



WHERE DOES THE WHEEL TAKE YOU?

**WE SEE THE BIKE AS A SIMPLE SOLUTION TO SO MANY
OF OUR HEALTH, TRANSPORTATION AND SUSTAINABILITY
CHALLENGES, AS WELL AS AN ICON OF FREEDOM.**

**WE ARE BICYCLISTS, UNITED FOR A BETTER
AMERICA. WE ARE THE LEAGUE.**

LOOKING BACK, TO MOVE FORWARD



**League of
American
Bicyclists**



Our rebranding draws on our *storied history* and *depth of knowledge*, utilizing elements of the original logo of the League of American Wheelmen.

With a *modern edge* and *forward motion*, it also indicates our commitment to the new, diverse and growing ranks of bicyclists in the US.

OUR SYMBOL

THE WHEEL

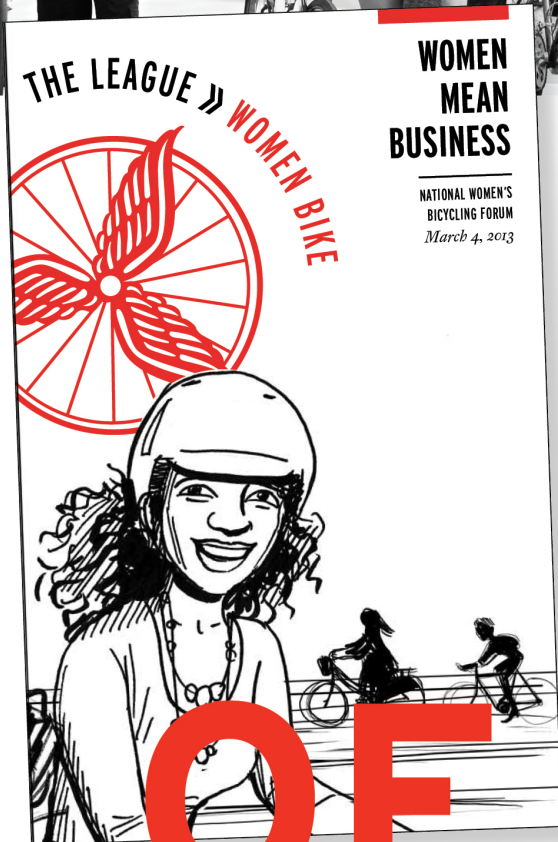
Essential to movement and the point where the rider and the road connect.

3 WINGS

Representing our three areas of focus—
promotion, advocacy & education—
and a union of many to create momentum.

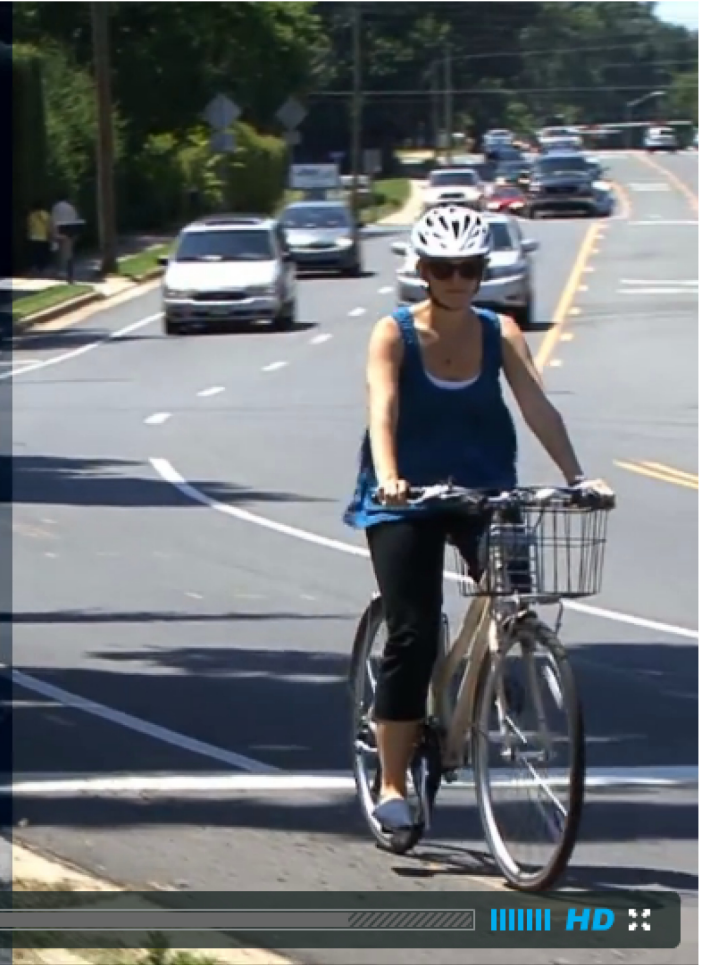
THE LEAGUE IS...

