



the ★ SPOKEN ★ WHEEL

New Bike Kitchen Hours

p6

2013 By the Numbers

p8

Our Supporters Rock!

p14



SLO County Bicycle Coalition • Winter 2014 • slobikelane.org

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★ *Our Mission* ★



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

BOARD

Tyler Wertenbruch, President
Jaime Hill, Vice President
Alex Lorton, Secretary
Branden Welshons, Treasurer
Joel Diringier
Ken Kienow
Chris McBride
Eric Meyer
Jeff Spevack
Anne Wyatt
Ron Yukelson

STAFF

Executive Director
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Communications & Operations Director
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Bike Kitchen Manager
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Bike Valet Staff
Steve Akers, steve@slobikelane.org
Grace Morgan, grace@slobikelane.org

CONTACT



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San Luis Obispo, CA 93401



(805) 547-2055



slobikelane.org



facebook.com/slobikecoalition



twitter.com/bikeslo

★ Events ★

FEB
17

Education Workshops Return

3rd Mondays, 6:00 - 8:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO

We teach smart and safe riding skills to people of all ages. Our popular workshops teach bicycle laws, debunk common myths, and give you the tools you need to feel safe on your bicycle. Mark your calendars and sign up for free online at slobikelane.org

FEB
18

2014 General Meeting

7:00 - 8:30 pm | Luis Wine Bar, 1021 Higuera St, SLO

Everyone is welcome as we introduce our new board members, and announce our plans for 2014! We hope to see you there as we discuss what was accomplished last year and share our excitement about our plans for the future.

FEB
28

New Bike Kitchen Hours

Fridays, Saturdays & Sundays, 12:00 - 5:00 pm | 860 Pacific St, SLO

Getting your projects finished is about to get a lot easier with our new expanded weekend hours. These fresh hours will help us teach more people the art of maintenance, join us for your next project or volunteer for a shift.

MAY
17

Climate Ride

May 17 -20 | San Francisco to Sacramento

Enjoy a 4-day fully supported ride in Northern California benefiting the Bicycle Coalition. The ride goes from San Francisco up the coast and across wine country to Sacramento. Sign up and choose us as your beneficiary - it's easy! More information online at climateride.org

JUN
7

Members Only Party

6:00 - 10:00 pm | Venue TBD

We are excited to host the third annual party in June to celebrate our incredible members. The venue and entertainment are currently in the works, you certainly won't want to miss what we have in store this year!



**COALITION
PROGRAMS**

*to promote
bicycles*



**BIKE
EDUCATION**



**BIKE
KITCHEN**



**BIKE
VALET**



**KIDICAL
MASS**

**VOL
UNT
EER**

OUT OF THE SADDLE

A letter from our Executive Director

The lifecycle of the Bicycle Coalition is impressive. The community catalyzed passion, passion bred generosity, generosity established success, and success generated investment.

Our persistent focus on community, working to improve local quality of life through a more bicycle friendly Central Coast continues to find great success. The Kitchen, Valet, and Education programs have reached tens of thousands of residents, helping each and every one of them actively recall the joy of

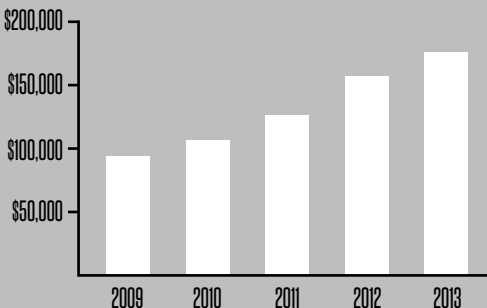
INVESTMENT EXPANDING
THE BICYCLE COALITION IS
REFLECTED BY INCREASING
GOVERNMENT INVESTMENT
IN SAFER STREETS. NOW THE
COMMUNITY WIELDS POWER.

riding a bicycle. We are ecstatic to witness our programs help more people find the confidence and develop the skills needed to use a bicycle for everyday transportation. Education and inspiration are essential components of our mission and represent our focus on creating change externally to make our community an even better place to live. Meanwhile, to compliment the strong showing of outward accomplishment, the Coalition never stops working on self-improvement.

