



2009 Highlights, Activities, Appearances, etc

The following lists include significant activities from the staff and leadership volunteers of Consider Biking in 2009. As we look back, we're confident that our actions, appearances, and public feedback, have promoted bicycling in Central Ohio.

We're grateful for your support; it allows us to work with full-time, professional capacity, to build a better environment for bicycling in Central Ohio. Communities across the country have proven that a vibrant bike advocacy organization is a vital determinant to building a bike-friendly community.

The first two pages below represent our most significant projects. The following pages are a listing of the enormous amount of activities we engaged in. As you'll see....we've been busy working on your behalf.

Significant Mission Critical Activities

Larger projects, events and campaigns which provided significant impact toward our mission

Bike Usability Map – We provided leadership to the group of partners that developed this map and provided grassroots expertise & safety content. We also provided distribution to bike shops.

Strategic Planning Retreat – We convened 35 area bicycle stakeholder leaders for a weekend retreat that defined our organizational goals for the coming years.

Corporate Caucus – We developed a Caucus that represents 20+ of Columbus' largest employers, held 4 meetings, and with Leadership Columbus, developed our "Two-Wheel Toolkit." We met with over 15 of these organizations' CEOs to introduce the Toolkit and present the business case for enabling their employees to bicycle more. We also activated the Caucus to unify support of funding request to implement the Columbus Bike Plan.

Input to Alliance Benchmarking Study – We gathered and submitted data metrics on behalf of Columbus for inclusion in the bi-annual national benchmarking report.

High St. Share the Road Campaign – We provided consultative support to the City of Columbus for its first "Share the Road" campaign through Engineer's rides, stakeholder meetings, the kick-off event, and ongoing public relations support.

Bike Columbus – We partnered with the Institute for Active Living to implement a bike tour in support of the Columbus Health Department.

LAB Bike Friendly Community Award – We compiled and submitted, on behalf of the City of Columbus, the application to the League of American Bicyclists, for designation as a Bike Friendly Community. We presented Mayor Coleman with the Bronze Level Award at our Bike to Work Week Launch event in May.

Statehouse Bike to Work Week Event – We hosted an event to present Columbus with the LAB award (above), unveil the Bike Usability Map, and designate 12 downtown properties as “Bike Friendly Buildings.”

Ride of Silence – We hosted the 6th annual Ride of Silence which brings great attention to the vulnerability of bicyclists on our roadways. The Columbus Ride of Silence is the 2nd largest RoS event in the country.

League of American Bicyclists’ Summit in D.C. – We again participated in the largest voice for bicyclists to our Federal legislators. We met with the majority of Ohio’s Congressional legislation and advocated for more equitable allocation of transportation funding for bicyclists, more complete streets, and increased encouragement for the Safe Routes to School program.

Web Site – We launched a new web site which will serve as a platform to be the primary information resource for bicyclists in Central Ohio.

Advisory Committees and Bike Friendly Community support – We continue to increase our reach to Columbus and surrounding municipalities to provide consultative support for developing Bike Advisory Committees, Bike Plans, spot improvements, policy enhancements, and education & encouragement activities. We have worked with Hilliard, Dublin, Westerville, Worthington, Upper Arlington, Gahanna, Lancaster, Pickerington, and Columbus.

Pelotonia Education Classes – The launch of Pelotonia, a significant fundraising ride that attracted 2,250 riders, presented an opportunity to provide four specially developed educational classes that enhanced the cycling safety and experience for their participants.

League of American Bicyclists’ “League Certified Instructor” – Our staff received this designation which provides us with the access and credibility of the industry’s most comprehensive and respected bicycle education programs.

Socials and General membership meetings – We hosted four open meetings (disguised as “socials/parties”) where we shared our work, and welcomed input and feedback with our constituents.

Alliance Winning Campaigns Training – We attended a 3-day training in Indianapolis to learn the specifics of developing bicycle advocacy campaigns, and also networked with our peers from the surrounding states.

