

AMERICAN bicyclist

July-August 2010
www.bikeleague.org

League of American Bicyclists

Working for a Bicycle-Friendly America

Beautiful LIMITATIONS

Music Touring by Bike p. 12

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REPORT
and the League in
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DIVE IN!
How to Become a BFC

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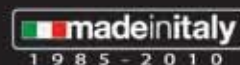


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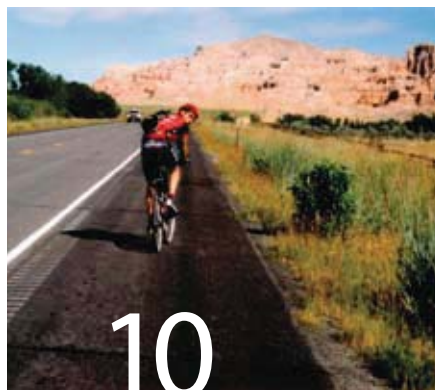
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cover photo courtesy of Ben Sollee



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Copenhagen is No Danish Fairy Tale

Copenhagen certainly lives up to its self-proclaimed title as the City of Cyclists. Almost 4 out of 10 trips in the Danish capital are made by bicycle — and the whole feel of the city is transformed because of that simple, and to the Danes, quite unremarkable truth. Rush hour doesn't feel or sound like rush hour at all; the city is somehow made more civilized, 24/7, by the bicycle.

Color Me Impressed

I was one of nearly 100 North American delegates (out of a total of more than 1,000) to the Velo-City Global conference in Copenhagen at the end of June. Although I've been before and marveled at the infrastructure for cyclists and the myriad types of cyclists and selection of bikes one sees there, I was impressed all over again by the sheer volume of cyclists. Fellow delegates took hours of video and shot thousands of pictures as they roamed intersections where 36,000 cyclists a day pass through. They rode the bridges, with not just a 4-6 meter cycle track but an equally

wide striped bike lane beside it to handle the volume of bike traffic.

Headline News

Distilling the lessons from Copenhagen and a four-day conference is going to be a challenge. User groups and researchers shared experiences with politicians and business executives; planners and engineers from 60 countries discussed different solutions to the same universal problems; and we all bemoaned the lack of speedy progress towards being more like Copenhagen in our own communities.

The headlines from the City of Cyclists were:

1. **Copenhagen works for cyclists because cycling is a priority** and because the details of the cycling infrastructure have been taken care of — there are no (or very few) places where the network suddenly ends or where you are left to fend for yourself at tricky intersections, just when you really need help! Cycling really is the quickest, easiest, and most convenient

way of getting around.

2. **It's about more than just infrastructure.** There is, obviously, a culture of cycling that permeates traffic safety from school kids to people learning to drive and continues among commercial drivers and all motorists.
3. **Copenhagen has taken 30-40 years to develop what we see today ...** and while I used to think that saying this would ease the pain of those who question whether such change is really possible, I now realize that we don't have the luxury of waiting that length of time to transform our cities. New York City and Seville (host of the next Velo-City conference in March 2011) are prime examples of places that are changing much more rapidly — and that's the new model we need to follow.

Our colleagues at the Danish Cyclists Federation are in the forefront of efforts to keep Danish cities moving forward while exporting their expertise through the Danish Embassy of Cycling. After my Velo-City Global experience, I think they have created a thousand new ambassadors to the cause. |||

Andy Clarke

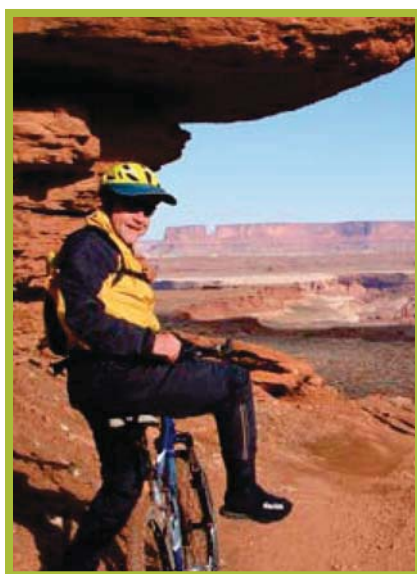
Andy Clarke
League President



Rush hour in Copenhagen doesn't feel or sound like rush hour at all. The city is, somehow, made more civilized by the bicycle.

Rock the Vote

New changes have been made to the League's election process to improve both member participation and Board representation.



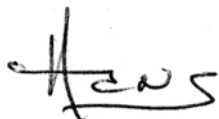
Board elections are very significant in setting the direction and tone of an organization. This December you will have the opportunity to elect five League Board members using a new preferential voting process. With preferential voting, you rank your choices. The accumulated ranking determines who is selected to the Board.

Why the change? It provides a better representation of your interests. We also hope it helps increase the number of members who participate in our annual elections.

See the article on page 8 to get a better idea of how it works and to participate in a trial vote.

We also increased the size of the Board from 12 members to 15. This helps broaden the representation of bicyclists' interests and bring a broader set of skills to the Board. Of the 15 directors, eight are member elected and seven are Board elected, maintaining the member-elected majority.

If you are interested in helping set the direction and strategy of the League, in performing the Board's governance duties, and if you meet the eligibility criteria (visit www.bikeleague.org or see page 7 of this issue of *American Bicyclist*), send us an application before August 1, 2010. ■■■



Hans van Naerssen
League Chair

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Tell Us ...

Have you used the Bicycle Friendly America map or yearbook to decide where you would like to live or move? If so, tell us about it.

In addition to our regular letters to the editor, we also want to know how you feel about specific topics. We'll post a question in every new In Box. Share your answer by mail or e-mail. Please include your name and address and title your letter "In Box Q." Send answers to communications@bikeleague.org. We may edit letters for length and clarity.

FACEBOOK MESSAGE



BFF: In response to the League's Facebook page becoming a Fan page: It's nice to know who your friends are.

Dave Holland, June 9

FACEBOOK MESSAGE



In response to "Counter Cantor — Safe Routes to School," a bikeleague.org/blog post about cutting funding for SRTS:

How can a safe route to school be a waste of money? Don't all parents want kids to get to school safely?

Beth Tobakos, June 14

FACEBOOK MESSAGE



SWEET SIGN: The new 3 Feet Law sign designed by David Williams and the City of Ridgeland.

Josh L. Sullivan, June 23



TWEETED



Velo-City Global starts in a few hours. Time for quick ride with 30 to 40 of the U.S. and Canadian delegates in the capable hands of Mr. Cycle Chic, Mikael Colville.

Andybikes, June 22

global-warming, traffic, obesity, air-pollution, oil-use, federal debt, your debt, oil-profits, spills, and more.

I'm an 88 year-old woman and I bike! With my 57 year-old daughter, I ride a tandem recumbent trike to get to classes, groceries, dentist, senior center and sales.

- Nee Howard, 88, and Lauren Cooper, 57, Carlsbad, Calif.

Stop the Oil!

We average citizens need to stand up and take personal action to stop this oil madness. Don't wait for far-off solutions. Stop using a 2,000-3,000 pound machine to travel within 12 miles of home – that's 99 percent inefficient. Only one solution is immediate: cycling to work or school whenever possible. Only cycling reduces it all immediately:

TWEETED



Pittsburgh named a Bronze Bike Friendly Community by the League of American Bicyclists.

tdgpittsburghpa, June 21

Thanks for your letters

We eagerly await all of your comments — good and bad — on cycling, the League, our publications, and just about anything else you want to tell us about. E-mail meghan@bikeleague.org or mail it to us at 1612 K Street NW, Suite 800, Washington, D.C. 20006. Comment on facebook.com/leagueamericanbicyclists or twitter.com/bikeleague. Letters may be edited for style and length.

FACEBOOK MESSAGE



BFB AHEAD: When it comes to the League's Bicycle Friendly Business designation:

Omaha, Neb. (7)

Seattle, Wash. (3)

Des Moines, Iowa (1)

Kansas City, Mo. (0)

You heard it here first ... that is about to change!

RevolveKC.org, June 21

FACEBOOK MESSAGE



In response to a bikeleague.org/blog post about bike lanes on Pennsylvania Ave.: Multi-modal transportation is a step in the right direction.

