



20 YEAR REPORT 1995-2015

20 Years of Pedaling
Towards a More
Bicycle-Friendly State





The Palmetto Cycling Coalition (PCC) was founded in 1995. In the last 20 years, the PCC has led statewide efforts to create a more bicycle-friendly environment in SC. We improved our state for bicycling in four ways:

LEGISLATION
ADVOCACY
COMMUNITY
EDUCATION

CONNECT WITH US

Mailing Address:
141-F Pelham Dr. Suite 116
Columbia, SC 29209

Office Address:
2500 Devine Street
Columbia, SC 29205

Tel: 803-445-1099
www.pccsc.net



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444,666

South Carolinians
now live in
Bicycle-Friendly Communities

1,821,327

South Carolinians now live in communities
with Complete Streets resolutions, policies, or
ordinances

4.6 Million

South Carolinians now have improved bicycle
laws that make our rides safer

IT TAKES AN IDEA



Paul LeFrancois
President
Palmetto Cycling Coalition

It Takes an Idea was the first article written for the inaugural issue of the Palmetto Cycling Coalition's newsletter, *The Palmetto Spokesman*, published in 1996. The idea was that people on bikes working together could help create an environment that would allow people throughout the state to safely enjoy what a generation before John F. Kennedy had noted as, "the simple pleasure of a bike ride." A meeting of fledgling bicycle advocates in Columbia December 18, 1993, turned the idea into action. What emerged from the meeting was the Palmetto Cycling Coalition (PCC), which launched its first advocacy event, "The Lost Weekend," on the campus of Erskine College in June 1995.

From its inception, the vision of the PCC has been the advancement of bicycle access, safety, and education in the Palmetto State. It is a Coalition in the true sense of the word, given that the advances in the bicycling environment during the past 20 years would never have happened without the support of and partnership with other local, state, and national organizations that shared the same vision.

It would be remiss not to mention a few individuals who have been critical to the creation and sustainability of the organization. Ben Barnes sparked the idea of a statewide bicycle advocacy organization when he travelled and spoke to bicycle clubs across the state in 1993. When Ben left for graduate school, John Kirby volunteered as the first board president, guiding the organization through its early years and the hiring of its first executive director in 2002. Natalie Cappuccio-Britt, Rachael Kefalos-Bronson, and Amy Johnson-Ely have served as Executive Directors. Without their leadership and multi-tasking skills there would be little to include in this retrospective. Peter Wilborn of Bike Law has been generous with his time, financial resources, and partnership on numerous projects. Countless others have provided invaluable support.

This report highlights policies adopted, legislation enacted, infrastructure built, and education delivered to advance a bicycle-friendly environment. Beyond these advances remains the challenge of changing a culture from building roads primarily for automobiles to building roads primarily for people. Choice is a fundamental concept in our society. People choose to ride a bike for numerous reasons and our transportation network must provide a safe environment to support those choices. It will benefit our citizens, our communities, and our state.

Thank you to all who have supported the Coalition. Borrowing from Mia Burke, it has been a "joyride" for me from that December meeting in 1993 through today to help advance the notion that everyone should have the opportunity to safely enjoy "the simple pleasure of a bike ride." Your continued support is critical to build on the advances highlighted in this report and to create a truly bicycle-friendly South Carolina.



LOOKING FORWARD

Our successes evolved through partnerships built with national, state, and local organizations that unite in a vision we share today: *to make SC bike and walk-friendly, by improving safety through better access and education, to promote healthy lifestyles and livable and economically viable communities.* Looking forward, we will:

1. **Work with the state legislature to pass the D.P. Mitchell Bicycle and Pedestrian Safety Act and have it signed into law.**
2. **Improve access to safer biking and walking facilities, by advocating to state agencies for improved policies, and so that local Bike and Pedestrian Master Plans are incorporated into the design of state owned roads.**
3. **Educate on bike laws and safe riding practices, by utilizing Safe Streets Save Lives bicycling ambassadors and further provide curriculum to schools, driver education programs and civic organizations.**
4. **Empower local advocates by supporting bicycle-friendly initiatives at the local level, and expand the number of Bicycle-Friendly Communities in South Carolina.**



Amy Johnson Ely
Executive Director
Palmetto Cycling Coalition

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20 MILESTONES IN 20 REMARKABLE YEARS

1995

Established Palmetto Cycling Coalition

1996

Launched our newsletter, *The Palmetto Spokesman*

1997

Developed PCC's membership program

1998

Incorporated as a 501(c)3 non-profit. Co-hosted SCDOT workshop on applying for bike infrastructure funds

