

# A Comparative Analysis of Bicycle Advocacy Movements in Los Angeles and Mexico City

Hyeran Lee

A bicycle lover & planner

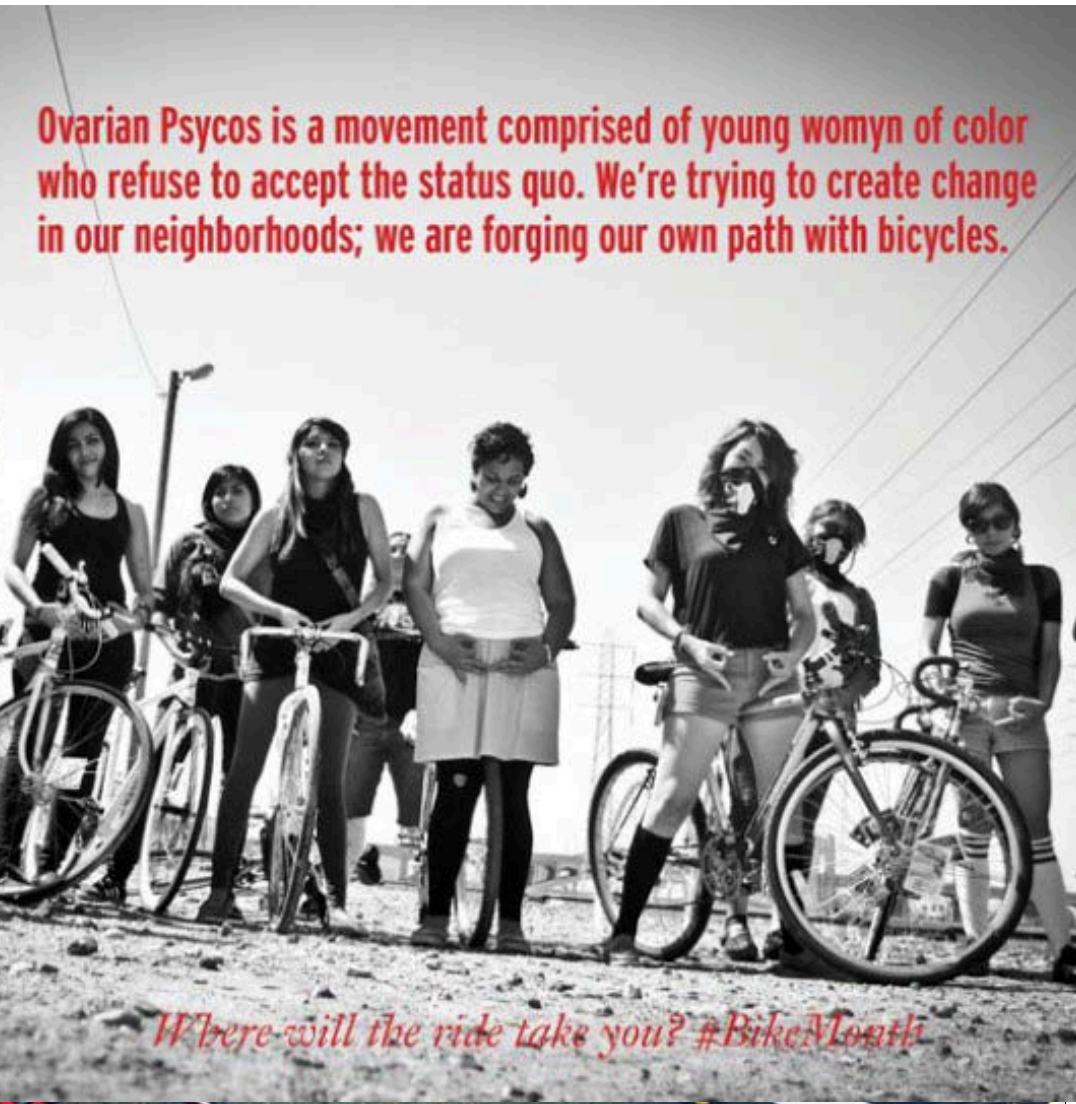
5.12.2014

# Let's get rolling!



1. What is bicycle advocacy?
2. Snapshots of the Los Angeles County Bicycle Coalition & Bicitekas
3. Programs & Events
4. Political Environment & Policies
5. Financial Structure & Operation
6. Challenges
7. Lessons learned from Bicitekas

