



The Spoken Wheel

San Luis Obispo County • Spring 2008

New Section of the Bob Jones Trail Now Open

On February 15th, a ribbon cutting ceremony was held for the new section of the Bob Jones City-to-Sea Bikeway. Over 150 people were in attendance to celebrate the new path, which extends from Prado Road and ends at Los Osos Valley Road. It's a great feeling to ride fresh pavement on a brand new trail. We look forward to when the trail will connect across Los Osos Valley Road and extend all the way to Avila Beach.



COALITION TRIUMPHS



New Bike Lanes in Arroyo Grande

How's this for a Coalition triumph? Last year the Coalition led an effort to get bike lanes on parts of Grand Avenue in Arroyo Grande. Citizens rallied before the City Council about the need to make this street better for biking and they heard you. We now have something to celebrate. Just recently the city repaved the road and added the bike lanes between Halcyon Road and Barnett Street. While we'd like to see bike lanes along the entire corridor, we think this is a great start.

Bike Month Tradition Continues in May

Bike Month 2008's theme is "Wheel Experience". Have a Wheel Experience this May and leave your car at home: arrive by bike! You will also be experiencing a healthy lifestyle and helping everyone in San Luis Obispo County experience cleaner air and reduced traffic.

Take part in Bike Month 2008.

You'll have an experience of a lifetime.

- * Commuter Bike Challenge returns with new and improved features.
- * Family Fun Community Bike In Movie in San Luis Obispo and Atascadero.
- * Bike EXPERIENCE Bike Art --this year all

month long!

- * Over \$1,000 dollars available in mini-grants to put on YOUR own bike event.
- * Make the Grade Ride-riders including some well known politicians ride over the Cuesta Grade.
- * Executive Commuter Bike Challenge-sign up and take the pledge. You'll be acknowledged in the Tribune and posters.
- * Support cycling in the community sponsorship opportunities.
- * Bike Breakfast on the Blvd and other bike breakfasts hosted by local companies. Does your company want to host a breakfast? Please let us know.



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Wheel Experience BIKE MONTH, MAY 2008 SAN LUIS OBISPO COUNTY

Out of the Saddle

A Message from the Executive Director

This spring, we saw the unveiling of a new portion of the Bob Jones City-to-Sea Trail, a bikeway that when completed will extend from Avila Beach all the way to downtown San Luis Obispo. The new section extends from Prado Road to near Los Osos Valley Road. Some are disappointed that the trail does not yet have a southern access point. I hear their concerns, but as Peggy Mandeville, the city's principal transportation planner has said, "I see the glass as half full." I agree. While I look forward to the day when the trail will extend across Los Osos Valley Road and connect to the county's portion of the trail, what we have now is a beautiful stretch of off-street bicycling, lined with beautiful views, flora and fauna. At the unveiling ceremony, I saw riders of every kind. What I remember most was a very young brother and sister in the arms of mommy and daddy. They were probably too young to



know what the occasion was all about but the smiles on their faces was all I needed to see. It makes me proud of the work we do in making our community a better place to live. Thanks for being a part of it.

- Adam Fukushima

Bike Month Tradition Continues in May

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Are you a teacher or parent? Take advantage of free Bike Rodeos and Safety Assemblies hosted by Rideshare as a part of the Safe Routes to School program.

Get involved. It is not too late to help out with bike month. Call or email for specific volunteer dates/locations. Volunteers are always needed to help out with Bike Month's fun-filled bike events. You could be a part of events like the bike-in movie, bike circus, bike breakfast, bike farm tour, and so on (you get the idea). For more information about Bike Month please contact:

Jaime Hill,
Rideshare Bicycle Programs
Coordinator phone
805.781.1385



The Spoken Wheel

is published by the San Luis Obispo County Bicycle Coalition.

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E-mail Newsletter:
To join, sign up at www.slobikelane.org. Be sure to tell anyone you think would be interested in bicycling related issues!

