

# Bikes Belong Update

SUMMER 2011



**Bikes Belong™**  
COALITION

*Putting More People On Bicycles More Often*

Bikes Belong is the coalition of U.S. bicycle manufacturers, suppliers, and retailers working together to put more people on bicycles more often. We focus on:

- FEDERAL POLICY & FUNDING
- NATIONAL LEADERSHIP
- COMMUNITY GRANTS
- BICYCLING PROMOTION

Look inside to see how we're moving bicycling forward in America this year.



# CAMPAIGN SPOTLIGHT



peopleforbikes.org

## Peopleforbikes.org campaign gains 220,000 supporters in a year

*Imagine a place where one bike lane leads to the next. Where trails, bridges and underpasses lead safely to exactly where you want to go. And regardless of your bicycling experience or fitness, you can pedal smoothly across the street, across town or even across the country. Bikes Belong's Peopleforbikes.org (PFB) campaign is working to make this vision a reality.*



At PFB's first event of the season, the Sea Otter Classic in Monterey, CA, nearly 2,500 people signed the pledge. The booth was abuzz as people joined the movement, spun a wheel for a chance to win prizes, tried their luck at unlocking a bike, and got their picture taken on our stage.

The backbone of the PFB campaign is a pledge that can be taken (online or on paper) in support of better bicycling in the U.S. The campaign, which launched at the Bicycle Leadership Conference in Monterey, CA in April 2010, has already generated more than 220,000 pledges and created a group with exceptional clout and potential. The movement is striking a chord with Americans who see bicycling as a fun way to improve health, reduce road congestion and pollution, and save money.

The campaign aims to show government leaders that Americans everywhere support cost-effective legislation that improves bike paths, lanes, trails, and other facilities from coast to coast.

This message is especially important as Congress considers the renewal of the federal transportation bill — the largest single source for bicycling funding, which has invested more than \$4 billion in bike projects and programs since 2004. Renewal of the bill is now being deliberated, and will possibly come sometime this year (see p. 4 for more details).

1,500

**RETAILERS AROUND THE COUNTRY WILL COLLECT PLEDGES AT THEIR REGISTERS BETWEEN MAY AND SEPTEMBER.**

using the tools found on the PFB website. In the first 24 hours, more than 12,000 personal emails were sent. In just over a week, the number grew to 20,000, and some U.S. Representatives received more than 500 letters each.

"Twelve thousand letters to Congress in a single day must be a record for U.S. bike advocacy," said Tim Blumenthal, president of Bikes Belong. "It proves the power and potential of our movement.

Peopleforbikes.org will continue to activate our pledge base to show leaders that Americans care about bicycling. The campaign will also continue to celebrate the spirit of bicycling by publishing personal testimonials and stories.

The Peopleforbikes.org campaign has big plans for 2011.

Peopleforbikes.org's first opportunity to influence elected officials came in January as the House of Representatives considered cuts for the 2011 budget. PFB asked pledge signers to send a short message to their Representatives in support of bicycling,

The primary goal is to surpass 500,000 pledges by the end of the year. This will be made possible in part by a new supporter to the campaign: Humana, Inc — the Fortune 50 health insurance company. Humana joins SRAM as a premier PFB sponsor.

One of the most exciting PFB initiatives this year is focused on the wide audience of people shopping for bikes and bike accessories. Starting in May (National Bike Month) and running through September, 1,500 bicycle retailers nationwide will begin collecting pledges at their store counters.

"The retailer program is a great example of how this movement is unifying support for bicycling," said Blumenthal. "We have Trek, Specialized, Cannondale, Giant, Performance and other dealers all on the same page recognizing that PFB will ultimately benefit them all by getting more people riding bikes and making bicycling safer."

PFB will also get big traction this summer by hitting the road for bicycling events and other festivals. A tent and larger-than-life stage comprise the booth space. Peopleforbikes.org will attend more than 20 major events where the campaign will have the opportunity to interact with nearly 2 million people.



