As we begin the New Year it is important for us to reflect on our goals for 2004. The Coalition is now 200 members strong and we can feel some exciting times approaching. In 2004, the Coalition will continue to support our historical campaigns (see page 7) and we also have some great projects coming, but what exactly is the coalition? One of the dictionary definitions of a coalition is “the union of diverse things into one body or form or group. The growing together of parts”. Even though we are a growing group of 200 individuals, we are nothing without people involving themselves in our activities – we need your help. Up until now we’ve had few ways to become involved. Being on our board of directors can be intimidating for some, and we’ve been lucky to get nine fantastic individuals to join together to help lead the organization.

Beginning in 2004 we have a number of ways that our members can contribute to our mission: To transform San Luis Obispo county into a safer and more livable community by promoting bicycling and walking as everyday transportation and recreation. We will be launching five new committees, each chaired by one of our board members, which will help give the Coalition direction and manage activities. These committees, with flexible meeting times and a limited scope are intended to grow the Coalition in small doses that are more manageable for our members. Our new committees for 2004 include the: Membership Committee, Finance Committee, Board Oversight Committee, Advocacy Committee and the Public Relations Committee. For details on our new committees please turn to page 7.

Can’t find the time to join a committee? No problem, you can still help county bicyclists and the Coalition in your own way. If you frequent a business that could stand to include a bike rack, ask the manager or owner if they can install one. This worked for me at Mid State Bank on Santa Rosa Blvd in San Luis Obispo, and I didn’t even mention the Coalition. Members, Matt and Rita Colonell applied for a charitable grant that awarded the Coalition $1,000! In 2002 a group of coalition members helped define our new suggested county bike route network (see photo). Without their work we would not be as far along on the project as we are. Be sure to read the article on our suggested bike route network on page 4.

Need a bit more incentive? Participate in our Valentine’s Day membership drive by referring a friend or family member to the Coalition (see page 4). If they include your name as a reference on their membership form, both they and you will be entered to win a new cruiser bike to be given away on Valentine’s Day. Growing our ranks is growing the coalition!

— Joe Gilpin

Get Involved!

New Email Newsletter!

SLOCBC now has a E-newsletter! The newsletter is sent out about three times a month and will keep you updated on all events, news and issues that affect us locally in San Luis Obispo County. To subscribe, simply send an email to the following address:

SLOCBCnews-request@slobikelane.org

Be sure to include “SUBSCRIBE” as the first and only line in the body of the email.

Feel free to invite anyone you want to sign up who might be interested in hearing about any activities and news that the Coalition is involved in.

SLOCBC’s proposed SLO County Bike Routes (see page 4 for story)
A MESSAGE FROM THE EXECUTIVE DIRECTOR

Greetings Coalition supporters, just like all of you, I’ve got high expectations for SLOCBC in 2004. But I’ve got even higher expectations for the advancement of bicycling and walking in SLO County for 2004. I’m pleased to announce that now in addition to my responsibilities as Executive Director of the Coalition, I am now also running the Bike Safety Program at SLO Regional Rideshare. Primarily, I’ll be dealing with Bike Safety Education by providing free assemblies and bike rodeos to any county school that requests them. The City of San Luis Obispo Bicycle Advisory Committee has tasked Rideshare to provide the following services in 2004. The funding comes from the City’s Transportation Development Act funds dedicated to bicycle promotion.

- Bike to School Art Contest
- Bike to School Day (Scheduled for May 5th)
- Bicycle Safety Assemblies / Rodeos for City Schools K-8
- SLO City Bike Rodeo – Fun for all ages at the 2004 Bike Fest, May 8th.
- Bike to Work Day – Part of Bike to work week May 21st
- Bicycle Promotion – Mass media campaign

Rideshare can also help further efforts in developing Safe Routes to Schools in the County. We are available to come to a school and scout out the safest walking and bicycling routes in the area. If you have a child in school and would like to have us come out for a bike safety assembly or rodeo please contact your PTA and principal, and call us at 541-2277.

Don’t forget to come out and join us at BikeFest 2004 on May 8th. Look out for full details of this great event and other events as part of National Bike Month in the spring issue of ‘The Spoken Wheel’ due for publication in April.

On the Coalition front, I’ve got many programs up and coming that will make 2004 a truly outstanding year for cyclists in SLO County. Sign up for our E-Newsletter for frequent updates on our activities and join one or more of our new committees to get involved in making SLO County a safer and more livable community by promoting bicycling and walking as everyday transportation and recreation!

I’m working on it.

