



AMERICAN BICYCLIST

URBAN REVIVAL THROUGH BIKING

How cycling and culture connect to bring cities to life p. 12

BICI CULTURA IN SANTA BARBARA

Bringing cultures together through bicycling p. 16

CULTIVATING A BIKE CULTURE

A women's bike club is changing the scene in the Big Easy p. 22

May - June 2014

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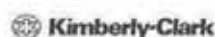


THE NATIONAL BIKE CHALLENGE

This summer, we're uniting
50,000 RIDERS
from across the country to ride
30 MILLION MILES

JOIN THE CHALLENGE AND
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MAY 1 – SEPTEMBER 30

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May - June 2014



The monthly Bike Moves ride in Santa Barbara, Calif.
Photo by Christine Burgeois

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THE BEAUTY OF BIKE CULTURE

Gaudy green bike lanes, shiny new bike sharing systems and the newest Danish cycle track designs are all the rage as U.S. communities strive to become more bike-friendly. Creating safe, convenient infrastructure is, of course, critical to getting more people on bikes — but what about that more elusive thing called bike culture?

Bike culture is hard to measure or manufacture, and is definitely one of those “you’ll know it when you see it” things that defies an easy explanation or template for action. Bike culture is also different from one community to the next AND is changing in front of our eyes.

A couple of months ago, I visited Cincinnati and found a community with a burgeoning bike culture spanning the generations. There’s an energy, enthusiasm and constructive desire for change that’s infusing young, energetic advocates as well as old-school club riders. Advocates from Queen City Bikes and the Cincinnati Cycle Club work alongside the MoBo bike co-op and a local bicycle dealers association, each playing their role and able to work constructively with each other and the city.

City staff is well informed about Complete Streets, the latest bikeway designs and value of the public realm in creating the kind of quality of life their elected officials are demanding. They work closely with the community and local media to



Advocates like Frank Henson are building bike culture in Cincinnati.

plan an extensive National Bike Month program in May, as well as relying on the local advocacy groups to show up at community meetings, events and city council to generate support for bike-friendly projects and programs.

Without even being asked, the Parks and Recreation folks are teaching bike classes and getting seniors out on their fleet of bikes. Our tour of the city was joined by a police officer, who’s part of

the cops on bikes program that started in 1993 and has more than 300 trained officers. A big step towards a BMX park was taken the day I was there and more than 75 people showed up for an inspiring evening bike summit headlined by the mayor.

True, Cincinnati has a long way to go to become a truly great bicycling city — but the building blocks and that intangible thing we call bike culture are most definitely there. Things are starting to change: bike sharing is on the way, protected lanes are under construction, and the mayor has a vision to become that great bicycling community in just five years!

With an active, engaged and effective local bike community, in tandem with visionary city leaders and more than capable city staff, anything is possible. And bike culture ... well, it just sort of appears along the way and is beautiful to behold.

In this issue we celebrate the many ways bike culture unfolds — and encourage you to share your bike culture with us. Tweet us a picture @bikeleague or post it on our Facebook page at facebook.com/leagueamericanbicyclists. ■

Andy Clarke, League President

INBOX

APPRECIATING EQUITY

We're excited and grateful for the League's equity/diversity efforts – definitely a fit with Major Taylor's Legacy and our mission.

- *Lynne Tolman, President, Major Taylor Association*

COMPLETING OUR STREETS

On behalf of the National Complete Streets Coalition, thank you for presenting at our March Steering Com-

mittee last week. As you noted, this topic – how states spend and report funding use through STIPs – is becoming more relevant, as state agencies recognize the need to invest in biking, walking and transit facilities. I hope we can continue to collaborate to make these investments more prevalent – and their reporting more transparent – in the future.

- *Roger Millar, Director, National Complete Streets Coalition*

SUMMIT SUCCESS

This year's Summit was the first I attended and I was greatly impressed with how the League prepared attendees beforehand, and with the Summit itself. I learned far more than I expected and met some wonderful peers. I especially appreciated the focus on women and equity, and the preparation for lobbying day. I am now inspired and prepared to be more of an activist at home.

- *Rebecca Roush, Seattle, WA* ■



FROM INSTAGRAM



"Why Equity, Why Now?" This is what the conversation looks like. Photo by @tania_lo onsite at National Bike Summit for #momentummag #nbs14 #bikes4all



My best friend @lalitadynamite is a bike advocate! And so am I!!!! #nbs14 #webiketodc #webikenyc @womenbike @bikeleague



Great day on Capitol Hill. Good meetings and the sun came out. #nbs14 @adventurecycling

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

MEMBER SNAPSHOT:

Taliah Lempert

Blending bikes and culture, Taliah Lempert is a New York City-based artist known widely for her bicycle paintings that showcase the spirit and personality of the diverse bikes that bring us such joy and utility. In this interview she shares how she fell in love with bicycling and married that passion with painting.

WHAT INSPIRED YOU TO START RIDING? Bikes were a big part of family life growing up, more as recreation than transportation. We rode a lot, but I didn't bring a bike with me when I left home for college and I didn't think about it much for a long while. Years after I finished school and moved to New York, I bought a bike on a whim — it just caught my eye while I was walking down the street. I immediately got on and rode across the Brooklyn Bridge to work in Manhattan and have been commuting by bike ever since. I think that was 1996 or 1997.

WHAT'S YOUR BIKE STYLE - COMMUTING, RACING, LONG LEISURELY RIDES ON THE WEEKEND...? I got all those kinds of style. My bike is my transportation, with rare exception. I do a lot of commuting. Sometimes I ride my fast street bike and it's pretty racy. A lot of times, I'll ride a more sensible bike that has fenders and racks. My racing days may be over, but I was a regular at Kissena track from 1999 to 2007. I'm usually up for a long ride on the weekend or days off, either headed up the Hudson, to Prospect Park or out to the Rockaways.



Lempert in her studio. Photo by Shannon Taggart

WHAT'S YOUR ARTISTIC BACKGROUND - HOW AND WHEN DID YOU GET INTO PAINTING? WAS BICYCLING YOUR FIRST CREATIVE MUSE OR LATER INSPIRATION? I got into painting when I was about 16. It too was kind of a whim. I took an art class as an elective in high school and then, suddenly, one day I knew it was what I wanted to do. I wanted to be a painter. I've never thought twice about it. Before bicycles I painted groups of people and still life mostly. I still keep a sketch book and work regularly from the figure, make pictures of my family and draw still lifes. My painting, print-making and the work in my studio is all bicycles.

HOW DID BICYCLING AND ART FIRST INTERSECT FOR YOU? WAS THERE A SPECIFIC BIKE THAT WAS YOUR FIRST LOVE? The bike that really got it started was a big Schwinn cruiser called the Klunker 5. It was a bike that Schwinn

marketed as an early mountain bike. It was tremendous. Huge. Riding it through the city was wonderful. I was captivated. When I'd return to my bike, locked to a pole, it looked so great, I could see the painting already.

HOW HAVE YOUR BICYCLE PAINTINGS EVOLVED OVER THE YEARS? When I look back at my work, it's like a journal: Different bikes and friends' bikes through the years. The drawing has gotten more accurate and I spend longer on each piece. I've gone through periods where I focus on different aspects, be it in painting or about the bike.

WHAT DO YOU HOPE TO CONVEY IN YOUR PAINTINGS? I want to convey the beauty in people and bikes. I love how cycling is such an uplifting thing, that we harness our own energy to move forward. It's a powerful symbol, not just for riding a bike but for living well. I love that each bike I paint is unique and exists in its current form because of a specific person — and that it's also a universal icon.