Backed by the combined strength of thousands of donors, members, and volunteers we stand at a crossroads. Throughout the last few years, we have often said that the organization was in its late teens or early twenties. We moved out of our parent's house, Clever Ducks, and found our first apartment, the headquarters in downtown SLO. We learned how to plan strategically, meet our budget goals, and save for the future. We increased our capacity

to do good work in the community. We helped local governments plan and build miles upon miles of new, safer bikeways throughout the region. Now, the Bicycle Coalition aims to become an adult. We are committed to reaching every school with safety assemblies, providing smarter

ANNUAL INCOME GROWTH



services for people needing help with their bicycles, and more important than all, working with local governments to build more bicycle friendly improvements on a faster timeline.

Your incredible support has initiated tremendous accomplishments and organizational growth over the years. Since 2009, the Bicycle Coalition has expanded our staff from one dedicated individual to a team of five. Our annual income has increased an average of 16% every year. We have three times the resources in our reserve so we can remain absolutely confident that the organization will exist for decades to come. Within the next few months, we will hire our first ever Program Director, to manage and further improve our valuable programs. Thanks to the leadership of our Board of Directors, we also take aim at the long-term goal of achieving an impassioned bicycle friendly majority in every decision making body in San Luis Obispo County. We're looking forward to 2014 and know that your generosity is the key to our every accomplishment.

The community catalyzed passion, passion bred generosity, generosity established success, and success generated investment. Investment expanding the Bicycle Coalition is reflected by increasing government investment in safer streets. Now the community wields power.

See you in the Bike Lane,

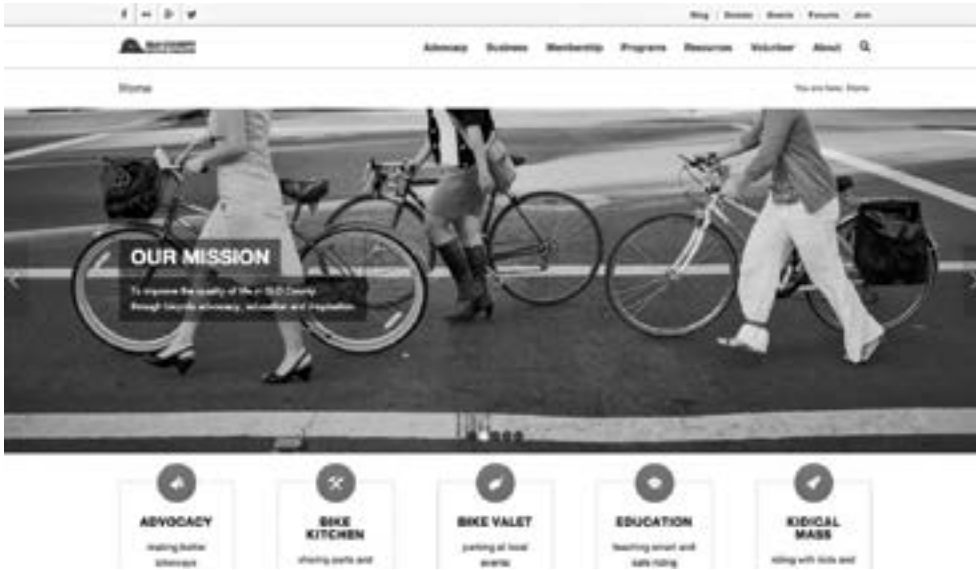


Dan Rivoire, Executive Director



NEWS

The latest happenings in SLO County



Our Brand Spankin' New Website!