- » **OF MANY**
- » **EMPOWERING**
- » **ACTIVE**
- » **HUMAN-POWERED**
- » **TRUSTED**
- » **JOYFUL**



OF MANY

**BOTH HANDS
ON HANDLE BARS
WHILE TURNING**



00:43

EMPOWERING



ACTIVE





AMERICAN BICYCLIST

THE NEW FACE OF A STRONGER LEAGUE
Honoring our past, advancing the future of a diverse cycling movement
p. 4

BFA: THE NEXT GENERATION
From Diamond communities to major corporations, our signature program is evolving
p. 8

2012 AWARDS LIST:
The comprehensive directory of bicycle friendly communities, businesses, & universities in your area
p. 22

March — April 2013

WWW.BIKELEAGUE.ORG

COGS-GEARS

MEMBERSHIP SNAPSHOT:

Jennifer Laurita
BY HAMZAT SANI

Jennifer Laurita is a longtime League member, a League Cycling Instructor and an LCI coach who lives in New Jersey but travels all over the country teaching bicycle education.

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

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

WHAT'S YOUR FAVORITE PLACE TO RIDE? I love to ride to a destination. Some of my favorites have been RACIBAI (seven-day ride across Iowa), Seattle to Portland, and, most recently 200 miles of the California coast in three days for the Young Survivors Coalition's Tour de Pink. But if I had to pick just one destination, I love to ride to my mother's house. It's



Jennifer Laurita is one of the League's leading LCI coaches.

about 10 miles one-way, with one really great long climb and beautiful houses along the way. I enjoy the work out getting there, and seeing my amazing mom, but then I know I will break hard speed records on the net-downhill ride home.

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

WHAT'S YOUR BIKE'S NAME? My bike's name is Bodhi, which means the understanding possessed by a Buddha regarding the nature of things. When I remember the meaning of the name it helps me connect

with my purpose in life, to help people. In fact, on my top tube of my beautiful custom Sweetpea I've got written, "May all beings be free." We should all have that feeling, especially on our bikes.

WHAT'S THE BEST PART YOU EVER HAD ON THE BIKE? The time I beat Mark Sorel, a world champion mountain biker, in a sprint. Granted, it was while I was training her to become an LCI — and she didn't know we were sprinting — but I'll still take the win!

LCI CORNER

The Rock Dodge

The rock dodge is one of the signature moves of Traffic Skills 101.



COGS-GEARS

CLUB SNAPSHOT:

Red, Bike & Green
BY HAMZAT SANI

Jenna Burton wanted to create something "bigger than bikes" in her Oakland, Calif., community. So, five years ago, she rounded up a small group of black cyclists and went for a ride.

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

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

"If Red, Bike and Green's goal is to

get more black folks cycling, we must think less about the existing cycling community and more about organizations involved in the on-the-ground livelihood of black people," says Eboni Hawkins, of the group's Chicago chapter.

For Burton, conversations with colleagues and friends led to naming the group Red, Bike, and Green. It's an ode to political leader Marcus Garvey's idea that black people in the United States need their own nation and flag, which would be emblazoned —

"It is not only a way from the past but rather a sustainable way to chart our futures."

our home in a manner that no other mode of transportation provides," says Zahra Alshauq, of the Atlanta chapter. "It creates safer black cyclists, the movement has spread to a number of cities across the country in just a few short years."