IT MUST BE SUCH A JOY TO BE ABLE TO MAKE A LIVING DOING WHAT YOU LOVE - A DREAM FOR SO MANY OF US. I feel very lucky and happy that my painting supports me. Cycling, and especially the time I spent at the track, inspired the way I do business. To come up with a plan and go with it, with conviction. To define my faults and work to overcome them. Practicing to improve both painting and business. ■ **SEE TALIAH'S WORK AT BICYCLEPAINTINGS.COM**

CLUB SNAPSHOT:

Kidical Mass Philadelphia

BY DENA DRISCOLL

The Philadelphia branch of Kidical Mass (KMPHL) was founded in August 2012. The organization was borne out of a desire to feel safer on Philadelphia streets with my son, but has grown into a lively movement of Philadelphia families who are working together through rides and events to promote safe shared streets for all ages.

Philadelphia is home to a supportive bicycling community, but as parents of young children (most of our little riders are under 8 years old, with an average age of 3 years old) and many transportation cyclists, we may not fit in to many of the group rides that take place.

KMPHL is a judgment-free zone where we ride bicycles as families at an average speed of 4 miles per hour and carry kids' potties on our bikes.

We try to be as approachable as possible to all potential family bicyclists, as well as veterans. Our posters are bright and friendly and aren't relegated to bike shops — we want to reach new audiences so they are placed in family-friendly coffee shops and pubs, parks, grocery stores and children's shops around dozens of neighborhoods. We reach out to parent groups through Facebook and e-mail chains, too.

The start and finish locations of our rides are family friendly with amenities nearby that families need, like bathrooms, food, parking for cargo bikes and trailers, and a space for children to run around and burn off some energy. In the summer, we aim for sprinkle parks; in the winter indoor locations like cafes



Kidical Mass Philadelphia ride. Photo by James G. Mundie

— supporting local businesses wherever we go. Our rides regularly start a bit after the posted time, accommodating the ever-late parents we all swore we would not become!

KMPHL works hard to make bicycling with kids as easy as possible, because once you have kids nothing seems easy anymore! We not only host monthly rides that give families the opportunity to get comfortable on city streets but also organize events at shops, so we can

get families the equipment they need. Our Facebook group is also home to a second-hand market for outgrown equipment.

KMPHL is literally a growing movement (babies are born all the time!) so we continue to strive to keep bicycling a normal part of families' lives. The more family bicyclists on the street, the more positivity we can generate towards bicycling here. After all, who can dislike a smiling kid on a bike? ■

5 REASONS TO LOVE THE NEW NATIONAL BIKE CHALLENGE

BY ALISON DEWEY

We're off to an exciting start with the new-and-improved 2014 National Bike Challenge!

For months, we've been working diligently behind the scenes to create a better website that offers our users an intuitive, functional and inspiring experience. We truly appreciated riders' understanding and constructive feedback as we phased in functionality and completed development.

Many of you asked, "Why the change?" Well, it's a multi-faceted answer so we wanted to take the time to provide the answers and share with you our vision for what's to come.

1» We want the National Bike Challenge to be accessible for ALL users — so we developed an independent website that integrates multiple apps. With the rise of smartphones, we wanted to make sure

Challenge users can log miles as easily as possible — while still providing a dynamic website for folks entering their rides manually.

2» Each of the apps — Endomondo, MapMyRide, and Moves — offer distinct tracking tools, unique interfaces and accommodate a variety of riders. The new website also allows us to integrate more apps in the future. By making it easy and allowing the Challenge to evolve with the times, we envision reaching monumental numbers so that bicycling becomes everyone's first choice for recreation, transportation, commuting — whatever the reason!

3» The new site also provides a larger focus on Local Challenges. At the League, we want to offer our local partners the

best possible tools to promote bicycling at the community level. The website gives local groups more space to tailor their message, promote their group and showcase their local partners, while still collecting valuable information about ridership in their community.

4» Businesses also have the ability to offer internal competitions across multiple office locations. Now, U.S.-based companies with worksites across the globe are can be united in their Challenge. A company can enter an unlimited number of worksites to compete collectively as a workplace, while maintaining each worksite's unique employee make-up and allowing for a friendly internal competition. This year, workplaces will compete based on their total number of employ-



LCI CORNER

Pedaling Forward with Learn to Ride

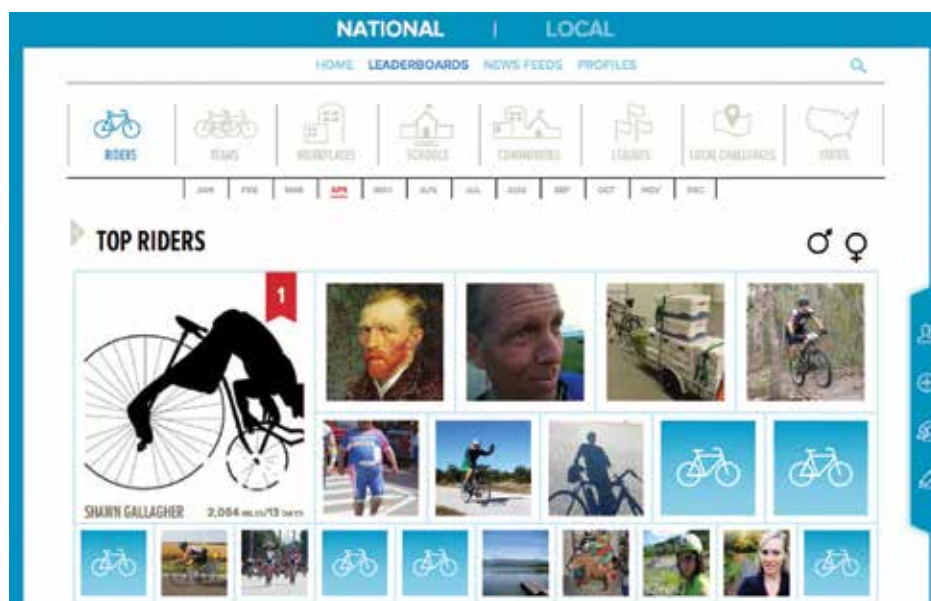
BY JASON TANZMAN AND
HANNAH GEIL-NEUFELD

It's 8 a.m. on a Wednesday morning when a Cycles for Change staff member arrives at Logan Park in northeast Minneapolis. She recognizes Em's* purple bike and bright red helmet from across the park.

ees, but will be ranked by points/1,000 employees — so everyone has a level playing field.

5 » The comments section has always been a vibrant part of the National Bike Challenge — we love hearing from you! Share information with the community about your morning ride, what inspires you, and why you ride. Ask for tips or offer advice. We realize this is an important part of the Challenge, so we've dedicated a full page to it on the website, under "News Feeds." We encourage you to be a positive and supportive voice for your local and national community.

Not registered yet? Sign up today at www.nationalbikechallenge.org and make every mile count! ■ ALISON DEWEY IS THE DIRECTOR OF THE NATIONAL BIKE CHALLENGE



She's in the normal meeting spot: a quiet section of the path with a slight incline that's perfect for learning to ride. Em pushes off down the slope, coasts for a moment before losing her balance and falling off to one side. She jumps away from the bike, laughs for a moment, then prepares to mount her bicycle once more.

Em connected with Cycles for Change through the Community Partners Bike Library, an innovative, federally funded program supporting traditionally under-represented community members with access to a bicycle, plus the training to ride safely and confidently. Em signed

up for the Bike Library program not knowing how to ride a bike. "Since I was little, my dream has been to ride a bike," she says. In fact, 43 out of the 44 Learn to Ride students in 2013 were women, with Latina and East African immigrant women making up the majority. These classes were customized to meet participant needs, providing small group and one-to-one instruction at convenient locations near to where they lived or worked.