COALITION STAFF

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Valet Program Coordinator

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All Aboard the Railroad Safety Trail

What if there was a way to ride a bike from Cal Poly all the way to the southern limits of San Luis Obispo without having to deal with auto traffic? That's exactly what is aimed with the Railroad Safety Trail, which will provide a beautiful bike path paralleling the railroad tracks through downtown. This project has had enormous progress recently. Last year, the Bicycle Coalition continued our Bike the Budget campaign, leading a letter writing effort and rallying the community at the San Luis Obispo City Council Community Budget Forum. Our efforts have made the Railroad Safety Trail a high priority project. We've also helped leverage over \$1.2 million in state funds and are working to secure over \$500,000 in federal funding through the SLO Council of Governments. This summer the city will begin constructing a new section of the trail from Foothill Blvd to Hwy 101. Cal Poly will also construct a portion of the trail behind Mustang Stadium. Unfortunately, these two sections do not connect and so the

Rotary Club of San Luis Obispo is leading a \$307,000 fundraising effort to complete the missing link. This project has many partners including the Land Conservancy, ECOSLO, the San Luis Obispo Chamber of Commerce, Sierra Vista Regional Medical Center, and many others. The Bicycle Coalition is pleased to join this partnership. We've put in a lot of hours including help with campaign media, writing a grant to supplement the fundraising effort, and in spreading the word about this wonderful bike trail.

For more information about the Railroad Safety Trail fundraising effort or to get involved please visit:

www.rrtrailfund.org or contact

Morgan Rafferty 805.544.1777



Bike Valet: Germinated and Ready to Grow

We are very excited for all of the improvement plans we expect to accomplish with the Bike Valet Program this upcoming season. Thanks to all of the hard work put in by Brian Kurotsuchi over the last two years the valet was more than ready for transition into new hands when Dan Rivoire, our new Bike Valet Program Coordinator, came on board in February. Now old concepts and dreams for the bike valet have the support and passion to become reality. Furthermore, it is bike season! Good weather approaches, bringing with it smiling cyclists excited to ride to farmers market, go to community bike events, and dance their hearts out at concerts in the plaza.

Here are some of the specifics:

- Employees at local offices for SRAM and REC Solar as well as the Tall Bike Posse have begun volunteering at the Valet, fulfilling step one of our group volunteer model.
- Bike Valet Parking will be offered at the Earth Day Fair in the Plaza, helping extend our services for more events in the community.
- In accordance with Bike Month, the Valet Program will be operating more events than ever before. This includes much anticipated expansion into North and South County Farmers Markets, parking at the Bike In Movie and the Bike Fashion Show. Ten Bike Valet parking lots will be in operation at events throughout May!
- Thanks to the wonderful nature of our local bike shops, all eight farmers market bike valets in May will feature mechanics! This means that every bike parked will receive a 'check-up' and minor repairs will be made at the valet.
- Again, the Bike Valet will be included in the San Luis Obispo City's Concerts in the Plaza Series this summer. Back to back Bike Valet in SLO on Thursdays and Fridays, from June until August.
- Throughout the season we will be making much needed repairs and improvements to www.slobikevalet.org including photo/statistical updates and volunteer management systems overhaul.
- In effort to establish an efficient succession plan for the Bike Valet Program, the preparation of a Bike Program Coordinator Manual as well as group and individual Volunteer Manuals are under way and will be completed by June 30th.

As you can see, the amount of activity at the Bike Valet will make for a very exhilarating season. If you know of any Bike Valet appropriate events, volunteer groups, or simply have ideas that you are interested in sharing please contact Dan Rivoire, Bike Valet Program Coordinator, at dan@slobikelane.org.

MAY I RACK YOUR RIDE?



www.SLOBikeValet.org

News Flash: Bike Valet reaches 5,000 Bikes Parked!



5,038 Bikes Parked and counting...

