



# AMERICAN BICYCLIST

## THE BIG IDEAS ISSUE

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*Winter 2015*

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**MARCH 10-12, 2015**  
**WASHINGTON D.C.**

# BIKES+



When more people ride, life is better for everyone.

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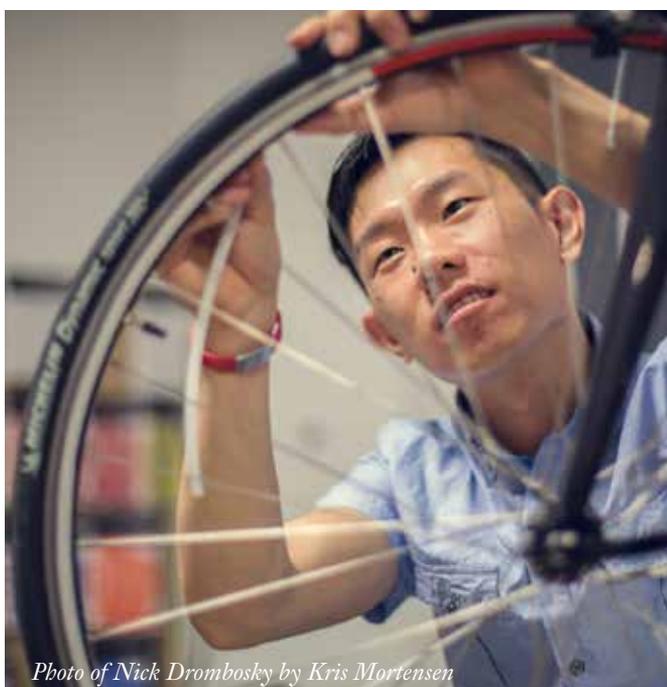


Photo of Nick Drombosky by Kris Mortensen

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AMERICAN BICYCLIST MAGAZINE IS PUBLISHED AS A BENEFIT TO MEMBERS OF THE LEAGUE OF AMERICAN BICYCLISTS. IF YOU'RE NOT A MEMBER, AND YOU WANT TO RECEIVE THIS MAGAZINE AND SUPPORT THE INNOVATIVE ADVOCACY DESCRIBED WITHIN, JOIN THE LEAGUE AT [BIKELEAGUE.ORG/JOIN](http://BIKELEAGUE.ORG/JOIN).

ON THE OVER: Truly big ideas change the landscape – and Slow Roll Detroit has transformed bicycling in the Motor City. The photo on the cover was taken by co-founder Mike MacKool at a 2014 ride.



# BIG IDEAS: PAST AND FUTURE

In 1880, a group of “wheelmen” had a very big idea. They gathered fellow cyclists representing newly formed bicycling clubs from cities across the country in Newport, Rhode Island, to create the League of American Wheelmen. The League became the national voice for people a-wheel, and it laid the groundwork for one of the most powerful and influential movements of the late 19th Century.

The Good Roads movement spearheaded by the League not only pressed for bicyclists’ access to our public streets but also pushed for improvements that enhanced mobility for all. It was a big idea that revolutionized travel in the United States.

As we enact our new strategic plan in 2015, we’re renewing the big, bold thinking of our founders and reinvigorating our mission to “lead the movement to create a bicycle-friendly America for everyone.” No doubt we’ve made tremendous progress.

» **1 in 5 U.S. residents** now live in a League-designated Bicycle Friendly Community with BFCs in all 50 states.

» **More than 1,500** active League Cycling Instructors have been trained to teach our standard-setting Smart Cycling program to thousands nationwide.

» With the National Bike Summit we continue to influence federal policy, including the passage of a **national goal to reduce bicyclist fatalities** in 2014.

» Our Advocacy Advance partnership with the Alliance for Biking & Walking has leveraged **\$475 million in public funding** for bicycling and walking projects and programs since 2011.

» Our **Equity and Women Bike** programs are re-writing the playbook for the entire movement to ensure our relevance and value to the next generation of Americans.

But we’re not the type of organization that’s content to spin its wheels. We’re committed to raising the bar on the measure and definition of success — and rapidly advancing the pace at which bicycling is embraced by and accessible to all Americans. In our new strategic plan, we’ve set ambitious goals around transportation funding, street safety and the make-up of the movement itself. And we’ve committed to a style of leadership built on listening and learning, not just from longtime supporters, but from new partners whose perspectives will challenge us, as well.

Essential to that transformation is our continued belief that the bicycle has the potential to transform our communities and the lives of individuals like never before. No longer will we promote bicycling solely for bicycling’s sake — it’s far bigger than that. We’re doing the deeper and more impactful work of transforming the League and helping our member clubs and affiliates to not only be more representative of the U.S.



population as a whole, but to be more engaged in using the bicycle to help solve critical problems facing individuals, communities and the nation.

To make that change, we believe in the power of People, Places and Policy — and in this issue of the magazine we’re lifting up some of the big ideas that promise to shape our history... just like those “wheelmen” did so many years ago.

While we couldn’t be more thankful for your support and membership, I invite you to join us in thinking bigger. Just as we did 135 years ago, we need to come together to build the ranks and influence of the League itself. In this day and age, we need to amplify our message more than ever to be heard. With your help championing the League, we know we can once again create a revolution: A Bicycle Friendly America for everyone.

*Andy Clarke*

Andy Clarke, League President

# INBOX

## FROM THE EDITOR

In 2013, we were excited to debut a re-designed *American Bicyclist*. In the update to our historic publication we gave the magazine a more sophisticated feel, integrated more graphic elements and crafted more elevated content.

In 2015, we're raising the bar again.

We're growing from 32 to 48 pages; evolving from a quick read over Sunday coffee to a dense quarterly you can delve into day after day.

We've listened to your feedback and learned that our members aren't just excited about bicycling—you're stewards of the environment, as well. We, too, believe that bicycling can make our nation more sustainable and energy independent, and we're looking at how we can go green in our operations, as well. By increasing the page count and decreasing the frequency from six to four times per year, we're bringing you the same amount of content with a much lower carbon footprint.

You can still look forward to the same type of content you've come to enjoy — personal narratives about the joy of bicycling, insider accounts about the growth of a Bicycle Friendly America, in-depth stories about the most innovative advocacy campaigns and cutting-edge evolutions in cycling education. And, in this format, we'll have more room to tell those stories in new, dynamic ways.

But *American Bicyclist* is just one of the ways we're sharing critical information and inspiring stories. We have daily content on our blog — [bikeleague.org/blog](http://bikeleague.org/blog) — and a thriving community of tens of thousands on Facebook ([facebook.org/leagueamericanbicyclists](https://facebook.org/leagueamericanbicyclists)) and Twitter (@bikeleague).

We look forward to engaging with you, hearing your stories and working together to build a Bicycle Friendly America for everyone. Please don't hesitate to contact me at [carolyn@bikeleague.org](mailto:carolyn@bikeleague.org) if you have story ideas or questions.

—Carolyn Szczepanski,  
Director of Communications

## THANKS BFC STEVE!

*In 2014, Steve Clark, the League's Bicycle Friendly Community Program Specialist traveled to 77 cities for BFC visits. The response was phenomenal. Read more about this travels on page 36.*

Steve, I really appreciate your recommendations and words of wisdom. This week the city brought together some really inspiring groups, advocates and individuals to work on our next Bicycle Friendly Community application. Thanks again.

—Brian Shevock, Colorado Springs, CO

The visits were game changing. You added amazing insight, value and knowledge to each of these communities!

Kansas typically doesn't hit the radar when it comes to cycling, but we are quietly gaining traction. With dedication, focus and fight we'll prove to accomplish some amazing things—and the League is part of that! Since we're in the center of the U.S., what's to say Kansas can't be the “center” of cycling.

—Wade McGuire, Lawrence, KS

## FROM TWITTER

@MarenEHill: Respect to @BikeLeague: Streets aren't safe unless we're all safe [bit.ly/seeingandbelieving](http://bit.ly/seeingandbelieving)  
@urbanadonia #BlackLivesMatter

## FROM INSTAGRAM #IBIKEIVOTE



@pedalbic: Make time to vote today!! We'll have #bikeswag with any purchase when you show your sticker in the shop today! #ibikeivote #biketothefuture

# MEMBER SNAPSHOT:

## Frank Peters



Frank Peters

*Frank Peters first got involved with organized bike advocacy just five years ago — but he's got a long history when it comes to cultivating big ideas. The founder of a company that produces software used widely on Wall Street and an expert on angel investing, Peters has a unique perspective on entrepreneurship, innovation, and how that intersects with bicycling. He shared his thoughts with the League.*

**SOME OF THE BIGGEST IDEAS OF THE PAST 30 YEARS HAVE COME FROM THE COMPUTING REALM AND YOU SPENT A GOOD PORTION OF YOUR CAREER CREATING AND BUILDING SOFTWARE — HOW DID YOU GET STARTED?**

Well, I was there at the beginning of the personal computer age—and I was also mostly unemployed at the time. I was struggling to make ends meet, but I was entrepreneurial. I didn't fit into the corporate model, so I was out talking to people. Everyone was keen on personal computers—to have one and use one to help automate their businesses. It just so happened that one person I called on was a local stockbroker and, 15 years later, 25,000 Wall Street folks were using the software we created.

**AFTER THE SUCCESS OF YOUR OWN COMPANY, YOU GOT INVOLVED IN HELPING OTHER ENTREPRENEURS, RIGHT?**

I dedicated myself to working with entrepreneurs and I thrived in that environment. Tech Coast Angels is one of the largest angel investor groups in the nation. I joined as a member, working on their due diligence projects screening entrepreneurs, and, over 11 years, I worked my way up to chairman of the organiza-

tion. After my term, I didn't know what to do with myself so I became an angel investor at large and traveled the world, speaking about angel investing and entrepreneurship in Istanbul, Moscow, Barcelona, Madrid, and many locales!

**SO WHEN YOU'RE LOOKING TO INVEST IN THE NEXT BIG IDEA, WHAT ARE SOME OF THE THINGS YOU LOOK FOR?**

You're looking for passion in the individual and you're looking at the team to see, is this somebody you can work with over the long term? And I think one thing we've learned as investors working with startups is that the original idea always changes. We kind of joke among ourselves that we like an idea or a concept, but we know it will change as they encounter the marketplace. So you ask, are these people willing to embrace change or are they locked into their idea?... I think I surprised a university audience a couple of weeks ago by telling them, on the order of 60 percent of all investments an angel investor makes will fail. It's hard to pick the winners, so what we have to do is diversify. And I see this as I get to know bicycle advocacy, too. We have to identify who are the people really making a difference in their community and do what we can to help as many as possible, because we don't know where it will take root.

**I KNOW ONE OF THE BIG IDEAS YOU'RE INVOLVED WITH NOW IS PROMOTING THE USE OF ELECTRIC BIKES.**

I spent much of the past year in Sacramento at the state capitol... For me it was very satisfying. I met a lot of people in

the electric bike industry and enjoyed walking the halls of the capitol, not as a lobbyist, but as an electric bike user. I'm 62 years old. I need to be on a bike every day to stay in shape. And I'm a bit physically handicapped. I'm the perfect representative of someone who needs an electric bike, and I found that resonated with a lot of people in the capitol. Probably in every state capitol in the country staffers are going to meetings talking about how to get people out of single family automobiles. They're not sustainable. They're ruining our environment, our living spaces, and the air we breathe. Electric bikes have the potential to get people out of their cars, and that resonated with a lot of people in the capitol.

**WHAT ARE SOME OTHER BIG IDEAS YOU'RE SEEING IN THE BIKE MOVEMENT RIGHT NOW?**

We really need to do everything we can to encourage green lanes and protected bike lanes to get more people on bikes. I always say here in Newport Beach that painting a stripe down a major arterial is not going to get more moms and kids on bikes. That's a slow process, and one of the things I've observed in myself coming from the business world and then into the municipal environment is, in the business world, as the CEO you just say, "This is what we're going to do," and you go to work. In government, of course, it takes years to make change happen.

HEAR MORE FROM PETERS TAKE ON BICYCLING ON HIS PODCAST AT [CDMICYCLIST.COM](http://CDMICYCLIST.COM)

# CLUB SPOTLIGHT:

## Corporate Bike Clubs



ChewBika

We typically think of bike clubs as a leisure time activity, but, thanks to a growing number of Bicycle Friendly Businesses (BFB), cycling is becoming embedded in the workplace as well. In fact, we've seen a number of BFBs have the Big Idea to launch bike clubs for their employees to encourage commuting and build community.

At PHELPS, a California-based communications and marketing company, they're getting the word out to employees through a bike club with a BIG name.

"ChewBika started a few years ago when a couple of the regular bike commuters decided to head down to Venice for lunch by the beach," said staffer Wesley High. "Not only did they get to take a ride along the Pacific Ocean, but it took less time than it would to drive. Soon, word got around about our Friday bike adventures, and more bikes starting popping up around the office."

While they started with just a few people, the crew quickly became part of the company culture.

"In addition to our weekly Friday lunch ride, we have our own T-shirts and help others with information regarding all sorts of bike questions, from rules of the road, to fun places to ride around the area," High said. "Most importantly, though, ChewBika has inspired and given people who haven't ridden in years a chance to throw their leg over the saddle and get moving."

One example: Gabby Gonzalez, the company's talent coordinator.

"She hadn't ridden a bike for more

than the five years since college," High said. "Los Angeles just didn't seem like a place where it was feasible. You could tell all that changed the first time we convinced her to ride to lunch with us. Riding a borrowed bike, halfway down the first block she yelled, 'I can't stop smiling!' Soon after that, she bought a bike of her own and, before we knew it, she was riding the 10-mile commute to work a couple of times each week."

**"Most importantly, ChewBika has inspired and given people who haven't ridden in years a chance to throw their leg over the saddle and get moving."**

And ChewBika is in good company across the country.

In Boston, **BOLOCO** isn't just creating delicious burritos, but cultivating an appetite for bicycling among its Bean Town employees, too. Team Boloco, the employee bike club, participates in a number of local events, including Mayor Menino's Hub on Wheels Ride, and even sponsors external groups like the Back Bay Cycling Club.

Down in Washington, D.C., the **WORLD BANK BIKE CLUB** provides information to staff about bicycling events in the capital region and works with the Bank to sponsor special events of interest to cyclists, like maintenance classes. To provide in-

formation to its members, it maintains an active e-mail list and uses internal social media channels.

Sowing the seeds of better bicycling, **DOW AGROSCIENCES** organizes weekly rides in the spring, summer and fall for all its employees. For folks who aren't ready to hit the road, they also host four spin classes each week at the beginner, intermediate, and advanced levels. For additional education, the bike club provides food for thought with lunch seminars that feature guest speakers from local bike advocacy groups and teach employees about bike maintenance, safety, and share the road programs.

Known for health and lifestyle magazines like *Fitness* and *Better Homes and Gardens*, **MEREDITH CORPORATION** is taking a page out of its own publications by making bicycling part of its internal culture. The Des Moines-based company is forming bike clubs, cycling groups, having lunch-and-learn sessions and promoting community events so they can provide as many opportunities for employees to get involved as possible.

As High emphasized, bike clubs can be a small investment with a big return.

"What's so great about ChewBika is that it gives everyone a chance to take a quick reprieve from their busy work week to just have fun," he said. "Great people, fresh air, good food and two wheels — if that's not a way to get people back on a bike, I'm not sure what is!"

LEARN MORE ABOUT THE BICYCLE FRIENDLY BUSINESS PROGRAM AT [WWW.BIKELEAGUE.ORG/BUSINESS](http://WWW.BIKELEAGUE.ORG/BUSINESS).