Barry Stuart, June 22



Bike lanes on America's Main Street

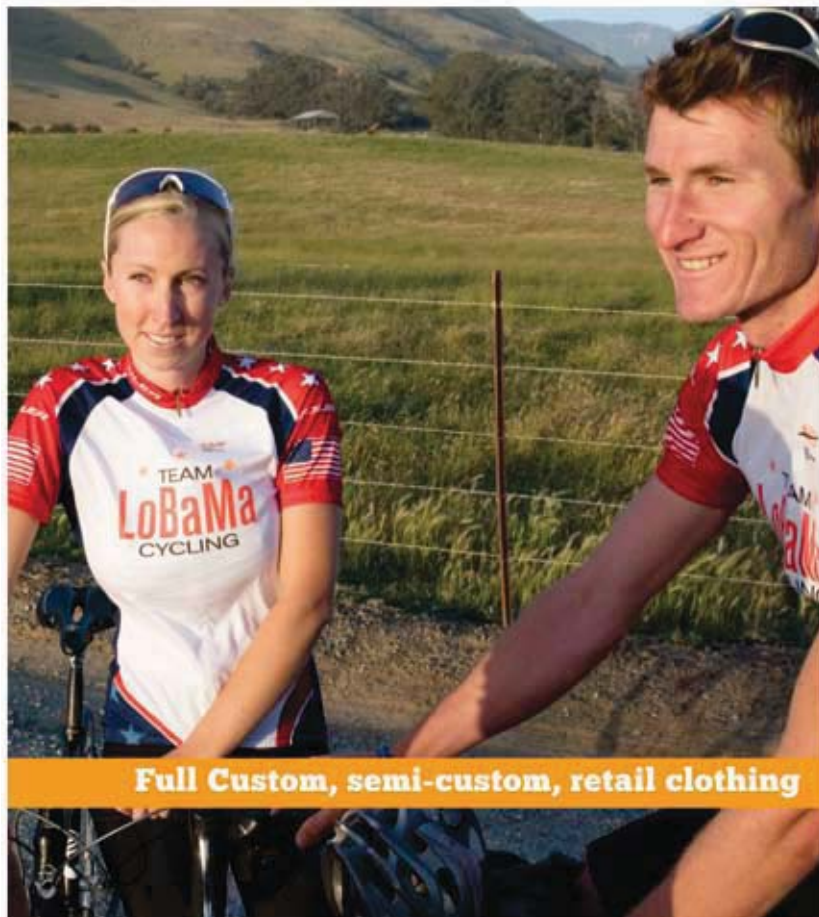
From left to right, D.C. Council Members Tommy Wells and Jack Evans, Transportation Secretary Ray LaHood, D.C. Mayor Adrian Fenty, and U.S. Congressmen Earl Blumenauer and James Oberstar cut the ribbon and take the inaugural ride on the new Pennsylvania Avenue bike lanes.

TWEETED



Official handover of the Velo-City Conference to Seville; launch of the global ECS Network in "Cities for Cyclists."

SourceWS_world, June 28



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Photo by Doug Highland

staffsnapshot

Scott William, Director of Membership

I joined the League this spring, and was excited to be part of an organization that supports my method of transportation. I am a bike commuter, so when I heard that the League was looking for a Membership Director, I jumped at the chance.

I grew up riding a bicycle, with the kids in my neighborhood who set up jumps. My first memory of riding is having a bike wreck with my neighbor Monty on one of these precarious obstacles. My friends and I also used to play chicken and bike polo in the cul-de-sac, until our parents got worried sick and had to fix our bikes all the time. After one collision, my front wheel became taco-shaped.

I did some riding in college at William and Mary, both for recreation and transport, but didn't bike for years after I graduated. I returned to

the saddle when I went for a weekend to Bethany Beach, Del. and borrowed a bike to ride up to Lewes for a ferry ride to Cape May, N.J. It was a 50-mile mile round trip and the catalyst to get me to buy a bike and return to riding.

Now I bike commute because public transportation in my area can be unreliable. On a bike, my travel time is much more predictable. Of course, I love that I'm getting exercise while I commute, too. Over the past decade or so, I've ridden the seven miles to and from my various jobs a couple of times a week in the warm months. But lately I've become a 10-month-a-year biker. January and February are rough for me, so I hibernate.

The League has now influenced yet another stage in my cycling life. I had always been a cautious rider



but if there was no traffic coming, I'd roll through stops and run red lights. Working for the League, I now see the importance of behaving responsibly on the roads and have reformed my riding.



FaceBook fan page

The League is transitioning its Facebook Friends Page to a Fan Page so we can have more flexibility and fine tune the content. We already have connected the Bike League Blog and Flickr accounts to the page for easy access to all League news and new photos. If you are currently a Friend, please start following our Fan page. We don't want you to miss out on our exciting updates. Thanks for being our Friend, now please "Like" us at [facebook.com/leagueamericanbicyclists](https://www.facebook.com/leagueamericanbicyclists).

**2011
National
Bike
Summit**

March 8-10, 2011
Washington, D.C.

WANTED

A Few Good Board Members

If you are interested in serving on the League Board of Directors, or if you know someone who would be a good representative for cyclists, the League Governance Committee is soliciting recommendations for candidates for the 2011 Board elections. The Board of Directors govern and set broad policy and direction for the League. Board members serve three-year terms. Starting this year, seven are elected nationally by all League members. The Board selects the remaining five seats. Four member-elected and one Board-appointed positions are open for this election. Three of these elected members, Harry Brull, Jeffrey Lynne, and Hans van Naerssen have decided to run again, and the fourth, Bill Hoffman, is undecided. In addition, the League's Bylaws allow the Board the option to create up to five additional Board seats for a total that may range from the current 12 up to 17.

To learn more about the qualifications to be a League board member or to apply yourself, visit www.bikeleague.org.

Timing of the 2010/2011 elections:

September 1, 2010: Nominating Committee reports to the Board, recommending a slate of candidates.

October 15, 2010: Deadline for petitions to be submitted (45 days prior to elections).

December 1, 2010: Elections open online.

January 15, 2011: Online ballots closed

February 1, 2011: New board members announced

March 8, 2011: New board members take seats at National Bike Summit



MOST POPULAR AT bikeleague.org

Completing the streets in Michigan (6.24.10)

Counter Cantor — Support Safe Routes To Schools (6.14.10)

bikeleague.org
100,000 visitors in June

Bicycle Friendly America
4,000 visitors in June

Bicycle Friendly State
3,500 visitors in June

Bicycle Friendly Community
3,300 visitors in June

Education
2,700 visitors in June

What has
the League
done for you lately?

Updated Our Internal Database! This sounds boring, and the reality may not be fascinating, but the results are fantastic. You can now login to the League's site, register for classes, buy League materials, and renew your membership easily and quickly — a huge improvement over our antiquated system. Next up: A new Web site! Stay tuned ...

who is the best cyclist of all time?

The League is switching to preferential voting for the upcoming Board Elections. To test out our new system, we thought it would be fun to vote for the best cyclist of all time. This will be the same method we will use for the 2011 Board elections and allows each member to have their voice heard clearly — and ensures that our board members have the support of our national audience.

1



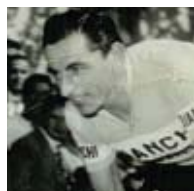
Jacques Anquetil



Lance Armstrong



Gino Bartali



Fausto Coppi



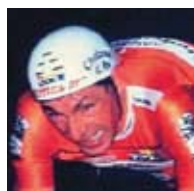
Bernard Hinault



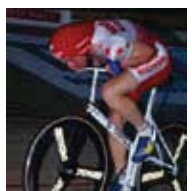
Jeannie Longo



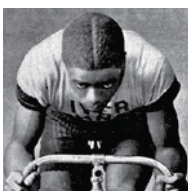
Eddie Merckx



Francesco Moser



Graeme Obree



Marshall "Major" Taylor



Here's how it works:

1. A member votes on www.bikeleague.org, ranking **all** the cyclists in order of preference.
2. The cyclist with the least number of **first** votes is eliminated. Votes for that cyclist are redistributed according to the voters' second choices.
3. Once again, the cyclist with the least number of votes is eliminated, and those votes are then spread among the remaining cyclist by who the voter chose **second** (or **third**, if their second choice has already been eliminated).
4. This process continues until there is just one cyclist remaining.