1999

Advocated to install the first 254 Share the Road signs in 3 SC cities

2000

Organized Cycle South Carolina, *Bicycling Magazine's* 6-state tour across the Southeast

2001

Worked with SC State Parks and local partners to improve mountain bike trails

2002

Launched Share the Road bike safety program

2003

Advocated successfully to SCDOT commission to pass Resolution on Walking and Bicycling Accommodations

2004

Obtained \$50,000 grant from Bikes Belong and the League of American Bicyclists to implement the 2003 Resolution

2005

Partnered with BikeLaw in Lights for Life program, to train police officers statewide and to provide tail lights to over 450 low income people in 4 cities





2006

Achieved *Advocacy Organization of the Year* award by the League of American Bicyclists

2007

Hosted Active Community Workshops in partnership with City of Columbia and regional planning bodies

2008

Achieved passage of H.3006 – Bicycle Traffic Law Reforms Legislation

2009

Partnered with SCDHEC to distribute almost 2,000 bike safety gear and to loan bike rodeo kits to local groups

2010

PCC Board President Paul LeFrancois earned *Advocate of the Year* by the Alliance for Biking and Walking

2011

Launched Safe Streets Save Lives campaign with \$75,000 funding from SC Dept of Public Safety

2012

Co-hosted the Georgia-Lina Bike Summit

2013

Expanded Safe Streets Save Lives campaign in multiple media platforms statewide

2014

Trained 75 bike safety ambassadors in the Safe Streets Save Lives Six-City Rolling Bike Summit Tour, and changed SCDOT Engineering Directive EDM 53, rumble strip policy

2015

Introduced and passed H.3909 in SC House, the D.P. Mitchell Bicycle and Pedestrian Safety Act

LEGISLATION

Share the Road Licence Plate

2002 marked the year the PCC shifted from an all-volunteer to a staff-based organization with the hiring of Natalie Cappuccio-Britt as its first Executive Director. A quick return came with **passage of legislation in May of that year for a “Share the Road” license plate**, making South Carolina the **second state in the country to achieve this success**. Funds from plate sales directly support the PCC’s safety and education programs and the plate has become one of South Carolina’s most popular with **over 3,700 issued through 2015**.



Bicycle Traffic Safety Law Reform (H.3006)

In 2005, the PCC began the push to revise the state’s bicycle traffic laws, which **had remained unchanged since the 1970s**. The revisions focused on bringing SC laws in line with the Uniform Vehicle Code and following best practices. From its inception, there were many times the legislation was on life-support, however, **grassroots efforts kept it alive until its final passage June 10, 2008**. It received **national recognition** when featured as the cover story in the July/August edition of the League of American Bicyclists’ *American Bicyclist* magazine. Key provisions were:

- Establishment of a safe operating distance statute
- Elimination of the mandatory sidepath statute and mandatory bell statute
- Addition of destination dictates position language for bicyclists on the road
- Preservation of the two abreast riding statute
- Expansion of turn signal options for bicyclists
- Clarification of punishments for motorists who injure cyclists

The D.P. Mitchell Bicycle and Pedestrian Safety Act (H.3909)

In March 2015, the PCC introduced The Dylan Paul Mitchell Bicycle and Pedestrian Safety Act (H.3909). **Key measures included:**

- Amending the pedestrian signal law so when traffic-control signals are not in place, the driver of a vehicle must now stop to yield to a pedestrian crossing the roadway within a crosswalk.
- Strengthening the vulnerable user law by establishing increased penalties for negligently killing or causing serious injury to a vulnerable user including people on foot, people on bikes, people operating electric personal assistive mobility devices, or a wheelchair.
- Defining and regulating low speed electric-assist bicycles according to the federal Consumer Product Safety Commission’s definition, and excluding low speed electric-assist bicycles from new moped regulations

The legislation passed the S.C. House in May 2015 and the S.C. Senate in June 2016. However, it died in a rare House objection, but it **will be reintroduced in the next legislative session**.

ADVOCACY

Wonder's Way

In its infancy in the late 1990s, the PCC added its financial and political support to the efforts of the Charleston Bicycle Advocacy Group (CBAG) - now Charleston Moves - and the SC Coastal Conservation League to add a bicycle/pedestrian lane to the design plans for the new Cooper River Bridge (Arthur Ravenel, Jr. Bridge). The efforts paid off with the opening of Wonders' Way, **a 12-foot bicycle/pedestrian lane on the bridge, in 2006.** The PCC's efforts led to a resolution passed by the state legislature naming the bicycle-pedestrian lane Wonders' Way, after Garrett Wonders, a naval officer, nuclear engineer, and Olympic-hopeful cyclist who lost his life in a bicycle/automobile crash.