# WHAT'S THE BIG IDEA?

Find out at the 2015 National Bike Summit!



This year marks the 15th anniversary of a Big Idea: Uniting the voices of bicyclists on Capitol Hill.

The National Bike Summit debuted with just a couple hundred people gathering in a modest Congressional meeting room. Now it's the biggest annual bike advocacy event in the country with our presence anticipated and embraced by smiling staffers and members of Congress eager to don a bright bike pin on their lapels.

And this year, we're upping our game.

The 2015 Summit articulates a new direction for bike advocacy; one that sums up the League's new strategic direction: Bikes add value in so many ways. Instead of saying "Look at what the bike has done for us!" we're asking "How can the bike help you achieve your goals?"

That's a significant shift for the movement, and this year's Summit theme — **BIKES+** — focuses on new ideas for exponential growth and building strong partnerships to get us there. We'll zero

in on how the bike movement can add value to other issues and find powerful champions in health, community development and the business sector.

So what kind of discussions can you expect? Here's just a few key topics.

» **VISION ZERO:** Cities around the country are setting goals of reducing traffic fatalities to zero in a set period of time. How have these policies changed transportation policy, and how are leading advocates advancing Vision Zero campaigns in their communities? We'll hear from Leah Shahum, the former executive director of the San Francisco Bicycle Coalition and leader of a new national effort around Vision Zero.

» **RETROFITTING SUBURBIA:** Ellen Dunham-Jones, Professor of Architecture and Urban Design at Georgia Tech, co-wrote the book on Retrofitting Suburbia and maintains the only database documenting the transformation of dead shopping

malls into valuable suburban real estate. Dunham-Jones will inspire us to believe that the suburbs can be saved for bicycling, and document how the bicycling community can plug into that effort.

» **BUILDING A LEADERSHIP PIPELINE:** A major lesson learned from last year's election was that picking the right candidate matters. Kara Hollingsworth, principal of political leadership at Wellstone Action, will discuss the components, process and best practices to develop an effective candidate recruitment and leadership pipeline for your local organization.

The Summit will also feature the **NATIONAL FORUM ON WOMEN & BICYCLING**. Building on its success by digging deeper, the Forum will focus on a Big Idea that will drive change at all levels: creating more diverse leaders, and proposing new systems of leadership to infuse more creativity and innovation into the bike movement.

The Forum will help you define your



All photos by Brian Palmer (1) U.S. Secretary of Transportation, Anthony Foxx, at the 2014 Summit (2) Katie Monroe of the Bicycle Coalition of Philadelphia, celebrating having biked from New York City to Washington, D.C. with 10 other women (3) Participants from Missouri prepare for Lobby Day at the 2014 Summit (4) Delegates from Massachusetts meet with Sen. Elizabeth Warren during Lobby Day at the 2014 Summit

personal destiny in the bike movement. Where can you be most effective? How can you use your authentic leadership style to drive results in your community or at your place of business?

And how can we build a bike movement that values powersharing, building community, respecting diversity of personal experience, and challenging traditional notions of leadership? How can bike advocates

who do not identify as women assist women in co-creating a bike movement that truly believes in making bikes accessible to all?

Don't miss the chance to network with hundreds of bike leaders and be part of the Big Ideas that will propel the movement in 2015 and beyond. Don't wait: Early-bird rates expire at the end of January!

Learn more and register at [www.bikeleague.org/summit](http://www.bikeleague.org/summit).

## THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists' mission is to lead the movement to create a Bicycle Friendly America for everyone. As leaders, our commitment is to listen and learn, define standards and share best practices to engage diverse communities and build a powerful, unified voice for change. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 308, Washington, DC 20006-2850, 202-822-1333; [bikeleague@bikeleague.org](mailto:bikeleague@bikeleague.org); fax: 202-822-1334.

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## AMERICAN BICYCLIST MAGAZINE

Editor: Carolyn Szczepanski  
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# SMART CYCLING UPDATED

## New manual, graphics make education more accessible

No matter where you live, you've seen it. Maybe in a television commercial. Maybe on your street. The visibility of bicycling is on the rise.

But we know that translating that interest into sustained ridership requires great bike education that makes folks of all ages and abilities feel safe and comfortable traveling or exercising on two wheels.

That's why, over the past year, we've been taking a close look at how we can improve our Smart Cycling curriculum to improve the tools for our more than 1,500 active League Cycling Instructors (LCIs) and make it more accessible to the general public. Our solution? Make it more visually appealing and easy to understand.

For instance, LCIs have long relied on one another's illustrations to help students learn specific bike safety maneuvers. We decided it was time to have a professional help us turn those complex concepts into instantly comprehensible images. We commissioned Stephen Haynes to create more than 30 new graphics that show simple steps, like how to fit a helmet or properly lock a bike, as well as trickier maneuvers, like riding through multi-lane intersections and navigating different types of protected bike lanes.

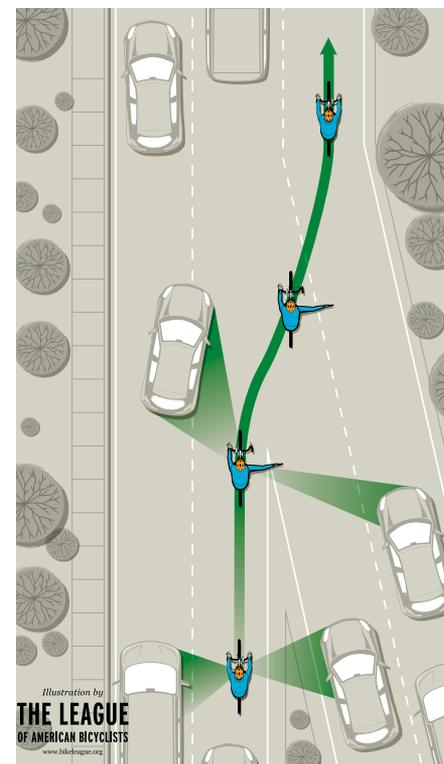
So, how can you use these graphics?

- » If you're a League Cycling Instructor, integrate them into your presentations.
- » If you're a bike shop owner or public official, use them in posters, flyers and other handouts to spread the word about bike safety.
- » If you're a bike advocate or club leader, use them as promotional pieces for bike safety courses or other teaching opportunities.

We didn't stop with the graphics. We overhauled our entire student manual, too. We've replaced the technical speak with language any lay person can understand, while still providing crucial information for all riders, from a beginner buying his first bike to the seasoned cyclist who needs tips to fine-tune her comfort on long, group rides. We've brought the content alive with bright, professional photos and made the information more dynamic with infographics and checklists.

The manual, graphics and Quick Guide are just some of the efforts to make the education program more accessible and relevant. We're not nearly done yet; stay tuned for more on our blog and the next issue of *American Bicyclist*.

**SEE THE CHANGES AND ORDER MATERIALS TO BOOST YOUR EFFORTS AT [WWW.BIKELEAGUE.ORG/RIDESMART](http://WWW.BIKELEAGUE.ORG/RIDESMART).**



# LCI CORNER

## Bringing humor to bike education

When California's "Three Feet for Safety Act" took effect in September 2014, the Orange County Transportation Authority decided to ditch the conventional public service announcement to bring awareness to the new law.

Instead of a dry message telling drivers that they're now required to leave at least three feet of space when passing a bicyclist, we infused our 30-second video message with humor. That way, viewers of the message could laugh as they learned — and hopefully share the message with others.

Many other bicycle safety messages have been created from the perspective of the bicyclist. But cars are the primary mode of transportation, especially in Orange County. So it was important to reach drivers by creating something different, relatable and memorable.

So we used humorous situations inspired by common pet peeves about personal space. A parking lot, an elevator, a theater, a hot tub — all places that require a respectful distance.

You may not ride a bike, but you likely know how awkward it can be when somebody encroaches on your personal space by sitting too close in a movie theater or parking within inches of your car door.

Comedy always works best when a person can say, "I've been there." The



laughter results in a memorable message when you've witnessed those behaviors — or even acted that way yourself.

The results speak for themselves. OCTA's Three Feet for Safety Act video has received overwhelmingly positive feedback and has been viewed nearly 500,000 times on Facebook and YouTube. While bike safety is a serious issue, a little humor can go a long way.

Watch the video at [bit.ly/octa3feet](http://bit.ly/octa3feet).

— *Nathan Wheadon is the Marketing Program Administrator at the Orange County Transportation Authority*

## GIVING

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

### ORGANIZATIONS

#### \$5,000+

Trek Bicycle Corporation  
Giant Bicycles  
SRAM

#### \$1,000+

Sea Gull Century Ride

#### \$500+

Arlington Heights Bicycle Assoc.  
Twin Cities Bicycling Club  
Vancouver Bicycle Club

#### \$100+

Bike Delaware Perimeter Bicycling Assoc. of America, Inc.  
Silver Wheels Cycling Club  
Starved Rock Cycling Assoc.

### INDIVIDUALS

#### \$5,000+

Jim Spann and Gail Copus Spann  
The Estate of Andrew Janz

#### \$1,000+

Nathaniel Sharpe and Family  
Colleen Zinn

#### \$500+

Paul Bartlett

#### \$100+

Stephen Boughton  
David Bowie  
Michael Brown  
David Buchanan  
James Chapman  
Jim Coppock  
Richard Ducotey  
Paul Epton  
Don Fell  
Jack Goodman  
Michael Kerr  
Jane Leiby  
Michael Neupauer  
Thomas Nuckols  
Robert Opplinger  
Matthew Robins  
Robert Sabo  
John Schaffers  
John Siemiatkoski

*What will it take to transform bicycling from a choice made by 1% of commuters to an appealing mobility option for 100% of U.S. residents?*



The  
**BIG**

*Photo by Joe Gall:  
Slow Roll riders in Detroit*

*The League looks at some of the **people, places and policy** poised to accelerate our progress, widen our perspectives and make biking accessible to all.*



# IDEAS Issue



# PEOPLE

We're a human-powered movement in more ways than one. Sure, it's people who propel their bicycles, the engine of the elegantly simple but powerful machine. But cycling is also an activity that inspires passion, that invites us to see things differently and helps us realize our vast potential. At the League, we believe that bicycling brings people together— and when that happens, we come up with ways to make life better for everyone. Here are some of the people who inspire us — and who are bringing us together to become a more powerful, united movement.

*Photo of Megan Odett by Maggie Smith*

## FAMILY BIKING: WE ARE THE 80 PERCENT

Big ideas are a lot like children. They're unpredictable. Challenging. A little scary. Each one has the potential to change the world. And like children, big ideas grow and grow and grow.

Members of the U.S. bicycling community have been asking themselves lots of hard questions lately. Who are we really serving? Who's been included — and who's been left out? And most importantly: how can we do better? We have just scratched the surface in examining how our work can better reflect the communities we serve.

So let's talk about those communities.

According to the U.S. Census Bureau, 13 percent of Americans self-identify as black, 17 percent as Hispanic or Latino, 4 percent as LGBTQ. Oh, and 80 percent of them are or will be parents.

That's not a typo: U.S. Census data reveals that 80 percent of Americans age 44 and under have at least one child. Additionally, 23 percent of the entire U.S. population is 18 years old or younger. Currently, nearly three-quarters of the U.S. population—228 million people—either have or are children.

Parents who bike with their kids are the next frontier in the bike movement.

These families have the potential to transform the face of bicycling, to flip it from the problematic “scofflaw” and “hipster” stereotypes to the ultimate reflection of Americana: lawn-mowing, tax-paying, PTA-attending citizens.

People. Just like us.

What are we doing to remove barriers for these young families? Right now, they're not finding what they need within traditional channels. Would-be family cyclists laboriously search online for the few dealers that stock the equipment they need and order fancy electric-assist cargo bikes, or they scour Craigslist for third-hand bikes because their reasons for biking include the need to save money.

Then they find each other. They form Kidical Mass rides or Family Bike Par-

ties. They talk about their bikes at the school dropoff, on the playground, at church. The information spreads almost in secret, like a cult.

But what if parents had the equipment, information and infrastructure so that they didn't have to expend so much effort seeking out ways to bike safely with their children? What if having a baby didn't mean a 10–20 year sentence of car dependence? What kind of leaps could the women's cycling movement make if we got Mom out of the minivan and onto a bike?

"Here's my challenge to our movement: Don't just settle for safe routes to school – build safe routes to everywhere."

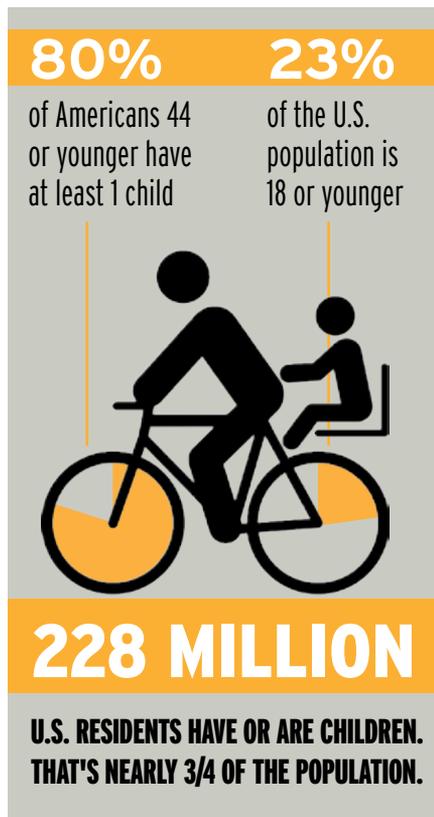
Here's my challenge to our movement: don't just settle for safe routes to school—build safe routes to everywhere. Think younger than 8 (and older than 80, for that matter). Give families the equipment, information and infrastructure they need to bike together.

In return, these families will spread their love of cycling throughout their communities and become the best ambassadors bicycling has ever had.

The real big idea is that we can make

biking a viable transportation option for every age. It's an idea that's growing up fast—but it's going to take a village to raise it right.

— Megan Odett  
founder, Kidical Mass DC  
(pictured left)



Kidical Mass Long Beach, photo courtesy of Allan Crawford



Harriet Tregoning

## HARRIET TREGONING: CREATING RESILIENCE THROUGH BIKING & HOUSING

It's Harriet Tregoning's job to create opportunity. A bike commuter, Tregoning is the new Director of the Office of Economic Resilience at the U.S. Department of Housing and Urban Development (HUD). She comes to HUD after most recently serving as the director of the District of Columbia's Office of Planning, spearheading several projects, including the implementation of the city's bikeshare system. In her new role, Tregoning said her boss, HUD Secretary Julian Castro, likes to say HUD is the "department of opportunity."

"Creating more opportunity—that's the singular thing about our nation," she said. "Our belief that we can come from very humble beginnings and achieve almost anything... Having transportation choices is a part of that."

We spoke with Tregoning about biking, her new job, and the intersection of transportation and affordable housing.

**YOU'RE CURRENTLY THE DIRECTOR OF THE OFFICE OF ECONOMIC RESILIENCE AT HUD – WHAT DOES THAT MEAN ON A DAY-TO-DAY BASIS?**

Earlier in the administration, HUD

provided about \$250 million in grants to communities to do planning. It's a partnership for sustainable communities, collaborating with the Environmental Protection Agency, HUD and the U.S. Department of Transportation. For many communities, these issues come together... One of the biggest things

"Advocates [for biking and affordable housing] should be working together to make sure we have permanently affordable housing working with infrastructure improvements."

grantees are working on is economic development, making communities more economically competitive and inclusive. Many places realize that transportation choices are an important part of a competitive and inclusive economy.

