



AMERICAN BICYCLIST

5 Cs OF WOMEN'S BICYCLING

New report highlights keys to increase female ridership p. 14

INNOVATIVE YOUTH PROGRAMS

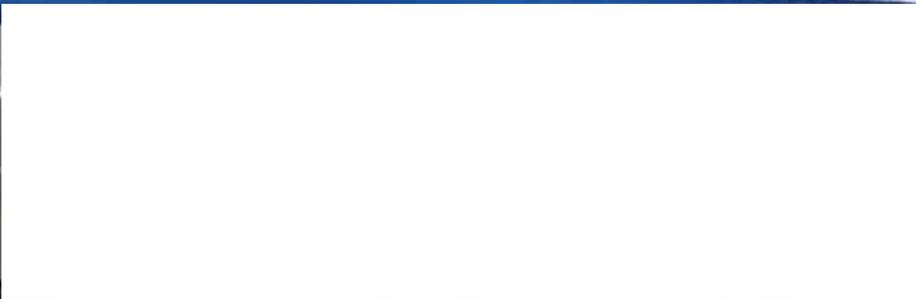
Creative initiatives across the country are empowering the next generation p. 16

VOTE FOR BIKES!

How advocates are using ballot measure campaigns to boost biking in their communities p. 26

September - October 2013

WWW.BIKELEAGUE.ORG



BECOME A LEAGUE OF AMERICAN BICYCLISTS LIFE MEMBER

Become a life member of the League today and your dues will be invested in a special Life Member Fund. Since 1978, this fund has supported education and advocacy programs – ensuring a lifetime of better bicycling for you and your family. In addition to showing your commitment to the League and its critical mission, you'll get all the benefits of regular membership, plus a life member pin and special life member mailings.



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



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

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

Name _____ Phone _____
Address _____ City _____ State _____ Zip _____
Email _____



Life Membership - \$1,200 **Family Life Membership - \$1,750**
 Enclosed is a check (payable to the League of American Bicyclists)
Please charge my: Visa Mastercard AmEx

Card number _____ Exp. date _____
Signature _____

RETURN TO: League of American Bicyclists | 1612 K St. NW, Suite 510, Washington, DC 20006 | Tel: 202-822-1333 | Fax: 202-822-1334 | www.bikeleague.org
RUB16

CONTENT

September — October 2013



Photo courtesy of Seattle Bike Works

IN EVERY ISSUE

02 VIEWPOINT

03 INBOX

04 COGS&GEARS

28 QUICKSTOP

WOMEN BIKE

BRINGING BICYCLING TO EVERY WOMAN

Liv/giant ambassador program is creating local women's cycling communities nationwide

10

WOMEN ON A ROLL

New report highlights keys to female ridership

14

PEDAL PROGRESS

INNOVATIVE BIKE PROGRAMS

EMPOWERING THE NEXT GENERATION

From community engagement to economic opportunities, youth are pedaling to brighter futures

16

FROM THE SADDLE

SERVICE TO COUNTRY, RIDING FOR YOUTH

Military contractor joins friends back home to pedal for at-risk kids

22

THINK BIKE

VOTE FOR BIKES!

How advocates are using ballot measure campaigns to boost biking in their communities

24

BFA WORKSTAND

UNIVERSITY+COMMUNITY=WIN FOR BIKING

Richmond and VCU gear up bike friendliness for international race

26

AMERICAN BICYCLIST IS PRINTED WITH SOY INK ON 30% POST-CONSUMER RECYCLED PAPER CERTIFIED BY RAINFOREST ALLIANCE TO THE FOREST STEWARDSHIP COUNCIL™ STANDARDS.

ON THE COVER *Erin, a Seattle Bike Works Earn-a-Bike graduate and Bicycle Leader, in the new classroom in Southeast Seattle working on a safety tune up. Photo by Liz Nixon, Seattle Bike Works Development Manager*



EDUCATION: WE SIMPLY HAVE TO DO MORE

The League has been delivering bike education since the mid-1970s. We're very proud of our national network of 2,000 active instructors — over the course of the past 35 years we've certified more than 4,000 people — and the fact that virtually every state and local bike education program in action today can trace its roots and basic content back to the League's program.

In recent years, we've been working to make that important content more accessible — it's simply too valuable to keep hidden. To that end, we have:

- » Created five universal “Rules of the Road” to address the most important issues; an on-road equivalent to the International Mountain Biking Association's ubiquitous rules of the trail that helped change behavior on mountain bike trails.
- » Released 19 short videos that capture the essence of our Traffic Skills 101 classes in a dynamic format that we hope will entice people into taking the full course — but will enhance their safety and enjoyment of their bike even if they don't.
- » Undertaken a comprehensive review of the education program to break it down into shorter, easier-to-digest modules with a consistent set of lesson plans, teachers' notes, and presentation materials.

We're excited about these steps, and yet very aware that we must do even more. Indeed, we are reminded every day that bike education can't be about just one course or series of classes, or instructor program.

Recently, Gail Copus Spann, chair of the League's Board, wrote to staff about her inspirational experience teaching a group of adults who had never learned to ride before — we've got to have a class for that! The same day, I had the dubious pleasure of joining a radio show during which the host recommended licensing and registering bicyclists because we'd become “a menace” and “a problem” — and while I could certainly always explain poor behavior by bicyclists, it gets really hard to excuse sometimes!

We have a major bike education deficit to overcome in this country and a population of riders that really want and need



to know more about how to enjoy the ride, stay safe, and get more out of their riding. And I'm guessing that every single one of us knows how much easier our job would be, advocating for bicyclists and bicycling, if we didn't have to answer for the behavior of bicyclists in general in every single public forum and debate about cycling that we ever have, whether it's in front of city council or on a radio show.

The League is the group to meet that challenge head on — and it just so happens we've got the program and content ready to go.

Visit the education pages of the new website to find out more, and you can share your love of biking by becoming an instructor yourself. Plus, check out the League blog every Monday from now until the end of the year where we are digging deeper into each of those 19 new videos. ■

Andy Clarke

Andy Clarke, League President

INBOX

BUILDING A CYCLING SNOWMAN

The City of Venice, Fla., was delighted to be awarded the certification of a Bicycle Friendly Community about a year ago. Now, after a year, we continue to be surprised by how this recognition affects the city. I'm retired here in Florida, but I'm from Chicago. It reminds me of building a snowman. You make this snowball, roll it along the ground picking up more snow, and eventually you have a big ball. I get the sense that the League and Venice have started to build a snowman.

-Russell C. Johnson, member of the Bike/Walk Venice project team

I JUST MADE YOU SAY "UNDERWEAR"

Jimmy Hallyburton's admonition for cyclists to use "underwear (to keep it legal)" in the July-August issue of *American Bicyclist* perhaps reflects a restrictive local or state ordinance in Boise? Most commercial bib shorts are design to be worn without undershorts so the chamois does its job. Mesh clothing doesn't cool well unless worn alone. I only use underwear for winter warmth – and am not aware of any law to the contrary.

-Kenneth Kepler, Kimball, Mich.

NAVIGATING MAP-21 WORKSHOP

Thank you for the terrific Navigating MAP-21 workshop conducted by the Advocacy Advance team. I attend a lot of these types of trainings, but thought the one yesterday was the best of all of them. Your staff did an amazing job. My sincerest thanks!

-Terry Eastin, Fayetteville, Ark.

To find a MAP-21 workshop near you, visit www.advocacyadvance.org.



Advocacy Advance

a partnership of

Alliance
for Biking & Walking
THE LEAGUE
OF AMERICAN BICYCLISTS



Jennifer Goodbody



FROM FACEBOOK

Thanks for your great profile on wounded warriors. I especially appreciated Jennifer's story, which included a type of medical issue I don't think most people think of (or, if they do, they don't take it as seriously). As someone who was diagnosed with clinical depression a few years ago, I could identify with going from the "dark place" of feeling like a burden on family to riding for the mental health benefits as much as the physical.

- Chuck Babl (LCI #2569)



FROM TWITTER

@BikeWA | July 29, 2013

So glad we have national organization partners to help us watch Congress! @bikeleague tracking anti-bike amendment.

@rory_neuner | July 16, 2013

In response to our Equity Initiative Manager job posting: A great #DC job opportunity with the @bikeleague. Nice to see this investment in work to merge #bikes and #equity. ■

GIVE US YOUR FEEDBACK Email your comments to carolyn@bikeleague.org; send a letter to 1612 K St NW, Ste 510, Washington, DC 20006; or chime in on Facebook (facebook.com/leagueamericanbicyclists) or Twitter (@bikeleague).

MEMBER SNAPSHOT:

Kellie Morris

BY MELISSA BALMER

In June 2012, Kellie Morris created a dream board with a group of friends from church and hung the inspirational reminder above her desk at home. But after the adhesive slipped, the board fell hidden behind the furniture for months, as Kellie stayed busy launching an entrepreneurial venture and the daily duties of being a mom and grandmother. Before long, she'd forgotten entirely what was on the board.

This June she made an amazing discovery: Though dust had gathered on the board, one of her dreams had come true. When she created the board, one of her aspirations had been to start a career that had something to do with bicycling. She had no idea how that might happen; she just knew she loved riding her bike.

Last summer, Kellie's husband encouraged her to reach out to Women on Bikes SoCal, the organization I run in their hometown of Long Beach, Calif. She was preparing for a cross-country bike tour and sent me an e-mail wondering if I'd be interested in the story of her ride. I was intrigued; especially when I found out that, in 2010, Kellie was diagnosed with an autoimmune disease — Mixed Connective Tissue disease — that left her so weak she could barely dress herself. Through medication, dietary changes and exercise she was able to recover much of her strength.

