

the ★ SPOKEN WHEEL ★

Advocacy Updates

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Bikes & Beauty

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SLO County Bicycle Coalition • Fall 2013 • slobikelane.org

★ *Our Mission* ★



*To improve the quality of
life in slo county through
bicycle advocacy, education
and inspiration.*

Photo by Jonathan Roberts

BOARD

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Alex Lorton, Secretary
Branden Welshons, Treasurer
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slobikelane.org



facebook.com/slobikecoalition



twitter.com/bikeslo

★ Events ★

AUG
19

Bike Ed Workshop

6:00 - 8:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO

We'll review the rules of the road, debunk common myths, and provide easy tips to make your bicycle the easy choice for getting around town. Sign up for free online at slobikeed.org

SEPT
5

Kidical Mass

5:30 pm | Mitchell Park, SLO | Theme: Unicorns

Celebrate the last Kidical Mass of 2013 with kids of all ages. Come dressed in your best mythical gear for our family friendly ride! Learn to ride smart and have a blast as we ride as a group through downtown.

OCT
8

3rd Annual Red Davis Celebration

6:30 - 8:30 pm | Luis Wine Bar, 1021 Higuera St, SLO

Join us as we issue our *Volunteer of the Year* and *Board Member of the Year* awards at our annual celebration of the incredible Bicycle Coalition community. Snacks provided, happy hour pricing on wine all night long.

OCT
20

2nd Annual Advocacy Mini-Summit

1:00 - 4:00 pm | Location TBD

Learn how you can make bicycle friendly improvements in our communities! Receive a copy of our advocacy toolkit, learn how a project gets built, hear from a panel of experts and more. RSVP at slobikelane.org

OCT
26

Mud Mash (benefitting the Bicycle Coalition)

8:00 am - 2:00 pm | Laguna Lake, SLO

This year's muddy obstacle course madness is going to be the best yet! A portion from this year's "Industry Competition" goes to the Bicycle Coalition. For more info and to sign up your team visit mudmash.com



to promote
bicycles



**BIKE
EDUCATION**



**BIKE
KITCHEN**



**BIKE
VALET**



**KIDICAL
MASS**

**VOL
UNT
EER**

OUT OF THE SADDLE

A letter from our Executive Director

In this issue of the Spoken Wheel, I write to express immeasurable personal gratitude to every Bicycle Coalition donor, member, and volunteer. Thank you forever. The Bicycle Coalition is yours.

Whether you donated thousands of dollars, paid membership dues, or sacrificed personal time to park bikes and educate the public, you have directly made San Luis Obispo County a better place to live. We share a common goal that runs deep. It is the goal of devoting our energy to an effort that creates purely positive results. Our willingness to work together means stronger results.

**Thank you forever.
The Bicycle
Coalition is yours.**

The Bicycle Coalition is tirelessly committed to improving the quality of life in the Central Coast.

Organizing one voice for a bike friendly future is earning us great success. We are proud to have grown our base of support through

education and inspiration programs over the past three years. Meanwhile, our ability, our power, to initiate incredible improvements to the countywide network of bikeways is stronger than ever. The projects we care most about, bike paths and lanes that make it easier for all people to ride a bike, are actively being built or studied in all of our communities. We want more projects to be built. We are fighting to fund the improvements. We are winning the fight.

For many nonprofits, the tension between gratitude and ambition is strong. Nevertheless, expressing thanks and acknowledging donor support while maintaining unflinching focus on the mission is absolutely necessary for all successful organizations. At the Bicycle Coalition, we know that accomplishing our mission means we must grow tremendously. We must teach bicycle

education in every school throughout the county, open offices to the north and south, and ultimately usher

We want more projects to be built. We are fighting to fund the improvements. We are winning the fight.

in the construction of a world-class transportation network for biking and walking.

We thank you for bringing the organization to this point and want you to bask in the warm fuzzy feelings that result from such a strong commitment to creating community good. At the same time, we want you to understand that all this good is being created by you, our volunteers, members, donors, a staff of six, and the humble budget of \$160,000 a year. We ask you to dream about what the Bicycle Coalition could accomplish at maximum strength. With equally balanced feelings of gratitude and ambition, we ask that you continue to give what it will take to get there. Thank you in advance for everything.

See you in the Bike Lane,



Dan Rivoire, Executive Director



WHAT'S NEW

Your Bicycle Coalition hard at work countywide

(A) Paso Robles Named Bicycle Friendly Community

We are thrilled to be a part of the process of naming Paso Robles an official Bronze Bicycle Friendly Community by the League of American Bicyclists! The Bronze Level award recognizes Paso Robles's commitment to improving bicycling with investments in the promotion of bicycles, education programs, infrastructure and policies. Hooray for another step forward for a bicycle friendly SLO County!