Stay tuned to see who the best cyclist is – **ever**. We will post the results online and in the next issue of *American Bicyclist*.



Giving...

Thanks to the following people who have contributed at least \$100 to the League in May 2010. These contributions are above and beyond any dues payments.

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Individuals

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Noah Cocco

John Cotham

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George Hutchinson

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Michael Kaiser

Kathryn Lane

Brian Montgomery

James Oberstar

Ralph Samuelson

Tim Schottman

Stephen Strasburg

George Strecker

Corporations

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Clubs

BikeHouston

Conejo Valley Cyclists

Golden Gate Cyclists

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D.C. Bike to Work Day commuters signed this poster to thank LaHood.

Thanks

DOT and Secretary Ray LaHood

By Darren Flusche

IN MARCH, THE U.S. SECRETARY of Transportation Ray LaHood and the U.S. Department of Transportation (USDOT) released an outstanding policy statement saying that “walking and bicycling foster safer, more livable, family-friendly communities; promote physical activity and health; and reduce vehicle emissions and fuel use.” The statement made quite an impression on bicycling advocates, and now we are working to ensure that state DOTs follow through on LaHood’s vision. The statement reconfirms the USDOT’s commitment to bicycling and walk-

ing and makes recommendations to state DOTs.

In June, America Bikes, Transportation for America, and the Safe Routes to Schools National Partnership, personally thanked LaHood for his commitment to active modes of transportation.

Localities across the country are speaking up in support of the statement. An inspired city planner from Tupelo, Miss. encouraged his mayor to sign a proclamation in support of the policy statement. Tupelo was then recognized on LaHood’s blog, Welcome to the FastLane (Fast-

lane.dot.gov). The advocacy group BikeWalkLee was also motivated by LaHood’s policy statement and convinced the Municipal Planning Organization (MPO) of Lee County, Fla. to pass a resolution endorsing the policy.

The League would like to see more local support like this. If you would like to get involved, contact your local advocacy group or club and ask your local transportation agency to adopt a similar policy statement on bicycle and pedestrian accommodation.

Visit bikeleague.org/blog for more information. |||



**Making sure
rumble strips don't
ruin your ride**

By Darren Flusche

Ready to rumble

RUMBLE STRIPS ARE GROOVED patterns in a road's shoulder designed to alert drivers with noise and vibrations when they are drifting off the roadway. They help prevent run-off-the-road auto crashes. However, they are virtually impossible to safely ride a bicycle over, and they are becoming increasingly frequent on America's roads. They are at best uncomfortable, even for a very short distance, and at worst can cause a cyclist to lose control of their bike and fall. They can damage bicycle wheels, cause flat tires, and shake loose parts off a bicycle.

“ In a recent survey of League-affiliated club leaders, 80 percent said that rumble strips reduce the quality of shoulders for bicycling, forcing many to change routes. ”

While rumble strips do not deter car, truck or bus travel, they do have a severe impact on bicycling travel and have ruined popular cycling routes. In a recent survey of League-affiliated club leaders, 80 percent said that rumble strips reduce the quality of shoulders for bicycling, forcing many to change routes. Addition-

ally, many clubs reported that newly installed rumble strips in their region did not comply with Federal Highway Administration (FHWA) guidelines. The League, partnering with the Adventure Cycling Association and the Alliance for Biking & Walking, is working with the FHWA and coordinating with local clubs and advocacy

organizations across the country. In doing so, we hope state DOTs and road agencies will adopt and follow bicycle-tolerable rumble strip policies.

Here are some of the biggest concerns with rumble strips.

- 1. Too wide** – many rumble strips are excessively wide, removing limited space on the shoulder for bicyclists to travel.
- 2. Too deep** – most rumble strips are ground-in to depths that are excessive and dramatically more dangerous for cyclists.
- 3. Continuous** – rumble strips without gaps in the strip do not allow a safe way for cyclists to cross, merge or turn without hitting rumble strips.
- 4. Placement** – the lateral placement in a shoulder can make a shoulder that was once very comfortable to a bicyclist unusable.

The FHWA guidance on Roadway Shoulder Rumble Strips states that “rumble strips should only be installed when an adequate unobstructed width of paved surface remains available for bicycle use,” at least four feet, or five if there’s a guardrail. The guidance notes that 12-foot gaps should be placed periodically in the strips, allowing cyclists to avoid debris and parked vehicles on the shoulder or safely pass over the strips. Agencies also should regularly sweep the entire shoulder along bike routes and high bike-traffic areas.

While there are safety benefits to rumble strips for drivers of motor vehicles, there are considerable drawbacks for cyclists who are vulnerable near high-speed traffic. On routes used by bicyclists, rumble strips

should not be installed indiscriminately; a careful traffic safety study should be conducted to demonstrate clear problems and project impact on safety.

In the event that rumble strips are appropriate, states should follow bicycle-tolerable practices that provide maximum clear shoulder space for cyclists. Using an implementation checklist based on the above rumble strip practices, state agencies and local road authorities should closely monitor contractors to ensure that the policy is being followed. Finally, agencies should work closely with bicycling organizations to make sure that the rumble strip policy will “address the safety and operational needs of all roadway users.”

Check out the Reports and Club Corner sections of bikeleague.org for further information, including the report, the club survey and notes from a club and advocacy group call. |||

“While there are safety benefits to rumble strips for drivers of motor vehicles, there are considerable drawbacks for cyclists who are vulnerable near high-speed traffic.”

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Beautiful LIMITATIONS

A Music Tour by Bicycle

By Ben Sollee, Musician and Bicycle Advocate

All photos courtesy of Ben Sollee unless otherwise noted.



Photo courtesy of
The State Journal



THE ROMANCE OF THE ROAD was getting beat out of me. I was playing cello and singing all over the country with some amazing musicians, but the pace was super-human. We hurdled ourselves through communities (some I can hardly remember) on planes, trains, and automobiles trying to grow our audience. It all felt so out of place, like I wasn't getting a good look at the life I'd chosen. So, in early 2009, when I saw a commercial for an Xtracycle cargo bike, my mind spun into fantasy: the road, a bike, my cello, and music to play. At that moment I saw the bike as an offering of limitations, a tool to re-humanize the pace of touring. And, with my 60 pounds of gear loaded onto a 40-pound cargo bike, there were plenty of limitations.

I was not a cyclist but I loved to ride. Although I had never ridden more than eight or nine miles, I assembled a tour that covered more than 350 miles in eight days from my hometown of Lexington, Ky. to the Bonnaroo Music Festival in Manchester, Tenn. On the atlas, it didn't seem so far away – and it ran south, so it was “all downhill,” as my manager joked. Of course, I wasn't that naïve, but close.

I considered myself the subject of a self-created experiment. Could someone with little bicycling experience, minimal physical preparation and no vehicle support just get on their bike and start riding? Biking through hilly terrain where bicycles are never expected was certainly a less than ideal condition. Moreover, this, among other factors created a bigger issue — I couldn't find anyone to ride with me. Thankfully, about three weeks before the tour, I met Katie Benson, an idealistic young surfing instructor and law student in San Diego.

Until that point, feedback on the tour had been laden with skepticism and disbelief. But, for some crazy reason, Benson wanted a hand in it. She seemed to be intrigued by the challenge and, like myself, had a brewing sense of “Why not?” So, on a whim, she and her brother, Marty Benson, an aspiring filmmaker, flew to Kentucky to tour with me.

At the offset, everything seemed magical; the weather and terrain presented a challenge but nothing too intense. On the fourth day, however, somewhere between Berea and Somerset in the “knobs region”



Photo courtesy of The State Journal

of Kentucky, I began to crack. My right knee had sharp pains every second revolution, my hide was raw, and my upper body ached. We were averaging 40 to 50 miles a day with a show each evening. We'd chosen the lower-traffic country roads, but their exaggerated grades with all the equipment made for exhausting climbs. On a few occasions, Katie Benson, traveling on a lighter road bike, parked her bike at the top of a hill in order to run back down to help me push up my load. This was not just biking; this was trucking.