Replacing her LeMond with a recumbent trike, as her hands were



Kellie Morris

too weak to bear her weight, she was able to resume the long rides she loved so much. Now she goes everywhere on her trike, from running errands to attending church — and inspires others they can do the same.

While her cross-country ride was cut short by a spider bite, Kellie came back to Long Beach eager to put her personal and professional talents toward volunteering for Women on Bikes SoCal, including becoming a regular blogger for us with her “We All Ride Bikes” column. When an opportunity came up for our organization to sponsor another woman to become a League Cycling Instructor (LCI), Kellie was the obvious choice. Lucky for all of us, she was ready to jump right in.

Kellie's background as an IT Systems Analyst and trainer, who was invited to travel the world to teach, meant she was well-prepared to step into teaching bike education — and even helped

Charlie Gandy and Krista Leaders hone the short, hands-on, “Street Savvy” bike education program developed for Bike Long Beach. Now this grandmother teaches “Street Savvy” for Women on Bikes SoCal, as well as free “Traffic 101” classes hosted by the Los Angeles County Bicycle Coalition throughout the L.A. region, including Watts.

“I'm impressed with Kellie's can-do spirit and enthusiasm as an instructor,” says Colin Bogart, LACBC's Education Director. “Coupled with her background and experience, I think she's a major asset to the LCI community.” We feel the same about her at Women on Bikes SoCal and are excited she'll play an active role as we launch our new project in September: “Women on Bikes California.” ■ **LEARN MORE ABOUT THE STREET SAVVY PROGRAM — BASED ON THE LEAGUE'S EIGHT “NEED TO KNOW” BIKE EDUCATION CONCEPTS — AT WWW.WOMENONBIKESSOCAL.ORG/ABOUT-STREET-SAVVY-CLASSES. MELISSA BALMER IS THE FOUNDER OF WOMEN ON BIKE SOCIAL AND ON THE ADVISORY BOARD FOR THE LEAGUE'S WOMEN BIKE PROGRAM.**

CLUB SNAPSHOT:

Northwest Cycling Club

Northwest Cycling Club, based in the Houston metro area, does it all: organizes centuries, provides support for incoming trails, sponsors USA Cycling juniors, and more! We connected with Sherwin Harvey, the president of this 600-person club, to find out more about their evolution.

WHAT IS NORTHWEST CYCLING CLUB'S BIGGEST EVENT?

We have a number of big events because we are a multifaceted club. The Blue Bonnet Express-Ride is a metric century and brought out over 2,000 cyclists in the Houston area. Our largest ride in terms of sheer miles and volunteers is our Katy Flatland Century. We just held that this summer and had almost 2,500 riders.

YOUR CLUB HAS BEEN AROUND SINCE 1986 – WHAT KEEPS IT GOING?

The club is nothing without its members at the end of the day. First of all, we encourage volunteerism; we couldn't do anything without our volunteers. Everything we do is centered around that – motivating, as well as engaging, our members to volunteer and support all of our events. Volunteerism is probably the No. 1 thing that drives us. Additionally, we encourage our new members to get involved in the club and take leadership positions. We have a pretty involved and confident group of members that we attract and that helps from a leadership perspective. Part of our culture is mentoring the next president or treasurer or secretary.

WHAT'S ONE SECRET TO SUCCESS THAT MIGHT HELP OTHER BIKE CLUBS? The first thing is that we are a welcoming club. Any club, if it's going to work, it's got to welcome anybody and everybody. And actually contribute: Be an officer or volunteer. Give them jobs, engage them and make it fun! At the end of the day, we ride bikes – a joy not a job! – and that's something that's a passion for everybody who joins this club. So we fuel that by getting people engaged in everything we do.

HOW DO YOU ENGAGE YOUR MEMBERS AND THE COMMUNITY BEYOND RIDES?

In addition to our club rides, we sponsor one of the most popular free weekend rides. It's our biggest outreach to the cycling community; we're famous for it! We provide all of the stuff you need on a paid ride. Everybody knows about it, and it's probably the biggest ride in the city. We also participate and support junior cycling. We sponsor youth by helping them with race costs and free coaching from members, so it's a big commitment on the club's part. The money we raise through our rides is used to contribute to helping develop younger cyclists. We've also been engaging school districts in Houston on bicycle safety. Safer riding is a cornerstone of my administration as club president – we want to

have better cyclists out on the road. For all of this, last year we were honored by USA Cycling as 2012 Club of the Year. They honored us for all the things we do, from sponsoring junior cycling to engagement around safety and weekly rides.

WHAT MAKES NORTHWEST CYCLING CLUB UNIQUE AMONG THE HUNDREDS OF OTHER BIKE CLUBS? We have open arms for new members and we celebrate that. Growth of the club is extremely important — we obsess about it, quite frankly — so rolling out the welcome mat is critical. Make it a fun and enjoyable experience for members. Often, you can get bogged down in playing politics internally and we've focused on making this open to everybody. Embracing our new members as well as we do is key because we get lots of new blood. I guess the simple answer is evolution. We evolve the club. We change, we adapt — we are focused on continuous improvement. ■
LEARN MORE AT WWW.NORTHWESTCYCLINGCLUB.COM



League Rolls Out New BIKE EDUCATION VIDEO SERIES

BY ALISSA SIMCOX

In my dream world, everyone would take a League bike education class. We'd have a countless people on bikes who know their rights, feel comfortable on the road or trail and, best of all, enjoy the ride.

But classes take commitment. They're not always easily accessible and some don't realize there's more to learn. So how, then, can we get education out into the world? Through on-line videos!

With the help of a professional videographer and the generous sponsorship of Gail Copus Spann and Jim Spann, the videos are ready to be viewed and shared! The 19 education videos cover topics from fitting a bike to riding in traffic — and they are free and available to the public on our website.

Chair of the League's Board of Directors and herself an LCI, Spann said it's her experiences as an LCI that have cemented her continued commitment to bicycle education. "It's probably the most important part of my involvement with the League," she told me. "Jim and I feel very strongly about education on sharing the road for bicyclists and motorists."

These videos are more than just a tool to make bike education more accessible. As an educator, the goal is to get students energized and engaged in the hands-on learning process. The more interest a participant has, the more they will learn and retain the information from the lesson. Videos are great tools



that use both sight and sound for those auditory and visual learners.

LCIs can incorporate the videos into their classes as a way to explain topics before practicing. Unlike handouts, nothing is left to the imagination.

Plus, they're a great way to encourage potential students to come to your classes. ■ FEEL FREE TO USE, SHARE AND ENJOY THE VIDEOS AT BIKELEAGUE.ORG/RIDESMARTVIDEOS! ALISSA IS THE LEAGUE'S EDUCATION DIRECTOR, AND CAN BE REACHED AT ALISSA@BIKELEAGUE.ORG.



LCI CORNER

Empowering Youth Through Education

GIVING

Thank you to the following organizations and individuals who have contributed at least \$100 to the League, above and beyond membership dues, in May and June 2013.

\$10,000+

Kimberly-Clark Corporation
SRAM

\$1,000-\$5,000

West Georgia Flyers
Santa Rosa Cycling Club
Diane Albert

\$100-\$999**ORGANIZATIONS**

Alameda Bicycle
BikeWorld
Mack Cycle and Fitness
Pat's 605 Cyclery Inc
The Mosquito Lake Greenway
Project
The Ride
Wheaton's Cycle

INDIVIDUALS & FAMILIES

Adam Family
Bill Alexander
Aley Family
Leslie Arminski
Pete Ayers
Rhys Baker
David Bauer
Thomas Bayard
Robert Bennett
David Berning
Paul Beukema
Black Family
Bruno Boettcher
Liz Boyer
William Branstrup

Donald Briggs
Randall Brodersen
Bryan Family
Leslie Bullock
Buschert Family
Joseph Calandra
Marco Carbone
Peter Cerar
Walter Chapman
Evelyn Cherson
Colby Family
David Cole
D. Colotti
John Cotham
Brian Cox
Sheryl Crawford
Crowley Family
Julie Cullen
Bruce Day
Steve Dehmlow
Paul Demjanenko
Wendell Dilling
Kevin Doi
Raymond Draskovich
Ray Dzelzkalns
Eibling Family
Michael Flueckiger
John Flynn
Cary Fox
Dianne Franz
Ralph Garboushian
Elliott Gartner
Mark Ginsberg
Adil Godrej
James Goodwin
Ed Graves
Lawrence Gray

Greene Family
Marie Handrahan
Greg Hargrave
Phyllis Harmon
Ron Harvill
Haug-West Family
Thomas Hauser
Marilyn Hayward
Charles Hemmelgarn
Robert Hermon
Robert Hoel
Chris Homeyer
James Hopper
Brad Hughes
George Ivey
Terry Johannessen
Dale Johnson
Jack Johnson
Martha Jones
Lois Judd
Alan Kailer
Jim Kangas
Keenan-Bergen Family
James Kelley
Mike Kelly
David Kepler
John Kern
Joseph & Patricia King
Koehler Family
Kurt Koerth
Albert Kong
Susan Kremer
Amy Kristoff
Gerald Kruse
Matt Kurzrock
Peter Lagerwey
Barry Lamkin

Lammers Family
Renee Lane
Laub Family
Laura Lauder
David Lavelle
Philip Lee
Bryan Lorber
Jeffrey Luxenberg
Michael Lytle
Ted Magnuson
Patrick Marek
Benjamin Martin
Martin Family
Dennis McConnell
Robert McWhirter
Michael Melby
Mark Michel
Joseph Middleton
Sharry Miller
Robert Morris
Paul Moul
Sherilyn Munger
Al Myers
Don Myers
Dave Nelson
Bill Nesper
Thomas Nowak
O' Shea Family
Timothy Ontko
Michael Ort
Shelley Oylear
John Pardee
Pechter Family
Susan Petersen
Michael Price
Ron Pruitt
Raburn Family

Richard Reis
Rhodes Family
Rothhaar Family
Sarsfield Family
Michael Scavezze
Craig Schaaf
Scheller Family
Cameron Sears
Seery Family
Janet Segall
Walter Seifert
Kenneth Shanks
Dick Siefers
Victor Skowronski
Richard Slaymaker
G. Stauffer
Donald Strauss
Swent Family
Teerlink Family
Claire Thom
James Thomas
Carol Tremble
Preston Tyree
Tony Vannicola
H. Vonknorring
Alan Ward
Robert Ward
Warren Weisberg
Pete Whitman
Thomas Williams
Becca Wilson
Henry D. Wood
William Woods
Rex Zerby

I'VE BEEN INVOLVED with youth programs for more than 10 years and have mentored and coached hundreds of kids. One key lesson learned: Although the bicycle is a wonderful tool that we use to build bridges and can be helpful in creating lasting bonds and friendships, every situation is different.

