THE NEW FACE OF A STRONGER LEAGUE
Honoring our past while advancing the future of a diverse cycling movement p. 2

BFA: THE NEXT GENERATION
From Diamond communities to major corporations, our signature program is evolving p. 14

2012 BFA AWARDS LIST:
The comprehensive directory of bicycle friendly communities, businesses, and universities p. 24
Fundraise for League of American Bicyclists and join 200 cyclists on this fully-supported bike ride along California’s North Coast from Redwood Empire to San Francisco. Climate Ride is the only multi-day charitable bicycling event that supports bicycle advocacy and green causes. Learn more now at www.climatebikeleague.org.
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BICYCLE FRIENDLY AMERICA ANNIVERSARY

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Over the past decade, the League’s Bicycle Friendly Community (BFC) program has created a most valuable roadmap. When followed, this path transforms communities into more sustainable, livable places where people choose to ride a bike for countless reasons — and often just for fun.

After reviewing 588 community applications — and helping 10 times as many communities with technical assistance and advice — we’ve started to unravel the DNA of a bicycle-friendly community. And, as it turns out, it’s not rocket science. Providing safe and inviting infrastructure, teaching people how to enjoy it safely (motorists, as well as cyclists), and giving them every incentive to get out and ride actually works.

The results have been impressive. Since 2000, the largest BFCs have seen an 80 percent increase in bicycle traffic — compared to just 32 percent in non-BFCs. We’ve applied the model to businesses, universities and states to tremendous effect, as well. Companies are saving thousands of dollars per person in health care costs. Colleges and universities are using the program to meet sustainability and mobility goals. States are developing tourism and economic development strategies around bicycling.

But, while we’re proud of the BFC program, we’re not satisfied. In this issue you’ll read about the rich history of our signature initiative and learn how we’re taking the BFA program to new, uncharted heights. And this 10th Anniversary issue is a piece of history itself. This spring we launched a new, modern and sophisticated look for every aspect of the League’s work, from our iconic logo to the pages of American Bicyclist. The new brand honors the past and looks to the future. It’s just one way we’re changing the face of the League — and hopefully changing the face of bicycling at the same time.

Our work and our core mission — promoting cycling and looking out for everyone that rides a bike — remains the same. Our commitment to you, our members, is stronger than ever. And, with the addition of exciting new programs like Women Bike and our broader equity initiative, we are opening the doors to everyone who rides — or wants to ride — in the Bicycle Friendly America we’re working so hard to create.

In 2013 and beyond, we look forward to serving you even better — with pride, enthusiasm and a little more style.

Andy Clark, League President
LETTERS
TO THE
EDITOR

COVER GIRL!
About a month ago one of your members called to tell me I was on the cover of the November-December issue of American Bicyclist. At first, of course, I didn’t believe her. I told her she must have just finished a grueling ride and her brain was oxygen-deprived and that she was hallucinating. She continued to explain and then I said there must be some other person out there who rides and looks like me. But, no, it seems she was right. There I am — just me and my Sweetpea, the Little Black Dress — riding around Crater Lake on Day 3 of Cycle Oregon. Thanks to you and the League for all you do to promote responsible (and FUN) cycling.
Jo Anna Frost, Mosier, Ore.

THE HONOR OF BEING AN LCI
Thanks to the League for all the great work you do and please know that I have considered it a great honor to have been a League Cycling Instructor. I was a founding member of the Bicycle Coalition of Maine and I am pleased to see the progress that has been made locally, and nationally, by so many dedicated bicycle enthusiasts. Kids that I taught bike safety to years ago are now teaching their own kids to ride safely and have taken on leadership roles themselves. It is very gratifying to know that I have been, in my own small way, a part of that.
Stephen Oliveri, Pittston, Maine

MAKING ADVOCACY EASIER
It was wonderful to work with the League staff this year to keep biking and walking thriving across the nation. Here at Trailnet we really appreciate the webinars, trainings and other resources the League provides. You make our job easier. Looking forward to continued partnership in 2013!
Rhonda Smythe, St. Louis, Mo.

A LEAGUE ICON AT THE BIKE WALK CONNECTICUT ANNUAL DINNER

INBOX

(From left) Kelly Kennedy, Executive Director of Bike Walk Connecticut; Commissioner Dan Esty of the Connecticut Department of Energy and Environmental Protection; and MaryEllen Thibodeau, Board President; pose with local hero Colonel Albert Pope, the founder of the League of American Wheelmen, at the group’s 2012 Annual Dinner.

CORRECTION: In the January-February issue of American Bicyclist we erroneously referred to Anchorage, Alaska, as the northernmost city in the U.S. In fact, the northernmost city is Fairbanks.

FROM THE BLOG
In response to:
League Takes the Lead on Bike Laws
We incorporated the 3-foot law message in our Tennessee Share the Road license plate and it’s making a difference!
Keith Webb

FROM FACEBOOK
In response to:
I *love* my bike because ...
I get to see the world from a totally different perspective. The slower pace lets me see things I never would have seen, and, I am more likely to stop and just admire. I also love the physical and psychological challenge of a long bicycle ride, pure Nirvana! Therese Bauer

FROM TWITTER
Stephen Zavestoski @BikeBerkeleyLA
Bravo @BikeLeague I’m so excited about your Equity Advisory Council I’m finally joining the League.
Jennifer Laurita is a longtime League member, a League Cycling Instructor and an LCI coach who lives in New Jersey but travels all over the country teaching bicycle education.

**WHAT IS CYCLING IMPORTANT TO YOU?** For almost every possible reason: It keeps me healthy, it’s good for the environment, it gives me a tremendous sense of accomplishment and pride, and it has brought me exclusively good things in life. Cycling has created friendships I’d never otherwise have developed. It has given me a fun and meaningful way to participate and raise money and help people. It allows me to inspire people and more importantly, to BE inspired.

**WHAT’S YOUR FAVORITE PART ABOUT BEING AN LCI / COACH?** I absolutely love to empower cyclists with knowledge. Using objective data that removes fears and assumptions, I find I can really genuinely affect positive change in people’s behaviors and attitudes toward cycling. And when my former students and the LCIs I’ve trained contact me and let me know their successes, I’m incredibly joyful that this is my job and that I have even a small impact on their lives. I’m humbled by it and deeply grateful for the opportunities.

**WHAT’S YOUR FAVORITE PLACE TO BIKE?** I love to ride to a destination. Some of my favorites have been RAGBRAI [seven-day ride across Iowa], Seattle to Portland, and, most recently, 220 miles of the California coast in three days for the Young Survivors Coalition’s Tour de Pink. But if I had to pick just one destination, I love to ride to my mother’s house. It’s about 10 miles one-way, with one really great long climb and beautiful houses along the way. I enjoy the work out getting there, and seeing my amazing mom, but then I know I will break land speed records on the net-downhill ride home.

**WHAT ARE YOU MOST LOOKING FORWARD TO THIS YEAR?** I just finished my first book, tentatively titled The Anatomy of Cycling, and I’m so excited for its release in the U.S. and Europe. I’m also developing a program, generously aided by Xtracycle, to teach people how to use bicycles in times of disaster. I live outside of New York City, an area hard hit by Hurricane Sandy, and, having experienced the gas shortages and frustration, I’d love to lend my expertise and teach folks that bicycles can do a heck of a lot more than just get you to the library!

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**WHAT’S YOUR BIKE’S NAME?** My bike’s name is Bodhi, which means the understanding possessed by a Buddha regarding the nature of things. When I remember the meaning of the name it helps me connect with my purpose in life, to help people. In fact, on my top tube of my beautiful custom Sweetpea I’ve got written, “May all beings be free.” we should all have that feeling, especially on our bikes.

**WHAT’S THE MOST FUN YOU EVER HAD IN THE SADDLE?** The time I beat Marla Streb, a world champion mountain biker, in a sprint. Granted, it was while I was training her to become an LCI — and she didn’t know we were sprinting — but I’ll still take the win!

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Jennifer Laurita is one of the League’s top LCI coaches.
Jenna Burton wanted to create something “bigger than bikes” in her Oakland, Calif., community. So, five years ago, she rounded up a small group of black cyclists and went for a ride.

“When you see fifty-plus black people on bikes in any neighborhood it’s a symbol of black power,” she says. “The rides are a way to make a space where black love and healthy black living is visible.”

