



2011 Year-End Summary

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This document reviews the numerous positive impacts Tempe Bicycle Action Group has had on the city of Tempe and surrounding areas in 2011 and sets a positive forecast for 2012 in regards to cycling, commuting, safety, and bicycle advocacy.

TEMPE BICYCLE ACTION GROUP: 2011

Tempe Bicycle Action Group (TBAG) has long provided essential bicycle advocacy needs for the City of Tempe and surrounding areas. By raising awareness on the municipal level and within the community, TBAG has established safer streets, more knowledgeable cyclists and motorists, and a city that is nationally known for its bicycle-friendliness and commutability.

In 2011, TBAG put on more events, community opportunities, and education than ever before making for a pinnacle year in the organization. From maintaining a permanent presence in Tempe government to creating a staff of bicycle educators and putting on some of the largest bike festivals in the country, TBAG has established itself as a leader in bicycle advocacy groups in the nation.

Remaining consistent with its purpose, TBAG will continue to expand its bicycling advocacy efforts and influence in 2012. It will do this by maintaining the collaborative relationship with the City of Tempe as well as Tempe communities, continuing encouragement and aid for local cycling groups, creating and staffing a cycling education program for kids and adults, providing social rides for increased awareness and activity, and leading some of the best bike-related festivals in the nation. With these events, goals, and a fantastic supportive community, 2012 will be a record year for Tempe Bicycle Action Group and another great step forward for bicycle advocacy.

TBAG has divided some of the main concentrations of cycling advocacy into committees. This allows for a more efficient system, more effective interaction, and better results. Following is a select list of those committees with a short description of its focus, 2011 accomplishments, and 2012 goals.

ADVOCACY COMMITTEE

Chair: Aaron Golub (aaron@biketempe.org)

The advocacy committee has on-going presence on relevant transportation planning committees including the City of Tempe's multi-modal subcommittee and the Maricopa Association of Governments bicycle and pedestrian policy committee. TBAG is an active member of the valley-wide Livable Communities Coalition, and regularly attends other meetings relating to region-wide planning processes, such as the Discovery Triangle. (<http://sonoraninstitute.org/where-we-work/southwest/sun-corridor-legacy/livable-communities-coalition.html>)

2011 ACCOMPLISHMENTS:

- **Attended monthly City of Tempe Multi-modal subcommittee meetings**
- **Attended monthly Maricopa Association of Governments bicycle and pedestrian policy committee**
- **Attended monthly Livable Communities Coalition meetings**
- **Assisted with the implementation and execution of the City of Tempe Bike Count**
- **Co-authored final City of Tempe Bike Count analysis and report**
- **Co-authored language for "Safe Driving and Bicycling in Tempe" flyer mailed to all City of Tempe households in monthly water bill**
- **Met with ASU College of Design to plan a Spring 2012 studio class which will develop bike safety campaign**

2012 GOALS:

- **Complete bike safety campaign with College of Design**
- **Assist with 2012 City of Tempe Bike Count**
- **Attend monthly City of Tempe Transportation Commission Meetings**
- **Attend monthly Maricopa Association of Governments bicycle and pedestrian policy committee**
- **Attend monthly Livable Communities Coalition meetings**

SOCIAL RIDES COMMITTEE

Chair: Jeremy Deatherage (jeremy@biketempe.org)

The Valley's almost-unlimited sunshine, smooth roads and fair evenings produce many opportunities to get out together and enjoy cycling with friends. TBAG hosts a Third Friday group ride held rain-or-shine on the 3rd Friday of every month. Past rides have included costumed themes, the annual Tweed Ride,

moustache ride, trips to the drive-in movies, and often stopping at local eateries for food and drinks. Riding responsibly is of the highest concern to us, we want folks to have fun and be safe so they can join us on future rides. These rides are just for fun, held at night, and open to anyone that wants to meet new people and ride bikes. For information visit <http://www.biketempe.org/category/tbag-third-fridays>

2011 ACCOMPLISHMENTS

- **Social/Fun rides on the 3rd Friday of each month. Our biggest ride this year was the Tweed Ride:**

TBAG's annual tweed ride has been hosted for two consecutive years on the Third Friday of February. Last year's event drew over sixty damsels and gentlemen dressed in the height of Edwardian fashion. Certainly a smashing time for all; look for this to be a permanent annual event on the TBAG schedule.