(A) Update: Salinas River Trail

Community input continued in 2013 with two successful workshops held in Paso Robles and Atascadero to discuss trail alignment and goals. With multiple user groups to accommodate, SLOCOG remains committed to a continuous bike path running the length of the trail. When completed this incredible trail will run from San Miguel to Santa Margarita.

(B) Bicycle Funding Quadrupled in SLO

Earlier in 2013, the San Luis Obispo City Council made expanding our bikeway network a major city goal. Later, on Monday, June 17th, the Council approved a two-year budget that makes incredible strides towards strengthening our investment in safe biking and walking infrastructure. The next budget cycle will include unbelievable investment in our bikeways. The Bicycle Coalition is excited to announce the increase in general funds towards bikeway improvements from \$25,000 to \$100,000 a year. That's 4x the previous annual investment!

(C) Update: Bob Jones Trail

Water Treatment Plant > Los Osos Valley Rd

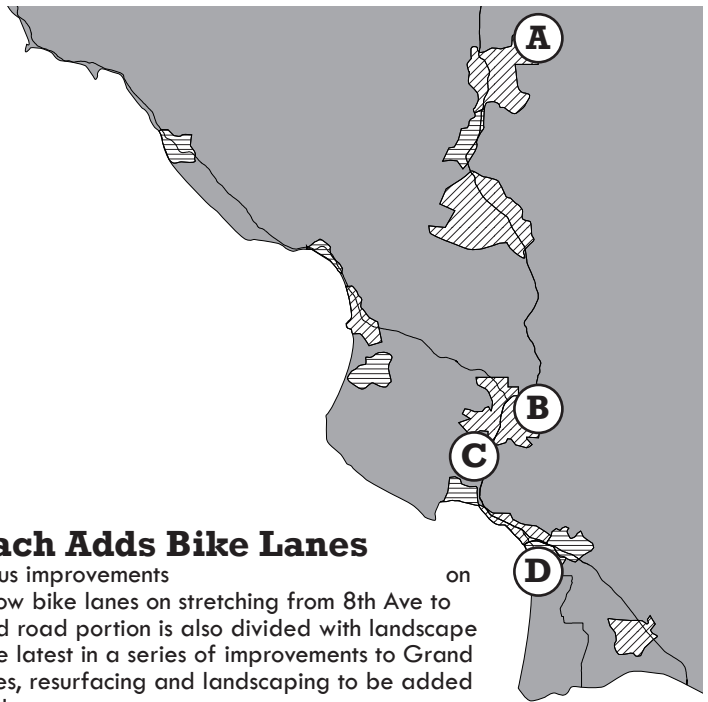
In March 2013 the City of San Luis Obispo received a large grant from the state to extend the trail up to Los Osos Valley Road, providing a much needed connection. Construction is now set to begin on this portion later this year.

Los Osos Valley Rd > Octagon Barn

A recently completed trail alignment study of this segment concluded that the preferred alignment is along San Luis Obispo creek. This study will be heading for final approval by the planning commission in the fall. The Bicycle Coalition is excited to support this route as it keeps trail users away from the roadway, celebrates the natural beauty of our creeks and maintains the feeling of calm that the trail provides.

Octagon Barn > Ontario Rd Trailhead

After the release of the much delayed Environmental Impact Report (EIR) and feedback by County staff, comments are being integrated by County staff before the next draft of the EIR is released to the public. Once the released, a public comment period will begin where feedback can be provided for this important section of the trail. We will be sure to keep you updated throughout this process.



D Grover Beach Adds Bike Lanes

As part of numerous improvements on Grand Ave, there are now bike lanes on stretching from 8th Ave to 11th Ave! This revamped road portion is also divided with landscape median. This phase is the latest in a series of improvements to Grand Ave, with more bike lanes, resurfacing and landscaping to be added in the next phase as well.

New Bicycle Coalition Advocacy Team

In order to increase advocacy efforts and move project forward in SLO County, your Bicycle Coalition has put together a superstar team of leaders representing each region. This team is ready to bring the message of better biking to each jurisdiction and to keep us updated on bicycle issues of all types. We are currently looking for more bicycle lovers to join in our efforts to make positive change. If you are interested in joining our team see the “Get Involved” tab on slobikelane.org.