In Oakland, the group curates its own traveling art exhibit with images featuring blacks and their bikes. In Chicago,

Hawkins, the ride leader, has partnered with the Pioneer Bicycling Club and Active Transportation Alliance to host rides, educate youth on safe cycling and maintenance, and call for a fair distribution of transportation resources. Further East, in Atlanta, RBG has advocated for bike lanes in communities of color, pushed for a greater engagement between black businesses and cyclists and even starred in their own movie. "Biking allows us intimate connection with the streets we call home in a manner that no other mode of transportation provides," says Zahra Alshauq, of the Atlanta chapter. "It creates safer black cyclists, the movement has spread to a number of cities across the country in just a few short years."

In Oakland, the group curates its own traveling art exhibit with images featuring blacks and their bikes. In Chicago,



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

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

AMERICAN BICYCLIST 5


BICYCLE FRIENDLY AMERICA 10TH ANNIVERSARY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. p18

HUMAN-POWERED



TRUSTED



ABOUT THE LEAGUE

JOIN/RENEW
DONATE
WHAT WE DO
MEDIA & NEWS
MISSION & HISTORY
STAFF
BOARD

BICYCLE FRIENDLY AMERICA
RIDE SMART
MAKING BIKING BETTER
MEMBERSHIP
QUICK LINKS

CONNECT LOCALLY
Find events, clinics, bike shops and more.
Select city: all city results


Search site

ABOUT THE LEAGUE

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GET INVOLVED:
BECOME A SUBSCRIBER
Get news from The League delivered weekly to your inbox.
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BECOME A MEMBER
Join the The League's growing members in making biking better across the country.
[Join Now >](#)

AMERICAN BICYCLIST MAGAZINE

[CLICK TO VIEW](#)

For generations past and to come, **THE LEAGUE** represents bicyclists in the movement to create safer roads, stronger communities, and a bicycle-friendly America. Through information, advocacy and mission, we work to celebrate and preserve the freedom cycling brings to our members everywhere.

OUR MISSION
To promote bicycling for fun, fitness and transportation and work through advocacy and education for a bicycle-friendly America.


We do this by representing the interests of the nation's 27 million cyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 affiliated organizations, the League works to bring better bicycling to your community.

If you care about bicycling, become a League member today.
[Join Now >](#)


A PROUD AND RICH HISTORY
The League was founded as the League of American Wheelmen in 1880. Bicyclists, known then as "wheelmen," were challenged by rutted roads of gravel and dirt and faced antagonism from horsemen, wagon drivers, and pedestrians.

In an effort to improve riding conditions so they might better enjoy their newly discovered sport, more than 100,000 cyclists from across the United States joined the League to advocate for paved roads. Road more about the League's history here. [MORE >](#)


THE LEAGUE'S KEY PROGRAMS




Advocacy, Education, & Promotion
NATIONAL, STATE, AND LOCAL BICYCLE AMERICA
Changing the look of America with the Bicycle Friendly State, Bicycle Friendly Community, Bicycle Friendly Business and Bicycle Friendly University Programs. [MORE >](#)



Education
SMART CYCLING
Providing materials and training courses to help people feel more secure about getting on their bikes. The League's Smart Cycling program is the only national certification program for bike education. [MORE >](#)



Advocacy
NATIONAL, STATE, AND LOCAL BICYCLE ADVOCACY
Leadership at the national, state and local levels. Mention the Bike Summit, Women Bike, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras accumsan lectus et quam rhoncus at volutpat sapien suscipit. Donec faucibus ullamcorper leo, quis sodales nisl porttitor id. [MORE >](#)



Promotion
NATIONAL BIKER MONTH
National sponsorship of Bike Month and Bike to Work Day and National Bike Challenge. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras accumsan lectus et quam rhoncus at volutpat sapien suscipit. Donec faucibus ullamcorper leo. [MORE >](#)

NEWS
A MESSAGE OF PROUDLY AMERICAN "YOU BETTER BE THE NATIONAL BIKER SUMMIT"

