



## 2020 Highlights

### Successful Advocacy Efforts

Advocacy continues to be Ride Illinois' most rewarding work. During the past year, we completed a Bikeway Implementation Study for the City of Rockford, provided recommendations on upcoming road projects, shared input with IDOT to include in their design manual, and helped to ensure that bike shops were recognized as essential services.

The 10-year Bikeway Implementation Study for Rockford was the **largest bike plan we have ever completed!** Rockford staff hired Ride Illinois to develop the plan that includes details to guide the next decade of investment in bicycle infrastructure. Since 2001, we have developed comprehensive bicycle plans for 20 cities – from Mattoon to Morrison, Carbondale to Palatine, Springfield to Batavia. In addition to working as a consultant in these towns, we have provided limited pro bono assistance to dozens of other Illinois communities and have trained their staff at the Illinois Bike Summit, during bike planning seminars, and with our Municipal Bicycle Planning Guide.

Ride Illinois continues to offer recommendations on upcoming road projects. **We receive requests for input from around the state**, including Chicago Ridge, East Peoria, Evanston, Highland, Mt. Sterling and Niles, to name a few. Additionally, we provided updates to the Illinois Department of Transportation's Bureau of Local Roads and Streets manuals which are used for state approval of local agency road projects.

When the governor's stay-at-home order took effect in March, Ride Illinois successfully assisted with efforts for bike shops to be recognized as essential services and remain open. **Adults and children in Illinois are biking more this year for both recreation and transportation.** We'll work to ensure this continues well into the future. We are pleased that our efforts allowed Illinois bike shops to remain open and serve their customers.



### Connecting with Cyclists Across Illinois

Ride Illinois is grateful to have loyal members and supporters of our work to make biking better and safer in our state. **Ride Illinois continues to work with other advocacy groups**, such as the League of American Bicyclists, to continue to make biking better for adults and children of all ages and abilities.

Ride Illinois is determined to become a more diverse, equitable and inclusive organization. **We are committed to listening and learning from the experiences of Black and Latinx cyclists** in our state. Not only is this the proper approach, it is also the best way for our advocacy efforts to truly benefit all residents of Illinois.

During these unprecedented times, we've used creative solutions to provide valuable information and remain connected with our members and supporters. **Ride Illinois has hosted more than a dozen free webinars** on a variety of topics – from bike planning to cycling for transportation to biking with kids – to educate and entertain.

### Virtual 2020 Illinois Bike Summit

About 275 people attended the 2020 Illinois Bike Summit in September! For the safety of attendees, we chose to make it a virtual event. **The Summit included online learning and networking** with bicycle advocates, planners, engineers, transportation agency staff, and others from around the state. With a range of topics – from bikeway design and tips to advocacy and community engagement – the Summit offered strategies to make communities of all sizes more bike-friendly.



Join or donate online at [rideillinois.org/join-support](https://rideillinois.org/join-support)

## Ride Illinois

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## Safety Remains a Top Priority

One of Ride Illinois' main goals is to make it safer for adults and children to ride a bike for recreation, transportation, or both. **Education is crucial to achieving that goal.**

In the spring, we collaborated with members of bike clubs from around the state to develop our 'Cycling During the Pandemic Guidelines'. **The tips and resources will keep you safe and healthy** while biking during the COVID-19 pandemic. Review the complete guidelines at [rideillinois.org/events/covid19](https://rideillinois.org/events/covid19).

The education of cyclists and motorists on safely sharing the road is of utmost importance. In 2020, one method of doing so was to develop a digital ad campaign. The focus of the campaign was avoiding common causes of crashes. The ads, which **tallied 2.7 million impressions, ran on Facebook, Twitter and Instagram.** We are excited that IDOT will be funding another Ride Illinois digital ad campaign in 2021!

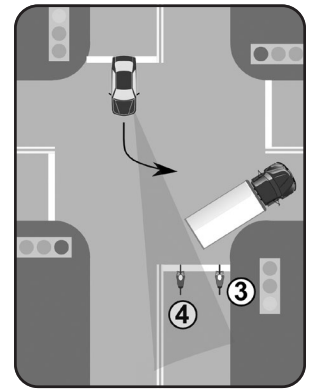


## BikeSafetyQuiz is Popular and Effective

BikeSafetyQuiz.com is a free resource developed by Ride Illinois. Quizzes for adult bicyclists, child bicyclists, motorists, and truck drivers are included. **Since 2013, more than 115,000 people have completed BikeSafetyQuiz!** In 2020, the quizzes were translated to Spanish to share information with native Spanish speakers. Also, PDF versions make it easy to learn when technology isn't readily available.

Our BikeSafetyQuiz mini-grants (funded by an IDOT Injury Prevention grant) are available to drivers education programs and Illinois schools. **Mini-grants offer an incentive to use this valuable resource!** Our grant for the 2021 fiscal year is \$126,000 and includes the mini-grant program and our digital ad campaign. Learn more at [rideillinois.org/bsqgrants](https://rideillinois.org/bsqgrants).

In 2020, Ride Illinois began licensing BikeSafetyQuiz to other states for use in their education programs. Thus far, **Oklahoma, Georgia, and New Mexico have licensed our content** to increase safety on roads and trails in their states.



## New Ride Illinois Merchandise

One of our most recent endeavors is a collaboration with a local advocate to distribute 'Start Seeing Bicycles' signs! Ride Illinois is excited to partner with Ride Illinois member, Bert Travis, to expand the reach of his **well-meaning, grassroots campaign to improve safety on Illinois roads.** Our hope is that these bright yellow, durable 'Start Seeing Bicycles' signs will soon be seen from Rockford to Cairo, Quincy to Champaign, and all places in between!

Ride Illinois neck gaiters are now available! These versatile, colorful, breathable items offer protection from the sun and dust. Also, **they keep you warm on those chilly rides.** Visit the Shop on our website to order your Ride Illinois gear!



### Notable 2021 Events

Feb. 28-March 3  
June 13-19

National Bike Summit  
Grand Illinois Bike Tour