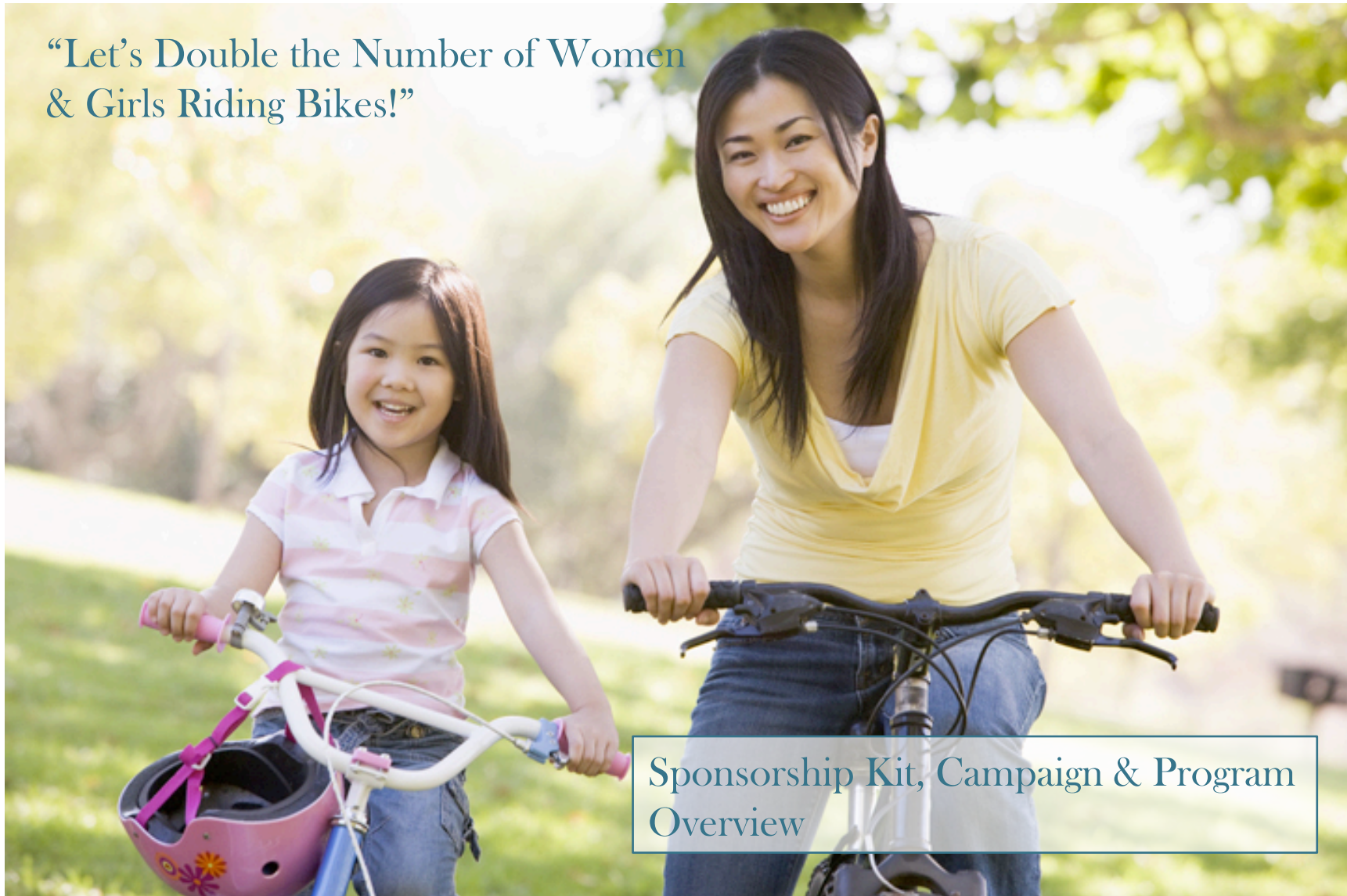


# Women on Bikes SoCal

*Celebrating the Joy, Beauty & Benefits of Bicycling for Women!*

“Let’s Double the Number of Women  
& Girls Riding Bikes!”



Sponsorship Kit, Campaign & Program  
Overview



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### **Campaign Launch Overview**

On February 8, 2012 Women On Bikes SoCal will launch Phase I of the **“Let’s Double the Number of Women & Girls Riding Bikes”** fundraising campaign to create **the first League Certified Bike Safety Instructor (LCI) program for women only** in the United States. This is a major step in the organization’s goal to help double the number of women and girls actively riding bikes in Southern California by 2017.

