

RIDE TIME NEWS



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Thank you to our donors



EXPANDING OUR REACH TO BUILD A SAFER, MORE JOYFUL, MORE INCLUSIVE MOVEMENT

At Bicycle Colorado, we believe everyone who wants to ride should have access to a bike, riding skills and a safe experience. Bicycling connects us to each other, basic resources and the outdoors. It can improve physical and mental health and it's an affordable way to get around. It is good for the environment and for our local economies. When we work with others to build the bicycling movement, individuals and communities throughout the state benefit.

As part of our strategic plan, we introduced our Commitment to Diversity, Equity and Inclusion (DEI). "It is our responsibility to thoughtfully serve and represent all Coloradans who want to ride bicycles," the document reads, and goes on to share what we'll do to grow ourselves and ensure we meet this commitment to DEI.

We often hear from members and supporters who describe bicycling as joyful, freeing and fun. We're proud to have contributed to that joy and we'll continue our work doing so, but there are many Coloradans who don't have that same experience. Everyone in Colorado who wants to ride should have access to bicycling, not just those for whom riding is a choice, those who can afford to bike for recreation, those who ride a traditional bicycle or already have safe places to ride.

We also realize that there are many people, of diverse backgrounds and abilities, who love riding right now and who are eager to share their stories and are already contributing to a more inclusive bicycling community. We know we can do better by listening to, elevating the voices of and supporting all people who ride and whom bicycling impacts. We've already begun this work, engaging in tough conversations as a staff about who we are, whom we've historically served, where we want to go in the future and why. And we are connecting and building relationships with people to better understand their perspectives and what they need from us to make bicycling more approachable.

Without these conversations, we'll never be able to achieve our vision of building a safer, more joyful and more inclusive movement.

This is just the beginning of our commitment to DEI work; we look forward to sharing more about what we're doing in future editions of *Ride Time News*, as well as on our digital publications. It will be a continuous process and we're excited to have you supporting and learning with us along the way.

Sign up for eNews
Never miss an advocacy issue or fun event!

Bicycle Colorado

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Letter from Pete

You may have heard me say it before, but Colorado is at a crossroads.

With our population growing by the day, our state faces some big decisions. And as I write this, I am concerned that Colorado is moving in the wrong direction. All too often people—bicyclists, pedestrians and other vulnerable road users—are being injured or losing their lives on Colorado's roadways. We need safe places to ride, now, and that's why Bicycle Colorado is working with a renewed sense of urgency.

In this issue of *Ride Time News*, you'll learn more about work we're doing that will change the direction Colorado is heading, work that is outlined in and driven by our strategic plan. What you might notice is that, while we're continuing to do the statewide work that we've always done, we've made a point in recent months to lend greater support to organizations at the local level.

- Our efforts in Denver remain strong, and they'll expand in the months to come
- We've strengthened our partnerships with local advocacy groups like Bike Colorado Springs and state agencies like Colorado Parks and Wildlife
- We've teamed up with Boulder County to bring more Bicycle-Friendly Driver programming to county officials, fleet drivers and residents
- When asked for backup by officials in the City of Thornton, we were there to help Thornton become the first community to adopt the Safety Stop since 2018's Senate Bill 144 was signed into law
- And, of course, we remain fully committed to improving our work on diversity, equity and inclusion, which you read about on the previous page

To help make bicycling safe and accessible for everyone in Colorado—to realize the vision articulated in our strategic plan—we need to advance work at the state and local level. Every win on a local level makes bicycling better for all Coloradans.

None of our work would be possible without your membership and support, so thank you for being a part of this movement.

I hope you enjoy this issue of *Ride Time News*. Please don't hesitate to reach out with any comments or questions you may have.

Safe riding,



Pete Piccolo

P.S. If you want to help accelerate the work we do and strengthen the voice of bicyclists in Colorado, I'd encourage you to make an additional donation today at www.bicyclecolorado.org.



