

## What's Next Denver?

by Piep van Heuven, Executive Director BikeDenver

The votes have been counted and it's official, Denver Mayor John Hickenlooper is moving on to new opportunities and challenges this January as Governor of Colorado. During his 7 year term, Mayor Hickenlooper did many things to encourage green, active transportation in our City including many progressive bicycling projects. This leaves many people wondering, is our next Mayor going to continue pedaling Denver toward a bicycle-friendly future?

In the next few months we'll see some interesting changes in city leadership. In terms of timeline, Mayor Hickenlooper will remain our Mayor until January 11, 2011, when he is inaugurated as Colorado's Governor. Deputy Mayor and Public Works Chief Bill Vidal will become our Acting Mayor until the next mayoral election on May 3, 2011. During this transition period, some veteran city employees may depart to join Hickenlooper's staff or Cabinet

at the State. Once a new Mayor is elected, many City appointee positions may turn over, including senior leadership at Public Works and Parks and Recreation.

During this time of transition BikeDenver doesn't plan to sit in the wings and wait. While our designation as a 501c-3 non-profit organization prohibits backing a candidate during an election, we plan to do a lot of homework and provide you (the voter!) with plenty of information on where the candidates stand on bicycling issues. We've already begun establishing relationships with mayoral candidates, and we also plan to work closely with City staff and new City appointees to continue the momentum for bicycling.

What can you do in the mean time? Well, we're glad you asked! First, we encourage you to sign and help us promote our "Bicycling is Good for Denver" petition. The petition (available

### BikeDenver Adds Staff

Please join us in offering a warm welcome to Maggie Thompson, our new Advocacy Director! Maggie is originally from Gainesville, Florida, where her high school job had her sweeping floors in a bike shop so she could earn enough for her first mountain bike (she swears you can MTB in Central Florida!). After college, she began working in the bike advocacy scene in D.C. and later

ventured west to help initiate the Safe Routes to School program at Bicycle Colorado. Maggie says, "I am a strong believer that when you make communities good for bicycling, you make communities good for everyone. Whether it's kids learning to be independent by biking to school, adults staying healthy by biking to work, or drivers who benefit from less traffic congestion, bicycling is a big win!"



Now Governor-elect John Hickenlooper at the Launch of Denver's B-cycle bike share program.

on our website) is an effort to gather signatures from residents of Denver and visitors to our City who believe that the new Mayor should adopt Mayor Hickenlooper's visionary goal of 10% mode-share by bicycle by 2018. Second, we encourage you to become a card carrying member

of BikeDenver. Your membership not only helps fund our work, but shows that we have a committed group of members who believe in our mission. We look forward to an exciting and productive new year. Stay tuned for updates and candidate information!

### Alliance Retreat News!

By Lise Neer

In September, Treasurer, Dennis Lima and Board Secretary, Lise Neer attended the Alliance for Biking & Walking's leadership retreat in Chattanooga, Tennessee and brought back some valuable info to keep BikeDenver's mission humming along for another year--and then some.

From a slate of inspiring workshops, we chose to focus on these:

- Complete the Streets of our community to encourage more

biking and walking for short trips in and around Denver. Our City Bicycle Planner is already working to get this policy put into place, and the information we gathered will help her in that mission.

- How to better engage you, our members, to further the ongoing effort to improve the bicycling experience in our fair city. We are setting campaigns into action, and welcome your ideas!

- Ciclovía, Sunday Streets, Open Streets. . . any way you name it. . . is a fun way for families, friends and neighbors

*Continued in City News*

## Thank you, Denver Zoo for supporting this newsletter

When you support Denver Zoo, you support wildlife preservation everywhere. Denver Zoo is actively involved in animal conservation efforts. Since 1994, Denver Zoo has participated in 526 projects in 55 countries. Learn more at [denverzoo.org](http://denverzoo.org).



Preservation Included With Admission.

## BikeDenver Board of Directors

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Cassiope Sydoriak

### Staff

*Executive Director*  
Piep van Heuven

*Advocacy Director*  
Maggie Thompson

*Communications Intern*  
Erin Hilmer

*Newsletter Editor*  
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## Take a ride with us!

### Winter Solstice Ride

Hope you can join us for a fun and festive tour of Denver's holiday lights by bike! We'll roll out on the evening of the Winter Solstice, December 21st. Everyone's welcome for the ride, the after-ride social or both! Get the details at [bikedenver.org](http://bikedenver.org).



### Grab Your Friends and say: "Wheel Eat Out"

Board members Carolyn and Rob teamed up in July to introduce BikeDenver's newest program, Wheel Eat Out, at Jonesy's Eat Bar. Once a month, BikeDenver teams up with a local restaurant or eatery to promote a night to eat out for cyclists. Since July we've sampled Gastro Pub, Indian, and Italian fare, as well as the excellent ice cream at Little Man! Our partners donate a portion of the proceeds to BikeDenver, so while you're enjoying the evening,

you're also contributing to bicycle advocacy. Got a suggestion for our next WEO event? Send an email to [info@bikedenver.org](mailto:info@bikedenver.org).

