

# The Spoken Wheel

[www.slobikelane.org](http://www.slobikelane.org)

## **A GUIDE TO THE BICYCLE ORGANIZATIONS AND CLUBS IN SLO COUNTY**

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## **PLUS: THE COALITION IS NOW IN DOWNTOWN SAN LUIS OBISPO**





# OUT OF THE SADDLE:

## A letter from the new Executive Director

Greetings passionate pedal people! Allow me to introduce myself. My name is Dan Rivoire and I am thrilled to be your new Executive Director.

I grew up outside Chicago, IL and spent a lot of time riding around the heavily wooded single-track of the Midwest. I knew that bikes were fantastically fun but never thought of them as vehicles. I was always seeking out the muddiest trails with the coolest jumps, a true fat tire fiend. However, as part of a family of cyclists my exposure to bikes has developed into a passion that is difficult to slow.

In 2003 I arrived in San Luis Obispo to attend Cal Poly. My dad handed down his 1973 Bottecchia road bike and within a year I began pedaling all over the Central Coast. I graduated in 2007 with a Bachelors of Arts in Philosophy, minors in Religious Studies and Women's Studies, a new modern road bike, and a better-equipped mountain bike.

I expanded my riding repertoire even further and connected with the SLO County Bicycle Coalition for the first time. Luckily, my work from Cal Poly's Community Center as an event planner, administrative assistant, and liaison between students and the County's non-profits came in handy. I was brought on board with the Coalition as an AmeriCorps member in February of 2008.

While serving in AmeriCorps for the Coalition, I managed the Bike Valet Program, took responsibility for the Bike Confidence program

registration, logistics, and did bookkeeping. These tasks have prepared me well for my new role with the organization. I love bikes, understand non-profits, care deeply for the Coalition, and know the ins-and-outs of the entire organization.

As many of you know the Coalition went through a major transition last summer when our incredible Executive Director, Adam Fukushima took a planning position at Caltrans. Nevertheless, we refueled our efforts to draw in new members and capped off the challenging year with success.

Now we are pedaling as fast as we can to keep up with all the tasks ahead of us and will be turning to you for consistent support. Whether it be stuffing envelopes, entering data, valeting bikes, reaching out, or speaking before city council, as a coalition, we will have to do it together.

In 2010 we plan to introduce Bike Valet at the Farmer's Market in Arroyo Grande, expand our Bike Confidence program into more of the County, and advocate for better Class I connections from one city to another. I thank you in advance for your support. After all, this is YOUR Coalition, your community, and your best place to ride.

Happy Pedaling,

Dan Rivoire - *Executive Director*

[dan@slobikelane.org](mailto:dan@slobikelane.org)

## The Spoken Wheel

published by the  
SLO County Bicycle Coalition

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To receive our E-Newsletter visit:  
**[www.slobikelane.org](http://www.slobikelane.org)**  
Be sure to tell anyone you think would be interested in bicycling related issues!

### COALITION STAFF

Dan Rivoire, Executive Director  
Leslie Bloom, Outreach Manager  
Garret Farmer, Bike Valet Manager

### BOARD OF DIRECTORS

Tyler Wertenbruch, President  
Robert Davis, Vice President  
Kevin Elder, Secretary  
Branden Welshons, Treasurer  
Greg Notley  
Mike Boswell  
Yukie Nishinaga  
Lindsey Collinsworth

### NEWSLETTER CONTRIBUTORS

Bill Mulder  
Jessica Berry

### WEBMASTER

Outgoing: Barry Lewis

### facebook

Become a fan of the Coalition on Facebook  
[facebook.com/SLOBikecoalition](https://www.facebook.com/SLOBikecoalition)

### twitter

Follow the Coalition on Twitter  
[twitter.com/BikeSLO](https://twitter.com/BikeSLO)

### flickr

View Coalition photos on Flickr  
[flickr.com/SLOBikelane](https://www.flickr.com/photos/SLOBikelane)



## OUR NEW HOME IN DOWNTOWN SAN LUIS OBISPO!

We are now located at 860 Pacific St, Suite 105, in San Luis Obispo on the corner of the Morro St bicycle boulevard. Feel free to come say hi and check out our new working space, including the new Bike Kitchen!



