

## Bikes are booming in Boulder

**Pedal-pushing even more popular as gas prices soar**

By Steve Sinclair  
Colorado Daily Staff

It's June and the weather's fine -- what other reason does anyone need to ride a bicycle in Boulder?

For most, the answer is one of economics: gas prices are rising and driving has become much less practical.

With the price of gas pushing closer and closer to \$4 a gallon in Boulder, the streets and sidewalks are seeing an influx of bicyclists making the daily commute -- and bike shops are seeing an increase in sales coming their way.

"You definitely see more people coming in," said Brett, an employee of University Bicycles.

"Everybody's riding more," Brett said. "It's a good thing for everybody."

The increase in sales is shared by many of Boulder's bike shops, with customers purchasing a variety of commuter-friendly bikes.

"We're doing a lot better with commuter bikes," said R.C., the manager of Full Cycle on Pearl Street.

Potential cyclists tend to be looking for a bike that they can ride to work or run errands on, R.C. said.

Customers interested in purchasing commuter bikes buy "anything from a beach cruiser to a hybrid bike," R.C. said. "A hybrid is basically halfway between a road and a mountain bike," R.C. added.



Ryan Dearth

Sophomore Sid Bittman, 19, chooses to bike around town rather than drive with gas prices at record highs this summer. Bittman is currently studying Music and International Affairs.

Accessories, such as messenger bags and bike lights, are also seeing increased sales, according to R.C.

"A lot of people are riding year round," R.C. said.

In addition to bicycle sales, repair and maintenance services are also thriving.

"Our service is definitely up," said Jim Potter of Vecchio's, a bike shop that focuses on repair services and specialty bike sales.

If sales are any indication, many people are now considering the bicycle as a more and more viable form of transportation.

"We definitely see a lot of people," Potter said. "A lot of people are looking for another way to get around."

"The gas prices were that final straw," R.C. said. "Money can motivate people to be more active."

If the price of gas is not enough to motivate some potential cyclists, then

maybe the events of the Boulder Walk and Bike Month can help encourage a few.

Presented by the alternative transportation group GO Boulder and coordinated by Community Cycles, the month-long event includes moderate to intermediate group rides on the weekends, free bike maintenance classes, hiking and even a film festival with many other activities throughout June.

Even though the festivities have already begun, there are many events ahead, culminating in the Bike to Work Day on June 25.

The month-long event is meant to encourage and celebrate human-powered transportation as an alternative to driving in Boulder, but also for the enjoyment of it.

Contact Steve Sinclair about this story at (303) 443-6272 ext. 113

### FYI

Anyone interested in participating in the events of **Walk and Bike Month** can find a full listing on Community Cycles' website at <http://communitycycles.org/advocacy/bike-month-2008.html>. Some events require registering ahead of time.

For those interested in participating in the June 25th **Bike to Work Day** may register on the Denver Regional Council of Governments website at <http://www.drcog.org/btwd2008>.