# What is Bicycle Advocacy?





- Established in 1998 by two bicycle advocates: Joe Linton (Streetblog) and Ron Milamin
- The biggest bicycle advocacy group in LA County
- 1,500 paid-members (\$35/year)
- 501(c)3 tax-exempt non-profit organization
- Annual budget = \$560,000
- full-time/part-time employees

***Mission:***

*The Los Angeles County Bicycle Coalition builds a better, more bike-able Los Angeles by bringing diverse communities together to improve the bicycling environment and quality of life for the whole county.*

- Established in 1998 by five cyclists in Mexico City
- The oldest bicycle activism group
- Casa Bicitekas (House Bicitekas) since 2010
- 20,000 followers online: Second largest in the world
- 10 core members, 3 full-time employees
- No membership due
- The Hewlett Foundation \$60,000/year for 4 years for a project to promote stricter air quality standards in Mexico

***Mission:***

*Achieving a culture of respect for the free and safe use of the bicycle as transport and contribute to building more human cities*



Silver Lake, Sunset Blvd Bike Lane  
Access for bikes on Metro  
\$6.7 million for Metro bike and  
pedestrian projects  
First River Ride

Regional chapter program

Enhanced Public outreach,  
Sharrows Campaigns

Twelve staff members  
First Bicycle Resource Guide

First Bike and Pedestrian Count

2010 LA Bike Plan,  
South Bay Bicycle Master Plan  
Bike Coalition at UCLA

three-foot law passes

1998

2001

2003

2005

2007

2009

2010

2011

2013

1998

1999

2002

2007

2008

2009

2010

2011

2012

Website launch

Weekly Wednesday night ride  
1,200 mailing list subscribers

Protest against double-decker highway

Proposal to promote the use of bicycles to  
the Federal Government

First National Congress of Urban Cyclists

First Cursos de Ciclismo Urbano, Ghost bikes

Won \$70,000 Hewlett Foundation Grants  
Casa Bicitekas

First Urban Cycling Handbook released

Registered non-profit organization







## Los Angeles County Bicycle Coalition Newsletter

May 8, 2014

### In this issue

[Celebrate Bike to Work Day in One Week](#)

[More Bike Week Events: Rosemead Blvd. GO Festival, Blessing of the Bicycles, Bike Night at Union Station, and More](#)

[Ride N. Figueroa Community Meeting TONIGHT at 6 p.m.](#)

[Just 24 Days Left to Join or Renew Your LACBC Membership to Win a Trip for Two to Taiwan](#)

[Want a Free LACBC Pint Glass? Free River Ride Registration, LACBC & River Ride Jerseys, and More? Fundraise for the 14th Annual L.A. River Ride](#)

[Updates from Around L.A. County: Volunteer for the Bike Count in Culver City](#)

[Before You Vote, Check Out County Supervisor and Sheriff Candidate Surveys](#)

[Team LACBC Raises \\$65,000+ for Climate Ride, Departs in 9 Days](#)

[May the Forest Be with You - Sunday Funday Ride Recap](#)

[South L.A. Garden Tour Recap](#)

[Updates from Around California: 3 Important Petitions Need Your Support](#)

[What's Ringing Our Bike Bells: Bicycle Coalition at UCLA's Bike and Health Video Contest](#)

[Events, Meetings, & Volunteer Opportunities](#)

### Celebrate Bike to Work Day in One Week

Bike to Work Day is Thursday, May 15th! Join LACBC and our local chapters for morning pit stops and handlebar happy hours throughout the County!