For instance, the Fairmont Line in Boston, runs through a few communities that have highest African-American and highest Hispanic share of any neighborhood population in the Greater Boston area and there has been no transit service there. The commuter train runs through these communities but it doesn't stop. There's been some effort now to realize

new stops and stations on this commuter rail line that will serve this community. Leaders are doing planning and preparation in the community to make sure poor households and small businesses there don't end up getting pushed out because of the attractiveness of a new transit project. Opening stations gives critical access to jobs and opportunity to a very underserved population, but thoughtful planning is needed as a bulwark against displacement, which happens in some instances if communities aren't thoughtful.

**WHAT ROLE DO BICYCLING AND BIKE INFRASTRUCTURE PLAY IN ECONOMIC DEVELOPMENT OR RESILIENCE?**

Bicycling for transportation is something that can be a lifelong activity. One of the things that will indicate whether or not we live longer, whether we age gracefully in good health or not, is whether we're getting activity as part of our daily lives and biking is a really excellent way to build physical activity into daily life. I think that's going to be increasingly important to us as society but also to individuals. Places where biking is possible are also places where walking is also very prevalent.

This also means the attractiveness of neighborhoods improves. It helps to revitalize neighborhoods. How much household income goes to transportation? It's the second largest expense for a household, just behind housing. Depending on income, it can be as much or more than housing — especially if you live a long distance from your job and are spending a lot using and maintaining and paying off automobiles.

Bicycling helps you to become a car-light household, or even car-free household. That greatly lowers the transportation expense. It works in synergy with communities with a lot of transportation options. These are all very important pieces of infrastructure that make biking possible. When there is a critical mass of bicyclists and facilities, that's important in terms of sharing the road and having a safe environment in which to bike. Everyone using the road should

expect to see different users, cars, buses, pedestrians, bikes, street cars — that’s the safest environment.

**HOW HAS YOUR ROLE CHANGED COMING FROM THE CITY PLANNING OFFICE TO HUD? ANY GOOD LESSONS LEARNED THUS FAR?**

Cities have to do things that make sure housing is affordable. People bike and walk in all communities, even when it’s really taking your life in your hands. Providing opportunities is a way to foster economic mobility, but we don’t do enough to guarantee housing affordability. What we’ve seen in the past dozen years is that, when we start to invest in transportation choices, you see changes in property value. These are huge changes in some instances, unless you put measures in place to protect affordability for the population that’s there. This is why so many communities are trying to do planning and put in zoning and guarantees that will enable investments to be made and communities to prosper.

**WHAT ROLE DO BIKE ADVOCATES PLAY IN AFFORDABLE HOUSING? WHAT DO YOU SEE AS THE CONNECTION POINT OR AREA OF COLLABORATION THERE?**

They should absolutely be working hand in hand. Poor people walk and bike the most, so if you’re an advocate for biking and walking, you are an advocate for low-income housing. It’s a necessity for lower-income households. You’re already natural allies. Even improvements in walkability, changes in zoning that give choices and bike facilities can affect housing prices. These advocates should be working closely to make sure we have permanently affordable housing working with infrastructure improvements.

**IF IT WERE YOUR JOB TO INCREASE THE NUMBER OF PEOPLE BIKING, WOULD YOU WORK IN HOUSING? LAND USE AND ZONING? TRANSPORTATION?**

I think what people neglect most is land use. If there is no destination within biking distance or walking distance, you can create the facility, but there’s not really a ‘how’ or ‘why’ for people to use it. A functioning transportation system has

to have connecting destinations. Getting land use right is incredibly important. And there are many issues involved. It’s a public safety issue: With more people on the streets, creating safety in all kinds of neighborhoods is a very positive thing. If you were concerned with crime, this is a great strategy to be working together with land planning agencies to take steps to improve public safety.

**DO YOU HAVE ANY BIG IDEAS THAT YOU’RE WORKING ON AT HUD RIGHT NOW THAT MIGHT RELATE TO THIS CONVERSATION?**

I’m very proud of the bikeshare system we launched here in D.C. Bikeshare has become a gateway for bicycling for people who hadn’t been biking before. It makes it possible for you to be a bicyclist in almost any city that you go to. But — and there’s a big ‘but’ here — we have a bit of a digital divide, whether we’re talking bikeshare or car-sharing, like Zipcar, or Uber. It’s credit card enabled. A lot of our more low-income households do not have access to credit. This creates an unfair divide and exacerbates disparities that are already going on. This is an essential service as opposed to a discretionary good. It needs to be fixed.

Read our full interview with Tregoning on the League blog: [www.bikeleague.org/blog](http://www.bikeleague.org/blog)

—Interview by Liz Murphy

**STUDYING HAPPINESS: RESEARCHING WHAT MATTERS**

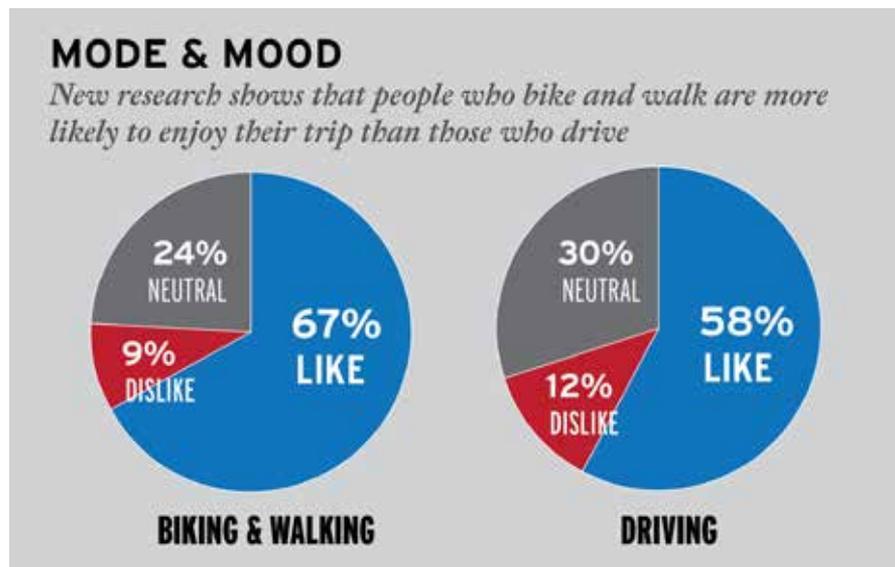
Why do we bike? As advocates, we’re quick to point out the benefits we can measure: It burns calories, reduces air pollution, relieves traffic congestion and costs less than car ownership. But, for those of us who ride, we know there are even bigger upsides to cycling: Biking makes us *feel* good.

And now there’s data to prove it.

Thanks to researchers at Clemson and the University of Pennsylvania, a study released in 2014 made it official: Folks who bike to their destinations are the happiest. Using the American Time Use Survey, collected by the Bureau of Labor Statistics, Eric Morris and Erick Guerra were able to determine the average mood felt by people during different types of travel — and the demeanor of cyclists was significantly better than car drivers, passengers or public transit riders.

Talk about a selling point for cycling.

“Happiness is one of the most ancient subjects researchers have thought about: how do you live the good life?” Morris told us. “With modern data gathering, we can finally get some empirical answers with evidence rather than just speculation. Happiness is very widely studied in economics and psychology, but the study of happiness has come late to the



field of transportation, urban planning and cities.”

Morris isn't a bicyclist himself, and, honestly, didn't go into the research with any sense that cycling would play significantly into the findings. And while the magnitude of the results — the far more positive moods of bicyclists even when controlling for the physical health of the traveler — was surprising, the notion that bikes give us a mental boost is backed by other research.

“First, exercise really elevates your mood,” Morris said. “But also, I think you're probably made happier on a bicycle because you feel you're achieving something. It's been shown that people don't like tasks that are way too hard for them — but they do like a task that is difficult and they can just accomplish it. From bicycling, you get that sense of mastery and proving to yourself that you're skilled, rather than just sitting and riding in a bus or a car.”

What does that mean for marketing biking to the masses? While cycling has plenty of perks, this type of research helps advocates make the ultimate pitch. “Bicycling has got a lot going for it,” Morris said. “Finding that people are also quite happy while doing it is one more thing that suggests we should put more effort into promoting it.”

Thanks to researchers like Morris we can say with a straight, er, smiling face that bikes make us healthier *and* happier.

—Carolyn Szczepanski

## DIRECTOR OF DIVERSITY: A NEW TITLE FOR THE NEW MAJORITY

In less than 20 years, the number of paid bicycle advocacy staff has skyrocketed, growing from a few dozen in the mid-1990s to more than 400 in 2012. Many of them have similar job descriptions, focusing on communications, advocacy or education — but Ed Ewing has a title that's still entirely unique among his



peers.

In 2007, Ewing joined the staff of the Cascade Bicycle Club, a Seattle-based advocacy group, to build its Major Taylor program. Over the course of six years, he created a model initiative aimed at “empowering under-served youth through cycling by promoting positive physical, emotional and social development.” Now, he's taken on a broader lens as Director of Diversity and Inclusion, a new position that's put Cascade at the forefront of a deepening effort to define and envision what equity means for the bike movement.

Ewing has been in his current position for little more than a year but has a lifetime of experience, starting with being a young black man on the youth racing scene. “At bike races people were like, ‘Who is this kid?’” Ewing told me several years ago. “There's this fishbowl effect of everyone staring at you—and you just want to ride your bike.”

As the first local bike advocate with diversity and inclusion as his primary focus, people are looking to Ewing again. And he's taking a thoughtful approach, starting from the foundation of how bike advocates see their work — especially in less-resourced communities they haven't been engaged with in the past.

“What are the opportunities the community sees for itself—and how do we support that with our passion, the bicycle? In that mindset, there's a shift, forcing us, who are very passionate about bikes, to slow down and listen and learn.”

“I think, traditionally, with well-intentioned nonprofits there's a tendency to go into [new communities] with ‘How can we help you?’” Ewing said.

“One thing that I've noticed in doing the work, even more so now in the diversity and inclusion role, is to change that language and look at it as: What are the opportunities the community sees for itself—and how do we support that with our passion, the bicycle? In that mindset, there's a shift, forcing us, who are very passionate about bikes, to really slow down and listen and learn. What the bike means to us will mean something different to the community and we need to be very, very mindful of that.”

In many ways, that level of listening and learning is new territory for many bike advocacy organizations. And even starting the conversation is, well, scary. But Cascade, with Ewing at the helm, has stepped into the discussion in a sustained way.

“That conversation starts from very authentic place; not ‘You should be doing this’ or ‘Shame on you, Seattle.’ That never works,” he said. “To have a real conversation we start with: There are areas in Seattle that don't have access [to the resources for biking or health and wellness] and here's how we're showing up. It's a very a-ha moment for a lot of people. For me, being African American and sharing this message, I can say, ‘Hey, I didn't know. I had an idea, I knew [these disparities] existed, but I didn't

know to what extent.' But once you do know there's a greater responsibility, a social responsibility to share that with the greater community and say this is what we're doing about it. Our passion is the bicycle and how the bike can transform these areas, but it has to be very authentic without pointing the finger and leading by example."

What does that example look like?

"For us, it really started with a statement we put out that equity, diversity and inclusion matter to Cascade and here's what we're going to do about it," he said. "By sharing that out to the greater community, a lot of existing partners were waiting for us to have this kind of conversation — because they're having it, too... So they found immediate alignment in what we're doing. And it also created new interest, especially in the women bike movement. A lot of members and community partners have been waiting for us to pedal forward; to start, not only talking about these things, but actually doing something about it."

With examples like Ewing, and a topic as big as bike equity, here's hoping diversity is included in many more workplans. Read more from Ewing in our recent report *The New Movement: Bike Equity Today* at [www.bikeleague.org/equity](http://www.bikeleague.org/equity).

—Carolyn Szczepanski

## BIKE SHOP OWNERS: THE NEW INFRASTRUCTURE

Far too often bike shops are at the margins of the conversation about improving and increasing bicycling. Advocates and elected officials are focused on infrastructure — bike lanes and cycle tracks and multi-use trails. Many would argue it's time for that definition to change.

At the 2013 National Women's Bicycling Forum, Adonia Lugo, now the League's Equity Initiative Manager, shared the concept of "human infrastructure" — the existing social networks, community groups, and shared ideas about transportation that make bicycling possible for more people.

If infrastructure is about people as well as pavement, should we spend more time focusing on our allies in retail? A long simmering sentiment, Fred Clements, the director of the National Bicycle Dealers Association, brought that notion to the forefront with a widely read piece in 2014.

*"There's more to infrastructure than asphalt, concrete and off-road trails," Clements wrote. "Many bicycle dealers are becoming increasingly vocal that they are infrastructure too, and that a robust future for cycling in America revolves around bike shops..."*

*"It's time for everyone in cycling to consider bike shops a cornerstone of the solution in addition to traditional infrastructure. It's time for advocates to begin viewing bike shops as part of the infrastructure rather than as something separate. It's time for consumers to consider this bigger picture when making a purchase..."*

*"Bike shops as infrastructure is more than mere semantics. If bike shops are infrastructure, the fight for the future of the independent dealer becomes more than a marketplace issue. If bike shops are infrastructure, the continued decline in the number of bike shops across the country is every bicycle advocate's problem..."*

As we're learning in our Equity Initiative and Women Bike program, though, the current retail infrastructure still has gaping potholes. Many communities — disproportionately low-income and communities of color — have little or no access to retail or repair services, living in vast bike shop deserts. Advocates like Brian Drayton, founder of Richmond Spokes, are working to change that.

While calling attention to bike shop deserts and lack of investment from traditional bike organizations and the industry in communities of color, Drayton has pioneered new ideas to provide both

"It's time for everyone in cycling to consider bike shops as a cornerstone of the solution in addition to traditional infrastructure. It's time for advocates to begin viewing bike shops as part of the infrastructure rather than something separate."



Fred Clements (right), photo courtesy of Bicycle Retailer and Industry News

jobs and affordable biking to disinvested neighborhoods. His “scalable model” revolves around portable, pop-up shops that contain all the resources to get a community rolling.

“Imagine getting a container stocked with everything you need for a bike shop,” he explained. “Picture the hardest-case neighborhood in Detroit; one with a couple of gardens and a bunch of bombed-out houses. What if you could rally enough support to do a pop-up bike shop for that community, where they would set up and run it on their own terms?”

The traditional retail landscape is evolving as well, with folks like Sarah Johnson asking those same types of questions.

The owner of Omaha Bicycling Company, Johnson used her 14 years of bicycling retail experience to create a model that exemplifies her values as an advocate and bucks many bike retail norms.

She hates credit, so she owns all her inventory. She keeps the shop closed two days a week so she can go on camping trips and participate in local advocacy meetings. She's spent \$0 on advertising.

The result is a successful business that's not only getting more people on bikes in Omaha, but serves as an advocacy entry point for many of her customers.

Clearly, the best retail infrastructure isn't a one-way street.

—Carolyn Szczepanski

## CYCLING STARS: MAKING BIKING FAMOUS

Beyonce loves to bike to work. Her sister, Solange, rode to her wedding last year. Philadelphia Eagles' linebacker Connor Barwin would rather get on his bike to get around town than use his electric car. Actress Naomi Watts picks up her kids from school on her heavy duty WorkCycles ride. Heck, Oscar award winners are even personally bankrolling innovation within bicycling.

Is the rise in bicycling superstars a watershed moment for the bike movement?

Is the rise of cycling superstars a watershed moment for the bike movement?

