue of joint concern.

## Health, Safety, and Bicycles

After a number of fatal collisions, Fort Collins, Colo. staff and advocates ramped up efforts to provide bicycle safety education for residents: children, senior citizens, commuters and college students to name a few. But with multiple groups all working towards the same goal there needs to be a consistent message. “The heart

and soul of the Bicycle and Pedestrian Education Coalition (BPEC) is in collaboration with others involved in bicycle safety education,” says Kim Sharpe with the Larimer County Healthy Communities Coalition (HCC), part of the Poudre Valley Health System in Fort Collins. The group works with the city and community groups to coordinate bicycle safety education efforts and create new initiatives. In the past year this has included a series of bike safety lunch and learns, a regional approach to Safe Routes to School, and a reinvigorated Bicycle Emergency Response Team (BERT) for the hospital’s reserve EMT Corp.

For additional information visit [healthylarimer.org/bpec.shtml](http://healthylarimer.org/bpec.shtml).



Presenting League award to Senator Tom Carper at the 2011 National Bike Summit. L-R: Amy Wilburn, Delaware Bicycle Council Chair; Frank Warnock, Bike Delaware Public Relations; Senator Tom Carper, John McCormick, past president, White Clay Bicycle Club; Cecilia McCormick, WCBC.

State and local-level summits are becoming more prevalent and proving to be extremely valuable.



# BICYCLE CULTURE

EVERY DAY MILLIONS OF PEOPLE get on their bikes to train, commute or ride for recreation. Some are doing it because they want to and others ride because they have no other means of getting where they need to go. There is a common thread that links all of these bicyclists, and it is called bike culture. Culture of any sort is a difficult thing to define but we know it exists and we know that it is made up of people, ideas, common language and, often, common cause. U.S. bike culture is a powerful force behind some of the most influential groups in bicycling. Communities, businesses, universities and even states seek to create bike culture. However, the most interesting bike cultures within our BFA program always start from the grassroots.

## CREATING BIKE CULTURE

### University of Vermont

How does one create a bike culture and nurture it to fruition? Luis Vivanco, a specialist on bike culture, has a long list of credentials: Associate Professor of Anthropology at the University of Vermont (UVM) – a BFU; faculty advisor to the UVM student run Bicycle User Group (BUG); a board member of the Burlington active transportation group Local Motion; and a researcher of urban bicyclists. Vivanco is aware of UVM's bicycle culture but says it didn't grow out of anything planned or coherent, nor was there a scripted recipe to follow. One might think

New Belgium Brewing Co.'s Tour de Fat has raised more than \$2 million for bicycle advocacy groups across the U.S.



**“Baltimore’s bike culture is definitely diversifying; there are more women, more ethnicities and different ages. Bicycling in Baltimore is not for just the young white crowd anymore.”** - Nate Evans, Baltimore City Bicycle/Pedestrian Planner



that UVM’s bike culture grew from its high-profile, serious and successful collegiate UVM cycling team, but this is not the case. For Vivanco, the university’s bike culture formed out of the student’s BUG group and their activist mentality.

“I think what started to give the bike culture some coherency was the students’ concern about the environment – moving sustainably, eating sustainably, and living sustainably,” said Vivanco. “The bicycle is a platform for promoting social change. There is a celebratory aspect to bicycling on campus; students like the fact they can get home quickly and get back to campus.”

The university prides itself on being an environmentally friendly campus so it is not by coincidence that the students of UVM are conscious of their carbon impact. It was the BUG group that started and continues to grow the Bike Share system on campus, now in its third year.

For more info, visit [uvm.edu/sustain/tags/bike-share](http://uvm.edu/sustain/tags/bike-share).

The group also runs the Dr. Your Bike events throughout the year where bikes are put on display nearly every other month. Directly in front of the library, one of the most visible locations on campus, students gather to work on bikes. Old Spokes Home, a local shop and a BFB, attend and help the students tackle bike maintenance issues, learn more about their bikes and sell discounted bike helmets to the students. Free bike lights and other bike swag are given out by the school. Also on site is a bike-blending smoothie pedaling out non-alcoholic fruit concoctions for participants. Vivanco sees these bicyclists as contributing to the university’s bike culture but what he thinks is the biggest defining characteristic is that “Whenever there is an event on campus, people show up on bikes.”

## **Baltimore, Md.**

### ***Bronze Bicycle Friendly Community***

The sustainability movement has seeded much of Baltimore’s bike culture, and many of the city’s cyclists see it continuing to grow out of the need for political activism. The city is known for its many organized rides, whether planned ahead or impromptu arranged through social media sites such as Meetup ([bike.meetup.com/cities/us/md/baltimore/](http://bike.meetup.com/cities/us/md/baltimore/)), Facebook, and Twitter. It is these many rides that bring so many diverse crowds together and create a unified voice.

Chris Merriam, a grad student at Baltimore’s Morgan State University, has been riding the city streets for nearly five years and likes the cohesion that is forming around cycling. “A lot of people don’t even think of there being such a thing as a ‘Baltimore bike culture, which is cool, because people do it for their own reasons. But we’re trying to organize folks a little more so that our elected





"A lot of people don't even think of there being such a thing as a 'Baltimore bike culture,' which is cool, because people do it for their own reasons. But we're trying to organize folks a little more so that our elected officials understand that supporting cyclists (and pedestrians) is a valuable, progressive thing to do."

- Chris Merriam, grad student,  
Morgan State University

officials understand that supporting cyclists (and pedestrians) is a valuable, progressive thing to do."

The organized rides are a great tool in getting the message out, says John L. Stechschulte, another avid commuter. "As we face political challenges, the connections formed at these rides form the basis of our social capital. It's easier to get people involved who are connected to cyclists across the city. Even if an issue does not directly affect them, they are likely to know a cyclist who will be affected."

As different cyclist groups are starting to come together, there are also more demographics represented. Nate Evans, the city's Bike/Ped Planner, notes "Baltimore's bike culture is definitely diversifying; there are more women, more ethnicities and different ages. Bicycling in Baltimore is not for just the young white crowd anymore."

### Fluor

#### Bronze Bicycle Friendly Business

For Fluor, a Fortune 500 company and a BFB located in Greenville, S.C., bike culture grew out of fundraising efforts for a local non-profit and from the Fluor Heart Healthy

culture. The local Meals on Wheels ([www.mealsonwheelsgreenville.org/](http://www.mealsonwheelsgreenville.org/)) delivery program contacted the company when they were putting together their first ride as a local fundraiser, and "Two of our team members were drafted onto the committee and helped to organize the ride which was called Wheels for Meals," recalls Tom Rishforth and Christine deVelming, leaders of the resulting Fluor Cycling Team. "We have continued to be the title sponsor for this charity ride ever since. We see the club continuing in its efforts in fundraising."

Best yet, the Fluor cycling team members agree that the friendships that have been created through cycling has enhanced the work environment on campus. The group is also actively involved in supporting the local City of Greenville in its Bicycle Friendly Community efforts and the development of local bicycle lanes and trails. They also support the efforts to increase the number of Bicycle Friendly Businesses nearby.

Fluor is the title sponsor of the Wheels for Meals ride to support the local Meals on Wheels charity.



## Ciclovias/Open Streets

Ciclovias are a great conduit for creating bike culture in any community. With a Ciclovía, cities close a major thoroughfare to make way for a carfree, carefree environment that cyclists, walkers, runners and pedestrians can enjoy without the worry of auto traffic. Ride the Drive, Madison, Wisconsin's 10-year-old Ciclovía, started as an annual event with financial backing from Trek Bicycles. There are now two Ride the Drive events per year in different parts of the city. "By taking one of the rides outside of the downtown core we get more people participating that wouldn't normally be on bikes. Since one of the city's goals is to get more people on bikes, then we need to take the rides to the people," explained Arthur Ross, Madison's Bike/Ped coordinator. As for Madison's bike culture, Ross lets that take care of itself. "Madison simply provides an environment conducive for bike culture, encouraging bicycling and accommodating bikes in as many ways as we can. You get people bicycling and the culture starts combusting on its own." For more info, visit [www.cityofmadison.com/transportation/ridethedrive/](http://www.cityofmadison.com/transportation/ridethedrive/).

For more information on ciclovias, visit [peoplepoweredmovement.org](http://peoplepoweredmovement.org).



← Bike Federation Wisconsin



## VIVA BIKE VEGAS

The Regional Transportation Commission of Southern Nevada's (RTC) Viva Bike Vegas began more than 10 years ago as a 20-mile ride with no more than 50 cyclists in attendance. Today, it offers three courses ranging from 17 miles to 118 miles with an upwards of 2,000 cyclists in attendance. Viva Bike Vegas was created to promote sustainable transportation through bicycling and encourages valley residents to leave behind their automobiles and experience a road bike or mountain bike as a form of transportation. Non-bicycling locals finally experience cycling and its benefits and challenges them to live an active lifestyle.

Recently, the event has attracted cyclists from all over the country, even internationally, generating hundreds of thousands of dollars for the local economy while showcasing the best that the city has to offer beyond the Las Vegas Strip. Viva Bike Vegas is a great success story for public private partnerships and represents how local governments and private businesses can join efforts to partner and produce an amazing outdoor event that benefits the entire community. To find out how RTC made Viva Bike Vegas a success, contact the organization at 702-676-1552 or visit [www.rtcnv.com/vivabikevegas/2012/](http://www.rtcnv.com/vivabikevegas/2012/)





# STAFF & FUNDING

THE NUMBER OF U.S. STATES, communities, universities and businesses with designated bicycle program staff and funding has increased during the last decade. Decision-makers and leaders want to get more people on bikes, and they realize that they need money for bicycle programs, projects and education to make this happen. Cities are increasingly resourceful and adept at using all sources available to them: the leading states are setting aside money expressly for bicycling infrastructure and programs; businesses and universities are opening their pocketbooks to complete public street networks and hire bicycle/pedestrian coordinators. Transportation planners, traffic engineers and bicycling advocates all play a critical role in creating a Bicycle Friendly America, but these individuals must be hired and funded before their plans and hard work can come to fruition.

## **What the Bicycle Industry Can Do – Hire an Events and Advocacy Coordinator**

Revolution Cycles in Arlington, Va. – a silver-level BFB – hired Events and Advocacy Coordinator Angela Parrotta. She spends a significant amount of time interacting with different advocacy organizations and planning and executing events and rides. “We were involved with more than 65 events in 2011, ranging from in-store events to social rides to corporate team building events,” says Parrotta. “I haven’t been in any other bike shop in the country, even New York City, that has a position like mine that focuses on community,” says Parrotta. “So that’s kind of amazing.” For more info, visit [revolutioncycles.com](http://revolutioncycles.com).

In this photo: Angela Parrotta, Events & Advocacy Coordinator for Revolution Cycles, leads a ride in Arlington, Va. Photo by Revolution Cycles

## STAFF

### Designated Bicycle Staff – Champions for Cycling Take the Lead

Communities, universities and businesses with larger bicycle program staff – both in count and per capita – have higher levels of bicycling. Designated staff ensures the consideration of bike amenities and programs throughout relevant areas of government, management and administration. Bicycle program staff directs and informs planning efforts, develops and implements projects, ensures design guidelines are followed, corresponds with the community and stakeholders, and improves bicycling-related policies. Most importantly, they evaluate existing conditions and plans, plan for the future and initiate new projects.

### Empower Collaboration

#### University of Arizona at Tucson Silver Bicycle Friendly University

The bicycle program at the University of Arizona at Tucson (UofA) is structured within the Alternative Transportation section of Parking & Transportation Services and includes five components: planning, operations, education, enforcement and encouragement. The program is staffed with an alternative transportation manager, a program coordinator, three Parking and Transportation Services field support employees, one full time bicycle officer and approximately twelve student employees. Additionally, the University collaborates with the Pima County Bike Ambassador Program to operate a bike station on campus and assist with educational outreach efforts. The bike staff at the UofA implemented a free bike valet parking program on the campus mall, re-opened the Olive Tunnel Underpass to cyclists, installed bicycle

lockers and bicycle self-repair fix-it stands on campus, and implemented a free University bike share program. “Specialized bicycle staff has enabled our department to collaboratively work with various departments on campus, community organizations, and City and County officials to accomplish bicycle related projects and educational efforts beneficial to our campus community,” says Charles Franz, Alternative Transportation Program Coordinator. Learn more at: [parking.arizona.edu/alternative/bike.php](http://parking.arizona.edu/alternative/bike.php).

### Get Ahead of the Curve

#### University Corporation for Atmospheric Research, Boulder, Colo. Silver Bicycle Friendly Business

“One of our biggest and most recent achievements,” explains Kay Gazaway, Sustainability Outreach Coordinator for the University Corporation for Atmospheric Research (UCAR), “was being one of the first organizations in Boulder, Colo. to offer bike sharing to our staff and visitors.” Gazaway manages the loaner fleet of 25 bikes, and also organizes bike events and programs such as Bike to Work Day, brown bag workshops, and hands-on skills classes.

“The goal is to generate interest in memberships for the city’s bike sharing program, have fun on the new bikes and show how easy it is to navigate the bike paths to the mall and back,” says Gazaway. UCAR employees made close to two thousand

bike trips on the B-cycles during its inaugural 2011 season – the largest number of trips of any Boulder corporate membership program. Learn more at [fin.ucar.edu/sustainability/bluebikes.html](http://fin.ucar.edu/sustainability/bluebikes.html).

### Think Big

#### Steamboat Springs, Colo. Gold Bicycle Friendly Community

The well-known ski and mountain bike town of Steamboat Springs, Colo. is also growing in fame as a major cycling community. Though the town has around 12,000 inhabitants,



Taking advantage of the University Corporation for Atmospheric Research’s bike share program.