—Joe Gilpin

The State of Our State

An edited version of the California Bicycle Coalition’s CALBIKE Report:

Tis the Season…for Exciting Legislation! New at CalBike.org…

Safe Routes to School: Will it Survive in California?

http://www.calbike.org/srtsfactsheet.doc lays out the facts on reauthorization of this groundbreaking legislation.

Legislation Promotes Transportation Planning for Walking, Bicycling and Social Justice!

Assembly member Cindy Montanez has introduced Assembly Bill 392, which would make permanent certain Caltrans planning programs that support nonmotorized transportation and context-sensitive design. This bill is likely to be heard early in 2004, so organizational support letters are needed now from local bike or ped coalitions and any other groups interested in making Caltrans a more multimodal agency. Thanks to the Rails to Trails Conservancy, the Surface Transportation Policy Project and Odyssey for their work initiating this important bill. Sample letter, more info at http://www.calbike.org/ab392.htm

Smart Growth Creates More Jobs Than Sprawl, Study Says

A new national study finds that, contrary to common belief, smart growth policies are good for construction jobs. The report provides evidence that smart growth such as transit-oriented development can create more employment opportunities than sprawl for workers who build residential and commercial structures and transportation infrastructure.

Read more about these important findings at http://www.goodjobsfirst.org
The Prez Sez...

2003 was an exciting 2nd full year for this County’s Bike Coalition. The addition of Joe Gilpin as the Executive Director has provided us with an active and vocal representative in our communities. Joe put his youth and willingness to work immediately, rolling up his sleeves and digging in to try to help confront the obstacles impeding the “Railroad Safety Trail” in San Luis Obispo. He has lent a supportive voice to many projects throughout the county, including the successful Cambria Cross Town Trail. He also works daily to build the network, alliances, and information resources necessary to make things happen for cyclists and pedestrians.

In this newsletter you have been informed of numerous projects, both accomplished and in progress. In 2004, we will work with Joe to better define the direction for our involvement in advocacy, social action, and education.

Financially, we need to increase our coffers, and we are working on grants and funding to do so. Just as with membership, our ability to make ourselves heard is only as powerful as our resources.

There are many opportunities for members to get involved, on committees, rallying to support issues at city council and county supervisor meetings, and by simply informing us of your needs, and the opportunities that exist to fill them. If you haven’t already done so, please join our E-Newsletter for frequent updates on Coalition efforts. Thanks!

—Damon Noller

Board of Directors at work (Jan 2004)

Projects. Your input regarding this focus, both in general and specifics, will be valuable to us and greatly appreciated.

Just before the end of 2003 we reached 200 members. In order to strengthen our voice, we need to add many more. It is the Board’s set goal to significantly increase this number in 2004, more than doubling our membership.

You, as a current member, are the best resource for this addition. Please inform your friends and family of your involvement in this organization. Talk to your fellow cyclists, walkers, and joggers. Explain to them the importance of joining, and provide them the membership form from this newsletter, or point them toward www.slobikelane.org where they can print one out. If each of you took the effort to introduce just one new member...

The Holiday Spirit

SHERIFF’S CHRISTMAS BIKE GIVEAWAY

2003 was another successful year for the SLO County Sheriff’s Department Christmas Bike Giveaway. Throughout the year the Sheriff’s department accepts and refurbishes donated bicycles, including large numbers from area retailers such as Wal-Mart. The bikes are then matched and given away along with a new helmet to needy children in SLO County just before Christmas. This year’s event took place Saturday December 20th and distributed nearly 450 bicycles to children in two county locations. Helmets were provided, in part by donations from individuals and a $500 contribution from the San Luis Obispo Bicycle Club. For the second year in a row, the Coalition was present handing out helmets and bilingual ‘rules of the road’ literature to each bicycle recipient. We hope to get even more involved next year.

We have submitted a proposal to the Sheriff’s Dept in hopes of using our knowledge of bicycles to insure that the program runs smoothly and help every child to get a bike that will be the best fit for them.

This program is a fantastic ‘feel good’ event that the Sheriff’s Dept should be proud of. Let us know if you’d like to help us with the 2004 giveaway!

Sara Heinrichs

SHERIFF’S CHRISTMAS BIKE GIVEAWAY

A happy recipient of a new bike and helmet at the SLO Sheriff’s Christmas Bike Giveaway. 460 bicycles were refurbished by inmates and given away in SLO and Paso Robles!
We get email and phone calls every month from visitors to the county and locals alike asking where the good riding is. We are now pleased to announce a new project, a San Luis Obispo County Bike Route Network! This network will eventually be a fully signed cohesive network of roads connecting our major cities and encompassing some of the most beautiful riding SLO County has to offer! When our work is done we should have a 240 mile network of signed bike routes with directions at all decision points along the way allowing you to ride them without maps or the need to ask for directions. Such a network would have many advantages to cyclists. The network would be ideal for visitors and new local riders to confidently ride some of our most beautiful roads, and it would also allow for simple to follow direct routes between cities in SLO County for those of us that use two wheels as transportation.