The National Bike Summit is a great event for everyone in the U.S. to attend, but it's also a wonderful conference for bike enthusiasts from... [>](#)

NEWS
TWO INCREDIBLE WOMEN TWO AMERICAN WHEELWOMEN TWO

August 1, 2012
Biking women can be a tough job, to hold a bicycle-friendly America, we need the financial resources, but making the ask isn't always easy... [>](#)

QUICK LINKS

PROGRAMS
National Bike Summit
National Bike Month
Women Bike
National Bike Challenge

INFORMATION
Bike Laws
Policy Reports
E-news

CONTACT
Log In/Join
Donate
BFA Logo
Become an LCI
Take Action

SUBSCRIBE
Sign up to receive our e-news or your inbox.
[Enter email address](#)

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The screenshot displays the League of American Bicyclists' website interface. At the top left is the organization's logo, a stylized bicycle wheel with a leaf-like shape in the center, surrounded by the text "THE LEAGUE OF AMERICAN BICYCLISTS" and "Since 1900". To the right of the logo are navigation links: "http://www.leagueofamericanbicyclists.org/" and "Join Now!". Below the logo, the text reads "ABOUT THE LEAGUE BICYCLE FRIENDLY AMERICA RIDE SMART MAKING BIKEING BETTER MEMBERSHIP QUICK LINKS".

The main header area features a large "#6" ranking, followed by "BICYCLE FRIENDLY STATE RANK", "8 BICYCLE FRIENDLY COMMUNITIES", "28 BICYCLE FRIENDLY BUSINESSES", and "1 BICYCLE FRIENDLY UNIVERSITY". A link "DOWNLOAD STATE REPORT CARD" is provided. On the right side of the header is a map of Wisconsin with the text "WISCONSIN" and social media icons for Facebook, Twitter, YouTube, and LinkedIn.


The central section is titled "Madison, WI" and shows a map of the city. Two business profiles are highlighted:

- PACIFIC CYCLE, INC.**: 4602 Homewood Road, Madison, WI 53711, 759 employees, Manufacturing/Production. It has a "NEW PROFILE" badge and a "SILVER" award icon.
- PLANET BIKE**: 2402 Bondara Road, Madison, WI 53718, 6 employees, Bicycle Industry. It has a "NEW PROFILE" badge and a "GOLD" award icon.

Below the map, there are four columns under the heading "LOCAL LEAGUE NEWS":

- NEWS**: A MEMBER OF PARLIAMENT ANSWERS "WHY I ATTEND THE NATIONAL BIKE SUPPORT?" - January 4, 2012. The National Bike Summit is a great event for everyone in the U.S., to attend, but it's also a wonderful... >
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At the bottom, there are four sections: PROGRAMS (National Bike Summit, National Bike Month, Women Bike, National Bike Challenge), INFORMATION (Blue Lines, PolicyReports, E-news), CONNECT (LogIn/Join, Donate, USA Maps, Become an LI, Take Action), and SUBSCRIBE (Sign up to receive our e-news in your inbox, email address). A footer contains the text: "League of American Bicyclists, 404 K Street NW, Suite 300, Washington, DC 20004, 800-Bike-4211, info@leagueofamericanbicyclists.org Copyright © 2010-2011, League of American Bicyclists. All Rights Reserved. See our privacy policy."



THE LEAGUE OF AMERICAN BICYCLISTS
since 1902

ABOUT THE LEAGUE
BICYCLE FRIENDLY AMERICA

RIDE SMART

RULES OF THE ROAD

Smart Cycling Tips

Getting Started

Communing

Ride Better Tips

Bike Maintenance

WATCH A VIDEO

TAKE A CLASS

BECOME AN INSTRUCTOR

INSTRUCTOR LOGIN

MAKING BIKING BETTER
MEMBERSHIP


QUICK LINKS

CONNECT LOCALLY

Find events, classes, bike shops and more

enable your city order

search city



COMMUTING

SHARE THIS [f](#) [t](#) [g+](#) [in](#) [v](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras accumsan lectus et quam rhoncus at volutpat sapien suscipit. Donec faucibus ullamcorper leo, quis sodales nisl porttitor id. Phasellus et sagittis ipsum. Curabitur magna lectus, vulputate at vulputate dignissim, venenatis ut lectus lacinia feugiat nisl.