 Company bike share

## IT TAKES A TEAM

### University of Arizona Bicycle Program Staff:

1. Alternative transportation manager
2. Program coordinator
3. Three Parking and Transportation Services field support employees
4. One full-time bicycle officer
5. 12 student employees





Colin Quinn-Hurst, a staff member in the Salt Lake City bicycle/pedestrian program, tries out new shared lane markings on State St. in downtown Salt Lake City.

### Citywide Staff Effort

Steamboat Springs' Action Plan for Bicycle Friendly Communities states that all city policies, plans, codes and programs are updated and implemented to take advantage of every opportunity to create a more bicycle-friendly community.

an Alternative Modes Coordinator spends several hours each week on the development and management of bicycle programs and projects. Town planning staff reviews development and project applications for compliance with multi-mode requirements, and parks and recreation staff runs the town challenge bike series. Due to designated staff and targeted training, "we are more informed about current requirements, can more effectively communicate cycling needs, and can implement more efficient and safer cycling infrastructure," explains Janet Hruby, a city engineer in Steamboat Springs.

### Political Leadership is Key

**Salt Lake City, Utah**

*Silver Bicycle Friendly Community*

Salt Lake City, Utah increased the number of designated bike staff from one to three when a new mayor took office and increased bicycle/pedestrian funding. The transportation department also employs four seasonal interns, and other departments include bicycle issues in their work – or hire consultants to do so.

"Political leadership and partnerships with other city departments and organizations are key," adds Becka Roelf, Bicycle and Pedestrian Coordinator of Salt Lake City. Because of increased staff, "Salt Lake City has been able to participate in the National Bicycle and Pedestrian Documentation Program since 2010," says Roelf, allowing for long-term trend analysis. Visit [slcclassic.com/transportation/BicycleTraffic/default.htm](http://slcclassic.com/transportation/BicycleTraffic/default.htm) for more info.

## FUNDING

### Investing in a City's Active Transportation Network

**Seattle Children's Hospital**

*Gold Bicycle Friendly Business*

Seattle Children's Hospital wants 10 percent of the trips to its hospital to be made by biking trips – currently they are at six. In an effort to make its community more biking- and walking-friendly, Seattle Children's launched their Livable Streets Initiative and committed \$4 million for transportation improvements in Northeast Seattle. Improvements include: bicycling and walking facilities to connect the hospital with schools, parks, and trails; safe crossing at nearby major roads; and improved access to the Burke-Gilman Trail, the principle trail linking the city and hospital. More than \$2 million will go directly to bicycling and walking improvements.



Pima County voters approved the \$2.1 billion Regional Transportation Authority (RTA) plan and approved a sales tax to fund the implementation of the 20-year plan.

“We wanted to address our transportation needs in a way that was in line with our culture and mission. Bicycling and walking were exactly that,” says Paulo Nunes-Ueno, Director of Transportation and Sustainability, Seattle Children’s.

Seattle Children’s did extensive outreach with the community to identify the highest priority projects to invest in their Livable Streets initiative, while coordinating with the Seattle Department of Transportation and consulting with existing bicycle-pedestrian plans.

Seattle Children’s is investing in a signalized intersection with a cross-bike signal; installing a pedestrian detection camera that will extend the walk light until the intersection is clear of slower pedestrians and children; and re-shaping the front of the hospital with new sidewalks and a two-way cycle track. They hope to add sufficient capacity for 800 to 1,000 cyclists during peak hours. “Our goal is to build facilities that signal to users that the best way to get here is by biking, walking and transit,” says Nunes-Ueno.

### **Voter-approved Transportation Spending**

**Tucson & the Eastern Pima  
County Region, Ariz.**

***Gold Bicycle Friendly Community***

Tucson & the Eastern Pima County Region, a Gold BFC with sights set on platinum status, rely on a variety of funding sources to build bicycling infrastructure, promote bicycling and increase safety. One of the most significant sources was authorized directly by voters. In May 2006, Pima County voters approved the \$2.1 billion Regional Transportation Authority (RTA) plan.

In a related vote, voters approved a sales tax to fund the implementa-



Green Cross-Bike markings improve safety on arterials, paid for in part by a voter approved sales tax. Photo: Ann Chanecka



Free bike valet service at the University of Arizona at Tucson. Photo: Philip Cyr / PAG

To learn about Tucson & Pima County investments and funding sources, visit: [bikeleague.org/resources/tucson\\_funding\\_sources.pdf](http://bikeleague.org/resources/tucson_funding_sources.pdf)

tion of the 20-year plan. This was not the first version of a transportation plan put to a vote. The final version passed, in part, because of the inclusion of more multi-modal projects, including biking and walking, and wildlife protections.

The RTA committed \$60 million for “greenways, pathways, bikeways



and sidewalks” and \$20 million for “elderly and pedestrian safety improvements.” Many of the bicycling and pedestrian improvements were among the first the region built, because of their popularity and the ability to “get dirt flying quickly” on those parts of the plan, says Ann Chanecka, Senior Transportation Planner at the Pima Association of Governments.

### Walkable, Bikeable Delaware

Delaware has become one of the leaders in prioritizing walking and biking funding at the state level and has made use of dedicated state funds, which can be enormously valuable. They can connect statewide routes, complete greenways, support local projects, and match federal funds to unleash more funds.

Matt Allen parks his bike in the covered bike rack at Gundersen Lutheran Health System, in La Crosse, Wis. The new bike rack, paid for with a CPPW grant, has seen increased bike commuter traffic, even in winter. (We know, the cover is better than the rack.)



With critical leadership from State Senator Robert Venables, the Delaware General Assembly unanimously passed “Walkable Bikeable Delaware” in May of 2011, which directed the state Department of Transportation to invest strategically in walkway and bikeway interconnected networks. With additional leadership from Governor Markell, the General Assembly then voted in June to dedicate an unprecedented \$5 million in new, dedicated funding for bicycling in Delaware.

Then, in September, some of that state money was quickly matched by federal Congestion Mitigation and Air Quality (CMAQ) funds and committed to finish the six-mile Wilmington New Castle Greenway — the first time CMAQ funds had ever been used for a bicycle project in Delaware.

“Our Governor ... just recently said in his State of the State speech said he wanted to ‘make Delaware one of the most walkable and bikeable states in America’ and immediately backed that up with a specific, concrete proposal to invest \$13 million in walking and bicycling in the state’s next budget,” said James Wilson, executive director of Bike-Delaware. “Advocates should ... learn from Senator Venables and Governor Markell, and think big.” Visit Walkable Bikeable Delaware at [bikede.org/walkable-bikeable-delaware/](http://bikede.org/walkable-bikeable-delaware/) to learn more.



On August 12, Delaware’s Governor Markell signed SB 269 into law. The bill, modeled after an Oregon law, enhances the penalty for drivers convicted of careless or inattentive driving who cause serious physical injury to cyclists, pedestrians and other vulnerable road users.



Former Representative Mike Castle receives a “Lifetime Achievement in Bikability” award at the 2011 Delaware Bike Summit.



Governor Markell (center) with Delaware bicyclists  
Photos: BikeDelaware

## Getting Grants Going

### Gundersen Lutheran Health System Bronze Bicycle Friendly Business

Gundersen Lutheran Health System, in La Crosse, Wis., is helping to pay for its bicycle commuter incentive through a federal Communities Putting Prevention to Work (CPPW) grant. The grant paid for a covered bike rack for commuter parking, and now, even in winter, the health center has seen an uptick in bike commuting.

## Local Connections

"If you have local connections, maintain them as they can help support each other," says Susan Lundsten, Wellness Education Specialist. "As a community, we knew there might be something coming up through word from our coalition partners."

## Making Investments and Connections

### Ohio State University Bronze Bicycle Friendly University

The Ohio State University (OSU) worked closely with the city of Columbus and local advocates to help build a trail network. In a logistical and financial collaboration with the city, OSU is investing as much as \$6 million dollars over three years for a critical north-south trail connection to campus. With 45 percent of students and faculty living within five miles of campus, bike commuting is a viable option. "Our ridership increases every year," says Robert Osterfeld, program manager at The Ohio State University. "... the consensus was that these were dollars well spent." Bicycle transportation investments can only be made by working closely with the city and with local advocates, and the university has found that these partnerships have benefited the way they do business. For more on OSU, see page 22.

For information on federal funding sources, please visit [AdvocacyAdvance.org](http://AdvocacyAdvance.org).



## SUPER STAFF

### Thanks to their bicycle program staff, Boston, Mass. has ...

- A bike share program
- An additional 50+ miles of bike lanes and 800+ bike racks installed in the past for years alone
- Community bike programs, such as on-bike programming for 7,700 kids, 1,000 bike donations and Bike to Market repairs at farmers markets
- Major events, including Hub On Wheels, Mayor's Cup Pro Race, Bike Week, and Bike Friday

More info at [www.cityofboston.gov/bikes](http://www.cityofboston.gov/bikes)



# PLANNING FOR CYCLING

**P**LANNING ENSURES THOUGHTFUL DECISION making that anticipates future needs, decides on the best alternative in solving a particular issue, prioritizes projects and provides recommendations for adequate funding. The planning process brings all stakeholders to the table, therefore building strong partnerships for plan implementation, evaluation and the determination of future needs.

States, communities, universities and businesses that are bicycle-friendly use plans and policies to encourage active transportation. Planning for bicycling and walking can be beneficial in many ways; for example, it can remove barriers to mobility and increase the safety and comfort of pedestrians and cyclists, reduce automobile traffic and its negative effects on public health and the environment, encourage regular exercise, spur economic development and increase tourism. Improving pedestrian and cycling conditions benefits all people, regardless of how much they use active modes themselves. For more information on bicycle plans, visit [www.bicyclinginfo.org](http://www.bicyclinginfo.org).

A bike/pedestrian underpass at the University of Arizona, Tucson.  
Photo: Philip Cyr / PAG

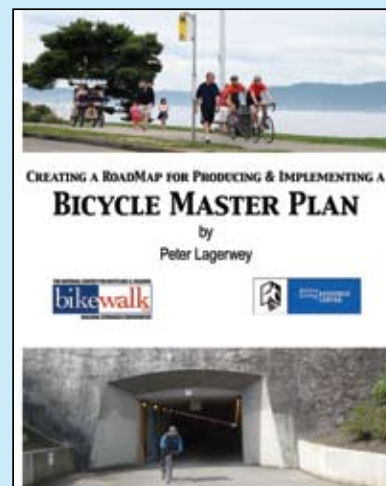
## STATEWIDE PLANNING IN ARIZONA

State bicycle plans establish policies, short- and long-range goals, and actions for state agencies to improve conditions for cycling. Other state planning activities include technical assistance to local or regional planning efforts. “A plan is not a snapshot in time,” explains Michael Sanders, Senior Transportation Planner at the Arizona Department of Transportation (ADOT), “it is a continuous process.” The planning process in Arizona includes extensive stakeholder coordination. Participation by representatives from both engineering and planning divisions from ADOT, MPOs, and local jurisdictions plus interested organizations provide valuable input that is critical to the creation of implementable plans that meet the needs of citizens and

visitors. Phase I of the first Arizona Bicycle Master Plan was completed in 2003, and this assisted in:

- the development of regional and local bicycle plans and maps
- promoted the link between land use and transportation
- developed an enforcement strategy aimed at bicyclist law violations and road user errors,
- assisted in promoting bike-to-work days and Safe Routes to School programs and
- updated driver's education products.

Phase II was completed in 2004, after additional funding became available. The planning process led to the implementation of a bicycle user map, the Arizona Bicycling Street Smarts booklet, ‘Share the Road’ guides, a statewide Bicycle and Pedestrian Education Program, bicycle safety action plans, and an update of the ADOT bicycle policy. Funding was provided through the Federal Highway Administration's State Planning and Research Program. An update of the State Bicycle Master Plan is currently underway and is focusing on improving bicycle policies on the state level and increasing safety awareness of all road users. For more information, visit [www.azbikeped.org](http://www.azbikeped.org).



### Peter Lagerwey's Road Map for Producing & Implementing a Bicycle Master Plan

#### Phase One:

- Develop stakeholder buy-in prior to the development of the plan.
- Set up a citizen advisory committee.
- Develop a consensus on plan goals, objectives, and content.
- Hire a consultant, if necessary.

#### Phase Two:

- Identify roles and responsibilities of all stakeholders involved.
- Secure public involvement.
- Develop the plan content and maps.

#### Phase Three:

- Develop a strategy for implementing.
- Evaluate the BMP on an on-going basis.

For more information, visit [www.bikewalk.org/pdfs/BMP\\_RoadMap.pdf](http://www.bikewalk.org/pdfs/BMP_RoadMap.pdf).



Bike lanes on Red Rock Road, Sedona, Ariz.





Residents of New Orleans push for improved bicycling conditions at a city-wide planning forum. The City has begun to incorporate bicycle facilities into post-Katrina recovery related road projects.

## REGIONAL COORDINATION

*Reno-Sparks Washoe County, Nev.  
Bronze Bicycle Friendly Community*

At the regional level, bicycle planning aims to coordinate between jurisdictions, develop planning and design guidance for local governments, establish regional priorities for funding, and develop a unified regional approach to land use and transportation issues. “Buy-in from all local agencies was essential,” says Marchon Miller, Project Manager at the Reno-Sparks Regional Transportation Commission (RTC), about the development of the Reno Sparks Bicycle and Pedestrian Plan (RSBPP). The RSBPP was developed as part of the RTC’s Regional Transportation Plan (RTP), which is a guide to transportation projects in Reno, Sparks and Washoe County over a 20-30 year period. The RSBPP provides an assessment of current bicycle and pedestrian infrastructure and identifies a future bikeway system within the areas. The RSBPP also addresses the plan’s relationship to other existing plans, goals and policies, bicycling and pedestrian needs, safety and education, and future funding. For more information, visit [renosparksbpp.com](http://renosparksbpp.com).