BikeDenver would like to thank Jonesy's Eat Bar, Little India, Little Man Ice Cream, and Parisi, for hosting a Wheel Eat Out night this year!



## Comings and Goings

### We welcomed three new board members at our November meeting!

**Dave Cowan** is eager to help BikeDenver develop programs for kids and families. He's inspired by his daughter Isabelle and his love for biking (road, mountain and the occasional triathlon). Dave has been a Denverite for 10 years and hails from St. Paul, MN (by way of Central America and Venezuela). He manages projects and staff throughout the country for the Safe Routes to Schools National Partnership.

**Jodi Kopke** brings a wealth of marketing and development experience to the BikeDenver team. She is the Director of Marketing and Business Development of the Denver office at Kutak Rock LLP, a national law firm. She was the Director of Marketing for the State Tobacco Education Program at the Colorado Department of Public Health and Environment and served as the Director of Marketing and Development at the Boulder Shelter for the Homeless. When she isn't working, she loves to play soccer, train for triathlons and try out new recipes.

**Cassiope Sydoriak** will take on roles to help BikeDenver grow events and improve governance. A Boettcher Scholar at the University of Colorado at Boulder, she now helps the Scientific and Cultural Facilities District administer \$38 million in grant funds annually to benefit Denver's cultural facilities. In her spare time you'll find her at spin-yoga or swing dancing, practicing her Italian, or researching artwork for the Denver Art Museum Department of Painting & Sculpture. Sometimes you might even see her riding a red-and-yellow 1960s folding bike while wearing gold spandex and go-go boots. That is...if you're lucky.



 **BIKEDENVER**<sup>ORG</sup>

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[BikeDenver.org](http://BikeDenver.org)  
1536 Wynkoop St., #801  
Denver, CO 80202

## Spare Parts

### Great Book!

Joyride - Pedaling Toward a Healthier Planet by **Mia Birk**



### Bike T-Shirts:

Send a powerful message with our T-Shirts.

Order now at [BikeDenver.org](http://BikeDenver.org)



# City News

## Denver Broncos introduce ORANGE RIDE!



By Ben Welnak, 303Cycling

The 1st Annual Orange Ride to the Broncos game on Sunday, October 17th was a success! About 600 riders took advantage of the beautiful Autumn weather and free admission (an \$8 value) to the Bronco Barn for food, drinks, and giveaways prior to the Broncos versus New York Jets game by participating in the inaugural ride. With the event, Orange Ride became the NFL's first bike-to-the-game promotion.

The Broncos Orange Ride was a collaborative effort organized by the Denver Broncos, the City of Denver, BikeDenver, Denver B-Cycle, and the Denver Cruisers as part of the Denver Broncos Game Plan Green Program. BikeDenver provided VIP bike parking at a 1,000-space bike corral at the main entrance to Invesco for ride

participants and all bicyclists.

Sandy Young, the Denver Broncos Senior Marketing Manager praised the ride, saying "The Denver Broncos were proud to partner with the City of Denver, Denver B-cycle, the Denver Cruisers, and BikeDenver for the first annual Orange Ride. The Broncos not only support alternative transportation to Broncos games, but also encourage fans to participate in healthy activities throughout Colorado. It was fun to see so many Broncos fans ride their bikes and watch the Broncos game together from the Broncos Barn afterwards."



## Alliance Retreat

*Continued from cover.*

to gather on Sundays. Get some exercise, enjoy music and other local entertainment, people-watch, and give the neighborhood a break from car traffic. We learned how to make it happen and plan to do just that in the coming months.

- How to bring our diverse communities together to improve biking, walking, and transit connectivity. By including multi-lingual communications and collaborative events, we can create a bigger, more visible demand for better biking & walking infrastructure where we live, learn, shop and work.

The neat thing about these workshops is how they dovetailed together so meaningfully. We came away with the know-how to get something going that



accomplishes not just one goal but several at the same time.

Oh, and our accommodations on the Delta Queen, Chattanooga's historic riverboat hotel were a rare treat. The weekend event was hosted by Outdoor Chattanooga, which generously provided meeting space and loaner bikes for retreat attendees. This year there were 107 advocacy leaders from all over the US and Canada, and we got to know our fellow advocates in neighboring states and communities, providing the chance to collaborate more closely within our respective regions. The movement keeps growing!

## New Belgium's Tour de Fat nets \$33,000!

No kidding, we really did raise \$33,000 in about five hours at the 2010 Tour de Fat event on September 11th. Organizers estimate there were 8,000 in attendance on a beautiful fall day at City Park. We'd like to shout-out to the Denver Cruisers, who organized the ever growing bike parade, and to our 120 volunteers who helped out with everything from set-up, to merchandise and token sales, ID check and the very intense and extremely popular beer-pouring

booths. Next year there'll be three beer trucks so we can move those lines along. Save the date! Tour de Fat is back in Denver on September 10th in 2011.



