

## Denver Takes a Big Step Up the Podium

League of American Bicyclists rates Denver a Silver Bicycle Friendly Community.

by Piep van Heuven, Executive Director BikeDenver

Early September brought exciting news from the League of American Bicyclists (LAB), which awarded Silver status to three cities, including Denver, in the fall round of applicants to LAB's prestigious Bicycle Friendly Communities (BFC) Program. The BFC designation is good for four years, and it's a big step up from Denver's 2005 Bronze-level ranking.

### Reaction

In honoring Denver, Bill Nesper, Director of the Bicycle Friendly America Program, said: "Denver is a thrilling success story – rejoining the ranks of Silver communities after having been downgraded to Bronze the past five years. The city has taken significant steps forward and moved to within striking distance of Gold."

John Hayden, Chair of the Mayor's Bicycle Advisory Committee, responded by saying "The Silver designation is a tribute to all the hard work Denver's bicycle community and city staff have been doing to make our city a more livable, healthier place."

At BikeDenver, Executive Director Piep van Heuven's reaction was, "Stepping up to Silver means that Denver is joining an elite group of cities with populations over 500,000, including Minneapolis, Chicago and Austin,

that are recognized at this level. It's a significant award. The BFC program has evolved in recent years and the application process is more rigorous. We've also seen a sharp increase in the level of competition between communities to earn a top ranking. This tells us that Denver is keeping pace with the top bicycle friendly communities across the county." She adds: "BikeDenver played a key role in helping develop the momentum that resulted in this honor and we're excited to work with the City and other stakeholders to take the next big steps to earn Gold."

### About the BFC Award Program

The BFC Program is a national recognition awards program, honoring communities that welcome bicyclists by providing safe accommodation for bicycling and encouraging people to bike for transportation and recreation.

The application is a comprehensive test of the entire community's commitment to bicycling as measured in five areas: engineering, education, encouragement, enforcement and evaluation.

### Denver's BFC History

Denver originally applied to the BFC in 2003 and received a Silver ranking. When the city reapplied in 2005, it was de-



moted to Bronze, becoming the first city to be "downgraded" by the BFC. Reviewers found that the City's commitment to implementing bicycling policies and programs had waned.

### Moving up the Ranks

Much has changed since the downgrade to Bronze and Denver has built significant momentum around a growing bicycle culture and the strengthened commitment of public officials. Taking the feedback from the 2005 application, for example, the Colorado Center bicycle and pedestrian bridge project is now funded for design and construction by 2012. Bicycling related groups, including BikeDenver, have gathered strength and successfully organized many different programs. Highlights in each of the Five E's that helped Denver make the jump to Silver include:

**Engineering:** This category

relates to bicycling infrastructure, including paths, lanes and other facilities to promote bicycling in the community. Denver's 11 new miles of bike lanes helped to almost double the amount of bicycle pavement markings since 2008.

**Education:** Questions in this category relate to the amount of education offered to bicyclists and motorists. Denver efforts in this area include a robust array of League of American Bicyclists and other bike-related classes and workshops, PSAs, newsletters, blogs, and Safe Routes to School programming.

**Encouragement:** This category focuses on how the community promotes and encourages bicycling via events, maps, signage, rides, incentive programs, and more. Denver recently updated the city bike map, introduced a bike sharing system, and hosts numerous events, rides and programs for bicyclists.

*Continued on page 6*



## 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).



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BikeDenver meets on the 2nd Thursday of the month at 6:00 p.m. in the Alliance Center at 1536 Wynkoop. Our meetings are in the 2nd floor Conference Room. Please join us!

## Take a Ride With Us!

### Summer Solstice Ride sees Record Numbers

All we can say is "WOW." This event had all the right components and not enough burritos. Nearly 400 of you turned out to ride from the Denver Zoo, through the Botanic Gardens (yes, through!) to Washington Park. In addition to the thrill of riding through the Gardens and getting a two-wheeled view of the Henry Moore Exhibit, participants enjoyed free beer from Avery

Brewing and burritos from Illegal Pete's. We're working on a better RSVP system for next year, so that all you late-comers give us enough notice to organize the good stuff.

### Autumnal Equinox Ride & Zoo BBQ

Someone pointed out to us that "Zoo BBQ" conjures up some interesting images, but we really did have a great barbeque at the Zoo on a beautiful late September day to celebrate the changing of the

seasons. Almost 45 of you joined us for a tour of Northeast Denver's bike lanes and the free after-hours access to Predatory Ridge.