**Coalition Office Hours**  
10:00 am - 5:00 pm  
Monday - Friday

**Bike Kitchen Hours**  
4:00 - 7:00 pm  
Wednesdays, Thursdays  
12:00 - 4:00 pm  
Sundays



# GET TO KNOW THE COALITION BOARD

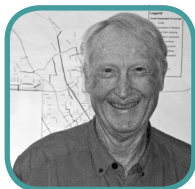
The board meets monthly to discuss the direction of the Coalition, upcoming events, advocacy issues, member services, and more. Board meetings are open to the public and are held on the first Thursday of the month from 12:00 - 1:30 p.m. at the Coalition office, 860 Pacific St in San Luis Obispo. Board members serve two year terms and can be reelected indefinitely. Join us at a meeting and voice your concerns!

## **TYLER WERTENBRUCH, PRESIDENT**



Tyler has been a member since November 2007. His professional background in Information Technology and philanthropic commitment to the community has made him a valued leader. Tyler brings focus, structure, and a clear vision to the Coalition. Outside of the Coalition he shares his love for bikes by taking on leadership roles among the local cycling community. He is a competitive cyclist and one of the founding members of SLO Nexus-Gym One Cycling Team.

## **ROBERT DAVIS, VICE PRESIDENT**



Robert "Red" has been a member of the Coalition since 2001 and provides leadership and mentorship to organization. He is a long time public service professional and bicycle advocate for the Central Coast. During his tenure, Red worked for the California Department of Transportation as an engineering technician, budget analyst, training officer, and planner. His public service began in the Air Force Reserve years ago and he is currently a member and/or board representative for the following cycling organizations: San Luis Obispo Bicycle Club, 3CMB, Gold Thousand Mile Club, Citizens Transportation Advisory Committee to SLOCOG, County Bicycle Advisory Committee, and Morro Bay Citizens Bike Committee.

## **KEVIN ELDER, SECRETARY**



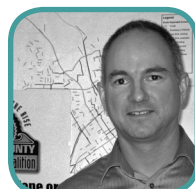
Kevin has been a member of the Coalition since 2009. He may be new to the County but has been inspired by the accomplishments of the Coalition and is excited about continuing its work to provide safe and accessible cycling and pedestrian facilities and improvements throughout the county. Kevin is an avid racing fan, but as an attorney who doesn't get out much, is primarily an armchair cyclist. Kevin is also on the board of the SLO Rugby Football Club and coaches AYSO soccer.

## **BRANDEN WELSHONS, TREASURER**



Branden joined the Coalition recently motivated by many of the long distance biking/walking trips he has experienced in the past year. Born in SLO, a Cal Poly grad, and a long-time cyclist, Branden is eager to give back to the place he calls home. Involved in the community and working for the past ten years as an accountant, Branden is excited to be a part of such a motivated and passionate board.

## **MIKE BOSWELL, BOARD MEMBER**



Michael R. Boswell has been involved with the Coalition since its inception and currently serves as a Board Member and chair of the Advocacy Committee. He is a daily bicycle commuter as well as a road and mountain bike recreational rider. He currently serves as a Planning Commissioner for the City of San Luis Obispo and is an Associate Professor in City & Regional Planning at Cal Poly, San Luis Obispo.

## **GREG NOTLEY, BOARD MEMBER**



Greg is a founding member of the Bicycle Coalition and a resident of San Luis Obispo County since 1990. He is the Principal Engineer/Owner of Power Communications Engineering Company and has been practicing for over 15 years. He has a passion for working and supporting local non-profit organizations on the Central Coast. Outside of managing his own business Greg has been a board member for the SLO Children's Museum for eight years and Board President for two years.

## **YUKIE NISHINAGA, BOARD MEMBER**



Yukie has spent the past decade building marketing departments and programs for local and national businesses. She has worked in a variety of environmental, socially responsible, and retail businesses doing sales, retail and marketing for REC Solar, Guayaki Sustainable Rainforest Products, Jamba Juice, and currently the Cal Poly Corporation. In 2001, Yukie co-founded a community-based non-profit organization called Creative Nutrition Concepts in SLO County. Yukie provides strategic marketing direction for the Coalition and is the chair of the memberships committee.

## **LINDSEY COLLINSWORTH, BOARD MEMBER**



Lindsey is a new member of the Coalition board. She is an avid environmentalist and green graphic designer. Her attention is focused on fostering positive interactions and discussions between groups to promote good for the local community. Well traveled and trained in social marketing, she is an active proponent of clean transportation, healthy living, and smart city planning. Her outspoken optimism welcomes new ideas in order to work towards a common goal. She currently volunteers with SLO Grown Kids, a local non-profit dedicated to developing school gardens and fostering a love of nature in children.