## INTEGRATING CYCLING INTO COMMUNITY PLANNING

*New Orleans, La.  
Bronze Bicycle Friendly Community*

Local bicycle plans establish a vision and set specific targets such as a certain level of bicycle ridership. They define the desired bicycle network and facility types, and lay out needed updates to zoning ordinances, regulations and design guidelines. Ideally, infrastructure planning is being complemented by encouragement, education, and enforcement programs and efforts to increase usage. Comprehensive master plans are guiding the overall growth of a community for up to twenty years and ideally address cycling as well. “As neighborhoods in New Orleans began rebuilding following Hurricane Katrina,” explains Dan Jatres, Pedestrian and Bicycle Program Manager of the New Orleans Regional Planning Commission, “there was a significant push from citizens for improved bicycling conditions throughout the city.” To address this demand, the city began incorporating bicycle facilities into recovery related road projects as opportunities arose. The New Orleans

2030 Plan offered an opportunity to better integrate bicycle planning with the wider transportation plans for the City. Additional objectives of the plan included the development and adoption of a Complete Streets Policy, funding permanent multi-modal positions at the Dept. of Public Works and City Planning Commission, developing a bicycle plan, creating a comprehensive and connected citywide bicycle network, improving bicycle parking infrastructure, and developing programs to address education, enforcement and encouragement. The planning process included an extensive public outreach process, including numerous working groups, which allowed citizens with passion and knowledge for improving bicycling to have a strong voice. Since adoption of the 2030 Plan, a number of exciting developments have occurred, including the December 2011 adoption of a Complete Streets ordinance. The planning process also positioned New Orleans to receive a majority of Louisiana’s American Recovery and Reinvestment Act (ARRA) Transportation Enhancements funding, resulting in almost 18 miles of new bicycle facilities. New zoning regulations outlining bicycle parking requirements are under de-

velopment as well. For more information, visit [nolamasterplan.org](http://nolamasterplan.org).

## BICYCLE ACTION PLANNING AT THE COLUMBUS FOOD LEAGUE

Columbus, Ohio

Bronze Bicycle Friendly Community

Site planning done by businesses and institutions of higher education is a critical part of ensuring that bicyclist needs are accommodated by the built environment, particularly at sites of employment. Bicycle facilities that can be included in site plans include bike lanes, multi-use paths and bicycle parking, showers and locker rooms, and recreational facilities such as a pump track. Other forms of planning include strategic plans and action plans that are established to reach a certain desirable outcomes through agreed upon actions in a specific time frame. "In 2011, our restaurant vowed to be a 'Zero Waste' company," says Tracey Armitage, Internal Marketing Specialist at the Columbus Food League, "so we wanted to expand our support and resources for bicycling internally and externally. We formed a Bicycle Action Plan Committee of interested staff and have collaborated with other local businesses and organizations to enhance the viability and popularity of bicycling and alternative transportation in the city." The key factors in developing the plan were staff and stakeholder participation as well as achievable action steps and goals. Businesses are especially challenged to develop a bike plan that is reasonable and meaningful. "Thinking outside the box to contribute to existing efforts has created some very fun and unique results and experiences," says Armitage. The resulting action plan

is supporting staff and employees in their ability to ride, commute or purchase a bicycle; outlines community efforts and programs in which local business can participate to increase awareness about the benefits of bicycling and alternative transportation; and helps contribute to the economic, cultural and physical wellness of the community through bicycling. Since the Bicycle Action Plan was adopted,

the Columbus Food League has established mutual discount offerings with local bike shops, become a venue and event partner for local sustainability and bicycling advocacy groups, created bicycle tool kits at each of their five restaurants, and installed bicycle racks in front of all their restaurants. For more information, visit [columbusfoodleague.com](http://columbusfoodleague.com).

## BFC PROGRAM INSPIRES PLANNING EFFORTS:

### Bloomington, Ind.'s Platinum Task Force Report

Bicycling lies deep in the heart of Bloomington's local heritage, which was immortalized by the popular movie *Breaking Away* about Bloomington's Little 500 race. In May 2010, the Bloomington Common Council passed a resolution which created the Bloomington Platinum Biking Task Force in order to assess Bloomington's strengths and weaknesses in regard to bicycling, and to plan how the City can achieve a platinum designation from the Bicycle Friendly Community Program by 2016.

The Task Force was commissioned to complete their work within one year and submit a final report including recommendations. The final report, titled *Breaking Away: Journey to Platinum*, is a fun and accessible document that created a strong framework of measurable and achievable targets, generated support from a broad cross-section of the community, crafted a bold and enticing vision for the future of bicycling in Bloomington, generated a balanced set of recommendations that will attract the large group of 'interested but concerned' cyclists, integrated bicycling initiatives with efforts to meet a wide range of core community objectives, institutionalized bicycling into city programming, and provided a blueprint for bicycling initiatives. The Platinum goal and the Task Force Report have been consistently cited by elected officials, city staff, and citizens as justification for new and bold bicycling initiatives in Bloomington.

For more information, visit [www.bloomington.in.gov](http://www.bloomington.in.gov)



The Bloomington Platinum Bicycle Task Force produced a report that chronicles their road to platinum level BFC.



# BICYCLE RIDERSHIP

A SYMPTOM OF SUCCESS

RIDERSHIP IS THE INDICATOR of bicycle-friendly success and an essential element of any bicycle-friendly program. The clearest goal of bicycle-friendly actions is getting more people riding bikes, and there is tremendous value in communities, businesses, universities and states measuring the results of their work to promote bicycling. The Bicycle Friendly America (BFA) program strives to get the most comprehensive picture of bicycle friendliness of applicants by gathering information on projects, policies and programs in questions across the Five Es: engineering, education, encouragement, enforcement and evaluation. The evaluation section of the applications ask about ridership and measuring return on investment. The strongest BFA applicants are collecting and analyzing ridership data. From analysis of the U.S. Census Bureau's American Community Survey (ACS) and volunteer-led counts to automatic counting devices, surveys and travel diaries, here are the stories of those making it happen.

Arlington, Va.

Without data, a city, business or university doesn't have any proof that what it is doing to make bicycling an easier transportation and recreation option is worthwhile.

## THIS ISN'T ROCKET SCIENCE

**Burke Group**  
*Silver Bicycle Friendly Business*

Workplace counting programs can be as simple as conducting a travel survey to see how people are getting to work to counting the number of bike commuters on a few set days per year. The Burke Group, a silver-level Bicycle Friendly Business (BFB) engineering firm in Rosemount, Ill. did just that and uses the collected data to incentivize biking, set goals and plan. Bicycle commuters receive \$.75/per mile, and the ridership has doubled over three years since the program started. The company reached its 2011 goal of commuting 30,000 miles by bicycle, a company health and environmental sustainability success. (Check out another data analysis success story from QBP on page 47.)

A baseline is essential to any data collection program. The Burke Group is able to show growth and reward it because the company has baseline data and maintains a counting program. Starting right away on data collection is key. For communities and states, start with Journey to Work data collected by the ACS. The transportation portion of the survey

Minneapolis conducts regular bike counts at key locations.



### Nationwide Growth

Thanks to the ACS numbers we know that over the last 10 years the percentage of bicycle commuters has grown by 39 percent across the United States. In Bicycle Friendly Communities that number jumps to a 77 percent growth in bike commuters.

looks at individuals' primary mode of transport to get to work. However, there are limitations with ACS data because it only collects the primary mode for over a period of a week – multi-modal trips that include bikes are often counted as automobile or transit trips. Annual counts are available for population centers of 65,000 or more and for states. Multi-year data is also available for population centers of more than 20,000. The ACS data provides both baseline and annual numbers. (See the textboxes on page 41 and 43 for a 10-year analysis on states and cities.)

## THE DATA IS THE PROOF

**Minneapolis, Minn.**  
*Gold Bicycle Friendly Community*

Bicycle advocates and city staff in Minneapolis, Minn. know that collecting bicyclist ridership data is crucial to show that the time and money put towards building their silver-level Bicycle Friendly Community

is being well spent. Minneapolis has made great use of the ACS numbers and built a robust system of annual volunteer counts. Thanks to the data, the city has shown that the percentage of bicycle commuters has nearly doubled in the last 10 years, from 1.9 percent of bike commuters in 2000 to 3.5 percent in 2011.

And as Minneapolisian bicyclists are quick to tell the rest of the country, this is not necessarily a place with a year-round climate ideal for bicycling. However, Minneapolis is a four-season community whose cycling numbers leave few excuses for other communities across the country. "The ACS data allows you to set goals right away because you have a commute mode share history," said Shaun Murphy, Minneapolis Bicycle and Pedestrian Coordinator. Minneapolis also conducts regular counts at key locations – logging the time and, in some cases, gender, direction and safety equipment usage. Unlike the ACS, counts give the city, business or university a picture of the majority of trips that aren't to work.

Communicating data to the public is essential to show the importance and the success of bike programs. Data proves that there are people riding safely. Even in places that do not have huge numbers, getting a baseline and setting goals publicly is good for long-term support and sustainability efforts. Doing bike and automobile counts the same way adds to the credibility of the data and weighs heavily with skeptical engineering staff, politicians and folks who don't want bike facilities in their neighborhoods. "Counts enable us to make the best decisions by providing a side by side analysis of automobile and bike trips on the same stretch of roadway," says Murphy.



### More than Average

The percentage of commuters going by bike is, on average, 1 percent in a bronze-level BFC, 3 percent in a silver-level BFC, 5 percent in a gold-level BFC and 11 percent in a platinum-level BFC.

Thanks to excellent bicycle, pedestrian and transit advocacy communities, Minneapolis has volunteers at 100 counting locations around the community. “When I tell people around the state that bicycling increased 47 percent from 2007 to 2011, they are blown away ... We would never be able to make the case to continue without evidence to support our work,” says Nick Mason, Education & Technical Assistance Program Manager at the Bicycle Alliance of Minnesota.

## USING NEW TECHNOLOGY

New technologies like automatic counters and Radio Frequency Identification (RFID) systems have made collecting bicycle ridership data more effective. The University of Minnesota - Twin Cities (UofM) has a new system that counts bikes with an RFID tag when they pass by one of 20 strategically placed readers around campus. University bike coordinator Steve Sanders saw in the Dero Zap

## START COUNTING TODAY

### 1. Check out the American Community Survey data

and see where your community is nationally and what the changes have been over the last several years. Use the League’s report and data sheets on the latest ACS at [bikeleague.org/news/acs2010.php](http://bikeleague.org/news/acs2010.php)

**2. Get started on counting.** If you are a business or organization, start by tracking employee bike trips to work. Check out the simple tracking sheet used by Meredith Corp. at [bikeleague.org/resources/commuters/pdfs/bicycle\\_commuter\\_tracking\\_log\\_example.pdf](http://bikeleague.org/resources/commuters/pdfs/bicycle_commuter_tracking_log_example.pdf).

### Communities can start here:

- Using the free tools provided by the National Bicycle & Pedestrian Documentation Project (NBPDP), co-sponsored by Alta Planning + Design and the Institute of Transportation Engineers (ITE) Pedestrian and Bicycle Council. This is the go-to framework for conducting consistent counts nationwide. Visit [bikepeddocumentation.org](http://bikepeddocumentation.org) for more info.
- Reach out to bicycling advocacy groups and clubs to assist with counts. Emphasize to new partners that this will benefit all cyclists, pedestrians and transit users in addition to the general cost savings to the community in building and maintaining larger roads.

### 3. Learn about more counting options:

**Arlington, Va.** [www.bikearlington.com/pages/biking-in-arlington/counting-bikes-to-plan-for-bikes](http://www.bikearlington.com/pages/biking-in-arlington/counting-bikes-to-plan-for-bikes)

**Minneapolis, Minn.** [www.ci.minneapolis.mn.us/bicycles/data/counts](http://www.ci.minneapolis.mn.us/bicycles/data/counts)

**San Francisco, Calif.** [sf.streetsblog.org/2010/10/15/sfmta-begins-installing-more-bike-counters-around-the-city/](http://sf.streetsblog.org/2010/10/15/sfmta-begins-installing-more-bike-counters-around-the-city/)

**Boulder, Colo.** [www.bouldercolorado.gov/index.php?option=com\\_content&task=view&id=467&Itemid=1657](http://www.bouldercolorado.gov/index.php?option=com_content&task=view&id=467&Itemid=1657)

**Washington State** [www.wsdot.wa.gov/bike/Count.htm](http://www.wsdot.wa.gov/bike/Count.htm)

**Portland, Ore.** [www.portlandonline.com/transportation/index.cfm?c=44671](http://www.portlandonline.com/transportation/index.cfm?c=44671)

**Colorado State University** [www.today-archive.colostate.edu/index.asp?url=display\\_story&story\\_id=1006115](http://www.today-archive.colostate.edu/index.asp?url=display_story&story_id=1006115)



Minneapolis has volunteers at 100 counting locations around the community.

program a great idea – providing a way to verify trips and offer incentives for riding. The program, centered at the University Bike Center, enables the university's health and wellness program to track riders and provide incentives like health insurance premium discounts and prizes. The program also tracks the university bike program's successes in education, encouragement and infrastructure improvements.

"The beauty of this program is the simplicity," Sanders said. "The transportation management organizations of Minneapolis and St. Paul are investing in a joint program in 2012 to expand the reach across the metropolitan area." As a major employer in the region, UofM can help shape the ways companies, organizations and, ultimately, insurance companies integrate bicycling into their wellness programs and sustainability plans. For people who might not usually get on a bike, incentives coupled with a good bicycling network will get them biking.

Politically, this data is the backup that city leaders need to support pro-bicycling action. Minneapolis is on everybody's bicycling best-of lists because the city has been rolling out great advances for bicyclists and has the data to prove it is working. "I'm proud of what we've accomplished ...

In Minneapolis, about four percent of work commute trips are on bicycles ... (but) we've got our work cut out for us," stated Mayor R.T. Rybak in the 2011 City of Minneapolis Bicycling Account.