## Comings and Goings

### Goodbye Mark, Hello Rob, What's New, Will?

BikeDenver bids a fond and hopefully temporary "adieu" to Mark and his wife Stephanie. They've headed to France for a year, where Stephanie will lead Trek Travel Tours based in Europe and Mark will pursue a master's degree in Urban Planning and Regional Planning at Université Francois-Rabelais Tours.

BikeDenver welcomes new board member Rob Price! Rob just shifted gears and left the corporate sector behind to focus on a career in non profits. When he's not helping out BikeDenver, Denver B-cycle or Project Angel Heart, you'll find him at Metro State working toward his Certificate in Non-Profit Administration. Rob has a passion for cycling and has been riding his

bike to work for the past 17 years.

Former BikeDenver President Will Handsfield has a new gig in Washington DC Formerly a Regional Organizer for Transportation 4 America, he is now a Capitol City Fellow in Washington D.C.'s Department of Transportation. Will's been keeping busy helping to launch Capital Bike Share and planning bike lanes on Pennsylvania Avenue!



# Businesses That Love Bikes!

## BikeDenver's Bicycle Friendly Business of the Month Awards

BFBs help highlight organizations that are making standout contributions and offering great success stories from among BikeDenvers 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. *You can nominate a workplace as a Bicycle Friendly Business at [www.bikedenver.org](http://www.bikedenver.org).*



**June - Sweet Action Ice Cream** on SoBo serves premium ice cream, fresh fruit sorbets, vegan ice cream, homemade popsicles, ice cream sandwiches, and fresh sodas. They prove their commitment to the environment by using 100% wind-power, using compostable packaging materials, welcoming bicyclists, and using natural, local ingredients. They even served a special flavor called "Bike Grease" (think fudge ripple) during the month in which they generously donated a share of their proceeds with BikeDenver. [www.sweetactionicecream.com](http://www.sweetactionicecream.com)

**July - MIGHTYkarma** is an advertising and design firm with a truly creative community vision. They work to inspire their clients to incorporate a "giving back" mentality within their business model, and commuting to work is part of MIGHTYkarma's own "good deeds through great work" philosophy. They encourage employees to find alternate means of transportation and provide \$200 toward that goal when staffers sign on. [www.mightykarma.com](http://www.mightykarma.com)

even provides a free online resource on their website called "Bike Your Drive." [www.rei.com/stores/18](http://www.rei.com/stores/18)



**August - Quiznos** is bringing pro cycling back to Colorado as the title sponsor for the Quiznos Pro Challenge, a seven-stage international competition to be held in August 2011. They're also a sponsor of Denver B-Cycle and actively advocate cycling for customers, local residents, and employees. Those working at the corporate office enjoy commuting niceties such as RTD Eco Passes, exterior and parking garage bike racks, and showers. [www.quiznos.com](http://www.quiznos.com)

**September - REI Denver Flagship Store** makes it easy for its customers and employees to commute by bike. They provide 80 bicycle parking stands, a B-cycle kiosk, and a full-service repair shop, making it the perfect place for nearby path-users to take care of all their bike-related needs. Employees commuting by bike love the indoor bike storage, showers, extra lockers, and generous commuter reward program. REI



**October - Solera** is a LEED Gold Certified downtown apartment building with a great, green attitude. In addition to providing plenty of bike storage, loaner bikes, and easy access to a B-cycle station, they offer an in-house Velo Program—the first of its kind. Thanks to Solera's partnership with Wheat Ridge Cyclery, resident members have access to a fully stocked workbench, work stand, and vending machine for things like tubes and lube, and can even attend free on-site bike maintenance clinics. [www.soleraliving.com](http://www.soleraliving.com)

**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)



## BikeDenver Builds Momentum With the Denver Bike Congress

BikeDenver stepped up to organize the Denver Bike Congress early this year. The Congress is an open forum for organizations and individuals with a shared interest in increasing bicycling in Denver and making Denver a better place to ride a bike. The Congress was originally formed as the Denver Bike Initiative by Greenprint Denver's Parry Burnap. The original group's work was guided by a mission to form a strong public-private effort that would help support the successful launch of Denver Bike Sharing, the nation's first large scale bike sharing program.

Prior to the April launch, BikeDenver took on the role of continuing this effort with a new moniker and an expanded mission. With four meetings under our belt, we're pleased to report that we've been able to bring additional groups to the table, including business and bike shop representatives, and more non-profits that have a bicycling focus. The group meets bi-monthly from 11:30-1pm in the City and County Building's Parr Widener Room. Meetings are open to the public.