The power of the celebrity in this country is deeply embedded. It's quantifiable, too. The entertainment industry sees revenues well into the hundreds of billions of dollars annually. And now, it appears, some of its biggest names are throwing their support behind bicycling, publicly and financially.

Case in point: Oscar award winner Jared Leto recently gave an undisclosed amount to the Copenhagen Wheel, an innovation out of the Massachusetts Institute of Technology (a League-designated Bicycle Friendly University).

The wheel transforms your bike into an electric-hybrid that can be controlled through your smartphone. “The Wheel is a robot for your bicycle, inside the casing is a motor, batteries and an embedded control system with about a dozen sensors that help the Wheel to determine how much assistance to provide,” said Assaf Biderman, CEO of Superpedestrian, the entity licensed to sell and distribute the product.

Celebrity influence is powerful. With a mission of creating a Bicycle Friendly America for everyone, the increased visibility of A-list stars on two wheels certainly doesn't hurt the cause.

Now, to figure out how we get Jared Leto to join our Board...

—Liz Murphy

## POWER TO THE PEOPLE: CROWDFUNDING INNOVATION IN BIKE SAFETY

You might find it odd for a reflective gear company to leave the safety talking points out of its marketing to consumers. But for Nick Drombosky, that's what makes his Pittsburgh-based company, Fiks:Reflective, work.

His company's tagline says it all: “Stay safe without looking like a traffic cone.”

“Safety doesn't sell to a big market—

### AN ABBREVIATED LIST OF BIKING CELEBRITIES:

- » Solange & Beyonce Knowles » Jared Leto » Naomi Watts
- » Kate Hudson (and her family) » Elle Macpherson
- » LeBron James » Serena Williams » Taylor Swift
- » Katy Perry » Pink » Brad Pitt » Angelina Jolie
- » Jake Gyllenhaal » Julia Roberts » Patrick Dempsey

See more celebs on bikes at [pinterest.com/eleanorsnyc/celebrities-on-bikes](https://pinterest.com/eleanorsnyc/celebrities-on-bikes)



Solange Knowles and Alan Ferguson, by Geoffrey Franklin



Photo of Nick Drombosky by Kris Mortensen

### CROWDFUNDING INNOVATION

A growing number of bike entrepreneurs are entering and changing the market through crowdfunding, like Fiks:Reflective launched on Kickstarter.

» GOAL  
\$8,000

» BACKERS  
255

» RAISED  
\$14,700

safety sells to mothers and then safety sits in the bottom of a drawer,” Drombosky said. “We make cool products that people want to use, want to brag about, and post pictures of. Look at our Instagram or Facebook: we have 15-year-old kids all over the world wanting to get their hands on our products. Find a safety products company that has that.”

Fiks:Reflective is one of dozens of upstarts that used Kickstarter to launch products that are revolutionizing cycling safety and taking bike appeal to new heights. For Drombosky, Kickstarter’s insurgence came at just the right time. It provided a relatively low-risk way to try his hand at something new — something he believed could work.

“At the time, it was the middle of the recession, and as a college drop-out there weren’t a lot of prospects out there, so I thought I would pitch the Wheel Stripe idea on Kickstarter to see if I could make some money to keep from draining what I had from my previous company,” he said.

He was right. His project was funded, and Fiks:Reflective products are now distributed in nine countries and Drombosky manages direct-to-consumer sales

in 52 countries. He’s also in talks with large retail brands about collaborating on new products. The success, he said, is embedded in his products’ simplicity.

“Fiks:Reflective isn’t innovative in the way that most of us think about innovation,” he said. “It isn’t going to change how we live or even how we ride bikes. What makes Fiks:Reflective innovative is how we took an existing technology and material and designed simple solutions to deal with a very basic problem.”

—Liz Murphy

### THE ART OF PERSUASION: MAKING BICYCLING BEAUTIFUL

Whether you marvel at the precision of cutting-edge components or the simple efficiency of the human-powered machine, bikes are beautiful. Their form is elegant and their function is an invitation to freedom and joy.

In the commercial realm, bikes have become media darlings, used to promote everything from health insurance

to high-end fashion. Beyond spurring sales, though, bikes are winning hearts and minds by building bridges through the arts.

One example lurks deep in the heart of Texas: the larger-than-life Austin Bike Zoo. Created a decade ago by Jeremy Rosen, the menagerie includes an 80-foot rattlesnake powered by six riders, butterflies that flap their colorful wings with each pedal stroke and a praying mantis that accommodates riders with disabilities.

“I was always interested in bicycles because they gave me freedom as a young person,” Rosen said. “I started making my own bikes and then the Bike Zoo started as a collaboration of both bike builders and puppet makers.”

Twenty years ago, Rosen was visible on the streets as a Critical Mass rider, a bike messenger and foe of car culture in New York City. Now, blending the mechanics of cycling and the art of public spectacle, his vision is different. Whether he’s participating in a city festival, performing at a private wedding or riding the rattlesnake across the U.S.-Mexico border, his cause is bigger than bikes. “I really do enjoy getting more people to ride, but I

also want to inspire people to go out and do something creative,” he said. “And, if nothing else, put smiles on their faces.”

That’s the beauty of art. It’s not about logic. It’s not about making a case. “Trying to change the way people think is difficult,” he said. “There’s still general antagonism toward cyclists. But even people who don’t like bicyclists like us. We’re universally liked by everybody.”

— Carolyn Szczepanski

## GIRLTREK: REDEFINING ACTIVE ADVOCACY

Walking advocate Vanessa Garrison is taking on the crisis of inactivity.

“Everything we do is around a broader discussion about black community—household stability, health, women with chronic diseases, and the crisis of inactivity,” Garrison, the founder of GirlTrek, said of her work.

It’s not about walking, per se, but about how people walking more and creating environments where people walk can impact our society.

Sound familiar? It should. It’s the shift that’s happening in bicycling advocacy right now, too.

GirlTrek is a network of more than 25,000 women across the country who organize to “heal our bodies, inspire our girls, and reclaim the streets of our communities.” Each month GirlTrek identifies a challenge and rewards women for getting out and walking.

It’s all based on the idea that, to address the health crisis among African American women, “we have the obligation to lace up our sneakers and walk out our doors,” Garrison said.

But, at the outset, GirlTrek members pushed back. What about the crime in Chicago? What about the dangerous traffic in Memphis? These barriers are real, and Garrison and her GirlTrek colleagues realized they’d take powerful advocacy to address. To do that, GirlTrek has created a peer network to identify and address these dangers—everything



Vanessa Garrison (left), founder of GirlTrek

from the need for crosswalks to reducing gun violence and street harassment.

Garrison is now active in bicycling advocacy in Washington, D.C., but it certainly wasn’t always that way. When her husband suggested they go on a 400-mile bike tour together a few years ago, her response was: “You have the wrong wife!” But, she said, as you ride a bike or walk in your community, you start to understand what the issues are.

**"We need to stop defining advocacy in narrow terms. If you ask people what they want, you will hear them say: I have ideas."**

“We got women active for fitness, but many of them said ‘my neighborhood is not that walkable,’” Garrison said. “We realized we were creating advocates.”

People who spend time walking and biking in their communities know what they like and don’t like, even if they don’t ever think of themselves as advocates.

“We need to stop defining advocacy in narrow terms,” Garrison said. “If you ask people what they want, you’ll hear them say: I have ideas.”

— Darren Flusche

## JAMES ROJAS: A NEW VOCABULARY FOR PLANNING

Sometimes, in the rush to spread proven strategies, we overlook the brilliance of inventions born of necessity.

Not James Rojas; he lives in the space between intentional design and the happenstance of the everyday, and he wants us to join him there.

Each of us carries a lifetime of days spent in many kinds of streets and neighborhoods. It all adds up to knowing what feels like home. That’s what Rojas encourages people to explore in his urban design workshops.

It might be a workshop participant’s first time being asked to build a model of a childhood memory, or of an ideal street for biking and walking. As I’ve seen in Rojas’ workshops in Los Angeles, Seattle, and most recently Pittsburgh, what people come up with might look wildly different than what a trained urban planner or engineer sees.

And that’s the innovation: Rojas has created a method for eliciting people’s ideas about what feels right in streets without asking them to learn a specialized vocabulary. Participants build their models first, using the tiny found objects he carries in boxes from city to city.

Rojas has created a method for eliciting people's ideas about what feels right in streets without asking them to learn a specialized vocabulary.

Only after they've spent time translating memory into material are they invited to describe what it is they've created.

It's empowering to facilitate activities where people can define their own street problems and solutions. Rojas' work shows how to start from scratch, recognizing that each individual is an expert about her or his own life. How do we then connect this knowledge to the expert solutions we can offer as advocates? And what novel expert solutions will new ideas spur?

Despite its emphasis on the human scale, the placemaking design conversation sometimes comes across as a technical rather than cultural project. Rojas knows that placemaking happens in a personal context, in the flesh.

—Adonia Lugo

## WHEELWOMEN SWITCHBOARD: CONNECTING A REVOLUTION

Elly Blue is accustomed to generating big ideas. Author of *Bikenomics* and owner of Elly Blue Publishing, Blue is frequently starting conversations about women and bicycling.

In February 2014, she created a tool that has enabled women across the world



James Rojas with Adonia Lugo. Photo courtesy of James Rojas

to start and contribute to conversations of their own. The Wheelwomen Switchboard now boasts more than 600 users and 400 posts.

The Switchboard platform was started by Mara Zepeda and Sean Lerner as a networking tool to connect students and alumna at Reed College. Blue, a Reed alumni, was interested in using Switchboard to create a way to connect a local women's bicycling network in Portland, Oregon. But it quickly grew into a worldwide platform.

"I think one of the best things about the Switchboard, and the thing that makes it work, is its simplicity," Blue said. "You have two kinds of posts: Asks and Offers. It's fairly self-explanatory and there are minimal instructions. It's been really great to see how people make use of it and figure out how it works for them. I expected that people would use it for job hunts and hiring, for selling bikes and trading gear, and couchsurfing type

stuff — and there's plenty of that going around. It's cool also to see reporters using it to find story sources, folks looking for travel advice, promoting their companies and doing market research, and everything in between."

To get a user's take on the Wheelwomen Switchboard, I did what I usually do when I have a question that requires the input of other women in the cycling movement: I posted an "Ask" to the Switchboard.

"I've connected with some amazing women who are doing incredibly impressive things in their communities, on both large and small scales," said user Julie B. "The Switchboard has inadvertently, perhaps, supported me to figure out what and how I might contribute to the larger bicycling community (and to celebrate what I already have contributed)."

It was the aligned values of Blue and Switchboard founders that has made this online community so successful.

Wheelwomen  
Switchboard  
ONE YEAR



600  
USERS



400  
POSTS



Elly Blue, photo by Brian Palmer

“One thing I love about working with Switchboard, the company, is that they do not have the dollar signs in their eyes that so many web startup companies do,” Blue said. “They talk a lot about succeeding on a human scale, rather than in a bubble. A similar value is what keeps me invested in the bicycle transportation movement, and it’s yet another reason the connection feels right.”

—Liz Cornish Jones

## STREET EXPERTISE: DELIVERING JUSTICE

Are you a biking expert? Often we consider expertise to belong to those who

work as transportation professionals. But we at the Biking Public Project (BPP) argue that there is meaningful expertise from knowing what it’s like to bike in your community.

BPP works to diversify who is included within the bike advocacy movement, in New York City and across the country, so we can better and more equitably advocate for bicycling. Mainstream bicycle advocacy utilizes the experience and knowledge of cyclists to advance bicycle infrastructure — but has struggled to include all cyclists.

BPP proposes to partner with those who are underrepresented in mainstream bicycle advocacy in our Participatory Action Research (PAR) project. PAR suggests that we re-think the traditional ways in which research is conducted. For example, in better understanding the lived experience of underrepresented cyclists, we should strive to position these cyclists as leaders and partners within our team in the research of knowledge.

Typically, food delivery cyclists in New York City have been left out of the bike advocacy movement. Food delivery cyclists in New York City are often Asian and Latino immigrants typically depicted by the public and news media as the ‘bad’ cyclists who break traffic rules and endanger others. There is little known about the lived experiences of these cy-

clists, and BPP hopes to illuminate their needs and their bicycling knowledge. Instead of ignoring their needs or targeting them for traffic violations, our research attempts to learn how they know and use the existing bike infrastructure and how the infrastructure could be reshaped to meet their needs.

We contend that food delivery cyclists know best what they need to do their jobs safely and effectively and that this creation of public knowledge can lay a more equitable foundation for bicycling.

— Do Lee, Mario Giampieri, and Dorothy Le, Biking Public Project

## YOUTH LEADERS: THE FUTURE IS NOW

From the streets to the Statehouse, social change isn’t just the domain of adults. Aided by the rise of social media and standing on the shoulders of youth movements for civil rights, young people are rocking the vote and rethinking how our communities can work for everyone.

And many of them see bikes as a transformative tool.

Recognizing that power and potential, the Youth Bike Summit has evolved from a single event to a national movement in just five years. It’s not only united thousands of diverse and dynamic individuals

"Participatory Action Research suggests that we re-think the traditional ways in which research is conducted. In better understanding the lived experience of underrepresented cyclists, we should strive to position these cyclists as leaders and partners on our team in the pursuit of knowledge."



New York City delivery cyclist, photo by Andrew Shiue



*Youth from Chicago's West Town Bikes at the 2014 Youth Bike Summit*

and organizations, but started a dialog about the way we view bike advocacy and movement leadership.

Instead of being a token voice or an inviting image for a campaign brochure, young people are being empowered by Youth Bike leaders to create their own initiatives and inform advocacy work from their own unique experiences. Take Bikes Not Bombs (BNB) in Boston.

“Many of our youth employees come from low-income neighborhoods where there is no bike infrastructure, and many of them have asked ‘Why are there no bike shops in Dorchester?’ ‘What is the relationship between gentrification and bike infrastructure in my neighborhood?’” said Charlotte Fagan, BNB’s International Programs Coordinator. “They started Bicyclists Organizing for Community Action (BOCA) to address these questions.”

BOCA attends town meetings and started a mobile bike shop — but that’s not all. “They also connect their bike organizing and advocacy work with other

wider struggles that are relevant to them as young people,” Fagan added. “They organize around youth jobs, youth transportation, as well as work with local organizations around urban farming and climate change. They see all these issues as connected, and see the intersections between bike work and other social justice work. Their work is truly innovative and is revolutionizing how we, Bikes Not Bombs, and the wider community of cyclists in Boston see who are the bike advocates of the future.”

Pasqualina Azzarello, a co-founder of the Youth Bike Summit, couldn’t agree more. “I think it can be easy in this line of work to become too bike-focused,” she said. “At Youth Bike we try to stay focused on what the bicycle can mean for individuals, families, communities, and the planet at large. Framing conversations and campaigns around health and wellbeing, affordable and accessible transportation and mobility, job training and job placement, saving money, and even the joy of cycling, we find we’re bet-

## 10 RULES FOR ADULTS IN WORKING WITH YOUTH AND TEENS

In 2013, Devlynn Chen, then 17 years old, worked with a group of youth in New York City’s Local Spokes program to identify the barriers to and possibilities of engaging more youth in bike advocacy. The group came up with the following list of rules for adults. Read Chen’s full report at [bikeleague.org/equity](http://bikeleague.org/equity).