Every year we tell the kids our expectations of them and the parameters of the program — but I ask and find out the youth's goals and objectives, as well. After all, our programs are incentive driven. When finishing the program the youth will earn a bike.

But, while performance is important, it's just as important to empower youth. Teach them. Show them the correct way — and then step back and let them do it. It's also critical to inspire teamwork and not competition. I find that sometimes kids don't earn a bike the first time around, but they always have a feeling of accomplishment when they've helped and supported another member of the team.

Part of our program's success is transforming the way kids think. It's great when you hear a kid say, "I can do whatever I put in my mind to do" or "There's no I in team." ■ Neil Walker, Atlanta, LCI #2937

TREK SUPPORT TO EXPAND BFC PROGRAM

BY BILL NESPER

In 2007, Trek's investment in the Bicycle Friendly Community program was an absolute game changer.

With the support of the iconic bike brand, we were able to add staff, improve tools and create resources to reach more communities. That work had an incredible impact. In 2007, there were only 74 BFCs in 26 states. Today that number has more than tripled to 259 BFCs in 47 states — and the number of applicants is growing rapidly, with each round exceeding the last.

Now, with Trek's renewed support, we're expanding and strengthening the program to build a Bicycle Friendly America — one community at a time. This August at Trek World, John Burke, President of Trek Bicycle, announced the company's continued commitment as lead sponsor of the League's BFC program.

"We're taking the fight for a more bicycle friendly America straight to the local level, where it will have real and lasting impact," Burke says. "The bicycle is a simple solution to so many of this country's most complex problems. There is so much work to be done but there has never been a better time in this country's history to make a change for the better."

We know there are people eager to ride in every community across the country and the BFC program is the roadmap to answer that demand and the model that proves, when you make cycling more comfortable and convenient, the number of people on bikes grows.

With Trek's new commitment, the

League will provide more hands-on assessment and assistance in person. We will be making visits to 100 communities per year to audit the bicycling network, policies and programs with city staff, advocates and community leaders — and provide the community with the priorities and steps to success.

"Trek is investing serious money in the League's Bicycle Friendly America program because it works," says League President, Andy Clarke. "By working with them to engage their extensive dealer network — and all the customers they reach — we can transform hundreds of communities in the next three years. Thank you, Trek, for

your vision, for displaying real leadership, and for backing that up with the resources to really make change happen."

We already work closely with our partner state and local advocacy organizations and network of local reviewers to ensure every BFC applicant receives detailed feedback. This new addition to the BFC program will allow us to provide more real-time feedback for communities and engage decision makers to take action.

Needless to say, we're excited! ■ LEARN MORE AT BIKELEAGUE.ORG/COMMUNITIES. BILL IS THE LEAGUE'S VICE PRESIDENT OF PROGRAMS AND CAN BE REACHED AT BILLNESPER@BIKELEAGUE.ORG.



John Burke presents League president Andy Clarke with \$1.5 million check at 2013 Trek World. Photo by Jamie Forrest.



RALPH GALEN

In memoriam

DR. RALPH GALEN, of Woburn, Mass., died on July 27, 2013 at age 89. An orthodontist by profession, he served as a member of the League's Board of Directors and as President in the early years following the League's re-incorporation in 1965. He was a founding member of the Charles River Wheelmen bicycle club, and also served as President of that club. He was a key figure in organizing the first Mount Washington (New Hampshire) Hill-

climb in 1967, then with only four participants; and the League's memorable 1969 rally in Rockport, Mass. Dr. Galen led many Charles River Wheelmen rides; some ending with a picnic and demonstrations of antique bicycles at his home. He toured in the United States and Europe, tandeming with his beloved wife Dorothy. Following her death, he set off on a solo ride on their tandem bicycle through Europe, the Middle East, Swa-

ziland and South Africa — followed by participation in the League's transcontinental Pedal for Power fundraising ride. Dr. Galen wrote up this adventure in his book, *2 Wheels, 2 Years and 3 Continents*. He continued as an active member of the Charles River Wheelmen, participating in rides and social events until recent years. The spirit, writings, excursions, parties, character, and generosity of Ralph Galen will be missed. ■

America by Bicycle, Inc.

Ride with the Coast to Coast Leader!

Cross Country Challenge
June 1 - July 23, 2013 - 3,849 mi CA to NH

Across America North
June 16 - Aug 5, 2013 - 3,678 mi OR to NH

Great Lakes Tour
Aug 4 - Aug 19, 2013 - 1,087 mi NY & Canada

Ride the West
Sept 7 - Sept 30, 2013 - 1,408 mi OR to California

Maine Foliage
Oct 6 - Oct 11, 2013 - 226 mi Maine

Fall Foliage
Oct 12 - Oct 19, 2013 - 310 mi ME, NH, MA

 www.abbike.com
888-797-7057



www.tripsforkids.org
415.458.2986
national@tripsforkids.org

Start or Fund a Trips For Kids Program!

Many kids never leave their own neighborhood to enjoy the beauty of nature. That's why we started Trips for Kids®, a national non-profit organization that provides mountain bike rides and environmental education for disadvantaged youth. You can start a Trips for Kids chapter in your area. We'll assist you, at no charge, by supplying bikes, helmets and support ... based on 20+ years of experience.

Or make a difference by donating money, bikes or equipment (new or used). All donations are tax-deductible.

Bicycle Alaska!

Alaskabike presents the highest quality bicycle and multi-sport tours in Alaska and Canada's Yukon

Very inclusive packages include meals, lodging, Cannondale bicycle rental. Since 1993.

Recommended by Frommers!

Complete information on our website at:

www.alaskabike.com



Request our Catalog!

1-907-538-2392

1-866-683-2453 - toll free

bicycle@alaskabike.com

3900B Woronzof, Anchorage, AK 99502

BRINGING BICYCLING TO EVERY WOMAN

Liv/giant ambassador program is creating local women's cycling communities nationwide

BY JANETTE SHERMAN



Women and men are different. There's really no way around it. Volumes of books have been written about our differences in communication style, and clearly our physical make up is rather distinguishable. So it should come as no surprise that we also approach bicycling differently.

We recognize this at Liv/giant and set out to create a program to bring cycling to every woman.

When I first starting working in-house

at Liv/giant USA — a full line of women's specific bikes from Giant Bicycles — I had a long discussion with a male-dominated carpool group about the riding habits of men versus women. While I'm usually happy to ride solo, I was clearly more interested in riding in groups than my male counterparts. Now, this "data" is anecdotal but, from what I've learned, given the right scenario, women love riding, learning and experiencing life in group settings. We thrive in communal, supportive and non-judgmental environ-

ments. We seek to make emotional connections with others and share our experiences.

In early 2010, we debuted the Liv/giant demo program, which involved a female driver touring the country offering clinics, group rides and bike demo opportunities to retailers. In just one year it took off. As we went to retailers and events throughout the country, the response of the women's-only group rides and clinics was clear: These women wanted more — and the Liv/giant Ambassador Pro-



All photos courtesy of Liv/giant

gram was our answer.

When Elysa Walk, Giant USA general manager, and my predecessor Jackie Baker, who was working as the Liv/giant US marketing manager at the time, created the ambassador program their vision was to use the initiative to build stronger, more inclusive communities of women cyclists throughout the country. It was the first program of its kind in the industry.

Our method was to empower female riders who were already passionate about cycling and looking to share that gift



with other women. We did this by loaning these ladies a Liv/giant bike that they could choose to buy at the end of the season, and by providing branded cycling gear and give-aways for group rides, clinics and events.

Initially, we worked mostly with retailers and regional sales representatives to find the women to carry the torch when

the Liv/giant Sprinter van rolled out of town. In other scenarios, our retail trainers and event coordinators driving our Sprinter vans met ambassadors on the road, or women came to us directly and asked how they could help engage women in their community.

Some of the ladies already worked in shops. Some were shop owners. Some

were moms looking to get back on the bicycle and, of course, others were racers and professional athletes. But they all had one very clear similarity: They loved riding bikes and they loved sharing that passion.

So, in many ways, the program was the perfect fit for advancing the Liv/giant brand. Sure, these women act as repre-

MEET THE AMBASSADORS



MELANIE APEL, MANHATTAN, KS

I'm the parts and accessories buyer for Big Poppi Bicycle Co. in Manhattan, KS, where I've worked with my husband, Aaron, since we opened in March 2009. My life as a cyclist started in 2007 as cross training for my first passion: running. But, here we are, six years later, and I can't get enough time on two wheels! For the past three years, I've been commuting to work by bike, and on the weekends I pedal down to the farmers market. I've also grown quite fond of off-road riding with friends and my husband. I enjoy the feeling of accomplishment when I've conquered a new trail, or an old obstacle that I struggled with in the past. I relish the peace that over comes me on a warm morning cruising back home with a basket full of fresh produce. And I love that cycling brings people together. It builds community and encourages relationships. It's a vehicle that can satisfy what women crave within themselves mentally, physically, and spiritually. I love being a part of that process of discovery. It has been extremely encouraging to see that community build and the excitement for cycling grow amongst women here in Manhattan, KS. Here in the Heartland, life is pretty simple, and I think living it on two wheels keeps it that way.