Pete Piccolo
Executive Director

Introducing Ashley Lorenz, our Active Bike Corridor Program Manager

Please join us in welcoming Ashley Lorenz, our Active Bike Corridor (ABC) Program Manager, to the Bicycle Colorado team! Ashley joins Bicycle Colorado with a background in community advocacy and, as a native of Fort Collins, a lifelong passion for bicycling. Ashley believes that no matter skill level, age, race, gender or socioeconomic status, riding your bike should always be an enjoyable experience.

In her role as ABC Program Manager, Ashley is excited to launch programming to encourage more people to ride in and around Denver along major bike corridors established in 2016 by the Denver Regional Council of Governments (DRCOG), whether to commute to work, go grocery shopping, visit friends and family or just for fun. Programs will include commuting classes, winter riding 101, learn to ride lessons, youth and family rides,

basic bike mechanics and where to access free tool kits and more. Her position is made possible through a partnership grant of the Federal Highway Administration, the Colorado Department of Transportation, DRCOG and a match from Bicycle Colorado Board Member Graham Hollis.



Ashley Lorenz, left, with membership manager Erica Hine.

Janette Sadik-Khan wows, others inspire at best Moving People Forward yet

On February 7 we hosted our third-annual Moving People Forward conference, dedicated to discussing and improving mobility across the state. This year's program was highlighted by Janette Sadik-Khan's keynote address—Streetfight: Handbook for an Urban Revolution. Her address dove into the many ambitious projects she tackled while serving as transportation commissioner in New York City, the support she received from former Mayor Michael Bloomberg's administration, the role that advocates play in changing a community, what we're doing right in Colorado, and where we could still improve.



Janette Sadik-Khan gives her keynote address.

In addition to Sadik-Khan, we had a packed house at the all-female "Robots Driving: Social policy in the age of autonomous vehicles" breakfast forum, and engaging panels throughout the afternoon on everything from transportation demand management to redevelopment to how we can use the past to build a better future of our cities and more.

Thanks to our presenting sponsor, JUMP, and all our additional sponsors, as well as the speakers and attendees who made this conference a success.

Colorado Springs talks bike lanes at public forum

If you don't live in Colorado Springs, you might have missed the "Battle of the Bike Lanes," a community conversation hosted by the Colorado Springs *Gazette* in February with five panelists bringing their own perspectives to newly-installed lanes along Cascade Avenue. Panelists included a city council member, a traffic engineer, two groups opposed to the lanes and Cory Sutela, advocacy chair of Bike Colorado Springs, to whom we provided input leading up to the conversation.

Each panelist wanted safer roadway conditions, more effective ways to get around Colorado Springs and open dialogue between stakeholders. The question for Colorado Springs is how does everyone cooperate to get there? With the help of Bike Colorado Springs, we're confident it can happen.

"It was a great experience for the whole BCS team—the pre-event practice, the bike valet onsite through the event and the friendly gathering afterwards. We were happy to see consensus from both sides about the need for a bike network and enhanced public input as part of the process," said Sutela. "We're also excited for two upcoming plans—the Complete Streets Policy and Comprehensive Transportation plan. These, guided by new leadership within the traffic engineering department, give us the opportunity to hit reset on the public engagement process. We're committed to ensuring everyone's voice is heard fairly."

Thanks to all the bicycling advocates who showed their support!

Advocates gather for improved road safety at Safe Streets Day

In late February we hosted advocates from around the state who wanted to speak with their legislators about road safety at Safe Streets Day at the Capitol. Meeting with their legislators and aides at the Capitol—even through an untimely fire alarm!—Bicycle Colorado members and supporters shared their thoughts on the issues that impact their communities.

Many thanks to Lyft for supporting our work by sponsoring Safe Streets Day and helping get constituents in touch with their legislators.



