

About T.A.



Bike Month 2005

BIKE MONTH NYC 2005 WAS BIGGER and better than ever. Now in its 14th year Bike Month is jointly sponsored by Transportation Alternatives and the City Department of Transportation. Bike Month NYC is a time to celebrate the size and diversity of the cycling community in NYC and an opportunity for new and veteran cyclists to connect with nearly one hundred groups large and small that hold bicycling activities during May (and some all year round). This year our subway ad campaign reached hundreds of thousands of straphangers, with photos of everyday New York cyclists, showing subway riders that they too could make the switch!

Highlights from the Month Included:

Borough President Breakfasts and Snacks

- Borough President Helen Marshal met

many of her cycling constituents as they came across the Queensboro Bridge on their way home. She and her staff members greeted cyclists with water and healthy snacks.

- Borough President Adolfo Carrión used the opportunity to announce he would be working with T.A. and a coalition of other groups to bring back Car-Free Sundays on the Grand Concourse

Commuter Race

- A cyclist, a straphanger and a driver pit their favorite modes of transportation against each other in a race to work. And yet again, the cyclist emerges victorious!

Bicycle Film Festival

- T.A. provided valet bike parking for nearly 75 bikes on opening night, plus many more through the weekend!

Bike to the Bronx Bombers & Bike to Shea Day

- At Shea Stadium cyclists could choose



Clockwise from left: Travis Ruse (driver), Michael Hernandez (straphanger) and Kristen LaSasso (cyclist) gear up for the annual Commuter Race; Queens Borough President Helen Marshal greets cyclists after work at Queensboro Plaza; Cyclists young and old check out the hot wheels at Bicycle Fetish Day

to valet park or use the new bike racks that were installed as a result of Bike Month NYC 2004.

- At Yankee Stadium DOT staff talked with Parks staff about the possibility of including a bike parking facility in the plans for the new Yankee Stadium

The 1st Annual Bicycle Fetish Day

- Bicycle advocacy and recreation groups, as well as do-it-yourself bicycle builders came out for a street festival in Williamsburg, Brooklyn.

- T.A. and other bike groups gave out information as people enjoyed music, contests and tons of great food!

Thanks to City DOT, NYC Parks and Recreation, the NYC Sports Commission, City Planning and the hundreds of event organizers for making Bike Month 2005 the best ever!