But it was in that most difficult, painful, and sweat-drenched moment, that the aroma of the trees and the coolness of the breeze focused me. I realized how much this bicycle pace suited me, as I had not been so present for a tour in a long time. The details of the days and the people were fresh in

“This was not just biking; this was trucking.”

my mind rather than a blur. I was tired but felt strong. I was going to finish the ride. All I had to do was keep my own cadence, no one else's.

Grounded, I climbed back on the Xtracycle and rode into Bonnaroo with my strangers-turned-family bicycling compadres. While the festival was a whirlwind, I could not shake the momentum and drive to get back on the bike.

With lessons learned, Katie Benson and I set to work on building our next tour. To create a more physically, financially, and musically sustainable tour, we had to focus on the terrain, the density of cities in a region, the size and type of venues, and the strength of bicycling in a

given community. We settled on a portion of the East Coast Greenway from Wilmington, N.C. to Jacksonville, Fla. and prayed that it would stay warm enough in December.

Going into this second bike tour, we'd proven to ourselves that we could ride and perform, but bringing the rest of my business partners into the fold proved to be harder. Because the bicycle limits us to only riding so many miles per day, we're forced to stop in smaller communities not typically considered tour markets. The digging and research required to book shows and events in these towns was threefold the work of a



Photo courtesy of Savannah Morning News

“We’re riding out this fall on a national tour by bike. We’ve found ourselves gauging the strength and bicycle-friendliness of a community as much as the economic value of the market.”

traditional tour. My booking agent could only spend time on the larger markets, so my manager and Katie Benson rolled up their sleeves and put together a string of shows and events that raised a lot of questions like, “Why waste the time riding? Why not play one big show instead of multiple smaller events?” among others. Many of those questions were not answered until after the tour.

In many aspects, we were better prepared for the east coast December tour — my second biked tour. I had been training with steady weight on my bike and Katie had developed a nose for community-oriented venues and healthy bicycle organizations. Marty Benson had devised a number of different bicycle-specific camera mounts for filming. We added percussionist Jordon Ellis to the mix, and Surly Bikes donated a Big Dummy to haul the drums. With all that gear between the two cargo bikes, a good pack made all the difference. We obsessed over the pack, practically getting it down to a science. Along the flat coastal terrain, we could cover more miles over the whole trip and make it into a few more markets with “proper” music venues. The local media in the smaller towns couldn’t get enough of the group of musician bicyclists riding through in December.

Although we were able to book more traditional shows on the December tour, we found what would become our model event in Savannah, Ga. We teamed up with the Savannah Bike Campaign to host an open-door fundraiser and show at a local bicycle hotspot, kicking the event off with an amazing night ride through the historic streets. We were able to become a vehicle for the bike group’s message, helping drive membership and getting great coverage in the *Savannah Morning News*. This

event bridged together what seemed like a magical mix of advocacy, community engagement, and shared arts. Within just a day, we felt like we had become a part of the community. But, alas, Savannah was an island of bicycle love.

It was tough to put on community-oriented shows in other towns, and it was also a struggle to get to them. There are lovely dedicated bike paths along the east coast but with business obligations at hand, there is rarely time for the recreational path. So, we were pushed on the high traffic roads with little to no infrastructure. A nice shoulder would emerge occasionally and we would revel in its comparative vastness. Often we were on the offense; riding in the road and taking

“It was in that most difficult, painful, and sweat-drenched moment, that the aroma of the trees and the coolness of the breeze focused me. I realized how much this bicycle pace suited me, as I had not been so present for a tour in a long time.”

the lane to force the cars to pass. For the most part, folks were patient but, quite often, our nerves were on edge as engines revved or semi trucks barely squeezed by us. The danger presented by the lack of infrastructure along our route struck a chord in all of us on the tour. If we weren’t so stubborn about riding to these shows, there’s no way we’d put ourselves in this position daily. We came out of that tour with an invigorated commitment to bicycle advocacy and a deep-seated appreciation for travel by bicycle. With my music and community-oriented concerts we knew we could duplicate the Savannah event and affect change on a larger, national scale.

We’re riding out this fall on a national tour by bike. We’ve found ourselves gauging the strength and bicycle-friendliness of a community as much as the economic value of the market. By focusing on community-based touring, we can put our bikes to work and run an effective business with a positive societal impact. We’re not looking for our touring by bike concept to be seen as kitsch or green. We want to present a compelling choice for other artists and businesses to operate in a more sustainable fashion — physically, financially and environmentally. And from the economic perspective, we’re well aware that time is money. And it’s true; it costs a lot of money to save time. Save the money, ride a bike. |||

Born and raised in Kentucky, Ben Sollee fuses his love of Appalachia, passion for bicycling, and social consciousness into his unique style of music. A classically trained cellist, Sollee has performed all over the world. This fall, he and Katie Benson with Fits Productions will ride more than 1,400 miles to promote bicycling and advocate for greater accessibility for the bicycle. To listen to Sollee’s music and see where his tour takes him next, visit www.bensollee.com.

THE LEAGUE IN 2010 AND BEYOND

By Andy Clarke

The mission of the League is to promote and protect the rights of bicyclists, advocate for the interests of bicyclists, support bicycling skills education, and promote bicycling for fun, fitness and transportation. Every three years, we take that mission statement and develop a strategic plan around those four elements, and annually derive a workplan and budget from the strategic plan that – hopefully – moves us towards delivering on the mission.

The staff and board are revisiting the strategic plan this October, and will be adding a vision statement with a 20-year horizon to bridge the gap between the timeless goals of the mission – we will always need to promote and protect the rights of cyclists – and the more specific measures we put into the strategic plan and annual workplan.

Meanwhile, we are now more than half way through an exciting 2010 and it is time to check in on our progress towards the more specific goals and objectives we set ourselves for this year.



1. PROMOTING AND PROTECTING THE RIGHTS OF CYCLISTS

The Bicycle Friendly States program does a lot more than create a League table or ranking of all 50 states and their policies towards bicyclists. The data collection and interaction with state advocacy groups and government agencies has enabled us to create a state-by-state inventory of good, bad, and ugly laws affecting cyclists. We have worked with advocates in six targeted states (Florida, Iowa, Maryland, Michigan, Mississippi, and Vermont) to help pass safe passing and distracted driver bills and will be actively preparing for the 2011 legislative session this fall.

In addition to state laws, we have also responded to discriminatory local laws in Colorado, Kansas and Puerto Rico – where cyclists are either being banned entirely or severely restricted.

The need for a formal legal defense program, beyond the informal network of lawyers and legal resources on our website, grows almost weekly and is a top priority for the second half of the year, depending on funding.

2. ADVOCATING FOR THE INTERESTS OF BICYCLISTS

The League maintains its membership in the National Committee on Uniform Traffic Control Devices. We await publication of a new edition of the Guide for the Development of Bicycle Facilities so we can quickly disseminate the new material to our network of Bicycle Friendly Communities (and applicants) so the best possible infrastructure is provided on the ground. We have applied for a major grant to facilitate this work.

The Bicycle Friendly America programs go from strength to strength. We received a record number of applicants this spring in each of the State, Business and Community programs, and we are reaching out to larger companies and cities that are not yet part of the program.

