



Bike to Work Day events are held annually at Civic Center Park.



Advocacy

Denver is a great city for bicycling due to the moderate year-round climate and efforts made by city staff and the Mayor's Bicycle Advisory Committee (MBAC) over the past 10 years. This is a critical and exciting time for bicycling in Denver - the ground work has been done, now is the time to expand and promote bicycling in Denver as a viable, safe and convenient mode of transportation for the 21st Century.

In 1993 the Denver Bicycle Master Plan (DBMP) noted, that there was "no organized entity that serves as the voice of the bicycle community in Denver." At that time the MBAC, established in 1990, had begun to fill this advocacy role. The recommendations of the DBMP were to:

- Further strengthen the role of MBAC
- Encourage more public inclusion in the process
- Create and distribute a newsletter

The MBAC continues to work with the city's bicycle planner and various city departments and city officials to review systemic and

programmatic bicycle improvements. Other bicycle groups exist in Denver but are social in nature, primarily focused on recreational riding. As the Update process began, there was not a bicycle group in Denver actively involved in bicycle advocacy.

Advocacy in Other Municipalities

Bicycle advocacy groups are active in other municipalities within the United States. Some exemplary groups include the Cascade Club in Seattle, WA; Bicycle Transportation Alliance, Portland, OR; Washington Area Bicycle Association, Washington, D.C., the San Francisco Bicycle Coalition; and Transportation Alternatives in New York City. (See Appendix for additional information.)

Strategy to Increase Advocacy Efforts in Denver

The public meetings held during the Update process were opportunities for local bicyclists to sign up as participants in advocacy efforts. The excitement level for advocacy efforts at both public meetings was higher than expected, with more than 50% of the attendees at the first public meeting signing up, and an additional



"Share the Road" signage alerts motorists to the likely presence of bicyclists and encourages cooperation between modes.



Bikers Wanted.



20% of attendees at the second public meeting. The advocates indicated their areas of interest, resulting in the formation of five groups:

- Access
- Communication/PR/Safety
- Events
- Education
- Youth

The advocates held an open-house meeting and organized themselves as Bike Denver. They continue to meet on a regular basis and have already proven to be critical in the process of RTD Board approval of the Bikestation funding.

www.bikedenver.org

BikeDenver recently organized to give bicyclists in Denver a unified voice.

Advocacy

Advocacy Recommendations and Next Steps:

An organized advocacy group should spur increased interest and participation by the bicycling community and other alternative transportation mode commuters to make bicycling in Denver a safe, convenient, desirable and healthy mode of transportation.

- The advocacy group should actively advocate and support bicycle/alternative transportation plans in the Denver metro-area, such as the recommendations of this Update and other plans.
- The advocacy group should not be an extension of the MBAC, the City & County of Denver, or any other local government. The group should function independently.

Ideally, BikeDenver should define and champion:

- Collaborative program development
- Potential bicycle/alternative transportation day promotions
- Education efforts, such as collaborative efforts with the Denver Public Schools and the Cycle Safety Circus for Kids
- An action plan for public/private promotions of bicycling/alternative modes
- Public and private funding roles and opportunities

The City & County of Denver and MBAC as well as other metro-area local governments should work collectively with the advocacy group to foster and develop programs, coordinate planning efforts and support alternative transportation in general.