Our new website is here just in time for the new year. The site is packed with great content, improved navigation, and plenty of exciting new features. Our interactive forums allow anyone to create an account, post, follow and receive updates on the latest bicycle happenings countywide. We'd love for you to give it a visit, click around and get inspired at slobikelane.org

Business Involvement Just Got Easier

We have made major improvements to our Business Program, giving local businesses plenty of ways to support and connect with the growing bicycle community. Multiple program, event and media Sponsorship opportunities are now available in addition to our standard Business Memberships. There are many ways your favorite business can support bicycles through our revamped program. Ask them to get involved!

Bicycle Coalition Board Changes

We are ringing in the new year with a newly expanded Board of Directors! Increasing from 9 to 11 members, our Board is bigger and stronger than ever. Join us in welcoming four new members to our team - Joel Diringer, Chris McBride, Anne Wyatt and Ron Yukelson! Extra thanks to two departing members – David Preston and Yukie Nishinaga – who brought strong skills, experience and passion to their time on the board.



Expanded Bike Kitchen Hours

Working on your weekend project is about to get a lot easier. Starting in March you can get even more of your Bike Kitchen fill with expanded hours, including new days of the week. With additional weekend hours than before, we are confident more people will be able to find time to join us and get their bicycles in tip-top shape. In addition to more open hours we are also introducing a tiered pricing system, allowing for half-day and full-day pricing options. Starting on February 28, 2014 our new hours are Fridays, Saturdays and Sundays from 12:00 - 5:00 pm.

2013 Red Davis Award Winners

A big congratulations to our 2013 Red Davis Award winners! In late October we celebrated their incredible efforts on behalf of the Bicycle Coalition and our mission with an energetic event at Luis Wine Bar.



The 2013 award winners (from L to R):

Business of the Year - Paul Kwong, Mee Heng Low Noodle House

Board Member of the Year - Yukie Nishinaga

Volunteer of the Year - Jessica Berry

Bicycle Coalition Executive Director - Dan Rivoire

Not pictured:

Lifetime Volunteer Award - Barry Lewis

Member of the Year - Bob Shanbrom



2013 BY THE NUMBERS

MEMBERS

791
TOTAL
MEMBERS

51
BUSINESS
MEMBERS

10%
INCREASE
FROM 2012

83
JOINED
IN MAY

EDUCATION

12
SCHOOL
ASSEMBLIES

2,725
ELEMENTARY
STUDENTS

16
PUBLIC
WORKSHOPS

172
ADULT
STUDENTS

KITCHEN

490
OPEN HOURS

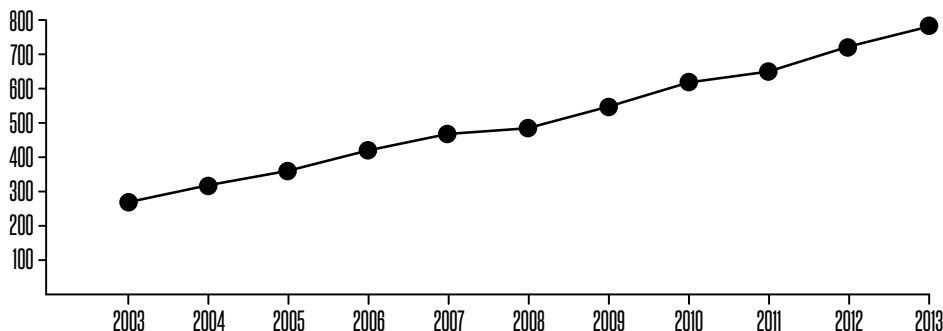
1,284
USERS

712
VOLUNTEER
HOURS

13.7
AVG HOURS/
VOLUNTEER



MEMBERSHIP GROWTH



K. MASS

4
RIDES

282
 RIDERS

26
VOLUNTEERS



VALET

257
OPEN HOURS

3,586
 PARKED

72
LOCAL
EVENTS



ADVOCACY UPDATES

Your Bicycle Coalition hard at work

SLO Bike Plan Unanimously Approved



On November 5, 2013 we packed the SLO City Council chambers with bicycle lovers of all types to ask for approval of the 2013 Bike Plan Update. After a presentation of the plan from city staff, all who supported the plan were asked to stand - and over 3/4 of the room stood in support! Thanks to everyone who joined us for pizza before biking up to the council meeting, our positive presence was felt and it was a huge victory for bicycles.