Our presence at major conferences and events has been heightened — at the Pro Walk/Pro Bike conference in September we will launch the Bicycle Friendly Colleges and Universities program. We have delivered presentations, workshops and training in more than a dozen cities and states already and are looking forward to pursuing

GOAL ► STRATEGY ► ACTION ►

1. PROMOTE AND PROTECT THE RIGHTS OF CYCLISTS

- Remove discriminatory state and local laws
- Maintain state-by-state inventory of supportive and discriminatory state laws
- Work with state/local advocates to pass bicyclist-friendly legislation in up to 10 targeted states
- Enshrine bicyclists' legal right to the road in federal law
- Create legal defense program

GOAL ► STRATEGY ► ACTION ►

2. ADVOCATE FOR THE INTERESTS OF BICYCLISTS

- Participate in establishing national standards and regulations
- Create a Bicycle Friendly America
- Increase number of applicants for BFC, BFB and BFS programs
- Establish high League profile at four major conferences
- Publish 10 new technical assistance tools to assist local advocates in adopting BFA policies and programs
- Add video and social media features to Web site to improve resources and increase knowledge exchange among BFCs and BFBs
- Create BFA certification program to establish core knowledge base for local advocates and professionals
- Secure \$100,000 sponsor for BFB Program
- Enrich and enhance National Bike Summit
- Pass Complete Streets Act
- Formalize partnerships with other groups

continued on next page

2. GOAL ► STRATEGY ► ACTION ►

2. ADVOCATE FOR THE INTERESTS OF BICYCLISTS (continued)

- Establish partnerships with two new major organizations in health, environment, and traffic safety
- Enhance national policy accomplishments and presence
- Take national political asset management training
- Maintain active dialog with new DOT leadership to establish bike-related performance goals
- Demonstrate active leadership in America Bikes

additional sponsorships to provide even greater technical assistance.

Our Advocacy Advance partnership with SRAM Cycling Fund and the Alliance for Biking and Walking has generated a series of useful research papers and technical resources (all available online) to which we will continue to add in the remainder of the year. This program has also helped us target specific advocacy campaigns.

The National Bike Summit exceeded expectations this year and we're moving into a bigger space for 2011.

Our leadership role with the America Bikes, Complete Streets, and Safe Routes to School national coalitions has enabled us to achieve many of our national policy goals, particularly developing a good working relationship with the U.S. Department of Transportation. Passage of a transportation bill – long overdue and badly needed – will determine whether this progress turns into actual results!

In the meantime, we are exploring new partnerships with AAA, the U.S. Green Building Council, Second Nature, and the National Coalition for Promoting Physical Activity to extend our influence into new areas.



GOAL ► STRATEGY ► ACTION ►

3. SUPPORT BICYCLING SKILLS EDUCATION

- Provide online self instruction
- Completely rebrand the Smart Cycling program
- Establish and test a benchmark of students taught and the effectiveness of both the instruction and instructor

3. SUPPORT BICYCLING SKILLS EDUCATION

The emphasis this year is to build on the solid foundation of a good program with solid content and a growing network of instructors. Making the program more accessible through online classes, better materials, new and more engaging formats is critical to seeing more students actually benefit from the Smart Cycling program. We have launched the basic Traffic Skills 101 online; are implementing the two-hour classes for kids and returning adults in bike shops; and eagerly await the second edition of our Guide to Safe and Enjoyable Cycling in the fall.

We are actively seeking sponsors for a 2011 Smart Cycling Conference – without which we will not proceed

– and the wherewithal to actually measure the impact of our programs for the first time.

4. PROMOTE BICYCLING FOR FUN, FITNESS AND TRANSPORTATION

The National Rally in Albuquerque was a great event for the relatively small number of people that made the trip — we are exploring other models for making our presence known in the cycling community; and will have a presence at key industry events and selected major rides.

National Bike Month this year attracted a record number of events and media coverage and is crying out for a major national sponsor to capture the nationwide attention and volunteer effort that goes into rides, Bike to Work Day, clinics and a host of other events every year.

5. ORGANIZATIONAL DEVELOPMENT

While this doesn't appear in the mission statement, it is obviously essential that we have the staff and resources to deliver and expand on these programs. Our membership remains absolutely critical in terms of both financial support **and** the voices that you represent. We have replaced and significantly upgraded our membership database during the first half of the year and are looking forward to using the new features and capacity of the system to increase our membership and better serve you.

The success of the first two Club Leadership Seminars in Boca Raton and Milwaukee has filled us with optimism for the next two; we expect at least one of them to be in Southern California in the fall. The strong relationship we have with our affiliates is important to us, as are the many volunteers who work with us through clubs, the education program, the Bike Summit, on the board, and the new State Ambassador Program: our goals for the year are to serve them better with information, support, and communication. |||



GOAL ► STRATEGY ► ACTION ►

4. PROMOTE BICYCLING FOR FUN, FITNESS AND TRANSPORTATION

- Establish League presence at bicycling events
- Expand National Bike Month

GOAL ► STRATEGY ► ACTION ►

5. ORGANIZATION DEVELOPMENT

- Secure funding for membership growth and development
- Increase number of members, affiliates
- Improve Club Services program
- Increase number of members actively involved in League programs
- Secure Unrestricted Membership Income



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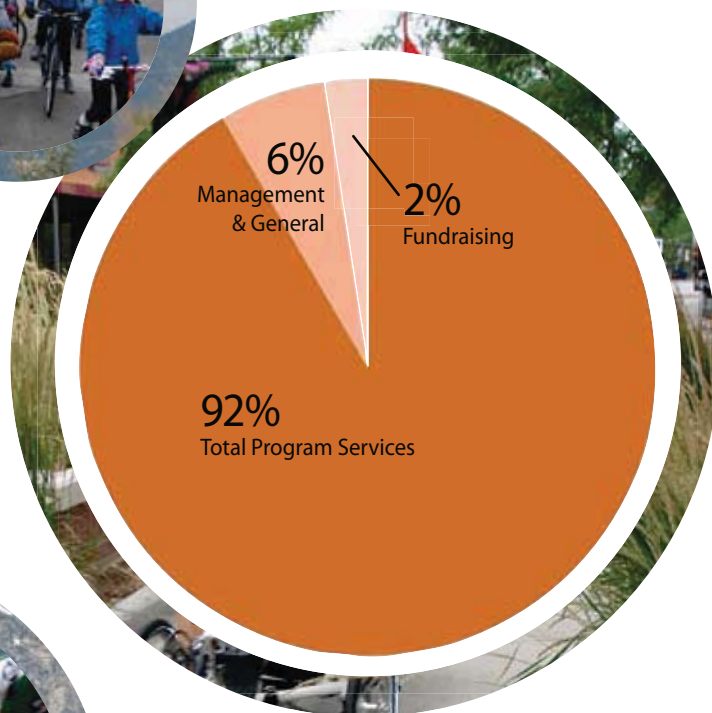
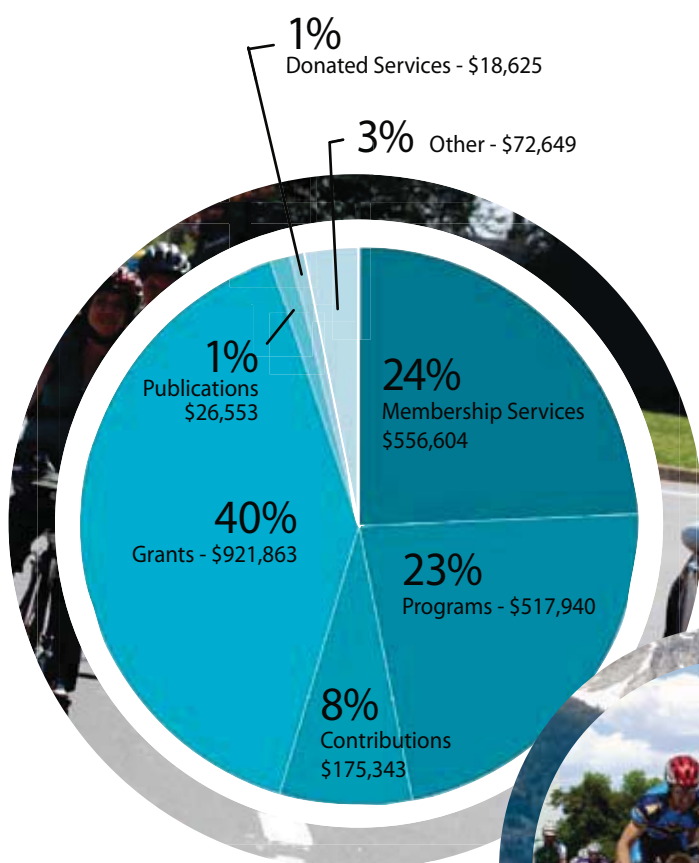
2009 FINANCIAL REPORT

A FULL AUDIT of the League's finances for calendar year 2009 has been completed. We are pleased to report that 92 percent of our income was applied to our critical advocacy and education programs, up from 88 percent the year before and the 13th straight year we have exceeded 80 percent.