## How can you get involved?

**AS THE CAMPAIGN GROWS, IT WILL BENEFIT INDIVIDUALS, COMMUNITIES, AND THE ENTIRE BIKE INDUSTRY.**

1. Sign the pledge online at [peopleforbikes.org](http://peopleforbikes.org) and ask others to do the same.
2. Display a PFB banner on your website. Download them here: [peopleforbikes.org/downloads](http://peopleforbikes.org/downloads).
3. Email your customers and encourage them to sign the pledge.
4. Collect pledges at your store(s) by participating in our retailer program. Email [joan@bikesbelong.org](mailto:joan@bikesbelong.org) for information on getting a kit.

## PFB IS HITTING THE ROAD FOR MORE THAN 20 MAJOR EVENTS THIS SUMMER

To help compensate for our summer driving, we're offsetting our carbon emissions through Climate Friendly. In addition to getting pledges, our goal is to inspire five percent of the approximately 2 million people we meet to ride a bike instead of driving for at least one short, two-mile trip per week. If we succeed, 10.4 million miles of car trips and 9.2 million pounds of annual CO<sub>2</sub> emissions will be avoided.



# FEDERAL POLICY & FUNDING

## Update on the Federal Transportation Bill

The future of federal funding for bicycling remains uncertain and problematic — both for the balance of the fiscal year that ends on September 30, and for the next five or six years that would likely be included in a new transportation bill now being shaped by the U.S. Congress.

In each of the last two fiscal years, the federal government invested more than \$1 billion in bicycling and walking infrastructure and programs. While these sums amount to less than two percent of total annual transportation spending, they are nevertheless unprecedented.

This money has paid for thousands of miles of new bike paths, lanes, bike/ped bridges, dirt trails, and the development of programs such as Safe Routes to School. While state and local investments are essential, too, federal funding has become the single largest source of dollars to make U.S. bicycling safe, convenient, and appealing.

### Three points of debate

The uncertainty of future bike funding is linked to three things: 1) the mammoth federal deficit, 2) a growing shortfall in the federal Highway Trust Fund, and 3) assertions that bike riders don't contribute to the Trust Fund and therefore, shouldn't benefit from its proceeds.

The prospect of continuing, large annual deficits has led Congress to comb nearly all categories of spending in search of potential cuts. Every program is being scrutinized.

Meanwhile, the Highway Trust Fund continues to get its dollars from the federal gasoline fuel excise tax — an 18.4-cents-per-gallon levy that hasn't increased since 1994. The money collected is deposited into the Highway Trust Fund and then distributed...primarily to the states. Today, the Trust Fund is running an annual deficit that is projected

Secretary of Transportation Ray LaHood receives the James L. Oberstar Leadership Award for his support of bicycling at the National Bike Summit.

Photo credit: Chris Eichler/League of American Bicyclists



to exceed \$10 billion. As a result, annual transportation expenditures of about \$45 billion will need to be reduced to \$35 billion unless new revenue can be found.

As of this writing, a revenue boost seems unlikely, and Congress is contemplating a six-year federal transportation bill with total spending of \$200 billion — a figure that falls far short of the six-year, \$286 billion sum approved in 2005.

Nearly all adult bike riders drive and contribute to the Highway Trust Fund when they buy gasoline. Each time we ride instead of drive, one less car moves on the road and both congestion and roadway wear and tear are reduced. There's another key point here: the Trust Fund covers no more than half the cost of building and operating our highway system: the balance comes from other government funding programs. But despite these countering arguments, some members of Congress are pushing to eliminate federal bike project funding, saying that bike riders don't pay and therefore, shouldn't benefit.

Bikes Belong views federal funding for bicycling as one of the best investments our government can make. In 2010, for example, this funding supported more than 3,000 projects in all 50 states — projects that not only efficiently and safely move hundreds of thousands of Americans each day, but also reduce road congestion, air pollution, and obesity. If every one of these federal bicycling dollars were reallocated to highway construction, they would pay for less than eight miles of urban, multi-lane highway.

### Looking ahead

While bicycling and walking funds for this fiscal year have not been cut dramatically (as of this writing), the federal government is currently considering a major round of transportation rescissions that would require each state to give back millions of dollars that it has received but not spent. Historically, these rescissions have produced disproportionate cuts of bike projects, as some state transportation departments have focused almost completely on building new roadways for cars and trucks.