- » Don’t judge and assume teens have nothing to offer
- » Be respectful
- » Keep a positive attitude
- » Be patient
- » Be fun and enthusiastic
- » Don’t be condescending
- » Don’t fling insults
- » Don’t be biased or play favorites
- » Be authentic
- » Ask for teens’ opinions

# WHAT'S IN, WHAT'S OUT

With our friends at Streesblog, we've got our fingers on the pulse of the streets. You know, like Complete Streets. Sorry, anyway, it's a New Year. The tides are changing and they're sweeping away the old and bringing in the new. Here are our bold predictions for what's IN and OUT for 2015. Your guide to sounding plugged in at the 2015 National Bike Summit.

# OUT



**JUST SHARROWS**



**INCREMENTAL POLICY CHANGES**



**ASSUMING ONLY SINGLE MILLENNIALS WANT TO BIKE**



**TRANSPORTATION MODE SILOS**



**PARTISAN ATTACKS ON BICYCLE & PEDESTRIAN FUNDING**



**BOXING YOUR BIKE TO RIDE THE TRAIN**



**EXCESSIVE CAR PARKING MINIMUMS**



**FINDING INSPIRATION ONLY IN EUROPE**



**PLANNING FOR ONLY THE CONFIDENT & FEARLESS**



**ALEC BALDWIN WRONG-WAY RIDING DOWN AN NYC STREET**



# IN



PROTECTED INFRASTRUCTURE FOR ALL AGES



“VISION ZERO” TO END ALL TRAFFIC FATALITIES



FAMILY-FRIENDLY CAR-FREE TRANSPORTATION OPTIONS



PAYMENT SYSTEM FOR TRANSIT & BIKESHARE



BIPARTISAN SUPPORT FOR ACTIVE TRANSPORTATION



ROLL-ON BIKE SERVICE ON AMTRAK



BICYCLE-ORIENTED DEVELOPMENT



FINDING INSPIRATION IN U.S. CITIES LIKE PITTSBURGH



BIKE INFRASTRUCTURE FOR EVERYONE



SOLANGE RIDES TO HER WEDDING & BEYONCE BIKES TO WORK



ter able to reach new bike riders and to more effectively engage existing leaders.”

And existing — young — leaders are already in our midst, if we’re willing to make shifts to accommodate their insight in meaningful ways.

“It can certainly require some coordination to schedule a conference call that includes high school students living in four different time zones, let alone running entire programs with youth affiliated with different organizations across a number of different states,” Azzarello said. “But we’ve learned that by working together, we are more than the sum of our parts.”

“We encourage bike advocates and industry leaders to recognize that youth are not simply ‘the future of our movement’ but are a present, active, and valuable asset to the movement as we know it today,” she added. “When policies and infrastructure consider the safety and participation of youth, our communities are safer and more liveable for all people who share our streets.”

Read more in the League’s 2013 report from Devlynn Chen, *Engaging Youth in Bike Advocacy*, at [bikeleague.org/equity](http://bikeleague.org/equity).

—Carolyn Szczepanski

## BILL FORD: SEEING BEYOND THE AUTOMOBILE

It’s well within Bill Ford’s job description to foresee the threat of global gridlock. But in his 2011 TED talk, the CEO of the automotive giant described an innovative detour to avoid the impending transportation crisis.

“The solution is not going to be more cars, more roads or a new rail system; it can only be found, I believe, in a global network of interconnected solutions,” Ford said. “We can develop the technology that’s going to make this work, but we’ve got to be willing to get out there and seek out the solutions — whether that’s vehicle sharing or public transportation or something we haven’t even thought of yet. Our overall transporta-

tion mix and infrastructure must support all the future options.”

That talk wasn’t an isolated incident — nor merely a way to catalyze YouTube clicks. The CEO has continued to chart a course for Ford that’s focused, not just on the automobile, but mobility itself.

“It requires a fundamental change in how we think about transportation,” Ford wrote in the *Wall Street Journal*. “Forward-looking companies will... move from being just car and truck manufacturers to personal-mobility companies. We’ll be thinking more intelligently about how the vehicles we build interact with one another and with a city’s infrastructure, which includes trains, pedestrians, buses, bikes and everything else that helps us move through urban centers.”

Last year, the car company announced a deal with Pedego to debut a Ford-branded electric bike — a beach cruiser that can go 20 miles on a single charge. But, more importantly, a car company seeing promise in cycling could go a long way toward changing the transportation paradigm.

—Carolyn Szczepanski



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Bill Ford speaking at the TED conference. Photo by Steve Furvetson

## National Bike Summit BIG IDEAS PREVIEW

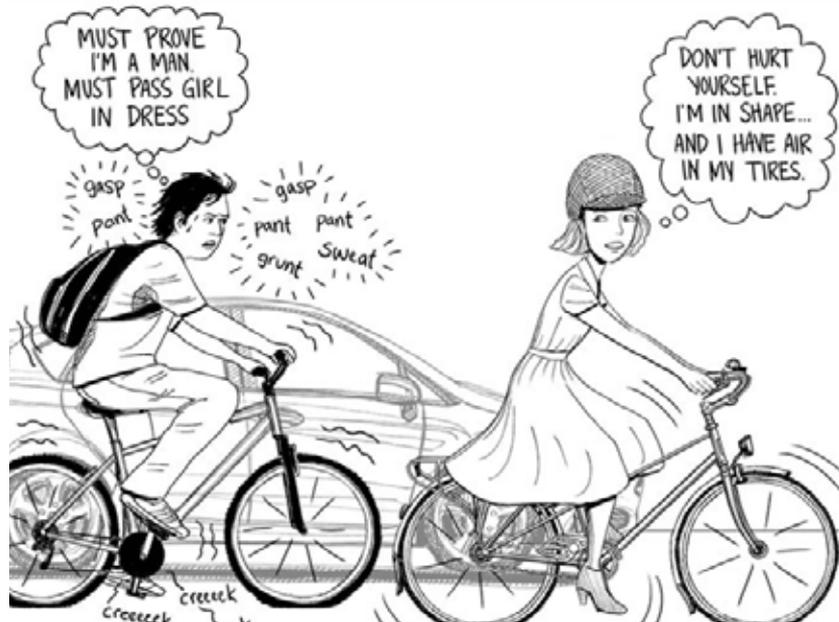
We know there are countless ingenious ideas to advance bicycling among the growing ranks of people who ride. So this year, for the 2015 National Bike Summit, we put out a call for Big Ideas. Even we were surprised when we got more than 100 submissions.

Here are a few innovative approaches that presenters will be sharing at the Summit, March 10-12, 2015, in Washington, D.C.

Don't miss the premier bike advocacy event of the year! Learn more at [www.bikeleague.org/summit](http://www.bikeleague.org/summit)

**Bekka Wright**  
Creator, Bikeyface webcomic  
Boston, Mass.

When I started biking I noticed that discussions about bicycling kept taking negative turns in the press and in transportation policy. I thought that was strange because riding a bike is so fun—aren't bicycles a positive thing? So instead of joining the fight I decided instead to **make everyone laugh**. I started my webcomic, Bikeyface, inspired by my own hilarious experiences of getting around a city on two wheels. The cartoons are about an ordinary person who finds that riding a bike is the fastest and most enjoyable way to get places. The personal face of the blog is relatable to both new and experienced cyclists. Of course, a cartoon can't get a new bike lane or increase funding for complete streets. But cartoons can educate and entertain, are easily embraced by audiences of all backgrounds, and can raise the profile of transportation bicycling. In fall 2014, I published my first Bikeyface book, *Bike There*, a guide to biking around a city. A little more irreverent and edgy than most bike guides, it aims to get more people on bikes — with laughter and a smile.



Cartoon by Bikeyface

**Lisa Frank**  
Bicycle Transportation Alliance (BTA)  
Portland, Ore.

Many of today's big ideas to grow biking are centered on downtowns. That's where you put the bike share system, new bike parking, and, of course, a network of protected bike lanes. Protected bike lanes are a proven investment to help more people start biking, while providing a host of co-benefits for health, the economy, safety, and more. But despite all our talk of urban revival, 122 million Americans live in suburban communities—compared to 44 million in the 51 largest metropolitan areas. Even Portland, Oregon, a city lauded for its urban growth boundary and bike-friendliness, has seen the most growth occur in nearby suburbs rather than the central city. That's why the BTA decided to get to work in the suburbs, with an ambitious campaign to create **15 miles of protected bike lanes and trail connections along a major suburban highway**. We'll discuss the new allies and arguments you need to work for high-quality suburban infrastructure, and what protected bike lanes can do for suburban communities and bike advocacy.

**Bryan Poole**  
North Carolina Department of  
Transportation, Bike/Ped Division

We will not reach the goal of zero deaths without changing the way we balance safety and mobility. Within municipal limits, motorists must get used to slower speeds and the presence of bicyclists. What's a simple way to improve bicycle infrastructure? **Connect bike facility design to speed limits**. How would it work? Within municipal limits, local roads under 25 miles per hour must have shared-lane markings; arterial roads with 25-35mph must have striped bicycle lanes; arterial roads greater than 35mph must have separated facilities or a multi-use path. If there's no room for separated facilities, there must be bicycle lanes. No room for bicycle lanes? The speed must be 25mph. This could be accomplished through federal and state regulation, tied to grant funding, in pilot cities through a phased approach. As studies have shown, changing speed limits does not significantly alter speed. Tying these changes to implementation of bicycle facilities would help reconfigure roadways to accommodate all users — and grow bicycling.



# PLACES

Our environments have a deep impact on how we experience the world. From how we choose to decorate our homes to how public officials design our streets, the physical spaces we inhabit influence how we act and how we feel. We want the ability to have a meaningful impact on the landscape of our lives and easily navigate the courses we choose to follow. With a deep belief in the impact of place, the League continues our mission to build a Bicycle Friendly America – with the help of leaders and ideas like those in the following pages.

## BRONZEVILLE, IL: GROWING BICYCLING FROM THE GRASSROOTS UP

Will Chicago's historic Black Belt be the Windy City's next biking mecca? Last year, Streetsblog posed that question — with good reason.

It's not just advocacy organizations, like the League, that are examining how to make biking a mobility option available to all (see *Seeing & Believing* on page 42). As encouragement programs like bike sharing expand, enlightened cities are grappling with how they can be equitable in the distribution of resources — and also invite diverse populations to create their own visions of bicycling.

In Bronzeville, true partnerships among advocates, city officials and community leaders have made strides toward turning bike equity from a buzzword

reach ambassadors from the community who understood the lived experiences of their neighbors.

"There was a great deal of community participation, one-on-one conversations, and positive feedback about the program and the events that were organized," says Maggie Melin, Go Bronzeville manager at Active Transportation Alliance. "The biggest reason for their success, in my opinion, was hiring the local ambassadors. They understand their community better than anyone and they already have authentic relationships with people in the community. There is trust. In general it seems communities don't take well to an outsider pushing an idea on them — but having the ambassadors promoting biking and walking to their neighbors changed this. Their enthusiasm for active transportation became contagious."

The impetus to embrace biking didn't just come from the public officials and professional advocates — it came from

figuring out how to make a community biking initiative work."

Now a "hub" of activity, Bronzeville Bikes has curated Sunday rides that celebrate key community assets, established a series of pop-up bike repair shops, and developed supportive partnerships with the city and the area's largest bike advocacy organization, the Active Transportation Alliance.

Where there once might have been a disconnect, there's now a "spirit of inclusiveness," Loyd said.

"We have a deep, fact-based understanding of the challenges — and opportunities — of implementing bike sharing in our community and the beginning of

"We have a team of committed people who feel real ownership of the opportunity to get our community on bikes."



Photos left and above by Bronzeville Bikes, courtesy of Bernard Loyd

into a reality.

From the city side, a new encouragement program funded with federal dollars debuted in the Black Metropolis. The Go Bronzeville program offered a variety of free resources, events and support for residents to make more trips by biking, walking and transit, rather than by car. In addition to soliciting input with surveys and encouraging folks with free swag, the initiative included two out-

within the community itself, too. The group Bronzeville Bikes was born out of local community leaders' desire to make sure the Divvy bike sharing system included siting and policies that provided access for their residents.

But it grew into much more.

"Equity discussions, while important, are just the beginning," said Bronzeville Bikes founder, Bernard Loyd. "The real challenge is getting on the ground and

a multi-stakeholder commitment to remove barriers to use and make bikeshare work," he explained. "We have a team of committed people who feel real ownership of the opportunity to get our community on bikes — and a growing sense of excitement about the opportunity beyond just our team, within our community and with our partners."

—Carolyn Szczepanski



Open streets event in Brownsville, Texas

## BROWNSVILLE, TX: A COMMUNITY PRESCRIPTION FOR BICYCLING

In Brownsville, Texas, creating a healthy city is an inside-out approach. In this border town, officials and advocates recognize that changing residents behaviors comes from letting them lead the way.

Over the past decade, Brownsville has been working to address high rates of diabetes and obesity in a largely Spanish-speaking population by embracing the intersecting challenges that lead to poor health — and zeroing in on community engagement.

One of the solutions: Making Brownsville more bike-friendly.

“Poverty, jobs, education, health are all connected, and you can’t really examine one without the other,” City Commissioner Rose Gowen told the Robert Wood Johnson Foundation last year. “We knew that health did not belong in a silo.”

Starting in 2001, the University of Texas began a partnership with the city that didn’t put residents under the microscope but invited them into the process to co-create prescriptions for better health. From that inclusive effort, a long-range plan called Imagine Brownsville developed measurable, shared goals — including a strong focus on increasing active transportation options.

“It should be possible to ride your bike to a bus stop, put your bike on a

bus and use your bike when you get off a bus,” Gowen told RWJF. “That’s what we’re striving for.”

To move that aspiration forward, “Brownsville In Motion” keeps residents engaged with community meetings and an interactive website to solicit feedback, identify issues of safety and violence that need to be addressed to enable outdoor activity, and to galvanize support for city policies — like the installation of more than 30 miles of bike lanes in the past two years and a commitment to ensuring every Brownsville resident live within a half-mile radius from a bike trail.

In 2014, the city launched CycloBia, a series of open streets events that close the roads to cars and liberate them for bicyclists and pedestrians. In less than a year, the event grew from 2,000 to more than 12,000 participants eager to celebrate the joy and health of a transportation system of, by and for the people.

And this is just the beginning. In 2014,

Gowen and other city leaders welcomed the League and Alliance for Biking & Walking to host an Advocacy Advance workshop in Brownsville.

We can’t wait to see how they advance solutions at the intersection of health and bicycle advocacy.

—Carolyn Szczepanski

## TRANSPORTATION APPS: GETTING YOU HOME WITH ONE CLICK

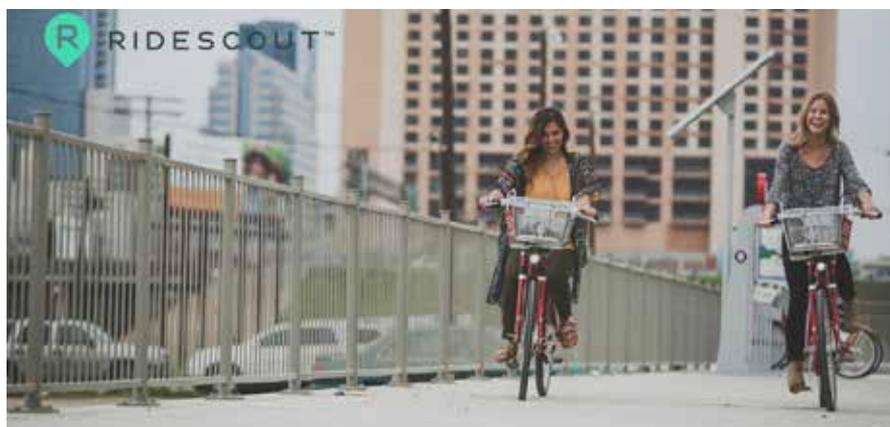
Like any good startup, it all began on the back of a napkin.