LIZZY ENGLISH, BOZEMAN, MT

I love the term all mountain-athlete. That is exactly who I've been since I learned to alpine ski when I was three years old in the glorious Rocky Mountains of Whitefish, MT. By age 11, I was spending spring crashing through the whitewater rapids of Glacier National Park and spent my teenage years and 20s exploring the world through whitewater kayaking, traveling to Chile, Argentina, Columbia, Costa Rica, and India. I love seeing new places. I am an explorer – and the Downieville Classic 2009 unveiled to me a whole new means of exploration: on my bike! I've now enjoyed the climb to Sierra Buttes three times, traveled around the Northwest chasing my aspirations with my Liv/giant road and mountain bikes. I also hold a bachelor's degree in civil engineering and will be pursuing my master's in the fall of this year at Montana State University in Bozemon. The opportunity to be a Liv/giant ambassador has enhanced my avenue for meeting new, amazing and very unique women on the trail and the tarmac. Liv/giant provides any woman the opportunity to ride her inspiration on the sexiest, most innovative bikes on the market!



JANET NELSON-SHOFSTALL, BEND, OR

I've been riding bikes since I was little, so when I got a job with Hutch's Bicycles in Bend, OR, four years ago it seemed a perfect fit. I've been an avid mountain biker for decades. Now, thanks to the Liv/giant ambassador program, I have the coolest of the cool road bikes. My other passion is skiing. I've been teaching for more than 30 years; beginning at Squaw Valley, CA then to Mt. Bachelor and now at Hoodoo Ski Area. My other long time love is teaching group fitness classes. My jobs have always been fun ones; I love my work.

sentatives for us, but as Elysa puts it, it's much more about "spreading the gospel of cycling."

Currently, Liv/giant USA has 24 ambassadors coast to coast in every cycling discipline you can imagine. We give the ambassadors tools and guidance on how to teach basic clinics on bike maintenance, proper riding form, basic riding skills on road and mountain. We also provide ideas for other group events as well as provide feedback on ideas they may have. The only stipulation from us is that clinics and events are all inclusive, appropriate for all levels and, in the case of rides, no-drop. The result is an authentic, non-judgmental environment for women to come to get their questions answered and to have a great time with other women on and off the bike.

The best part? It works!

Women are hungry for these types of events and many ambassadors report record turn-out numbers in comparison to similar shop events — and the feedback from participants is spectacular. More importantly, they see other women, who didn't know each other before, exchange contact information and make plans to meet up on their own for rides between events or even just to go out to coffee. To me that is the ultimate success: truly creating a community of involved, connected and impassioned females through cycling.

As Liv/giant USA begins the planning process for 2014, we're fortunate to be growing every aspect of our brand and the ambassador program is no exception. When I discuss the program in our office, I often notice the men paying extra close attention. One Giant USA colleague even told me he wished there were more programs like this in the cycling world for men. Who knows? Perhaps programs like this will pop up on the male side of the sport because I know that one thing is true for men and women in the cycling world: We all really love to ride bikes. ■

LEARN MORE ABOUT LIV/GIANT AT WWW.GIANT-BICYCLES.COM/EN-US/LIVGIANT. JANETTE SHERMAN IS THE U.S. MARKETING MANAGER FOR LIV/GIANT.



WOMEN ON A ROLL

This summer, the League released a first-of-its-kind report showcasing a trend seen on streets nationwide: Women are changing the face of bicycling, and bicycling is transforming the lives of women.

"Women on a Roll" — a product of the League's Women Bike program — compiles more than 100 original and trusted

sources of data to showcase the growth and potential of female bicyclists in the United States. It also suggests five key focus areas — the 5 Cs — to increase women's ridership: Comfort, convenience, confidence, community and consumer products.

Increasingly, advocacy groups and industry leaders are recognizing the gender gap as a clear — and critical —

limitation to growing the bike movement and the market. This report puts hard data behind that imperative — and reveals what's working in getting more women on bikes and where there is clear opportunity to increase female leadership and participation.

Here are just a few insights from Women on a Roll. ■ VISIT WWW.BIKELEAGUE.ORG/WOMENBIKE TO DOWNLOAD THE FULL REPORT — AND GET INVOLVED!

Visit bikeleague.org/womenbike to download the full report — and get involved!

produced by
THE LEAGUE
OF AMERICAN BICYCLISTS

WWW.BIKELEAGUE.ORG

Designed by Carey Donnelly, studio d
illustration by Bikesface



THE 5 C'S OF WOMENS' BICYCLING

COMFORT According to a 2009 study of bicyclists in six cities, "the most important determinant of bicycling for women was their comfort bicycling." More than half of American women – 53% – say more bike lanes and bike paths would increase their riding.

CONVENIENCE In two-worker households, women make twice as many trips to drop off and pick up children than men (66% vs 34%). Women are far more likely than men to report as a barrier to bicycling: 1. "Lack of time" (29% vs 21%) 2. "Inability to carry children and other passengers" (19% vs 7%) 3. "Inability to carry more stuff (32% vs 20%)

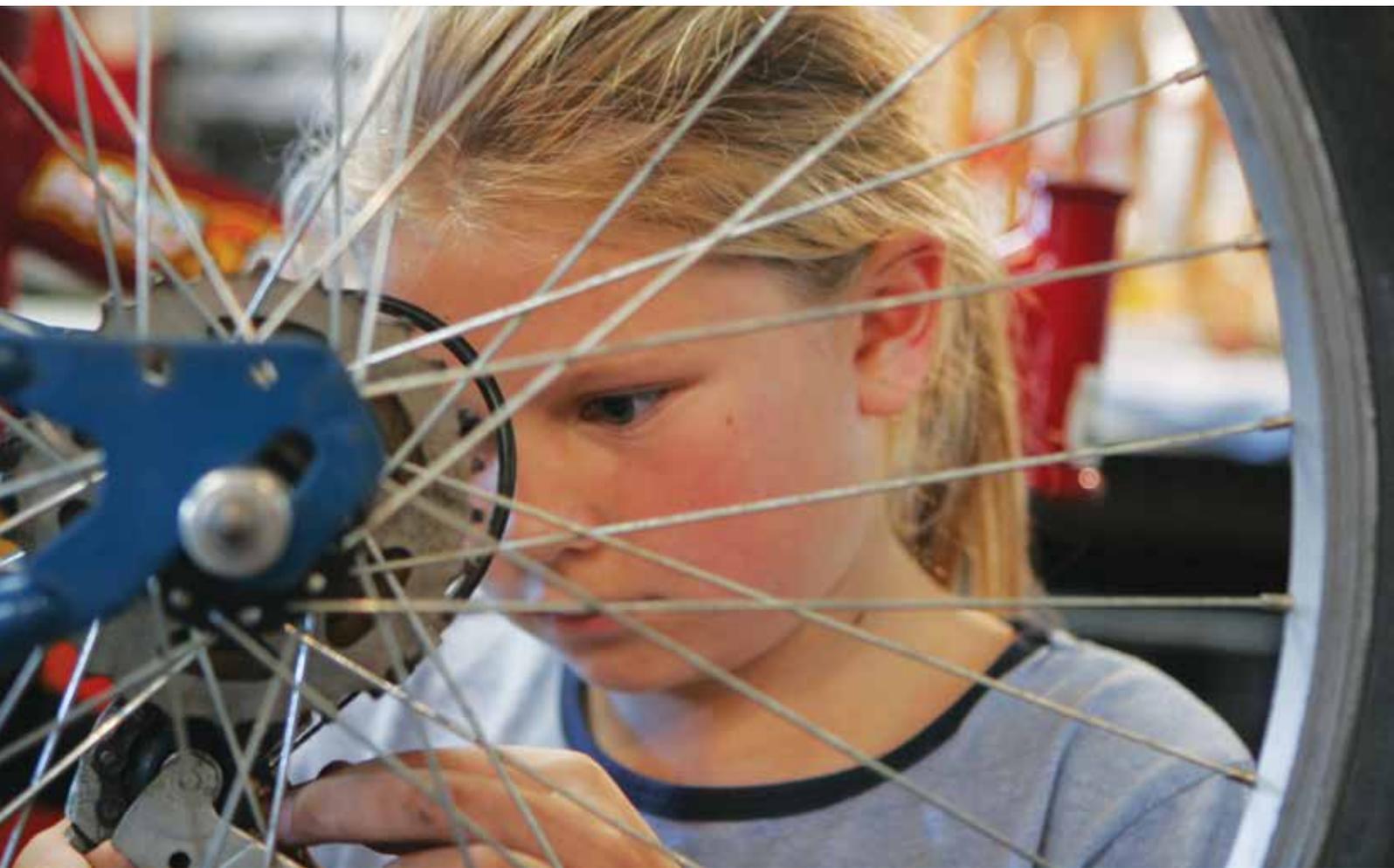
CONSUMER PRODUCTS Women are an upcoming majority in bicycle ownership, representing 60% of bicycle owners aged 17-28 years old. But just 1/3 of women say it's "no problem" to find clothing and gear that fits their personal style.

COMMUNITY The top reasons women ride are Fun (73%), Fitness (69%), and Recreation (45%). More than 40% of American women say "people to bike with" would encourage them to ride more.

CONFIDENCE Only 6% of American women vs 13% of men say they're confident riding on all roads with traffic. 58% of women vs 81% of men said they are "very confident" riding a bicycle.