# State News

## I-70 Bicycle Alternative

The stretch of I-70 between Genesee and El Rancho is a familiar area to many recreational and touring bicyclists. For years groups like Bike Jeffco and Bicycle Colorado have been trying to identify funding to construct a bicycle facility through the Denver Mountain Parks property to give bicyclists a safe and scenic ride past Buffalo Bill's famous herd.

In recent months their work has paid off! With help from Bicycle Colorado and Bike Jeffco, CDOT and Denver Mountain Parks have identified funding (including funding from 2008's FASTER bill) to construct the trail! While details are still being ironed out, construction could start in 18 months. We will keep you posted on the progress!



# Honoring Bicyclists and Businesses

## The Bike Hero Program

Our Bike Hero of the Month Program highlights different people each month, and helps encourage other people to bike by telling the Hero's personal story. The goal of the Bike Hero Awards Program is to showcase the diversity of citizen-cyclists and the people who support them in Denver.

BikeDenver's Executive Director Piep van Heuven says: "We introduced the Bike Hero awards because we want to encourage a friendly environment for and public image of bicyclists in Denver. One of the ways we can do this is to showcase the different faces of and great stories about people in our community who ride bikes or help others get out there and ride. Through the Bike Hero awards, BikeDenver honors bicyclists of all ages and walks of life, from the first time bicyclist to the rain or shine bicyclist!" To nominate a Bike Hero, please send a photo and a brief description of why you think they should be recognized (100 words or less) to [info\(at\)bikedenver.org](mailto:info(at)bikedenver.org).

## Meet our November Hero!

By Erin Hilmer

**Mike Dion**, a long-time Denver bike commuter and mountain biker, not only attempted the 2,700-mile Ride the Divide mountain bike race from Canada to Mexico in 2008, he also produced an award-winning film about it. His documentary about this epic race—and the human spirit behind it—is called *Ride the Divide*.



Why would someone want to do such a thing? For Mike, the idea stemmed from a different sort of challenge a few years back: being laid off from his corporate job. Though it was an event he describes as feeling totally devastating at the time, he soon realized that "We get in ruts in life. Good job, good paycheck, rinse, repeat. This gave me the opportunity to ask, 'What else is possible? What else can I do with my life?'" For Mike, the answer was pursuing his passion for endurance mountain biking while furthering his career in filmmaking. The result? The adventure of a lifetime and a truly inspiring film. Learn more at [www.ride-the-dividemovie.com](http://www.ride-the-dividemovie.com).



## Bike Friendly Businesses

BikeDenver's Bicycle Friendly Business (BFB) of the Month Awards help highlight organizations that are making standout contributions and offering great success stories from among BikeDenver's Bicycle Friendly Business (BFB) Program members. The BFB program, with 125 honorees to date, recognizes businesses, organizations and workplaces that are leading the way to make bicycling an easy and accepted form of transportation in Denver. Nominate a workplace as a Bicycle Friendly Business at [bikedenver.org](http://bikedenver.org).



**HOLLAND & HART**

## Meet our November Bike Friendly Business!

By Erin Hilmer

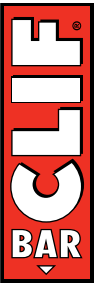
**Holland & Hart** is a national law firm headquartered in Denver that promotes cycling for fun, fitness, and environmentally conscious commuting through several progressive programs and activities. Employees who commute to work by bike at least twice per week receive a monthly stipend for bike-related expenses and, once they arrive, find all of the accommodations needed for a smooth transition into the work day: lockers, showers, and a secure "bike cage" for parking and protecting bikes. Alison Karas, who rides her bike to work every

day the mercury rises above zero, also credits Holland & Hart's casual atmosphere for easing the commute. "If I had to wear a suit and pumps every day," she says, "it might be a little more difficult."

Many Holland & Hart employees find that riding to work coincides nicely with the firm's Hart & Soul Wellness Program in which members earn points for healthy physical pursuits like biking. Once they've accumulated a certain number of points, members enjoy benefits such as reduced health care premiums.

Congratulations to all, and thanks to Clif Bar for supporting the Bike Friendly Business of the Month program!

**Clif Bar & Company** started on a bike ride. Founder Gary took a bite of another energy bar and thought he could make a better bar. Today, Clif Bar is a leading maker of all-natural and organic energy and nutrition foods and drinks. [www.clifbar.com](http://www.clifbar.com)



Denver B-cycle Winter Hibernation Begins December 6. Opening Day 2011 will be March 1st



# We Are Working to Make Denver a Better Place to Ride!

BikeDenver is Denver's Bicycle Advocacy Organization. We promote and encourage bicycling for fun, recreation and transportation, and we're working to make Denver a better place to ride a bike.

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**Find out more and  
lend your voice to the  
bicycling community today!**