#### Pit Stops

Stop by the many pit stops hosted by organizations and businesses



# Programs & Events



Education

Safety

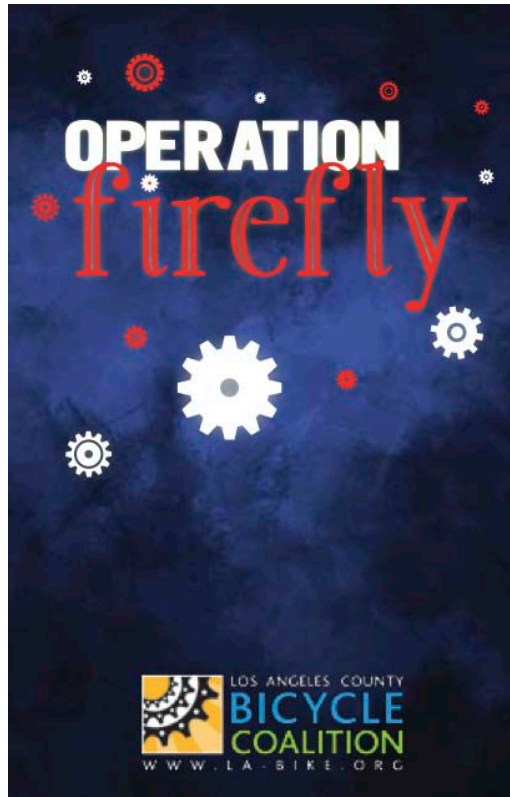
Policy &  
Planning

Fundraising  
Social





# Programs & Events



Education

Safety



# Programs & Events



 L.A. BIKE  
+  AND PED  
 COUNT  
2013 WHO GETS COUNTED COUNTS



Policy &  
Planning

# Programs & Events



Fundraising  
Social



# Programs & Events



Social

Awareness

Education

Policy &  
Planning





# Programs & Events



## Paseo Nocturno de los Miércoles

Every Wednesday night since 1998, 150-200 people participate every week



## Paseo de Todos: Critical Mass of Mexico City



Social

Awareness

Education

Policy &  
Planning



# Programs & Events



Community workshops at Casa Bicitekas



Social

Awareness

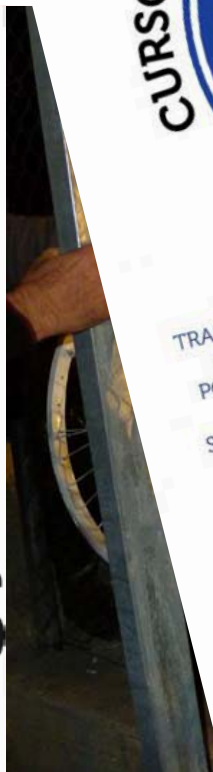
Education



# Programs & Events



E



APRENDE A  
TRANSPORTARTE  
EN BICICLETA  
POR LA CIUDAD  
DE MANERA  
SEGURA, RÁPIDA  
Y DIVERTIDA

**LUGAR**  
Casa Biciteka,  
Nicaragua 15  
Centro Histórico  
En la Central del Pueblo

**FECHA**  
22, 23, 29 y 30  
de septiembre.  
El curso dura cuatro días,  
repartidos en dos fines  
de semana.

**HORARIO**  
De 9:00 hrs. a 13:00 hrs.

**REQUISITOS**

- Contar con bici propia en el mejor estado posible.
- Saber andar en bici.
- Tener una edad de 18 años en adelante.

**COSTO DE RECUPERACIÓN**  
\$150 pesos. Gratuito para los habitantes y para los trabajadores del Centro Histórico. Si el curso de verdad te interesa y no lo puedes pagar, escríbenos y lo platicamos.

#### INSCRIPCIONES

1.- Los interesados deberán mandar dirección electrónica a Manrique: cursos@bicitekas.org

2.- Depositar la siguiente en la siguiente cuenta bancaria:  
Nombre: Biciteka  
Cuenta: 7777777777  
CLABE: 0021807777777777

Enviar copia a:  
Alfonso Manrique  
55 2129 9136



## CURSO DE CICLISMO URBANO

CASA BICITEKA →

BICITEKAS A.C.  
CON EL APOYO  
DEL FIDEICOMISO  
DEL CENTRO  
HISTÓRICO DE  
LA CIUDAD  
DE MÉXICO,  
TE INVITAN A  
APRENDER A  
TRANSPORTARTE  
EN BICICLETA  
POR LA CIUDAD  
DE MANERA  
SEGURA, RÁPIDA  
Y DIVERTIDA.

**LUGAR**  
Casa Biciteka, Central del Pueblo, Nicaragua 15, Centro Histórico.

**FECHA**  
Primer fin de semana: sábado 25 y domingo 26 de agosto.  
Segundo fin de semana: sábado 1 y domingo 2 de septiembre.

**HORARIO**  
De 9:00 de la mañana a la una de la tarde (13:00 hrs.).

**REQUISITOS**

- Contar con bici propia en el mejor estado posible.
- Saber andar en bici.
- Tener una edad de 18 años en adelante.