Bikes Belong may call on our supporters to contact their representatives in Congress to make sure any cuts are shared across all transportation programs.

Longer term, we're confident that government agencies at all levels will increasingly recognize the cost-effectiveness and multiple benefits provided by investments in bicycling infrastructure and program. We believe Congress will see the value proposition and find the money necessary to support the best bike projects and programs.



Guests at our D.C. BikesPAC event applaud after U.S. Representative Steven LaTourette (R-OH) announces he will be an original co-sponsor of the Safe and Complete Streets Act of 2011. Photo credit: Hilride

## National Bike Summit Focuses on Business

Bikes Belong was the premier sponsor for the 11th National Bike Summit, March 8-11, which attracted a record 767 participants and facilitated more than 400 important meetings with members of Congress or their staffers.

Leading up to the Summit, cyclocross superstar Tim Johnson rode 500 miles from Boston to D.C. in support of the Bikes Belong Foundation. Nearly \$25,000 was raised on the ride.

Bike-friendly Secretary of Transportation Ray LaHood delivered the keynote speech on opening night, and Secretary of the Interior Ken Salazar spoke at the first morning session. Bikes Belong president Tim Blumenthal provided a one-year update on the Peopleforbikes.org campaign at the opening dinner.

The Summit program, titled "Acting On a Simple Solution," featured more than two-dozen breakout sessions. The

economic benefits of bicycling were emphasized: jobs, taxes, tourism, and cost-savings relating to infrastructure, road congestion, obesity, and personal transportation.

BikesPAC, Bikes Belong's political action committee, conducted a well-attended, successful fundraiser on the Summit's second night. Guests included Rep. John Mica of Florida (Chairman of the House Transportation and Infrastructure Committee), Rep. Steven LaTourette of Ohio, Rep. Eric Paulsen of Minnesota, Senator Tom Carper of Delaware, Senator Sheldon Whitehouse of Rhode Island, and top Congressional bike supporter Rep. Earl Blumenauer of Oregon.

The Summit closed with a Congressional Bike Ride in honor of Rep. Gabrielle Giffords of Arizona. The Summit is hosted and organized by the League of American Bicyclists — one of Bikes Belong's closest partners.

## Bikes Mean Business: Trek CEO Burke Testifies Before Congress

Trek CEO John Burke spoke on behalf of Bikes Belong and the bike industry at a March 30 Congressional hearing in Washington conducted by the House Subcommittee on Highways and Transit. The session was titled "Improving and Reforming the Nation's Surface Transportation Programs." Burke was the only one of 40 invited guest speakers to focus primarily on the benefits of bicycling. Bikes Belong helped Burke to prepare the comments he delivered to the Subcommittee.

### Burke emphasized:

1. The jobs, taxes, and other financial benefits provided by the \$6 billion U.S. bike industry.
2. The steady growth of U.S. bicycling, particularly for short trips and commuting in big cities.
3. The multiple, tangible benefits provided to our nation by the cost-effective federal investment in bicycling.

In an accompanying written statement presented to the Subcommittee, Burke wrote, "Many of these benefits are economic—for the bike industry, for bike-friendly cities and towns, and for individuals who can safely replace some short car trips with bike rides. Americans who bicycle save money, improve their health, and live more active, energetic lives. They help governments save, too, and help our nation address major societal challenges at the same time."

He added, "The federal investment in bicycling not only helps people who ride bikes, but also people who don't: every time an American decides to bike instead of drive, one less car is on the road.

"That's bang for the buck...and why I urge you to continue to provide strong federal support for bicycling," he said. "We need to continue to diversify our investment in transportation and provide options for state and local officials—and the public."



Read a full copy of John Burke's written statement at [bikesbelong.org](http://bikesbelong.org).

# NATIONAL LEADERSHIP

## Cities for Cycling releases Bikeway Design Guide

The National Association of City Transportation Officials (NACTO) released a new design manual for bicycle-friendly streets at the National Bike Summit in March. The *Urban Bikeway Design Guide* focuses on street facilities, including cycle tracks or protected bike lanes, which provide more separation between riders and motor vehicle traffic. Guide users can view detailed plan drawings, three-dimensional renderings of the designs, and pictures of actual projects from around the country. Bikes Belong and the SRAM Cycling Fund teamed with NACTO to sponsor the project.