SCDOT Bike/Ped Resolution and Policy

A task force established by the SC Department of Transportation (SCDOT) and PCC in 1998 resulted in unanimous adoption by the SCDOT Board of Commissioners of a bicycle and pedestrian accommodations resolution on January 14th, 2003, that states: *"the Commission affirms that bicycling and walking accommodations should be a routine part of the department's planning, design, construction and operating activities, and **will be included in the everyday operations of our transportation system,** andthat the South Carolina Department of Transportation Commission requires South Carolina counties and municipalities to make bicycling and pedestrian improvements an integral part of their transportation planning and programming where State or Federal Highway funding is utilized."*

State Complete Streets Training

The PCC and the League of American Bicyclists were awarded a \$50,000 grant to provide a **Complete Streets workshop to SCDOT** and local transportation planners at the December 2005 SCDOT Bicycle-Pedestrian conference. The goal of the workshop was to assist state and local planners in translating "complete streets" policy language into actual changes in how highway projects are planned, designed, built, and maintained so they improve conditions for people on bikes. The SCDOT **adoption of Engineering Directive 22** - Considerations for Bicycle Facilities was a direct result; one key feature of the directive is the requirement of a minimum two-foot paved shoulder on newly-constructed or resurfaced roads.



COMMUNITY

Bicycle-Friendly Communities

Beginning with Spartanburg in 2007, **six of South Carolina's largest communities** have earned the Bicycle-Friendly Community (BFC) designation with the assistance of expertise and resources provided by the PCC. Actions included bringing League of American Bicyclists' Executive Director Andy Clarke, program director Bill Nesper, and program associate Jeff Peel to South Carolina to provide workshops for communities working toward the BFC designation. Today over 470,000 South Carolinians live in these Bicycle Friendly Communities: **Spartanburg, Greenville, Columbia, Charleston, Hilton Head Island, and now Rock Hill.**



Palmetto Joyride & Communities for Cycling

The PCC and the Palmetto Conservation Foundation (PCF) joined forces to bring Portland-based bicycle transportation expert and author Mia Birk to South Carolina for **a three-day tour across the state** in September 2011. During workshops in Charleston, Columbia, and Greenville, Ms. Birk met with political, transportation, and community leaders to discuss programs, plans, and policies to promote improvements in bicycle friendliness at the community and state levels. An outcome of this tour was **a built network of local planners and engineers that now share best practices.** This network, known as Communities for Cycling and facilitated by the PCC, has since attended multiple workshops that improved state knowledge on bike and pedestrian street design and funding.

Community Complete Streets Trainings

Over the years, PCC partnered with Eat Smart Move More South Carolina to develop and advocate for the passage of over a dozen local Complete Street policies in SC. We hosted numerous workshops, with multiple partners, **to advance the notion of streets made for people, not just the automobile.** These workshops, along with consults with cities and towns spanning years, **led to the development of Complete Streets policies, resolutions, and ordinances** - now in 14 cities and towns, of all sizes, throughout our state.



Bicycle-Friendly Communities

Greenville
Hilton Head Island
Spartanburg
Rock Hill
Columbia
Charleston

Bicycle-Friendly Universities

Clemson
University of South Carolina - Columbia
Coastal Carolina

Bicycle-Friendly Businesses

TTR Bikes
Mary Black Foundation
Upstate Forever
Caine Halter Family YMCA
Bees Ferry Veterinary Hospital
Swamp Rabbit Cafe and Grocery
Fluor
Charleston Civic Design Center
Hawley, LLC
Hilton Head Bicycle Company
Pedal Chic LLC
Boyd Cycling
Erwin Penland
REI Greenville
Fox Music House
GE Energy Greenville
Dealer Online Marketing
Partners for Active Living

EDUCATION



Law Enforcement Training & Smart Cycling

In 2005, we partnered with BikeLaw in the Lights for Life program, where we trained police officers statewide on bike law and safety. We provided **tail lights to over 450 low income people on bikes** through local law enforcement **in four cities**. In 2007, the PCC and Partners for Active Living (Spartanburg) hosted the first League Cycling Instructor (LCI) training to **nationally certify 14 South Carolinians** to teach the League of American Bicyclists' Bike Ed curriculum (now Smart Cycling) across the state. Three years later, **an additional 10 instructors** received their national certification. Over the years, the PCC provided scholarships to workshop participants to offer Smart Cycling classes to public schools and community groups.