**COSTO DE RECUPERACIÓN**  
\$100 pesos. Si el curso de verdad te interesa y no lo puedes pagar, llámanos y lo platicamos. Gratuito para los habitantes y trabajadores del Centro Histórico.

**INSCRIPCIONES**  
Alfonso Manrique  
55 2129 9136  
focoporlabicla@yahoo.com.mx  
Cupo limitado a 15 personas.



Social

Awareness

Education









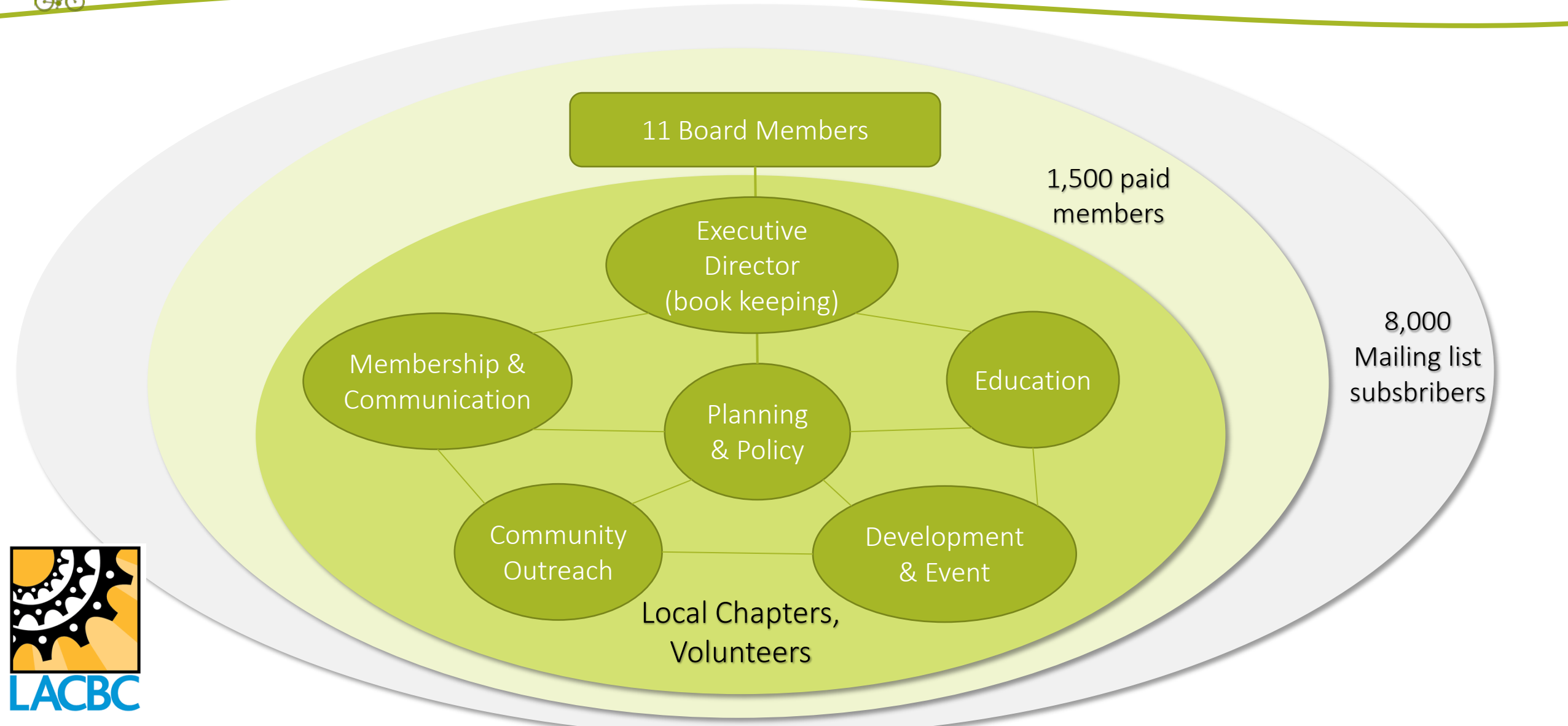








# Organizational structure





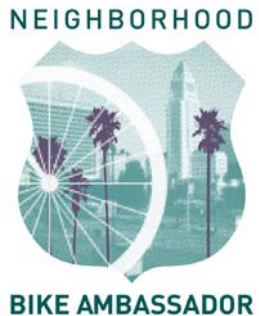
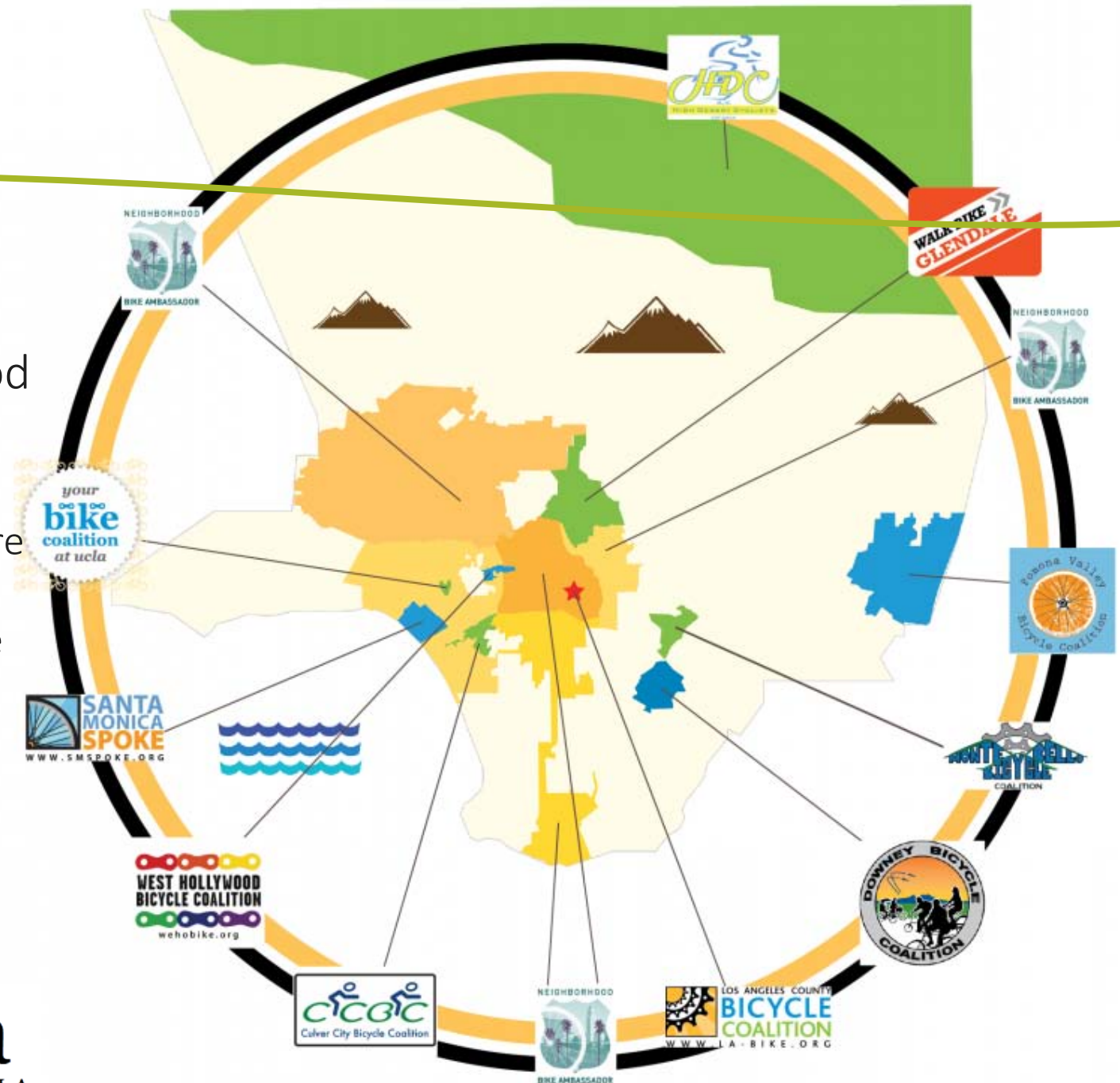
# Local Chapters



Regional caucus: **12 Local Chapters**

Dependent on volunteers (Neighborhood Bike Ambassadors)

- Hosting rides and fun events,
- Advocating for better infrastructure and more bike parking,
- Urging their city councils to create or update their bicycle master plans,
- Hosting safety courses, etc



NEIGHBORHOOD  
BIKE AMBASSADOR  
**RIDE Westwood**  
for a people-friendly community

NEIGHBORHOOD  
BIKE AMBASSADOR  
**RIDE Figueroa**  
for a people-friendly North East L.A.