To view the interactive document, visit [citiesforcycling.org](http://citiesforcycling.org).



## Safe Routes to School National Partnership going strong



This spring, the Safe Routes to School National Partnership launched a new pilot program called "Fire Up Your Feet!" to help students and parents raise money to improve biking and walking at their school, released a new curricula guide for bike/ped education, and hosted a six-part webinar series. At the federal level, the Partnership has been working tirelessly to sustain Safe Routes to School. In response to a challenging political environment, the Partnership has retooled its messaging to highlight how Safe Routes to School improves safety for kids, reduces traffic congestion around schools, and manages busing costs.

The Safe Routes to School National Conference will take place in Minneapolis, MN from August 16-18, 2011. Bikes Belong has been the host organization and primary sponsor of the Partnership since its 2005 inception.

## IMBA's Public Lands Initiative celebrates year one



Anyone who attended the 2010 Bicycle Leadership Conference will remember the scene: industry captains John Burke and Mike Sinyard (presidents of Trek and Specialized, respectively) joined Bikes Belong's Tim Blumenthal in announcing their support for a new IMBA program aimed at improving access for mountain bikers. All three pledged \$100,000 to help launch the Public Lands Initiative (PLI), and SRAM's Stan Day quickly followed suit. In the minutes, hours, and weeks that followed dozens of other companies backed the PLI with generous support.

One year later, IMBA's PLI is making a real difference for knobby-tire riders across the United States. More than two-dozen campaigns are underway, supported by a strong IMBA staff. Chapters, clubs, and patrols in the IMBA network now receive vital assistance provided by a professional negotiator, in-house legal counsel, and a campaign organizer. Resources like these help level the playing field when our advocates face the well-funded, highly organized anti-bike forces that want to see mountain biking curtailed on public lands. Visit [imba.com/pli](http://imba.com/pli) to learn more.

## Alliance marks 15th anniversary



This year, the Alliance for Biking & Walking marks its 15th anniversary with a continuation of proven programs and the relaunch of an exciting national initiative. To advance local and state advocacy, the Alliance is hosting six Winning Campaigns Trainings in 2011 and a national Membership Development Training in Chicago. To boost the national movement, the Alliance is targeting federal funding through its Advocacy Advance program, a dynamic partnership with the League of American Bicyclists. Thanks to continued support from SRAM, Advocacy Advance has new energy and a new focus: providing advocates and officials the knowledge and tools they need to dramatically increase federal funding for local, state, and regional biking and walking projects. Bikes Belong has been a top sponsor of the Alliance since 2008. Learn more at [advocacyadvance.org](http://advocacyadvance.org)



U.S. Secretary of State Hillary Rodham Clinton celebrates the opening of new shower and locker facilities at The U.S. Department of State. The State Department was awarded a Silver BFB designation in March. In addition to other bike-friendly initiatives, the State Department runs a 10-bike "loaner bike program," encouraging employees who do not bike commute to work to ride to business meetings and on errands around town. More than 175 employees are registered in the program and logged nearly 1,500 miles on loaner bikes last year.

## Bicycle Friendly America

Bikes Belong is a proud supporter of the League of American Bicyclists' Bicycle Friendly America (BFA) programs and has been a top sponsor and partner since the program's inception. We've invested more than \$1 million in this transformational effort to recognize and support communities, states, businesses, and now universities for their bike-friendly efforts. The BFA program awards 4-year designations—Platinum, Gold, Silver, Bronze, and Honorable Mention—to applicants that have made impressive, measurable steps to integrate bicycling.

### Big cities and small towns are bicycle friendly

From beach towns in Florida to the capital of Alaska, communities across the country are showcasing their bicycle friendly efforts. Boston, New York, and Washington, D.C., earned Silver awards while Minneapolis moved up to Gold level status. In total, 21 new communities received recognition, bringing the number of Bicycle Friendly Communities to 179 in 44 states.