... and Bicycle Colorado keeps fighting for people on bikes

We've been hard at work this legislative session making sure your voice is represented when policies that impact your safety on the roadways are considered. At press time, there have been three bills on which we've focused the majority of our efforts this session:

Senate Bill 012 will reduce distracted driving by prohibiting drivers from using hand-held mobile electronic devices behind the wheel. Bicycle Colorado has been at the table making sure this bill protects people on bicycles while remaining an equitable solution to traffic safety. **The latest:** The bill passed in the Senate by a vote of 26-9. It is moving through the committee process in the House of Representatives.

Senate Bill 175 will protect vulnerable road users like bicyclists by making careless driving causing serious bodily injury a class 1 traffic misdemeanor. Bicycle Colorado worked with the bill sponsors to draft and introduce this bill, and have been hard at work ensuring the bill makes it through its various committee hearings in the Senate before moving to the House of Representatives. **The latest:** The bill passed through the Senate Finance Committee by a vote of 7-0. It will be heard next by the Senate Appropriations Committee.

House Bill 1099 would have removed the right of communities to implement life-saving automated enforcement technologies. Bicycle Colorado testified against the bill when it was heard by the House Transportation and Local Government Committee. **The latest:** The bill didn't make it out of its first committee vote, a big win for bicyclists.

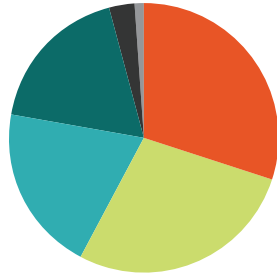
We've also been working with Colorado Parks and Wildlife and Colorado State Parks on recently-implemented (and planned) fees that impact bicyclists, whether riding for transportation or recreation. Bicycling is both a healthy form of exercise and a green alternative to driving a motor vehicle, and it is Bicycle Colorado's opinion that it should be incentivized rather than discouraged with inequitable fees or fee structures. Stay tuned for more, and keep up with the latest on our legislative agenda on the Current Issues page of our website.

By the Numbers: Fiscal Year 2018

2018

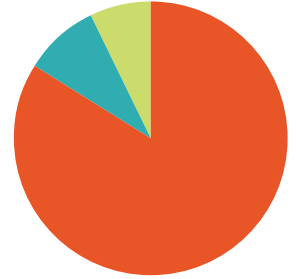
INCOME: \$923,291

- 30% GIFTS
- 28% MEMBERSHIP
- 20% SERVICE CONTRACTS
- 18% EVENTS
- 3% MERCH/OTHER
- 1% SHARE THE ROAD ED FUND



EXPENSES: \$1,157,519

- 84% PROGRAMS
- 9% DEVELOPMENT
- 7% PROGRAM SUPPORT



The financial statements of Bicycle Colorado are audited annually by an independent auditor using Generally Accepted Accounting Principles (GAAP). In 2016, Bicycle Colorado secured a three-year \$610,000 grant. In accordance with GAAP, 100 percent of the revenue from this grant was recorded in 2016; however, expenses associated with this grant are recorded when incurred over the three-year grant period. The resulting impact is a smoothing effect across the three years as costs were realized and grant revenue was spent down in 2017 and 2018. Bicycle Colorado closed 2018 with \$308,933 cash on-hand.

INDIVIDUAL MEMBERS: 10,500

OUR MEMBERS ARE FROM:

37 states plus Washington, D.C.

CERTIFIED BICYCLE-FRIENDLY DRIVERS: 450+

VEHICLES WITH SHARE THE ROAD

PLATES: 6,000

Get your license plates, today! Find them on our website under Get Involved.

KIDS TAUGHT TO BIKE AND WALK SAFELY IN 2018: 4,000+

Expanding our Bicycle-Friendly Driver programming in Boulder

Earlier this year, Boulder County awarded Bicycle Colorado with a Bicycle-Friendly Driver contract as a component of a Regional Air Quality Council grant. The grant is supported by matching funds from Cyclists 4 Community. The goal of Boulder County's Bicycle Education and Encouragement Program is to address barriers to bicycling like traffic safety, first/last mile connections, maintenance skills and route knowledge, and increase ridership through bicyclist and driver education. Bicycle Colorado's education team kicked off our work in February, certifying nearly 60 drivers in our first two courses with the general public and Via Mobility Services. Future audiences and venues include St. Vrain Valley School District, Longmont city staff, The Tune Up at Full Cycle, REI and more.