On Thursday, May 1st the bike valet rewarded the 5000th rider with glorious prizes including \$50 to Cambria Bike Outfitters, \$10 to Boo Boo Records, a bottle of Wolf Vineyard's Syrah, and San Luis Surf Company Gear.

We would like to extend a huge thank you to Nimble Creative Events, Boo Boo Records, Central Coast Wines, and San Luis Surf Company for their generous donations and support of the Bike Valet.

Thank you cyclists for parking your bikes at the Valet! Please keep it up and help us reach our next landmark number, you could be the next big winner. Check out the 'Bike Valet Calendar' at www.slobikevalet.org to find out which community events will feature a Bike Valet.

National Bike Summit

Adam Fukushima and I attended the National Bike Summit in Washington DC March 5-6, convened by the League of American Bicyclists. About 500 advocates from across the country participated.



One exciting thing was the new organizations participating. The Bikes Belong Coalition bought lead sponsorship. They are a coalition of bicycle manufacturers and dealers and they recognize that their future is tied closely to inclusion of bicycling as a federal strategy in transportation funding.

Another new partner is International Mountain Biking Association, those wacky guys who ride bicycles over dirt and rocks. They also understand the power of bicyclists standing together.

The National Parks Service also worked with the Summit this year and asked us to help them lobby for \$1 billion to renovate National Parks in time for their 100th year anniversary in 2016. In return, they are opening more opportunities for

bicycle travel within the parks.

The purpose of the summit was to educate us on current transportation issues, then turn us loose in the Congressional office buildings to lobby our representatives and senators to support bicycling.

Representative Earl Blumenauer, D-OR, appearing in a suit with a big bow tie and a bicycle clip strapped around his right ankle, earned an ovation when he said, "We should be indignant at public discrimination against people who burn calories instead of carbon fuel."

Jeff Johnson of Clif Bar presented their corporate program called "The Two Mile Challenge." Jeff gave us statistics about driving—40% of all U.S. travel consists of trips that are two miles or less and 90% of those trips are done by car. Since 60% of CO2 emissions occur during the first minute of motor operation, we could improve air quality significantly by using non-motorized transportation for short trips.

Clif Bar cruises the country in a bio-diesel-fueled bus promoting the bicycle as an alternative to driving. You can go to their website, 2milechallenge.com, type in an address and see a two mile circle around that location.

For instance, from the County Government Center, a two mile trip will take you to Cal Poly, Laguna Lake, or the Coalition Office where you can say hello to Adam, Jeanné, and Dan.

William Miller, President of the American Public Transportation Association, told us that, at \$3.00 per gallon for gasoline, the annual cost of a car driven 5,000 miles is \$11,000. Annual bicycle cost is \$120.

Changing from a two-car household to one car reduces the household carbon footprint by 30% which is a greater reduction than if the household went off the electricity grid.

Barbara McCann gave us a presentation on Complete Streets, which is built around a premise that public rights of way should accommodate all roadway users—pedestrians, bicyclists, transit, motorists, travelers of all ages and abilities, including the 37% of Americans who do not drive.

On Thursday, LAB scheduled visits for us with our representatives and senators. Adam and I visited offices of Dennis Cardoza, Adam Schiff, Darrell Issa, Lois Capps, Kevin McCarthy, Barbara Boxer and Dianne Feinstein.

A few minutes with a representative may seem like a small thing, but I want to pass on to you William Miller's words, "Changing our energy usage direction will require billions of small steps." I feel as if Adam and I took some of those steps.

By, Robert Davis

Vice-President

Local cycling contacts

Central Coast Concerned Mountain Bikers (CCCMB)

Contact: Greg Bettencourt, 995.1675.

San Luis Obispo Bicycle Club

Contact: Robert Davis, 772.0874.

Team SLO Nexus

Contact: Tyler Wertenbruch
tylerw@slonexus.org

SLO City Bicycle Advisory Committee

Meets 3rd Thursday January, March, May, July, September & November. 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: Red Davis, 772.0874.