That visibility spawned Red, Black and Green. With the motto, “It’s Bigger than Bikes,” RBG organizes around a three-pronged mission: improving health, economics and the environment. Whether encouraging entire families to bike together as part of its monthly “community ride” series, riding to black-owned businesses to support community entrepreneurship or fighting environmental injustices by advocating for more bicycling facilities in communities of color, RBG stays true to the ideal that biking builds community.

“If Red, Bike and Green’s goal is to get more black folks cycling, we must think less about the existing cycling community and more about organizations invested in the on-the-ground livelihood of black people,” says Eboni Hawkins, of the group’s Chicago chapter.

For Burton, conversations with colleagues and friends led to naming the group Red, Bike, and Green. It’s an ode to political leader Marcus Garvey’s idea that black people in the United States need their own nation and flag, which would be symbolized in the colors of red, black and green. Propelled by that revolutionary aesthetic and a commitment to empowering local black cyclists, the movement has spread to a number of cities across the country in just a few short years.

In Oakland, the group curates its own traveling art exhibit with images featuring blacks and their bikes. In Chicago, Hawkins, the ride leader, has partnered with the Pioneers Bicycling Club and Active Transportation Alliance to host rides, educate youth on safe cycling and maintenance, and call for a fair distribution of transportation resources. Further East, in Atlanta, RBG has advocated for bike lanes in communities of color, pushed for a greater engagement between black businesses and cyclists and even starred in their own movie. “Biking allows us intimate connection with the streets we call our home in a manner that no other mode of transportation provides,” says Zahra Alabanza, of the Atlanta chapter. “It creates safer streets for us and our children and generates revenue for local businesses in our neighborhoods. It is not only a way from the past but rather a sustainable way to chart our futures.”

“The scenario: You’re riding along, when you see something in the road directly in front of you — broken glass, nails, a pothole, or even a rock. You don’t have time or space to do a wide swerve but you want to protect your front tire and wheel, as a sudden front tire flat could be a real safety concern.

THE KEY ACTION is flicking the handlebar quickly to one side to avoid the object, then flick it back to your direction of travel. But, many students ask, which way should you flick that front wheel? I always suggest flicking the wheel to the left. Why? Because most roads are crowned (slope) toward the right side, so rain and car tires push debris into the gutter. If it’s broken glass or debris you’re trying to avoid, there may be smaller fragments to the right that aren’t readily visible. Flicking to the left avoids these.”

Leo Stone, LCI #2691
GIVING

Thank you to the following organizations and individuals who have contributed at least $100 to the League, above and beyond membership dues, in November and December 2012.

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- Gail Copus Spann and Jim Spann

**$5,000-$9,999**
- Boca Raton Bicycle Club
- Daniel Gold

**$1,000-$5,000**
- Organizations:
  - North Carolina Bicycle Club
  - Tri-County Bicycle Associations

**INDIVIDUALS**
- Alan Cannon
- Lloyd Davis
- Mark Graff
- Robert Gubler
- Karin Weisburgh

**$100-$999**
- Individuals:
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  - Joe Adamick
  - Robert Adams
  - Dane Adkinson
  - E.R. Agee
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And we are proud to be the Titanium Level Sponsor of the 2013 National Bicycle Summit.

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Thank you to the more than 750 attendees from all 50 states, the District of Columbia and three Canadian provinces who participated in the 2013 National Bike Summit! At this year’s Summit we heard from top leaders, like New York City Transportation Commissioner Janette Sadik-Khan and U.S. Secretary of Transportation Ray LaHood; we explored how Bicycling Means Business in more than a dozen engaging workshops; and, of course, we took our message to Capitol Hill to tell our members of Congress about the benefits of bicycling. We also revealed the new face of the League, and hosted the second annual National Women’s Bicycling Forum. (All photos by Brian Palmer)
A BICYCLE FRIENDLY LEGACY

A member’s idea becomes a signature League program

BY HAMZAT SANI

IN 10 YEARS, THE BFA PROGRAM HAS GROWN TO INCLUDE OVER 700 BICYCLE FRIENDLY COMMUNITIES, BUSINESS & UNIVERSITIES TRANSFORMING THE NATION.
We're celebrating its official 10-year anniversary this month, but the Bicycle Friendly America program is an idea almost 20 years in the making. Long before it was a program helping businesses like Facebook, universities like Yale and communities like New York City become better places to ride, the BFA program was brewing in the mind of League member and volunteer, Wayne Byrd.

For Byrd, the Bicycle Friendly Community (BFC) concept was a combination of his two passions. Byrd had his second date with wife, Anne, on a bike and worked as a public servant and elected official in Overland Park, Kan., for more than 16 years. In 1993, he was inspired by the Arbor Day Foundation's Tree City program. "As an avid bicyclist," he says, "I wondered why there wasn't a similar program to encourage safer bicycling in urban and suburban areas." So Byrd set out to create that program — an initiative that would recognize communities that were making strides for bicyclists and create clear criteria for others looking to get on the path to better biking.

After Byrd developed the outline of the first BFC program, he knew he wanted to join forces with an established organization. "I felt compelled to write to the League's Executive Director, Gil Clarke, to say that the organization's focus for the next few years should be at the state and local level," Byrd recalls. After just a few meetings, the idea was well on its way to becoming one of the League's signature programs — and a transformative tool for bicycling nationwide.

Not surprising, Byrd's hometown of Overland Park became the first BFC in 1995 and, over the next seven years, another 58 cities became BFCs, too. In its early days, the program was run almost entirely by dedicated volunteers and League members and the BFC application during boiled down to four basic questions:

1. Does your community have a bike plan?
2. Does your community spend $1 per capita per year on bike facilities?
3. Have you proclaimed May as National Bike Month?
4. Does your community have a dedicated bike advisory committee?

Before the program hit the 10-year mark, the League was eager to expand the innovative idea. In fact, refining Byrd's original idea was the reason current League president, Andy Clarke, came on staff. While still working for the Pedestrian and Bicycle Information Center, Clarke was a member of a task force convened in 2002 to revamp the BFC program. He was soon hired as League staff, and supervising the BFC program was one of his top tasks.

In 2003, with the support of partners like the Robert Wood Johnson Foundation and Bikes Belong, the League developed the key pillars of the program that exists today: the 5 Es. By focusing on engineering, education, encouragement, enforcement, and evaluation, the five Es not only gave communities a flexible rubric that recognized every city's unique characteristics and strengths, but also opened the door to new innovations.

Right from the outset, the challenge was clear: How would the program develop criteria that continue to push officials in cities already deemed bicycle friendly without intimidating communities new to the cycling family? "The BFA program has always been focused on being constructive," Clarke says. "We made sure it was developed to highlight a community's successes not to punish or embarrass them. We knew we wanted to be more inspirational."

By 2008, the successful update of the BFC program had led to hundreds of applications nationwide — and businesses wanted in on the action. "The Bicycle Friendly Business program really came from us getting calls from companies looking for a tool similar to the BFC program to engage their employees, customers and communities," says Bill Nesper, Director of the BFA program. That same year, a team of state bike coordinators came together to develop a questionnaire to rank every state — and the Bicycle Friendly State program was born. Three years after that, in 2011, the League added the Bicycle Friendly University program, helping colleges put students on the bike path to life-long health.

While the program has matured into a time-tested asset, the League is developing yet another way to recognize community cycling excellence. On the 10-year anniversary of the revamped program, the League has launched the new Diamond designation that will lead U.S. cities to international status. (Read all about it on page 12.)

Back in Overland Park, Kan., Wayne Byrd is grateful that he can roll out of his driveway and ride safely to a dedicated bike lane to international status. (Read all about it on page 12.)
After moving to Newport, Rhode Island, in 2009, Bari George quickly found that this historic coastal city, at the tip of an island about the same length as Manhattan, also has enough summer traffic to rival the Big Apple. While tourists clogged the streets, she discovered bicycling as the easiest way to get around. Looking for a job in her field of non-profit communications during the recession, George began riding her bike to community meetings to get to know her new hometown. “I was just sitting in the back of the room and knitting,” she said. But the wheels of bicycle advocacy had started churning. Within a year, that knitting turned into action. That action turned into Bike Newport. And Bike Newport is now leading the way to make the coastal city the state’s first Bicycle Friendly Community.