For a full list of courses in Boulder County and beyond, please visit our Bicycle-Friendly Driver webpage, and contact maureen@bicyclecolorado.org if you would like to schedule a course in a Boulder County community.

Thornton becomes the first city to adopt the Safety Stop since statewide legislation passed

In early February, Thornton became the first community to adopt the Safety Stop since the passage of Senate Bill 144 in 2018. This was the second consecutive session since SB 144's passage that Thornton had considered the ordinance, and this time the votes were decisively in favor—the Thornton city council voted 6-2 for the ordinance.

Bicycle Colorado board member and former state senator Andy Kerr and communications and policy manager Jack Todd spoke in favor of the ordinance with the Thornton city council on January 22. The ordinance passed first reading that night by a vote of 6-1. February's second reading vote made the Safety Stop legal in Thornton.

We were excited to be a part of bringing the Safety Stop to Thornton, and hope to be a part of similar efforts across the state in the months to come. Interested in bringing it to your community? Email info@bicyclecolorado.org.

Business members and supporters

These businesses and organizations contributed membership dues and generous donations from March 1, 2018 through March 1, 2019. Please join them in helping us build a bicycle-friendly Colorado!

Businesses

\$50,000+

Colorado Health Foundation
Gates Family Foundation

\$10,000-\$49,999

ColoBikeLaw
JUMP
Karl and Barbara Friedman Foundation
Mirrycle Corporation
National Safety Council
PeopleForBikes
Regional Air Quality Council
RPM Events Group and the Colorado Classic
Salesforce.com Foundation
Team Evergreen Cycling: Triple Bypass Bicycle Ride, Bob Cook Memorial Mt Evans Hill Climb

\$2,000-\$9,999

AAA Colorado
AlphaGraphics
American Heart Association
BikeSource
C Lazy U Ranch
Communication Infrastructure Group: CIG
Creative Strategies Group and the Denver Century Ride
David M Budd Photography
DaVita
Denver Public Works
Denver Regional Council of Governments
FirstBank
Gates Carbon Drive
Hotel Domestique
Kaiser Permanente
LimeBike
LocalWorks and the Ridge at 38 Criterion and Brewfest
Lyft
McWhinney Real Estate Services, Inc
Moots
National MS Society: Bike MS Colorado, Bike MS Bighorn Country Classic
PDC Energy
Pocket Outdoor Media and VeloSwap
PoliticalWorks
Primal
Quality Bicycle Parts
RAZOR USA
Robert Wood Johnson Foundation
Roll Massif: Tour of the Moon, Copper Triangle, Tour de Vineyards, Elephant Rock, ERock Sunrise to Sunset
Skinny Labs Inc dba "Spin"
Specialized Bicycle Components
Strava Metro
Texas Instruments Foundation
The Denver Post Ride The Rockies & Pedal The Plains
The Snider Foundation
University of Colorado School of Public Affairs

Wege Foundation
Western Spirit Cycling Adventures
WSP
\$500-1,999
10th Mountain Division Hut Association
Alchemy Bicycle Company
American Planning Association - Colorado Chapter
Apple Inc.