- **TBAG + Bike Saviours Holiday BBQ & Winter Games**

Partly to celebrate our friends Bike Saviours' anniversary and partly as a reward to our members and hard-working volunteers, the Holiday BBQ is an end of the year social gathering open to Tempe area cyclists. The Winter Games challenges strong hearted participants to derby races on children's bikes, the popular Huffy toss, and the crowd-pleasing Tall Bike Joust competition.

2012 GOALS:

- **TBAG Winter Games on Jan. 28, 2012 – We'll have a December meeting, where we will assign responsibilities to key volunteers.**
- **Tweed Ride on Friday, Feb. 17, 2012 – We'll begin in early January by creating a web presence and getting the word out to press contacts, creating fliers and materials, and more.**
- **Other planning for future rides will include the Moustache Ride, Zombie Ride, and Holiday wrap-ups.**

YOUTH EDUCATION COMMITTEE:

Chair: Robert Chacon (Robert@biketempe.org)

The TBAG youth committee is dedicated to providing cycling education and safety programs to youth through community programs, event participation, and youth-specific learning activities.

2011 ACCOMPLISHMENTS:

- **Hosted San Tan Wheelie Jam Kid's Area providing crafts, games and activities for dozens of kids, also provided helmets sizing and gave away free helmets to 60 kids during the event in central Phoenix.**
- **Chandler Summer Splash kid's bike area providing cycling educational info for kids and parents, arts and crafts for dozens of kids. We also provided Helmet sizing and free helmets for 30 kids.**
- **Safe Routes to School 2 day seminar on SRTS grant programs where we learned about the program and what's being done to further cycling programs for kids – formed new committee, applied for \$1000 mini grant for bike racks for Scales Elementary.**
- **ASU Art Museum Family Fun Day set up a table and talked with kids and their parents about bicycle safety also gave out information and treats for the kids.**

- Central Park Neighborhood Center grand re-opening celebration. Sponsored a Bike Rodeo and bicycle repair clinic for kids at Central Park in south Phoenix. Providing a Bike rodeo with a full range of bike safety drills and activities for kids. Hosted a bike clinic and fixed approximately 20 bikes and instructed over 30 kids in bike safety.
- Sponsored a monthly bike clinic for the kids at Central park in south Phoenix. Clinic is held on the 3rd Friday of every month from 4:30 to 6:30 providing bike repair training for 20 to 30 kids each month.
- Hosted a kid's area at this year's Tour De Fat providing the Kids Fun Zone at the event. This area provided the kids with environmentally friendly and bicycle related activities. We also hosted a bike rodeo to teach bicycle safety.
- Provided setup assistance and bike Marshals for the Tour De Tempe.

2012 GOALS

- Support the youth area programs at the 2 main TBAG fundraising events Tour de Fat and San Tan Wheelie Jam.
- Attend events in the community to promote bicycle safety for kids and adults.
- Sponsor and host Bike clinics for at risk youth throughout the valley.
- Support and host Bike Rodeos in cooperation with schools and other organizations.

PUBLIC ART COMMITTEE

Chair: Eric Iwersen (eric@biketempe.org; eric_iwersen@tempe.gov)

The TBAG Public Art Committee is dedicated to creating public art in the community that is reflective of the bicycle and its important role in placemaking in Tempe and the region. The committee is pursuing large scale public art construction and smaller art opportunities to express the bicycle as integrated with local culture. The committee works with TBAG, city arts programs, galleries and local media to promote the bicycle through the arts.

2011 ACCOMPLISHMENTS:

- Secured \$15K in TBAG funds to pursue construction of a bicycle art sculpture in Tempe.
- Established a committee made up of Tempe neighbors, a public artist and three TBAG board members to guide a process for development of the artwork.
- Established a relationship with a downtown Tempe neighborhood to pursue installation of a public art piece.
- Released a Call to Artists / Request For Qualifications to develop a short list of artists for commissioning.
- Convened the committee to select artist finalists.
- Commissioned honorariums for three finalists to develop bicycle related public art sculptures.
- Conducted a walk-through and dialogue with the artist finalists of possible project sites and the importance of bicycle culture.
- Developed short list of two artist finalist with refined concepts for selection of one winner/commission recipient.