### **Women Are Dramatically Underrepresented Among Bicyclists**

Currently, women are dramatically underrepresented among bicyclists in the United States. According to a new report from the Alliance for Biking & Walking released in January— *Bicycling and Walking in the United States: 2012 Benchmarking Report* —women represent just 24 percent of bicycle trips in the U.S. This underrepresentation is particularly striking in Southern California: In Long Beach, just 15 percent of bike-to-work commuters are women and in Los Angeles just 20 percent are women.

Women On Bikes SoCal has gathered a dynamic and talented team to address this challenge and pioneer creative and progressive programming. Our spokeswomen and trainers includes Dr. Suja Lowenthal, Vice Mayor of Long Beach, Andréa White-Kjoss President & COO of Bikestation, Jen Klausner, Executive Director of the Los Angeles County Bicycle Coalition and Melissa Balmer, Initiative Director/Editor Women On Bikes SoCal. Top LCI Chris Quint, whose traffic video *Cyclists’ Eye View*, is included with all training materials provided to LCI's by the *League of American Bicyclists*, has been retained as lead trainer for the program.

### **First Step in a Proactive Comprehensive Plan**

Phase II of “Let’s Double the Women & Girls Riding Bikes” is an innovative pilot program that will work with the new female LCI’s selected for the Long Beach area to create a comprehensive “active living” pilot program for Long Beach’s most underserved neighborhoods. This program focuses on the bike as a smart, cost effective urban transit tool for mobility independence and healthy living.

### **Phase I Fundraising Goal**

The total cost to host, produce, and promote this Phase I LCI training is \$10,000. Please see page 4 for details.

### **Our Campaign Launch Partners Include:**





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### **About Women On Bikes (WoBSocal)**

The mission of WoBSocal is to encourage, engage and empower women and girls of all ages, races and walks of life in the Southern California region by demonstrating the beauty and benefits of bicycling, engaging them in bicycling related activities, and doubling the number of women and girls actively riding bikes in the south coast region of Southern California within the next five years.

WoBSocal is a unique blend of bicycle advocacy focused at women and families in underserved populations in need of transit alternatives, and a dynamic digital communications piece through it's website at [www.womenonbikessocal.org](http://www.womenonbikessocal.org).

Launched in November of 2012, WoBSocal is a collaboration between the 501(c)3 bicycle advocacy organization Bikeable Communities, Bikestation, Vice Mayor Suja Lowenthal of Long Beach and the Los Angeles County Bicycle Coalition. Both Vice Mayor Suja Lowenthal and Andrea White-Kjoss, President & COO of Bikestation act as spokeswomen for WoBSocal.

### **The Safety Program**

Twelve women from select areas of Southern California will be chosen to receive a scholarship for the intensive three-day bike safety training program created by the League of American Bicyclists.

In return each woman will be required to give back 25 hours of bike safety community service to her local community. The target date for this program is in the summer of 2012.

Show in image: LCI Jen Klausner & Alexis Lantz of the LACBC





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## Can You Help “Double the Women & Girls Riding Bikes?”

### Program Cost Breakdown

LCI Chris Quint – program developer and lead trainer	\$3,000
Less rebate from the League of American Bicyclists	-\$750
Female LCI training team	\$1,500
Classroom, meals and materials	\$3,750
Program organization and promotion	\$2,500
Total	\$10,000

Your generous donation will help send community minded women like Elizabeth Williams, Principal of Cali Bike Tours of Long Beach to this three-day program.

### Campaign Sponsorship Levels

Admirer \$250.00

Collaborator \$500.00

Partnership \$1,000

Leadership \$2,500

Visionary (1) \$5,000

To request a detailed sponsorship benefit kit please contact Melissa Balmer at (562) 612-0197 or via email at [wobsocal@gmail.com](mailto:wobsocal@gmail.com). Payments can be made via check or Paypal. As an initiative of the 501(c)3 Bikeable Communities your sponsorship for Women On Bikes SoCal is tax deductible.





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## **Our Team - Spokeswomen & Leadership**

### **Dr. Suja Lowenthal – Political & Policy Spokeswoman**

Dr. Suja Lowenthal, Vice Mayor and Second District Councilmember, has been serving on the Long Beach City Council since June of 2006. Suja combines her experience in the community and on the school board with her education in business and urban planning to address issues such as transportation, public safety, air & water quality and commercial development through sustainable, long-term policies. She has provided the political will and leadership to advance the City's award-winning bicycle-friendly agenda, progressive strategies in animal care services and green policies.