## DATA FOR A STRONGER BFC

Arlington, Va.

*Silver Bicycle Friendly Community*

Arlington, Va. has automatic counters that collect information on bicycle trips 24 hours a day at locations across the county, adding to an already robust evaluation program that includes ACS analysis, data from the Capital Bikeshare system, household travel surveys and volunteer-led counts within the National Bicycle and Pedestrian Documentation Project (NBPDP). For decades, Arlington made improving transportation choices a priority – focusing on reducing automobile trips.

The Arlington story explains the importance of ridership data. While ridership numbers aren't the silver-bullet answer to getting high marks on the BFA application, they are indicative of a strong bike culture and overall efforts to welcome bicycling. The percentage of commuters going by bike is, on average, 1 percent in a bronze-level BFC, 3 percent in a silver-level BFC, 5 percent in a gold-

## GIRL POWER Bicycle Friendly Communities with more female than male bicycle commuters:

Charlotte, NC  
Fresno, CA  
Kansas City, MO  
Knoxville, TN  
Las Cruces, NM  
Lawrence, KS  
Orlando, FL  
Santa Fe, NM  
Sioux Falls, SD  
Vancouver, WA

*Source: 2010 American Community Survey, US Census Bureau*



level BFC and 11 percent in a platinum-level BFC. In 2007, Arlington made its move from Bronze to Silver BFC status with a strong application and bicycle ridership of 3 percent collected in the 2006 local household travel survey.

Arlington is a national leader in the size and scope of its bicycle counting program. The community installed its first automatic counter in the fall of 2009. In two years, the program has expanded to include 10 stationary counting locations and



**"It's often said that Capital Bikeshare is the starter drug for biking. It lowers the barriers and makes biking very accessible, often even spontaneous."**

- Chris Eatough, manager of the Bike Arlington program



# INDIVIDUALIZED MARKETING IN TRANSPORTATION DEMAND MANAGEMENT PROGRAMS



Transportation Demand Management (TDM) refers to strategies that encourage a shift from car trips to alternative transport modes. TDM usually differs from traditional traffic management in its focus on moving people and goods by using a variety of modes rather than trying to move motor vehicles more efficiently. TDM programs provide incentives and information to encourage and help individuals modify their travel behavior, or reduce the need to travel through transportation-efficient land uses or telecommuting programs. TDM programs can be implemented by communities, the private sector, or through public-private partnerships. Individualized marketing for encouraging alternative transportation is becoming an integral component of TDM programs. It was originally developed by the German company Socialdata and focuses efforts on people interested in trying alternative transport options. Programs established in the U.S. are usually known as “SmartTrips” programs.

The Whatcom Smart Trips program, in Bellingham, Wash., provides education, assistance and incentives to all community members for all trip purposes. Program components include an online trip diary, incentives, emergency ride home, targeted outreach to seniors and women, bicycle education, public awareness campaign and individualized home-based marketing. The 2008 Neighborhood Smart Trips campaign targeted 10,037 Bellingham households, about one-third of the city. A 2009 follow-up survey revealed the following changes in the targeted area: 22 percent increase in walking trips, 35 percent increase in bicycling trips, 10 percent increase in transit trips, 13 percent decrease in vehicle trips and 15 percent decrease in vehicle miles traveled. “The goal is to engage people in the process”, explains Susan Horst, Smart Trips Program Manager at the Whatcom Council of Governments, “It is essential to the success of the program that a dialogue is established through friendly follow up phone calls and visits encouraging people to read the materials and participate in the program”. The Smart Trips Neighborhoods Program in Saint Paul was launched in 2008. “Our program was influenced by the Midway in Motion program”, says Emma Pachuta, Smart Trips Neighborhoods Program Director, St. Paul Smart Trips, “That initiative targeted several neighborhoods in the Midway area of St. Paul, asking residents to pledge to

replace one car trip per week with a trip by bus, bike or on foot. The program was popular with residents who were already interested in transportation alternatives, but was unsuccessful in reaching a larger audience. Smart Trips Neighborhoods was developed in order to reach a broader audience and more effectively engage people with individualized information.” Program participants were instructed to set personal or family goals for themselves, such as cycling an average of five trips per week instead of driving. Approximately 30 percent of participants reported meeting goals. “People were more likely to follow through if they were holding themselves personally responsible for specific actions each week,” explains Pachuta.

The University of Wisconsin at Madison modeled its Individualized Marketing Program for Commuter Solutions after the Portland SmartTrips program. The program aims to reach out to interested individuals with information about alternatives to driving alone to campus and to make them aware of support services that can help with their commute. Participants that request information on cycling receive materials including a city bike map, a county bike map, a state bicycle law card, a handout on bikesharing, a bicycle registration form, bike maintenance information, instructions on how to properly lock a bike, and campus specific information on bike parking and showers. Packets are mailed or delivered by foot, bike, or campus bus by student workers.

For more information, visit [WhatcomSmartTrips.org](http://WhatcomSmartTrips.org), [smart-trips.org](http://smart-trips.org), [transportation.wisc.edu](http://transportation.wisc.edu), and [portlandonline/transportation/index.cfm?c=43820](http://portlandonline/transportation/index.cfm?c=43820)



St. Paul Smart Trips information package.



Minneapolis Nice Ride bike share station

three mobile devices that have logged 2.5 million riders. These impressive numbers and their usefulness will continue thanks to this baseline data and the growing number of stations. The Custis Trail, one of Arlington's most iconic bikeways, enjoys a monthly average of more than 40,000 cyclists. Impressive numbers like these are crucial to draw investments from governments and businesses.

Arlington's count data is also making the case for path system snow clearance during the winter. In the wake of the now-famous "snowmageddon" downpour of February 2010, Arlington's counters recorded a precipitous drop in the number of bicycle commuters.

For the two weeks that regular bicycle commuters were blocked by heavy snow on that trail, 3,460 week-day trips were not possible. "What is most apparent from the data is that when trails are not cleared after significant snow events, trail usage drops and stays low for an extended time," said David Patton, a Bicycle & Pedestrian Planner in Arlington. "Since trail use is a non-zero share of total transportation even in winter, communities should dedicate a non-zero share of snow clearing efforts to trails."

Showing that people are riding and making the data public and easy to understand is important to growing the bicycle-friendliness of a community. Public data says we believe in making bicycling easier for you and it's working. Chris Eatough, manager of the Bike Arlington program – part of the community's transportation demand management program – knows the importance of publicly showing how getting more people on bikes saves taxpayers' money and reduces congestion.

"Raising public awareness of the significance of bike transportation has been a goal of Arlington's bike program. Many do not realize the large numbers of people that are biking for transportation," said Eatough. They promote the community's title of Bicycle Friendly Community and Bicycle Friendly Business in their outreach to local companies and citizens by offering bicycling within a menu of preferable transportation options and individualized travel assistance free of charge for companies and workers.

Adding public bikesharing into the mix of options for making trips by bike has been a great way to get more non-bicyclists on bikes and to track user demand. "It's often said that Capital Bikeshare is the starter drug for biking. It lowers the barriers and makes biking very accessible, often even spontaneous," said Eatough. The bikeshare numbers that have been generated are impressive, hitting one million rides in the inaugural year. The program is answering demand and expanding to even more locations throughout the Washington, D.C. region.

Ridership data is public at the Capital Bikeshare Dashboard ([capitalbikeshare.com/system-data](http://capitalbikeshare.com/system-data)).

## STRONG BIKE SHARE Bicycle Friendly Communities with the largest share of bike commuters in 2010

22.1%

**Davis, CA**  
Platinum

9.9%

**Boulder, CO**  
Platinum

8.3%

**Eugene, OR**  
Gold

6.4%

**Santa Barbara, CA**  
Silver

6.0%

**Madison, WI**  
Gold

6.0%

**Gainesville, FL**  
Silver

6.0%

**Portland, OR**  
Platinum

5.6%

**Iowa City, IA**  
Bronze

5.5%

**Chico, CA**  
Bronze

5.4%

**Missoula, MT**  
Silver

Source: 2010 American Community Survey, US Census Bureau



# SETTING THE BAR

## PLATINUM WINNERS

PLATINUM COMMUNITIES, BUSINESSES AND UNIVERSITIES are the models in making biking attractive, safe and convenient for transportation and recreation.

These are laboratories of bicycling innovation – willing to push the envelope, to innovate, to create new approaches and find the best practices from around the world to implement in an American context. Platinum winners are doing whatever they can to make it easier for people to go by bike, not as a special interest for a select few, but for improving livability, sustainability, economic development and transportation options for everyone.

The next few pages are a snapshot of these Platinum winners. Learn more at [bikeleague.org](http://bikeleague.org).



### ALTA PLANNING + DESIGN

Type of Business: Engineering/Design

BFB Since: 2008

Location: Portland, Oregon

Website: [altaplanning.com](http://altaplanning.com)

Phone: 518.584.6634

Employees: 75

Alta Planning + Design offers all employees shower facilities, bike tools on site, and secure bike storage. The company's dedication to helping communities across the country to become more bicycle and pedestrian friendly is evident not only through their work but through their annual contribution of company revenue to bicycle-friendly organizations. Alta employees that ride receive cash incentives, free annual bike tune-ups, a 20 percent discount on the purchase of a new bike, and a cash payment for joining a health club. The business has a guaranteed ride home program, a commuting mentorship program, and includes an all-company bike ride as part of their annual meeting. With multiple League Cycling Instructors on staff, bicycling safety and education classes are frequently hosted. And every one of their projects is making communities across the U.S. more bicycle friendly.





## BICYCLE SPORT SHOP

Type of Business: Sales/Retail  
 BFB Since: 2009  
 Location: Austin, Texas  
 Website: [bicyclesportshop.com](http://bicyclesportshop.com)  
 Phone: 512.477.3472  
 Employees: 141

The Bicycle Sport Shop is helping its employees and the Austin community ride more miles. Employees have access to secure bike parking, showers, lockers, participate in a commuter challenge, and can take advantage of incentive programs. Nearly all employees commute to work regularly year round. Two employees are voting members on the Austin Bicycle Advisory Council, and the Bicycle Sport Shop worked with city officials to develop a bike plan and helped draft the Bike Theft Resolution, Safe Passing Ordinance and the No Texting While Driving ordinance. The Bicycle Sport Shop works with IMBA on trails network and require all sponsored riders to participate in IMBA's paydirt program and new rider education programs. The business also provides maintenance and safety classes and generously supports a multitude of charity rides.



## BIKE GALLERY

Type of Business: Sales/Retail  
 BFB Since: 2009  
 Location: Portland, Oregon  
 Website: [bikegallery.com](http://bikegallery.com)  
 Phone: 503.282.3455  
 Employees: 125

Bike Gallery offers employees cash incentives to ride, more if they wear a helmet, and even more if they are a Bicycle Transportation Alliance (BTA) member. Employees log their commuted miles into a data base, in just four months the staff logged over 14,500 miles. The business has a strong advocacy component and promotes community involvement throughout their seven locations. They are major donors to BTA, Community Cycling Center, and Bikes Belong while also supporting numerous other local advocacy groups. Their Volunteer for Good program pays employees for volunteering their time in the community. Showers and locker rooms are provided at some of their locations; maintenance supplies and a dedicated mechanic are offered at all seven locations. Bike Gallery established the Brett Jarolimek Memorial Fund to support community-based actions to promote bike safety, awareness and education.







## LANDRY'S BICYCLES

Type of Business: Sales/Retail

BFB Since: 2008

Location: Natick, Massachusetts

Website: landrys.com

Phone: 781.646.1486

Employees: 75

Landry's Bicycles provides employees with showers, changing facilities, discounts on bikes and accessories, secure bike parking, discounted gym memberships and an in-house bike loan program. In addition to helping promote local bike safety classes, Landry's trains all company drivers on how to safely operate a vehicle around cyclists. The company website has an abundance of information including an on-line bicycling event calendar, rules of the road for cyclists, information on bicycling skills classes, and more. Landry's marketing department regularly hosts meetings on bikes to promote collaboration between local business and advocates. They provide complimentary tech support for 36 off-site local cycling events and host numerous bike-social events for the greater cycling community in Landry's stores throughout the year. Landry's Bicycles has also sold over 2200 memberships for MassBike and the New England Mountain Bike Association.



## NEW BELGIUM BREWING COMPANY

Type of Business: Brewery

BFB Since: 2009

Location: Fort Collins, Colorado

Website: newbelgium.com

Phone: 970.221.0524

Employees: 373

New Belgium was founded on a bike ride two decades ago and their cycling momentum still continues. Each employee receives a free bike after one year of employment and has access to a fleet of twenty cruiser bikes for professional or personal use. Showers, locker room, bike-in cinema, cyclo-cross track, covered parking, maintenance supplies, and a dedicated bike maintenance person are all on-site as encouragement for employees and guests to bike. The company has been a great partner in moving Fort Collins forward as a BFC city over the last ten years. New Belgium's force for biking progress is felt outside of Fort Collins as well. Team Wonderbike is New Belgium's successful advocacy program with over 20,000 subscribers who have pledged to offset millions of car miles by cycling for one year. Local non-profits are the beneficiaries of beer sales at Tour de Fat, a 13-city philanthropic bike event to promote bicycle awareness, raising more than \$2 million for bicycle advocacy groups.





## QUALITY BICYCLE PRODUCTS

Type of Business: Distributor  
 BFB Since: 2009  
 Location: Bloomington, Minnesota  
 Website: qbp.com  
 Phone: 952.941.9391  
 Employees: 450

Quality Bicycle Products (QBP) is a leader in promoting bicycling in the workplace, community and nationwide. QBP pays out an annual \$45,000 in bicycle commuter credits which employees earn by riding their bikes. The company's bicycle promotion efforts as part of their Health Rewards program has yielded a 4.4% reduction in per member per month health care costs associated with an estimated three-year savings of \$170,000. In addition, approximately 100 commuters enjoyed an estimated three-year savings of \$600,000 and the business also benefitted with an annual savings of \$301,136 in employee productivity. They host a pancake and bacon breakfast for bike commuters on Bike to Work Day, how-to-clinics, a commuter mentorship program, and a bike loan program. QBP provides shower facilities, locker rooms, bike tools and supplies, and lots of indoor bicycle parking.