### Newly Designated Communities:

- Boston, MA — Silver
- Hilton Head Island, SC — Silver
- Sisters, OR — Silver
- Athens & Clarke County, GA — Bronze
- Cupertino, CA — Bronze
- Des Moines, IA — Bronze
- Eau Claire, WI — Bronze
- Fresno, CA — Bronze
- Harrisonburg, VA — Bronze
- Juneau, AK — Bronze
- Kansas City, MO — Bronze
- Keene, NH — Bronze
- Las Cruces, NM — Bronze
- Los Altos, CA — Bronze
- Norman, OK — Bronze
- Northampton, MA — Bronze
- Raleigh, NC — Bronze
- Sedona, AZ — Bronze
- Somerville, MA — Bronze
- Tybee Island, GA — Bronze
- Wilmington, NC — Bronze

### Bicycle Friendly Businesses build momentum

The League welcomed 55 new companies to the list of Bicycle Friendly Businesses (BFB) in March, bringing the total BFB to 260. From providing showers and locker rooms to hosting staff lunch rides and sponsoring tune-ups, businesses across the country are boosting employee health, fitness, and teamwork through their

commitments to bicycling. Notable companies receiving BFBs this round include the Denver Zoo (Silver), National Public Radio (Bronze), and Northwestern Mutual Bank (Bronze).

### Bicycle Friendly Universities

The new Bicycle Friendly Universities (BFU) program recognized its first award recipients at the National Bike Summit in March. Twenty of the 33 applicants received BFU designations. Stanford University in Palo Alto, CA landed on top with the only platinum BFU designation. "We see this less as the finishing point of our efforts than as the new starting line," said Brodie Hamilton, Stanford University Director of Parking & Transportation.



Successful university bicycling programs are creating and combining innovative techniques like cash incentives, helmet-use competitions, and on-campus bike shops that provide maintenance, repairs, and rentals.



To see the full list of award recipients in the BFA program, visit [bicyclefriendlyamerica.org](http://bicyclefriendlyamerica.org).

Sparty, the Michigan State University mascot, poses with a "Green Bike." The Green Bike program repairs and recycles bikes abandoned on campus; so far the program has rehabilitated 900 bikes. MSU received a Bronze BFU award in March.



# COMMUNITY GRANTS



Students in Granger, IN celebrate the Bikes Belong grant that will make it safer to walk and bike to school.

## 225 awards, \$1.8 million invested in bicycling

The latest Bikes Belong 2011 grant cycle awarded funding to five great projects that will put more people on bicycles more often around the country. These projects are as diverse as bicycling itself and include mountain bike trails, paths to school, an urban pumptrack, and a big city open streets day. Since 1999, our grant program has awarded \$1.8 million to support 225 grant proposals in 46 states and the District of Columbia. Our investments have leveraged close to \$655 million in additional funding.

### *Adams Road Path (Granger, IN)*

This \$10,000 grant will fund the first phase of a larger project by the Friends of Granger Paths to create a network of bike lanes, multi-use paths, and greenways. The Adams Road Path will link two elementary schools to an existing bike path and join to six subdivisions, allowing more than 950 children to walk or bike to school safely for the first time.

### *Duluth Traverse Trail System (Duluth, MN)*

The Cyclists of Gichee Gumees Shores will transform multiple short mountain bike trails into a single trail system of more than 100 miles with the help of this \$10,000 grant. The system will ultimately link seven biking centers and connect city neighborhoods directly to the trails.

### *Jocho Valley Trails System (Arlee, MT)*

The Arlee Community Development Corporation is partnering with the local school district, the Confederated Salish and Kootenai Tribes, and other state and local organizations to build the first trail system in this rural community on the Flathead Indian Reservation. A \$10,000 grant will fund the first phase of the project, connecting residents within a one-mile radius with the school complex and town center.

### *Open Streets — Ciclovía Minneapolis (Minneapolis, MN)*

The first car-free streets day in this bicycling city will stretch 20 blocks, and efforts are already underway to engage local businesses in the planning process and reach out to the culturally diverse neighborhoods along its course. A \$5,000 grant will help the Minneapolis Bicycle Coalition plan and implement this June event, and hopefully make it a Minneapolis tradition.