Safe Streets Save Lives Media Campaign

In 2011, we launched our Safe Streets Save Lives (www.safestreetssavelives.com) campaign. Building on the passage of H.3006, the Bicycle Traffic Laws legislation passed in 2008, the PCC **raised \$25,000 as a match to \$75,000 in funding** from the SC Department of Public Safety (DPS) to launch the Safe Streets Save Lives campaign in 2011. **Four public service announcements** focusing on laws and safe behaviors pertaining to drivers and people on bikes reached citizens across the state via cable TV commercials, the internet and social media, leaving **over 47 million gross impressions**. In 2015, we featured SC bike laws in the SC Criminal Justice Academy's Legal Update, which amounted to **10 of 60 minutes of video twice annually required for law enforcement** statewide.



Rolling Bike Summit & Safe Streets Ambassador Training

In partnership with Bike Law, a **six-city rolling bike tour** traveled to Charleston, Hilton Head/Bluffton, Columbia, Aiken, Greenville, and Spartanburg to present the PCC's Safe Streets bicycle curriculum. During the tour, **75 Bike Ambassadors were trained** to teach the curriculum in a variety of settings. The curriculum is meant to provide the general public with basic information on how motorists and bicyclists should interact with one another on the road. Ambassadors offer the curriculum in schools, driver education classes, corporate settings, and to civic organizations.

DMV Driver's Test & Manual

The PCC provided the South Carolina Department of Motor Vehicles with materials related to sharing the road and revisions in the state's bicycle traffic laws that they incorporated into the SC Driver's Manual. Questions were also provided that appear in the exams for obtaining a SC Driver's license. Currently, **one out of every 15 questions** relate to the state's bicycle traffic laws and motorist-bicyclist interactions. **Approximately 200,000 individuals** encounter these materials annually as they study for and take the South Carolina driver's exam.

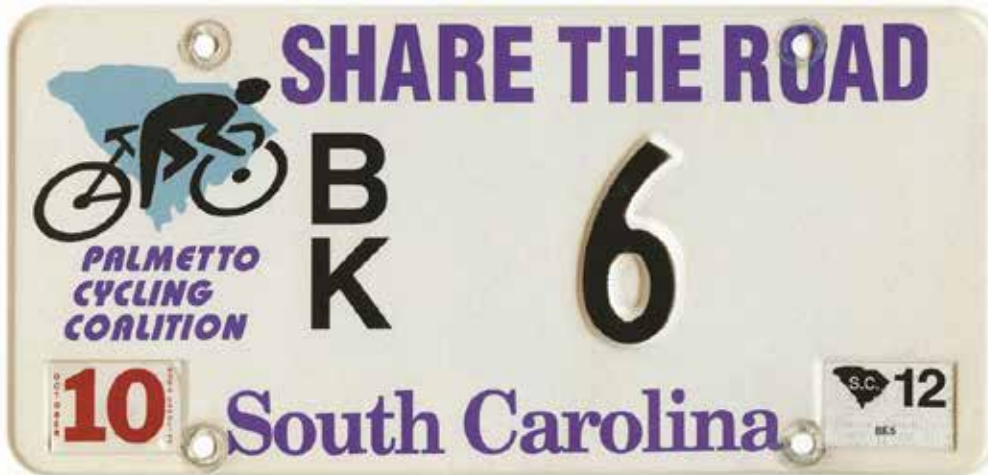
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In Memory/Honor (please circle one) of: _____

Please include the address of the person to whom we should acknowledge your gift on the bottom of this form.

This is a gift membership for: _____

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Please include your email address if applicable. To save paper and postage, PCC only sends renewal acknowledgements and monthly newsletters via email. We do not share email addresses with any other organization.

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|---------------------------------------|----------------|
| <input type="checkbox"/> Student | \$15 |
| <input type="checkbox"/> Enthusiast | \$35 (+ \$10)* |
| <input type="checkbox"/> Spokesperson | \$52 |
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** Add \$10 for each additional household member for the enthusiast membership.*

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⁺Contact the PCC for a detailed list of marketing benefits.

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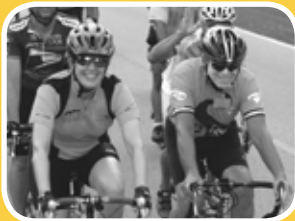
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