With support for bicycles coming from people of all types, it is becoming impossible to ignore the cost-effective and widely supported benefits bicycle projects can provide. Advocacy wins like this are why the Bicycle Coalition exists and we can't wait for what's in store this year.

Inspiring Day at the 2013 Advocacy Mini-Summit



The 2nd Advocacy Mini-Summit on October 20, 2013 brought advocates from across the county together for a productive afternoon to learn about effective advocacy efforts for a bicycle-friendly future. We were proud to host such a unique and educational event with our panel of local leaders.

For those who weren't able to attend, we created a one-of-a-kind Advocacy Toolkit for easy access to important information to make projects a reality. Download a copy of the Advocacy Toolkit for free on our website. A very special thank you to Jessica Berry, Bruce Gibson, Jamie Irons and Derek Johnson for joining us as our expert panelists.

Morro Creek Multi-Use Path Approved



On Tuesday January 14, 2014 the Morro Bay City Council gave the go-ahead for a bike and pedestrian trail that will offer beach vistas and connect the city's Harbor Walk to north Morro Bay.

The proposal envisions an 8-foot-wide pedestrian boardwalk and a separate, adjacent 12-foot-wide bike path starting near the Morro Bay Power Plant entrance. The pathway, which would extend the Morro Bay Harbor Walk

completed in 2008, continues up a dirt portion of Embarcadero Road north of the power plant across Morro Creek to Atascadero Road. The project now moves forward for final approval by the Coastal Commission before construction. There are no dates for the Coastal Commission meeting yet, but we'll be sure to keep you posted.

Bicycle Corral Demonstration Success



In early January, we partnered with the SLO Bike Club to host a temporary bicycle corral in front of the Kreuzberg, CA coffee shop. Our intention was to show the positive impact more on-street bicycle parking will have for our valuable downtown business district.

We are working with local leaders to show the numerous benefits these facilities can have for our beloved communities, and hope to do more demonstrations in the future to build even more support.

What is a bicycle corral? A corral is an on street bicycle parking rack, sometimes in place of a vehicle parking spot, and are quickly popping up all over the country. One parking spot can accommodate ten bicycles in place of one car, meaning more customers! By bringing bicycle parking off the sidewalk, they keep sidewalks clear of bicycles to improve pedestrian mobility and business access. Restaurant and outdoor seating are enhanced by removing cars from sight-lines - no more staring at that large idling truck while you enjoy a meal outside.