RideScout, a mobile app founded in Washington, D.C., aggregates users’ transportation options in any given city and provides the quickest route from point A to B. The app pulls information on the number of available rides at the nearest bikeshare station, the length of time you’ll have to wait for the next bus, and an estimate on just how congested the car traffic is outside your office.

RideScout is one of a growing number of mobile applications that are changing the conversation on transportation, making it as easy as the click of a button to consider leaving the car in the garage.

The company, now based in Austin, Texas, was co-founded by Joseph Kopser, a father and full-time employee, who wanted to create something that would help him find the best way home, based on the time of day, traffic conditions and more.

“People are flocking to cities and reject-



ing car ownership, but traffic and congestion is at all-time highs,” said Rachel Charlesworth, Vice President of Brand at RideScout. “The way we move around our cities affects us every single day. When the train is delayed, traffic has you stuck, or the closest bike share station is out of bikes, we help you find alternative options. We’re really looking to improve peoples’ quality of life and help alleviate those small daily annoyances.”

Kopser, and co-founder Craig Cummings, also have a personal stake in the project, beyond convenience. Both are Army veterans with a long-term mission of reducing the country’s dependence on foreign oil. “By reducing the number of single occupancy vehicles on the road, we are actively working toward that goal,” Charlesworth said.

The next goal for the company, Charlesworth said, is added functionality so users can plan multi-modal trips.

“You’ll be able to see routes that take you from bus, to bike, to metro to get to your destination that’s a little bit further afield,” she said. “Many things are coming to help you link all elements of your daily transportation into RideScout. More on that soon!” To learn more, visit [www.ridescoutapp.com](http://www.ridescoutapp.com).

—Liz Murphy

to feel comfortable sharing their ideas in front of public officials requires time, dedication, and keen listening skills.

As part of the League’s Future Bike conference in September, Casa San Jose, a community resource center that links Latino neighbors in need with service providers in an effort to advance their welcome and integration, organized a bilingual bike and urban planning workshop in Pittsburgh with James Rojas (see page 20 for more on Rojas).

“Community engagement is a vital part of bike and transportation planning, because we cannot assume we know how certain populations, especially hard to reach populations, want their streets to look and feel.”

The workshop was a great success, as many immigrants from the Latino community came and participated alongside their families. During the course of the workshop, several planners approached me and said, “What a great turnout! How did you get all of these people here?”

Casa San Jose’s engagement strategy

for getting people to the workshop relied on the sense of trust and the personal relationships that we maintain with members of the Latino community.

Building trust with any individual or group of people takes a time; building trust with shadow populations takes even more time. Over many years, we have earned the trust of the people that we serve, and we’ve also gotten to know them as individuals.

We have developed these strong, personal relationships with members of the Latino community by listening to their stories, even though this is not typically seen as a direct service need.

The majority of our outreach for the Future Bike event took the form of one-on-one conversations. This made the invitation personal—and the more personal the invitation, the more valued the invitee feels.

At Casa San Jose we’re better able to carry out our mission because we provide a welcoming space and atmosphere where folks know that they can come, have their voices heard, and feel safe.

—Joanna Bernstein,

Casa San Jose, Pittsburgh, Pa.

## NEW PERSPECTIVES ON PLACEMAKING: TRUST AND PERSONAL RELATIONSHIPS

The work it takes for planners, organizers, and service providers to encourage public participation among marginal and less traditionally involved communities usually stays out of sight.

Yet, community engagement is a vital part of bike and transportation planning — because we cannot assume that we know how certain populations, especially hard to reach populations, want their streets to look and feel.

Creating the conditions for immigrants, particularly the undocumented,



Planning workshop at Casa San Jose, Pittsburgh, photo courtesy of Joanna Bernstein



Low stress streets = high ridership? Photo by Maggie Smith



Bike corral parking, photo by Richard Risemberg

## LOW STRESS NETWORKS: CONNECTING WITH EASE

Research shows that most people want to ride their bikes more often, but are concerned about safety and are uncomfortable with the stress of automobile traffic. So reducing that discomfort without forcing folks to add too many miles to their trip should be high on a community's priority list in becoming a truly bicycle-friendly place.

And researchers now have a vocabulary for building those connections.

"For a bicycling network to attract the widest possible segment of the population, its most fundamental attribute should be low-stress connectivity—providing routes between people's origins and destinations that do not require cyclists to use links that exceed their tolerance for traffic stress, and that do not involve an undue level of detour," wrote Peter Furth, a professor at Northeastern University in a 2012 study.

The study produced criteria for classifying streets into four levels of traffic stress, and found in the analysis of San Jose, Calif., that, while the majority of

streets were categorized as low in traffic stress, major high traffic stress streets broke the community into islands.

Using these tools to map the stress of street networks and make needed intersection and corridor improvements will lead to improved connectivity between the islands. The next big thing we're looking for is a more turnkey application for communities of all shapes and sizes to plug in their data and prioritize improvements for better connectivity.

—Bill Nesper

## BIKE PARKING: SMALL INVESTMENT, BIG IMPACT

Bike parking often gets lost in the shuffle of bicycle advocacy. Sure, on paper it's a pretty small piece of the larger advocacy puzzle. But for riders, and potential riders, it's a key factor in their decision to ride their bike or hop in the car.

Some of us regularly count on parking meters, light posts or the old wheel-bender rack behind the building next to the dumpster. But, to reach outside the cadre of self-identified bicyclists, communities have to do better at offering predictable bike parking at destinations.

Smart businesses in some Bicycle Friendly Communities (BFC) know this and are asking cities to increase bike parking in front of their shops because it attracts customers, improves street life and boosts the working environment.

Taking it to the next level, some BFCs are requiring long-term parking, like rooms, cages and lockers, in all new construction and renovation projects. They're offering developers incentives like reduced car parking requirements and other variances in addition to design support.

So, what's next? "For me, the big issues are scaling up to accommodate increasing demand and expanding long-term, secure and weather-protected options," said Eric Anderson, the Pedestrian and Bicycle Planner for the City of Berkeley. "Even cities with lots of bike parking mostly have short-term racks but few long-term facilities."

As Nathan Broom, Bike Parking Program Manager at APBP, notes, bike parking improvements can be led by almost anyone, including citizens, business owners, schools and neighborhood associations. And game-changing city leaders are putting the power in the hands of people to locate and demand better bike parking.

— Bill Nesper



Citi Bike employees, photo by Transit Workers Union

## MULTI-MODAL PROGRESS: BIKES AND BUS RAPID TRANSIT

In recent years, street cars have attracted attention and controversy in cities trying to reinvigorate their downtowns. But there's another option that may be more cost-effective, easily expanded, and a potentially important part of a multimodal system: Bus Rapid Transit (BRT).

A system of protected bikeways providing access to BRT corridors is an excellent way to move lots of people, save on parking, and develop a seamless multimodal transportation network.

High-quality BRT systems have dedicated travel lanes, prioritize buses at intersections, and can increase efficiency by having customers pay on a raised platform before boarding. Systems in Bogotá, Colombia, and Tehran, Iran, carry 2 million passengers per day.

Despite efforts in 30 U.S. cities—including dedicated busways in Pittsburgh—high-quality BRT has yet to catch on here. But, with cities planning for continued population growth, they're going to need more efficient ways to move more people. Bus Rapid Transit can be

part of that solution. But it can't do it alone: BRT needs bikes.

We've been talking about first- and last-mile connections to transit for years. Emerging BRT systems in the United States are beginning to make that connection. Plans for Chicago's Central Loop BRT include protected bike lanes on Washington, Randolph, and Clinton streets. The study for Geary Street in San Francisco looks at bicycle connections to the corridor. Los Angeles' Orange Line BRT has tripled bike racks on the front of their buses and runs parallel to the 14 mile Orange Line bike trail.

So our equation for the future? Bikes + BRT = Better Mobility.

—Darren Flusche

## SMART (JOB) GROWTH: BETTER BIKE SHARE JOBS

Bike mechanic jobs are on the rise, with 25 percent projected growth in the number of repair jobs between 2012 and 2022, according to the Bureau of Labor Statistics. At a time when equitable bike share has taken on increased attention, it's important to remember that achieving conditions for all people to use bike

share as a transportation option depends on what happens behind the scenes, too. Something exciting is happening in that sector: unionizing.

While unions are sometimes portrayed as a vehicle for unreasonable demands, union bargaining is designed to allow all employees to participate in decisionmaking. Sharing a mutual interest, workers can help transform dead-end jobs into career opportunities.

The first system to unionize and join the Transit Workers Union Local 100 was Citi Bike in New York City. Employee Evan Ryan explained over email that, "the union is vital to NYC bike share and its workers because we need reliable hours, a livable wage, and real health and safety standards with an accountable management in place, in order to do a consistent good job and maintain the system properly."

Here in Washington, D.C., an employee with Capital Bikeshare observed that many of the rebalancers working for CaBi are community members from the same neighborhoods and racial groups that CaBi has targeted with outreach efforts. These are people who may never have seen themselves as part of a bike movement. As bike jobs grow, it could be the first step toward normalizing bicycling for more Americans.

AFL-CIO president Richard L. Trumka recently commented that "strengthening worker protections to bargain collectively is critical to workers winning much-deserved wage gains and improving their lives." This fall, Alta Bicycle Share, the operator of several systems, was bought by a firm that owns properties such as luxury gyms. Bike share appears to have a profitable outlook — and bike share workers across the U.S. are showing that unionizing is a way to ensure that growth in the bike economy should extend bicycling's benefits to more people.

—Adonia Lugo

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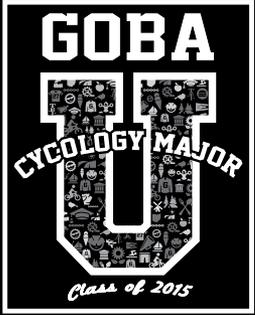



Photo courtesy of Zagster

## SHARING TO SCALE: BIKE SHARE GOES... SMALL

A few short years ago, cities were being criticized for making significant investments in public bike sharing programs. Today, as programs like Washington, D.C.'s Capital Bikeshare now boast 5,700 daily rides, it's clear that bike share isn't just a passing fad, but a welcome link in urban transportation systems.

But one of the remaining criticisms of the larger bike share systems is their cost. Large docking stations, technology, and labor often price small and midsize cities out of the market. Larger systems also take years to design, manufacture and implement.

It didn't take long for companies with roots in technology and the sharing economy to develop leaner, more connected systems to respond to the market's demand.

Companies like Social Bicycles and Zagster have quietly launched in cities like Buffalo, NY, and Cleveland, OH. Zagster Bikes, outfitted with GPS smart technology and docked to a lightweight rack, now appear on the campuses of Yale, Duke, and General Motors. Social Bicycles has made similar headway, launching successful pilot programs in San Francisco and Tampa.

While each company's product differs, these new bike share systems offer a level of customization and ease of implementation that's becoming increasingly attractive to everyone from boutique hotel operators and real estate developers to universities and corporate campuses.

The ability to lock the bikes to any standard bike rack and track the entire trip and bicycle location through GPS technology are features that have customers opting for these models, which allow users to book bikes via text, mobile app, email or through the website. Zagster even negotiates service contracts with local bike shops to handle maintenance.

The lower cost and speed at which systems can be on the ground — as short as six weeks — makes them attractive to private funders. While larger bike share systems have traditionally been funded through a mix of federal transportation and private dollars, smaller systems can be created without passing on the cost to the taxpayer, which can lead to adoption in areas typically resistant to spending on multi-modal transportation.

Bike share takes the best of bike riding and makes it accessible, affordable, and convenient. Companies like Zagster and Social Bicycles are innovating in ways to make people imagine bike share as a transportation and recreation solution in communities where a larger system

would be cumbersome or cost prohibitive. Bike share for everyone is quite the big idea.

—Liz Cornish Jones

## STREET HARASSMENT: EXPANDING SAFETY DISCUSSIONS

Street harassment certainly isn't new, but with the growth of women-focused bike programming, it's become a more prominent focus for active transportation advocates.

Organizations focused on street harassment have even taken on dealing with bike-specific concerns. In the nation's capital, the Washington Area Bicyclist Association teamed up with Collective Action for Safe Space to host a workshop on how to deal with street harassment on two wheels. Hollaback Boston, another anti-street harassment group, hosted a Twitter chat on the topic, fueling a national conversation.

But this isn't a conversation for just one gender. A growing chorus of riders is calling for action and accountability from cities to create safe spaces for all road users. Communities like Kansas City and Los Angeles have adopted comprehensive street harassment ordinances that protect vulnerable road users from behaviors aimed at "intimidating or in-

“juring” people traveling by bike, foot, or in wheelchairs. While these ordinances set an important legal precedent, there’s still a long way to go.

“We don’t even feel like the law exists,” said Maria Sipin, a bike advocate and League Cycling Instructor in Los Angeles. “We need to make an effort to educate the general public on a large scale about street harassment.” Sipin also cited general mistrust of law enforcement as undermining the effectiveness of these laws. If enforcement is absent, or carried out disproportionately, how effective can these ordinances be?

The good news: Cities are taking action to ensure all road users have the same rights to travel safely.

Creating meaningful anti-harassment ordinances, developing comprehensive awareness campaigns, and ensuring proper training of law enforcement is the path toward everyone feeling safe enough to ride.

—Liz Cornish Jones

## BIKING THE BURBS: RETROFITTING THE SUBURBS

The suburbs were built to accommodate cars. How can you tell? The non-grid street networks, isolated cul-de-sacs, low-population densities, long distances between homes and destinations, disconnected sidewalks along major corridors, and surplus parking are all good clues.

So now that there’s growing demand for safer, more bikeable, walkable streets, what’s next?

The good news is that many suburbs already offer wide and calm neighborhood roads, scenic greenways and, in some cases, good transit service. All of these factors form a solid foundation to retrofit the suburbs, and many decision-makers are falling in line with the idea of creating truly, fully Bicycle Friendly Communities, too.

Many suburbs have already begun this reimagining process and have produced

their own how-to models for others. Washington County, Ore., developed a Bicycle Facility Design Toolkit—a great guide for other suburban communities. Most importantly, the toolkit provides a policy process and a menu of treatment options that are reasonable, practicable, context sensitive and safe in a suburban area. Check it out: <http://tinyurl.com/kk5h6tp>.

From the national perspective, the NACTO Urban Bikeway Design Guide is helping suburban planners make good decisions in:

- » turning neighborhood streets into bicycle boulevards,
- » taking advantage of the wide right-of-ways of suburban streets,
- » developing multi-modal connections between neighborhoods and schools, commercial areas, parks and transit
- » providing well-designed protected infrastructure on high-speed arterials and across bridges and highway ramps.

For more information, visit [nacto.org](http://nacto.org).

—Nicole Wynands

## 4 BIG IDEAS FROM SMALL TOWNS

Innovation isn’t a one-size-fits-all venture. Cities and their leaders are often cited as leading the movement to create more bikeable and walkable places—but we often leave out a large swath of innovative projects and partnerships happening in communities smaller than some neighborhoods in New York City. Our Bicycle Friendly Community program sees many small town ideas worth sharing.

### CENTRALIZED PUBLIC BICYCLE AMENITIES

The Downtown Association of Wenatchee, Wash., has partnered with the city and a local business owner to convert a downtown corridor into a bike plaza. The plaza has covered bike parking, a Fixit stand for bicycle repair,

and a bicycle supply vending machine. It’s conveniently located close to the Wenatchee Loop Trail. A central bike facility such as Wenatchee’s encourages more residents to bike to work and offers much needed tools and supplies.