### **Andréa White-Kjoss – Bicycle Advocacy & Business Spokeswoman**

Andréa White-Kjoss is president and chief operations officer of Mobis Transportation/Bikestation. Bikestation is a registered brand of Mobis and creates the only complete operational ecosystem for bicyclists and bicycling at transit hubs, and in developments, universities and colleges, and corporate campuses. Andréa was named the Association of Bicycle and Pedestrian Professionals' (APBP) 2010" Private Sector Professional of the Year" and a *BusinessWeek* 2010 Top 25 Social Entrepreneur. Andréa created the original Women On Bikes bike safety scholarship program in 2007.

### **Melisa Balmer – Initiative Director & Editor**

Writer, project manager, and media specialist Melissa Balmer is a creative team member for the upcoming "Share Our Streets" bike safety marketing campaign for Long Beach and the Host Facilitator for the Pro Walk/Pro Bike Conference in September 2012. She has served as the editor of *Long Beach Magazine*, the VP of Fundraising for Friends of the Neighborhood Youth Association of Venice and Mar Vista, and and placed clients in such media outlets as *MTV*, *Univision*, and *KCET*. She has lived car free since 2007.

### **Kerri Zane – Healthy by Bike Columnist**

For more than two decades Kerri has been involved in media as an Emmy award winning TV executive producer, writer, author, radio co-host and speaker. *As an Ambassador of Healthy Living for Single Moms* she hosts a health and fitness informational series for Long Beach, California's Bikeable Communities. She is the co-host for Innerlight Radio's international The Natural Healing and Natural Remedies show sponsored by Mazu Gold.

### **April Economides – Bikes Mean Business Columnist**

April Economides, principal of Green Octopus Consulting, created and manage the Bicycle Friendly Business District (BFBD) program for the City of Long Beach. She gives talks and trainings on BFBD's and the economic case for bicycling to business and civic groups. She holds an MBA in Sustainable Management and is an avid bicycle commuter. Long Beach's BFBD program was recently featured in both *Grist.org* and *The Nation Magazine* online.



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## **Our Team – Policy Advisors & Trainers**

### **Charlie Gandy**

Charlie Gandy is a nationally recognized expert in community design, trail planning and design, and bicycle and pedestrian advocacy. Gandy founded and served as the first Executive Director of the Texas Bicycle Coalition (now Bike Texas). Moving into national advocacy, Gandy was Director of Advocacy Programs for the Bicycle Federation of America and organized and launched citizen based advocacy groups for walking and cycling in thirty states and metropolitan areas, and coached and trained advocates in all fifty states. Gandy served for two years as the Mobility Coordinator for the City of Long Beach and now serves as its Mobility Adviser. He is the Host Chair for the Pro Walk/Pro Bike Conferences in September 2012.

### **Chris Quint**

League Certified Instructor Chris Quint is among the first handful to accomplish the LCI designation. He has dedicated the past fifteen years to creating comprehensive bike safety courses and innovative bike safety teaching materials for both adults and children. He has been awarded a number of grants to create and translate written and video training materials including *Cyclists' Eye View*, whose traffic video *Cyclists' Eye View*, is included with all training materials provided to LCI's by the *League of American Bicyclists*. Chris is a past board member of the Los Angeles County Bicycle Coalition and advised the City of Long Beach on their 2000 Bicycle Master Plan.

### **Jennifer Klausner**

Jennifer has served as Executive Director of Los Angeles County Bicycle Coalition since summer 2007. Jennifer holds degrees from both UCLA and USC, and commuted by bike throughout her post graduate career. She has a diverse bike advocacy experience, is an avid and still occasionally competitive mountain biker, USAC certified Coach and a League of American Bicyclists LCI.

### **Alexis Lantz**

Alexis holds an M.A. in Urban Planning from UCLA. Her interest in transportation stems from a belief that bicycling, walking, and mass transit are integral components for ensuring equitable and sustainable communities with thriving local economies. As a Fellowship recipient of the Los Angeles Sustainability Collaborative, she authored the report "Cycling in Los Angeles" as her applied graduate research project. She is a board member for the California Bicycle Coalition.

### **Colin Bogart**

He holds a Bachelor's Degree from Loyola Marymount University and is a certified League Cycling Instructor. As the PLACE Grant Coordinator, Colin worked closely with a team of Glendale City Staff members to create the Glendale Safe & Healthy Streets Plan, making Glendale a better place to walk or ride a bike.