



Houston **Bikeway** Program

# Bikeway News

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## White Bike Fleet

The White Bike Fleet promotes cycling among City of Houston employees.

The White Bikes form a bicycle fleet created by converting surplus bicycles into official vehicles that employees can use for multiple purposes such as field inspections, emission-free transportation and staying in shape.

City employees will have the option to use a white bike instead of a pool car when their job requires them to travel on short distance trips.

Employees who sign up for a white bike will complete a prerequisite bike safety course. The course will include rules of the road, cycling tips, an introduction to bikeways, and provide information on how to conduct a bike check and what to do when needing emergency maintenance.

Why white? White is a color with high visibility. It is also the color of the official City fleet, and it recognizes Mayor Bill White for his active support of cycling in Houston and within our city organization.

If you are a City employee and would like to receive more

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Photo by C. K. Hensley

*Mayor Bill White kicks off the Houston Is On A Roll campaign with fourth-grade students from Outley Elementary, BikeSmart Handbook education partners with the City of Houston and the Houston Chronicle.*

## Houston Is On A Roll

### *A More Bicycle-Friendly Houston*

In a press conference to kick off the Houston Is On A Roll campaign for 2005, Mayor Bill White presented a plan to make Houston a more bicycle-friendly city.

The plan includes 13 projects to increase awareness and promote cycling. These projects include developing educational tools for cyclists and motorists, and programs

to promote more bike riding by everyone, including City employees.

Mayor White unveiled the BikeSmart Handbook which

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# A Grandmother's Love

Twilight Freedman is a modern-day grandmother. She rides her bike regularly and introduces cycling to those she loves. We recently had a chance to learn more about Twilight and she agreed to share her story.

*"My name is Twilight Freedman. I got my first bike when I was 12 years old. I wished for it upon a star and it was a dream come true. I very much enjoyed the new freedom it provided. I could go further and faster on my own.*

*I started riding seriously about 14 years ago, when I was 50. I heard about the MS150 to Austin and wanted to do something that seemed impossible at the time. I have since ridden the MS150 four times and am looking for a new challenge, maybe a senior triathlon!*

*I ride for fun, exercise and also to get places. I think it's a win, win,*



Photo by Warren Snideman

*Twilight and Cody on another of grandma's great adventures.*



*Twilight, the butterfly, (second from left) and friends at the Multi-cultural parade held last October in Spring Branch.*

*win when I use my bicycle. I escape the frustration of sitting in traffic, have fun, burn calories, don't pollute the air, and am highly unlikely to hurt anyone.*

*Cody is my grandson. He is 9 years old and goes to Nottingham Elementary School in Katy. Cody began riding at 2 years old in a carriage behind my bicycle. We rode around the neighborhood streets. As soon as he could ride his own bike I started buying bikes for birthday presents. Cody and I started on trails, then quiet neighborhood streets. I'm waiting for him to be ten and become totally trustworthy for longer rides.*

*I live in Spring Branch and Cody lives in Katy. We enjoy the Cullen Park Trail, the Terry Hershey Trail and the White Oak Bayou Trail. I just discovered the George Bush linear park in Katy and can't wait to show it to Cody. On Sunday mornings we ride through the neighborhood to church. Early Sunday morning is a low traffic time. We use the bicycle route that goes by Terrace Elementary School and the new bicycle pedestrian bridge on Trivay that connects Emnora and Kempwood."*

At last report, we heard from Twilight on another fun, cycling

adventure with Cody:

*"I rode for 31 miles on Thursday. I left my house before daylight and had mostly well-lighted and maintained bikeways to use. Cody and I rode our bikes to breakfast, the cleaners, and the postal store yesterday. We are writing a book about Cody and Grandma's excellent adventures. We used the bike lane on Kempwood for a short distance and even though he is only 8, he had no trouble staying in the lane while cars rode past."*

We asked Twilight what she recommends to new riders:

*"Observe all traffic laws and signals, be aware and do the expected. Wait for the hand wave or make eye contact when passing cars pulling out of driveways. Have fun!"*

## Join A Bike Group

Check out our Web site and find links to some of the diverse bike groups in town.