Building a Bicycle Advocacy Force

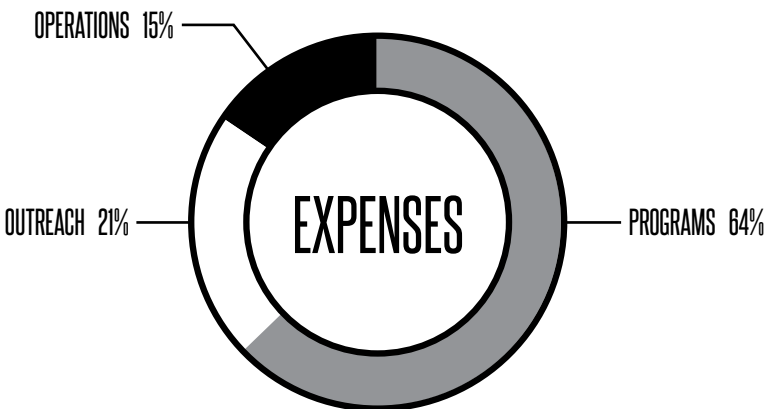
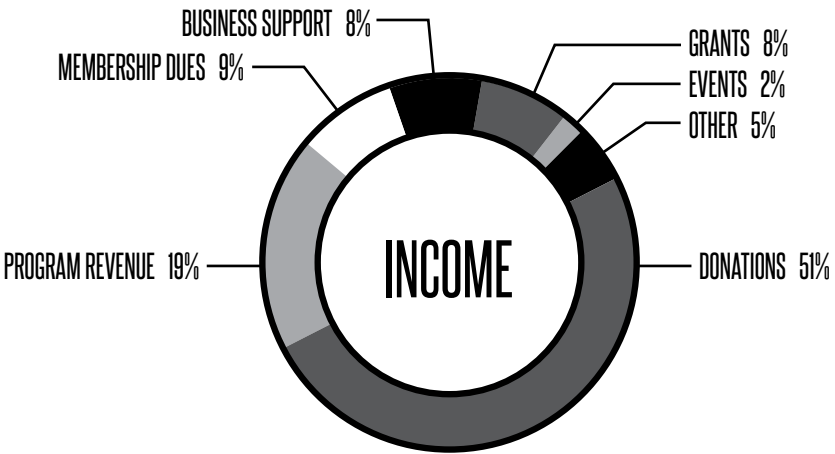
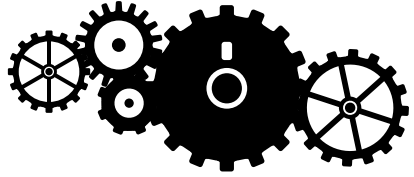
Advocacy for better bikeways is the cornerstone of the Bicycle Coalition's mission. It has been since our inception in 2001. Through the hard work of the Bicycle Coalition, our dedicated advocates and the public staff who put paint on the ground, San Luis Obispo County has become a destination for riders of all types from around the world. This reputation as a bicycle friendly community did not happen overnight, it happened because of generous support from you - our community members.

This year we are stepping it up with plans to inspire decision makers to lead the charge for better bikeways or otherwise be replaced. Our plan is to focus on advocacy, directing our energy to move more projects from concept to completion. Using innovative online tools we will cultivate an army of families advocating for young riders and safe routes to school, and influence elections to achieve a bicycle friendly majority on elected bodies countywide.

Help lead the charge for better bikeways by joining our newly enhanced Advocacy Team, following our blog for updates, becoming a member and participating in our advocacy forums. Together we can continue to strengthen our advocacy force!

2013 FINANCIAL BREAKDOWN

TOTAL INCOME	\$175,614
TOTAL EXPENSES	\$167,913
SURPLUS	+\$7,701



BECOME A MEMBER



MEMBERSHIP BENEFITS

- 4 free Bike Kitchen visits (a \$40 value!)
- Discounts at our local Business Member locations
- Invites to exclusive member events, and more!

OFFICE USE ONLY

☐ E ☐ P ☐ Q

MEMBER INFORMATION

Name _____

Business (if applicable) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

What is the most important bicycle issue in SLO County?

MEMBERSHIP LEVEL

- ☐ \$20 - Student ☐ \$35 - Individual ☐ \$60 - Household ☐ \$100 - Century*
☐ \$250 - Double Century* ☐ \$500 - Triple Century* ☐ \$1000 - Tour de Force* ☐ \$150 - Business**

Additional Donation \$ _____

TOTAL ENCLOSED \$ _____

VOLUNTEER INTERESTS

- ☐ Bicycle Coalition Events ☐ Bike Kitchen ☐ Bike Valet ☐ Kidical Mass

MEMBERSHIP@SLOBIKELANE.ORG • SLOBIKELANE.ORG

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

All donations are 501(c)(3) tax-deductible as allowed by law. Memberships are valid for 12 months.

**Includes free t-shirt, desired size: _____ **See details about business and sponsorship opportunities at slobikelane.org/business*

THANK YOU TO OUR AMAZING SUPPORTERS!