## **SHABA MOHSENI, OUTGOING BOARD MEMBER**



The Coalition is very sad to say goodbye to Shaba, an unbelievably involved and incredibly energized cycling superwoman. Shaba has spent the last ten years developing community-based programs and services throughout SLO County. Her extensive involvement with the Coalition was essential to the development of the Bike Valet program, helped establish an effective strategic plan and contributed greatly to the success of the organization overall. By pouring an infinite amount of time into helping local non-profits develop strategic marketing and outreach programs Shaba has left a legacy that SLO County will never forget. We miss you Shaba, best of luck with your next endeavor!

## **OPEN BOARD MEMBER POSITION:**

The Coalition is currently receiving applications to fill a vacancy on our board. Interested in becoming more involved? Email [info@slobikelane.org](mailto:info@slobikelane.org) for more details.



# OUR VISION

We envision the County of San Luis Obispo as a vibrant community with a vital economy; a community where walking, cycling, and convenient mass-transit make personal mobility safe, simple, and fun. Central downtown areas would be designed for pedestrians and cyclists. A thriving eco-tourism industry would emphasize the use of public transportation and outdoor recreation. We also see a future where county residents value and enjoy clean air, active lifestyles, and the natural beauty of their surroundings.

Pedestrians, cyclists, and drivers would all use our County roads with mutual respect and cooperation. An efficient multi use transportation system would make commuting easy by linking the communities of the County to each other, the state, and nation beyond. Citizens would not only be informed about current events but also eagerly participate in decision making on all levels with equal say. Visitors and residents alike would appreciate the healthy, harmonious environment of our County.



## 2010 GOALS

### INCREASE OUR COUNTY WIDE PRESENCE

Expand Bike Valet Program to reach groups in Arroyo Grande  
Secure funding source(s) to execute one county-wide poll, which provides critical information to understanding peoples barriers to cycling. (Unfunded Goal)

### ADVOCATE ON BEHALF OF CYCLISTS

Establish a consistent presence at major county-wide planning/ policy sessions.  
Develop and utilize one or more effective county-wide communications protocol that deploys information and bike-related issues.

### ORGANIZATIONAL SUSTAINABILITY

Develop at least one new revenue source that will contribute to the overall revenue goals for the year.  
Increase brand recognition and awareness of the Coalition throughout SLO County.

### OUTREACH TO CYCLISTS AND OUR COMMUNITIES

Develop an outreach program to target college-aged students (ages 18-24) living in SLO County to increase memberships and service offerings.  
Maintain all Bike Ed Programming for previous year.  
Develop a children's platform within the Bike Ed Program.  
Market and sell the Bike Ed Program to other cities/entities.  
Attain 300 total individual & family memberships (equivalent to 2.5 members), not including Bike Friendly Businesses (BFB) or founding life members.  
Increase organizational exposure by developing and utilizing at least two new web-based communication portals for members/ non-members such as new enhancements to the Coalition website and social networking sites.  
Develop tighter relations with members through quarterly events to increase sense of community with our membership.



# COALITION PROGRAM UPDATES



## Bicycle Confidence Program

[www.slobikelane.org/cm/programs/workshop/Home](http://www.slobikelane.org/cm/programs/workshop/Home)

The Bicycle Confidence Program has been running smoothly throughout the year. Our spectacular Street Skills and Ride Right workshops have continued to occur on a bi-monthly basis, empowering individuals from all over the County with the sensation of smart cycling. The new and improved Ride Right workshop is now even more effective at teaching on-road maintenance and flat fixing with the helpful mechanically minded assistance of Bike Kitchen Sous Chefs.

Our strengthened partnership with Rideshare continues to encourage active transportation in SLO County through collaboration with their Bike Sharing program. Participants in the Bike Sharing program are required to host a one-hour Brown Bag Bike Confidence session. We are excited because this partnership has drastically increased our presence in North and South County through workshops with local governments. Finally, you will be excited to hear that we plan to continue expansion of the program throughout 2010. Specifically, we hope to incorporate more workshops for families and kids all while reaching out to more of the County.



## Bike Valet

[www.slobikelane.org/cm/programs/BikeValet](http://www.slobikelane.org/cm/programs/BikeValet)

The bow tie wearing volunteers down at farmers market are plentiful these days as the Coalition's Bike Valet has been busy parking tons of bikes every week. In September, the Valet parked its 15,000th bike and the numbers have only continued to grow. Every month, new riders are coming out along with new volunteers.

