



Bicycle Education

ADVOCACY | BICYCLE FRIENDLY AMERICA | NATIONAL BIKE CHALLENGE | NATIONAL BIKE MONTH | NATIONAL BIKE SUMMIT | SMART CYCLING | WOMEN BIKE

Founded in 1880



20,000 members



900 local groups



Advocacy



Education



Effective Cycling 1975-2000





Smart Cycling

Rick Price, Ph.D., is a League of American Bicyclist cycling instructor who lives and pedals in Fort Collins where he

is the safe cycling coordinator for the Bike Co-op. If your school or group would like a safe cycling presentation, send e-mail to rick@experienceplus.com. His column runs the first Monday of the month.





Bike Ed 2000-2006

Smart Cycling – 2006-present

BICYCLING SKILLS 123

Certify Your Employees to Teach New and Returning Cyclists



**TWO
NEW CLASSES**
Sponsored by
The League
and NBDA

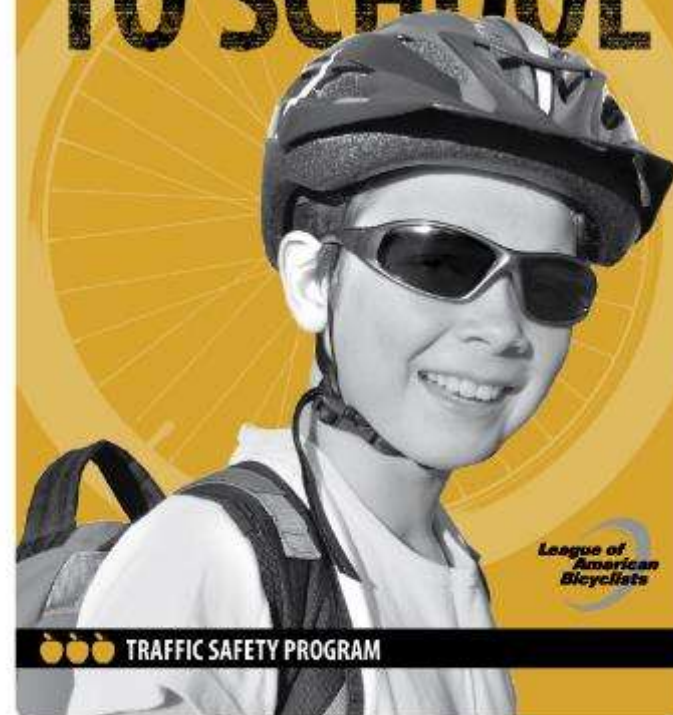


The League of American Bicyclists and the National Bicycle Dealers Association have partnered to create a quick, easy and effective course for bike shop employees and volunteers.

SPONSORED BY:



SAFE ROUTES TO SCHOOL



League of
American
Bicyclists

TRAFFIC SAFETY PROGRAM

**BOTH HANDS
ON HANDLE BARS
WHILE TURNING**

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HD

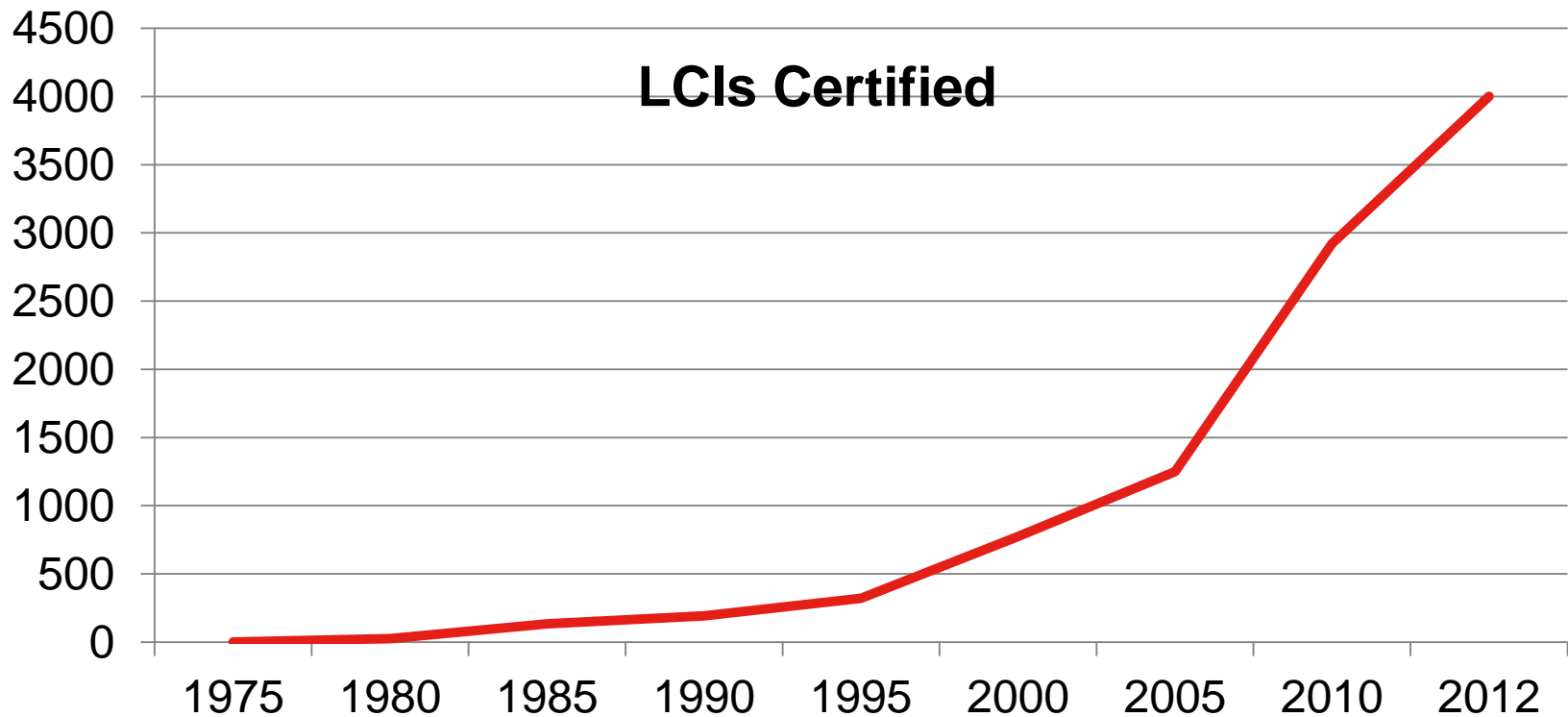
EMPOWERING



Challenges

- Instructor training is 20 hours
- Basic class is 9 hours
- No consistency or control over content
- No capture of students, data, revenue
- All managed centrally
- Designed to show off knowledge
- Very dogmatic and strident

Results Speak Loudly



2013 Education Goals



- Bring program on-line
- Use video extensively
- Instructor focus on-road
- Partner with AAA
- Teach more than just Cyclists
 - Engineers, planners
 - Judges, police



Bicycling “Expert” credential



Thank you!

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