For Newport, becoming a BFC has special meaning. For this Rhode Island community, bicycle advocacy is a return to its roots. The national bicycle advocacy movement was born here, with the first meeting of the League of American Wheelmen in May 1880. At that inaugural gathering, founder Charles Pratt rallied the ranks of an organization that, more than 100 years later, would create the Bicycle Friendly America program. “We are banded together for promoting good wheelmanship, for defending the rights of American wheelmen, and for the encouragement of touring,” Pratt said. “We are entitled to the privilege of riding in the parks or public highways of the United States as much as the owners of other carriages, and we will not rest until we and our brother wheelmen have the freedom of travel on our choice of wheels anywhere from Penobscot Bay to the Golden Gate.”

When George started traveling on two wheels, there was no hub of local advocacy. Although local leaders were aware that the city needed to become more bike-friendly, there was no coordinated effort — so George connected with others already working on the issue. Tina Dolen, at the island’s planning commission, was putting together a bike path proposal. Steve Heath and his students at a high school in the city’s north end were creating a bike repair and riding curriculum. Deanna Casey, from AARP, worked with Newport’s city council to be the first to support a statewide Complete Streets bill. Along with others from all over the city — historic preservationists, hospital administrators and everyday bike riders — they came together in 2010 to form Bike Newport.

“In an ideal world, I would like to see as many people on their bicycles and out of their automobiles as possible.”

THE ELUSIVE L.A.W. CENTENNIAL PLAQUE

When I learned that I was going to Providence, Rhode Island, for a business meeting in September, I started making plans to see the plaque that was placed to celebrate the Centennial Rally of the League of American Wheelmen (predecessor to the League of American Bicyclists). The rally was in Kingston, RI, in 1980 and it included a ceremonial ride into Newport, where the LAW was founded in 1880.

In consultation with some longtime League members, I determined that it must have been placed at Brenton Point State Park, ocean-front, near Newport and mansion row. The park was easy to find, but, while I searched high and low, I found no LAW plaque. Many sailor and sea-hero plaques, but not the one I wanted.

I asked some passing cyclists if they knew about it. No luck. I headed along the coast to see what I could find. Just boats, rocks, and lavish mansions. I even found the Newport Historical Society but the helpful young man didn’t have the answer. It wasn’t until the next day...
The city has already taken many small steps on the road to becoming a Bicycle Friendly Community. In May 2011, Bike Newport organized the city’s first Bike to Work Day, promoting the event with posters featuring well-known locals on bikes. After months of preparation, it launched with a bang by revealing the results of a survey of the city’s public school students, announcing a project to partner with local businesses to install bike racks and handing out copies of the city’s first bike map.

Later, Bike Newport built bike racks for jazz, folk and sailing festivals held at a historic fort a few miles from town — and painted temporary road markings to guide the way. “Every day it kept increasing,” George said, with volunteers counting up to 600 bikes per day. “It was like Copenhagen, with bicycles all over the place.”

As Bike Newport was making big strides, the sudden deaths of two experienced bicyclists shook the community and scared many away from riding. In response, Bike Newport trained 12 new League Cycling Instructors and began offering free classes to all island residents. “What this really is about is teaching motorists and cyclists what it means to share the road,” George said. These efforts were rewarded with a challenge grant from a local foundation to support the organization as it became a nonprofit, with George as its full-time staffer.

Despite its fast progress, Bike Newport is just getting started. A major goal is to build a bike path parallel to a tourist rail-road running up the island’s scenic western shore. In addition to being a tourist draw, the path will connect the city’s lower-income north end with its historic center.

“In an ideal world, I would like to see as many people on their bicycles and out of their automobiles as possible,” said Mayor Henry F. Winthrop, who is working with the city manager and Bike Newport on the city’s BFC application. Echoing Charles Pratt, he added, “Bicyclists have as much right to be there as any vehicle.”

**Riding in Newport**

**The elusive LAW plaque**

that the mystery was revealed by another historical society member: The plaque had been moved to Touro Park.

This time I did my digital homework; using Google Earth I saw for myself what could be the plaque. I caught a bus down to Newport and headed for Touro Park, with just a few hours to wander before my flight back home. There, on the east end of the park was my precious goal.

I could see that the paint had suffered some weathering, but the mighty winged wheel was in good shape. The city had even provided a nearby bicycle parking rack. I had time to take a leisurely walk back along the docks, get a cup of clam chowder, and catch the bus to the airport. If you want to find the LAW Centennial Plaque set your GPS to 41.48551 N, 71.30887 W. It’s on Bellevue Ave., between Pelham St. and Mill St.
Every community has its own unique bike style, but riding in a Platinum-level Bicycle Friendly Community just feels different. While they’re all distinct, the three Platinum-level communities—cities that have attained the League’s highest designation—share one special quality. When you ride in Davis, Calif., Boulder, Colo., or Portland, Ore., there’s a sense of ease. When you saddle up in these elite cycling cities, there’s clearly a strong bike culture—but it’s more than that. In Platinum communities, bicycling is part of local culture.

To be honest, we didn’t think we’d get this far this fast. But, because of the work of these leading BFCs, we’re moving the program Beyond Platinum.

Make no mistake: a Platinum rank is a huge feat of bicycle-friendliness and only a handful of communities have made the grade. Davis invented the bike lane in the U.S., beginning to cultivate and innovate safe bicycling infrastructure and programs as early as the 1960s. Portland broke new ground, as well, introducing innovative uses of paint, signage and light timing—not to mention introducing the nation’s first “neighborhood greenways.” Boulder boasts not only a top-notch bike network, but possibly the most vibrant bike culture of any country in the nation.

After we revamped the BFC program (see story on page 10), these three communities rose quickly to Platinum status. We never thought Platinum would be the end of the road, the pinnacle of
bicycle friendliness. But the degree of innovation and pace of improvement in the top BFCs blew us away. We knew we needed new ways to support and challenge the Platinum-level communities. And they were eager to step up their game, too.

Last year, we had a call with advocates and city staff from Davis, Boulder and Portland. “The consensus was clear: We need a higher bar. We need you to push us to become even better — and give us clear metrics to make our communities world-class cycling cities, they said.” Lucky for us, the League had world-class connections.

In 2009, Andreas Rohl, head of the city of Copenhagen’s bicycle program, was a featured speaker at the National Bike Summit and it was the start of an ongoing relationship between the League and the city of Copenhagen. I still remember the first time I opened the Copenhagen Bicycle Account, a biennial assessment of the city’s bike culture. Like the BFA program, it tracked inputs, like kilometers of infrastructure and the amount of bike parking. But it went a step further, focusing on outcomes, too. The account not only determined how many people were cycling but also how satisfied they were with local bike facilities and how safe they felt riding. It went beyond good customer service — it asked the citizens themselves what encouraged or dissuaded them from getting in the saddle.

So, when the top BFCs said they wanted us to go beyond Platinum, I thought immediately of the Account.
Don’t get me wrong: We don’t think every American city should look like Copenhagen (though it does boast some of the highest ridership in the world!). But we do believe top cycling cities in the U.S. can learn a lot from the progress — and process — of the Danish capital. So we reached out to Andreas to help us tailor a similar program, based on tangible metrics and citizen satisfaction that would truly take the BFA program to the next level.

The result was the dawn of the diamond-level BFC. As the Platinum BFCs asked, attaining Diamond is different than any other BFA designation. The biggest change: Defined minimum requirements for ridership, safety and bicyclists’ perceptions. Right now, the average Platinum-level BFC has a bicycle mode share of 12 percent. To get to Diamond, you’ve got to hit at least 15 percent. But that’s not all.

We’ll also measure the quantity and quality of the bike network, bike parking and the percentage of children receiving bicycling education. Add to that a public survey to figure out what it would take to get more people riding. Is bicycling easy, safe and comfortable in the community? Is bicycling part of the community culture?

Of course, true to the BFA program, becoming Diamond isn’t a one-size-fits-all model. Instead, the designation is based on a 100-point scale. Communities can accumulate points in the five key performance areas of the Diamond assessment:

- Percentage of trips to work and school by bike.
- Bicyclist safety.
- Public perception of safety.
- Public satisfaction.
- Quality of bicycling network, programs and policies

Because each community is different, the Diamond program is customized, based on the unique strengths, weaknesses and opportunities of each of the Platinum candidates. Already, League staff has traveled to Davis and Boulder and are soon headed to Portland to work with city officials and local advocates to perform an audit of current bicycle-friendliness — and create a tailored, five-year plan that sets big goals, calls for bold action, and tracks transformation.