After one of our lessons toward the end of the summer, Em unbuckled her helmet and put on her philosopher's hat. While

many students talk about the tangible health and economic benefits of learning to ride a bike, a lot of students also talk about the learning experience being empowering in and of itself. "Learning to pedal a bike and balance marks a change in your life," Em said. "Each time I take up something new, I think like I'm getting onto a bike to pedal. And each time I pedal I go a little farther ... It's beautiful to learn to pedal because you discover a marvelous potential within yourself." ■

**Pseudonym used at the student's request.*

2014 National Bike Summit SUCCESS: BY THE NUMBERS

In March, we were astounded and humbled by the tremendous efforts many of you undertook to get to Washington, D.C. for the National Bike Summit and National Women's Bicycling Forum. Despite the snow, government closure and cancelled flight schedules, nearly 700 participants joined us for the premier bike advocacy event of the year.

And it was one for the books! The new U.S. Secretary of Transportation, Anthony Foxx, made his first visit to the Summit; we heard inspiring words from the president of the National Organization for Women, Terry O'Neill; and attendees new and old came together to talk about how we continue the momentum of the bicycle movement.

But numbers — and pictures — speak louder than words, so here are some of the highlights from the 2014 Summit and Forum. ■

724 TOTAL SUMMIT REGISTRANTS

❄️ 5 INCHES OF SNOW IN D.C.



65 CONGRESSIONAL SPONSORS OF BIKE FRIENDLY BILLS (SINCE THE SUMMIT)

99%

PERCENTAGE OF SURVEY RESPONDENTS WHO WOULD RECOMMEND THE SUMMIT TO OTHERS

120%

GROWTH OF WOMEN'S FORUM REGISTRANTS



Bike Summit ride

 **46** STATES REPRESENTED
(+ DISTRICT OF COLUMBIA)

433 TOTAL WOMEN'S
FORUM REGISTRANTS

100% PERCENTAGE OF SATISFACTION
FROM OUR SPONSORS

  **67** FEMALE SPEAKERS
62 MALE SPEAKERS



Terry O'Neill, president of the National Organization for Women



U.S. Secretary of Transportation Anthony Foxx. All photos by Brian Palmer.

GIVING

Thank you to the following organizations and individuals who have contributed to the League, above and beyond membership dues, in January and February 2014.

\$5,000+

INDIVIDUALS

Gail Copus Spann
Daniel Gold
Hunt-Raymond Family
Susi Wunsch

\$1,000+

ORGANIZATIONS

Fox Valley Bicycle & Ski
Florida Freewheelers, Inc.
Wheeling Wheelmen
Bicycle Club

INDIVIDUALS & FAMILIES

Bruce Brodie
Bob Byrne
Will and Anna Haltiwanger
Pierre Swick

\$500+

ORGANIZATIONS

Organizations
BikeHouston
Evansville Bicycle Club
White Clay Bicycle Club

INDIVIDUALS

Diane Albert
Susan Heineman
Ian Hoffman
Susan Kremer
Joshua Levy
Henry Slack

\$100+

ORGANIZATIONS

Brandywine Bicycle Club

INDIVIDUALS

Hope Veterinary
Specialists - donated in
memory of James A.
Solly
Priscilla Johnson & Family -
donated in honor of
Phyllis Harmon's great
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Barbara Sturges
Norman Thompson
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Jim Waite
Bruce Wickert
Robert Zaret

TRANSPORTATION CULTURE CLASH

A challenge for bike advocates

BY ADONIA LUGO



Every time I go home to Orange County, California, I go through the same ritual familiar to many of us. People ask me about my work; I tell them about bikes; they respond with a story about how cyclists are a nuisance, and, while they themselves are too enlightened to menace those bike users, they see others doing it. Therefore, bicycling is a bad idea.

I sigh mentally and acquiesce, not because I agree with them, but because I know where they're coming from. I grew up knowing that driving as soon as I could would be best, because car culture reigns supreme.

Typically motorists strike two pedestrians each month crossing Pacific Coast Highway in Laguna Beach, a beautiful hillside beach town that would rather you think of its arts festivals rather than its dangerous streets. The PCH is a des-

ignated bike route, but in practice people outside of cars don't matter enough for drivers to be on the lookout. In 2012, the Orange County Register reported, 10 Orange County cities ranked among the worst in California for rates of injuries and fatalities caused by driving under the influence (DUI).

In places where driving is this entrenched, people tell each other that the only safety measure is to simply avoid traveling without the armor of a vehicle. Most people in Orange County don't try to challenge the deadliness of car culture by getting out of cars and into streets; they try to get further out of the way. In another Orange County town, San Juan Capistrano, there's a relatively new pedestrian bridge that funnels people from a parking lot to a high school over a four-lane street. Climbing up and down a flight of stairs seems like a lot more

trouble than a crosswalk, but all of this confirms the belief that by remaining in cars or out of their way, you can stay safe.

In this issue of *American Bicyclist*, we're calling your attention to culture. Culture is a term that describes the shared systems of meanings and values that regulate our interactions with friends, family, and strangers. Through our cultural work, we show those around us that we "get" it, that we're complying with the standards they expect from trustworthy individuals. Culture is the interface between an individual and the world that tells her what actions are appropriate and what would deviate from the norm.

In any given interaction between road users, who may be using the same streets without the same ideas about what should happen there, cultures can clash. And yet, transportation culture becomes routine and hard to see, especially in places



*Riding in traffic
in D.C., photo
by Maggie Smith*



*Advocates use paint to encourage riders.
Photo by Maggie Smith*

where there's a very dominant mode. To recognize transportation culture, start by asking what are our accepted behaviors on roads; what have we agreed upon as uses of shared streets? A few books that consider how we got to where we are today in transportation culture are Peter Norton's *Fighting Traffic* and Clay McShane's *Down the Asphalt Path*.

Can the street on its own transform the stories people tell each other about transportation if cultural norms aren't taken into account? At dinner tables, over coffee — this is where people tell each other about the right ways to travel. The way they interact in the street is an outgrowth of a larger mental framework they reinforce through buying bigger and bigger cars at the dealer, talking about bicyclists as a problem, confirming to each other that all the driving is a shame, but there's no alternative.

Those of us who bike know that's not the case. With our bodies on our bikes, we map what is possible. We make visible the lines between home, work, shopping, and fun. And in bike shops, co-ops, on rides, in all the places where people talk and wrench and race, bicycling is normal. Spending time in these spaces fuels us and gives us the vocabulary to go tell others about what a great thing biking can be.

We have the opportunity to take more ownership of our role as catalysts for change when we pay attention to our own bike culture. The next time you're out riding, notice when you feel dismissed or accepted by fellow road users. Are you in a multicultural transportation zone, or in a place where one group's culture wins?

■ ADONIA LUGO IS THE LEAGUE'S EQUITY INITIATIVE MANAGER

URBAN REVIVAL THROUGH BIKES

How cycling and culture connect to bring cities to life

BY STEVE CLARK

I'm sitting at The Handlebar on Mill Avenue in Tempe, Ariz., talking to Bob Beane from the Coalition of Arizona Bicyclists and Patrick Valandra of the Tempe Bike Action Group.

A bicycle built for five hangs from the ceiling and several patrons have brought their bikes inside, just because they can (since, there's also plenty of bike parking outside this self-declared "bicycle-friendly beer garden").

The wait staff dons shirts that declare "I Bike Beer," and it's clear that the majority of folks eating and drinking did not arrive on four wheels.

Patrick tells me what I hear again the following day when I meet with city staff and the chair of the local transportation commission: Mill Avenue used to be very different. Not long ago, the five-lane arterial was a channel of high-speed traffic, with few pedestrians, virtually no bicyclists and not much of a commercial district.

At first, the proposal of a road diet with bike lanes, landscaped median and curbside parking caused an uproar, as few could imagine how it could ever work. Today, the area has some of the lowest vacancy rates for office, retail and housing in the country, and proudly calls itself the only real downtown in the entire East Valley.

Throughout the nation 'Main Streets' are returning to their rightful domain as cultural districts, with progressive city planners realizing that a street has to work for everyone, not just the guy who intends to blow through as quickly as possible. Tempe isn't alone in using bicycles as a visible symbol of livability



Mill Avenue in Tempe welcomes bicyclists through culture and infrastructure. Photo by Eric Iwersen

— and showing how changing a street can transform the culture of the place.

