



## City of Lights Spanish Bicycle Resource Guide Distribution—2010

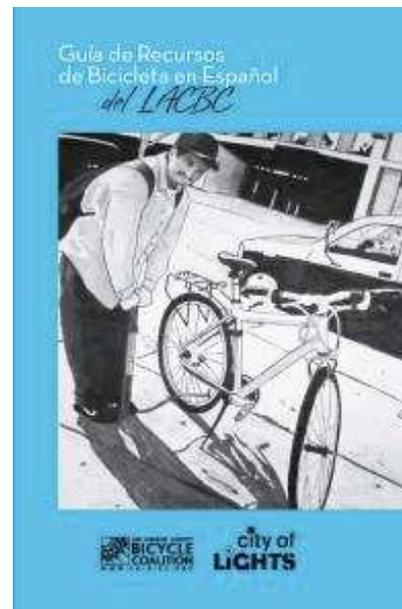


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## Background

In 2003, LACBC created its first advertising supported English language Bicycle Resource Guide. In 2007, the second edition, funded by a small grant from REI, came out. The intent of these guides were to educate cyclists about riding safely, bike maintenance, and advocacy—all ways to make commuting more attractive in Los Angeles County. These were primarily given out to LACBC's membership base around the County and provided cohesive and location specific bike information. Yet there never was the capacity or staffing to translate or create new multi-lingual guides.

In January 2009, the City of Lights program was created by two LACBC volunteers to reach out to Latino immigrant cyclists. What initially started as giving out bike lights at two day laborer centers eventually grew to a volunteer driven collective of Spanish language bike safety education and repair classes, a bike parking rack campaign, and bike rides.



The creation of a Spanish language Bicycle Resource Guide was a natural next step. REI funded the project at \$5000. LACBC chose to present the guide as an illustrated novel since graphic novels are a popular means of conveying information in Latin America. The illustrations involved participation by some of the day laborers in photo shoots at the CARECEN center. The guide was deliberately designed to be more than a “translation”: criteria included being culturally relevant (including slang), accessible language, and sensitivity to legal statuses. There was also a decision to make the guide City of Los Angeles centric, as that was where the majority of the cyclists LACBC reached lived and worked. A detailed map to show cross-town routes to work from South, Central, and West Los Angeles via safer neighborhood streets was also provided as a supplement to the guide.



Over the process of six months starting in late 2009, working with a translator, illustrator, GIS mapper, and graphic designer, the guide was finalized. The next issue was fundraising to increase the amount of guides that could be given out throughout the City of Los Angeles. Initially, LACBC would have only been able to print 850 guides. Yet, during a financially difficult recession, City of Lights was able to raise \$1000 extra from two neighborhood councils to increase the amount of guides printed by Britannia Press in the first run to 2000 copies by March 2010.

## Resource Guide Distribution

The Spanish Resource Guides were distributed within two neighborhood council districts and key neighborhoods surrounding either day laborer centers or areas with high numbers of Latino immigrant cyclists. While there is no hard data available as to where the majority of these cyclists live, LACBC and its volunteers have conducted bike count data for the City of LA, Metro rail stations, and the Metro Orange Line bike path in the San Fernando Valley. City of Lights utilized what bike count observations and compiled places/routes where day laborers lived or commuted to help us pinpoint areas to distribute the guides.

Neighborhoods that were targeted included “Valley”: Van Nuys, Pacoima, Glendale, and North Hollywood in the San Fernando Valley, “Central LA”: Rampart Village/Koreatown/Pico-Union, and “South LA”: South Central. Distribution sites included similar sites to where bike lights had initially been given out at: Metro rail stations, day laborer centers, community centers, bike shops and repair co-ops, consulates, and parks.



After the sites were selected, City of Lights then decided to distribute 500 bike resource guides in the five months preceding their printing. City of Lights quickly recruited an intern to help coordinate volunteers and provide bilingual translation and support via phone and online outreach. 17 adult and 23 youth volunteers came forward from the LACBC membership, various community groups, and even some interested immigrants. Distribution also included briefing recipients on City of Lights and what information was contained within the resource guide.

By August 2010, City of Lights had surpassed its goal and gave out over 600 guides, totaling 31% of the guides printed. 110 volunteer hours were recorded. Distribution will now occur on an as needed basis at events and Streetside Outreach.



Detailed feedback collection by volunteers was heavily encouraged. Volunteers noted that immigrant cyclists were difficult to reach due to being spread throughout parts of the city. However, during their interaction, lots of questions and dialogue were raised. There was also an expressed need by recipients for the guides and they were taken quickly.