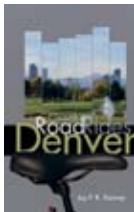
## UN World Domination T-Shirt

Orders yours at [www.ProgressNowColorado.org](http://www.ProgressNowColorado.org)



## Spare Parts

Media Recommendation:  
**Great Road Rides Denver**  
by Jay P. K. Kenney



### Bike T-Shirts:

Send a powerful message with our T-Shirts.

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



# What We're Up to...

## Our Heros

We have a new program! Starting in January BikeDenver's Bike Hero of the Month Awards began highlighting one person each month, and are encouraging other people to bike by telling the Hero's personal stories. The goal of the Bike Hero Awards Program is to showcase the diversity of citizen-cyclists and the people who support them in Denver.



**June - Sherry Sampson** is a Hurricane Katrina survivor who was evacuated to Denver five years ago. Then weighing in at 335 lbs, she found a job, bought a bike at Wal-Mart, and began riding her hour-and-fifteen-minute commute (one way!) to the Stapleton Home Depot. She lost 110 lbs her first year biking and, despite the altitude, is breathing easier as a result. Sherry encourages others to give biking a try: "Take your first ride. Enjoy the seeing and the wind blowing in your face and the sun shining down on you giving you peace of mind."



**July** - The organizers of the Highlands 4th of July Kids Bike Parade: **Yael, Paul, Mary, and Erin**, began in 2008 with 650 pint-size participants, and continued last year with over 1,000. "The community embraced the event and now it has become an integral part of the

NW Denver Summer. "The parade celebrates the wonderful things about summer in Denver: bikes, food, and community," Yael says. This year's parade started at 32nd Ave and Zuni, and traveled down to Hirshorn Park where everyone enjoyed a free BBQ, live music, a pie baking contest, and a 60-ft ice cream sundae.



**August - Liz Riviere** rides to work throughout the year from her house in Northwest Denver to Fire Station 16 (just south of Washington Park) where she works as an engineer for the Denver Fire Department. "I ride to work to not only save on fuel, but I also get my workout in for the day because I'm not always able to obtain one at work," Liz says. "I have several bikes in my garage and primarily ride mountain bikes, but my ride of choice for the city is a fixed-gear singlespeed that was handmade by a builder in Fort Collins. It's like riding a piece of art."



**September - Curt Caldwell** is a Sous Chef

who bike-commutes to work at Vesta Dipping Grill. When his own bike was stolen, he became a B-cycle convert and has been enjoying the convenience of bike-sharing ever since. Curtis joined B-cycle just a week after its Earth Day launch last spring and says, "I quickly learned it was one of the easiest ways of traveling around Denver. I use it for commuting to and from work, work errands, personal errands, and just taking a cruise down the Cherry Creek Trail to the Platte... I heart B-cycle!"



**October - Mervyn Lifschitz**, M.D. is a 5280 Magazine Top Doc and long-time Denver bike commuter. He makes his eight-mile daily commute to Rose Medical Center on a 20-year-old Diamondback, and has inspired his family to take up biking as a way of life. Lifschitz lists three reasons for his commitment to cycling: 1) better health, 2) to decrease air pollution, and 3) to decrease foreign oil dependence. He calculates that he has ridden at least 120,000 miles since he was a child. He says with a smile, "That's the lifetime of one automobile!"

Bicycle Village supports our Bike Hero of the month program by providing \$50 gift cards to our honories.



Nominate a bike hero by emailing a photo, biographical information and a quote about why your candidate rides, to [info@bikedenver.org](mailto:info@bikedenver.org).

## Denver Is Biketown

In 2003, the editor of Bicycling Magazine wondered if a bicycle could change someone's life. After giving away thousands of bicycles to people all over the U.S., the answer is clearly YES! People have lost weight, connected with their family, been able to beat diabetes, saved money, overcome depression, renewed marriage vows and dozens of other stories.

This year's BikeTown Tour visited eight cities: - Cleveland - Indianapolis - Denver - Boston - Minneapolis/St Paul - Los Angeles - New Orleans - and Charleston. The Denver event was hosted by Salvagetti Bicycle Workshop. BikeTown, MetLife and Jamis Bicycles gave away 31 new bikes as part of Salvagetti's Bike Party. Recipients had to write an essay describing why a bike would help change their life. Look for their stories in Bicycling Magazine about a year from now.



## B-Stats

B-cycle Ridership Statistics:  
-**Individual rides:** More than 75,750  
-**24-hr, 7-day & 30-day memberships purchased:** More than 27,200  
-**Annual memberships:** More than 1,569  
-**Currently 44 B-stations:** six more to be installed by November.