On Mill Avenue, the addition of bike lanes made a big difference. But that wasn't all. The city encouraged mixed-use and higher-density development, understanding that a revitalized downtown had to be accessible on foot, as well. A new transit center encouraged people to arrive by train — and what better place for a bike center than right inside the transit station? Over time, the bike culture began to flourish. Now it's an area that seems to cry out "We love bicyclists! Come and spend some money!"

If The Handlebar is any indication — it's clearly working.

Lexington, Kentucky, has experienced a similar bike-powered renaissance. Not only have they added 250 bike parking facilities to their downtown, but they're also attempting to find the right balance of on-

street parking. In addition to striping bike lanes on Main Street, they're promoting mixed-use development, and creating events and other attractions to revitalize their downtown. And you know a city is serious about bicycling when they display their Bicycle Friendly Community application on their website for all to see.

So what are the main steps that bring about this culture shift, from cars whizzing by empty storefronts to bicyclists pulling out their pocketbooks? If a city is going to create a streetscape that captures the magic of the bicycle and works for visitors and residents alike, here are some of the key ingredients.

TAKE SPACE FROM CARS AND GIVE IT TO PEOPLE

When you put a road on a diet — narrowing travel lanes and / or eliminating extra ones — you open the space for sidewalk cafes, better bike lanes, wider

sidewalks, shorter crossing distances and landscaped medians. Where will all the cars go? Some might turn into bikes (ah, yes, the magic!) but most will go a bit slower — and now the roadway has turned into a place people want to be. Proportion matters! A bike lane should be at least half the width of the widest travel lane. The only time a bike lane should be 5 feet wide is if it's next to a 10-foot travel lane — and the gutter pan doesn't count!

PROVIDE ABUNDANT AND SAFE CROSSINGS

Once we lock up, bicyclists are pedestrians, too, so crossings are essential. People don't like to be limited to one side of a street and streets shouldn't be walls, difficult to break through. Great

streets not only have good crossings at every intersection but are also characterized by either lots of short blocks or plenty of midblock crossings. And like narrower lanes, safe and abundant crossings will slow the traffic beast!

ELIMINATE MINIMUM PARKING REQUIREMENTS AND SUBSIDIES FOR MOTOR VEHICLES

Yep, I know, this is the tough one. But, to bring a city back to life, does it make sense to pave over some of the most valuable real estate for surface parking lots full of empty automobiles? Revitalization happens far quicker when, in lieu of minimum parking requirements for cars, cities make bike parking as conspicuous and convenient as possible. The fact that businesses like Birchwood Café in

Minneapolis are now requesting that on-street space for car parking be converted to a bike coral where 12 bikes can park is further testament that bike culture is now unstoppable!

Of course, there are other ways to bring both beauty and culture — people! — to a place. Trees, rain gardens, nice awnings and protected bike lanes should all be top priorities. But perhaps more than anything else, the bicycle has become the symbol of a sustainable, healthy, modern and economically vibrant community.

Learn more about how the League is working to build a Bicycle Friendly America at bikeleague.org/bfa and follow my travels to communities nationwide on Twitter @bfc_steve. ■ STEVE CLARK IS THE LEAGUE'S BICYCLE FRIENDLY COMMUNITY SPECIALIST.

RETHINKING STREETS

BY MARC SCHLOSSBERG

Streets are often the greatest amount of public space our cities have, yet we have designed them almost exclusively for the fast throughput of vehicles. Streets do allow us to get through space to reach a further away destination, but they are also places — places where people gather, eat, play, and live.

For commercial streets where vehicular speed and volume tend to be higher, it's past time to rethink or re-purpose that public space so multiple modes of transportation can use them comfortably — and they can be reclaimed as places.

With that in mind, colleagues and I compiled a new book called *Rethinking Streets*, a

collection of 25 already-completed street transformations from around the country assembled into a visually rich, easily accessible format. The streets in this book are fairly normal looking places with fairly moderate re-designs from all parts of the United States. But the overall conclusion is clear: cars can still have access, pedestrians and cyclists can be better accommodated, businesses can thrive, and most importantly, the world will not end.

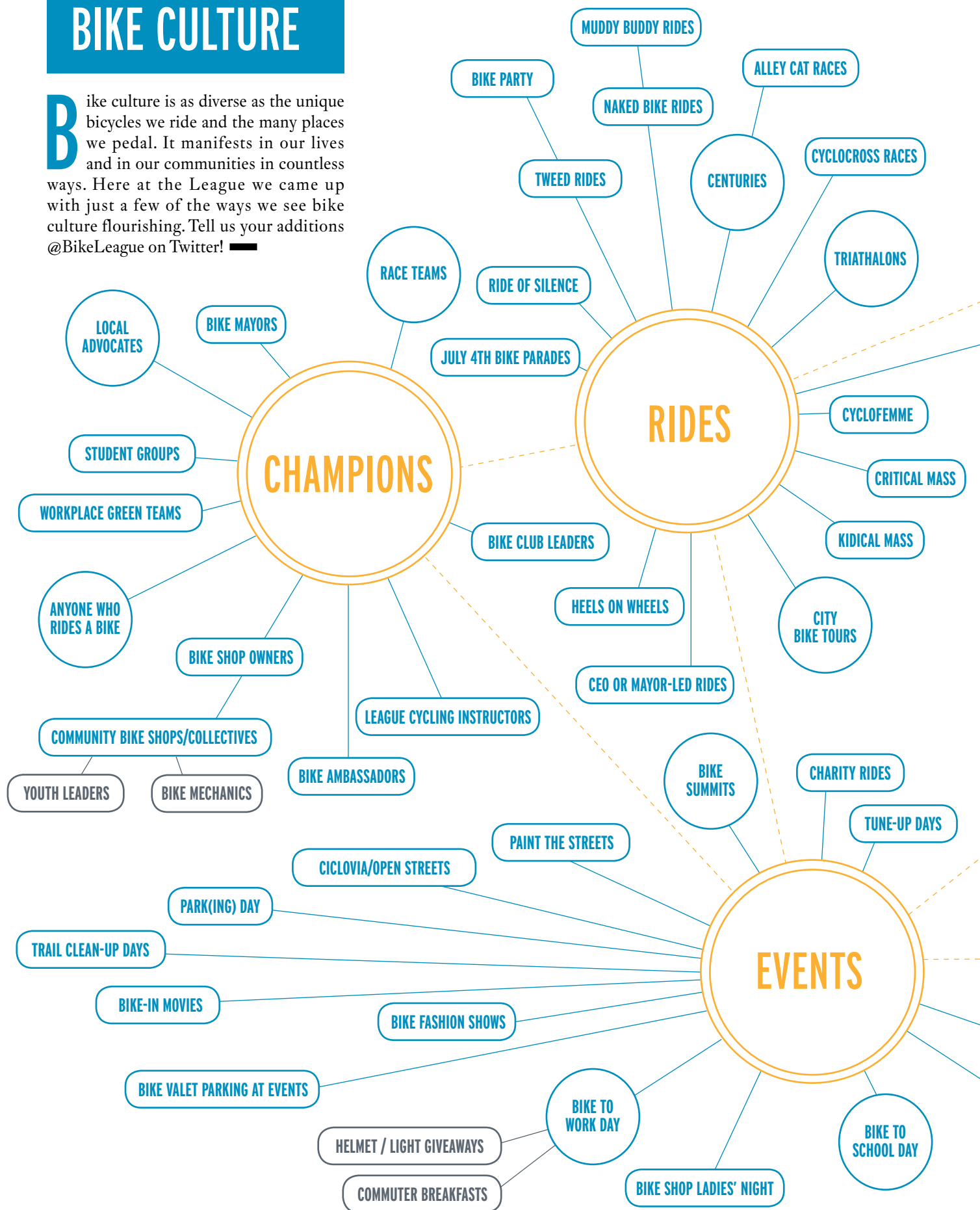
The project was grant-supported (with some valuable feedback provided by many members of the League) and there are a limited number of books available free of