Public and Personal Benefits

WHY COMMUTE BY BIKE? [\[+\]](#)

WHY SUPPORT BICYCLE COMMUTERS? [\[+\]](#)

COMMUTING AND PUBLIC HEALTH [\[+\]](#)

OVERCOMING BIKE COMMUTING EXCUSES [\[+\]](#)

ENCOURAGE BIKE COMMUTING EMPLOYEES [\[+\]](#)

Safety Guidelines

HOW TO COMMUTE BY BICYCLE [\[+\]](#)

RAIN RIDING [\[+\]](#)

Commuter Gear

CLOTHING MATERIALS [\[+\]](#)

COMMUTER GEAR BASICS [\[+\]](#)

PICKING A BIKE

- You can commute on any bike as long as it is good working order
- Road bikes, mountain bikes, hybrids, cross bikes, touring bikes all work great
- The bike should reflect your riding style: relax on a 3 speed or hammer a road bike

CARRYING CAPACITY

- A rear rack and panniers, a basket on the front or a backpack all work well
- Panniers are most expensive and are usually waterproof: use them if you have them
- Baskets don't carry much and backpacks can make you sweat through your clothing

FENDERS

- Full fenders are recommended: use quick release or standard bolt-on style
- The roadways can be wet from other things besides rain
- Fenders also keep dirt and mud off of your clothes

LIGHTS

- Headlights are mandatory at night, white in front with a rear reflector in back
- A red light on the rear of the bike increases visibility at night
- Check batteries and replace them as soon as the light begins to dim

SAFETY

- Always wear a helmet while riding your bike no matter what
- A helmet is your last line of defense against injury in an accident
- Prevent injury by knowing the rules of the road and acting predictably

TOOLS

- Bring only tools that you know how to use: a pump is a necessity
- Prepare for breakdowns with regular inspections of your bike
- Carry a multi-tool with allen wrenches, screwdriver, chain tool: know how to use them

SPARE PARTS

- Carry a spare tube and patch kit at all times: keep another spare at work
- Know the condition of your bike and its parts by inspecting it regularly
- Keep a few spare parts that need regular replacement at work

LOCK

- Use a high-security U-lock: don't wait until your bike is stolen to invest in a good lock
- Lock your bike to an immovable object in a highly visible area
- Secure both wheels and other components if they can be easily removed

FLAT PREVENTION

- Use liners and flat resistant tires go a long way to help decrease flat tire occurrence
- Replace tires when they are worn out: check pressure with a gauge
- Familiarize yourself with how much air your tires lose each week

CARRYING CARBO [\[+\]](#)

RAIN RIDING GEAR [\[+\]](#)

Security & Storage

BIKE SECURITY [\[+\]](#)

BIKELOCK PARKING AND STORAGE [\[+\]](#)

QUICK LINKS

PROGRAMS

National Bike Summit

National Bike Month

Women Bike

National Bike Challenge

INFORMATION

Bike Laws

Policy Reports

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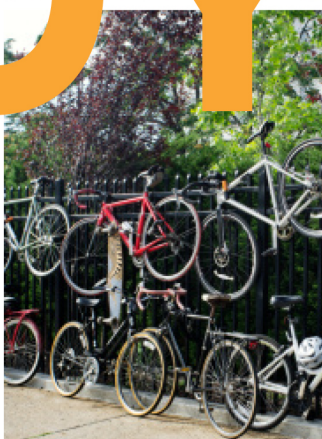
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LOGO | JOHN MURPHY | DONATE | CONTACT

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JOYFUL



THE LEAGUE OF AMERICAN BICYCLISTS

since 1880



+ YOU

**JOIN US ON THE ROAD
AHEAD & SEE WHERE
THE WHEEL TAKES US
TOGETHER.**