Despite the struggling national economy, we posted a surplus of \$206,000 for the year. Strong support from Trek, SRAM and the Bikes Belong Coalition boosted our advocacy and membership programs; the National Bicycle Dealers Association completed their second year of support for our education program. The National Bike Summit broke attendance records again, and we delivered more than 40 League Cycling Instructor certification seminars.

However, the economic turmoil of 2009 did not leave us untouched. We saw a significant decline in the average membership renewal amount and in contributions above and beyond dues payments. Therefore, for the second year in a row, income derived directly from our members fell well below the historical average of more than 50 percent. We now have a new membership database in place and are focused on restoring that revenue balance.

Thank you for your support in 2009. |||

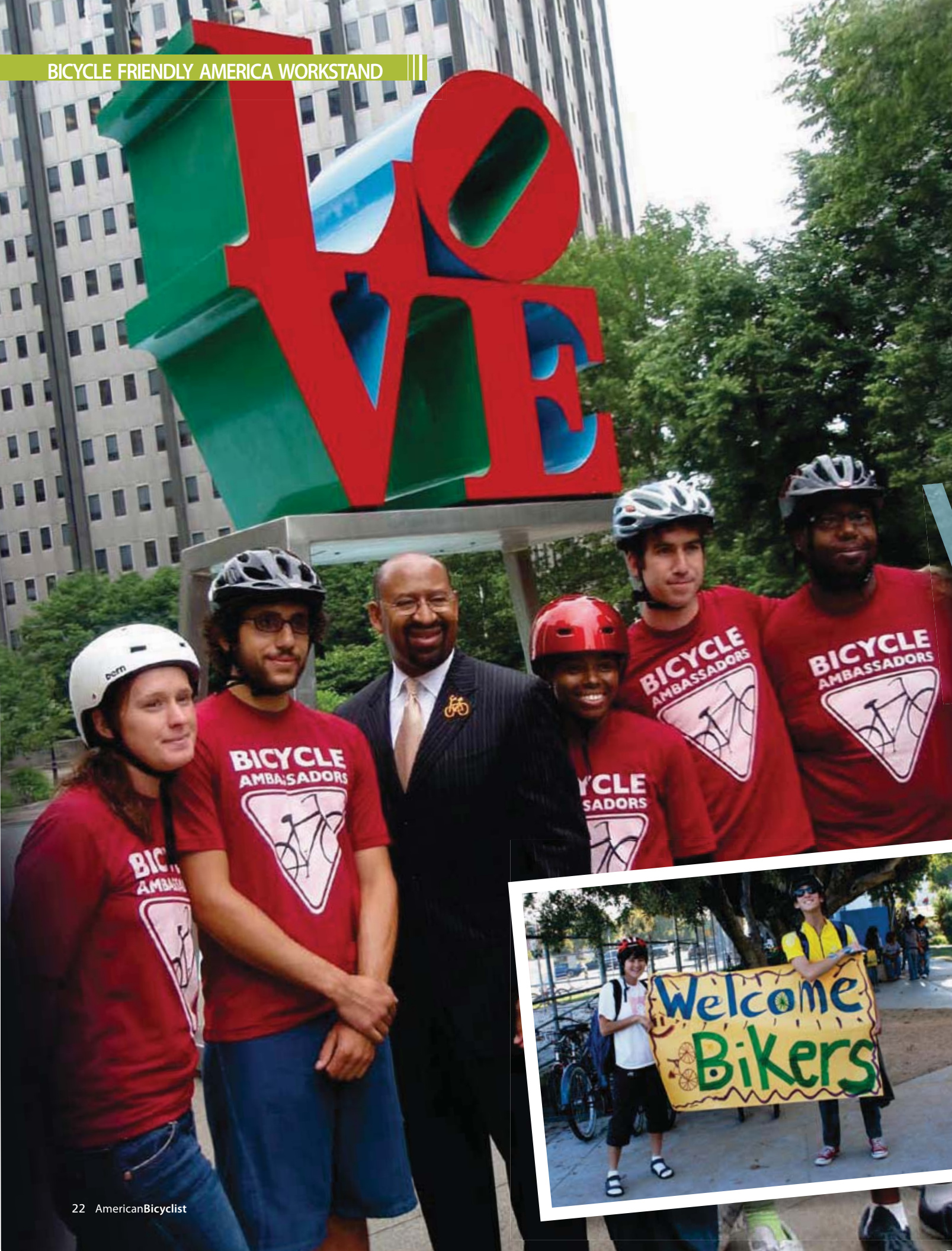




CONSOLIDATED STATEMENT OF ACTIVITIES

(For the year ended December 31, 2009)

	Unrestricted	Temporarily Restricted	2009 Total	2008 Total
REVENUE AND SUPPORT				
Membership dues	\$ 556,604	—	\$ 556,604	\$ 576,508
Programs and rallies	\$ 517,940	—	\$ 517,940	\$ 431,458
Contributions	\$ 175,343	—	\$ 175,343	\$ 227,578
Grants	(37,437)	\$ 959,300	\$ 921,863	\$ 596,278
Publications	\$ 26,553	—	\$ 26,553	\$ 30,923
Donated services	\$ 18,625	—	\$ 18,625	\$ 2,010
Interest and dividends	\$ 13,511	—	\$ 13,511	\$ 17,137
Other	\$ 0	—	\$ 0	\$ 0
Unrealized gain on investment	59,138	—	\$ 59,138	(\$ 119,121)
Realized gains on investment	—	—	\$ 0	\$ 0
<i>Net assets released from restriction:</i>				
Satisfaction of program restrictions	\$ 603,671	(\$ 603,671)	\$ 0	\$ 0
Satisfaction of time restrictions	\$ 150,000	(\$ 150,000)	—	—
Total Revenue and Support	\$ 2,083,948	\$ 205,629	\$ 2,289,577	\$ 1,762,771
EXPENSES				
<i>Program Services:</i>				
• Advocacy	\$ 959,902	—	\$ 959,902	\$ 841,479
• Membership Activities	\$ 323,632	—	\$ 323,632	\$ 257,014
• Promotion	\$ 253,810	—	\$ 253,810	\$ 204,919
• Education	\$ 371,614	—	\$ 371,614	\$ 310,723
Total Program Services	\$ 1,908,958	\$ 0	\$ 1,908,958	\$ 1,614,135
<i>Supporting Services:</i>				
• Management and general	\$ 124,074	—	\$ 124,074	\$ 128,743
• Fundraising	\$ 50,517	—	\$ 50,517	\$ 99,636
Total Supporting Services	\$ 174,591	\$ 0	\$ 174,591	\$ 228,379
Total Expense	\$ 2,083,549	\$ 0	\$ 2,083,549	\$ 1,842,514
CHANGE IN NET ASSETS	\$ 399	\$ 205,629	\$ 206,028	(\$ 79,743)
NET ASSETS, BEGINNING OF YEAR	\$ 277,514	\$ 237,917	\$ 515,431	\$ 595,174
NET ASSETS, END OF YEAR	\$ 277,913	\$ 443,546	\$ 721,459	\$ 515,431



dive in!

How to Become a Bicycle Friendly Community

By Bill Nesper, Director, Bicycle Friendly America Program

WE OFTEN GET CALLS FROM commuters, club leaders, business owners and city officials who find jumping into the Bicycle Friendly Community program a bit daunting. Here are the answers to a handful of hurdles that communities sometimes see as they start their Bicycle Friendly Community campaigns.

How much does it cost?

This is a common question with a simple answer. It doesn't cost a thing to apply for the BFC designation. Thanks to the generous support of Bikes Belong and Trek's One World, Two Wheels campaign we are able to offer the staff support, application review, feedback, and technical assistance for free.

Can we get some help without applying?

Our number one goal is to partner with your community in creating a Bicycle Friendly Community, so the answer is a resounding YES. While we encourage most communities to apply and get into the benchmarking process in full, our staff offers best practices and hands-on technical assistance to any community.