We know that polishing a city into Diamond status will take years. We may not see our first award until the BFA program marks its 20th Anniversary! But we’re excited to work with the Platinum communities, as partners, to make top U.S. cities stack up with the likes of Copenhagen, and build a bicycle-friendly America that competes on the world stage.

For more information about the Diamond Challenge, visit bikeleague.org/BFA or e-mail billnesper@bikeleague.org.

### Diamond BFCs

**Points Available per Category**

- **20** for Ridership
- **35** for Safety
- **15** for Perception of Safety
- **10** for Public Satisfaction
- **20** for Network, Programs, Policies

Portland, Ore.
BICYCLE FRIENDLY BUSINESS PROGRAM GOES BIG

New program engages and serves major corporations

BY ALISON DEWEY

What if you could franchise bicycle-friendliness? What if a culture of cycling could trickle down to all the locations of major corporations?

In its short five-year history, the Bicycle Friendly Business program has already won buy-in from some of the nation’s most iconic companies. The headquarters of leading businesses like Microsoft, Facebook, Apple, Hewlett-Packard, National Geographic Society and General Mills have worked with the League to get more employees pedaling to better health and greater productivity.

But partnering with some of the nation’s largest corporations raised an interesting question: How can best assist companies with multiple locations to improve ALL of their workplaces?

Take REI. Across the nation, the outdoor retailer isn’t just selling bikes — they’re making biking better for employees and customers. Already, nearly a quarter of their store locations have applied for and received a BFB status, with six achieving a gold rank. Both REI and the League started exploring ways to bring the other 100 locations on-board without asking each and every store to apply on its own.

The result: The new BFB multiple program. Now a company can apply for a designation that covers dozens of locations — in a single review.

The new application addresses corporate policy and evaluates how top administration ensures a level of bicycle friendliness throughout all of its sites nationwide.

“The previous application process didn’t allow for the capture and consideration of corporate-driven support and incentive programs — and it was cumbersome and fragmented for multiple-location businesses,” says Brian Foley, REI’s Cycling Merchandising Manager. “The new multiple location BFB application process will allow REI (and other large businesses) to streamline our engagement and support of the BFB program, as well as deliver a more comprehensive approach to enhancing bicycle friendly business infrastructure and incentives for both our employees and our customers.”

The new application still scores businesses on the four Es: Encouragement, Engineering, Education, and Evaluation. But the BFB multiple survey hones in on policy issues and how management ensures all locations are improving conditions for cyclists. It also requires that 80 percent of the nationwide locations complete a short survey too, so we can make sure program standards are being met. And, of course, we’ll still solicit feedback from employees and local advocates to make sure we’ve got a 360-degree view of the business’ bicycle-friendliness.

The benefits of the program remain same. All BFB multiple applications will receive feedback on what they can do to continue to improve. They’ll still be recognized with awards and be featured on our website and publications. FOR MORE INFORMATION, CHECK OUT BIKELEAGUE.ORG/BUSINESSES.
Advocates with the Bicycle Alliance of Minnesota already have plenty of bicycle-friendly bragging rights. With five Bicycle Friendly Communities, 35 Bicycle Friendly Businesses and the #2 rank among Bicycle Friendly States, the advocates have been true ambassadors of the Bicycle Friendly America program.

But they wanted to do more. Recognizing the value of the BFA program in advancing its own advocacy goals, the Bicycle Alliance reached out to the League in 2012. They asked: How can we use the BFA resources to boost the national program and propel local advocacy?

Knowing that local advocates are absolutely central to the program’s success, we answered by developing a new online toolkit for groups like the Bicycle Alliance to easily use and promote the BFA program. What’s inside the toolkit? »

» BFA BROCHURE: Now you can integrate your branding electronically or use a sticker on the back to include your logo and contact information on our BFA brochure. You can either download and print the brochure locally or we’ll ship you copies directly.

» PRESENTATION SLIDES AND SCRIPT: Meeting with elected officials? Hosting a town hall forum? Use the League’s BFA presentation materials to share the benefits of becoming bike-friendly. The slides and script can be requested directly from the League and customized for your organization. Plus, League representatives are now available to host webinars, too!

» GUIDE TO WEB PROMOTION: We welcome you to promote the BFA program on your website and we’ve developed cut-and-paste language and instructions on how to highlight key points and success stories.

» DIRECT FEEDBACK: In addition to promoting the program, advocates play an important role in the BFA award and feedback process. Each application to the program is not only reviewed by a panel of national bicycle experts but also by several local reviewers. That on-the-ground perspective is critical — and we’ve made it easy to sign up to be a local reviewer on our website.

With these additional tools, the Bicycle Alliance has become the engine for expansion of the BFA programs in the North Star State. They’re promoting the programs on their website, making presentations to key decision makers and providing technical assistance to interested communities, businesses and universities. We invite you to follow the lead of Minnesota advocates and use the League’s signature program to propel your efforts. Visit bikeleague.org/bfa/toolkit to access the toolkit. Questions? E-mail Nicole@bikeleague.org.
SPECIAL PROMOTION!

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Bike & Boat Tour in France

tripsite

Organize a group of 20 people and you will receive free passage on board and $1,000 towards airfare!

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& other rare opportunities
There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no two communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.
Each January, more than 10,000 of the brightest minds in urban mobility gather in Washington, D.C. for the Transportation Research Board meeting. For me, two names stood out of the impressive crowd: Susan Handy from the University of California-Davis and Jennifer Dill from Portland State University.

Just a decade ago, there was very little research around bicycling in the U.S.—even in the nation's two premier cycling cities. Handy and Dill helped to change that with surveys and studies that have revealed why and how Americans ride. But more than that, these two have led the way in researching women and bicycling, as well. Over lunch we had a wide-ranging conversation on what they’ve learned thus far—and where we need to focus to close the gender gap. Here are some of their insights...

In the U.S. in 2009, women accounted for just 24% of bike trips.
On what the research shows about getting more women to ride...

DILL: When you ask people if they like bicycling, women are more likely to disagree with the question. But why? Is it safety and comfort? Is it a lack of experience? There’s definitely good evidence that there are concerns about safety in traffic, so that gets at facilities [infrastructure, like bike lanes]. We did a survey in Portland and described different types of facilities and asked people how comfortable they would feel riding in them. This went from separated paths to low-volume residential streets to four-lane roads with 40-mile-per-hour traffic. Compared to men, women felt less comfortable on every single facility type, except the bike boulevard. And when we looked at where women felt comfortable enough that they might ride, it came down to cycle tracks, bike boulevards and separated paths. Just a striped bike lane didn’t appear to be enough.

HANDY: But that’s not all. Education and training programs are important — and bike access is an issue, too. Infrastructure might get women who are motivated to give [biking] a try, but a lot of women don’t even think about it as a possibility.

DILL: It’s still the case that women are more likely to be doing the shopping, shuttling kids, taking adult parents to appointments, so they’re perhaps more time-constrained. And when you have those types of travel patterns it’s harder to think about biking. I think one thing is if kids are more independent in their travel that could allow more women to make different choices.

HANDY: Along with that, we need to be thinking in terms of the complete trip — not just facilities, but whether there’s a safe route from A to B, with a place to park the bike at the end. We know this, but planning doesn’t always think in terms of what trips people making and where are the gaps.

On the impact of the bicycle itself...

DILL: I think the infrastructure is key, but I think the bicycle itself is so important, too, and what type of equipment is available. There’s not much research on this at all.

HANDY: There’s tons of stuff written about equipment, but not on the impact of equipment on women’s willingness and comfort to ride.

DILL: When I was in Davis and UCLA, I biked a lot. I was 20-something and had a nice road bike, but when I moved to Portland and wanted to start biking again I didn’t want to ride all hunched over with tiny seat and old shifters. I wanted something easy and upright. This was five years ago, but, when I went shopping, it was hard to find a commuter-style bike with an internal hub and fenders and the whole shebang. It’s easier now, but I remember standing with my bike on campus and a middle-aged woman looked at my bike and said, ‘That’s an interesting bike.’ She noticed that it was different. I’m guessing this woman doesn’t ride a bike, but she saw that what I was riding was a lot different than the road bike with drop handlebars or a mountain bike.

HANDY: She and I have the same bike [laugh]. It’s like what bikes were in the ‘50s and ‘60s. It makes a huge difference. It’s a lot more comfortable.