## TTR BIKES

Type of Business: Sales/Retail  
 BFB Since: 2010  
 Location: Greenville, South Carolina  
 Website: ttrbikes.com  
 Phone: 864.283.6401  
 Employees: 2

TTR Bikes is a small but influential one-stop shop for the bike retail, bike advocacy, and a bike education class. Both TTR employees are primary committee organizers and hands-on volunteers for a series of Bike to Work Month activities, advertise the events at their shop, and contribute prizes for the month's activities. The location for TTR Bikes was chosen based on accessibility by bike, directly off of the Swamp Rabbit Trail. The business offers a bike fleet, a guaranteed ride home program, a bike repair station, ample secure bike parking, and organizes social rides. Employees commute by bike the majority of the week and qualify for the Bike Commuter Tax Benefit offered by the store. Both employees also worked closely with the town of Greenville to achieve Bicycle Friendly Community status.





## BOULDER, COLORADO

Boulder's bicycle network and breadth of service for bicyclists is second to none. Boulder has been a model in shifting trips from single occupancy vehicle trips to biking, walking and transit trips with good results. To best encourage these trips, the city approaches all major transportation facility enhancements with a Complete Streets approach and maintains bikeways to highest-level transportation standards. Separate snow removal crews begin plowing the city's multi-use paths at exactly the same time that other crews are plowing city streets. At least 95 percent of arterial streets have bike lanes or trails on them. The city's site [GOBikeBoulder.net](http://GOBikeBoulder.net) helps cyclists navigate the city's 380-mile network of bike facilities by offering turn-by-turn biking routes, and much more. The expansive bike network has even led local real estate agents to show homes by bike in an effort to highlight the location's proximity to the network. World-class and one-of-a kind bicycling facilities like the Valmont Bike Park help elevate Boulder's international bicycle-friendly profile.

Twelve public and four private schools have Safe Routes to School programs to encourage more kids to walk and bike to school. Bear Creek Elementary was selected as the recipient of the 2008 James Oberstar Award for involving 70 percent of its students in walking and biking activities. More than 7,500 people participate in Boulder's Bike to Work Day. During Walk & Bike Month there are more than 50 events including bike rides, walks, clinics, Park(ing) Spaces Day, contests between employers and individuals to encourage cycling and huge community gatherings.

Ridership continues to go up throughout the community as new encouragement programs like public bike sharing make it easier for people to go by bike.

BFC Since: 2004

Population: 97,385

Square Miles: 24

Contact: Marni Ratzel  
 ratzelm@ci.boulder.co.us  
 303.441.4138





photos this page: Steve Tracy

## DAVIS, CALIFORNIA

Davis was a pioneer community in planning for bicycles nearly 40 years ago and continues to be a great example for aspiring bicycle-friendly communities across the country. The city began building for bicyclists when there were no local, state or national guidelines so the city developed its own.

To stay in the forefront as a premier bicycling city, the City of Davis actively seeks to practice the state-of-the-art when it comes to bicycle planning, engineering and encouragement. In the past several years, Davis opened four new bicycle over-/under-crossings installed hundreds of new, better-quality bicycle racks, developed or improved miles of off-street paths, installed on-street bicycle parking, added shared lane markings, road diets and a completely revamped and improved the Bicycle Plan. Currently, the city has over 50 miles of bike lanes, including those on 98 percent of arterial streets, and over 60 miles of shared use paths. The city has encouragement and education programs that have helped bring the percentage of commuters going by bike to 22 percent, roughly 40 times the national average. These include the city's Street Smarts public education program, a re-invigorated the Safe Routes to School movement and a motorist ticket diversion program. Additionally, Davis hosted the Amgen Tour of California, the Livestrong Challenge Ride, and the U.S. Bicycling Hall of Fame Induction Ceremony - all of which raise the profile of bicycling and help the community garner support locally and beyond.

The Davis Bike Collective runs a bicycle cooperative focused on educating people how to maintain and repair their own bicycles. They offer classes most nights of the week, provide education on bicycling and bike maintenance at various festivals and events, and work with local schools and out-of-town visitors.



BFC Since: 2004

Population: 65,622

Square Miles: 10.5

Contact: Dave "DK" Kemp  
[dkemp@cityofdavis.org](mailto:dkemp@cityofdavis.org)  
 530-757-5669





Mia Burke of Alta Planning + Design leads a tour of Portland.



BFC Since: 2004

Population: 583,776

Square Miles: 134.30

Contact: Roger Geller  
[roger.geller@pdxtrans.org](mailto:roger.geller@pdxtrans.org)  
 503.823.7671

## PORTLAND, OREGON

Portland has been the go-to U.S. bicycle-friendly model city for years now, because of the expanse of its dedication to bikes – this is a bike culture that bicyclists can't easily forget. Portland acts as a model, big-city example of what can be done to welcome bicyclists for decision makers and citizens from across the U.S. A seamless bicycle network connects all parts of the city and has proven successful in building the highest percentage of bicycle commuters of all major American cities. Bicycle provisions and promotions are integrated into almost every action taken by Portland – beginning in the Mayor's Office, down to actions taken by maintenance crews on the streets. Portland dramatically increased its bicycle use and has a strong bicycle culture where all types of cyclists can find limitless opportunities to enjoy riding a bicycle.

Portland's increased ridership comes with an increased focus on safety through a Share the Road ticket diversion program, side guards on all city trucks and a successful 'Eye to Eye' campaign. The Bicycle Transportation Alliance administers one of the nation's leading Safe Routes to School programs. The Community Cycling Center offers an exciting Create a Commuter program that donates a bike to low-income adults with a fully outfitted commuter bike, commuting gear and bike safety training.

Portland introduced big, green and highly visible bicycle boxes at intersections, replaced on-street auto parking spaces with bicycle parking, and the city opened up a bicycle facility in a transit center that is a crucial link between two of Portland's higher volume bikeways.





## STANFORD UNIVERSITY, CALIFORNIA

**UNIVERSITY HIGHLIGHTS:** Stanford's award winning Transportation Demand Management program is committed to promoting and supporting bicycling as an important alternative transportation option. In 2002, the Parking & Transportation Services Department launched the Commute Club and other incentives designed to get people out of their cars and reward them for commuting to Stanford by carpool, vanpool, bicycle, foot, or public transit. Close to 8,000 members of the Commute Club are rewarded with Clean Air Cash and incentives for not driving.

Stanford's extensive investment in bike infrastructure and adoption of campus facility guidelines to specifically address bikes has resulted in a solid foundation of well-designed bike facilities to meet the demand of its ever-growing bicycle population. Its generous inventory of bike rack compounds, bike lockers, clothing lockers and showers are reviewed and evaluated annually to assure the needs of cyclists on campus are met. The university also installed two new DERO self-serve bike repair stands on the campus to provide 24/7 access to tools and air pumps — with funding to install 10 to 15 more at strategic locations.

In addition, programs and resources have been developed and tailored to meet the needs of riders on all levels — from new students to first-time commuters.

The University's comprehensive bicycle safety education, promotion and enforcement is focused on motivating bicyclists to be responsible and respectful riders, understand the importance of following the rules of the road and to wear bike helmets for every ride.

### **MOST COMPELLING FACT:**

The 2010 spring bike count indicates that there are more than 13,000 bicyclists on campus on a daily basis. The percentage of university employees, off-campus students, and postdocs who are bicycle commuting is more than 22 percent.

BFU Since: 2011

Students: 17,763

Location: Stanford, CA

Website: [bike.stanford.edu](http://bike.stanford.edu)

Contact: Ariadne D. Scott  
[adscott@stanford.edu](mailto:adscott@stanford.edu)  
 650.725.2453



# BICYCLE FRIENDLY AMERICA COMMUNITIES

Bicycling is not only fun but a great tool to transform communities and people's lives. The return on investment is astounding, from improving quality of life and economic development to strengthening sustainability and transportation choices. Bicycle Friendly Communities are the places people want to live, work, visit, and retire. The BFC program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling.

We are truly honored to work with so many great people in so many great places. The awards serve as recognition for the existing members, inspiration for people just beginning the journey, and excitement for everyone watching our progress toward a Bicycle Friendly America.

The Bicycle Friendly Community list is sorted by award level, alphabetized and includes the city's population. For more info visit [bikeleague.org/community](http://bikeleague.org/community).



Somewhere over the rainbow in Sedona, Ariz. Photo: Susan Rasmussen

this  
number  
indicates  
population

## PLATINUM

**Population: 200,000 – 999,000**

Portland, OR | 533,492

**Population: 50,000 – 199,999**

Boulder, CO | 101,500

Davis, CA | 63,722

## GOLD

**Population: 200,000 – 999,000**

Tucson & East Pima Region, AZ | 965,209

San Francisco, CA | 739,426

Seattle, WA | 563,374

Minneapolis, MN | 373,188 ▲

Madison, WI | 221,551

Scottsdale, AZ | 217,385 ▲

**Population: 50,000 – 199,999**

Eugene, OR | 142,681

Fort Collins, CO | 118,652

Palo Alto, CA | 56,862

Corvallis, OR | 54,462

**Population: Up to 19,999**

Stanford University, CA | 13,315

Steamboat Springs, CO | 9,815 ▲

Jackson & Teton County, WY | 8,647

Breckenridge, CO | 4,540 ▲

## SILVER

**Population: 1,000,000+**

New York, NY | 8,143,197 ▲

Chicago, IL | 2,896,016

**Population: 200,000 – 999,000**

Austin, TX | 681,804

Boston, MA | 645,169 **NEW**

Denver, CO | 598,707

Washington, DC | 553,523 ▲

Sacramento, CA | 457,514 ▲

Colorado Springs, CO | 360,890

Arlington, VA | 200,226

**Population: 50,000 – 199,999**

Salt Lake City, UT | 181,743

Tempe, AZ | 165,000

Gainesville, FL | 117,182

Ann Arbor, MI | 114,028

Hilton Head Island, SC | 110,800 **NEW**

Columbia, MO | 108,500

Santa Barbara, CA | 87,370

Bend, OR | 80,995

Bellingham, WA | 73,460

Bloomington, IN | 69,107

Folsom, CA | 63,960

Flagstaff, AZ | 57,391

Missoula, MT | 57,053

Santa Cruz, CA | 54,593

Redmond, WA | 54,144 ▲

La Crosse, WI | 51,818 ▲

**Population: 20,000 – 49,999**

San Luis Obispo, CA | 45,119

Olympia, WA | 44,460

Burlington, VT | 38,889 ▲

▲ Moved up a level in 2011  
**NEW** New in 2011

**Population: Up to 19,999**

Carrboro, NC | 18,162  
Durango, CO | 15,878  
Wood River Valley, ID | 12,506  
Presidio of San Francisco, CA | 3,000  
Sisters, OR | 2,038 **NEW**

**BRONZE**

**Population: 1,000,000+**

Philadelphia, PA | 1,526,006  
San Antonio, TX | 1,327,407

**Population: 200,000 – 999,000**

San Jose, CA | 912,332  
Indianapolis & Marion County, IN | 872,842  
Columbus, OH | 748,000  
Louisville, KY | 741,096  
Grand Rapids, MI | 688,937  
Charlotte, NC | 648,387  
Baltimore, MD | 620,961  
Milwaukee, WI | 604,477  
Kansas City, MO | 510,245 **NEW**  
Reno-Sparks Washoe County, NV | 471,902 **NEW**  
Long Beach, CA | 466,520  
Albuquerque, NM | 448,60  
Mesa, AZ | 437,454  
Baton Rouge, LA | 428,360  
Omaha, NE | 408,958 **NEW**  
Ada County, ID | 395,974  
Oakland, CA | 390,724  
Tulsa, OK | 384,037  
St. Louis, MO | 350,759  
New Orleans, LA | 343,829 **NEW**  
Riverside, CA | 311,575  
Pittsburgh, PA | 305,704  
Saint Paul, MN | 285,068 **NEW**  
Anchorage, AK | 284,994  
Greensboro, NC | 258,671  
Chandler, AZ | 252,257  
St. Petersburg, FL | 249,090  
Lexington-Fayette County, KY | 246,800  
Durham, NC | 212,789  
Orlando, FL | 205,648  
Spokane, WA | 204,428  
Fresno, CA | 203,433 **NEW**  
Huntington Beach, CA | 202,250

**Population: 50,000 – 199,999**

Gilbert, AZ | 196,000  
Irvine, CA | 186,220  
Knoxville, TN | 177,646  
Tallahassee, FL | 176,336  
Santa Clarita, CA | 175,314  
Oceanside, CA | 174,92  
Keene, NH | 168,132 **NEW**  
Vancouver, WA | 156,600  
Springfield, MO | 156,206  
Chattanooga, TN | 155,554  
Dayton, OH | 154,200  
Sioux Falls, SD | 154,000  
Salem, OR | 152,239  
Lakewood, CO | 146,000  
Alexandria, VA | 140,024  
Sunnyvale, CA | 131,760  
Naperville, IL | 128,358  
Thousand Oaks, CA | 127,644  
Charleston, SC | 124,000  
Cary, NC | 119,745  
Columbia, SC | 116,278  
Athens & Clarke County, GA | 115,000 **NEW**  
Raleigh, NC | 112,551 **NEW**  
Lansing, MI | 111,304  
Santa Clara, CA | 110,376  
Roseville, CA | 109,154  
Arvada, CO | 107,050  
Wilmington, NC | 106,476 **NEW**  
Rochester, MN | 102,437  
Gresham, OR | 101,537



Photo: Julie DePoer



Portland, Ore.



Breckenridge, Colo.