### A HUMAN-SCALE DOWNTOWN

Parking lots take up valuable space that can be used as public or green space, or additional commercial or residential square footage. In Hagerstown, Md., a downtown zoning district limits off-street vehicle parking spaces. Prioritizing this allows for a comfortable, beautiful and people-oriented downtown.

### PRIORITIZING ACTIVE TRANSPORTATION

In Carrboro, NC, the city adopted a policy establishing that roads should be widened *only* to accommodate bike lanes and sidewalks. Such a policy is particularly impactful in com-



Fixit station by Dero

munities with narrow right-of-ways and helps to maintain a town’s unique character.

### ENCOURAGING LOCAL TRIPS BY BICYCLE:

The Bicycle Benefits program in Burlington, VT, allows residents to purchase a \$5 helmet sticker. Why? It’s a golden ticket of sorts: making riders eligible to receive discounts at more than 50 local businesses. Develop your own program or learn more about the national Bicycle Benefits program at [bicyclebenefits.org](http://bicyclebenefits.org).

# LESSONS FROM THE ROAD

## BFC Steve shares five key insights from a year of Bicycle Friendly Community visits

It's official: The League reached 100 visits to communities across the country in 2014, helping local leaders create more bicycle-friendly places for their residents. I completed 77 of those visits myself, so, as you can imagine, I have a lot of lessons to share. Here's some of what I learned.

### **BUILDING BLOCKS MUST BE MADE OF STRONG MATERIAL**

A Bicycle Friendly Community is almost always characterized by having most, if not all of what the League has identified as the 10 key Building Blocks. These are things like a Comprehensive Bicycle Master Plan, staff to implement the plan, and a strong network of bike facilities, policies and ordinances that will help institutionalize safe cycling. I found that, absolutely, these building blocks are indeed the DNA of a BFC.

But what my visits uncovered is that there can be huge differences in the quality of plans, staffing, policies and facilities. If all a community does is go through the motions of being able to check things off a prescribed list, it's not going to result in the outcomes we've come to expect.

I've seen really amazing plans that aim to triple ridership and outline how to make that happen, and other plans that would seem to relegate bicycling to a marginal activity, limited to a few trails, without even mentioning how to make

the street network safer for bicycling. Likewise there are really good facilities that encourage new riders and others that make one feel like a second-class citizen.

### **IT'S NOT WHAT THE CITY CAN DO FOR BIKING BUT WHAT BIKING CAN DO FOR THE CITY**

The places where great things are happening seem to have a very different orientation toward bicycling than the places where there's resistance. Rather than viewing cycling as a special-interest activity, there's a cultural awareness that bicycling epitomizes the very best of what a city can be — that perfect blend of social enhancement and physical utilitarianism; a device that Trek's John Burke has aptly branded a "simple solution to many complex problems."

These are places like Salt Lake City, where Mayor Ralph Becker understands that bicycling will not only help improve the health of residents, but increase economic vitality, reduce traffic congestion, improve air quality and even help in the fight against climate change. The advocates in these cities don't position themselves as a special-interest group fighting for a few feet here or a few feet there on the street, but act as part of a larger effort to make streets more livable, communities more vibrant and places more accessible for the benefit of all. The plans in these cities reflect the full potential of the bicycle with strong visionary state-

ments, aspirational goals and concrete objectives to make it all come together.

### **THREE LEGS DO NOT MAKE A STOOL**

For a long time I've talked about the importance of having three entities in place for real change to occur: persistent and organized citizen advocates, enlightened and empowered elected officials and competent, dedicated staff. But it's become clear that, while that might provide a good strong foundation for a stool, you still need the seat! And that comes from the bike shops.

It's the bike retailers in a community that are on the front lines of the bicycling scene. It's clear that most people involved in selling, fixing and customizing bicycles have seen what the bicycle can do for people, and are doing the work because they have a passion for it. Many of my visits were made possible only because the retailer in the area made it happen, and it was obvious once I got there that it was largely the store manager/owner who had been instrumental in getting things rolling in that community in terms of trails, bike lanes, events and educational activities.

Despite this, in many larger cities, there was often a total disconnect between the bike stores and City Hall. One of the greatest benefits of the BFC visits was to bring the three legs of the stool together and joining them with the seat



BFC Steve, center black t-shirt, during a site visit in Atlanta

— solidifying better relations so that more good things could happen.

### HEY ADVOCATES: BE BOLD!

When I was Bicycle Coordinator in Boulder, Colorado, I secretly helped to start an advocacy group so that I could be more effective in my position. I needed the advocates to be bolder than me to allow for incremental change to occur. In a nut shell: their job was to make me look moderate.

There is, of course, a fine line between being bold and being crazy — but it seems to me that far too many groups are so far from this line that they're not providing the support or friendly agitation that staff need to get the job done. When I go into a city I look for signs of healthy tension; if the bike organization leaders have only positive things to say, and yet it's clear that conditions for bicycling and walking are far from ideal, something is wrong. The relationship is further compromised if the advocates are dependent on contracts with the public agencies. It's hard to be an effective voice when speaking out could hurt the operating budget of an organization.

On the other hand, advocates need to be quick to write letters of thanks and promote the positive as much as possible. If staff only hear complaints, that

can be demoralizing. The key is to be respectfully relentless and to truly understand that your job is to reflect community values of good health, a vibrant economy, clean environment and transportation choices. Who could argue with any of that?

Well, the reality is if you're doing anything to change the status quo, people will argue with it. And, let's face it, most of us don't really like conflict and the first sign of any opposition makes us fearful and we may feel like backing off. But opposition should be viewed as a positive sign. It truly should be seen as the best barometer that you are making a difference. And quite often, it's only because of opposition that more people get involved and begin to understand what's at stake.

I've gone places where a road diet has gone in and, despite reducing crashes and increasing bicycling, certain groups became mobilized and were able to get political leaders to retreat. But then that led to better mobilization among advocates and a backlash for the politicians who caved in to the "I like going fast in my car" crowd. The one step backward led to two or three steps forward. So again, be bold and embrace opposition as a sign you're doing something that will make a difference.

### MAKE THE BEST OPTION THE EASIEST OPTION

Okay, I confess: This has been my mantra from the beginning, but certainly the visits this past year have reinforced it.

The places that have the greatest number of people bicycling are places where it's as easy or easier to ride as it is to get in a car. The places you rarely see another bicyclist are places where the infrastructure greatly favors the automobile. Almost always the most bicycle-friendly communities were places where Google maps showed me that the time it would take for me to get somewhere using a bicycle would be as fast or faster than driving a car.

So, yes, land use is key. But it's also critical to figure out how to provide advantages to people walking and bicycling. Davis, California, long ago realized that if they could give non-motorists shortcuts by having trails connect the cul-de-sacs to schools and parks and other neighborhoods people might favor walking and bicycling. With 19 percent of people bicycling to work today, we can say they were indeed right.

Another way to provide advantages to bicyclists is with signal timing. It's neat to see places in this country now attempting to put in place the Green Wave that Copenhagen has done — to time lights at a bicyclist's speed. Bike sharing and parking policy can also make cycling more convenient (and far more economical) than driving. Finally, even conventional bike lanes that allow cyclists to legally pass slow-moving cars during rush hour can make it obvious to everyone that bicycling is the way to go.

But, of course, for any of these strategies to truly be effective, they need to be geographically dispersed throughout a community — accessible to all neighborhoods and key destinations. And people need to be aware of them! And while great things are happening throughout the nation, even the most bicycle-friendly communities have a long way to go before we can say conditions are optimal for walking and bicycling.

—Steve Clark



# POLICY

How do we affect change on a big scale? How do we cultivate the visionary ideas of the People featured and the Places profiled in this issue, to make bicycling more comfortable and convenient for an even wider audience? Policy. Whether it's changing federal law, or supporting bicycle-friendly activities in a corporate or campus setting, policy allows us to scale up solutions.

## CONNECTIVITY: A TRANSPORTATION PRIORITY

Conversations about federal transportation priorities often focus on safety, congestion, air pollution and pavement quality. All of these are important, but none of them measure what's arguably most important: whether our transportation network actually connects people to where they want to go — and whether that system is accessible for all.

U.S. Rep. Marcia Fudge (D-OH) recently introduced a new bill in Congress, the Transportation Connections to Opportunity Act, which would focus

on connecting transportation disadvantaged individuals to work, school and health care.

So what does the bill do?

First, it would give grants to 10 metropolitan areas to study and measure connectivity in their regions across modes, with emphasis on biking, walking and transit access for transportation disadvantaged individuals.

Second, it would task the U.S. Department of Transportation to set a goal upon which to measure connectivity. Once established, states and metropolitan areas would have to report their progress improving the accessibility and connectivity of their transportation systems, and

face interventions for failure to improve.

The concept of a connectivity goal was included in the transportation bill released by the U.S. Department of Transportation — and we hope it's a big idea that gains traction.

The League looks forward to working with Representative Fudge, the Congressional Black Caucus and the national Transportation Equity Caucus to lift up this bill—and the conversation about how well our transportation systems connect all our communities to destinations.

—Caron Whitaker

*Photo above by Olivia Smartt: Advocates celebrate the passage of Measure BB in Alameda County, Calif.*

## PROACTIVE HEALTH: MAKING PREVENTION TAX DEDUCTIBLE

For more than a decade, employers and employees have been able to set aside some pre-tax earnings to pay for medical expenses.

The Personal Health Investment Today Act (The PHIT Act) would extend that benefit by allowing taxpayers to use up to \$2,000 of their pre-tax medical accounts to pay for wellness expenses, like gym memberships, sports league fees, sports equipment and bike share memberships.

Pre-tax medical accounts were created to help both employers and employees reduce the cost of healthcare, and we know that an ounce of prevention can save a pound of cure. According to the World Health Organization, in the U.S. an investment of \$1 in physical activity leads to \$3.20 in medical costs savings.

The PHIT Bill, introduced by Rep. Ron Kind (D-WI), currently has 50 co-sponsors (26 Democrats, 24 Republicans). Look for an announcement on the League's Action Page on reintroduction of the bill in 2015, and an opportunity to ask your member to co-sponsor.

—Caron Whitaker

## THAT'S THE TICKET: ENFORCEMENT THAT EDUCATES

On a campus with more than 36,000 daily commuters and 44 percent bicycle mode share, ensuring that everyone on a bike follows the rules of the road at the University of California, Davis is no small job.

Until 2011, campus officers were often hesitant to enforce traffic laws for bicyclists, because citations came with a hefty county fine averaging \$200 — a steep price for college students.

Rather than forcing officers to choose between the \$200 county fine or an ineffective warning, UC Davis launched the



U.S. Rep. Marcia Fudge (D-OH)

Bicycle Education and Enforcement Program (BEEP), a diversion effort that offers an educational alternative to traffic citations for bicyclists.

At the core of BEEP is a 45-minute online bicycle traffic safety course. Approved by the county court as an alternative to the \$200 fine, the diversion program allows violators to take the online course within 14 days of their violation and pay a reduced fee of \$70.

The fee supports the BEEP program and serves as an effective deterrent to discourage future violations. In addition to its role as a diversion program, the online safety course is available for free to non-violators and heavily advertised to all incoming students.

In its first three years, 80 percent of the 1,200 bicyclists who received a traffic citation chose to take the online course rather than pay their full citation amount. What's more impressive is that twice as many students have completed the online course voluntarily, unrelated to a citation.

The BEEP program is part of a growing trend. Since 2012, roughly 25 percent of Bicycle Friendly Universities have reported offering a ticket diversion program for cyclists, while 7 percent offer a similar program for motorists.

This win-win model gives officers a reasonable mechanism to enforce traffic laws, while effectively and efficiently bringing traffic safety education to a wider audience — and to the roadway users who need it the most.

—Amelia Neptune

## CAR-FREE FRESHMEN: CREATING A CYCLING CAMPUS

At the University of Vermont (UVM) in Burlington every student starts his or her college career with an invitation to consider active transportation.

With a long-term vision to become a complete pedestrian and bicycle campus, UVM prohibits first-year students from bringing a personal vehicle to campus.

Of course, the university doesn't leave students hanging when it comes to a car-light lifestyle. Students get a city bus pass at no cost, providing unlimited access to city buses that are equipped with bike racks. For off-campus students and employees, all UVM commuters are eligible for free 'Emergency Ride Home' services.

"The share of car-owning students has dropped from 50 percent to 22 percent."

The student-run Bicycle User's Group (BUG) partners with UVM to operate the Bicycle Education Center, which offers repairs, support, and classes to the UVM community. With university support, BUG also created the UVM Bike Share program, which includes bikes available for daily check-out from three locations on campus, in addition to semester-long bike rentals.

UVM also offers students a free membership to Carshare Vermont, which has two vehicles on campus. "Our belief is that with occasional access to vehicle transportation, students will choose not to own a vehicle," said Doug Connelly, UVM's bicycle coordinator.

For those who do, the campus offers a reduced-rate 'occasional use permit' for those who rarely drive to campus, as well as shared carpool permits, as alternatives to a traditional annual parking pass.

And it's working. Over the past decade, the share of car-owning students has dropped from 50 to 22 percent.

—Amelia Neptune



Bike path adjacent to US-36 in Colorado

## PUBLIC-PRIVATE PARTNERSHIPS

With the decline in reliable federal funding for transportation, more states and localities are looking to public-private partnerships (P3s) that get private investments to pay for transportation infrastructure. While there are several prominent examples of P3 projects being used for sprawl or in ways that negatively impact bicyclists, there are also more examples like the US-36 highway project in Colorado, which includes an adjacent 18-mile long bikeway and integrated bus-rapid transit, as part of the \$1.8 billion expansion. If P3s are going to be a major part of future transportation funding, it's essential that multimodal integration becomes the norm and that these projects create transportation options that work for the entire community. —Ken McLeod

## IT PAYS TO PEDAL: PRO-BIKE BUSINESS POLICIES

Every so often, we receive a Bicycle Friendly Business (BFB) application that boldly claims: “I don’t know what else my business could be doing, besides paying our employees to bike!”

These applicants seem to imply that paying their employees to bike is an outlandish idea, but I’m here to tell them that it’s not.

In fact, there’s a wealth of ways to compensate and incentivize employees to bike. Here are just a few.

**DAVID BAKER ARCHITECTS, GOLD BFB, SAN FRANCISCO, CA, 28 EMPLOYEES:** “Our cash incentive program is on a sliding scale based on the number of cars in a household. For example: If you don’t have a car, you’ll receive \$100 per month in ‘bike bucks’ rewards or as an REI or Sports Basement gift card. Employees can either save up for a year to purchase a new bicycle for their commuting needs,

or spend it toward improvements for their bicycle, be it a basket, new brake cables, or better tires. There’s a \$50 cash incentive for an employee who owns a car but still bikes, and a \$200 cash incentive for a family that doesn’t own a car.”

**THE RIDE, GOLD BFB, CONWAY, AR, FOUR EMPLOYEES:** “We provide each employee \$1 per day that they use a bicycle for any commute (to or from work, lunch, or errands) and we increase this incentive to \$2 during the National Bike Challenge.”

**ADVANCED MICRO DEVICES, SILVER BFB, AUSTIN, TX, 2,000 EMPLOYEES:** “Bicyclists track days they ride to work and earn points for round trips. Points are added quarterly and converted to store credits. Benefits also include designated overnight lockers for bicyclists earning 20 or more points per quarter.”