INNOVATIVE BIKE PROGRAMS EMPOWER THE NEXT GENERATION



FROM COMMUNITY ENGAGEMENT TO ECONOMIC OPPORTUNITIES,
YOUTH ARE PEDALING TO BRIGHTER FUTURES

Many of us remember the joy and freedom of riding a bike when we were kids. Maybe you cruised around the neighborhood with your friends or rediscovered the simple mobility of cycling on your college campus. Your bike was your ticket to freedom. Riding opened up a world of possibility.

As the bike movement has grown and matured, innovative programs aimed at youth have blazed new ground. These creative, community-based initiatives are expanding bicycle access to more young people and empowering the next generation to use the skills and inspiration they gain in the saddle as a gateway to jobs, confidence, community engagement — and so much more.

As kids head back to school this month, we got in touch with just a small handful of youth programs that are making a big difference in their communities.

Bikes Not Bombs

Boston, Mass.

BY CORRINA ROCHE-CROSS, 18, YOUTH EMPLOYEE

“There ain’t no power like the power of the youth, ‘cause the power of the youth don’t stop,” roared hundreds of young people as we crowded the red brick streets of downtown Boston.

Myself and many other youths were there to protest against the threat our state government posed on lowering necessary funding for youth jobs. Every person in that march displayed leadership, concern for the well-being of their community, and persistence; all qualities I am thankful to have developed.

I began to involve myself in youth empowered movements when I became an employee at Bikes Not Bombs, a non-profit organization that uses the bicycle as a vehicle for social change. Bikes Not Bombs thrives on the belief that youth can successfully run programs and even be teachers of adults. When I first became an employee, myself and four other high school students began to develop the basis for a project that came to be known

as Chain Reaction: Boston’s first ever youth-run, mobile bike shop. Our goal was to provide youth in low-income areas with affordable bikes, bike repairs, and free bike safety and mechanics lessons.

Such an immense project seemed impossible at first. Nevertheless, months of hard work taught me the importance of dedication. Soon, all of our work began to turn our vision into a reality. Some of my accomplishments on this project included creating a Powerpoint presentation for a foundation to secure funding, becoming more skilled as a bike mechanic, and developing a strategy for publicity. This process strengthened my abilities in public speaking, and helped me gain more confidence in my own ideas and intuition.

I saw myself become a leader, but I also understood that none of this transformation would have been possible without the supportive network of youth that surrounded me.

I cannot predict now where I will be within the next year, however, I can promise that I will always work to be an educator for issues that affect a community and a fighter for the words of young people to be heard everywhere.

Over past couple of years, I’ve realized that no attempt at social change can be effective without the support of young people. I will someday reach a stage in my life where society will consider me an adult. Despite this, I intend to continue to prove to the world that age is not and will never be a barrier against bringing



Corrina Roche-Cross, Bikes Not Bombs



positive social change to one's community and having an impact on the decisions that will affect a young person's future.

Because of the opportunities I have been exposed to at Bikes Not Bombs, I have gained the skills to connect to youth wherever I am. I cannot predict now where I will be within the next year, however, I can promise that I will always work to be an educator for issues that affect a community and a fighter for the words of young people to be heard everywhere.

LEARN MORE ABOUT BIKES NOT BOMBS AT BIKESNOTBOMBS.ORG.

Spoke'n Revolutions Youth Cycling

Chapel Hill, NC
BY KEVIN HICKS, CO-FOUNDER

This summer, a diverse group of high school students joined Spoke'n Revolutions for a life-changing ride. Over the course of one month, 10 youth pedaled 1,500 miles, from New Orleans to St. Louis, exploring historical themes of freedom and slavery — not only visiting landmarks along the Underground Rail-

road, but unearthing their own personal emancipation and connection to nature.

Spoke'n Revolutions Youth Cycling is a youth leadership program of Triangle Bikeworks in Chapel Hill, North Carolina. Our goal is to provide opportunities not likely to be given to the youth due to many factors beyond their control. We use the challenges of distance cycling and other outdoor activities, like hiking and camping, as a catalyst for confidence building, self-reliance, and a building block for greater accomplishments in their future.

During this summer's tour, youth participants shared their thoughts and inspirations in blogs posted along the way. Their voices and experiences continue to inspire us to work with the next generation of bicyclists — and community leaders.

JOSE PASTILLO: "We were on our bikes, and the feeling was amazing," wrote Jose Patillo. "The open road with nothing but the beauty of nature surrounding us. The feeling of being in nature that I had never paid attention to be-

fore. I felt like I had been cheated on all other travels because, when I rode by in the car, I paid little to no attention to the surroundings and I never really stopped and looked; to appreciate the scenery. It's a life-changing moment when you realize that the smallest things can make a difference."

FERNANDO SANCHEZ: "Riding the first couple of days were physically challenging, but I think the mental part of it was the most difficult," Fernando Sanchez wrote. "I had fractured my wrist right before I went on the trip and that was a big aspect making me think I couldn't do it. That did not hold me back, though, because I have ridden every single day of the tour and have been on my bike the whole time and haven't gotten in the van yet, which is a good accomplishment for me."

ALI THOMAS: "When we unzipped the rain fly, the first thing my eyes noticed were the most beautiful, most vibrant stars I had ever seen," wrote Ali Thomas. "Their twinkle brought joy to my heart, and amazement to my eyes. I



Seattle Bike Works

honestly couldn't believe it!"

KHIN AYE: "Because of Spoke 'n Rev, I recognized my strengths and weaknesses and I realized that I am not alone," Khin Aye wrote. "Everyone has problems and getting to talk to someone who won't judge you and knows you very well is truly a blessing. I thank all of them for being a part of my life."

JAZMINE CARTER: "One of my favorite things is being told that we are inspiring," wrote Jazmine Carter. "We met a man at the gas station who went on and on about how much he appreciated our group. I didn't get his name, but he inspired me to know that I was inspiring him." [LEARN MORE ABOUT SPOKE 'N REVOLUTIONS AT TRIANGLEBIKEWORKS.ORG](#)

Bike Works
Seattle, Wash.
BY DEB SALLS, EXECUTIVE DIRECTOR

At Bike Works, our youth programs are the cornerstone of our mission, offering an innovative combination of environmental education, bicycle repair, outdoor

activities, and community service. They are all rooted in the belief that young people thrive when they are valued, value themselves, and feel a sense of belonging.

"Before going through the programs at Bike Works, I had almost no self-confidence and Bike Works has drastically changed that," said one youth participant. "I have become a leader among my friends and peers at school and changed what I want to do with my future."

Many youth enter our organization through our Earn-A-Bike program—a progressive 8-week series of after-school classes for youth ages 9-17. In our multi-level classes, students learn beginning to advanced bicycle repair while fixing up bicycles that will be donated to other youth in need. Once they have completed a few extra service hours they can start fixing up a bike for themselves. And they can continue to come back year after year to learn more

and earn more hours toward bikes and accessories. As we say at Bike Works: "Ride it like you earned it!"

During the summer months, we have a variety of day camps, like R.A.D. Camp (Ride All Day Camp) where young people try out BMX, mountain biking, and biking at the velodrome. Another camp is our "Beaters to Beauties" class during which youth strip a bike, paint it, and then build it back up in a week. We also have one- and two-week overnight youth bike touring camps that pedal to some

At Bike Works, our youth programs are the cornerstone of our mission ... they are rooted in the belief that young people thrive when they are valued, value themselves, and feel a sense of belonging.

amazing places in the Pacific Northwest.

Our classes and bike rides have a philosophy rooted in personal empowerment and provide many opportunities for young people to develop leadership skills.

Through the 'Bicycle Leaders' program, youth mentor their peers. If someone is stuck on a bike repair issue they first go to the Bicycle Leader. If together they can't figure out the problem, they consult books. Only after they've exhausted these methods do they go to the adult staff for help. The message is that youth really can do it for themselves. And they do!

Our youth also have the opportunity to serve as youth apprentices in our community bike shop, be summer interns on our bike camps, get a summer job with us, serve on our Youth Advisory Committee or be one of two youth who serve on our Board of Directors. [LEARN MORE ABOUT BIKE WORKS AT WWW.BIKeworks.ORG](http://WWW.BIKeworks.ORG)

West Town Bikes

Chicago, Ill.

BY GARTH KATNER, MANAGER OF RESOURCE DEVELOPMENT

Since 2011, West Town Bikes has been committed to helping underserved young people throughout Chicago cultivate entrepreneurial and employment opportunities by training them in bicycling and bicycle mechanics.

In the three years of our Bicycle Mechanic Apprentice program, we've en-

couraged and guided youth through the process of creating and sustaining 20 successful entrepreneurship ventures, helped these new endeavors earn nearly \$11,000, and placed 36 individuals in bicycle-related employment independent of West Town Bikes.

For this innovative program, we typically recruit from the predominantly Latina/o and African-American communities of Chicago's West Side neighborhoods. More than 55% of the households in our communities earn significantly less than the 2011 area median income. But, while our apprentices are motivated by the need for employment opportunities, they also value our mission of promoting bicycling ultimately to address fundamental community issues: improving quality of life, making a positive global environmental impact, educating individuals and their communities, and promoting a sustainable, equitable, healthier, active, and more socially conscious city.

As a result, they discover that the skills learned working on a bike go far beyond turning a wrench or going for a ride. The bicycle is a powerful tool in transforming their lives and the lives of those in their communities.

We intensely train our apprentices in every facet of bicycle-related employ-

ment: sales and service, cargo bike and trailer fabrication/production, youth instruction, bicycle advocacy, and community outreach. This includes enhancing their overall professional skills in resume writing and personal finance, as well as their business planning and entrepreneurship abilities. The apprentices have greatly expanded their engagement in local community events, festivals, as well as committees and planning groups.