We have exciting raffle prizes for riders who use the valet during the first Farmers Market of the month. Become a member of the Coalition on the spot to get multiple tickets! Feel free to come hang out and park a few bikes with some friendly people and smiling faces. Better yet, sign up for a volunteer shift online!



## The Bike Kitchen

[www.slobikekitchen.org](http://www.slobikekitchen.org)

Midway through 2009 the SLO Bike Kitchen officially became a program of the Coalition. Since forming in 2008, the Kitchen has gathered tremendous speed providing the community with bike maintenance education, tools, and spare parts. Throughout the first two years in action they have offered co-ed and women-only educational clinics, regular workdays in local parks, a local bicycle tube recycling program and an outlet for the public's leftover parts and bicycles.

The Kitchen has already left a tremendous legacy in our community by helping innumerable individuals fix their flat tires or broken derailleur's and return to rolling around safely on two wheels. With the transition to the new Coalition office in San Luis Obispo, the Kitchen also established a home base for bike maintenance education in SLO County. Now open three days a week, the Kitchen has made unbelievable strides towards making SLO County better for bikes.

Open Wednesdays & Thursdays 4-7 pm and Sundays 12-4 pm.  
860 Pacific St San Luis Obispo, CA 93401



## Kidical Mass

[www.slokidicalmass.org](http://www.slokidicalmass.org)

Kidical Mass is a family oriented bike happening ride designed to provide parents with the opportunity to teach their kids how to ride safe and smart. In 2009, SLO Kidical Mass took off with five events scheduled through the summer months. In partnership with the SLO Children's Museum, Rideshare, and the Coalition, it engaged hundreds of families in bike riding fun. Moreover, it reminds the rest of the community that bikes are a safe and healthy way to get around, even if you have young children. 2010 is going to be another amazing year for Kidical Mass, as it is now an official event of the Coalition and is reaching out to new audiences throughout the County.

Join us the first Thursday of the month at Mitchell Park to participate in Kidical Mass. Meet at 5:30 pm, ride at 6:00 pm.



# Bicycle Organizations & Clubs in SLO County

## Cal Poly Tri-Team

web: [www.calpolytriathlon.com](http://www.calpolytriathlon.com)  
email: [president@calpolytriathlon.com](mailto:president@calpolytriathlon.com)  
contact: Danny Diamond

The Cal Poly Tri Team is a social training team. While no practices are mandatory, they are all strongly encouraged. Attending workouts is not only a great way to get to know all of the student coaches, but also a great way to meet other triathletes on the team!

## Cal Poly Wheelmen

web: [www.cpslowheelmen.org](http://www.cpslowheelmen.org)  
email: [wheelmenpresident@gmail.com](mailto:wheelmenpresident@gmail.com)  
contact: Patrick Edziak

The Wheelmen are a recreational cycling and racing club of Cal Poly students. Wheelmen are most famous for their efforts in presenting the Parkfield Classic mountain bike race. All the wheelmen and women are notorious for helping with trail work, valet bike parking, and volunteering around the county.

## Central Coast Concerned Mountain Bikers (3CMB)

web: [www.cccmb.org](http://www.cccmb.org)  
email: [greg@cccmb.org](mailto:greg@cccmb.org)  
contact: Greg Bettencourt

A mountain bike trails group focused on the sustainability and expansion of trails in SLO County. 3CMB encourages low-impact riding because we're the ones out there mitigating the impact with shovels and picks throughout the year. Help keep the trails of SLO County alive and fun to ride. For good karma, be cool with other users on the trail: always ride in control and don't run people over.

## Central Coast Triathlon Club

web: [www.centralcoasttriathlonclub.com](http://www.centralcoasttriathlonclub.com)  
email: [cctc@att.net](mailto:cctc@att.net)  
contact: Samantha Pruitt & Elizabeth North

The Central Coast Triathlon Club is recruiting people of all abilities and ages to meet, train, and race in a fun, professional environment.

## Freeride & Sustainable Trails Association

web: [www.cccmb.org/fasta](http://www.cccmb.org/fasta)  
email: [cpfasta@gmail.com](mailto:cpfasta@gmail.com)  
contact: Andrew Pellkofer & Dan Palmer

The working members of FASTA bring to every project a combination of environmental knowledge, a passion for developing technical mountain biking skills, and a desire to create safe, fun, and sustainable mountain biking skill areas and trails in the San Luis Obispo area.