DILL: We’ve done some interviewing on e-bikes [electric bikes], too, and I think that could be a solution for women who don’t want to arrive to work sweaty or who have kids. I was just talking with a colleague who has an e-bike and puts her young son on it. She likes biking but she’s not really a confident cyclist; the e-bike made her more comfortable. I also interviewed a woman with serious health issues and balance problems. She can’t ride regular bike, but the e-bike gives her a little extra speed, which helps her balance.

On when the gender gap in bicycling begins...

HANDY: We’ve done some surveys at the high-school level, but we work with younger kids, too, and we see that gap starting to emerge earlier. In high school, girls are already bicycling less; they like it a little less; they feel a little less comfortable.

DILL: We studied 300 families, all of which had at least one child ranging from 5 to 16 years old. We asked the kids attitudes about walking and bicycling, and we’ve seen the gender gap emerges in the “tween” years. It’s very clear that, before that, girls and boys like bicycling evenly and then in the “tweens” we start seeing the gap. We’re exploring that more.

On how we need to be shifting our focus as advocates...

HANDE: I think there needs to be more of a distinction between sport and around-town cycling. I’d love to see a real focus on tooling around town. Women are health-conscious and I think there’s a lot of potential to get women to see that kind of cycling as a way to help increase their physical activity.

DILL: Yeah, and we were talking about time constraints: What about not going to the gym? But I’d also say not focusing on the commute trip as much — after all, that’s only 20 percent of trips. Maybe focusing on the grocery store trip or the meeting friends trip, because, getting back to the clothing issue, how you arrive may not matter as much. Another thing is recognizing how kids can model good behavior. We’ve seen anecdotes in Portland where the kid learned about Safe Routes to School and got the mom to start biking as a result!}

LEARN MORE ABOUT THE LEAGUE’S WOMEN BIKE PROGRAM AT BIKELEAGUE.ORG/WOMENBIKE.
**2012 STATE RANKINGS**

1. Washington
2. Minnesota
3. Massachusetts
4. Colorado
5. Oregon
6. Wisconsin
7. New Jersey
8. Maryland
9. Maine
10. Delaware
11. Illinois
12. California
13. Utah
14. Arizona
15. Pennsylvania
16. Iowa
17. Virginia
18. Vermont
19. Michigan
20. Connecticut
21. Florida
22. New Hampshire
23. Georgia
24. North Carolina
25. Wyoming
26. Tennessee
27. Texas
28. Missouri
29. Nevada
30. Indiana
31. Louisiana
32. South Carolina
33. Alaska
34. Ohio
35. Oklahoma
36. Idaho
37. New York
38. Mississippi
39. Rhode Island
40. South Dakota
41. Hawaii
42. New York City
43. Nebraska
44. Kentucky
45. New Mexico
46. Montana
47. Alabama
48. West Virginia
49. North Dakota
50. Arkansas

**2012 BICYCLE FRIENDLY COMMUNITIES**

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# 2012 Bicycle Friendly State & Communities

## California
- Alameda: 73,812
- Brentwood: 40,007
- Calistoga: 5,300
- Cupertino: 50,479
- Emeryville: 10,080
- Fresno: 500,021
- Huntington Beach: 202,250
- Irvine: 186,220
- Los Altos: 27,483
- Los Angeles: 3,792,671
- Menlo Park: 30,648
- Napa: 75,000
- Oakland: 365,875
- Oceanside: 174,925
- Orange County: 3,010,232
- Redding: 89,470
- Riverside: 311,575
- Roseville: 109,154
- San Jose: 912,332
- Santa Clara: 110,376
- Santa Clarita: 175,314
- Santa Monica: 87,400
- Sonoma: 9,128
- South Lake Tahoe: 23,609
- Sunnyvale: 131,760
- Thousand Oaks: 127,644
- Windsor: 26,801

## Colorado
- Arvada: 107,050
- Carbondale: 5,196
- Castle Rock: 50,028
- Golden: 146,000
- Lakewood: 18,026
- Summit County: 29,626
- Vail: 4,806

## Connecticut
- Simsbury: 23,256
- South Windsor: 24,409

## Delaware
- Lewes: 2,747
- Newark: 29,886

## Florida
- Boca Raton: 83,960
- Lakeland: 97,422
- Miami: 418,480
- Orlando: 205,648
- Sarasota: 6,064,249,090
- St. Petersburg: 27,483

## Georgia
- Athens-Clark County: 115,000
- Decatur: 19,335
- Roswell: 85,920
- Tybee Island: 3,713

## Iowa
- Cedar Falls: 36,145
- Cedar Rapids: 12,649
- Des Moines: 203,433
- Iowa City: 65,219
- University Heights: 1,051

## Idaho
- Coeur d’Alene: 41,983
- Idaho Falls: 88,418
- Idaho Springs: 8,789
- Jerome: 3,411

## Illinois
- Naperville: 128,358
- Schaumburg: 72,346
- Urbana: 40,550

## Indiana
- Carmel: 70,000
- Columbus: 40,631
- Fort Wayne: 253,691
- Goshen: 31,179
- Indianapolis-Marion County: 872,842
- South Bend: 100,842

## Kansas
- Lawrence: 88,664
- Manhattan: 52,281
- Shawnee: 57,638

## Kentucky
- Lexington-Fayette County: 246,800
- Louisville: 700,030

## Louisiana
- Baton Rouge: 428,360
- New Orleans: 343,829

## Massachusetts
- Arlington: 42,844
- Northampton: 28,916
- Somerville: 77,418

## Maryland
- Baltimore: 631,000
- Bethesda: 57,319
- Frederick: 65,239
- Rockville: 61,209

## Maine
- Brunswick: 21,820

## Michigan
- Grand Rapids: 688,937
- Houghton: 8,238
- Lansing: 101,304
- Marquette: 21,000
- Midland: 41,863
- Portage: 46,143
- Traverse City: 14,532

## Minnesota
- Bemidji: 15,431
- Greater Mankato: 92,703
- Rochester: 102,437
- Saint Paul: 281,244

## Missouri
- Kansas City: 482,228
- Lee’s Summit: 92,188
- St. Louis: 350,159
- Springfield: 156,206

## Mississippi
- Oxford: 16,727
- Ridgeland: 22,809

## Montana
- Billings: 100,047
- Cary: 119,745

## North Carolina
- Asheville: 83,393
- Chapel Hill: 55,666
- Charlotte: 648,387
- Davidson: 10,300
- Durham: 272,789
- Greensboro: 258,671
- Raleigh: 405,632
- Wilmington: 101,353

## Nebraska
- Lincoln: 258,379
- Omaha: 408,958
- South Sioux City: 11,925

## New Hampshire
- Concord: 43,225
- Keene: 24,769

## New Jersey
- Hoboken: 50,005
- Ocean City: 11,701
- West Windsor: 27,165

## New Mexico
- Albuquerque: 448,607
- Las Cruces: 92,235
- Santa Fe: 67,947

## Nevada
- Reno-Sparks Washoe County: 421,407

## New York
- Rochester: 210,565

## Ohio
- Columbus: 748,000
- Cincinnati: 297,000
- Dayton: 154,200
- Westerville: 36,102

## Oklahoma
- Norman: 122,551
- Stillwater: 45,688
- Tulsa: 384,037

## Oregon
- Albany: 48,770
- Ashland: 19,522
- Beaverton: 79,350
- Gresham: 101,537
- Salem: 152,239

## Pennsylvania
- Franklin: 7,312
- Pittsburgh: 316,718
- State College-Centre Region: 92,096

## South Carolina
- Charleston: 124,000
- Columbia: 177,466
- Greenville: 57,400
- Rock Hill: 67,423
- Spartanburg: 39,487

## South Dakota
- Sioux Falls: 154,000

## Tennessee
- Chattanooga: 167,674
- Knoxville: 277,466
- Nashville-Davidson County: 601,222

## Texas
- San Antonio: 1,144,646
- The Woodlands Township: 97,023

## Utah
- Provo: 117,489

## Virginia
- Alexandria: 140,024
- Harrisonburg: 48,814
- Richmond: 205,533
- Roanoke: 94,911

## Washington
- Bainbridge Island: 20,300
- Liberty Lake: 7,270
- Snohomish: 9,098
- Spokane: 204,428
- Tacoma: 198,387
- Vancouver: 156,600

## Wisconsin
- Eau Claire: 101,353
- Fitchburg: 25,260
- Milwaukee: 554,965
- River Falls: 15,308
- Shawano County: 101,537
- Shorewood: 13,267

## West Virginia
- Morgantown: 29,660
### 2012 Bicycle Friendly Business

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<th>Business Name</th>
<th>Year</th>
<th>Type of Business</th>
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</table>

**Most Improved States**

**Maryland**

**In 2008** 35 **In 2012** 8

“We are grateful for Gov. O’Malley’s continued support of our efforts to increase bicycle use and safety, which supports our goal of making Baltimore a more attractive city for families.”