As we approach the final quarter of 2013, one accomplishment of the Bicycle Mechanic Apprentices stands out. Ten young men between the ages of 18 and 21 moved up our Ladder of Opportunity by enhancing much-needed life skills, increasing employment expertise and continuing their educational development. Leebster Pabon, our Lead Apprenticeship Instructor, best highlights this achievement. Increasingly recognized as a Humboldt Park leader, he is a role model for the local youth who greatly admire his professional success and personal initiative to gain knowledge and build skills. [LEARN MORE ABOUT WEST TOWN BIKES AT WWW.WESTTOWNBIKES.ORG](http://WWW.WESTTOWNBIKES.ORG)

Local Spokes

New York City

BY DEVLynn CHEN, 17, YOUTH AMBASSADOR

Personally, Local Spokes was a promise of a fun summer of biking all over the Lower East Side. But getting to help my own community develop biking infrastructure was the cherry on top.

In the Lower East Side and Chinatown neighborhood, there are low-income residents, people of color, immigrant communities, and youth who lacked a voice when it came to neighborhood planning processes.

Local Spokes, a coalition of nine community organizations, was created to develop community involvement in the planning of biking access and infrastructure for the LES and Chinatown neighborhoods. Part of the initiative was a Youth Ambassador's (YA) Program,



THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 510, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

BOARD OF DIRECTORS

- Diane Albert, *Secretary*, dianealbert@bikeleague.org
- Harry Brull, harrybrull@bikeleague.org
- Steve Durrant, stevedurrant@bikeleague.org
- Jay Ferm, jayferm@bikeleague.org
- Jennifer Grey Fox, jennifergreyfox@bikeleague.org
- Alison Hill Graves, alisonhillgraves@bikeleague.org
- Tania Lo, tanialo@bikeleague.org
- David Madson, davidmadson@bikeleague.org
- Matt Moore, mmoore@qbp.org
- Nicole Preston, nicolepreston@bikeleague.org
- John Siemiakowski, *Vice Chair*, johnsiemiakowski@bikeleague.org
- Gail Spann, *Chair*, gailspann@bikeleague.org
- Eric Swanson, *Treasurer*, ericswanson@bikeleague.org
- Corinne Winter, corinne@bikesiliconvalley.org

STAFF

- Lili Afkhami, *Development Officer*
- Andy Clarke, *President*
- Alison Dewey, *Program Manager, Bicycle Friendly Business & Bicycle Friendly University*
- Darren Flusche, *Policy Director*
- Lorna Green, *Director of Operations*
- Ariell Heacox, *Membership and Education Assistant*
- Ken McLeod, *Legal Specialist*
- Elizabeth Murphy, *Communications Manager*
- Bill Nesper, *Vice President, Programs*
- Alissa Simcox, *Education Director*
- Carolyn Szczepanski, *Director, Communications and Women Bike*
- Caron Whitaker, *Vice President, Government Relations*
- Scott Williams, *Membership Director*
- Jakob Wolf-Barnett, *Chief Operating Officer*
- Nicole Wynands, *Program Manager, Bicycle Friendly Community & Bicycle Friendly State*

AMERICAN BICYCLIST MAGAZINE

Editor: Carolyn Szczepanski
Designer: Carey Donnelly, Studio d

American Bicyclist magazine (ISSN 0747-0371) is published six times yearly by the League of American Bicyclists, Inc. ©2013 League of American Bicyclists. Reproduction in whole or in part without permission is prohibited. Article queries should be addressed to carolyn@bikeleague.org. Your submission of manuscripts, photographs, or artwork, is your warranty that the material in no way infringes on the rights of others and that the material may be published without additional approval. Opinions expressed by writers are their own and do not necessarily reflect the policies of the League.



Devlynn Chen, Local Spokes Youth Ambassador

which included survey and visioning session to attain opinions from the neighborhood and weekly, exploratory bike rides so we better understand the streets and urban planning.

As part of the program, I learned about the community organizations near me. The coalition members came from different advocacy viewpoints, ranging from affordable housing to urban planning. The only way I can describe Local Spokes is that it was a pair of glasses that created a different lens when I looked at my neighborhood.

Local Spokes also gave me a lot of opportunities to grow myself. I had a chance to improve my public speaking skills when I spoke to residents and commuters on the streets during the survey process and visioning sessions. I was invited and able to give my keynote speech at the Youth Bike Summit after gaining confidence — all thanks to Local Spokes.

In addition to public speaking skills,

The only way I can describe Local Spokes is that it was a pair of glasses that created a different lens when I looked at my neighborhood.

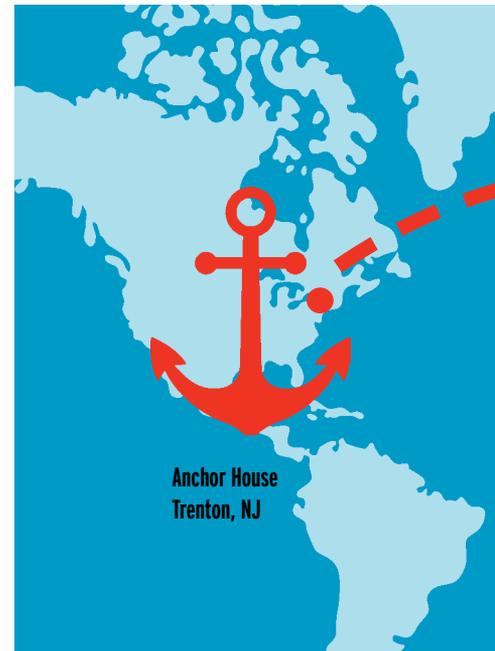
all the bike rides I went on during the YA Program gave me comfort to try new — and sometimes bizarre! — things, like taking my bike down 17 flights of stairs during Hurricane Sandy and riding through 50 blocks all over Manhattan in a bicycle traffic jam to search for flashlights.

Most important of all, though, the Local Spokes YA Program allowed me to explore and influence change in my very own LES neighborhood. My bike gave me a voice in a community with a lack of voices. ■■■ LEARN MORE ABOUT THE LOCAL SPOKES YOUTH AMBASSADOR PROGRAM AT LOCALSPOKES.ORG.

SERVICE TO COUNTRY, RIDING FOR YOUTH

Military contractor joins friends
back home to pedal for at-risk kids

BY KAREN JENKINS



Bagram Air Base and Trenton, New Jersey, may be separated by 8,000 miles, but this summer a ride for at-risk youth united bicyclists in the U.S. with soldiers, civil servants, and diplomats deployed in Afghanistan.

Last year, Les Leathem, a League Cycling Instructor, convinced his friend Jamie Knapp, retired U.S. Marine Corps and military contractor, to join the 2012 Anchor House Ride. For the past 35 years, this shelter in Trenton, New Jersey, has provided a safe haven and services for runaway, homeless, abused, and at-risk youth and their families. Jamie was inspired by the incredible cause — and soon was sold on cycling, too.

Since it was Jamie's first long-distance ride, Les, who is the Coordinator of Bike Education with the New Jersey Bike & Walk Coalition, helped him train for the 500-mile ride from Burlington, Vt., to Trenton. "I went into the 2012 Anchor House Ride as a challenge from Les," Jamie says. "After my first long-distance ride with dozens of other cyclists, I was hooked."

With 2013 marking the 35th Annual

Ride, Jamie was excited to get back in the saddle to raise funds for the life-changing program. But, in October, he was deployed to Afghanistan for one year. Surely it would be impossible for him to join the week-long ride in July with Les and nearly 190 other bicyclists... or so he thought.

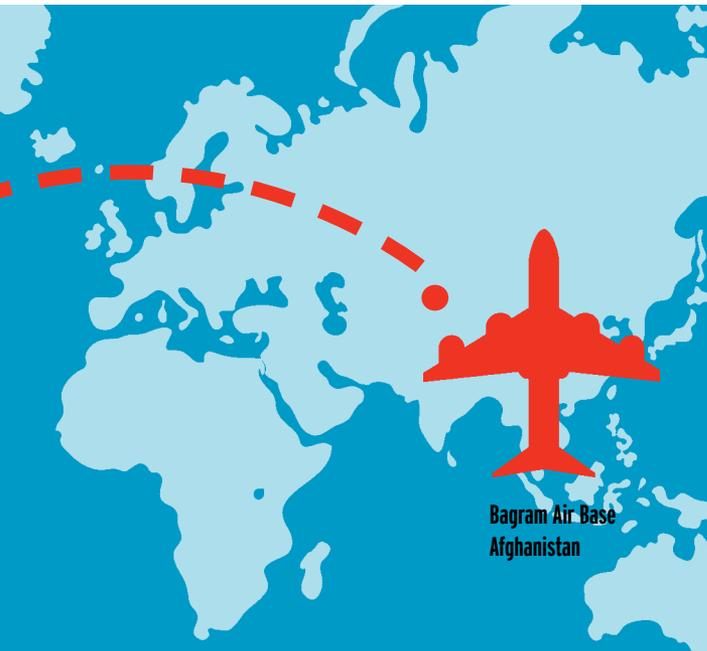
During his pre-deployment training in Indiana, Jamie was chatting with Les on the phone — and the excited cyclist came up with a way to make the Anchor House Ride an international affair. "Les

and I talked about our families and what I would miss being in Afghanistan, in a war zone," he says. "We talked about me missing one of the events that had a HUGE impact in my life — the Anchor House Ride. Then, I heard myself say, 'Well, who says I can't do the ride in Afghanistan?' I had no idea what type of environment I would walk into. Just that I could maybe find a place to ride and make the 500 miles."

Thus, the "Anchor House Afghan Wing" was born!



Jamie Knapp and Les Leathem



The Afghan team (L to R) Dr. Curtis Colver, U.S. Department of Agriculture; Rabima Kandahari, Diplomat with the U.S. State Department; Master Sergeant Paul Bratcher of the U.S. Army (front); Major Seth Middleton; and Jamie Knapp, retired U.S. Marine Corps and military contractor.