Morro Bay Citizens Bike Committee

Meets monthly 1st Wednesday, Morro Bay Community Center, 5 P.M.–6 P.M.
For information, phone 772.0874.

Citizens Transportation Advisory Committee

Recommends local transportation projects and funding to SLOCOG.

Open to the public. Pizza served.
Contact: SLOCOG staff, 781.4219.

California Bicycle Coalition

www.CalBike.org
916.446.7558

SAFETY CONCERNS

County roads: 781.5252

City of SLO streets/roads: 781.7190

Caltrans roads and highways:
Aileen Loe, 549.3161

Membership Matters...

MEMBERSHIP

We welcome our newest members to the family. We also have a growing core of dedicated business members. We continue to gain more members from the non-bicycling industry including more hotels and retail. Please show your thanks by giving our business members your patronage.

BECOME A MEMBER!

To become a SLO County Bicycle Coalition member, fill out the membership form on the back of this newsletter, or visit our web site at <http://www.slobikelane.org>.

MEETINGS OPEN TO ALL

The board of directors meets on the second Thursday of every month at noon. Our meetings are open to the public and we encourage members not only to attend, but to participate.

BUSINESS MEMBERS

The San Luis Obispo County Bicycle Coalitionsalutes our current business members. We offer a business dues structure (see back page) that will help recognize those of you who help us the most. We also offer advertising opportunities to our business members. Please call Adam Fukushima at 547.2055 for more details.

CURRENT BUSINESS MEMBERS

PLATINUM

Air Pollution Control District
Clever Ducks
SLO Bicycle Club

GOLD

Art's SLO Cyclery
Central Coast Brewing
Cygnet
Foothill Cyclery
New Belgium Brewing
Rabobank
REC Solar, Inc
Truativ
Voler Team Apparel
Wally's Bicycle Works
Wells Fargo Foundation

SILVER

Cambria Bicycle Outfitters
Central Coast Emergency Physicians, Inc.
Ira's Bike Shop
RRM Design Group

BICYCLE FRIENDLY BUSINESS

Best Western Somerset Inn

Body Centered Therapy

Central Coast Outdoors

Crosstown Productions

Embassy Suites Hotel

Foothill Cyclery

GLA Agricultural Electronics

Hempshak

Hoadley Design / Peak Racks

Hostel Obispo

John Donovan State Farm

Los Osos Fitness

Madonna Inn

Mindbody Online

Main Street Cyclery

Morin Bros Automotive

Neal-Trusdale Insurance

New Times

Nimble Creative, LLC

North Coast Engineering

Pacific Energy Co.

Petit Soleil

Quality Suites

Rideshare

SLO Nexus

Sue's Sandos

Turn-Key Real Estate Mgmt. Services

Utopia Bakery

Member Benefits

The following businesses will reward your commitment to a more bicycle-friendly San Luis Obispo County. To receive a discount, simply show your copy of the Spoken Wheel newsletter with your mailing label on it or member dues receipt letter prior to having the sale written up.

10% Off Accessories and Parts

Art's Cyclery

2140 Santa Barbara Street, SLO

796 Foothill Boulevard, SLO

2179 10th Street, Los Osos

Cambria Bicycle Outfitter

1422 Monterey Street, SLO

2164 Center Street, Cambria

Foothill Cyclery

896 Foothill Boulevard, SLO

Wally's Bicycle Works

306 Higuera Street, SLO

10% Off Merchandise

Hempshak



PLACE YOUR AD HERE

Our publication reaches over 700 readers who care about their health, the environment, and a livable community. For details, contact us at

(805) 547.2055 or email adamf@slobikelane.org



Clever Ducks

COMPUTER NETWORK SERVICES

Coalition Briefs

JOIN THE COALITION!

We've made the transition to an annual calendar year dues structure to simplify the renewal process. That means if you join between now and the end of the year we'll give you membership benefits until the end of 2007!

JOIN OUR COMMITTEES

Joining a committee is a great way to get involved in bicycle advocacy. For a list of committees, visit www.slobikelane.org and click on 'get involved.' We could use your input, especially with fundraising. Please join us!