*Stephanie Rawlings-Blake, Baltimore Mayor*

**Delaware**

**In 2008** 31 **In 2012** 10

“We welcome our rise in the ranking as recognition of what we are doing to make walkable, bikeable communities a priority in Delaware.”

*Governor Jack Markell, Delaware*
### MINNESOTA
- City of Minneapolis 2011 Local Government Minneapolis 4000
- Dero Bike Rack Company 2010 Design/Production Minneapolis 17

### MISSOURI
- REI St. Louis 2009 Sales/Retail St. Louis 55
- Trailnet 2011 Non-Profit St. Louis 20

### NEBRASKA
- RDG Planning & Design 2009 Creative/Design Omaha 51

### NEW MEXICO
- Bicycle Technologies International 2010 Wholesaler Santa Fe 42
- General Mills Albuquerque Plant 2009 Manufacturing/Production Albuquerque 265

### OREGON
- King Cycle Group 2009 Manufacturing/Production Portland 75
- Oregon Health & Science University 2011 Education, Medical/Health Portland 13637

### PENNSYLVANIA
- Advanced Sports Inc. 2009 Manufacturing/Production Philadelphia 45

### TENNESSEE
- RPM Transportation Consultants, LLC 2009 Engineering Nashville 12
- Outdoor Chattanooga 2012 government Chattanooga 9

### UTAH
- Mad Dog Cycles 2009 Bike Retail Orem 15

### VIRGINIA
- Revolution Cycles City Hub 2011 Sales/Retail Arlington 6

### VERMONT
- Local Motion 2012 Non-Profit Burlington 9

### WASHINGTON
- Kona Bicycle Company 2009 Sales/Retail Ferndale 22
- Seattle Children’s 2009 Hospital Seattle 4300

### WISCONSIN
- Bicycle Federation of Wisconsin 2010 Non-Profit Milwaukee 8
- Trek Bicycle Corporation 2010 Manufacturing Waterloo 1150
- Wheel & Sprocket, Inc. 2010 Sales/Retail Hales Corners 113
- Planet Bike 2010 Manufacturing Madison 6

### SILVER

#### ALASKA
- CRW Engineering Group, LLC 2012 Engineering Anchorage 53
- Restoration Science & Engineering 2012 Engineering Anchorage 15
- Southcentral Foundation 2010 Medical/Health Anchorage 1400

#### ARKANSAS
- Garver 2010 Engineering North Little Rock 124
- Gearhead Outfitters 2010 Sales/Retail Jonesboro, 7
- Bike City Recyclery Inc. 2010 Non-Profit Fayetteville 2

#### ARIZONA
- Law Office of Eric Post 2011 Legal Tucson 7
- TriSports.com 2010 Sales/Retail Tucson 45

#### CALIFORNIA
- Alameda Bicycle / Bike Station 2012 Sales/Retail, Transportation Alameda 12
- Apple, Inc. 2012 IT/Software Dev. Cupertino 10000
- Bear Valley Inn 2009 Bed & Breakfast Olema 2
- Bike Bakersfield 2011 Non-Profit Bakersfield 5
- City of Davis 2012 Government Davis 98

### MOST HONORABLY MENTIONED BFC

**New Orleans, LA** received an honorable mention three times starting in 2008 before they received the bronze designation in 2011.

“*I am committed to making our city more bicycle and pedestrian friendly.*”

**Mayor Mitch Landrieu,**

**New Orleans, LA**
Currently, the city of Davis has more than 50 miles of bike lanes and more than 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.

“Because of the number of employees that bike regularly, there has been a significant decrease in the cost to pay for staff parking. This also leads to a general boost in employee health, therefore increasing productivity as well.”

Ariadne Delon Scott, Stanford University Bicycle Program Coordinator
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**2012 BICYCLE FRIENDLY BUSINESS**

**TOP FIVE STATES**

- **Alaska**: 46%
- **New York**: 42%
- **California**: 33%
- **Oregon**: 31%
- **Colorado**: 30%
“Our most positive outcome of the company’s involvement in bicycling is improved employee health.”  
Providence St. Vincent Medical Center; Portland, Oregon
### UTAH

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<td>East Coasters Bike Shop, Inc</td>
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### ARKANSAS

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### 2012 Bicycle Friendly Business

#### Top Three BFUs by Conference

- **Big Ten Conference**
  - 8

- **Pacific 12 Conference**
  - 7

- **Atlantic Coast Conference**
  - 5

### Top Three BFUs by Conference

- **Big Ten Conference**
  - **Critical Path Institute** 2012 Non-Profit Tucson 40
  - **Ordinary Bike Shop** 2011 Sales/Retail Tucson 9
  - **REI Phoenix** 2012 Sales/Retail Phoenix 85

- **Pacific 12 Conference**
  - **Unisource Global Solutions** 2012 Creative/Design, Manufacturing/Production Chandler 45
  - **Van Amburg Law Firm, PLLC** 2011 Legal Tucson 2
  - **Wandertec, Inc.** 2011 Manufacturing/Production Flagstaff 10

- **Atlantic Coast Conference**
  - **Sanofi Aventis Tucson Research Center** 2011 Biotech/R&D/Science Oro Valley 75
  - **Spokes** 2012 Coworking Space Tucson 15
  - **California Giant Berry Farms** 2008 Berry grower & distributor Watsonville 75

### California

- **City of Chico** 2012 Government Chico 92
- **County of Santa Cruz** 2012 Government Santa Cruz 538
- **Dudek** 2011 Consulting Encinitas 230
- **Helen’s Cycles** 2012 Consumer Reviews Santa Monica 45
- **Hot Italian** 2011 Food Service/Hospitality Sacramento 35
- **Kittelson & Associates, Inc. – Portland** 2012 Transportation Portland 50
- **REI Fresno** 2012 Sales/Retail Fresno 120
- **REI Stockton** 2012 Sales/Retail Stockton 35
- **Santa Cruz Seaside Company** 2008 Amusement Park Santa Cruz, 170
- **The Path Bike Shop** 2011 Sales/Retail Tustin 22
- **Williams-Sonoma, Inc.** 2012 Sales/Retail San Francisco 427

### Colorado

- **Advanced Micro Devices, Fort Collins** 2011 IT/Software Development Fort Collins 180
- **City of Colorado Springs** 2012 Government Colorado Springs 400
- **Colorado Springs Utilities** 2012 Utility Provider Colorado Springs 1800
- **EnviroFriendly Lawn Care** 2009 Lawn Care Fort Collins 2
- **Fort Collins Veterinary Emergency Hospital** 2009 Medical/Health Fort Collins 23
- **Front Range Internet, Inc.** 2012 Internet Service Provider Fort Collins 27
- **Golden Bear Bikes** 2009 Sales/Retail Broomfield 6
- **Hendrix & Associates, LLC** 2011 Accounting/Finance/Insurance Monstrose 2
- **In-Situ Inc.** 2010 Biotech/Production Fort Collins 80
- **Loris and Associates** 2010 Engineering Lafayette 12
- **Pearl Izumi** 2010 Manufacturing Louisville 100
- **REI Boulder** 2012 Sales/Retail Boulder 50
- **Xilinx** 2012 Engineering Longmont 250
- **Left Hand Brewing Company** 2012 Manufacturing/Production Longmont 55
- **TrainingPeaks** 2011 Creative/Design, IT Lafayette 30

### Connecticut

- **Connecticut Department of Energy and Environmental Protection** 2012 Government Hartford 750
- **Whitcraft LLC** 2011 Manufacturing/Production Eastford 430

### District of Columbia

- **Environmental and Energy Study Institute (CESI)** 2012 Non-Profit Washington 9
- **National Alliance for Hispanic Health** 2011 Non-Profit Washington 21
- **National Public Radio (NPR)** 2011 Non-Profit Washington 800
- **PricewaterhouseCoopers** 2011 Accounting/Finance/Insurance Washington 550
- **Capital Hill Bikes** 2012 Sales/Retail Washington 19
- **Federal Communications Commission** 2012 Government Washington 1509
- **US Department of State** 2011 Government Washington 6000
“Over the years, we’ve focused on providing sustainable, green transportation alternatives to our employees, as well as helping our local neighborhood do the same.”