The idea for the network was originally hatched by Coalition member Frank Mullin and former Executive Director Oxo Slayer in 2002. Oxo had a small mapping team that scouted some suggested routes for the eventual network. The network was developed as an attempt to imitate the success of a similar network in Santa Barbara.

The Santa Barbara Bike Route Network was developed as a collaboration of the City of Santa Barbara and the Santa Barbara Bicycle Coalition who worked with RRM Design and Biesek Design to create a multi-city bike route for the communities of Santa Barbara, Montecito, Summerland and Goleta. The project identified and signed over 100 miles of new bike routes. (for more information, please visit http://www.biesek.com/main_sb.html)

The SLO County Bike Route Network project was revived in August of 2003 when a grant from the San Luis Obispo County Community Foundation became available. The Bicycle Coalition Partnered with ECOSLO and several other non-profits to create a Green Information Map for SLO County. When this map is published in 2004, it will show the locations of open space, trails, and among other things our suggested SLO County Bike Route Network. With the $1,500 acquired through the grant, we have been able to fine tune the specifics of the routes and enter the route data into GIS software. We believe that this is the first step to generating excitement about the potential for such a network here in SLO County.

Our next step is to plant the seeds into all forms of County and City government. Because the network is so large we will need to involve many jurisdictions. Our dreams will not be realized overnight, but we are confident that if we can get the idea to be accepted support for the bike routes will be overwhelming. If you would like to help us please let us know!

— Joe Gilpin

COALITION MAPS COUNTY BIKE NETWORK

WIN A NEW BIKE
We’ve recently reached 200 paid members! While this is a major milestone, we need to continue to grow. One of our goals is to double this number by the end of 2004. To do this we need your help. For every friend, or loved one you sign up, both you and your referral will be entered to win a new cruiser town bike courtesy of “A Better Bike Shop”

Make sure they write your name on their application form to be entered (use this newsletter, or download one from our website at www.slobikelane.org). The drawing will be held on Valentine’s Day (February 14th) So don’t wait another minute! Tell everyone you know about the Coalition to increase your chances for the bike!

Clean Air for 2004!
*The Air Pollution Control District has granted BOB Trailers funds to reduce the price of the Yak Plus Trailer from $270 to $170 (+tax)
*Valid for county residents and local college students only (I.D. req’d) *Call the shops for full details
*Limited Quantities

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Arroyo Grande
Ira’s Bike Shop, 489-2621
Grover Beach
Grand Cyclery, 481-3292
Atascadero
K-Man Cyclery, 461-8735
Sunstorm Cyclery, 466-6430
San Luis Obispo
A Better Bike Shop, 543-1148
Art’s Cyclery, 543-4416
Copeland’s Sports, 545-5405

RIDE BIKES... BRING STUFF
www.bobgear.com

fresh organic produce
gourmet deli & salad bar
homemade bakery
supplements & bodycare
dairy case
SLO County HS MTB League Forming!

ATTENTION STUDENTS, PARENTS, AND FACULTY, COACHES AND VOLUNTEERS.

The San Luis Obispo County chapter of the California High School Mountain Bike League is forming now in preparation for the 2004 season. What is the California High School Mountain Bike League? Well there isn’t one yet. But there is a Nor Cal High School League in the Bay area that is five years old and now includes 5 schools and 250 boys and girls. Following the success of the Nor Cal League, High School teams are forming all over the country, introducing young men and women, to the fun of mountain bike riding and racing. Parents, Coaches, and interested athletes are encouraged to join our organization.

WHAT: HIGH SCHOOL MOUNTAIN BIKE LEAGUES

Currently High Schools provide mainstream sports activities such as Football, Basketball, and Track, offering low, or no cost opportunity for High School athletes to compete, regardless of family income levels. High School Mountain Bike Leagues are the future of America’s next Olympic Cycling champions. High School Mountain Bike Leagues like the Nor Cal MTB League provides a forum for cyclists from all economic income groups to compete in a sport currently not supported at the youth level, as is Baseball, Football, Soccer, and other sports. High School MTB Leagues also provide a fun and healthy competition at a low cost, eliminating the high cost of travel (the largest single expense of a competitive cyclist), by hosting local races that help to develop and identify top athletes who can then go on to solicit sponsorship and support.