## Morro Bay Citizens Bike Committee

email: [slobike@yahoo.com](mailto:slobike@yahoo.com)  
contact: Robert Davis

We advise the Morro Bay City Council on all bike related issues and make recommendations for council action.

## Rock Solid Cycling

web: [www.facebook.com/pages/rock-solid-cycling/188960385818](http://www.facebook.com/pages/rock-solid-cycling/188960385818)  
email: [info@rocksolidcycling.com](mailto:info@rocksolidcycling.com)

Rock Solid Cycling is a cycling team and club located in comprised of local athletes representing the best of what our beautiful county and the Central Coast has to offer. Rock Solid's mission is to enhance the fitness and competitiveness of our members and help them to live a healthier and fuller life through the sport of cycling.

## SLO Bike Club

web: [www.slobc.org](http://www.slobc.org)  
email: [info@slobc.org](mailto:info@slobc.org)  
contact: Robert Davis

Provides recreational rides and social outlets to community members. The SLOBC, organized in 1971, is a non-profit organization that promotes safe and legal bicycle riding for recreation and transportation.

## SLO Bike Kitchen

web: [www.slobikekitchen.org](http://www.slobikekitchen.org)  
email: [information@slobikekitchen.org](mailto:information@slobikekitchen.org)  
contact: Brian Kurotsuchi

The Bike Kitchen is a program of the Coalition. The Kitchen is a place for the community to come together for the purpose of bicycle maintenance education, camaraderie, parts recycling and do-it-yourself work which teaches you to be confident in knowing your bike.





Cycling is extremely popular throughout all of the Central Coast and is becoming more common every day. The Coalition would like to formally thank everyone involved with bikes in our region, you are all contributing to the fantastic quality of life that SLO County is known for. Each group described below promotes cycling in one way or another and is always looking for more people to join. To become a part of the movement, explore all of the different opportunities available. Every type of cyclist fits in somewhere in our County!



**County  
Coalition**

### **SLO City Bicycle Advisory Committee**

web: [www.ci.san-luis-obispo.ca.us/publicworks/bac.asp](http://www.ci.san-luis-obispo.ca.us/publicworks/bac.asp)  
email: [pmandeville@slocity.org](mailto:pmandeville@slocity.org)  
contact: Peggy Mandeville

The Bicycle Advisory Committee (BAC) provides oversight and policy direction on matters related to bike transportation in San Luis Obispo and its relationship to bicycles outside the city.

### **SLO County Bicycle Advisory Committee**

web: [www.slocounty.ca.gov/pw/traffic/BAC](http://www.slocounty.ca.gov/pw/traffic/BAC)  
email: [slobike@yahoo.com](mailto:slobike@yahoo.com)  
contact: Robert Davis

The BAC provides oversight and policy direction on matters related to bicycle transportation in SLO County.

### **SLO County Bicycle Coalition**

web: [www.slobikelane.org](http://www.slobikelane.org)  
email: [info@slobikelane.org](mailto:info@slobikelane.org)  
contact: Dan Rivoire

With over 450 members, we aim to transform San Luis Obispo County into a safer and more livable community by promoting cycling and walking for everyday transportation and recreation. The Coalition advocate for cyclists and bike friendly infrastructure, and provide services that promote cycling in SLO County.

### **SLO Nexus**

web: [www.slonex.org](http://www.slonex.org)  
email: [tylerw@slonex.org](mailto:tylerw@slonex.org)  
contact: Tyler Wertenbruch

SLO Nexus brings together people who love to ride bikes, race bikes, and promote bike riding in our community. Our fresh outlook on the local bike scene incorporates support, fun, education, and fitness and is designed to bring together the growing number of cycle-centric athletes within San Luis Obispo County.

### **SLO Regional Rideshare**

web: [www.rideshare.org](http://www.rideshare.org)  
email: [mmarshall@rideshare.org](mailto:mmarshall@rideshare.org)  
contact: Morgen Marshall

Rideshare is your one-stop-shop for transportation information. We help increase mobility for people living, working, and visiting SLO County. Whether you are looking to bus, bike, walk, carpool, vanpool, telecommute or simply get out of your car, we'll get you moving in the right direction.