Once in Afghanistan, Jamie started to recruit his team. Joining him were Dr. Curtis Colver, U.S. Department of Agriculture; Rahima Kandahari, Diplomat with the U.S. State Department; and Major Seth Middleton and Master Sergeant Paul Bratcher of the U.S. Army. Jamie and his colleagues agreed to ride together on spin bikes every day as a team for a collective total of 500 miles.

Two additional steps confirmed Jamie's participation from Afghanistan. First, he registered to raise money for the Anchor House Ride, as did all the other cyclists state side. Then, he gained permission to reserve five stationary bikes in the gym at Bagram Base from July 14 to 20, the dates of the Anchor House Ride.

Les dispatched Anchor House bike jerseys to the Afghan Wing and sent a message to his mailing list — not for contributions under his name, but on behalf of the members of the Afghan Wing.

According to Jamie, the daily mileage for the ride at Bagram was, of necessity, much shorter. "Being in a warzone and always under threat, the Afghan Wing of the Anchor House Ride had to carve out

time to ride side-by-side, so, as a team, we could log the daily miles on the stationary bikes to equal a combined 500 miles through the end of the week," Jamie said.

For Les, the same commitment to teamwork was the best part of each day's journey during the Anchor House ride in the United States, as well. "The camaraderie and support among the riders and the support staff was amazing," he says. And, as he told other riders about the cyclists in Afghanistan, many remembered Jamie's participation from the year before — and were moved by the service of the Afghan Wing. "They were all in awe that five men and women on duty in Afghanistan would help an organization and people they didn't know," he says. "The other members of the Afghan Wing were strangers to us and that's what made their contribution so inspiring."

Throughout the ride, even those who hadn't met Jamie became acquainted the Afghan Wing through photos and messages that were sent from the base in Bagram. Each day the team cycled in an air-conditioned gym located in an underground bunker. Bullet-proof vests, helmets and

firearms were always within reach. Since Afghanistan is 8.5 hours ahead of the East Coast of the United States, messages from the Afghan Wing were shared during meals and informal gatherings at the end of each day.

Despite the hills and record-breaking heat, Les felt the joint ride was a success, not just because it raised more money for children in need, but also helped to connect more people to each other. "It raised awareness of the good that can be done when people unite to help others — and it touches us, too," he says.

Of course, for Jamie the reason for the Afghan Wing was for the children. "We undertook our ride, distanced by thousands of miles and separated from the peace of the route," he says. "What made this unique was five riders side by side on stationary bikes seeking sponsors to donate for kids of our own troubled land, carving out time in the havoc of war to bless children we don't know." ■■■ **LEARN MORE ABOUT THE ANCHOR HOUSE AND ITS ANNUAL RIDE AT WWW.ANCHORHOUSERIDE.ORG. KAREN JENKINS IS A LEAGUE CYCLING INSTRUCTOR AND CHAIR OF THE BOARD OF DIRECTORS FOR THE NEW JERSEY BIKE & WALK COALITION.**

VOTE FOR BIKES!

How advocates are using ballot measure campaigns to boost biking in their communities

BY BRIGHID O'KEANE

As the federal funding landscape changes, more states, regions and cities are looking for local sources of critical transportation dollars. As a result, there has been a recent surge of transportation ballot measures across the United States, and with a 79 percent victory rate in 2012, voters are telling their governments that transportation matters — and they're willing to pay for it.

The rising trend in the United States shows that successful ballot measures include bicycle and pedestrian projects — and there is a great potential to build partnerships between transit and active transportation advocates at the local and state level.

In June, Advocacy Advance — the partnership between the League and the Alliance for Biking & Walking — gave scholarships to nine local advocates to attend the Center for Transporta-

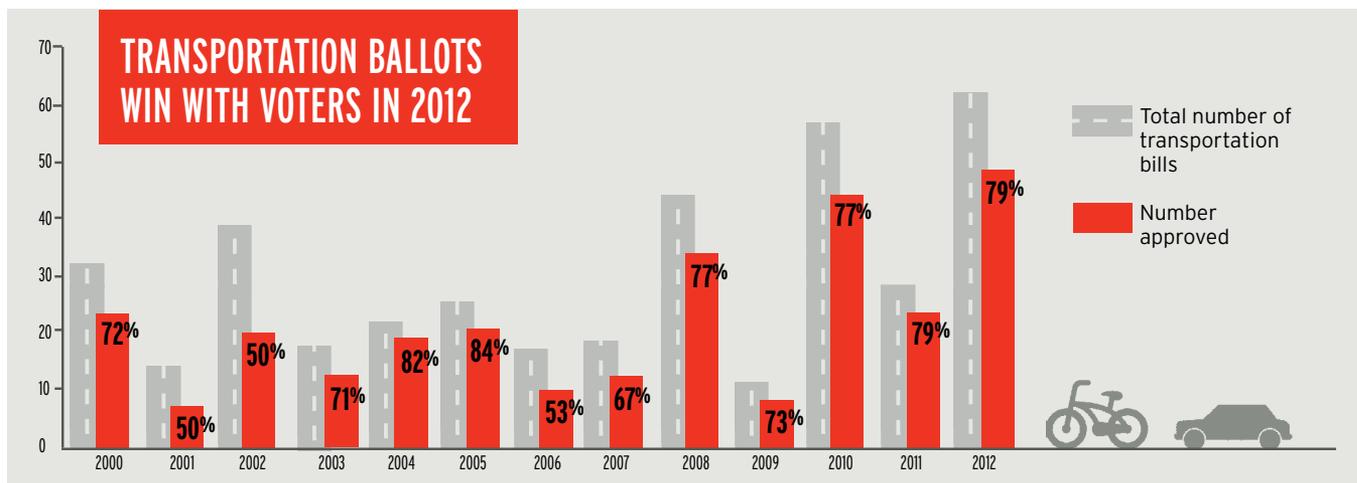
tion Excellence's Transit Initiatives and Communities Conference in Atlanta. Their presence made the traditionally transit-only conference a multi-modal conversation about campaign strategies, integrated priorities and ideas for collaboration.

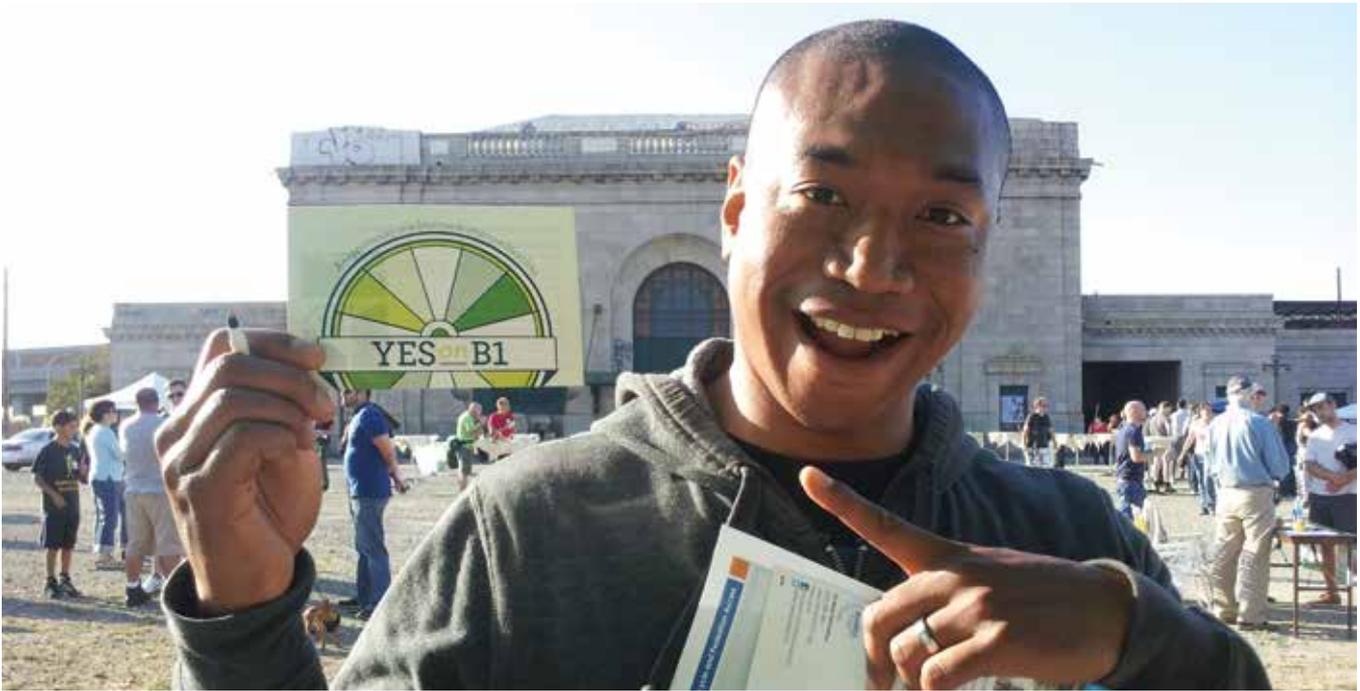
In the latest report from Advocacy Advance, we take a look at some examples of how bicycle and pedestrian advocates across the country are getting involved or leading ballot measure campaigns to improve transportation choices and investment.

EAST BAY BICYCLE COALITION: In 2012, the East Bay Bicycle Coalition supported Measure B1 (yesonb1.com) in Alameda County, CA, which would have extended and augmented a half-cent sales tax to improve multi-modal transportation — and resulted in more than \$1 billion for bike-ped projects over 30 years. While

the measure failed to reach the necessary supermajority by only 0.13 percent, the support generated showed officials that the majority of Alameda County residents favor options for better transportation. "The Alameda County Transportation Commission has nothing but high praise about our work on the campaign," said Dave Campbell, EBBC's Advocacy Director. "Our relationship has never been stronger, and we'll be on the campaign committee next election because they know they'll need us to make sure this thing passes."