GOALS:
The first year goal will be to identify students who are interested in Mountain Bike riding and racing, and starting a club at their High School. The goal will be to start as many clubs as possible in San Luis County. Organizing a County HS race series, and a County Champion. A tentative Central Coast Championship is planned with the Santa Barbara HS League, at the Firestone Race in Santa Ynez in spring 2004. Eventually a State Champion Race will be formed as more leagues form.

WHERE: ANY HIGH SCHOOL IN SLO COUNTY

where Students want to ride. The League has all the information to help get you started.

For more information, please call Jim Aaron at 800-727-6689 Ext 715 M-F 9-5
Meet the board

CURRENT BOARD MEMBER: ROBERT (RED) DAVIS

Residence: My wife, Gail, and I have lived in Morro Bay for ten years. Before that we lived in Nevada County for 20 years.
Occupation: I’m retired from Caltrans and from the Air Force Reserve. After 33 years of paying me to work, now they pay me to stay away.
Background: I’m vice-president and a founding member of the Coalition, president of the San Luis Obispo Bicycle Club, chairman of the Morro Bay Citizens Bike Committee and I represent Morro Bay on the Citizens Transportation Advisory Committee, a group that gives public input to SLOCOG on transportation issues. Gail and I love to travel. I love to ride with my daughter and son-in-law, Catherine and Pat, and I love to hike with my dog, Dexter.

Cycling History: I’ve ridden most of the roads of Nevada County on either a mountain bike or a road bike and most of San Luis Obispo County on my road bike. Besides the Coalition and SLOBC, I’m a member of CCCMB, UMCA and RUSA. I completed California Triple Crown in 1994 but I’ve started more double centuries than I’ve finished. I’ve ridden Bicycle Tour of Colorado four times; 200, 300 and 400k brevets and two fléches. The one accomplishment that I’m proudest of is that my daughter, Catherine, finished the Leadville 100 last year in 11:52. The only credit I can take is that I’m her dad but that’s the best thing I’ve ever done.

What do you Ride? I ride an unsuspended Specialized mountain bike when I visit my children in Nevada County. Around here, I ride a beautiful Landshark road bike that Scott Clark of Main Street Cycles in Santa Maria built for me. I have a couple of other road bikes that I ride when the streets are wet.

What is your vision for the Coalition? I want the Bike Coalition to be the first thing people think of when they have a cycling issue, and that includes planners and politicians. I want Joe Gilpin to be the first person people call when they need help on anything to do with biking in San Luis Obispo county.

Coalition Support: The only way the Coalition can help you is if you help the Coalition. You are the Coalition. Please join the people who want to make bicycling better in this county and volunteer to help them do it.

—Robert Davis

Coalition Briefs

OUR NEW BOARD
SLOCBC welcomes our new board members, Trina Blanchette, Dan Kallal and Missy Wade who were elected at our November Board meeting. Our December meeting hosted officer elections to fill the vacancies left by outgoing president Erik Jahnz and John Donovan who stepped down as Treasurer. Damon Noller was voted in as our new president, and Missy wade was given the nod as our new Treasurer. Our new board members are giving us added energy and ideas for 2004. You can join our board in our efforts by joining one of our new committees!

COUNTY BAC NEEDS NEW MEMBERS
The County Bicycle Advisory Committee (BAC) is looking to recruit new members for districts 2 (North Costal – Laguna Lake, Los Osos, Morro Bay, Cayucus, Cambria) and 5 (San Luis Obispo (north of 101) Santa Margarita, and Atascadero). The County BAC has been responsible for the guidance of the Bob Jones Trail, the existing “Share the Road” signs and more. Please consider giving back to the community by joining this group.

For more information please contact County Transportation Engineer, Ryan Chapman at 781-1406 or rchapman@co.slo.ca.us

BIKE HAPPENING!
The first Thursday of every month at 9:30pm hundreds of cyclists converge on the Mission Plaza in SLO for Bike Happening! The Bike Happening is a “Courteous Mass” ride where riders obey all traffic laws and stop at all traffic control devices. Numbers have surged above 300 riders in recent months, with costumes and exotic bicycles making regular appearances.

BIKE-IN MOVIE REPORT!
Thank you to all of you who came out for our first annual bike-in movie! We had over 60 people at the library on October 3rd for our movies, and the coalition made almost $500 in donations and raffle ticket sales! Congratulations to Judy Lang of San Luis Obispo who won our cruiser bike donated by Art’s Cyclery! The movie went off well considering we had to perform two videocassette surgeries after the VCR ate one of the tapes. If you missed it, please check out our website for photos!