### **Tall Bike Posse**

web: [www.tallbikeposse.com](http://www.tallbikeposse.com)  
email: [sheriffbill@yahoo.com](mailto:sheriffbill@yahoo.com)  
contact: Bill Mulder

A loose confederation of riders that do it from a different perspective. Tall bikes are nothing short of a parade when riding around. One has to try really hard not to have a positive reaction to a tall bike passing by. We share events, photos, and tips on putting together your own tall bike. Posse Up and Ride High with us.

### **Team K-Man**

web: [www.teamkman.org](http://www.teamkman.org)  
email: [membership@teamkman.org](mailto:membership@teamkman.org)  
contact: Keith Schmidt

Triathlon Team with additional community social, training, and cycling activities. We train for and participate in various athletic events. The team provides an environment for members who share a common interest in developing and maintaining a healthy lifestyle all while having lots of fun!

### **Team SingleTrax**

web: [www.cccmb.org/fun](http://www.cccmb.org/fun)  
email: [teamsingletrax@yahoo.com](mailto:teamsingletrax@yahoo.com)

Team Singletrax, a former mountain bike race team, has recently evolved into a mountain bike social club consisting of bikers wanting to ride/race/socialize with others in the SLO area. Singletrax members generally ride Sunday mornings (9am) and Wednesday night (6pm).

### **Team Tuesday Thursday**

email: [Len@NicholasConsulting.net](mailto:Len@NicholasConsulting.net)  
contact: Len Colamarino

Team Tuesday Thursday is an Atascadero based recreational riding group. With two rides scheduled every week, departing early in the morning on Tuesday and Thursday to explore the beautiful roads of North County, these folks know how to have fun on two wheels. To join in on the good times email Len to receive ride updates.



# JOIN US FOR MAY'S BIKE MONTH!



## LIFE IN THE BIKE LANE

**MAY 2010**  
**SAN LUIS OBISPO COUNTY**  
RIDESHARE.ORG

### What is Bike Month?

Bike Month is an unbelievable local and national celebration throughout the month of May that aims to get people on bikes and change the way they get around. By filling the month with spectacular parties, art shows, workshops, and rides, we hope to inspire everyone in SLO County to ride at least once. After realizing how refreshingly free it feels to roll around on two wheels our streets and paths will undoubtedly become filled with happy, healthy, youthful pedal people. RIDE and see what life is like in the Bike Lane.

### Where are events being held?

Rideshare, supported by a number of dedicated community members and partner organizations have planned over 60 free community events happening all over San Luis Obispo County. Check out the calendar on the next page to see what's in your neighborhood!

### Commuter Bike Challenge

The annual Commuter Bike Challenge is back once again, starting May 1st and ending May 28th. The Commuter Bike Challenge is a fun and friendly competition to encourage bicycle commuting. You can participate as an individual or as an organization, all you have to do is contact Kelsie Greer at [kgreer@rideshare.org](mailto:kgreer@rideshare.org) or by phone (805) 781-1385 to register.

### Executive Challenge

Executives are also encouraged to take the Executive Challenge by riding to work on May 19th. Executives who participate in the challenge will once again have their signatures printed in a full page Tribune ad. For more information and to sign up visit [www.rideshare.org/lifeinthebikelane](http://www.rideshare.org/lifeinthebikelane)



