

Green Notes

Peloton Cycles Opens Green Concept Store

FORT COLLINS, CO—When Trent Schilousky decided to open a second Peloton Cycles store in Fort Collins, Colorado, his priority was to make the shop fit in with its eco-conscious surroundings. The 8,000-square-foot Specialized concept store was constructed using environmentally sustainable practices and materials, and is awaiting platinum LEED (Leadership in Energy and Environmental Design) status. “Being a leader in eco-consciousness has been important to me for a long time and I’m extremely proud to have reflected it in this type of manner,” Schilousky



said. The shop uses bamboo flooring in the apparel and equipment areas and dual switching compact fluorescent fixtures. The floor plan allows natural light to illuminate 75 percent of the regularly occupied spaces without additional electric lighting. The plumbing fixtures save 42 percent more water than a standard building meeting local code; white reflective membrane asphalt shingles and metal technology roofing reduce the heat island effect and minimize cooling requirements; and air handling units supply outside air to cool the building. “Peloton Cycles decreased their electricity use by 45 percent, decreased their water use by 42 percent and used 34 percent recycled content for the building,” said Jesse Porter, western regional manager for Specialized. “This is a great example of the things that we can all do to increase awareness and decrease our carbon footprint.” The store opened in August.

Civia Cycles Launches Online Cycling League

BLOOMINGTON, MN—Civia Cycles, a company devoted to making transportation-oriented bikes, created a new online community this fall to help promote the bike’s utilitarian uses. Greenlight (www.greenlightride.com) allows users to log their commuter miles and set personal goals with a personal trip tracking system. Riders can create or join a bicycle league, where teams compete to ride the most miles. The site also has a community forum where riders can share cycling stories, discuss apparel, learn about equipment options and smack-talk other teams. “We want to provide more than just a mileage calculator,” said Scott Thayer, Civia brand manager. “Greenlight is about riding your bike, meeting new friends, crushing your opposition and having a blast doing it.” Greenlight was inspired by the Commuter Bicycle League created last year by QBP, Civia’s parent company. “Participation in the league got QBP commuters riding nearly twice the mileage in the first year, so we saw potential to increase riding through a consumer-based online league,” Thayer said. Greenlight went live at Interbike.

Sustainable Travel Promotes Ride Local Drive

BOULDER, CO—Sustainable Travel International is promoting Ride Local, a campaign that informs the public about the benefits of cycling and helps consumers identify bicycle manufacturers, bike shops and touring companies who are committed to sustainability. By pointing out their competitor’s commitments, companies are encouraged and empowered to become socially responsible, and cyclists are empowered to support them. “Prompted by gas prices, climate change, energy security and personal health, more people are considering cycling and other transportation alternatives,” said Brian T. Mullis, president of Sustainable Travel International. “We wanted to support those decisions with the launch of the Ride Local campaign because those cyclists can make a positive impact on our environment.” The Ride Local Web site features only bicycle manufacturers, bicycle shops and tour providers that have implemented sustainable business practices. “By demanding and expecting sustainability industry-wide, bicyclists can prompt consumer-driven companies to begin offering more environmentally friendly products,” said Tony Ellsworth, owner of Ellsworth Bicycles. For more, visit www.ridelocal.org.