Fully two-thirds of the communities that apply for the designation don't get it right away. We never publicize the results of applications unless the community is designated a BFC. Instead, we work with these communities to make the improvements to get the designation with good results. In fact, over the last year we have seen several communities move from Honorable Mentions to Bronze BFC Awards including Philadelphia, Pa.; Rochester, Minn.; Ridgeland, Miss.; and Indianapolis, Ind.

Are there any communities that are my size?

There sure are! Check out which ones have the same population as you on www.bikeleague.org and in the annual Bicycle Friendly America Yearbook. Communities with populations from 3,000 to 8,000,000 are actively welcoming bicycling in all sorts of interesting ways.

What first step can a community take without applying?

Have the mayor or city council sign on to the Action Plan for Bicycle Friendly Communities. Find it on our website in the Bicycle Friendly Community section.

Do we have to have a lot of bike lanes to get recognized?

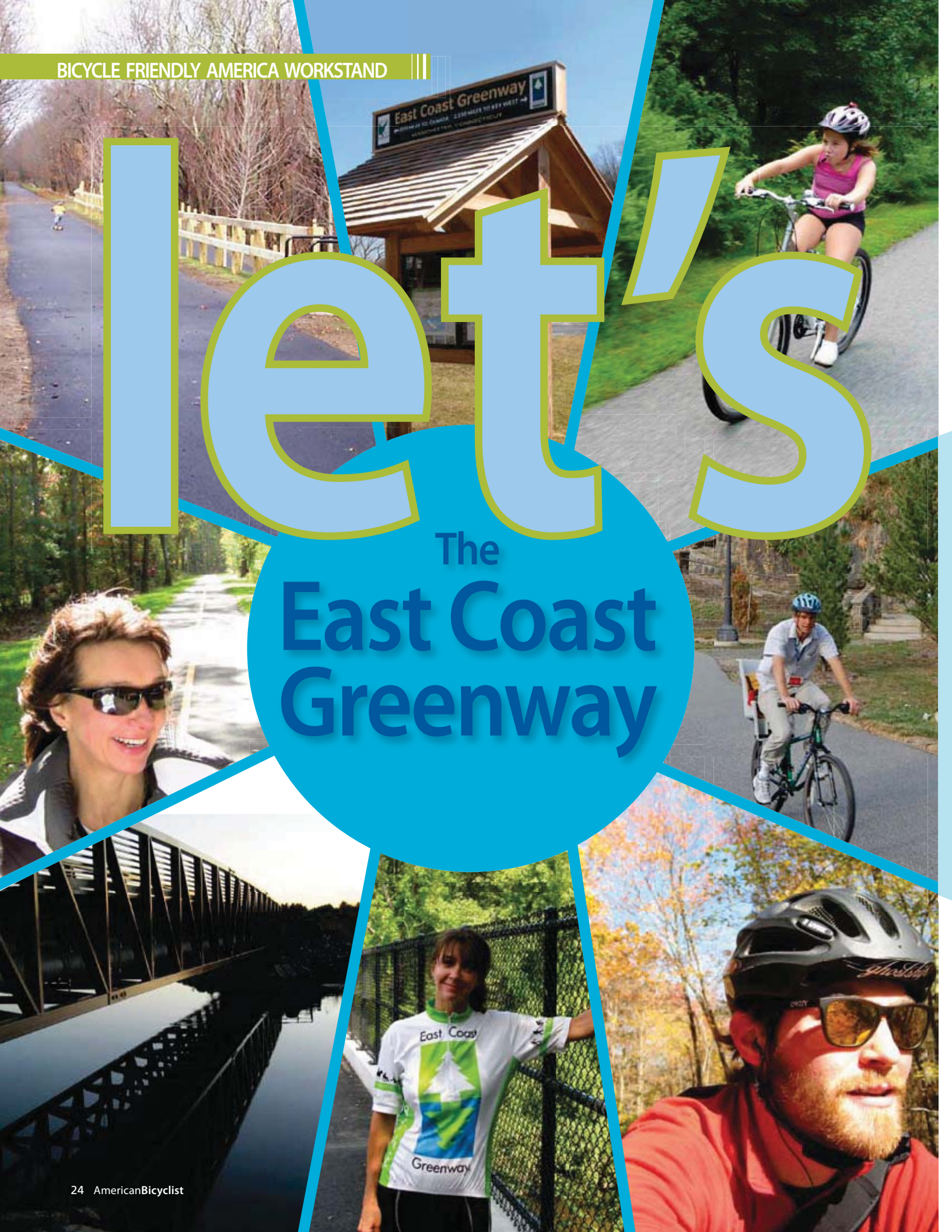
No. The BFC application is a broad measurement of the ways a community promotes and accommodates bicycling. There are many ways to do this and the application stretches across five categories known as the Five Es: Engineering, Education, Encouragement, Enforcement, and Evaluation/Planning. Of course, the best Bicycle Friendly Communities are strong in each category.

Learn more about what your community can do to kick-start your BFC effort on the BFC Getting Started page on www.bikeleague.org. We look forward to partnering with you so please be in touch at 202-822-1333 or bfa@bikeleague.org. ■■■

Bill Nesper oversees the League's Bicycle Friendly America program, which includes the Bicycle Friendly Community, Bicycle Friendly State and Bicycle Friendly Business recognition programs.

Let's

The East Coast Greenway



ride

THE EAST COAST GREENWAY (ECG) has recently been referred to as the new Appalachian Trail. This one will link urban, suburban and rural settings for bicycling and all non-motorized forms of transportation between Calais, Maine, near the Canadian border, and Key West, Fla. It is a developing trail system, spanning nearly 3,000 miles as it winds down the east coast, linking all the major cities of the eastern seaboard. Nearly 25 percent of the route is already on safe, traffic-free paths. One of the key attributes of the East Coast Greenway is that it will be easily accessible by, and only a few miles from, approximately 40 million people. Most of the route will be handicap accessible and conform to Americans With Disabilities Act specifications. When completed, the Greenway will be a collection of connected rail trails, canal tow-paths and other linear parks that will span the entire eastern seaboard.

With more than a quarter of the 3,000 mile trail already completely

off-road and more miles slated for completion this year, the ECG will be celebrating the opening of many new sections of trail in the months ahead. The ECG partners with the east coast state departments of transportation and, collectively, all 15 states have submitted more than 50 new ECG trail projects in the recently signed Federal Economic Stimulus legislation. The long-term goal is to complete a 100-percent off-road trail. Even now, the entire route is ride-able with the on-road cue sheets until the off-road sections can be built. In short, the ECG positively impacts public health, active transportation, economic development, urban planning, and climate change mitigation.

The success of the greenway is due to the hard working ECG staff and local advocates. It takes all kinds to encourage and influence local leaders to fund and support bicycle-friendly projects. The ECG is no different. Here, two very different greenway advocates share their ECG story.

A Nice Summer Ride on the East Coast Greenway

*By Dennis Markatos-Soriano,
Executive Director, East Coast
Greenway Alliance*

AFTER MY FIRST 10 MONTHS AT the East Coast Greenway Alliance (ECGA), I'm lucky enough to have enjoyed a bike ride or hike in most of our 15 states and Washington, D.C. Last November for instance, I took a group tour along the St Johns River-to-Sea Loop in Florida that mixed rural and urban landscapes. In October, I participated in the ECGA hike enjoying the fall colors in the triangle region in my native state of North Carolina. But since it's the summer, I want to emphasize to you how wonderful one of our Connecticut sections is becoming.

Yale-to-Simsbury

It's not a coincidence that the ECGA Spring 2011 Trail Council meeting is planned to be held in

Simsbury, Conn. The town of Simsbury has been a leader in the advancement of the East Coast Greenway throughout Connecticut thanks to our board member, Steve Mitchell, and the people he has inspired throughout his local community. The First Selectman (read: Mayor), Mary Glassman, has been such an advocate for our project that she can be seen riding the trail in photos on her campaign materials, especially now that Simsbury became the first Bicycle Friendly Community in the state. Simsbury is becoming a biking destination.

My first week at ECGA, I got to experience this ride. The bicycle ride is 45-miles long – perfect for a long morning; a long afternoon; or in our case, a hot summer day, laid back morning and afternoon ride broken up by lunch in the middle.

wound northeast into Connecticut, I would already feel more relaxed than bustling Manhattan allows. Arriving in New Haven, you can then bike about a mile and find yourself on one of the most spectacular campuses in the country, Yale University.