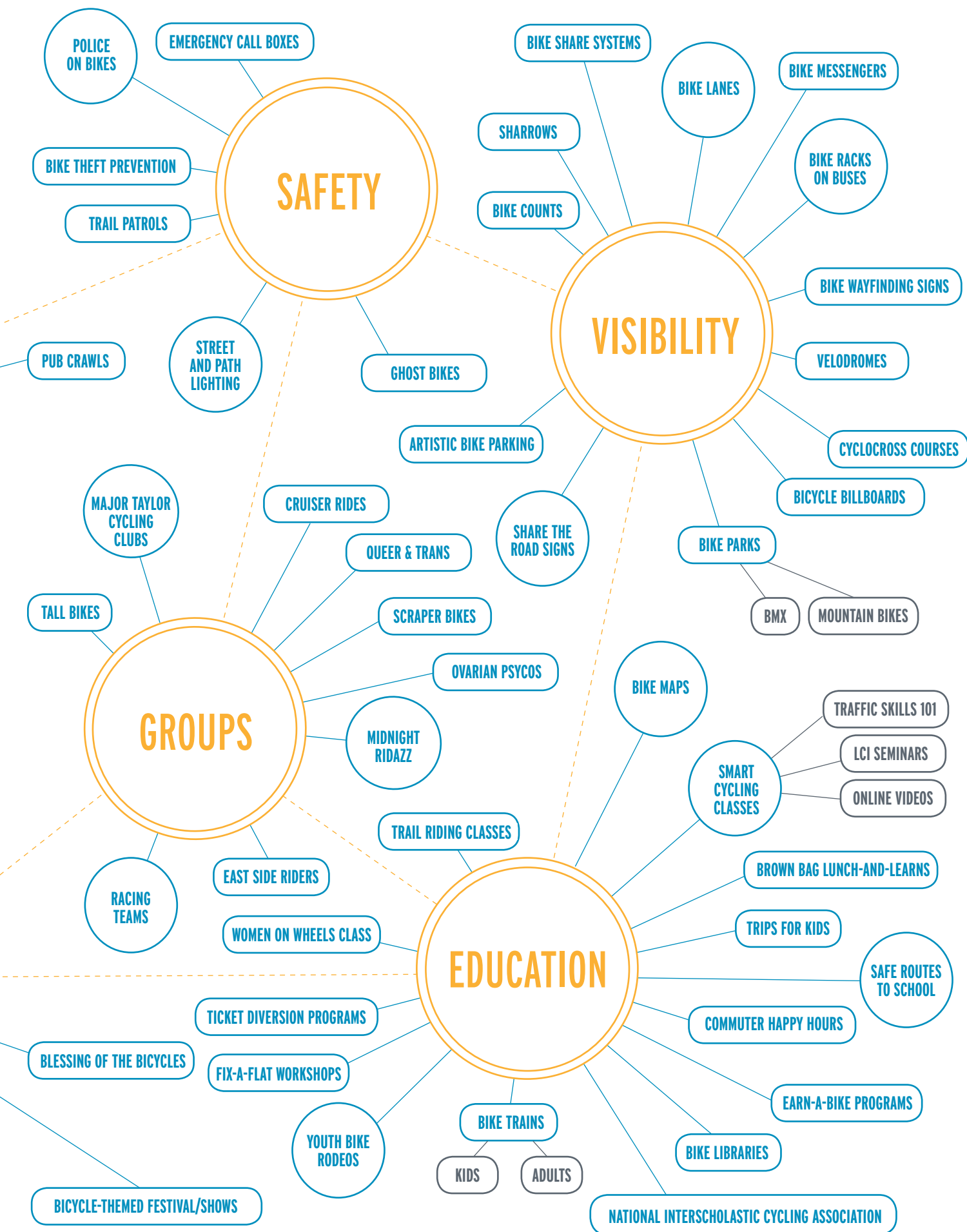


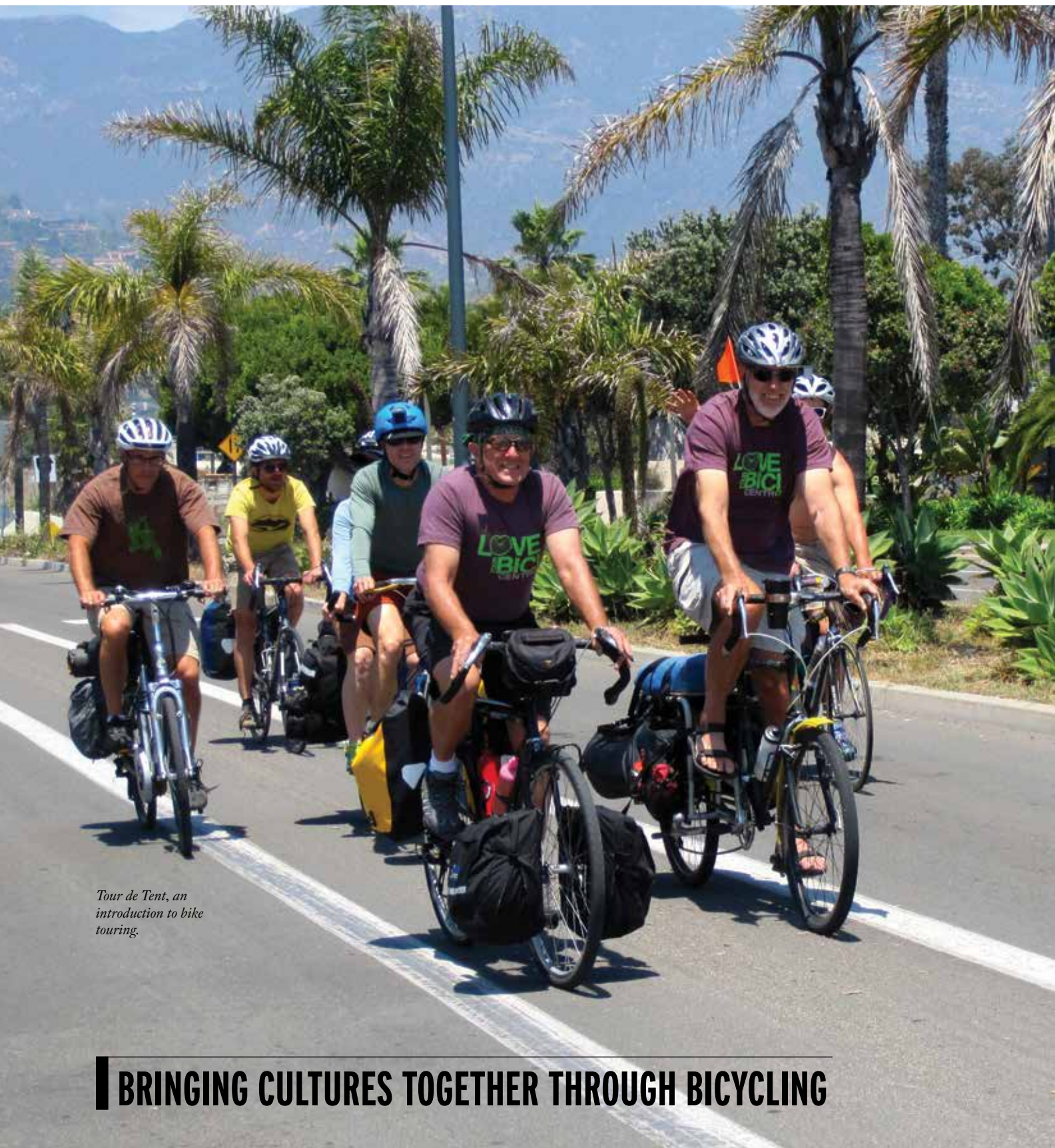
charge. Please request one for yourself — or, strategically, for someone else — at rethinkingstreets.com. ■ MARC SCHLOSSBERG IS THE CO-DIRECTOR OF THE SUSTAINABLE CITIES INITIATIVE AT THE UNIVERSITY OF OREGON

BIKE CULTURE

Bike culture is as diverse as the unique bicycles we ride and the many places we pedal. It manifests in our lives and in our communities in countless ways. Here at the League we came up with just a few of the ways we see bike culture flourishing. Tell us your additions @BikeLeague on Twitter! ■■■







Tour de Tent, an introduction to bike touring.