New Bicycle Coalition Board Members

We are excited to add two talented individuals, Ken Kienow and Eric Meyer, to our Board of Directors as of July 2013. Ken Kienow is a talented photographer, dedicated bicycle rider, and all around family man. With a passion for bicycles rooted in both exercise and fun, it's easy to spot Ken riding his kids around on their bright orange Yuba Mundo cargo bike while running errands in town. Eric Meyer joins us with incredible amounts of experience from local planning commissions and numerous businesses. Building bicycle infrastructure of all types in SLO County and providing dedicated funding for bicyclists and pedestrians drives his passion for all things bicycle. Known as quite a tinkerer, Eric spends his time riding his refurbished city bicycles from meeting to meeting. Welcome Ken and Eric!

New Bicycle Coalition Staff

In late June the Bicycle Coalition welcomed new Bike Valet staff members onto our stellar team. After an open hiring process, we are proud to announce Steve Akers and Ashley Crawford as our new Bike Valet staff positions. They will be the friendly faces parking bikes at events throughout the county for months to come. Welcome Steve and Ashley!



On June 1, 2013 Bicycle Coalition members gathered to for our 2nd annual members only party and fashion show! Everyone had a blast as we showed off looks from local makers and stores, noshed on delicious food and drink and had a great time as we celebrated the Bicycle Coalition and the incredible bicycle culture in SLO County!



THANKS TO OUR EVENT SPONSORS:

Wallace Group, Mee Heng Low, Brittany App Photography, Snap Cubby, Linnaea's Cafe, RRM Design Group and Flanders Bicycle



THANKS TO OUR FASHION SHOW CONTRIBUTORS:

Hemp Shak, The Hospice Hope Chest, Jessica Berry, Jules D, Melinda Forbes and Liz Cordoba from Ragtime, N.Bidlake - Urban Adventure Wear, The Radlife Store, Salon 544, Wally's Bicycle Works

WE ARE ALL ON THE PATH

Throughout California people have formed lifelong memories on paths in Sacramento, Los Angeles, Monterey, Lake Tahoe, Ventura, and countless more. In San Jose, a ride from downtown on the Guadalupe River Trail is a total breeze as you cross underneath numerous freeways, taking you all the way to the bay or the new 49ers stadium. Even in Bakersfield you can enjoy a family ride on the Kern River Parkway, a 30 mile separated path which connects multiple county parks with the university campus and the downtown.

In SLO County, local governments approved plans for paths decades ago, but very few miles have actually been built. Connect SLO County shares your experiences with local leaders, intensifying efforts to complete more incredible paths on the Central Coast. More people deserve to feel safe creating memories on paths in their own backyards.

Everyone can reconnect with the joy of riding a bike when traffic is out of sight and the sound of children's infectious laughter fills your ears. No matter what your ability, age, choice of sport, or type of bicycle, paths will provide you a safe space to experience the happiness of SLO County.

Endless stories are possible when we are all on the path. Share your story. Together we can Connect SLO County.

How you can help:

- Share your story
- Donate & receive a bell!
- Mail in or make your donation online at connectslocounty.org

Each donation is matched thanks to the SLO Bicycle Club and SRAM.





We all have a reason to Connect SLO County...

"I want to Connect SLO County because although I'm comfortable riding with traffic, I know that's not true for everyone. We can all enjoy separated paths."

-Judith C.

"I want to Connect SLO County because my daughter loves bicycles and I want more safe beautiful places for her to enjoy."

-Penny B.

"I want to Connect SLO County because I don't want my children to ride on the freeway to get to the next community."

-Jamie H.

"Completing our paths is important to my family because connectivity is the best future."

-Dale S.

connectslocounty.org



**Donate
online
&
receive
a bell!**



MID-YEAR NUMBERS

MEMBERS

517
MEMBERS

83
JOINED
IN MAY



VALET

2,164
BIKES PARKED

EDUCATION

12
SCHOOL
ASSEMBLIES

3,850
STUDENTS
OF ALL AGES



KITCHEN

744
USERS



BECOME A MEMBER!

...AND HELP MAKE SLO COUNTY BETTER FOR BICYCLES



Coalition use only...

☐ E ☐ P ☐ Q

Name (please print) _____

Business Name (if applicable) _____

Street or P.O. Box _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

What do you think is the single most important bicycle-related issue in SLO County?

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BIKE FRIENDLY BUSINESS**

☐ \$150 - Bronze ☐ \$1,000 - Gold
☐ \$500 - Silver ☐ \$3,000 - Platinum

////////////////////

Additional Donation \$ _____

Total Enclosed \$ _____

MEMBERSHIP BENEFITS INCLUDE:

- 4 free Bike Kitchen visits (a \$20 value)
- 25% off our "I bike SLO" t-shirts
- Your exclusive invite to our Bikes & Beauty event
- Invites to other events, and more!

☐ New Member

☐ Renewing Member

YES, I'D LIKE TO VOLUNTEER...