Bicycle Racing Association of Colorado (BRAC)
Bicycling Magazine
Big Ring Cycles
Bike Town USA and the Steamboat Bike Festival
Bird Scooter
Bucking Rainbow Outfitters
Buffalo Lodge Bicycle Resort
Campus Cycles
car2go
City of Boulder/GO Boulder
City of Golden
Clif Bar & Company
COBRAS (Colorado Bicycle Racing Association for Seniors)
Colorado Park 2 Park Challenge
Councilman Albus Brooks
Councilman Paul Kashmann
Councilwoman Robin Kniech

Craig Hospital Foundation & Pedal 4 Possible
DEATH RIDE Tour, Inc: DEATH RIDE Tour, DEATH RIDE Challenge, RED ROCKS Challenge
Deborah "Debbie" Ortega, Council At Large
Denver Cystic Fibrosis Cycle for Life
DERO
DezignLine
Dirt Rag Magazine
Downtown Denver Partnership
Eaton Area Park and Rec Division
eGo CarShare
Eyer Reese Family Foundation
Feedback Sports
Fehr & Peers
Freeport-McMoRan Copper and Gold Foundation
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HDR
Jinji Cycles
Kent Eriksen Tour de Steamboat
KIPP Colorado Schools
Littleton Twilight Criterium
M-Bike at Meridian
Macs Adventure Ltd
McKee Classic Bike Tour
Mile High Bike Tours
Mountain Sports International

Mountain Top Cycling Club and the Century Experience Ride
Nard Claar, Contemporary Fine Artist
Netflix Employee Matching
New Belgium Brewing Company
Nordstrom Employee Charitable Match Program
Odell Brewing Company
Pactimo
Pedaling 4 Parkinson's
Ramble Ride
Records-Johnston Family Foundation
Revolution Enduro
Rocky Mountain Cycling Club
Rotary Club of Buena Vista: Buena Vista Bike Fest
Routt County Riders
Sand Dollar Cards
Senior Resource Services and Ride & Revel!
Shimano
Sitzmark Lodge at Vail
Spanish Peaks Cycling Club and the Stonewall Century Ride
Steamboat Springs Stage Race
Stimulation Pethophysics Consulting LLC
TDA_Boulder
The Ohana East Foundation
The Stanley Hotel
The Success Foundation: Ride4Success
Toole Design Group
Tri Velo Series
University of Denver
Venus de Miles
Wheat Ridge Cyclery

\$250-\$499
Alfalfa's Local Market
American Tower Foundation
Aspen Skiing Company
Athmar Park Neighborhood Association
Baird Foundation
Bicycle Aurora
Big Al's Bicycle Heaven
Bike Fixation by Saris
Bike Fort Collins
Bike Shop Girl
BikePlusTours
Black Dog Digital
Born Hotel
BoulderCentre for Orthopedics Cycling Team
Cannon Hadfield Stieben & Douth, LLC
Champion Charter Bus of Denver & Aurora
Children's Hospital Colorado - Courage Classic
City of Montrose
Colorado Barricade
Colorado Springs Cycling Club
Copper Mountain
Councilwoman Mary Beth Susman
Criterium Bicycles, Inc.

DartMania
De Sena Associates
Denver Boulder Couriers
Derby Bicycle Center
ECO Eagle Valley Trails
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MC Cadwell Foundation
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National Charter Bus Denver
Nuance Chocolate
Old Town Bike Shop
Orange Peel Bicycle Service, LLC
Osprey
OV Consulting
pedal
Pedal Fit
Pikes Peak Bike Tours
proVelo Bicycles
QEP Resources
REI Co-op
Sloat & Nicholson, PC
SloHi Coffee + Bike
Strider Sports Int'l
The Renuart Group, LLC
The Twin Lakes Inn
Timbuk2
Two Rivers Winery & Chateau
Velofix Colorado
West Elk Bicycle Classic
Yeti Cycles
Zinn Cycles Inc.

City of Arvada
City of Fort Collins
Colorado Cider Company
DelaFoto
Denver B-cycle
Denver Bicycle Cafe
Denver Charter Bus Company
Denver Community Active Living Coalition
Denver Film Society
Denver Metro Chamber of Commerce
Denver Regional Mobility and Access Council
Denver Union Station
Deseo Salon and Blowdry
Doc's Ski and Sport
Dog-Topia
Donnell Kay Foundation
Elle Powell Art
Endo Brewing Company
Excel Sports
FC Bikes
Front Rangers Cycling Club
Golden Bear Bikes
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Great Harvest Bread Co
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Levine Law, LLC
MAD Racing
Mountain Bike Specialists
Mountain Toad Brewing
Mouthfuls Pet Supply
Movement Climbing + Fitness
MTB with Stacy
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Steamboat Campus Library
Colorado Mountain College
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T-Mobile USA, Inc.