[www.houstonbikeways.org](http://www.houstonbikeways.org)

was delivered to over 300,000 Houstonians through a partnership with the Houston Chronicle. Three school districts received 10,000 handbooks, posters and study guides that fit teacher curriculums, and in the spring, all students can enter a contest to win one of two bicycles and helmets with the information they learn in their BikeSmart Handbook. The handbook can be viewed and downloaded online at [www.houstonbikeways.org](http://www.houstonbikeways.org).

The Mayor also unveiled the new Houston Bikeway Network Map. The revised map shows the new and existing bikeways as well as those proposed. The map includes schools, libraries, police stations and fire stations. It also has a new listing of points of interest that include institutions of higher learning, arts & culture and murals found in the historic East End. The map is available at all Houston public libraries, participating bike shops and online at [www.houstonbikeways.org](http://www.houstonbikeways.org).

New bike racks were installed with the help of our many partners making it easier to find bike parking



*The Mayor introduces the first White Bike employee fleet vehicle.*

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*Photo by C. K. Hensley*

*Outley Elementary students find their school on the map and plan their next bicycle trips in the neighborhood.*

for over 1,500 more bicycles. In addition, covered parking will also be available when the City accepts a donation of bike lids from Starlite Media who will donate 40 bike lids that accommodate up to 80 bicycles under covered racks. Covered parking is ideal for long-term parking and storage while working or shopping.

A series of Public Service Announcements to promote safe cycling will be broadcast on the Houston Municipal Channel. They will also be distributed to the local media.

To help share bike safety tips five video education modules will be available online to teach cycling tips and rules of the road. The 3-5 minute modules will be available online for download. They can be viewed at school, at libraries, during a lunch-break or at home.

Bike tour videos will promote bike travel and will offer safety tips and cycling information to make bike riding easier and fun. The

tours will feature a local VIP and their favorite bike ride. You will be able to watch them on the Houston Municipal Channel.

To get City of Houston employees involved in cycling, they will have the opportunity to learn bike safety and participate in the White Bike fleet program which allows them use of a bicycle instead of a pool vehicle. This not only helps promote cycling but provides employees an opportunity to stay fit, reduce air pollution and improve traffic congestion.

A campaign to promote cycling awareness among motorists will feature a side mirror “Watch For Cyclists” decal to remind drivers to watch for cyclists on the road, especially when making a right or left turn.

The Tour de Houston will take place on Saturday, March 19 and will feature a bike ride in preparation for the MS-150 to Austin. Look for



Photo by C. K. Hensley

## New Map

The *Houston Bikeway Network* map is now available at Houston public libraries, participating bike shops and the [www.houstonbikeways.org](http://www.houstonbikeways.org) Web site.



Photo by C. K. Hensley

The *BikeSmart* handbook is unveiled by Mayor Bill White with the help of Public Works and Engineering Director, Mike Marcotte, P. E., D. E. E., as Alief Independent School District students look on. The handbook, a partnership between the City of Houston and the *Houston Chronicle*, has reached over 300,000 Houstonians. Alief ISD, HISD and Spring Branch ISD are partners in education in this effort.

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information on a White Bike, respond to the Bike Use survey currently posted in the Public Works and Engineering CHOICE intranet site or contact the Houston Bikeway Program for a paper survey you can fax or mail via inter-office mail.

Call (713) 837-0003 for more information on White Bikes.

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registration information on the City’s web site.

And to give everyone the opportunity to contribute to the community we will add more ways in which you and your neighbors can adopt a trail through the Adopt-a-Trail program. This program provides information on planning trail clean-ups, tree plantings, and sponsorship opportunities to donate benches, mile markers and other trail amenities.

To find out more about the the Houston Is On A Roll campaign, visit our Web site.

## BikeSmart

The *BikeSmart* handbook is available online in the original English and Spanish versions. The full version ready for reprint is also available. Visit our website and click the Education link.

Are you interested in other opportunities for bike safety education? Contact us at (713) 837-0003 or visit [www.houstonbikeways.org](http://www.houstonbikeways.org).

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Photo by C. K. Henley

These cyclists are glad that Houston Is On A Roll!