2012 GOALS:

- **Public Art Project**
- **Final selection of a public artist for sculpture creation.**
- **Public outreach, TBAG coordination of the public art concept.**
- **Development of construction documents for art.**
- **Construction of art.**
- **Promotion and dedication ceremony.**
- **Other Art Efforts**
- **Coordinate with other neighborhoods to develop bicycle public art projects**
- **Fundraise and solicit in-kind contributions for art (engineering services, bicycle parts/materials for projects etc.)**
- **Coordinate with a local gallery to curate a bicycle art show, with local artists, as part of Tempe's Final Fridays or Phoenix First Fridays.**
- **Collaborate with Phoenix New Times, Java Magazine, and others to promote, advertise, inform the public of bicycle culture.**
- **Develop a bicycle sticker art competition and collection.**

EVENTS COMMITTEE

Chair: Ryan Guzy (ryan@biketempe.org)

The TBAG Events Committee produces and promotes public activities throughout the year that encourage bicycling. Events reach audiences from as small as four to as large as 10,000 people. Events committee needs people to make events happen: Production, Promotion, Management, Logistics, Set-up, Operation and Teardown.

2011 ACCOMPLISHMENTS:

- **Sponsored lunch for Phoenix Bike Summit – March**
- **Bike Valet at Tempe Beer Fest – March**
- **Bike to Work Day in Tempe and Phoenix – April**
- **SanTan Wheelie Jam. Organized, funded, and ran this first year event – April**
- **Bike to Baseball bike valet – April**
- **Summer solstice swimsuit ride – July**
- **Bike Valet at the Tempe Oktoberfest – Oct**
- **Tour de Fat Week Events. Rides, raffles, promotions – Oct**
- **Tour de Fat Planning, logistics, volunteer coordination, management – Oct**
- **Tour de Tempe setup, ride leaders, and teardown – Oct**
- **Film Screening. With My Own Two Wheels, Contested Streets – Nov**

2012 GOALS:

- **Create a PR and social media team to promote our events and events organized by our partners. Completion Date: Dec 31st 2011**
- **For big events – create teams to focus on managing an area over multiple events. Completion Date: Dec 31st 2011**
- **Improve SanTan Wheelie Jam. This is our opportunity to involve local sponsors and to work with more non-profit groups. This will get bigger and better every year. Completion Date: April 2012**

- Continue building on the success of the Tour de Fat. Increase pre-show and especially week-of events and rides. Continue working with the local Rangers on these activities.
- Add small and fun events, rides, movies, etc. Dec 31st 2011

ADULT EDUCATION COMMITTEE

Chair: Ashley Lanoue (ashley@biketempe.org)

The TBAG Adult Education Committee is dedicated to provide bicycling education to the community of Tempe, Arizona and neighboring communities.

2011 ACCOMPLISHMENTS:

- Funding and facilitation for 4 board members to become League of American Bicyclist LCI certified instructors.
- Grant to two additional individuals for LAB certified instructor training.

2012 GOALS:

- Retain a minimum of four (4) League of American Bicyclist LCI certified instructors – Completion date: N/A
- Provide Traffic Skills 101 classes at least every other month (summer months may be excluded):
- Create Traffic Skills 101 power point and class structure – Completion date: March 2012
- Find venues for Traffic Skills 101 classes – Completion date: April 2012
- Create a Traffic Skills 101 schedule – Completion date: April 2012
- Contact Arizona State Cycling Community for advertising/promotion partnership – Completion date: April 2012
- Partner with Arizona State Cycling Community to provide adult education through events and information outside of Traffic Skills 101. – Completion date: February 2012
- Partner with City of Tempe to provide TS101 classes to employees that bike commute – Completion date: 2013-2014
- Provide other League of American Bicyclist classes – Completion date: 2014