BRINGING CULTURES TOGETHER THROUGH BICYCLING

RED TILES AND SPOKES: BICI CULTURA IN SANTA BARBARA

BY LYNNETTE ARNOLD AND CARMEN LOZANO

Santa Barbara is a small town in Southern California whose size, flat terrain, and sunny weather make it a fertile environment for bicycle cultures of all kinds. From Gibraltar Road to the Cabrillo Beach bike path, you can find many groups using two-wheeled locomotion for multiple reasons.

Roadies on carbon-fiber bikes ride with their teams, mountain bikers traverse our challenging trails, BMX-ers practice tricks, and tourists see the sights on rented bikes.

On a daily basis, white-collar commuters ride to work in downtown offices and at the nearby university, while fashion, tattoos and style are crucial for fixie riders.

Custom chrome sting-rays are the bike of choice for the low-rider crew: young Latin@s who accessorize their bikes with banana seats, sissy bars, ape hanger handlebars, and wheels with many spokes.

Cruising the main drag on their way to the beach, wearing flip-flops and no helmets, you'll meet the iconic Santa Barbara cyclist: the cruiser user. Bridging many of these different cultures are the bikies, eco-minded young professionals — both men and women, mostly white — who are Santa Barbara's dedicated cycling activists.

Bike-minded Santa Barbarans often gather at informal hubs such as coffee shops like Handlebar Coffee, the French Press, and Daily Grind, where



Dave B, a founder of Bici Centro, and Carlos fix a bike. All photos by Christine Bourgeois.

wheels and mojo mingle. More intentional gatherings are planned during annual bike events, such as CycleMAYnia and the cruiser ride. The monthly Bike Moves ride is a local take on Critical Mass, bringing together the laid-back vibe of the cruiser users, the roadies' commitment to riding, and the advocacy angle of the bikies.

However, none of these hubs benefit from the participation of Santa Barbara's largest bike culture, made up of low-income, Latino commuters, who ride to work at restaurants, hotels, and

landscaping jobs on their well-used bikes. Despite their numbers, this commuter group is often invisible in the community, in part due to the timing of their commutes (early morning and late night) and residential segregation. Their legitimacy as road users is challenged by stereotypes that stigmatize them for not following the rules of the road by not wearing helmets or using lights and riding on the sidewalk.

Although these ideas are equally true of other local bike cultures, especially the cruiser users, for Latino cyclists,

these stereotypes come together with race and class, marginalizing them and making their bike culture invisible.

But Latino commuters are highly visible at Santa Barbara's most vibrant cycling hub, Bici Centro, a community bike shop run by the Santa Barbara Bicycle Coalition (SBBIKE).

During open-shop hours, cyclists bring their bikes into the shop for repair and maintenance. The shop has a DIY philosophy that espouses getting your hands dirty, and dedicated volunteer bike mechanics help customers become mechanically self-sufficient. Bici Centro represents the only local option

for affordable bike repair, so many of the shop users are from the low-income Latino commuter community. Coming to the shop brings them into close contact with volunteer mechanics from the bike community, as user and wrencher work together one-on-one on bike repairs.

When Bici Centro was created it inten-

CULTIVATING BIKE CULTURE

Whether a rolling bike party or an inviting, family-friendly trail, bike culture blooms in different ways in different communities. Here's how the seeds are being sown and cultivated in a range of cities big and small across the nation.



BALTIMORE, MARYLAND

By Chris Merriam, Executive Director, Bikemore

Baltimore's bicycle culture is benefitting from a recent burst of youthful energy to complement the strong work that a small-but-dedicated group of advocates had been doing for years.

Baltimore's first city-focused bicycle advocacy group, Bikemore, began in Spring 2012, focusing mainly on policy and infrastructure, but also supporting a bicycle mechanic program for Digital Harbor High School students that emerged from the students' own desire to have safe routes for bicycling around the city. At the same time a group of creative volunteers rebranded the city's sparsely attended Critical Mass ride into Baltimore Bike Party, a slow-paced monthly parade on two wheels that has been a massive, city-wide success with as many as 2,000 participants.

That's not to say that bicycle advocacy in Baltimore is a new thing. Bike Maryland (formerly One Less Car) has years of experience with adult and youth bicycle education and advocacy work at the State House in Annapolis, while Velocipede Bike Project has been helping people fix up their own bicycles in Baltimore for several years. And there are many organized rides in Baltimore throughout the year, including fundraising rides like Tour Dem Parks, Bike Jam, and Tour du Port, and casual rides like the women-focused Crank Mavens and Family Bike Party.

With a compact downtown street grid, temperate weather, and an impressive array of historic buildings and cultural offerings, Baltimore is a great place to explore by bicycle, Hon!



BOISE, IDAHO

By Jimmy Hallyburton, Executive Director, Boise Bicycle Project

We've always believed that Boise has the potential to be the "Bicycling Capital of the USA," and since we started working toward this goal in 2007, we've seen significant progress.

For a long time, our bicycling community has consisted of the Mountain Bikers and the Roadies. Now, we're starting to see an enormous increase in folks who are using bikes to accomplish their daily activities.

This exciting movement has resurrected the Downtown Boise Culture. Bike racks are full in front of restaurants, bike baskets are being loaded with produce from the Saturday Market, and those who did not ride this week are witnessing how fun and easy it can be.

Too many times people are convinced that they need fancy bikes, clothes, and equipment when all they really need to do, is get out and ride.

This is our goal: Teaching and showing all people how to enjoy the power of the pedal.

tionally aimed to provide a space that facilitated exchanges across different bike cultures, choosing a name that reflected these intentions. The shop has succeeded in increasing contact between members of these two separate bike cultures, and the consistent presence of Latino cyclists at Bici Centro has contributed to increas-

ing the visibility and legitimacy of this bike culture.

Of course, this work faces ongoing challenges, such as frequent language barriers between monolingual Spanish-speaking shop users and volunteer mechanics who speak limited or no Spanish. Another challenge at times is that the DIY phi-

losophy regarding repairs at Bici Centro involves a significant investment of time and effort, a heavier burden for those like the Latino cyclists who work long hours at physically demanding jobs. The DIY agenda does not work for them because they often just need a fast fix so that they can ride their bike to their next job.



EL PASO, TEXAS

By Bennett Foster, President, Velo Paso Bicycle-Pedestrian Coalition

The seeds of revolution and rebellion were sown into El Paso's rich history long before bicyclists stormed city hall demanding better bike lanes. According to a prominent historian, "El Paso served as the tinderbox of the Mexican Revolution." In a way, El Paso's always been a powder keg waiting for a spark.

For bicyclists, that spark came in May 2013 during El Paso Bike Month. National Bike Month was an opportunity for the community to experiment and grow in new and profound ways. Several new bike clubs emerged last year, each with different missions, all driving positive change in El Paso!

Because of an engaged network of bicyclists, El Paso is launching the first Bike Share system in West Texas, forming its first Bike Advisory Committee, and raising the caliber of bike lanes to meet NACTO standards.

Last May, Bike Month organizers teamed up with their counterparts in Ciudad Juarez to lead a bi-national ride that attracted more than 100 people. For many El Pasoans it was the first time they had visited their sister city in several years due to the high levels of violence. The bi-national ride was a reminder that bicycles are powerful tools for positive change and, more importantly, when it comes to bikes there are no borders.