ATLANTA BICYCLE COALITION: All eyes were on Atlanta last year, which featured the most high-profile ballot measure failure in 2012. T-SPLOST, a \$7.2 billion transportation plan, was opposed by the Sierra Club and the Tea Party — not your typical coalition. The Atlanta Bicycle Coalition helped to identify bicycle and





East Bay Bicycle Coalition campaigned for Measure B1 in Alameda County, Calif.

pedestrian projects to be funded by T-SPLOST, and when the ballot measure failed, they were quick to address the question, “what now?” by developing a “Good Streets” campaign to obtain a parking surcharge for bike, pedestrian, transit, and street improvements. Advocates also worked with Mayor Kasim Reed and the City Council to pass a \$2.5 million bond that will fund 15 miles of high-quality bicycle infrastructure in Atlanta this year.

BIKE AUSTIN: In 2010, Bike Austin worked as part of a coalition of local bicycle, pedestrian and parks advocates to successfully pass an Austin, TX, transportation bond that included half of its \$90 million funding for bike and pedestrian infrastructure. Now, the City of Austin is all but certain to place a ballot measure for “urban rail” for \$300-700 million on the November 2014 ballot. Bike Austin is advocating that at least \$20-40 million be devoted to station-catchment-area bicycle and pedestrian improvements, which will improve the synergy between public transit and biking and walking to increase mixed-mode trips.

BIKEWALKKC: Jackson County, MO, is planning for a 1 percent sales tax for multi-modal transportation, including commuter rail, streetcar, bus, multi-use trails, bike lanes, and bike share. The countywide tax would raise \$80 million per year for at least 30 years. A prominent component of the plan will be acquisition and development of the Rock Island Corridor into a rail-with-trail facility that will comprise the final piece of the Katy Trail extension into the heart of the Kansas City region. BikeWalkKC and the Metropolitan Planning Organization (MPO) co-chaired a working group to identify high priority trail and bike route corridors for future funding, and, should the tax be approved by voters, advocates anticipate being involved in a subsequent discussion to establish the formal process for final projection selection and funding disbursement.

LIVING STREETS ALLIANCE: In 2006, voters in Pima County, AZ, approved the Regional Transit Authority’s \$2.1 billion, 20-year regional transportation plan and half-cent sales tax to fund the plan, which included \$80 million specifically dedi-



Advocates at Transit Initiatives and Communities Conference

cated to bicycle and pedestrian projects. Advocates at Living Streets Alliance are now working on the adoption of a new regional pedestrian plan and passage of a “Pedestrian Safety and Walkability Improvements” bond program in Fall 2014, asking for \$50 million over five years for safe pedestrian infrastructure. ■ READ ABOUT MORE BALLOT INITIATIVES, STORIES, AND LESSONS LEARNED IN THE LATEST ADVOCACY ADVANCE REPORT AT ADVOCACYADVANCE.ORG. BRIGHID O’KEANE IS THE ADVOCACY & PROGRAMS DIRECTOR FOR THE ALLIANCE FOR BIKING & WALKING.

UNIVERSITY + COMMUNITY = WIN FOR BICYCLING

Richmond and VCU gear up
bike friendliness for international race

BY BRANTLEY TYNDALL



*A family rides on the
Virginia Capital Trail.*

Rich history aside, bikes are kicking into high gear in Richmond, Va., these days. With the great work nationwide by the “all powerful bike lobby” and the power of the bike as a tool for smart growth, health, sustainability, and strengthening our sense of community, we are seeing a boom across the country.

The River City is no exception to that trend, and it’s fortunate to have some unique opportunities coalescing now.

Richmond received the bronze-level Bicycle Friendly Community recognition from the League in 2012. The city features an extensive urban mountain bike trail system, has the highest bike mode split in the commonwealth, is organized into a navigable grid, and boasts a pervasive outdoor culture stemming largely from the historic James River, which flows through the heart of the city, distinguishing Richmond as America’s best river city, according to Outside Magazine.

In the core of the city is Virginia Commonwealth University. Neck and neck for the largest university in the commonwealth, it’s the highest ranked Bicycle Friendly University in Virginia, having reached Silver designation. What Richmond and VCU may lack in dedicated

With 15,000 cyclists at VCU, the campus is abuzz with the whirring of chains and sprockets, and room is running out for more bike racks.

infrastructure, we make up in ridership.

With 15,000 self-reported cyclists at the university alone, the campus is abuzz with the whirring of chains and sprockets, and room is running out for more bike racks. VCU RamBikes provides bike loan, bike rental, a bike lounge and repair facility staffed full-time by trained League-certified instructor student bike ambassadors. Even the campus police ride bikes!

The 30-year-old VCU Cycling Club has produced international professionals and is highly visible in Richmond’s racing scene. And it’s not just racers. There’s a discernible breadth of diversity in the ridership here that visibly defies the misperception that bikes are for “those people.”

But, as bike riders and advocates we should always be looking ahead.

Richmond has been selected by the Union Cycliste Internationale (UCI) to host the 2015 World Road Cycling Cham-

pionships, only the second time the United States has ever hosted this Olympic-scale, highest-caliber, road racing event. More than 1,000 of the best racers will converge on historic Richmond, bringing 500,000 spectators, televising to 300 million internationally, and generating up to \$160 million in revenue statewide. The palpable excitement and urgency this event brings to Richmond is the spark we need to really ignite the passionate planning and political process to install world-class bike infrastructure to prepare for taking the world stage. The Greater Richmond Bicycle Coalition, with Richmond 2015 and VCU RamBikes aboard, is doing just that. It’s not just about a race.

It’s not enough to use this opportunity to only install infrastructure, which will certainly be a part of the legacy of the exciting 12-day event. What really excites me is the chance to use this event to finally bridge the gap between the worlds of athletic cycling and everyday cycling: riding for transportation, utility, recreation, and to get one more car off the road. Every rider is another turn of the crank, pedaling our way to normalizing bikes for all uses, for all users, everywhere. ■

BRANTLEY TYNDALL IS THE ALTERNATIVE TRANSPORTATION COORDINATOR FOR VIRGINIA COMMONWEALTH UNIVERSITY.



Left above: Ladies’ Collegiate A cyclocross race. Right above: Virginia Commonwealth University is one of the largest universities in the commonwealth. It’s the highest ranked Bicycle Friendly University in Virginia, having reached Silver designation.

7 REASONS TO VISIT OUR NEW WEBSITE

BY LIZ MURPHY



1. "CONNECT LOCALLY" SEARCH

Looking for bike-related resources in your area? Plug in your city and state or zip code to our Connect Locally feature, and you'll be taken to an interactive map that shows the nearest clubs, bike shops and bike classes and events.



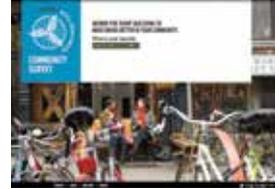
2. EDUCATION VIDEO LIBRARY

In the site's "Ride Smart" section, you'll find nearly 20 professionally filmed and edited bike education videos; a major asset for bicycle educators and newcomers looking for tips and skills to ride safe.



3. BICYCLE FRIENDLY AMERICA AWARDS DATABASE

This interactive map allows you to filter through Bicycle Friendly Communities, Businesses and Universities in your area and find the top awardees by population, industry type, enrollment, award level, and more.



4. COMMUNITY SURVEY

We can't create a Bicycle Friendly America on our own; we need your help. The new Community Survey is a quick, five-question survey YOU can answer to help us pinpoint the strengths and weaknesses of communities across the country.



5. INFOGRAPHICS

Not sure what the heck an "MPO" is, or how transparent your state is in spending its transportation dollars? On the new site, you can take a look at our shareable advocacy infographics that make even the most complex of systems easy to understand.

6. SLIDESHOWS

It's true a photo is worth a 1,000 words - and we've got plenty of beautiful images that capture the power of bicycling and the excitement of League events, like the National Bike Summit and National Women's Bicycling Forum.

7. CLUB LEADERSHIP WEBINARS

Forget to tune in to our latest webinar, or need to dig back into the archive for a specific topic? Now, we've got an easy-to-use index of webinars for club leaders.

At the 2013 National Bike Summit, League President Andy Clarke unveiled the new face of the League — a modern look and feel that pulls from our long, storied past. A few months ago, you started receiving a redesigned *American Bicyclist* magazine. And just this past June, the League flipped the switch on a brand-new website.

The upgraded site creates a more vibrant and user-friendly experience, providing easy-access to all of our resources for new bicyclists and long-time members alike. Why click over to the new, improved www.bikeleague.org? Here are 7 fresh features that are sure to engage, inform and inspire ... [FEEDBACK ON THE NEW SITE? E-MAIL LIZ@BIKELEAGUE.ORG](mailto:feedback@bikeleague.org)



Do you work for the federal government?

Make bicycling better through a workplace payroll deduction. Join the thousands of bicyclists who support the League through the Combined Federal Campaign (CFC).

CFC#: 11563

photo by Chris Etchler

Questions? Ideas? Contact Lili Afkhami at lili@bikeleague.org or (202) 822-1333



SERVING YOUR PASSION FOR OVER 30 YEARS



PERFORMANCE[®]
BICYCLE

**LET'S JOIN FORCES TO SUPPORT
CYCLING IN OUR COMMUNITIES.**

Does your club need a place to hold its meetings?
Need a secure meet-up spot for group rides?
Contact our Community Relations Manager to explore
how we can work together on behalf of cycling.

COMMUNITY@PERFORMANCEBIKE.COM