Jessica Herrera, Facebook’s Transportation Manager

“The Bicycle Plan will help improve the quality of life for every Angeleno, by providing another clean transportation option for their daily commute, improving the quality of the air and make it more accessible to lead a healthy, active lifestyle.”

Mayor Antonio Villaraigosa, Los Angeles, California

The 2010 spring bike count indicates that there are more than 13,000 bicyclists on campus on a daily basis in Stanford University.
**2012 BICYCLE FRIENDLY BUSINESS**

### Kansas

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<td>Dana-Farber Cancer Institute</td>
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<td>Medical/Health</td>
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<td>OTB Bicycle Cafe</td>
<td>2010</td>
<td>Food Service/Hospitality</td>
<td>Pittsburgh</td>
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<tr>
<td>The Sprout Fund</td>
<td>2011</td>
<td>Non-Profit</td>
<td>Pittsburgh</td>
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### RHODE ISLAND

<table>
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<tr>
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<tr>
<td>US Open Cycling Foundation</td>
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<td>Children's Health Found.</td>
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### SOUTH CAROLINA

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<tbody>
<tr>
<td>Bees Ferry Veterinary Hospital</td>
<td>2012</td>
<td>Medical/Health</td>
<td>Charleston</td>
<td>20</td>
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<tr>
<td>Caine Halter Family YMCA</td>
<td>2011</td>
<td>Non-Profit</td>
<td>Greenville</td>
<td>165</td>
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<tr>
<td>Fluor, Greenville</td>
<td>2009</td>
<td>Engineering Construction</td>
<td>Greenville</td>
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<td>GE Energy Greenville</td>
<td>2012</td>
<td>Engineering,Manufacturing/Production</td>
<td>Greenville</td>
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<td>Mary Black Foundation</td>
<td>2009</td>
<td>Philanthropy</td>
<td>Spartanburg</td>
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<td>Swamp Rabbit Cafe and Grocery</td>
<td>2012</td>
<td>Food Service/hospitality</td>
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<td>Upstate Forever</td>
<td>2010</td>
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### TENNESSEE

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<tr>
<td>City of Memphis - City Hall</td>
<td>2011</td>
<td>Local Government</td>
<td>Memphis</td>
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<td>Shelby Farms Park Conservancy</td>
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<td>Mast General Store Inc.</td>
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### TEXAS

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<tr>
<td>Advanced Micro Devices, Austin</td>
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<td>IT Technology hardware</td>
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<td>Asakura Robinson Company LLC</td>
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<td>Creative/Design</td>
<td>Houston</td>
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<tr>
<td>Bikesport</td>
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<td>HomeAway</td>
<td>2011</td>
<td>Vacation rentals</td>
<td>Austin</td>
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<td>San Antonio Bike Share</td>
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<tr>
<td>Wheatsville Food Co-op</td>
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### UTAH

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<tr>
<td>InteContinental Hotels Group</td>
<td>2010</td>
<td>Hotel Reservations Call Center</td>
<td>Salt Lake City</td>
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<tr>
<td>Petzi America</td>
<td>2012</td>
<td>Sales/Retail</td>
<td>Clearfield</td>
<td>51</td>
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<tr>
<td>Rockwell Collins, Salt Lake City</td>
<td>2011</td>
<td>Engineering/IT</td>
<td>Salt Lake City</td>
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### VIRGINIA

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<thead>
<tr>
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<th>City</th>
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<tbody>
<tr>
<td>Blackwater Bike Shop Inc.</td>
<td>2012</td>
<td>Sales/Retail</td>
<td>Lynchburg</td>
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<tr>
<td>Blue Wheel Bicycles</td>
<td>2009</td>
<td>Bike Retail</td>
<td>Charlottesville</td>
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<tr>
<td>Gibbs &amp; Cox, Inc.</td>
<td>2012</td>
<td>Engineering,Medical/Health</td>
<td>Arlington</td>
<td>65</td>
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<tr>
<td>Java Shack</td>
<td>2010</td>
<td>Food Service/Hospitality</td>
<td>Arlington</td>
<td>7</td>
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<tr>
<td>MEPT Courthouse Tower LLC</td>
<td>2012</td>
<td>Building/Property Management</td>
<td>Arlington</td>
<td>6</td>
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<tr>
<td>C/o Lincoln Property Company</td>
<td></td>
<td></td>
<td>Reston</td>
<td>385</td>
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<tr>
<td>National Wildlife Federation</td>
<td>2011</td>
<td>Non-Profit</td>
<td>Reston</td>
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</tbody>
</table>
**VERMONT**

Old Spokes Home 2010 Transportation Burlington 10

Skirack 2012 Sales/Retail Burlington 60

**WASHINGTON**

Ailing Henning Associates 2009 Marketing Vancouver 34

Avtech Corporation 2009 Manufacturing/Engineering Seattle 240

Bicycle Quarterly Press 2011 Publishing Seattle 3

Coffman Engineers, Inc 2011 Engineering Spokane 55

Providence St. Peter Hospital 2009 Medical/Health Olympia 2400

Sustainable Connections 2012 Non-Profit Bellingham 14

AHM! 2011 Creative/Design Vancouver 45

Rings & Things 2009 Wholesale Spokane 77

REI Olympia 2012 Sales/Retail Olympia 70

**WISCONSIN**

American Family Insurance 2012 Insurance Company Madison 3200

Berghammer Construction 2010 Building Construction Butler 30

Candlewood Suites 2011 Food Service/Hospitality La Crosse 16

Dairyland Power Cooperative 2011 Other La Crosse 621

Engberg Anderson, Inc. 2010 Architecture Milwaukee 60

Eppstein Uhen Architects, 2010 Creative/Design Milwaukee 100

Milwaukee Office

Foley & Lardner LLP 2012 Legal Milwaukee 595

Gundersen Lutheran - Prairie Du Chien 2012 Medical/Health Prairie Du Chien 73

Gundersen Lutheran - Sparta 2012 Medical/Health Sparta 45

Gundersen Lutheran - La Crosse 2011 Medical/Health La Crosse 4358

La Crosse Area Family YMCA 2012 Non-Profit La Crosse 525

MayoClinic Health System - Franciscan Healthcare

Michaels Engineering 2012 Engineering La Crosse 45

Northwestern Mutual 2011 Accounting/Finance Milwaukee 4950

SAA 2011 Creative/Design Madison 14

SAP Labs - La Crosse 2010 Software Development La Crosse 171

Schreiber Anderson Associates 2009 Landscape Architecture Madison 24

Three Sixty Real Estate Solutions 2011 Real Estate La Crosse 17

Urban Ecology Center 2010 Non-Profit Milwaukee 35

Western Technical College 2011 Education La Crosse 525

**WEST VIRGINIA**

Wamsley Cycles 2010 Sales/Retail Morgantown 8

Parkersburg Bicycle 2009 Sales/Retail Parkersburg 3

U.S. Forest Service Northeastern Area 2011 Federal Government Morgantown 55

**WYOMING**

Lexington at Jackson Hole Hotel & Suites 2011 Food Service/Hospitality Jackson 25
## 2012 Bicycle Friendly Universities