SPONSORS

BIKE VALET SPONSORS

Harris Personal Injury Lawyers*
Kreuzberg Coffee Company

MEMBER PARTY SPONSORS

Brittany App Photography
Flanders Bicycle*
Linnaea's Cafe
Mee Heng Low Noodle House*
RRM Design Group*
Snap Cubby Photo Booth
Wallace Group

BUSINESS MEMBERS

Active Chick
AFX Research LLC
Alpha Omega Engineering, Inc.
Arrona Financial
Baxter Moerman Fine Jewelry
Better Business Financial Services
Bluephoto Wedding Photography
Branch Street Deli
Central Coast Brewing
Central Coast E-bikes*
Central Coast Outdoors
Clever Ducks
Coastal Reprographic Services
Continental MotorWorks Auto Repair
Diringer Associates
Foothill Cyclery*
Hostel Obispo*
iFixit
jouet studio
La Quinta Inn & Suites Paso Robles
Lezyne
Louisa's Place

Luis Wine Bar
Morin Brothers Automotive
Moved by Bikes
N. Bidlake Urban Adventure Wear
New Frontiers Natural Marketplace
North Coast Engineering Inc.
Palm Dental Care
Petit Soleil
Power & Communications Engineering
Promega Biosciences
Quality Suites, SLO
Retina Specialists of the Central Coast
SLO Bike Club
SLO-Op Climbing
SLO Sail & Canvas
SRAM (\$5,000)
State Farm Insurance - John Donovan
The Madonna Inn
The Plant Lady
Tolosa Winery
Trinity Cyclery
Voler Team Apparel

*Offers a discount to Bicycle Coalition members - show your membership card!
Interested in becoming a Business Member? Visit slobikelane.org/business for more information

TOUR DE FORCE

\$1,000+

Jessica Berry
Lucia & Paul Cleveland
Joshua Cohen
Jim Hannah
Brian Kurotsuchi
Derek Lauritzen

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

CENTURY

\$100+

David & Deborah Abrecht
Michael Adamski
Nils Anderson
John Ashbaugh
David Arrona
Betsy Asmus
Charles & Susan Atlee
Amena Atta
The Badalamenti Family
Lauren Bandari
Valerie Barboza
Kitch Barnicle
James Benson
Austin Bertucci
Greg & Mary Bettencourt
Michael Boswell & Tammy Seale
Lea Brooks & Myron Amerine
Bryan Brown
Craig Campbell
Kevin Christian
Vince Cicero
Don Coffman
Harvey & Kathy Cohon
John Collen
Grace Crittenden
Wende & James David
Jim DeCecco & Janet George
Meghan & Jesse Englert
Kurt Friedmann
Adam & Amy Fukushima
Dave Garth
Jim Harrigan
Gary Havas
Stephen Hicks
Jaime & Bob Hill
Emily Hoffman
John Kirby
The Klisch Family
Joseph & Julie Larwood
Brian & Ashala Lawler
Barry Lewis

Aileen Loe & Eric Nelson
Gary Lucchesi
Dena & Chris Malloy
Peggy Mandeville
Angel & Frances Martinez
Chris & Sterling McBride
Jeffrey Morgan
Frank Mullin
Andy & Jeanne Mutziger
Bob Nanninga
Susan & Peter Nelson
Suzanne Nishinaga
Yukie Nishinaga & Chris Murphy
Tom Nuckols
Joe O'Donnell
Dallam Oliver-Lee
Garrett Otto
Frank Owen
Andy Pease
Denis Philbin
Anne Power
David & Molly Preston
Susan Reese
Nancy Reid
Missy Reitner
Jonathan Roberts & Michelle Shoresman
Ruth Rominger & Lars Tomanek
William & Deborah Schuck
John Schutz
Andy Schweitzer
Anneka Scranton
Paula Sigman & Ron Yukelson
Dale Sutliff
Maria & Harold Sweasey
Paul & Lorna Tiexeira
Glenn and Gail Vanderlinde
Bill Waycott
Joel & Susan Westwood
Tyler Wertenbruch
Jim Woolf
Andy Zink & Carolyn Eicher



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San Luis Obispo, CA 93401

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

Building a bicycle advocacy force in SLO County
and leading the charge for incredible bikeways.
Support all of the Bicycle Coalition's efforts....
BECOME A MEMBER!