JOIN THE E-NEWSLETTER

The E-newsletter is sent out a couple times a month and will keep you updated on all events, news, and issues that affect us in San Luis Obispo County. To subscribe, simply visit our website www.slobikelane.org and click on the 'click here to join our e-news' link.

Feel free to invite your friends and colleagues to sign up too.

BIKE MAPS AVAILABLE

SLO Regional Rideshare has just published a handsome new county bike map. To get your copy, call 805.781.4362

BIKE HAPPENING

The first Thursday of every month at 9:30pm hundreds of people converge with their bikes at Mission Plaza in SLO. The Bike Happening is a "Courteous Mass" ride where riders obey all traffic laws and stop at all traffic control devices. Don't forget to bring your bicycle lights as local law enforcement have been ticketing riders without them. Some months have over 500 riders. Many wear costumes and ride exotic bicycles. For more info, visit: www.bikehappening.org

DONATE YOUR CAR

Sick of paying high gas prices? Is your car strangling you like an albatross? Then what better way to make our community more bike friendly than by getting rid of your car? The Bicycle Coalition has launched a new vehicle donation program. The donation of your vehicle is tax deductible in accordance with California law and helps us further our bicycle friendly programs. For details call (805) 547-2055 or email: adamf@slobikelane.org

COALITION AMBASSADORS NEEDED

We'd like to have eyes and ears on the scene in every corner of the county, but we need your help. Become an ambassador of the Coalition and be a conduit for bicycling and walking issues in your community.

VOLUNTEERS NEEDED

Would you like to help with our newsletter? Stuff envelopes? Lend assistance with our events? Help out with a campaign? Park bikes at the Bike Valet? Volunteers are always needed and appreciated. Please contact us at info@slobikelane.org

TAKE YOUR BIKE ON THE BUS

San Luis Obispo County was one of the first in the nation to have a fleet of busses with 2 sets of 3 position bike mounts. Said differently, many of our RTA busses can carry up to 6 bicycles at a time. This gives transit users more creativity with their commute. Is your bus stop a little far to reach by foot? Now you can bike to the bus stop and have more mobility options once you reach your destination. For more information about bus schedules countywide, visit www.rideshare.org. Rideshare also has bike lockers available at bike friendly bus stops. Call 781.4362 to check one out.

CALCULATE YOUR COMMUTE

Want to know how much money you are saving by leaving the car at home and riding your bike instead? Interested in finding out how much air pollution you are preventing? Log on to www.rideshare.org and you might be surprised by what you see when you calculate your commute.

Make your community better for bicycles.

Join the SLO County Bicycle Coalition!

Name (please print) _____

Business (if applicable) _____

Street or P.O. Box _____

City _____ State _____ Zip+4 _____

Phone _____ E-mail address _____

Please write your checks payable to: SLOCBC and send to P.O. Box 14860, San Luis Obispo, CA 93406-4860. All donations are (501)(c)(3) tax-deductible as allowed by law.

What for you is the single most important bicycling issue in SLO County?

Membership dues

Individual \$35 _____
Family \$52 _____
Century \$100 _____
Benefactor \$500 and over _____

Bike Friendly Business \$150 _____
Business Silver \$500 _____
Business Gold \$1,000 _____
Business Platinum \$5,000+ _____

Additional donation \$ _____

Total enclosed \$ _____

☐ New member ☐ Address change

☐ Renewing member

Yes, I'd like to volunteer ...

☐ 3 or 4 hours/mo. (circle number of hours)

☐ Help staff ☐ Help with newsletter

☐ Events ☐ Coalition Ambassador

☐ Education ☐ Other skills: _____

Our mission, vision & values



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...

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

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

VALUES...

- equal mobility for all
- economic vitality
- a healthy population & environment



San Luis Obispo County Bicycle Coalition
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RETURN SERVICE REQUESTED