People of all biking abilities can enjoy this ride, as most of it goes along an old canal and rail corridor, having the slow topography of a rail trail. The stretch is more than half greenway, separated from car traffic, and all paved. You don't need big mountain bike tires, unless you want the extra workout.

The ride has urban sections, but is mostly rural. The first couple of miles go through a low-income urban area (which I love, giving safe access to locals for our low-cost transport option). Then the greenway takes you through a mix of woods, marshlands,

season (see our updated cue sheets of the corridor at greenway.org).

The Yale-to-Simsbury ride is growing in popularity and is spurring a growth of bike-friendly amenities along the trail that you will be able to enjoy, from bike shops to restaurants and the like.

Almost as important as the ride, are the accommodations post-ride. The Simsbury Inn is one of a number of overnight establishments in Simsbury that cater to cyclists. On my first Yale-to-Simsbury Ride, immediately after setting my bike to the side at our final destination, I ran and jumped into the pool — a normal occurrence from exhausted riders.

Ride the ECG

As we continue to work hard for safe and accessible bicycling routes throughout the country, keep the



“Given the need to slow global warming and the increasing public health epidemics of diabetes and child obesity, we need more greenways and non-motorized venues like the ECG — and ones that aren't too far from where we live.” - Dennis Markatos-Soriano, Executive Director, ECG

The Ride is Accessible

From my former apartment in New York City at the time, I would bike to the Metro North train (which allows bicycles as long as you purchase the expiration-free \$5 permit online) at Grand Central Station or Harlem and take the 90-minute ride to New Haven. When the train

and small towns that are unique to the New England experience. Some pieces of the greenway are so shrouded by trees overhead that you forget it's summer. But then, like on many long-distance rides, sections remain where you ride with traffic and have to be more careful. The ECG is making progress to close these gaps every

growing East Coast Greenway in mind as a way to see America. From thrilling rides next to the skyscrapers of Manhattan and the national monuments along the Mall in Washington, D.C. to relaxing rides in rural New England and communities throughout the South, there are many rides you can enjoy whether you have just an afternoon or a whole summer to

do so. ECG Board member Stephen Mitchell will continue to lead other rides along the ECG in Connecticut in the months ahead, and I encourage you to join the fun.

An Unlikely East Coast Greenway Advocate

By Steven Mitchell, VP Mitchell Auto Group and East Coast Greenway, Board of Directors

I DON'T REMEMBER EXACTLY how it happened. I believe it must have been around 2005 and there was this "rail-trail meeting" at our local Eno Hall in Simsbury. I remember Bill O'Neill giving a presentation about a bike path that was going to go from Key West, Fla. to Canada. I thought, "This guy is crazy. We are having a problem completing our greenway in Simsbury, Conn., and he is talking about a 2,800 mile bike path? That Will Never Happen!" Then O'Neill closed his presentation stating that this project was admittedly in sections. I was completely wowed and couldn't let the idea of the ECG go away.

I admit, I am an unlikely advocate for a greenway system. My brother and I are third-generation auto dealers but are both active cyclists. At the age of 20 in 1977 — the summer the album Boston came out — I rode my bicycle across the country from New London, Conn. to Tillamook, Ore. Perhaps the most amazing thing during this trip was that I was passed a couple million cars and trucks and I remained unscathed! However, in 1988, the odds caught up to me and I went backwards through the windshield of a car.

I know I am a very lucky to be alive and have always felt that the "Cycling Gods" had a different plan for me, and so I became an Amba-

sador of the ECG. In the spring of 2009 I joined the Board of Trustees of what I call "the most exciting project in America today." In the summer of 2009, Simsbury's First Selectman, Mary Glassman, asked me if I remembered something about "complete streets".... or a designation called "Bicycle Friendly Community." I had a vague memory and attended a cabinet meeting for her with the Directors of Public Works, Parks & Recreation, and the Police Chief. I pitched becoming a Bicycle Friendly Community (BFC) at that meeting and immediately got a few "Why is a car dealer telling us why we need to be bicycle-friendly?" looks.

I know that a BFC is more than just a trail. ECG Executive Director Dennis Markatos announced at our spring 2010 Board Meeting that every community on the East Coast Greenway should be a bicycle friendly community.

As an auto dealer, my message is that transportation needs to become increasingly multi-modal — cycling and walking need to be part of our national transportation system. In the future, the entire east coast will be connected by the ECG — 15 states, 25 major cities, and Washington D.C. Hopefully, Markatos' dream of all ECG cities becoming BFCs comes true. I have to tell you it was a great honor to stand with our town officials last week as John Siemiatkoski, League Board Member, presented Simsbury as one of the newest BFCs. The application in our town became a team effort, and we are very proud of the designation.

The ECG will forge its way from Maine to Florida, and in its wake most every town will be transformed forever. |||

THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 800, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

BOARD OF DIRECTORS

Harry Brull, Secretary, harrybrull@bikeleague.org

Gary Brustin, garybrustin@bikeleague.org

Amanda Eichstaedt, amandaeichstaedt@bikeleague.org

Bill Hoffman, billhoffman@bikeleague.org

Jeffrey Lynne, jeffreylayne@bikeleague.org

Mike Nix, mikenix@bikeleague.org

Rob Sadowsky, robsadowsky@bikeleague.org

John Siemiatkoski, johnsiemiatkoski@bikeleague.org

Gail Spann, gailspann@bikeleague.org

Eric Swanson, ericswanson@bikeleague.org, Treasurer

Hans van Naerssen, Chair,
hansvannaerssen@bikeleague.org

Tim Young, Vice-chair, timyoung@bikeleague.org

Phyllis Harmon, Director Emeritus, phyllis5377@cs.com

STAFF

Andy Clarke — President

Elizabeth Kiker — Vice President

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AMERICAN BICYCLIST MAGAZINE

Editor: Meghan Cahill

Art Director: Studio D Design

Editor Emeritus: Phyllis W. Harmon

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Velo-City Global



FOR ONE WEEK IN JUNE 2010, Copenhagen's Velo-City Global conference opened its doors to 1,000 planners, engineers, advocates, academics, industry leaders, educators, environmentalists and health professionals from around the world who wanted to learn from Copenhagen's success. The League traveled more the 4,000 miles to share the League's programs and our own home-grown cycling success stories, while also learning best practices in innovative designs, education and encouragement programs from colleagues around the globe.

The U.S. delegation, comprised of more than 100 bike advocates, included: League President Andy Clarke, BFA Program Specialist Alison Dewey, and State and Local Advocacy Coordinator Jeff Peel.

Dewey kept a journal about her experience on the Bike League Blog. Here is an excerpt:

One of the overall themes from Velo-City Global was that bicycling is about people. "I don't give a (darn) about bikes. I care about people on bikes," was how Mikael Coleville-Anderson, Denmark's National Bike Ambassador and blogger of Copenha-

genzine, put it. The idea that we should be planning our cities around people rather than cars has somehow escaped Americans. When presented, it sounds obvious but in reality we have continued to take space away from people ...

Cities need to again consider people when planning how to move them. Consider their health, consider the air they are breathing, consider their ability to connect to their neighbors, and consider their quality of life. Bicycles are a solution to all of these issues and more, and it really is about the people. Bikes would be nothing without people to propel them. |||



36%

of all trips in Copenhagen are made by bike, and the city's goal is to increase that number to 50 percent.



Do **You** Live in a Bicycle Friendly Community?



The **Bicycle Friendly Community*** program inspires improvements for cyclists in communities across America. Find out how you can follow the BFC roadmap today. Visit www.bikeleague.org.

* The League's BFC program is generously supported by Trek's One World Two Wheels program and the Bikes Belong Coalition.





You can change the lives of children.
Start or fund a Trips For Kids program.

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

- Bikes and helmets
- Support based on 22 years of experience

www.tripsforkids.org

(415)458-2986

national@tripsforkids.org

Or make a difference by donating money, bikes or equipment (new or used). All donations are tax-deductible. Also consider volunteering or otherwise supporting a chapter in your area.

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