### *Philadelphia Pumptrack (Philadelphia, PA)*

Pumptracks — dirt sculpted into mini tracks of bumps and turns — are attracting riders of all ages and abilities as a place to practice bike skills and increase fitness. The Bicycle Coalition of Greater Philadelphia will use this \$5,000 grant to build the city's first pumptrack, with the goal of attracting several hundred riders a week.



Our next grant application deadline is August 26, 2011. Visit [bikesbelong.org/grants](http://bikesbelong.org/grants) to learn more.

## Our members make it happen

The Bikes Belong Grant Program is funded by Bikes Belong members who participate in the Employee Pro Purchase Program. These member companies collect a small donation for the Grant Program whenever bikes and equipment are purchased at a pro-deal discount. Every dollar collected is invested in grants. Join Trek, Specialized, Fuji, Giant, Cannondale, and Shimano by getting involved. It doesn't cost your company anything.



Learn more at [bikesbelong.org/propurchase](http://bikesbelong.org/propurchase).



Mountain bikers in Duluth, MN ride rain, snow, or shine and will soon connect easily to all their favorite trails with the help of a \$10,000 grant from Bikes Belong.

## Bikes Belong grants in action

On October 30, 2010, more than a year of hard work culminated in the grand opening of the Golden Bike Park in Golden, CO. Supported by a \$10,000 grant from Bikes Belong, as well as funding from Specialized and IMBA, the bike park features a pumptrack, skills park, and a downhill flow trail to make riding fun for all ages and ability levels. The bike park's location — near well-loved singletrack and within an existing community park — also gives great access and exposure to the sport.

"You know you've built a successful bike park when — months after opening — you still see Facebook posts and photos from the Mayor and members of City Council actually using the park," said Terry Breheny, a Golden Bike Park founder and past president of the Colorado Mountain Bike Association. Six months after opening, and through a Colorado winter, both children and adults are using the park every day. The park anticipates even more usage as summer arrives.



# BICYCLING PROMOTION



Seville's 87 miles of green bikeways are physically separated from car and pedestrian traffic and connect all parts of the city.

## Best Practices Program takes U.S. officials to Velo-City in Spain

Thanks to additional support from the SRAM Cycling Fund, Bikes Belong's Bicycling Design Best Practices Program awarded 10 scholarships to U.S. city officials participating in Velo-City 2011, the premier international bicycling conference. Representatives from Chicago, Dallas, Los Angeles, Boston, and other cities joined nearly 900 policymakers, transportation professionals, and urban designers from 48 countries to compare notes on integrating bicycling into city transportation systems.

The host city, Seville, has drawn worldwide attention for its rapid success in growing bicycling and creating appealing public spaces. These improvements have reduced traffic congestion and revitalized the city center. Proving that modest investments can contribute to lasting change, Seville has increased bicycle use from an almost non-existent form of transportation (0.2% of all trips taken in 2000) to one of significance (7% of all trips in 2010).

The Bicycling Design Best Practices Program hosts events that showcase successful examples of bicycle transportation systems from Europe and North America. The Program will lead study tours and workshops in Denmark, the Netherlands, Minneapolis, and New York in 2011. The Taiwan Bicycle Exporters Association is also a sponsor.



Learn more at [bikesbelong.org/bestpractices](http://bikesbelong.org/bestpractices).

## REI invests in bicycling in America



A \$100,000 grant from REI (Recreational Equipment Inc.) will expand the Bikes

Belong Foundation's Bicycling Design Best Practices Program. REI's support will help jumpstart cost-effective, next-generation bicycle transportation infrastructure projects that make bicycling an appealing and safe choice for short trips. Bicycling is experiencing unprecedented growth in major U.S. cities as mayors and transportation officials appreciate the multiple benefits and low-cost of investing in bicycling.

The REI award will be used to fund the newly created REI Best Practices Grants, available to cities whose leaders have participated in a Best Practices workshop or study tour and have an REI store in their metropolitan area.