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Alp Fitness
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Battelle
Better World Club
Bike Blue
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Bike Jeffco
Blitz Paintball
Boettcher Foundation
Bohemi
BolderBOULDER
Boulder B-cycle
Brewers Association

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Bicycle Colorado thanks these important individuals who have generously contributed membership dues and additional donations from March 1, 2018 through March 1, 2019. Our work would not be possible without them.

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\$10,000+

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The Patricia Crown Family
Graham and Cathy Hollis

\$5,000+

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Urban Escape Day Spa
Velosoul Cyclery
Xcel Energy Foundation
Safe Kids Colorado
SockGuy
Spavia Boulder
Sport Stalker / Christy Sports
Steamboat Campus Library
Colorado Mountain College
Swallow Hill Music
The Mountain - Comfort Foods and Spirits
Trader Joe's
Trails 2000
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Alvaro Vargas and Patricia Anaya
Buzz Victor
Heidi Wahl and Jeff Emrick
Anna and Tripp Wall
Diane Wallach
Tim and Lisa Walsh
Kenneth and Mary May Walters
Barb and Dan Watson
Sally Keefe and Pete Webber
Timothy Webb
Rick and Kathryn Werner
David Westberg
Robert Wilford
Dee and Janice Wisor
Melissa and Dan Wisdom
Rob and Molly Withers
Margaret Wood
Leila Worth
John Yeast
Kevin Yoder and Rebecca Wiebe



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2019

Events

Bicycle Colorado Events Calendar

APR	6	Boulder Roubaix Road Race	20	Kent Eriksen Tour de Steamboat, Presented by Shimano
	26	Bicycle Colorado Gear Up! Fundraiser	27	Colorado Park 2 Park Challenge
MAY	4	Gran Fondo Moab	27	Bob Cook Memorial Mt. Evans Hill Climb
	11	Wild Horse Gravel		
JUN	1	Buena Vista Bike Fest	AUG 3	Copper Triangle
	1	Sunrise to Sunset Elephant Rock	3	Littleton Twilight Criterium
	1-2	Colorado Bike Expo	10	Stonewall Century Ride
	2	Elephant Rock	10	Crooked Gravel
	8	Pedaling 4 Parkinson's	10	Winter Park Sunrise to Sunset
	8	Ride to End ALZ	10-11	Bike MS: Bighorn Country Classic
	9	Ridge at 38 Criterium and Brewfest	17	Colorado CF Cycle for Life
	9-15	The Denver Post Ride The Rockies	17	Venus de Miles
	15	Coldwell Banker Denver Century Ride	22-25	Colorado Classic
	15	Century Experience Ride	SEP TBA	11th Steamboat Springs Stage Race
15	Moots Colorado Ranch Rally	13-15	The Denver Post Pedal The Plains	
26	Bike to Work Day	14	Pedal 4 Possible	
29-30	Bike MS: Colorado	21	Tour de Vineyards	
JUL	13	Triple Bypass Bicycle Ride, Presented by Team Evergreen	28	Tour of the Moon
	20	Ride & Revel!	28	Ride4Success
		OCT 7	Colorado Bicycle Summit	
		NOV 2	VeloSwap	

Denver Century Ride, Tour of the Moon, Team Evergreen, and VeloSwap have chosen Bicycle Colorado as their primary beneficiary. Each event listed supports Bicycle Colorado through our Event Membership program. Thank you 2019 Featured and Champion Events for helping us build a bicycle-friendly Colorado!

Explore the full event calendar | bicyclecolorado.org/events