## BICYCLE FRIENDLY AMERICA COMMUNITIES CONTINUED

Eau Claire, WI | 101,353 **NEW**  
 South Bend, IN | 100,842  
 Billings, MT | 100,147  
 Las Cruces, NM | 97,618 **NEW**  
 Roanoke, VA | 94,911  
 The Woodlands Township, TX |  
 93,847 | **NEW**  
 Norman, OK | 92,235 | **NEW**  
 Lawrence, KS | 88,664  
 Santa Monica, CA | 87,400  
 Roswell, GA | 85,920  
 Longmont, CO | 84,636  
 Boca Raton, FL | 83,960  
 Beaverton, OR | 79,350  
 Carmel, IN | 79,191  
 Chico, CA | 79,000  
 Des Moines, IA | 77,478 **NEW**  
 Schaumburg, IL | 73,346  
 Mountain View, CA | 70,708  
 Santa Fe, NM | 67,947 **NEW**  
 Fayetteville, AR | 67,158  
 Harrisonburg, VA | 65,239 **NEW**  
 Iowa City, IA | 65,219  
 North Little Rock, AR | 60,433  
 Conway, AR | 58,908 **NEW**  
 Greenville, SC | 58,409  
 Shawnee, KS | 57,628  
 Chapel Hill, NC | 55,616  
 Auburn, AL | 52,205  
 Sheboygan County, WI | 49,288 **NEW**  
 Albany, OR | 48,770

Portage, MI | 46,143  
 Concord, NH | 42,695  
 Coeur d'Alene, ID | 41,983  
 Urbana, IL | 41,250  
 Charlottesville, VA | 40,315  
 Brentwood, CA | 40,007  
 Spartanburg, SC | 39,487  
 Claremont, CA | 36,612  
 Cedar Falls, IA | 36,145  
 Menlo Park, CA | 32,026  
 Goshen, IN | 31,719 **NEW**  
 Newark, DE | 31,454  
 Juneau (City and Borough), AK |  
 31,275 **NEW**  
 Los Altos, CA | 28,976 **NEW**  
 Northampton, MA | 27,483 **NEW**  
 West Windsor, NJ | 27,165 **NEW**  
 South Lake Tahoe, CA | 23,609  
 Simsbury, CT | 23,256  
 Brunswick, ME | 21,820  
 Marquette, MI | 21,000  
 Park City, UT | 20,620  
 Bainbridge Island, WA | 20,300  
 Ridgeland, MS | 20,173  
 Ashland, OR | 19,522

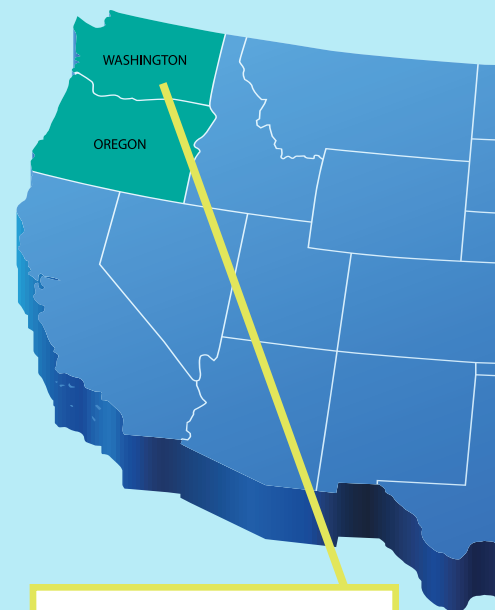
### Population: Up to 19,999

Golden, CO | 18,026 |  
 Cupertino, CA | 16,898 **NEW**  
 Oxford, MS | 16,727  
 Arcata, CA | 16,651  
 Traverse City, MI | 14,532  
 Shorewood, WI | 13,373 **NEW**  
 South Sioux City, NE | 11,925  
 Davidson, NC | 10,300  
 Somerville, MA | 10,192 **NEW**  
 Sedona, AZ | 10,031 **NEW**  
 Sonoma, CA | 9,128  
 Port Townsend, WA | 9,113  
 Sitka, AK | 8,883  
 Houghton, MI | 8,238  
 Liberty Lake, WA | 7,591  
 Franklin, PA | 7,212  
 Sanibel, FL | 6,064  
 Carbondale, CO | 5,196  
 Calistoga, CA | 5,155  
 Vail, CO | 4,806  
 Tybee Island, GA | 2,990 **NEW**



Fluer maintenance day

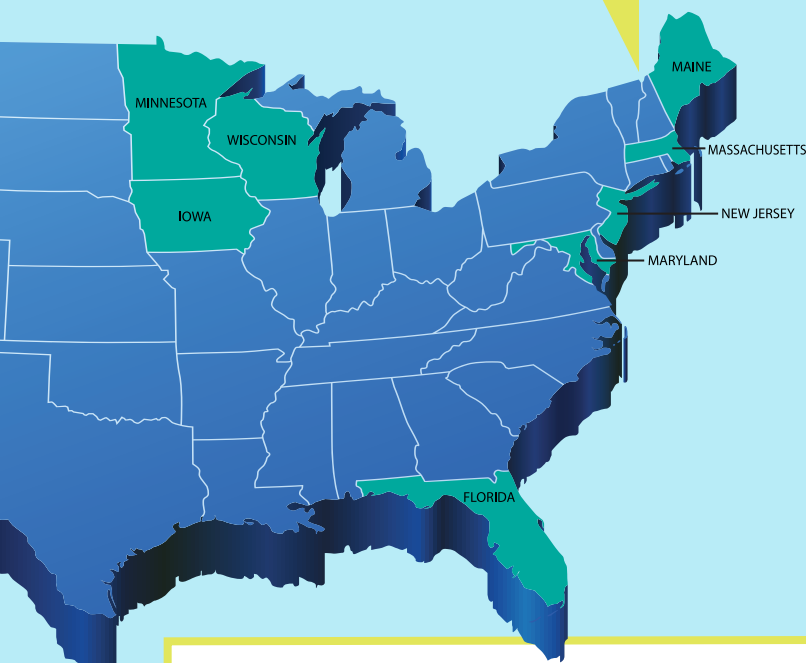
## BICYCLE ST



## TOP 10

1. Washington
2. Maine
3. Wisconsin
4. Minnesota
5. New Jersey
6. Iowa
7. Florida
8. Oregon
9. Massachusetts
10. Maryland

# FRIENDLY AMERICA STATES



THE BICYCLE FRIENDLY STATE PROGRAM RANKS STATES annually based on their level of bike-friendliness. States receive feedback, technical assistance, training and further encouragement to improve their bicycling legislation, projects and programs. Highlighted among the data are these facts:

- New Hampshire spends 80 percent of its federal Transportation Enhancements funding on bicycle and pedestrian projects. This is the highest percentage of any other state.
- Washington spends 37 percent of its federal Congestion Mitigation & Air Quality funds on bicycle and pedestrian projects — the best percentage of any state.
- Alaska, New York, Arizona, Oregon and Colorado have the highest percentage of population living in Bicycle Friendly Communities. Almost half of Alaska's population lives in one.
- Forty-five states held smart cycling classes in 2011.
- Twenty-eight states have a statewide bike plan.
- Oregon, Montana, Idaho, Colorado and California have the highest percentage of bicycle commuters.

11. Illinois  
12. Colorado  
13. Virginia  
14. New Hampshire  
15. Vermont  
16. Arizona  
17. Wyoming  
18. Delaware

19. Indiana  
20. California  
21. Connecticut  
22. Michigan  
23. Kansas  
24. Louisiana  
25. Pennsylvania  
26. Missouri

27. Tennessee  
28. Rhode Island  
29. Alaska  
30. Idaho  
31. Utah  
32. Texas  
33. Kentucky  
34. New York

35. Mississippi  
36. Hawaii  
37. Ohio  
38. North Carolina  
39. South Carolina  
40. Georgia  
41. South Dakota  
42. Nevada

43. Oklahoma  
44. New Mexico  
45. Nebraska  
46. Montana  
47. Alabama  
48. Arkansas  
49. North Dakota  
50. West Virginia

## WHAT DOES IT TAKE TO BE IN THE TOP 5?

	Washington	Maine	Wisconsin	Minnesota	New Jersey
Safe Passing (SP)/Vulnerable Road User (VRU) Law	VRU	SP	SP	SP	VRU
Complete Streets Policy					
Dedicated State Funding					
Share the Road Campaign					
Bicycle Drivers Manual					
Bicycle Education for Police					
Active State Advocacy Group					



Standing Stone Brewery  
Ashland, Ore.



this is the  
number of  
employees

# BICYCLE FRIENDLY AMERICA BUSINESSES

The Bicycle Friendly Business (BFB) program recognizes employers' efforts to encourage a more bicycle-friendly atmosphere for employees and customers. The program honors innovative bike-friendly efforts and provides technical assistance and information to help companies and organizations become even better for bicyclists. For the list below, each awarded business is categorized by designation level and includes location and number of employees.

## PLATINUM

Alta Planning + Design, Portland, OR | 51 🚲  
Bicycle Sport Shop, Austin, TX | 120 🚲  
Bike Gallery, Portland, OR | 125 🚲  
Landry's Bicycles, Natick, MA | 75 🚲  
New Belgium Brewing Company, Fort Collins, CO | 338 🚲  
Quality Bicycle Products, Bloomington, MN | 450 🚲  
TTR Bikes, Greenville, SC | 2 🚲

## GOLD

Advanced Sports Inc., Philadelphia, PA | 45 🚲  
Alaska Native Tribal Health Consortium, Anchorage, AK | 1,900 🚲  
Bicycle Federation of Wisconsin, Milwaukee, WI | 8 🚲  
Bicycle Garage Indy, Indianapolis, IN | 75 🚲  
Bicycle Technologies International, Santa Fe, NM | 42 🚲  
Bikes Belong, Boulder, CO | 8 🚲  
Boise Bicycle Project, Boise, ID | 6 🚲  
California State Univ. Long Beach, Long Beach, CA | 3,600 🚲  
CatEye North America, Boulder, CO | 4 🚲  
City of Fort Collins, Fort Collins, CO | 1,500 🚲  
City of Minneapolis, Minneapolis, MN | 4,000 🚲  
Clif Bar & Company, San Francisco, CA | 239 🚲  
David Baker & Partners, San Francisco, CA | 14 🚲  
Dero Bike Rack Company, Minneapolis, MN | 18 🚲  
King Cycle Group, Portland, OR | 75 🚲  
Mad Dog Cycles, Orem, UT | 15 🚲  
Mercy General Hospital, Sacramento, CA | 1,900 🚲

MIT Lincoln Lab, Lexington, MA | 3,400 🚲  
Oregon Health & Science Univ., Portland, OR | 13,637 🚲  
Planet Bike, Madison, WI | 6 🚲  
REI Mountain View, Mountain View, CA | 85 🚲  
REI St. Louis, St. Louis, MO | 55 🚲  
Revolution Cycles, Washington, DC | 12 🚲  
Revolution Cycles City Hub, Arlington, VA | 6 🚲  
RPM Transportation Consultants, LLC, Brentwood, TN | 11 🚲  
Seattle Children's Hospital, Seattle, WA | 4,300 🚲  
Specialized Bicycle Components, Morgan Hill, CA | 442 🚲  
The Hub of Detroit, Detroit, MI | 7 🚲  
Trailnet, Saint Louis, MO | 20 🚲  
Trek Bicycle Corporation, Waterloo, WI | 1150 🚲  
Univ. of California, Santa Barbara, Santa Barbara, CA | 4,600 🚲  
Urban Adventours, Boston, MA | 15 🚲  
Washington Area Bicyclist Association, Washington, DC | 10 🚲  
Wheel & Sprocket, Inc., Hales Corners, WI | 113 🚲

## SILVER

212 Market Restaurant, Chattanooga, TN | 38 🚲  
360 Architecture, Kansas City, MO | 121 🚲  
Activate Omaha, Omaha, NE | 4 🚲  
Anderton Law Office- Washington Bike Law, Seattle, WA | 3 🚲  
Arlington County Government, Arlington, VA | 800 🚲  
Bear Valley Inn, Olema, CA | 2 🚲  
Beth Israel Deaconess Medical Center, Boston, MA | 8,700 🚲  
BicyclingHub.com, Portland, OR | 5 🚲

**KEY:** 🚲 BICYCLE INDUSTRY

🚲 NON-PROFIT/GOVERNMENT

🍴 HOSPITALITY/RETAIL

👤 PROFESSIONAL SERVICES

🏥 MEDICAL/HEALTH

🏭 MANUFACTURING/ RESEARCH



Regence, Portland, Ore.