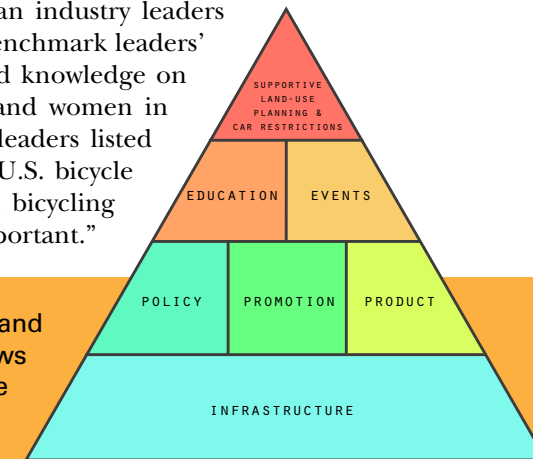
## Foundation launches Bicycle Research Grant Program

The Bikes Belong Foundation launched a new grant program to fund research on the economic impact of bicycling facilities and events. The Bicycle Research Grant Program will award a total of \$40,000 in grants to academic or non-profit research institutions in 2011. This new program aims to fill a crucial knowledge gap. Collecting quantitative evidence on the benefits bicycling brings to local, regional, and national economies will help encourage and guide investments in bicycling. The first round of awards will be announced in early June.

## BLC survey shows industry support for advocacy

Bikes Belong teamed with the Cycling Sports Group to create and administer an industry leaders survey for the 2011 Bicycle Leadership Conference. The survey was designed to benchmark leaders' thoughts on the current state and future of the U.S. bicycle industry. It gathered knowledge on topics such as environmental sustainability, market growth limiters, minorities and women in the industry, and the impact of global trends like rising energy costs. Industry leaders listed "lack of safe places to bicycle" as the number-one factor limiting growth of the U.S. bicycle market. Ninety-eight percent of respondents said that the federal investment in bicycling is important to the industry, with 79% of respondents listing it as "very important."

Among all of the ways to increase bicycling, building safe, convenient, and appealing places to ride is Bikes Belong's first priority. This pyramid chart shows some of the many different ways to grow bicycling. Infrastructure is the base for our efforts, because without places to bike, other measures are less effective. By advocating for continued government investment in bike facilities, we are paving the way for more people to ride (and buy) bikes more often.



## New resources on our website

The Bikes Belong website is your source for information on all that we do to put more people on bicycles more often. Check out these new resources now available to you.



### 2010 Annual Report

Bikes Belong pedaled through another great year in 2010. We earned increased

support from the

bicycle industry as well as foundations and non-endemic corporate partners. Our coalition and foundation budgets combined totaled more than \$4.1 million. This unprecedented backing enabled us to boost our investment in important bicycling projects and do more to improve riding opportunities throughout the United States. In 2010, we contributed nearly \$1.4 million in direct cash support to national, state, and local bicycle programs and projects. Visit [bikesbelong.org/annualreport](http://bikesbelong.org/annualreport) to read more.

### Bike sharing in the United States

Modern bike sharing programs—large fleets of bicycles designed for low-cost, short-term use and made available at closely spaced rental stations—have the potential to transform American cities. Read and download our new, comprehensive resource about the benefits of bike sharing and the successes to date around the country at [bikesbelong.org/bikesharing](http://bikesbelong.org/bikesharing).



Keep your finger on the pulse of everything Bikes Belong is doing by subscribing to our RSS feeds for news stories and blog entries. You can also follow us on twitter or facebook.



Your Bikes Belong membership is an investment in the future of bicycling in America. Together we can increase participation and grow the industry. Please join or renew today at [bikesbelong.org](http://bikesbelong.org).



# Bikes Belong<sup>™</sup>

COALITION

*Putting More People On Bicycles More Often*

P.O. Box 2359  
Boulder, CO 80306

303/449-4893  
bikesbelong.org

## **We've moved!**

Bikes Belong has moved our headquarters a few blocks west. Our new office space better accommodates our growing staff – all working to put more people on bikes more often. The move also puts us in the same building with one of our best partners, the International Mountain Bicycling Association (IMBA). Our new physical address is:

**207 Canyon Blvd., Suite 202  
Boulder, CO 80302.**

Bikes Belong members,  
please continue to send your  
membership payments to:

**P.O. Box 2359, Boulder, CO 80306.  
Our phone number remains the  
same: 303/449-4893.**