☐ Bike Kitchen

☐ Bike Valet

☐ Events

☐ Kidical Mass

JOINING IS ALSO EASY ONLINE AT SLOBIKELANE.ORG

Please make checks payable to SLOCBC and send to 860 Pacific St, Suite 105, San Luis Obispo, CA 93401

All memberships are valid for 12 months, we will inform you one month before your membership expires. We do not sell or lend your information to outside organizations.

*Includes free t-shirt! Please indicate size here: _____

All donations are 501(c)(3) tax-deductible as allowed by law.

**Information about marketing exposure and Bike Friendly Business levels available at slobikelane.org

AMAZING SUPPORTERS KEEP US ROLLING

TOUR DE FORCE \$1,000+

Jessica Berry
Lucia & Paul Cleveland
Jim Hannah
Jaime Hendrickson
Joshua Cohen
Brian Kurotsuchi

Kim Lisagor & Scott Bisheff
Eric & Cynthia Meyer
Tom Nuckols
Jennifer Randall
The Shanbrom Family
Bob & Teresa Stapleton

CENTURY \$100+

Michael Adamski
David Arrona
Betsy Asmus
Charles & Susan Atlee
Lauren Bandari
Valerie Barboza
Kitch Barnicle
Michael Boswell & Tammy Seale
Lea & Skip Brooks
Chris Broome
Craig Campbell
Kevin Christian
Vince Cicero
Don Coffman
Harvey & Kathy Cohon
Grace Crittenden
Wende & James David
Jim DeCecco & Janet George
Meghan & Jesse Englert
Kurt Friedmann
Adam & Amy Fukushima
Stephen Hicks
Jaime Hill
Emily Hoffman
John Kirby
Steve, Shannon, Rowan, & Jessa Klisch
Joseph & Julie Larwood
Barry Lewis
Aileen Loe & Eric Nelson

Gary Lucchesi
Dena & Chris Malloy
Peggy Mandeville
Angel & Frances Martinez
Christine McBride
Jeffrey Morgan
Frank Mullin
Andy & Jeanne Mutziger
Bob Nanninga
Susan & Peter Nelson
Yukie Nishinaga & Chris Murphy
Tom Nuckols
Joe O'Donnell
Frank Owen
Andy Pease
David & Molly Preston
Susan Reese
Missy Reitner
Ruth Rominger & Lars Tomanek
William & Deborah Schuck
John Schutz
Anneka Scranton
Paula Sigman & Ron Yukelson
Paul & Lorna Tiexeira
Larry Werner
Bill Waycott
Tyler Wertenbruch
Jim Woolf
Andy Zink & Carolyn Eicher

SPECIAL THANKS TO OUR BUSINESS MEMBERS

PLATINUM \$3,000+



GOLD \$1,000+

Art's SLO Cyclery*
Brittany App Photography
Foothill Cyclery*
Land Conservancy of SLO County
Mee Heng Low
Moved by Bike

New Frontiers
Plus 3 Foundation
RRM Design Group
SLO Nexus
Tolosa Winery
Wallace Group

SILVER \$500+

Better Business Financial Services
Central Coast Brewing
Funride
G Squared Art
Get Off the Couch Potato Sports Productions
Morin Brothers Automotive

Power Communications Engineering
SLO-Op Climbing*
SLO Sail and Canvas
Snap Cubby Photo Booth Co.
Voler Team Apparel

BRONZE \$150

Air Pollution Control District
Alpha Omega Engineering
Baxter Moerman Jewelry
Bluephoo Wedding Photography
Branch St Deli
Cambria Bicycle Outfitters*
Central Coast Outdoors*
Clever Ducks
Coastal Repographic Services
Continental Motorworks
Creekside Physical Therapy
Flanders Bicycle
Hostel Obispo*
iii Design
iFixit
Jason Leroux DDS - Palm Dental Care
jouet studio

John Donovan - State Farm Insurance
La Quinta Inn & Suites
Lezyne
Linnaea's Cafe
Louisa's Place
Luis Wine Bar
Madonna Inn
Mark Grayson Gyrotonic/Gyrokinesis
Mindbody Inc
N.Bidlake Urban Adventure Wear*
North Coast Engineering Inc
On Track Studios
Pacific Energy Company
Promega Biosciences, LLC
Quality Suites
The Plant Lady

*Offers a discount to Coalition members, show your membership card!
Interested in becoming a BFB? Visit slobikelane.org for info.



SLO County Bicycle Coalition

860 Pacific St, Suite 105
San Luis Obispo, CA 93401

.....
: WE ♥ OUR MEMBERS! :
: FEEL THE ♥ :
: JOIN TODAY, IT'S EASY. :
.....

We are your voice for bicycles in SLO County.
Have your voice heard: become a member.
More members means a stronger voice for bikes!