## Kidical Mass Takes Over Washington Park

We had a great turnout for our first ever Kidical Mass Ride on August 29th! Thanks to all of you who turned out to launch this new BikeDenver event, with special mention to the organizing team, from Dave (great safety talk!), to Cassiope (queen of bike decorating!), to Robert (ride route special agent!), and all of our ride guides. We met at the playground by Washington Park's Recreation Center and had a fun ride to Bonnie Brae Ice Cream on a perfect Sunday summer afternoon.

Perhaps you're asking – "what's Kidical Mass?" Kidical Mass is a legal, safe and fun bike ride for kids, kids at heart, and their families. All types of bikes, trailers, trail-a-bikes, Xtracycles, bakfiets, tandems, trikes, and whatever rolls are welcome. The reason for the ride is to enjoy family fun on vehicles that don't impact the environment and celebrate the fact that Kids are Traffic, too! Look for more BikeDenver Kidical Mass events next year!



## Bike Lane Openings and Energizer Stations

Thanks to the generosity of Clif Bar, BikeDenver got around town a little bit more this summer! We set up bicyclist "Energizer" stations on the Cherry Creek Bike Path, South Platte Trail and at REI and the University of Denver. To celebrate Denver's



new bike lanes we had fun organizing two ribbon cutting events and ceremonial opening rides to welcome the MLK and Mariposa bike lanes with City Council, bike patrol escorts, and friends from Stapleton and Denver Westside.

Here's what your city council members had to say:

*"I consider the health of District 9 communities one of my highest priorities. Creating more safe alternatives for people to bike and walk is a key element to healthy neighborhoods and this is why I am so excited about the important work Bike Denver is doing!"* -Councilwoman Judy Montero

*"Providing safe bicycle lanes and bike depots in northeast Denver is a great way to promote bicycling as a healthy and environmentally friendly alternative to automobile travel. Through this effort we advance the ideas of better living and environmental sustainability."* - Councilman Michael B. Hancock

*"The ability to commute to Downtown Denver on roads that feel safe and comfortable is very important to the quality of life in the City and, in this case, for Stapleton. I am very happy to see these lanes put into place so that commuters from Stapleton have different options to approach downtown; through City Park, the bike lanes on 23rd and now down MLK."* -Councilmember Carla Madison



**Shop discounts for card-carrying members of BikeDenver:**

**Bicycle Dr.**  
860 Broadway #A  
Denver, CO  
80203  
(303) 831-7228



**Campus Cycles**  
2102 S. Washington St.  
Denver, Colorado 80210  
(SE Corner of Evans and Washington) 303-698-2811

**Pedal Pushers**  
2401 Ford St.  
Golden, CO 80401  
pedalpusherscyclery.com

# Beyond Denver

## Lance Armstrong and Quiznos Bring Pro Cycling Back to Colorado

What do a seven-time Tour de France Champion, a restaurant chain that started as a small sandwich shop in Denver and Colorado's Governor all have in common? They all came out on the State Capitol steps August 4th to announce the Quiznos Pro Challenge world class bicycle stage race that will debut next summer August 22-28. There's no official word yet on which stage will be held in Denver, but odds are good that we'll be treated to the start or finish race day. The last major pro race held in Colorado was the Coors Classic, which ended in 1988.



In this photo (left to right): Joe Moller (President of the Quiznos Pro Challenge), Ellen Kramer (Chief Communications Officer at Quiznos), Lance Armstrong (Pro Cyclist), Governor Bill Ritter, and Steve Johnson (CEO of USA Cycling).

## Lessons From The Big Apple

By John Hayden, Chair, Mayor's Bicycle Advisory Committee

In early October, City officials, staff and members of the Mayor's Bicycle Advisory Committee (MBAC) visited New York City to investigate innovative bicycle infrastructure applications that would be a good fit in Denver. The trip was organized by the Downtown Denver Partnership (DDP), which picked NYC as the destination because of the city's growing reputation as a leader in bicycle and pedestrian-friendly improvements. NYC has been led by a supportive mayor and talented city staff, and guided by ambitious goal-setting from within the city's department of transportation. Their department of transportation has committed to adding fifty miles of bike lanes and paths per year to New York City streets over the coming decade.

Denver's contingent included Aylene McCallum of DDP Downtown, Councilmember Carla Madison, Senior City Plan-

ner Emily Kreisa (all pictured below) as well as Denver Traffic Engineers and MBAC representatives. Among the most innovative treatments we examined were the separated bike lanes that now stretch up and down 1st Avenue, 2nd Avenue, 8th Avenue and 9th Avenue through lower Manhattan. Look for Denver to roll out treatments like these in Spring 2011 in two locations: 15th Street and Broadway.