# Organizational structure



*A Bicitekas, we are all volunteers. We all work outside of the association and when we have a little time, we are involved depending on what each does best. "*

10 core  
members

~70 volunteers

5,000 facebook members

20,000 twitter followers

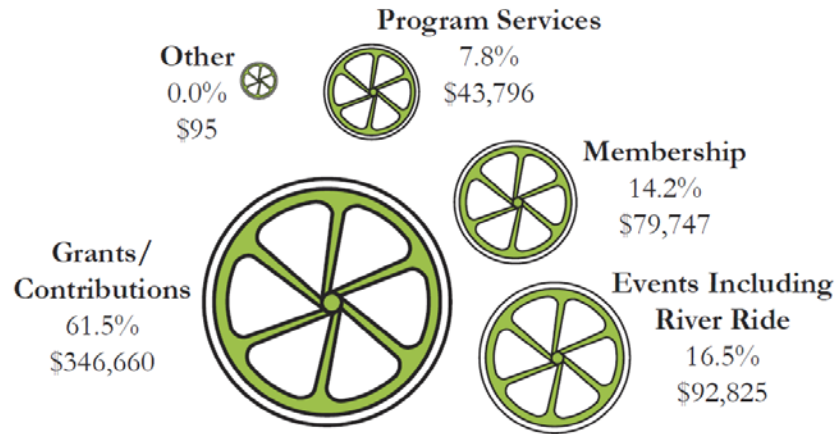


# Financial structure



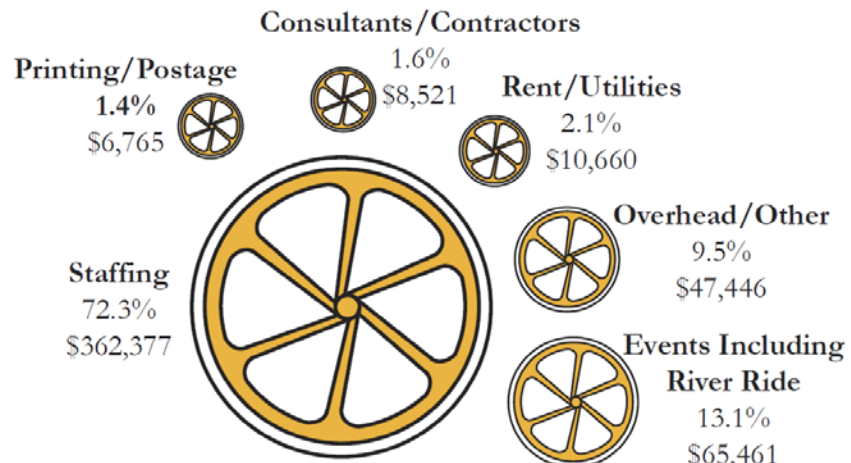
Revenue 2010-11

In: \$563,000



Expenses 2010-11

Out: \$561,000



“out of our pockets”

THE WILLIAM AND FLORA  
HEWLETT  
FOUNDATION

\$70,000 shared with  
other advocacy  
organizations for a air  
quality project

+

Fundraising parties  
when necessary



# Challenges



1. How to grow memberships
  - a) Freedom to do things
  - b) Political cloud
2. Strategic focus within limited resources
3. Fundraising
4. Regulatory and political barriers

1. How to reach out to invisible cyclists
2. Strategic focus within limited resources
3. Political barriers, no professional lobbying culture: Cycling as a low profile issue
4. Limited scope of work due to funding constraints





# Lesson learned from Bicitekas



1. Grow members and followers: “build a strong political cloud”
2. Be audacious! Power of grassroots
3. Lower costs, bigger impacts: be creative!
4. Collaborate with other regions for the same (bigger) cause: Synergy!
5. Collaborative approaches to tackle National Policy







Question?

# Sources



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Bicitekas (2011), Reporte de Actividades 2010-2011.

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Lopez, O. S. (2013) Metropolis in motion: urban mobility and the politics of infrastructure  
in Marcelo Ebrard's Mexico City.

Los Angeles County Bicycle Coalition Website <http://la-bike.org>

Los Angeles County Bicycle Coalition, Annual Report 2009-2010, 2010-2011.