BOARD AGENDAS AND MINUTES ON WEB
Our past board meeting agendas and meeting minutes are now available on our website for review. Go to our website at http://www.slobikelane.org and click the “small print” section. Current board agendas will be posted approximately one week before the announced date.

BIKE FEST CAPTAINS NEEDED!
Captains are needed to plan and run events for the 2004 Bike Fest in Mission Plaza. Events will be small in nature but large in number so that we can have something for everyone! Please call Joe Gilpin for more information: 541-4076. Join us in the Rideshare conference room on Jan 29th at 5:30 for an organizational meeting.

GRAPHIC DESIGNERS NEEDED!
If you have any experience in graphic design, we would love to talk to you! The Coalition is developing an informational brochure that needs the special touch that only someone with design skills can give it. The content is already determined, we just need a few hours of your time!
**Ongoing Coalition projects**

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<td>SLO City/City of Morro Bay/SLO County/Caltrans/SLOCOG</td>
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<td>Regional significance</td>
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<td>Ongoing programs</td>
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<td>Bike Fest / Bike Month 2004</td>
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**2004 Committees**

**HELP US HELP YOU!**

1. **Board Oversight Committee**
   Chair: Robert Davis
   Role: General Financial Oversight, including: Budgeting, Fundraising Identification and Leadership, Grant Writing, and Authorization and Approval of Annual Audit and Filing.

2. **Finance Committee**
   Chair: Missy Wade
   Role: Development of policy, strategies, and goals for Executive Director to follow and strive to accomplish. Works with Executive Director to determine: Direct Service Provision, Advocacy and Social Action, and Education; projects and goals for organization and activities.

3. **Membership Committee**
   Chair: Dan Kallal
   Role: Membership Services, Recruitment, and Rallying.

4. **Advocacy Committee**
   Chair: Trina Blanchette
   Role: Policy Evaluation, Planning, and Personnel. Consideration and creation of internal policies and procedures, consistent with the Bylaws regarding: Human Resources; Insurance; Legality and Appropriateness of Activities; Board Training; Compliance with State and Federal Non-Profit Requirements, and Governance.

5. **Public Relations Committee**
   Chair: Jim Aaron
   Role: Public Disclosure, Newsletter Direction and Creation, and Generation and Approval of all Board Communications. Includes Press Releases and Promotion, Agency and Advocate Awareness and Coordination, Website and Newsletter Direction and Creation.

Join now! call 541-4076 for more details.

**Cycling contacts**

Central Coast Concerned Mountain Bikers (3CMB)
Contact: Dave Arndt, 438-4631.
San Luis Obispo Bicycle Club
Contact: Robert Davis, 772-0874.
SLO City Bicycle Advisory Committee
Meets 3rd Thursday March, June, Sept. & Nov. at City Hall, 7:00 p.m. Contact: Peggy Mandeville, 781-7590.
SLO County Bicycle Advisory Committee
Meets quarterly, 2nd Tuesday at 7:00 p.m. Contact: Dave Flynn, 781-4463.
Morro Bay Citizens Bike Committee
Meets monthly 1st Wednesday, Morro Bay Community Center, 5 p.m.—6 p.m. For information, phone 772-0874.

Grover Beach Coalition representative
Ted Aclan, 710-1294.

Citizens Transportation Advisory Committee
Recommends local transportation projects and funding to SLOCOG. Open to the public. Pizza served. Phone: SLOCOG staff, 781-4219.

California Association of Bicycling Organizations (CABO)

SAFETY CONCERNS
County roads: 781-5252
City of SLO streets/roads: 781-7190
Law enforcement on county roads:
California Highway Patrol (CHP)
So. County & Coastal areas, 593-3300; No. County, 434-1822
State highways safety concerns
Urban Affairs, 549-3318
State highways maintenance concerns
State Highways maintenance supervisor, 549-3349
Caltrans District 5
David Murray, bike coordinator: 549-3168
MISSION…

to transform San Luis Obispo County into a safer and more livable community by promoting cycling and walking for everyday transportation and recreation

VISION…

See http://www.slobikelane.com/aboutus.html

VALUES…

• public access to open spaces
• sustainable land use planning and urban development
• a healthy population and environment
• economic vitality
• an efficient transportation system that provides equal mobility for all

Photo: Riders on Morro Street en route to Bike Fest at Mission Plaza.

RETURN SERVICE REQUESTED