## Bike Ban Court Case Underway

Three cheers for Bicycle Colorado for taking on Black Hawk, CO, in response to their recent ban on bikes! Bicycle Colorado recently released updated information on the court case. They report that on Wednesday, August 18, three bicyclists that received tickets for riding their bikes in Black Hawk appeared in court for arraignment and pled not guilty based on an

invalid ordinance. This initiated the legal process to determine the validity of the bike ban.

At the hearing, the defense attorneys moved to dismiss the charges and submitted a legal brief arguing that the bike ban violates state law and is unconstitutional. A second hearing is set for October 20.



## CO Stepping Up

Continued from Cover

**Enforcement:** Connections between the cycling and law enforcement communities are measured by examining laws and the existence of targeted enforcement for bicyclists and motorists, and public safety staffing specific to bicycling. Denver updated city bike ordinances to include 3-foot to pass language last fall and introduced targeted enforcement days for bicyclists this spring.

**Evaluation and Planning:** This category looks at the city's systems to evaluate programs and measure ridership. The Downtown Denver Partnership hosts an annual Commuter Survey that shows an average of around 5% of the downtown employee population use a bike to get to work.

## Colorado's Rankings

Colorado is well represented in the BFC Award Program. Boulder is one of just three communities to earn the highest honor - the Platinum Level. Denver joins Breckenridge, Colorado Springs, Durango, and Steamboat in the Silver grouping.

LAB Feedback to Denver's 2010 application was complimentary, noting that "Reviewers were very pleased to see the current efforts, potential and strong commitment from the mayor, city council and citizens to make Denver a world-class city for bicyclists. Some of the highlights of the application are the launching of the Denver B-cycle program, increased on-street bike markings and facilities, The Living Streets Initiative, improved bike safety skills education for children, incorporation of bike parking into zoning codes, intersection safety improvements, cycling outreach for underserved communities, and the good number of bike-related events and festivals."

With much to celebrate, Denver still has some mighty tasks ahead. The BFC team's detailed feedback included four significant things the community should focus on right away; adopting a Complete Streets Policy, increasing the number of employers that work on bicycle issues, starting motorist education programs for bus and taxi drivers, and conducting research on bicycle usage.

# Bike Denver Summer of Fun

## One Last Look at Our Summer Biketastic Events

We have had a busy summer of great events advancing bicycle advocacy and just plain having fun riding bikes. Thank you to all that volunteered and participated. We have events year round, so come out and join us.

### JUNE

Martin Luther King Blvd.  
Bike Lane Opening  
Denver Century Ride  
Summer Solstice Ride  
Bike to Work Day  
Cactus Bike From Work Bash

### JULY

Cherry Creek Arts Festival  
Urban Assault

### AUGUST

Bike Town and Bike Party, Too  
Mariposa Bike Lane Opening  
Kidical Mass

### SEPTEMBER

Art Crank Opening  
A Taste of Colorado  
Tour de Fat  
Bicycle Film Festival  
Autumnal Equinox Ride

### OCTOBER

Denver Broncos Orange Ride  
Veloswap



# BikeDenver Membership Form

Name \_\_\_\_\_ No. in household: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Annual membership levels:

- \$35 – Individual Member - *Support the voice of Denver cyclists!*
- \$52.80 – Mile High Member - *Go the extra mile!*
- \$75 – Supporter - *Educate neighborhoods and families!*
- \$100 – Advocate - *Make Denver a better place to ride a bike!*
  
- \$250 – Champion
- \$500 – Elite
- \$1,000 – Founders - *First 10 recognized as The Founding Family!*

Make check payable to: **BikeDenver**  
1536 Wynkoop St., Box 801, Denver, CO 80202  
or join on our website: [bikedenver.org](http://bikedenver.org)

## Our Mission...

*To promote and encourage bicycling as an energy efficient, non-polluting, healthy, and enjoyable transportation alternative in and around Denver.  
BikeDenver is a 501(c)3 nonprofit organization, and is registered with the state of Colorado.  
Your membership is tax-deductible.*

## A Membership to BikeDenver

makes a great gift, AND it's tax-deductible!  
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(Paypal-enabled), or by mailing a check with  
the form on the back page to:  
BikeDenver 1536 Wynkoop St., Box 801,  
Denver, CO 80202.

- As a bonus, members who volunteer are treated to a fabulous end-of-season party!



**BikeDenver**  
A Voice for Denver Cyclists  
1536 Wynkoop St., Box 801  
Denver, CO 80202  
[bikedenver.org](http://bikedenver.org)