**THE CUPBOARD, BRONZE BFB, FORT COLLINS, CO, 30 EMPLOYEES:** “The Cupboard has been encouraging its employees to bike to work for more than 25 years — and

our owner pays 50 cents per mile for biking to work and 25 cents for walking, carpooling, or using public transit.”

**GARVER, GOLD BFB, NORTH LITTLE ROCK, AR, 141 EMPLOYEES:** “Bicycling is a component of the fitness portion of our Wellness Program, which provides discounts on insurance premiums for employees who participate, typically discounting the cost of the employee’s premium to \$0.”

**SOUTH CENTRAL FOUNDATION, GOLD BFB, ANCHORAGE, AK, 1,500 EMPLOYEES:** “SCF has offered a paid day of leave for employees who register and bike to work at least one day during Bike to Work Week. Participants are entered into a drawing for the leave. This means that SCF pays the salary and does not collect revenue for the visits that the provider would have seen that day.”

**WHATCOM COUNCIL OF GOVERNMENTS, SILVER BFB, BELLINGHAM, WA, 11 EMPLOYEES:** “We get paid \$1 per day that we don’t drive alone to work, but instead walk, bike, carpool or take the bus. In addition, each employee gets \$100 per year as a wellness benefit. Employees may choose to use that money to fix their bike to make it suitable to ride.”

— *Amelia Neptune*

## TRAGEDY TO TRAINING: EDUCATING BUS DRIVERS

A tragic bus-bike crash on the Camp Pendleton Marine Base in 2013 left one cyclist dead and two seriously injured. The San Diego-area North County Transit District (NCTD) bus driver involved was found to be completely at fault for the crash.

Local League Cycling Instructors Jim Baross and Pete Penseyres jumped into action and worked with First Transit — the company with whom the transit agency contracted to provide their drivers — and the San Diego County Bicycle Coalition to provide 13 presentations over five days to more than 200 bus driv-

ers and their supervisors.

The presentations, which included “Sharing Streets with People on Bikes,” a video prepared for the San Francisco Municipal Transit Authority (SFMTA), and slides based on the League’s Traffic Skills 101 course, focused on three areas:

- » lanes too narrow to share;
- » local situations with “Shared Lane Arrow” pavement markings and the “Bikes May Use Full Lane” signs;
- » and a description of California’s new 3-foot minimum passing law.

The LCIs explained how these laws, signs and markings are intended to help motorists to expect people bicycling in travel lanes, that motorists should usually change lanes to pass a person bicycling, and that cyclists are safer riding outside of door zones and discouraging close passes.

League Cycling Instructors provided 13 presentations over five days to more than 200 bus drivers and their supervisors.

In April 2014, the attorney for one of the survivors reported that “regardless of compensation, my client’s overriding concern was to ensure that this type of bus accident, which resulted in serious injuries to him and the death of his friend, could be prevented going forward.” In the settlement the agencies were mandated to implement the Bicycle Safety Program.

Baross and Penseyres were immediately asked to provide additional training, with the expectation that similar training will be incorporated into the transit company’s safety policies and procedures nationally.

We encourage the League Cycling Instructors to contact First Transit, Inc. and other transit operators in their area to put this big idea into action.

—Andy Clarke



## GOING TO THE POLLS FOR BIKING

By now you’ve heard: Things aren’t looking good for a well-funded, long-term federal transportation bill. But communities are taking matters into their own hands and voting to tax themselves for better transportation options. Here are **five big-thinking ballot initiatives** that will support bicycling and walking — and may just be a growing trend.

» After failing to pass a major transportation measure by a mere 700 votes in 2012, voters in **Alameda County, Calif.**, came out in force and passed a sales tax measure with 70 percent of the vote, which will mean \$1 billion for biking and walking over the next 30 years.

» **San Francisco** advocates celebrated a sweep of wins for safe streets and transit in November. “The city now has the funding and the public mandate to deliver the on-street improvements that will benefit all of us by ensuring safe, accessible and affordable transportation options,” said Leah Shalum, former executive director of the San Francisco Bicycle Coalition. The city also defeated measure L, which would have rolled back recent progress towards accommodating biking and walking.

» In **Fairfax County, Va.**, voters passed a measure with 70 percent of the vote to raise \$84 million for bike lanes and pedestrian paths, and \$16 million for other small projects. “Sometimes you can get a bigger bang for the buck with smaller improvements,” Tom Biesiadny, Director of the County Transportation Department, told *The Washington Post*.

» In **Raleigh, NC**, voters passed a bond referendum that included \$16 million for multi-use greenways. The neighboring town of Wake Forest passed a \$4.6 million greenway improvement bond that will be used to expand the town’s trail network providing connections to major activity centers.

» Also in North Carolina, 70 percent of voters approved a transportation bond in **Charlotte** to fund nearly \$111 million of public improvements including biking/walking trails, bike lanes, and sidewalks. About \$5 million will go toward the Cross Charlotte Multi-Use Trail and \$20 million is dedicated to neighborhood-level improvements to provide more mobility options.

—Darren Flusche

Image: San Francisco Bicycle Coalition

# SEEING & BELIEVING

## Hearing all residents' experiences in our streets

In the wake of a Missouri grand jury's decision not to indict Officer Darren Wilson for killing unarmed teenager Michael Brown, millions of Americans are struggling with sorrow and frustration over the continued criminalization of black bodies. Brown caught Wilson's attention on August 9 in Ferguson, Missouri because he was walking in the street rather than on a sidewalk.

We don't know if Brown felt safe in that street, but he was a young black man in the United States of America, where young black men are 21 times more likely to die due to police violence than young white men. Sadly this country remains divided about whether people like Brown should be seen as victims or predators. In calling for widespread police reform, President Obama acknowledged this lack of consensus when he prefaced his remarks on the growing protests by af-

firming that "communities of color aren't just making this problem up."

The reality of police mistrust matters to the League's Equity Initiative because more cities and advocacy organizations are developing plans for Vision Zero projects, which hinge on increased police enforcement of traffic laws. Vision Zero is absolutely coming from the right place, and it provides a much-needed common cause across the many different kinds of traffic violence. It intersects, though, with the painful reality that not everyone in this country feels safe looking to law enforcement for help.

One year into working on the League's Equity Initiative, I see "bike equity" taking shape in two ways.

**First, bike advocacy is a civic engagement opportunity.** As advocates and planners, we should get more people involved in the push to fund and design complete

streets because they are a public resource that everyone should be able to access. The planning decisions that shaped the built environments we live in today were not made to serve everyone equally, and low-income families and people of color have had to bear the burdens of pollution, isolation, and disinvestment in urban areas. Equitable bike advocacy accepts this history as a starting point, and grows through building coalitions with other movements focused on mobility and equity. We're working on defining best practices for equitable bike advocacy in policy and planning.

**The bike movement grows stronger when we affirm that all ways of experiencing bicycling and streets matter.** For too long, the bike movement chose an "either/or" strategy: either you bike my way, or don't bike at all. More and more of us are choosing a "both/and" path, where we welcome a diversity



The policing of communities of color has always had a large impact on **HOW** we get around our communities.

SEEING & BELIEVING  
bikeleague.org/equity  
#Bikes4all



If residents **don't feel safe in a neighborhood** in general, how can we possibly encourage them to be **MORE EXPOSED** in that neighborhood by biking and walking more?

of perspectives on bicycling, even when we don't have the answers to all the questions new voices raise. We've been demonstrating this through projects like the Future Bike conference and ongoing discussions on the Bike Equity Network email list. Now we're giving it a name: Seeing & Believing.

**Bike equity means believing the stories people have to share about what it's like for them to be in the street.** There's more to safety than being seen, and we need to believe when people tell us about insecurity beyond traffic violence. Can we build common cause for safe streets that includes the fears of racial discrimination keeping so many people in their cars? What do enforcement-based approaches to traffic safety look like when they respect and address the realities of police mistrust?

We started exploring these questions with insights gathered from bicycle and pedestrian advocates this fall. Using their quotes, Dr. Echo Rivera has crafted images that shed light on why race matters in active transportation.

See more at [bit.ly/seeingandbelieving](http://bit.ly/seeingandbelieving) and learn how to get involved at [bikeleague.org/equity](http://bikeleague.org/equity).

—Text by Adonia Lugo, Illustrations by Dr. Echo Rivera

By allowing communities to **self-determine** safety issues, we can then prioritize how we move forward and start to frame a message of bikes as being **one factor** that addresses safety in a community.



We must show our solidarity for safe streets and how that is a **different experience for each community**, and most importantly **building that trust & relationship to continue to follow-up with the overall needs of a community.**

Photo Credit: Miguel Ramos

SEEING & BELIEVING  
bikeleague.org/equity  
#Bikes4all

What people can learn is to first question what does solidarity mean to them and **is it the same as how people of color see solidarity?**

What types of actions manifest as a way to address these systemic issues? And relate it to how they can have these conversations in their own communities.



Not sure if bikes can play a vital role for every city, **but I see the bike as a symbol of autonomy & self-awareness, something that many people that are privileged do not understand.**

Photo Credit: Miguel Ramos

SEEING & BELIEVING  
bikeleague.org/equity  
#Bikes4all



**I don't think we can separate the bicycles from the bodies that ride them.**

Some of us have bodies that are perceived as inherently more political than others.

I was thinking about that as the photos from Ferguson rolled in. There were lots of pictures of young Black men, and I thought:

**"Wow, those guys riding down the street would get a totally different response than I do."**

Michelle Swanson

SEEING & BELIEVING  
bikeleague.org/equity  
#Bikes4all

It's important for our profession to **hear** that people of color in the US have good reasons to fear being physically unprotected in our public right-of-way,



and to hear that there may be good reasons that people of color feel

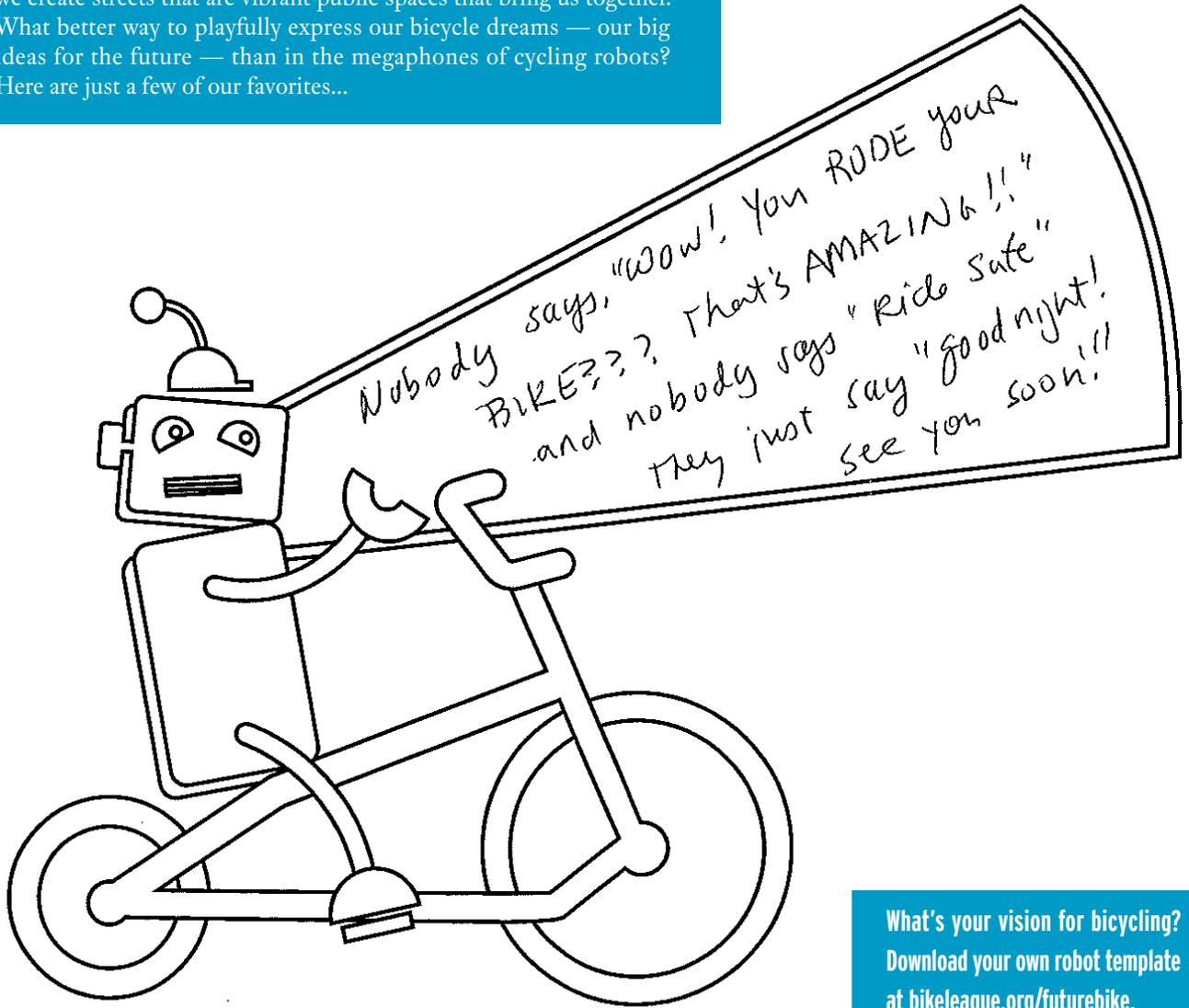
**biking/walking projects should have lower priority than, say, police brutality & lack of economic opportunity.**

Photo Credit: Jessica Roberts

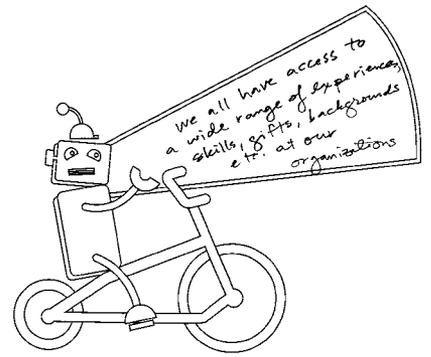
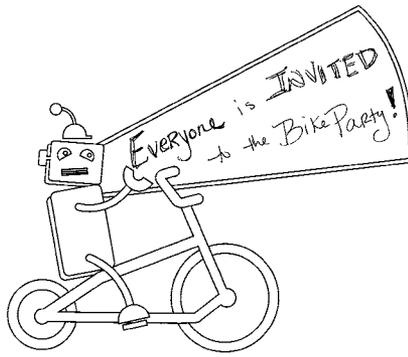
SEEING & BELIEVING  
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# FUTURE BIG IDEAS

In September, the League convened its Future Bike conference with more than 150 attendees gathering to create a vision for bicycling that elevates new voices, engages local communities and reimagines how we create streets that are vibrant public spaces that bring us together. What better way to playfully express our bicycle dreams — our big ideas for the future — than in the megaphones of cycling robots? Here are just a few of our favorites...



What's your vision for bicycling?  
Download your own robot template  
at [bikeleague.org/futurebike](http://bikeleague.org/futurebike).





## THE NATIONAL BIKE CHALLENGE

# Thank you

to the **47,000+ BICYCLISTS** who united to ride  
more than **23 MILLION MILES** during the  
2014 National Bike Challenge.

**TOGETHER** we showed the power of bicycling in  
communities nationwide.

*And thank you to our generous sponsors who made it possible!*



Kimberly-Clark

# BECOME A LEAGUE OF AMERICAN BICYCLISTS LIFE MEMBER

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



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



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

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

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_



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

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_  
Signature \_\_\_\_\_

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