<table>
<thead>
<tr>
<th>College/University Name</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td><strong>Platinum</strong></td>
<td></td>
</tr>
<tr>
<td>Stanford University</td>
<td>Stanford, CA</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td></td>
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<tr>
<td>University of California, Davis</td>
<td>Davis, CA</td>
</tr>
<tr>
<td>University of California, Santa Barbara</td>
<td>Santa Barbara, CA</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td></td>
</tr>
<tr>
<td>Boise State University</td>
<td>Boise, ID</td>
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<tr>
<td>California State Long Beach</td>
<td>Long Beach, CA</td>
</tr>
<tr>
<td>Colorado State University</td>
<td>Fort Collins, CO</td>
</tr>
<tr>
<td>Georgia Institute of Technology</td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>Northern Arizona University</td>
<td>Flagstaff, AZ</td>
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<tr>
<td>Oregon State University</td>
<td>Corvallis, OR</td>
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<tr>
<td>Portland State University</td>
<td>Portland, OR</td>
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<tr>
<td>University of Arizona, Tucson</td>
<td>Tucson, AZ</td>
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<tr>
<td>University of California, Irvine</td>
<td>Irvine, CA</td>
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<tr>
<td>University of Maryland, College Park</td>
<td>College Park, MD</td>
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<tr>
<td>University of Minnesota, Twin Cities</td>
<td>Twin Cities, MN</td>
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<td>University of Oregon, Eugene</td>
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<tr>
<td>University of Utah</td>
<td>Salt Lake City, UT</td>
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<td>University of Washington, Seattle</td>
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<td>University of Wisconsin, Madison</td>
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<tr>
<td>Virginia Commonwealth University</td>
<td>Richmond, VA</td>
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<tr>
<td><strong>Bronze</strong></td>
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<tr>
<td>Chatham University</td>
<td>Pittsburgh, PA</td>
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<td>Cornell University</td>
<td>Ithaca, NY</td>
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<tr>
<td>Duke University</td>
<td>Durham, NC</td>
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<tr>
<td>Eastern Mennonite University</td>
<td>Harrisonburg, VA</td>
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<td>Emory University</td>
<td>Atlanta, GA</td>
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<td>George Mason University</td>
<td>Fairfax, VA</td>
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<td>Indiana University</td>
<td>Bloomington, IN</td>
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<td>Michigan State University</td>
<td>East Lansing, MI</td>
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<td>North Carolina State University</td>
<td>Raleigh, NC</td>
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<td>Rochester Institute of Technology</td>
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<td>University of Denver</td>
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<td>University of Illinois, Urbana-Champaign</td>
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<td>University of Kentucky</td>
<td>Lexington, KY</td>
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<td>University of Miami</td>
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<td>University of Michigan, Ann Arbor</td>
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<td>University of South Carolina, Columbia</td>
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<td>University of North Carolina, Wilmington</td>
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<td>University of Vermont, Burlington</td>
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<tr>
<td>Yale University</td>
<td>New Haven, CT</td>
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</table>

### BFU Superlatives

#### The Best of Bicycle Friendly Universities

**Soundest Display of BFU Enthusiasm:** The University of Oregon hosts an annual music festival that is powered entirely by students pedaling stationary bikes. The Bike Music Fest in its 4th year included two pedal-powered music stages, nine acts and even an on-bike performance.

**Best Mascot Shenanigery on a Bike:** Based on the their crazy shenanigans, plenty of mascots could probably use a bike safety class or two. But this award goes to Buzz at Georgia Tech, if for no other reason than this picture. We’re not sure he’ll get very far trying to ride like that.
BEST USE OF A BICYCLE-FRIENDLY DESIGNATION TO GET OUT OF CLASS: When the University of South Carolina earned a Bronze designation in 2012 the college hosted a “Travel Lightly Parade” that even included the university president.

BEST BFU INCENTIVE: It almost sounds too good to be true. At Ripon College, students who leave their cars at home get a brand new bike, helmet and lock. Talk about an offer you can’t refuse!

BEST BFU RIVALRY: UC Davis vs. Stanford. Davis and Stanford are clad in platinum and gold. In Davis, the city is a Platinum Bicycle Friendly Community and the university has risen to Gold-level status. In Stanford the tables are turned: The college is tops with a Platinum designation while the surrounding two cities have taken the Gold. Needless to say, while we give both an A for effort, we also endorse the friendly competition to build world-class bicycling communities and campuses.

BFU WITH THE BIGGEST HEART: Eastern Mennonite University may be small but it’s achieved big things for bicycling on its cozy campus. EMU is the only university in the country to collect all of its recycling and composting by bike and has received local and international media coverage on the Recycle Bicycle from the likes of the BBC. Who knew you could make a global splash by cycling your trash!

BEST BICYCLE MASCOT: Meet a superhero who doesn’t leap tall buildings in a single bound or scale the sides of skyscrapers. Stanford’s Sprocketman is a comic originally featured in the 1970s brought back to life by the bicycle-friendly campus. Armed with a rear-wheel cassette as a shield and bike safety knowledge, the superhero may not be able to catch a bullet with his teeth but his emergency turns are immaculate.

MOST LIKELY BFU TO GET SAND IN YOUR COG: At the University of California at Santa Barbara students can hop on their bikes and head to the beach to clear their heads — without leaving campus! Thanks to dedicated trails, lanes and the school’s proximity students can be in class one minute and kicking back in the sand the next.

BEST BFU TO FORGET YOUR U-LOCK: Sometimes finding parking on a busy bike-friendly campus can be tough. To curtail any late arrivals of cycling students, the University of Arizona offers free bike valet. No lock, no worries! Just drop the bike off and pick it up later.

BEST BFU INCENTIVE: It almost sounds too good to be true. At Ripon College, students who leave their cars at home get a brand new bike, helmet and lock. Talk about an offer you can’t refuse!

MOST IMPROVED SINCE FRESHMAN ORIENTATION: After an Honorable Mention designation in 2011, Duke University got to work making huge expansions to its bicycling network using the League’s feedback. Their efforts earned the Blue Devils a Bronze designation in 2012, taking them from Honor roll to Dean’s list.
LESSONS LEARNED
Insights from Bicycle Friendly America leaders on what’s made the biggest difference in transforming their communities, businesses and universities

“LOOK FOR OPPORTUNITIES THAT FIT YOUR COMMUNITY’S RESOURCES. We have wide streets and a robust pavement maintenance program. Getting dialed into the resurfacing schedule has enabled rapid and inexpensive bikeway implementation, resulting in a significant increase in bicycling.”

Becka Rooff, Salt Lake City Bicycle/Pedestrian Coordinator (Silver BFC)

“DON’T UNDERESTIMATE THE WILLINGNESS OF YOUR COMMUNITY TO STRIVE FOR HEALTHY TRANSPORTATION CHOICES AND GIVE YOU VALUABLE INPUT. A big part of our success has been creating planning processes that engage the community to help decide how to best implement bicycle lanes.”

Annick C. Beaudet, City Bicycle & Urban Trails Program Manager, City of Austin (Silver BFC)

“ADDING BICYCLING TO THE UNIVERSITY MASTER PLAN really moved biking from a transportation conversation to a campus-experience conversation — and that made a huge difference.”

Beverly Malone, Department of Transportation Services, University of Maryland (Silver BFU)

“PARTNERSHIPS HAVE BEEN KEY IN SAN ANTONIO. Focusing on how the built environment affects public health was a big light-bulb moment. From funding to policy to project implementation, becoming bike friendly is a major way we’re changing our image from a ‘fat city’ to a ‘fit city.’”

Julia Diana, Office of Sustainability, City of San Antonio (Bronze BFC)

“DEVELOP A SYSTEM TO TRACK ACCOMPLISHMENTS AND PROGRESS. In New Orleans, this quickly evolved from an internal assessment of strengths and weaknesses to a valuable tool for public outreach and support for ‘the next step forward.’”

Dan Jatres, Pedestrian and Bicycle Programs, New Orleans Regional Planning Commission (Bronze BFC)

“FIND AND CULTIVATE INFLUENTIAL, INTERNAL CHAMPIONS. Identifying doctors and staff who were cyclists themselves to help lead the effort was the single biggest contributing factor to our success.”

Linda Staley, Brand Manager, Carilion Clinic (Bronze BFB)

“USE YOUR TRANSPORTATION ENGINEERS. Get them out on bicycles, show them bicycle friendly engineering guidance, and solicit their help in counting bicycles, analyzing crashes, and setting up pilot projects. If you don’t engineer safe places for people to ride, no amount of encouragement or education will convince the vast majority of people to use bikes.”

Shaun Murphy, Bicycle & Pedestrian Coordinator, City of Minneapolis (Gold BFC)
The National Bike Challenge is back – and it’s going to be bigger than ever.

This summer, join more than 50,000 Americans as we unite to ride more than 20 million miles in communities nationwide!

Challenge yourself with this free, online program that encourages biking for transportation, fitness and recreation. Ride solo, create a team, or pedal as part of a workplace to get healthier, have fun and become part of a national online community. Plus, every month you’ll be eligible to win great raffle prizes!

Learn more at nationalbikechallenge.org

For more information, contact katie@bikeleague.org

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TURN FRUSTRATION INTO FREEDOM.

Americans waste 5 billion hours stuck in traffic, yet 40% of all trips are a bikeable 2 miles or less. Add your name to the pledge at PeopleForBikes.org to protect bicycling in America.

peopleforbikes.org™