HILTON HEAD ISLAND, SOUTH CAROLINA

By Frank Babel, Founder, Hilton Head Island Squeaky Wheels

Hilton Head Island is a resort-oriented community whose culture centers on preserving nature and respecting, appreciating and enjoying the natural island habitat. Welcoming more than 2.5 million visitors each year, we're a family-oriented destination that promotes healthy living through sports, recreation and outdoor activities.

Bicycling is an important island amenity that enables and complements this culture. More than 100 miles of multi-use pathways connect the islands' homes, hotels, parks, restaurants, shopping areas, points of interest and 12 miles of bikeable beaches.

For many, especially vacationing families, bicycling is the favored form of transportation and recreation. This safe, growing bikeways system helps foster active life styles, and gets people out of their motor vehicles and close to nature.

It provides safe, clean transportation and allows residents and visitors of all ages and abilities to experience the joys of bicycling and to appreciate the natural beauty of this island and its beaches.



Tweed Ride on State Street

CRYSTAL CITY, VIRGINIA

By Angela Foxx, President/CEO, Crystal City Business Improvement District

As the President and CEO of the Crystal City Business Improvement District, why would I focus on cycling? The answer is simple - getting people to ride bicycles is good for business.

The mission of the Crystal City Business Improvement District (BID) is to transform area perceptions, experiences, and realities. Built around the premise that people and businesses want to locate in communities that are innovative, active, artful, accessible and green, the Crystal City BID has been designing, developing, and deploying programs that underscore these characteristics.

Each and every one of these elements is touched upon in the BID collection of bicycling programs, which have helped turn Crystal City into the region's premier bicycle hub.

Active communities showcase healthier, happier, and more productive employees, lower staff costs associated with more affordable healthcare, and lower absenteeism. As a large proportion of regional emissions are attributed to transportation, shifting travel mode to the emissions-free bicycle offers serious green credibility, as well. Crystal City's support of new and innovative bike infrastructure, including new trail connections and the proposed installation of protected bicycle lanes, facilitates continued expansion of bicycle mode share. The creation of "shower-only" gym memberships and the marketing of existing bicycle parking assets further enhance the convenience of a two-wheeled commute.

Crystal City has also put an innovative and artistic spin on cycling and bike events. The Diamond Derby (pictured right), an urban cyclocross experience, transforms an underground parking garage into a dynamic subterranean race course and spectator event. The Phoenix Derby intertwines themes of fashion, bicycle design, and art to create a truly cultural experience.



The BID also played a pivotal role in bringing Capital Bikeshare to Arlington and creating a regional system, which has proven to be our most successful bicycle innovation and investment. With a bikesharing system, proximity to regional cycling trails, a strong network of on-street bicycle infrastructure, and a deep level of support and advocacy from the BID, Crystal City is expanding the area's accessibility by making the bicycle a viable alternative transportation mode not subject to track work, construction delays, congestion, or traffic accidents.

We're proud to be a Silver-level Bicycle Friendly Community and can't overstate the strategic role the bicycle play in fulfilling the BID's mission to make Crystal City an active, artful, accessible, green and innovative place to live and work. ■



Christmas Parade: Don Riders, a Lowrider bike club at Santa Barbara High School.

But by far the most important outcome of such intensive contact between these communities has been to push the bikie activists to include the needs of the Latino cycling community in their bike advocacy work. The Santa Barbara Bicycle Coalition has an active Spanish Language Outreach Committee, which, since 2011, has conducted regular sur-

veys among Latino cyclists, using the resulting data to enrich discussions at public planning meetings about bike infrastructure.

There are many challenges in bridging multiple bike cultures across socioeconomic differences, but Bici Centro is a clear example of the power of intensive intentional contact between bike cultures.

Towns like Santa Barbara and communities around the country should consider the advantages of developing intentional hubs where bike-minded people from many different cultures can come together to learn from each other's experiences and to feed inclusive bike advocacy. ■ LYNNETTE ARNOLD IS A GRADUATE STUDENT AT U.C. SANTA BARBARA AND CONDUCTED A STUDY OF BICI CENTRO THAT FOCUSED ON CULTURAL AND LINGUISTIC CHALLENGES FACED BY THE ORGANIZATION. HER RESEARCH FINDINGS WERE PART OF THE MOTIVATION FOR STARTING THE SPANISH LANGUAGE OUTREACH COMMITTEE OF THE SANTA BARBARA BICYCLE COALITION, AND SHE HAS VOLUNTEERED WITH THE COMMITTEE SINCE ITS FOUNDING. CARMEN LOZANO IS THE CHAIR OF THE SPANISH LANGUAGE OUTREACH COMMITTEE OF THE SANTA BARBARA BICYCLE COALITION AND THE VICE-PRESIDENT OF THE BOARD. CARMEN IS ALSO A LEAGUE CYCLING INSTRUCTOR AND CURRENTLY WORKS FOR FIRST 5 SANTA BARBARA COUNTY.



Erika practicing her Spanish and mechanics skills



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CULTIVATING A WOMEN BIKE CULTURE

NOLA Women on Bikes is changing the scene in the Big Easy

BY MARIN TOCKMAN

Although many of us were disappointed we couldn't attend the National Women's Bicycling Summit due to conflicts with our Carnival Season here in New Orleans, in looking back at our photos from the Chewbacchus parade, we can't get these huge grins off our faces! The parade, itself, was amazingly fun, but the realization of how much we have grown as a group in just one year is equally amazing.

In spring 2013, NOLA Women on Bikes formally started as a group. A few women already active in the bicycle community — through local bicycle riding groups, advocacy groups, community bike shops, and more — decided to meet to see if we could organize our efforts and host a few workshops and rides that could be targeted to new and experienced women riders, along with expanding all of our efforts to support youth employment and bicycle safety.

We met a few times at local restaurants and cafes to organize our mission and it became evident very quickly that we all had great shared goals — and we all wanted a women-centric bicycle network in our commu-

nity. Most importantly, we all wanted to build a means to connect about biking and transportation with other women. We knew that organized group rides and women-led and attended bicycle maintenance workshops needed to grow in our community, as well as youth engagement to target the next generation of female riders and transportation advocates.

After those first few meetings, we formed a Facebook group, NOLA Women on Bikes, and put up a website. In short order, we grew to more than 400 members on Facebook and added a number of features to our website, including our mission, events/ride calendar, and fundraising for our Youth Mentorship Program.

Our first group ride was well-timed with the second annual CycloFemme in May 2013. We had 25 people, including children and male partners, attend

great feedback and many people soon after began to sign-up on our e-mail list-serv and Facebook group.

Since then, we've gone on to accomplish a lot, including:

- » Hosted a handful of bicycle maintenance classes at the local youth community bike shop called RUBARB in the Upper 9th Ward
- » Hosted rides, including one with the Bike!Bike! Conference, where more than 150 women from all over the world rode with us
- » Participated in the first New Orleans Ciclovia event
- » Launched a Youth Mentorship Program with a local non-profit called the Youth Empowerment Project and successfully raising \$2,000 through our crowd-funding campaign for a young woman to intern and work at a bicycle tour/rental company called Crescent City Bike Tours during spring 2014
- » Participated in a local parade called Chewbacchus as "The Future Faces of Cycling" rolling with kids from the RUBARB Youth Community Bike Shop for a two-mile parade route in costume, handing out hundreds of local New Orleans Bicycle Maps and other great throws, including buttons and T-shirts donated by the League's Women Bike program.