Big Shark Bicycle Company, St. Louis, MO | 30 🌿  
 Bike Bakersfield, Bakersfield, CA | 5 N  
 Bike City Recyclery Inc., Fayetteville, AR | 2 🌿  
 Bike Pedalers, Lincoln, NE | 12 🌿  
 Bike Pittsburgh, Pittsburgh, PA | 3 N  
 Bike World, San Antonio, TX | 40 🌿  
 BikeAthens, Athens, GA | 2 N  
 Bloomington Pedal Power, Bloomington, IN | 6 N  
 Blue Line Bike Lab, Houston, TX | 5 🌿  
 Camden Bicycle Center, Saint Marys, GA | 3 🌿  
 Campbell Thomas & Co. Architects, Philadelphia, PA | 7 🚶  
 Casteel & Associates, Inc., Dallas, TX | 10 T  
 Champaign-Urbana Mass Transit District, Urbana, IL | 313 N  
 Charleston Civic Design Center, Charleston, SC | 4 🚶  
 Children's Hospital Boston, Boston, MA | 9,255 +  
 Ciclismo Classico, Arlington, MA | 10 🌿  
 City Bikes, Washington, D.C. | 55 🌿  
 City of Austin, Austin, TX | 11,000 N  
 City of Bloomington City Hall, IN, Bloomington, IN | 150 N  
 Community Cycles, Boulder, CO | 5 N  
 Corporate Executive Board, Arlington, VA | 1,803 N  
 Crystal City Business Improvement District, Arlington, VA | 5 N  
 Cycle Works, Lincoln, NE | 15 🌿  
 Denver Zoological Foundation, Denver, CO | 250 N  
 Destination Sales and Marketing Group, Arlington, VA | 17 🚶  
 East Coasters Bike Shop, Inc, Roanoke, VA | 15 🌿  
 EasyStreet Online Services, Beaverton, OR | 36 🚶  
 Ecologic Design - Green Guru Gear, Boulder, CO | 8 🚶  
 Ecology Action, Santa Cruz, CA | 48 N  
 Erik's Bike Shop, Bloomington, MN | 130 🌿  
 Excella Consulting, Arlington, VA | 91 🚶  
 Family Bicycles, LLC, Kansas City, MO | 4 🌿  
 Fort Wayne Outfitters and Bike Depot, Fort Wayne, IN | 11 🌿

Frans Pauwels Memorial Community Bicycle Center, Aloha, OR | 2 N  
 Freewheelin' Communitiy Bikes, Indianapolis, IN | 2 N  
 Garver, North Little Rock, AR | 124 🚶  
 Gearhead Outfitters, Jonesboro, AR | 7 🌿  
 General Mills Albuquerque Plant, Albuquerque, NM | 185 T  
 Greenstreet Cycles, Omaha, NE | 6 🌿  
 Healthwise, Incorporated, Boise, ID | 225 +  
 Idaho Power Company, Boise, ID | 652 🚶  
 Indian Cycle, Ridgeland, MS | 6 🌿  
 Just Coffee Cooperative, Madison, WI | 13 T  
 Kimberly-Clark (Neenah, WI Sites), Neenah, WI | 3,065 T  
 Kona Bicycles Co., Ferndale, WA | 20 🌿  
 KTU+A Planning + Landscape Architecture, San Diego, CA | 33 🚶  
 Law Office of Eric Post, Tucson, AZ | 7 🚶  
 League of Michigan Bicyclists, Lansing, MI | 2 N  
 Ledford Law Corporation, Visalia, CA | 3 🚶  
 Liberty Bicycles, Asheville, NC | 18 🌿  
 Meredith Corporation, Des Moines, IA | 3,200 🚶  
 Microsoft, Redmond, WA | 55,000 T  
 Mountain Gear, Spokane Valley, WA | 75 🌿  
 MyBike, Boston, MA | 3 🌿  
 National Park Service - National Mall and Memorial Parks, Washington, DC | 335 N  
 Olson, Bzdok & Howard, P.C., Traverse City, MI | 9 🚶  
 OtterBox, Fort Collins, CO | 330 T  
 Out-Spoke'N Bike Shops, Inc., Lake Mary, FL | 7 🌿  
 Palo Alto Bicycles, Palo Alto, CA | 18 🌿  
 Peace Coffee, Minneapolis, MN | 20 T  
 Peckham & Wright Architects, Inc, Columbia, MO | 14 🚶

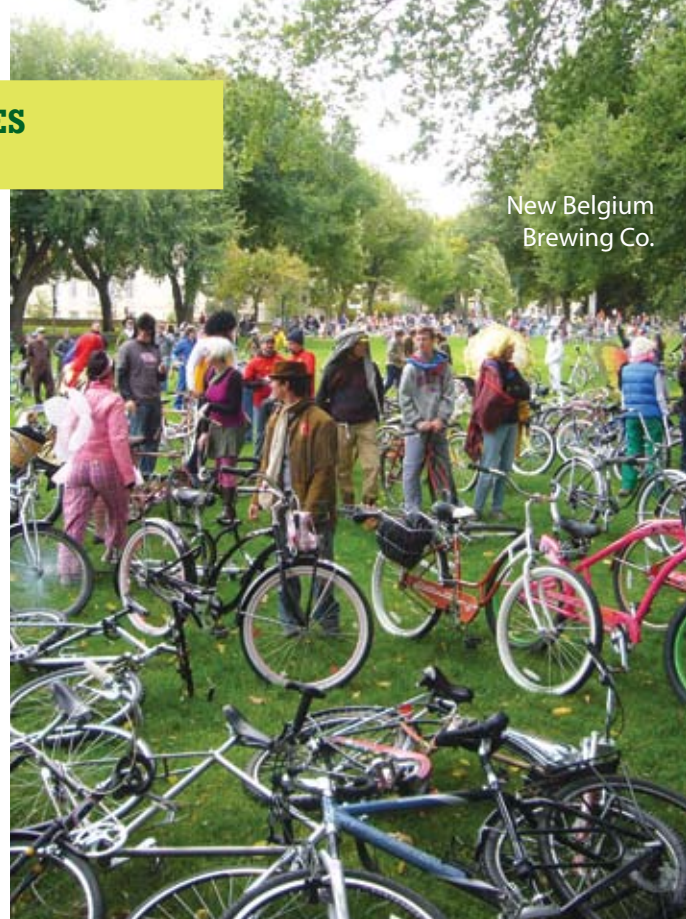


Alta Planning + Design  
 Portland, Ore



## BICYCLE FRIENDLY AMERICA BUSINESSES CONTINUED

Penn Cycle, Bloomington, MN | 125 🌿  
 Phoenix Bikes, Arlington, VA | 4 N  
 Pirate Pedicab, Tybee Island, GA | 10 🚶  
 Providence Portland Medical Center, Portland, OR | 2,700 +  
 RDG Planning & Design, Omaha, NE | 173 🚶  
 Regional Transportation Commission of Southern Nevada,  
 Las Vegas, NV | 273 N  
 REI Lincoln Park, Chicago, IL | 60 🌿  
 REI Northbrook, IL, Northbrook, IL | 75 🌿  
 REI Pittsburgh, Pittsburgh, PA | 50 🌿  
 REI Redmond, Redmond, WA | 95 🌿  
 Revolution Cycles, Arlington, VA | 100 🌿  
 Revolution Cycles, Rockville, MD | 12 🌿  
 Revolution Cycles, Stafford, VA | 10 🌿  
 Sacramento Area Council of Governments,  
 Sacramento, CA | 50 N  
 Salt Lake City Bicycle Co., Salt Lake City, UT | 6 🌿  
 San Francisco Landscapes, San Francisco, CA | 5 🚶  
 SAP Labs, LLC., Palo Alto, CA | 2,100 T  
 Saris Cycling Group, Madison, WI | 175 T  
 Saturno Design, Portland, OR | 14 🚶  
 Sharebike.org, Roanoke, VA | 5 N  
 Sierra Nevada Brewing Co., Chico, CA | 400 🍷  
 Spin Doctor Cyclewerks, Bartlett, IL | 7 🌿  
 Southcentral Foundation, Anchorage, AK | 1,400 +  
 Standing Stone Brewing Co., Ashland, OR | 60 🍷  
 Sugar Cycles, Inc., Missouri City, MO | 10 🌿  
 Swiftwick, Brentwood, TN | 16 T  
 The Bike Boutique, Wilmington, DE | 7 🌿  
 The Bike Lane, Burke, VA | 12 🌿  
 The Burke Group, Rosemont, IL, Rosemont, IL | 220 🚶  
 The Hawley Company, Lexington, SC | 60 🌿  
 Toole Design Group, LLC, Hyattsville, MD | 18 🚶  
 TranSComm at BU Medical Center, Boston, MA | 8,000 N  
 Trek Bicycle Store of Cincinnati, West Chester, OH | 24 🌿  
 Trek Bicycle Store of Columbus, Columbus, OH | 20 🌿  
 Trek Bicycle Stores of Madison, Madison, WI | 20 🌿  
 TriSports.com, Tucson, AZ | 45 🌿  
 U.S. Environmental Protection Agency - Washington D.C.  
 Headquarter Facilities, Washington, D.C. | 5,000 N  
 University Corporation for Atmospheric Research,  
 Boulder, CO | 1,400 N



New Belgium  
Brewing Co.

University of Kentucky, Lexington, KY | 12,000 N  
 Univ. of Minnesota - Twin Cities, Minneapolis, MN | 18,000 N  
 University of WI, Madison, Madison, WI | 23,000 N  
 Wallis Engineering, Vancouver, WA | 25 🚶  
 Washington Bike Law/Anderton Law Office, Seattle, WA | 2 🚶  
 Wells Fargo Home Mortgage Minneapolis Campus  
 (HMMC), Minneapolis, MN | 4,500 🚶  
 Whatcom Council of Governments, Bellingham, WA | 12 N  
 WheelHouse, Santa Barbara, CA | 2 N  
 Wiebenson & Dorman Architects PC, Washington, DC | 2 🚶  
 World of Bikes, Iowa City, IA | 6 🌿

## BRONZE

2nd Street Bike Stop Café, St. Charles, MO | 4 🍷  
 A Better City, Boston, MA | 7 N  
 Advanced Micro Devices, Austin, TX | 2,800 T  
 Advanced Micro Devices, Fort Collins, Ft. Collins, CO | 180 T  
 AHA!, Vancouver, WA | 45 🚶  
 Alley Poyner Macchietto Architecture, Omaha, NE | 30 🚶  
 Alling Henning Associates, Vancouver, WA | 34 🚶  
 Ameriprise Financial, Corporate Headquarters,  
 Minneapolis, MN | 5,000 🚶

**KEY:** 🌿 BICYCLE INDUSTRY

N NON-PROFIT/GOVERNMENT

🍷 HOSPITALITY/RETAIL

🚶 PROFESSIONAL SERVICES

+ MEDICAL/HEALTH

T MANUFACTURING/ RESEARCH



Anderson Rentals, Inc., Lawrence, KS | 14 🚲  
 Architectural Alliance, Minneapolis, MN | 65 🚲  
 Arrow Bicycle, Hyattsville, MD | 5 🚲  
 Asakura Robinson Company LLC, Houston, TX | 8 🚲  
 Avtech Corporation, Seattle, WA | 240 🚲  
 Banner Health, Mesa, AZ | 3,500 +  
 Berghammer Construction, Butler, WI | 30 🚲  
 Bicycle Quarterly Press, Seattle, WA | 3 🚲  
 Bike Masters, Omaha, NE | 10 🚲  
 Bike Rack Cycling and Fitness, Omaha, NE | 20 🚲  
 Bike Tech, Cedar Falls, IA | 5 🚲  
 Bikesport, Houston, TX | 7 🚲  
 Bikesport, Inc, Trappe, PA | 13 🚲  
 Birchwood Cafe, Minneapolis, MN | 50 🚲  
 Bloomington Cooperative Services, Bloomington, IN | 224 🚲  
 Blue Cross and Blue Shield of Minnesota, Eagan, MN | 4,100 🚲  
 Blue Wheel Bicycles, Charlottesville, VA | 4 🚲  
 Boloco, Boston, MA | 317 🚲  
 Broken Spoke, Iowa City, IA | 2 🚲  
 Bucks County Bicycle Company, Levittown, PA | 14 🚲  
 Caine Halter Family YMCA, Greenville, SC | 165 🚲  
 California Giant Berry Farms, Watsonville, CA | 75 🚲  
 Candlewood Suites, La Crosse, WI | 16 🚲  
 Capella University, Minneapolis, MN | 2,000 🚲  
 Carlson Hotels, Omaha, NE | 350 🚲  
 Carmichael Lynch, Minneapolis, MN | 230 🚲  
 Chainwheel, Little Rock, AR | 11 🚲  
 Charlotte County Health Dept., Port Charlotte, FL | 50 +  
 Chatham University, Pittsburgh, PA | 250 🚲  
 City of Champaign, Champaign, IL | 205 🚲  
 City of Fayetteville, Fayetteville, AR | 753 🚲  
 City of Memphis - City Hall, Memphis, TN | 460 🚲  
 Clockwork Active Media System, Minneapolis, MN | 45 🚲  
 Coffman Engineers, Inc, Spokane, WA | 55 🚲  
 Colle+McVoy, Minneapolis, MN | 170 🚲  
 Columbus Food League (formerly Betty's Family of

Restaurants), Columbus, OH | 150 🚲  
 Common Ground Food Co-op, Urbana, IL | 42 🚲  
 Dairyland Power Cooperative, La Crosse, WI | 621 🚲  
 DM Systems Headquarters, Evanston, IL | 11 +  
 Dream Ride Projects, Lancaster, PA | 3 🚲  
 Dudek, Encinitas, CA | 230 🚲  
 East End Food Co-op, Pittsburgh, PA | 75 🚲  
 EasyStreet Online Services, Beaverton, OR | 40 🚲  
 Economic Research Service/USDA, Washington, DC | 400 🚲  
 Eli Lilly and Co., Indianapolis, IN | 120,000 🚲  
 Engberg Anderson, Inc., Milwaukee, WI | 60 🚲  
 EnviroFriendly Lawn Care, Fort Collins, CO | 2 🚲  
 Eppstein Uhen Architects, Milwaukee Office,  
 Milwaukee, WI | 100 🚲  
 Fat Tire Bikes, Tybee Island, GA | 1 🚲  
 Fehr & Peers, San Francisco, CA | 230 🚲  
 Fein Violins, Ltd., St. Paul, MN | 6 🚲  
 Finnegan Henderson Farabow Garrett & Dunner LLP  
 Washington, DC | 750 🚲  
 Five Rivers MetroParks, Dayton, OH | 305 🚲  
 Fluor, Greenville, SC, Greenville, SC | 2,000 🚲  
 Fort Collins Veterinary Emergency Hospital,  
 Fort Collins, CO | 23 +  
 Foth IE - Kansas City, Overland Park, KS | 6 🚲  
 Free Flight, Dubuque, IA | 11 🚲  
 Fresh Energy, St. Paul, MN | 20 🚲  
 Friends Committee on National Legislation,  
 Washington, DC | 25 🚲  
 Gahanna YMCA of Central Ohio, Gahanna, OH | 100 🚲  
 Geekhouse Bikes, Boston, MA | 3 🚲  
 Golden Bear Bikes, Broomfield, CO | 6 🚲  
 Google Pittsburgh, Pittsburgh, PA | 215 🚲  
 Great River Energy, Maple Grove, MN | 875 🚲  
 Green Star Inc., Anchorage, AK | 3 🚲  
 Gundersen Lutheran-La Crosse, La Crosse, WI | 4,358 +  
 Hendrix & Associates, LLC, Montrose, CO | 2 🚲