Extensive Communications Outreach and Media Exposure – We provided ongoing communications with our constituents via our e-marketing and digital social networking platforms. Additionally, we were the primary resource for local media regarding cycling issues, and were featured, referenced or cited in over two hundred+ media stories in 2009.

Fatalities – Dave Hines, Tracy Corbin, Steve Barbour – we provided calm and reasoned testimony to the media and our constituency in response to these tragic auto/bike crashes.

Ongoing Appointments, Committees & Advisory Roles

Consider Biking, or a Member(s) representing our organization sits on the following bodies:

Columbus Transportation & Pedestrian Commission (chair)
Franklin County Physical Activity Plan (co-chair Transportation Subcommittee)
Dublin Bicycle Task Force
MORPC Regional Policy Roundtable
MORPC Citizen Advisory Committee (chair)
MORPC Air Quality and Energy Working Group
MORPC Complete Streets Task Force
ODOT GO-OHIO Futures Steering Comm.
Fairfield Active Transportation Plan
MORPC TDM Assessment
Columbus Area Pedestrian Safety
Central Ohio Greenways Group (chair)

Public Input, Advisory, & Advocacy Campaigns

We attended many public meetings, provided written testimony, and engaged in activities supporting the following campaigns:

Transportation Matters Coalition
Hilliard Bike Friendly Community Plan
Transportation Free Day
Weiland Park Mobility Study
Camp Chase Bikeway Project
Goodale Bridge Connector
Williams Rd. non-compliance
Westerville Rd plan
Blendon Township plan
Hilltop Mobility Plan
Dublin Community Plan
United Way Bold Goals
Livingston & Parsons
Lazelle Rd project
Cleveland Ave
CCSID Downtown Bike Parking
Bike to Work Week
Metro Park Levy
Columbus Issue 1
Columbus Parking Code Update
Ohio 3-ft. passing bill – SB174
Ohio Vulnerable Roadway Users bills – SB65 & HB128
Ohio “No Texting while driving” bills – SB164 & HB270

Memberships

Consider Biking is a member of the following organizations:

League of American Bicyclists
Alliance for Biking & Walking
Columbus Outdoor Pursuits
Westerville Bicycle Club
Community Shares of Mid-Ohio

Speaking Engagements & Recognition

Consider Biking provided speaking engagement or received award/recognition at the following:

Westerville Bike Club Annual Meeting
Columbus Outdoor Pursuits Meetings
Think Green Dublin Entrepreneur Center
Pickerington Chamber of Commerce
Columbus City Council – three occasions
Downtown Rotary Club
MORPC Clean Air Fair – “Clean Air Award”
Northwest Civic Assn.
WEBOR & Assc.
Trek Advocacy Presentation
WOSU – All Sides with Anne Fisher
St. Stephens Bike Giveaway in conjunction with Bike Columbus
Columbus Public Health Board
Alliance Mutual Aid Call
Barbour Ghost Bike Ceremony
Ohio Worksite Wellness Conference
Columbus Underground - podcast
Dutch Kitchen Annual Event
Dayton Regional Bike Summit

Displays and Appearances

Consider Biking had a display table, or presence at the following events:

TOSRV
Earth Day
MORPC Transportation Leaders Series
MORPC Annual Meeting
OSU Health Fair
B2WW Corporate Challenge Luncheon
Neighborhood Pride Safety Festival
Tech Columbus Green Breakfast
Huntington Health Fair (x3)
Press Conferences w/ Mayor Coleman (x4)
APBP Webinars
Pelotonia
HiLo Ride
Indy NITE Ride
Genoa Trail Fair
Three Creeks Festival
Westerville Family Fun Ride & Rodeo
Westerville Bike Club Dry Run
Parking Day
Trek Breast Cancer Awareness Ride
Trek Store Tour de France Stage 16 Viewing Party
Sen. Fedor ride & press conferences
Columbus Foundation Social Media Seminar