It became evident very quickly that we all had great shared goals — and we all wanted a women-centric bicycle network in our community.

the ride and did an easy, 9-mile loop through New Orleans' City Park. We had



Clockwise from top right: Rubarb youth participation in parade, CycloFemme Ride in 2013; Marin Tockman at the Chewbacchus parade; gathering to ride at Crescent City Bike Tours (photos courtesy of NOLA Women on Bikes)

Looking back, it's an impressive list for just one year — but I'd be lying if I said organizing all of our efforts has been easy!

Getting the word out and keeping our group motivated and engaged has taken hard work from a few of us all volunteering our time. New Orleans is definitely known for its easy-going, fun festivals and fairs, and we have more work to do to connect NOLA Women on Bikes with the cities' events and other empowering opportunities. Our efforts to launch and successfully fundraise for the first Youth Mentorship showed us that we can have strong purpose and leadership skills in our group — and we need to do more as a group of women to be inspiring mentors for young people in New Orleans.

Our participation in the Chewbacchus Parade, that had almost 20,000

viewers and thousands of participants, showed that, when it comes down to it, we love having a great time, being creative, and working with and inspiring young people to see biking as empowering and fun. Every time we hold a ride or event, all that hard work pays off with the enthusiasm, great conversations, and the growing number of members we gain.

I really feel we're at the beginning of a great thing with NOLA Women on Bikes. Our efforts have gained attention from several local bike shops and transportation companies in the local area, along with other youth advocacy organizations. And, because we are family and partner-friendly, our rides are growing.

I truly believe that, by our forming this group a year ago, we have put greater focus on women/family riding in New Or-

leans and people are paying attention to our efforts to inspire more women and young people to get out and ride every day.

The larger national Women Bike community has definitely inspired us to make our voices collectively stronger and more engaging to a wider audience. The key is to keep motivated, always move forward, and continue to be creative, fun, and open-minded when it comes to creating more opportunities for women and young people to get out and ride.

It's been a fun ride for us so far and we can't wait to see how NOLA Women on Bikes will grow! ■■■ MARIN TOCKMAN IS THE CO-FOUNDER OF NOLA WOMEN ON BIKES AND THE OWNER OF DASHING BICYCLES & ACCESSORIES BIKE SHOP.



BIKES ALIVE IN TRANSYLVANIA!

How two women made cycling part of Transy campus culture

BY MICHAEL FLUECKINGER

Lexington may be known as the Horse Capital of the World, but our scenic country roads and rolling hills also make our Kentucky city a great place for bicyclists.

With nearly 750 members, the Bluegrass Cycling Club sponsors weekly rides around the Lexington area — but that's not all. Bicycling is also alive and well at Transylvania University, nestled in the northern reaches of the city, thanks to two dynamic and energetic

women: one a student, the other her teacher and mentor.

Sharon Brown, professor of exercise science and avid road cyclist, has been promoting bicycling at Transy all of the 17 years she's taught at the progressive liberal arts college. In addition to being an active member of the Bluegrass Cycling Club, she's completed organized rides outside Kentucky — and brought that passion home to the university. She's worked hard to incorporate

cycling into the academic curriculum at Transy, including the development of a course now called "It's All About The Bike: Public Health, Sustainability and Liberation."

It started in 2002, when Brown first led a group of students on a bicycling adventure in France, including rides through classic cycling country and epic climbs like Mount Ventoux. The course involved pre-trip training, cultural study, and, of course the physiology of long



Transylvania University students, faculty and staff promote National Bike to Work Day.



It's All About the Bike course in front of the Kentucky State Capital Building in Frankfort.

distance cycling. Not surprisingly, the class was offered again in 2006 and 2010.

Last year, Brown repeated the course in the Bluegrass State, leading a four-day tour around Lexington, including stays at an organic farm and the famous Shaker Village. Combining academic study with real life cycling experience, it was the first biking experience since childhood for many of the students. And the confidence they gained, completing 50 hilly miles on a windy Kentucky day, was an education they'll take far beyond the classroom.

One of the students on that trip was Stevie Morrison, a junior art major. Morrison loves the bike, and has become not only an avid rider but also a skilled bike mechanic. And she has a strong desire to share her passion with other Transy students.

During her sophomore year, Morrison was approached by the Transy administration with a request to bring more visibility to bikes and biking to Transy students, many whom hadn't been in the saddle since their elementary and middle school days. Up for the task, Morrison created a place on campus that has become "Transy Bike Central."

With just one room in the heart of Transy's campus, Morrison created a center that has become an integral part of campus life, and has sparked a dialogue on campus about cycling. A bike repair and rental shop, it's also a hub for bike education and an opportunity for students to renew

their interest in the cycling.

With her artistic talents, Morrison has designed a welcoming array of original bike art that adorns the walls. Students can bring their bikes in for a tune-up; get advice on purchasing a bike; or brush up on bicycle safety tips and

With just one room in the heart of Transy's campus, Morrison created a center that has become an integral part of campus life, and has sparked a dialogue on campus about cycling.

skills. Bikes are loaned out to students who wish to get reacquainted with bicycling, or who just need a ride for the afternoon. International students can



Stevie Morrison in the Transy bike shop.

rent a bike for the entire academic year.

Morrison also leads bike-centered activities on campus, including creating and leading the Transy Biking Club, and Saturday morning rides to a local bagel shop. This fall, she led a group of Transy students and alumni on a 220-mile bicycle trip from Transy to the National Undergraduate Sustainability Conference in Nashville, an indicator of her multi-faceted approach to biking and the bike as an element of sustainability.

Morrison and Brown have become Transy's bike ambassadors, doing excellent work on campus to promote bicycling, bike safety, and a healthy, bike-oriented sustainable lifestyle. They recently

Morrison and Brown have become Transy's bike ambassadors, doing excellent work on campus to promote bicycling, bike safety, and a healthy, bike-oriented sustainable lifestyle.

presented their work to delegates of the Kentucky Bike and Bikeway Commission conference, extending their energy and influence to the larger Kentucky biking community.

Their efforts represent the future of biking and sustainability at the local, university and state levels. ■

AMERICAN BICYCLIST

THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 308, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org; fax: 202-822-1334.

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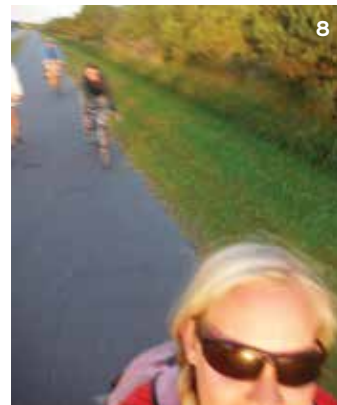
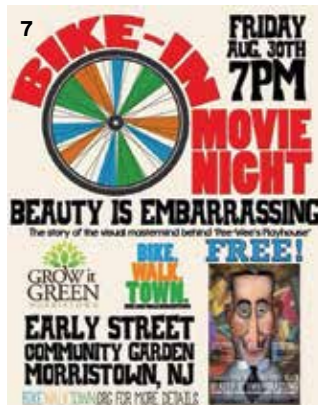
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SHOW US YOUR BIKE CULTURE!

We asked our Facebook and Twitter followers a simple question: What is YOUR bike culture? Bike culture is diverse in many ways and these photos make that more than clear. Join in by submitting your bike culture images @bikeleague or at facebook.com/leagueamericanbicyclists! ■



- 1» Riders in Palmetto, FL seem to prove that you come into your prime after 70!
- 2» Shoveling snow and breaking ice on our court for hours so we can play bike polo in Chicago!
- 3» Little Batman hops a ride.
- 4» This week, our friend Lindsay was busy prototyping a green lane on a major arterial street in Central Phoenix.
- 5» An all women's 100KM cycling event in Montana — great riding, great women, great fun!
- 6» We host a Bike to Work Day every Friday morning in Phoenix and end the ride at City Hall.
- 7» Bike in movie night at the community garden in Morristown, NJ.
- 8» Ocracoke bike gang! There's an awesome, huge bike path that leads from the ferry/town to beach camping area. Ocracoke, NC.



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- 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.

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