## BICYCLE FRIENDLY AMERICA BUSINESSES CONTINUED

Highmark - Pittsburgh, Pittsburgh, PA | 4,275 🚲  
 HomeAway, Austin, TX | 430 🚲  
 Hot Italian, Sacramento, CA | 35 🌱  
 Indiana State Dept. of Health, Indianapolis, IN | 634 N  
 In-Situ Inc., Fort Collins, CO | 80 T  
 Institute for Human Centered Design, Boston, MA | 20 N  
 InterContinental Hotels Group, Salt Lake City, UT | 645 🌱  
 International Business Machines - IBM Rochester, MN,  
 Rochester, MN | 4,400 T  
 Island Bike Shop, Marco Island, FL | 3 🌱  
 Java Shack, Arlington, VA | 7 🌱  
 John Snow, Incorporated, Arlington, VA | 320 N  
 Keep Indianapolis Beautiful, Indianapolis, IN | 18 N  
 Lexington at Jackson Hole Hotel & Suites, Jackson, WY | 25 🌱  
 Loris and Associates, Lafayette, CO | 12 🚲  
 Marion I. & Henry J. Knott Foundation, Baltimore, MD | 4 N  
 Mary Black Foundation, Spartanburg, SC | 8 N  
 Mast General Store Inc., Knoxville, TN | 47 🌱  
 MayoClinic Health System - Franciscan Healthcare,  
 La Crosse, WI | 3,500 +  
 Mel Trotter Ministries, Grand Rapids, MI | 125 N  
 Michigan Fitness Foundation, Lansing, MI | 35 N  
 Microsoft Boise, Boise, ID | 75 T  
 Mr. Michael Recycles Bicycles, St. Paul, MN | 3 🌱  
 National Alliance for Hispanic Health, Washington, D.C. | 21 N  
 National Geographic Society, Washington, DC | 1,600 N  
 National Institute of Env. Health Services,  
 Research Triangle, NC | 1,150 N  
 National Interagency Fire Center (NIFC), Boise, ID | 550 N  
 National Public Radio (NPR), Washington, DC | 800 N  
 National Wildlife Federation, Reston, VA | 385 N  
 Next Phase Studios, Boston, MA | 5 🚲  
 Northern Brewer, Ltd, Roseville, MN | 82 🌱  
 Northwestern Mutual, Milwaukee, WI | 4,950 🚲  
 NW Natural, Portland, OR | 1,000 🚲  
 Old Spokes Home, Burlington, VT | 10 🌱  
 OmniCorpDetroit, Detroit, MI | 10 T  
 One Lucky Guitar, Inc., Fort Wayne, IN | 10 🚲  
 One More Cup, Kansas City, MO | 8 🌱

Ordinary Bike Shop, Tucson, AZ | 9 🌱  
 OTB Bicycle Cafe, Pittsburgh, PA | 15 🌱  
 Paramount Group, Inc., Arlington, VA | 13 🚲  
 Park Tool Co., Saint Paul, MN | 45 🌱  
 Parkersburg Bicycle, Parkersburg, WV | 3 🌱  
 PayPal, Inc., La Vista, NE | 3,000 🚲  
 Pearl Izumi, Louisville, CO | 100 🌱  
 Physicians Mutual, Omaha, NE | 1034 🚲  
 PricewaterhouseCoopers, Washington, D.C. | 550 🚲  
 Providence Alaska Medical Center, Anchorage, AK | 3,169 +  
 Providence St. Peter Hospital, Olympia, WA | 2,400 +  
 Providence St. Vincent Medical Center, Portland, OR | 4,240 +  
 Race Pace Bicycles, Ellicott City, MD | 60 🌱  
 Ramsey County, Saint Paul, MN | 4,000 N  
 Random House, Inc., New York, NY | 1,400 🚲  
 RCI, Carmel, IN | 1,200 🌱  
 RCommunity Bikes, Rochester, NY | 320 N  
 Redmon Design Company, Maitland, FL | 3 🚲  
 Regence, Portland, OR | 5,000 N  
 REI Anchorage, AK, Anchorage, AK | 130 🌱  
 REI Boise, ID, Boise, ID | 70 🌱  
 REI College Park, College Park, MD | 50 🌱



USDA biofuel powered vehicle, Washington, D.C.

**KEY:** 🌱 BICYCLE INDUSTRY

N NON-PROFIT/GOVERNMENT

🍴 HOSPITALITY/RETAIL

🚲 PROFESSIONAL SERVICES

+ MEDICAL/HEALTH

T MANUFACTURING/ RESEARCH

Rings & Things, Spokane , WA | 77 🚲  
 Roanoke Valley Alleghany Regional Commission,  
 Roanoke, VA | 12 🚲  
 Robert Silman Associates, Washington, DC | 36 🚶  
 Rockwell Collins, Salt Lake City, Salt Lake City, UT | 240 🚶  
 Rodale, Emmaus, PA | 880 🚲  
 Route 66 Bicycles, Rolla, MO | 3 🌿  
 SAA, Madison, WI | 14 🚶  
 Sanofi Aventis Tucson Research Center, Oro Valley, AZ | 75 🚲  
 Santa Cruz Seaside Company, Santa Cruz, CA | 170 🚲  
 SAP Labs - La Crosse, La Crosse, WI | 171 🚶  
 Sarasota Memorial Health Care, Sarasota, FL | 4,000 +  
 Schreiber Anderson Associates, Madison, WI | 24 🚶  
 Shuler Funeral Home/Forest Lawn Funeral Home,  
 Hendersonville, NC | 8 🚶  
 SouthEast Alaska Regional Health Consortium  
 (SEARHC)-Sitka Campus, Sitka, AK | 582 🚲  
 Springboard, Pittsburgh, PA | 5 🚶  
 Spyeglass, Minneapolis, MN | 10 🚶  
 Storrow Kinsella Associates, Indianapolis, IN | 10 🚶  
 Substance, Portland, OR | 8 🚶  
 Sun King Brewing Co., Indianapolis, IN | 19 🚲  
 Sunnyside Sports, Bend, OR | 20 🌿  
 The Bike Rack, Flowood, MS | 5 🌿  
 The Bike Way, Omaha, NE | 6 🌿  
 The Green Institute, Minneapolis, MN | 15 🚲  
 The Johns Hopkins University Applied Physics Laboratory,  
 Laurel, MD | 5,000 🚲  
 The Path Bike Shop, Tustin, CA | 22 🌿  
 The Ride, Conway, AR | 5 🌿  
 The Roasterie, Inc., Kansas City, MO | 31 🚲  
 The Sprout Fund, Pittsburgh, PA | 6 🚲  
 The Standard, Portland, OR | 3200 🚶  
 Three Sixty Real Estate Solutions, La Crosse, WI | 17 🚶  
 Town of Chapel Hill, Chapel Hill, NC | 700, 🚲  
 TrainingPeaks, Lafayette, CO | 30 🚶  
 Travel Portland, Portland, OR | 49 🚲  
 Trek Bicycle Downers Grove, Downers Grove, IL | 10 🌿  
 Upstate Forever, Greenville, SC | 23, 🚲  
 Urban Design Associates, Pittsburgh, PA | 20 🚶  
 Urban Eats Cafe, St Louis, MO | 13 🚲  
 Urban Ecology Center, Milwaukee, WI | 35 🚲  
 URS Corporation, Morrisville, Morrisville , NC | 45,000 🚶  
 US Department of State, Washington, DC | 6,000 🚲  
 US Forest Service Northeastern Area, Morgantown, WV | 55 🚲  
 US Open Cycling Foundation, Providence, RI | 2 🚲  
 USAA, San Antonio, TX | 22,000 🚶  
 Van Amburg Law Firm, PLLC, Tucson, AZ | 2 🚶

Velocity Cafe & Cyclery, St. Louis , MO | 13 🌿  
 Videon Central, Inc., State College, PA | 72 🚲  
 Walt's Bicycle, Fitness, and Wilderness Company,  
 Columbia, MO | 18 🌿  
 Wamsley Cycles, Morgantown, WV | 8 🌿  
 Wandertec, Inc., Flagstaff, AZ | 10 🚲  
 Western Technical College, La Crosse, WI | 525 🚲  
 Whatcom Council of Governments, Bellingham, WA | 12 🚲  
 Wheelhouse Detroit, Detroit, MI | 6 🌿  
 Whitcraft LLC, Eastford, CT | 430 🚲  
 World Bank Group, Washington, DC | 8,500 🚲



Quality Bicycle Products bike storage



Alta Planning + Design



# BICYCLE FRIENDLY AMERICA UNIVERSITIES

The Bicycle Friendly University (BFU) program recognizes institutions of higher education for promoting and providing a more bicycle-friendly campus for students, staff and visitors. The BFU program provides the road-map and technical assistance to create great campuses for cycling. For the list below, each awarded college or university is categorized by designation level, and includes location and campus enrollment.



## PLATINUM

Stanford University (California) | 17,763

this is the  
number of  
students

## GOLD

University of California - Santa Barbara | 28,876

University of California - Davis | 18,542

## SILVER

University of Minnesota - Twin Cities | 52,000

University of Oregon - Eugene | 51,195

University of Washington - Seattle | 42,099

University of California - Irvine | 38,767

California State University - Long Beach | 33,416

University of Wisconsin - Madison | 30,455

Colorado State University | 29,932

Portland State University (Oregon) | 28,522

University of Arizona - Tucson | 18,000

## BRONZE

Ohio State University | 64,077

Michigan State University | 47,131

University of Illinois Urbana - Champaign | 43,862

Indiana University | 42,347

University of Maryland - College Park | 36,956

George Mason University (Virginia) | 29,969

University of North Carolina - Greensboro | 22,386

Cornell University (New York) | 20,630

Boise State University (Idaho) | 19,993

University of Vermont - Burlington | 13,401

Emory University (Georgia) | 13,381

University of North Carolina - Wilmington | 13,071

University of California - Los Angeles | 6,501

Chatham University (Pennsylvania) | 2,270



Indiana University



University of Minnesota - Twin Cities



Boise State

## BFU CONFERENCE COMPETITION

Big Ten: 6



Pac 12: 5



Big West: 4



CAA: 2



ACC: 1



AEC: 1



BSC: 1



Ivy League: 1



MWC: 1



PAC: 1



SoCo: 1



UAA: 1



WAC: 1



UNC Greensboro



Michigan State University



# GETTING STARTED

It takes people like you to make your community, business, state or university a better place for bicyclists. Please use these steps below to get started on a bicycle-friendly transformation.

**1 Evaluate your community, university or business with our quick scorecards and check out our annual state ranking.** Take a few minutes to complete the quick scorecard available on our website to see how your community, university or business stacks up in bicycle friendliness. The scorecard allows you to objectively determine if it already has the basic foundation for a Bicycle Friendly Community, Bicycle Friendly University or Bicycle Friendly Business. To find out how bicycle-friendly your state is, take a look at our state rankings on page 54.

**2 Review the application yourself to learn about which innovative measures your state, community, university or business could implement to become more bike-friendly.** Is there a written policy on maintaining bicycle safe streets or providing secure bike parking? Is there a bicycle advisory committee and/or a bicycle coordinator? Is there a bike plan or bike task force? Are there educational, encouragement and enforcement programs targeting both motorists and cyclists, etc?

**3 Plan your strategy for pitching bicycle-friendly improvements.** Obviously, if your senator, mayor, university president or CEO is a ride leader in the local bicycle club, your strategy is simple — show him or her the application! But in most cases it will take a little more work. First, you must identify the decision makers responsible for the policy changes and programs you seek. You may need to make some calls to determine who needs to be persuaded. Next, find one or two bicyclists who have some influence with the decision maker. If you're lucky, there is a high-ranking government official, professor or manager who is an avid cyclist. Without such a person, identify the best bike advocacy group and the most visible bicycle dealer in your area. Ask around and find support. If you find a bicyclist who is already known and trusted by government, university or business leaders, your work will be much easier.

**4 Gather support.** Ask for a letter recommending the Bicycle Friendly America program from any organization that might be inclined to support better bicycling. Cycling clubs are a natural first choice, but local environmental groups, civic organizations, businesses and others will tend to cooperate if you make it easy enough for them. Draft the letter for them so they know exactly what you need. The Bicycle Friendly America program frames positive change for bicyclists into the form of a "yes or no" question: "Will you support this program?" Particularly politicians and appointed leaders hate to say "No" to anyone. They especially do not want to say "No" to an organized group of people or several different groups.

**5 Call the government, university or business leader you identified and request a meeting.** Bring your best spokesperson and copies of the letters of support with you to the meeting. Talk about the benefits of the bicycle improvements you desire, as well as the benefits of a Bicycle Friendly Community, Bicycle Friendly University or Bicycle Friendly Business designation.

**6 Ask for something specific and try to get a commitment.** A good starting point is to ask if the person will support an application to the Bicycle Friendly America program. Another good question to ask is how long it will take to designate a bicycle coordinator. You could also propose working with the coordinator on implementing the other bicycle-friendly criteria items (such as bicycle-themed events, share the road outreach, etc). Following the meeting, write a thank you memo that spells out your understanding of what was agreed to.

24th Great Ohio Bicycle Adventure  
June 16 - 23, 2012  
Where the Spirit moves us



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614-273-0811

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