SUN	MON	TUE	WED	THU	FRI	SAT
<b>START LIVING LIFE IN THE BIKE LANE</b> <b>TAKE THE COMMUTER BIKE CHALLENGE</b> <b>RIDE, LOG, WIN AT <a href="http://WWW.RIDESHARE.ORG/LIFEINTHEBIKELANE">WWW.RIDESHARE.ORG/LIFEINTHEBIKELANE</a></b>						
<b>2</b> <b>12pm</b> Bike Kitchen	<b>3</b>	<b>4</b> <b>4pm</b> Ladies Night at Bike Kitchen	<b>5</b> Hawthorne Elementary Bike for Breakfast <b>4pm</b> Bike Kitchen	<b>6</b> Oceano Elementary Bike to School <b>4pm</b> Bike Kitchen <b>6pm</b> Bike Valet: Farmers Market <b>6pm</b> Kidical Mass w/ the Human Powered Vehicle Symphony <b>8pm</b> Music at the Bike Lane Gallery	<b>7</b> <b>7am</b> Bike Breakfast: Art's Cyclery <b>8pm</b> Music at the Bike Lane Gallery	<b>8</b> <b>8:30am</b> Street Skills Workshop <b>10am</b> 2nd Annual Family Trail Ride <b>1pm</b> BMX Bike Expo: Flat Land Best Trick Contest
<b>9</b> <b>10am</b> Mother's Day Ride <b>12pm</b> Bike Kitchen	<b>10</b>	<b>11</b> Bike Film Night at the Palm Theatre	<b>12</b> <b>4pm</b> Bike Kitchen	<b>13</b> Cal Poly Bike Fest <b>7am</b> Bike Breakfast: Cal Poly SCS Breathe Easy Bike Day: Paso Robles High School <b>4pm</b> Bike Kitchen <b>6pm</b> Bike Valet: Farmers Market <b>8pm</b> Music at the Bike Lane Gallery	<b>14</b> <b>7am</b> Bike Breakfast: City of SLO-PAACE <b>6:30pm</b> Bike in Movie: The Sandlot <b>8pm</b> Music at the Bike Lane Gallery	<b>15</b> <b>8:30am</b> Women's Only Street Skills Workshop <b>10am</b> Vintage Bike Show/ Bike Swap Meet <b>8pm</b> Music at the Bike Lane Gallery
<b>16</b> <b>10am</b> Ladies Morning at Bike Kitchen <b>12pm</b> Bike Kitchen	<b>17</b> <b>7am</b> Bike Breakfast: Rideshare	<b>18</b> <b>7am</b> Bike Breakfast: Caltrans	<b>19</b> Executive Challenge <b>7am</b> Executive Challenge Bike Breakfast: County Supervisors <b>7am</b> Breakfast: Paso Robles City Hall <b>4pm</b> Bike Kitchen	<b>20</b> Grover Heights Elem. Bike to School Day <b>7am</b> Bike Breakfast: Land Conservancy <b>7am</b> Bike Breakfast: Main St. Paso Robles <b>4pm</b> Bike Kitchen <b>6pm</b> Bike Valet: Farmers Market	<b>21</b> Bike Art Gallery Grand Opening North County Bike Busses <b>7am</b> Bike Breakfast: Aids Support Network <b>7am</b> Breakfast: Odyssey World Cafe <b>7am</b> Bike Breakfast: SLO Down Pub <b>6pm</b> Music at the Bike Lane Gallery	<b>22</b> <b>8:30am</b> Ride Right Workshop <b>6pm</b> Pedal to Paella
<b>23</b> <b>7:30am</b> Cote de Tolosa Velo Challenge <b>9am</b> CCCMB Lopez Lake Trail Work <b>11am</b> Edna Valley Wine Tour by Bike <b>12pm</b> Bike Kitchen <b>2pm</b> Oak Park Ride	<b>24</b>	<b>25</b> <b>8pm</b> Trivia Night at Woodstock's Pizza	<b>26</b> <b>4pm</b> Bike Kitchen	<b>27</b> <b>4pm</b> Bike Kitchen <b>6pm</b> Bike Valet: Farmers Market	<b>28</b> <b>7am</b> Breakfast: Bicycle Coalition Office <b>5pm</b> Commuter Bike Challenge Ends Bike Month Closing Party at Steynberg Gallery <b>8pm</b> Music at the Bike Lane Gallery	<b>29</b> Bike Valet: Strawberry Festival Bike Valet: Paso Robles Festival of the Arts <b>6pm</b> Bike Month Fashion Show <b>6pm</b> Music at the Bike Lane Gallery
<b>30</b> Bike Valet: the Strawberry Festival <b>12pm</b> Bike Kitchen	<b>31</b> <b>7am</b> Bike Breakfast: Atascadero	<b>FOR UPDATES AND MORE INFORMATION VISIT</b> <b><a href="http://WWW.RIDESHARE.ORG/LIFEINTHEBIKELANE">WWW.RIDESHARE.ORG/LIFEINTHEBIKELANE</a></b> <b>EMAIL <a href="mailto:KGREER@RIDESHARE.ORG">KGREER@RIDESHARE.ORG</a> OR CALL 805.781.1385</b>				

Commuter Bike Challenge Begins  
 Bike Art Gallery Opens  
 Carrotmob at Sally Loo's  
**9am** Kick-off Rides w/ SLOBC  
**12:45pm** Bike Month Kick-off  
**4pm** Bike to Banners



# ADVOCACY UPDATE!

## Railroad Safety Trail Update

In February the San Luis Obispo City Council announced plans to move ahead with phase 4A of the Railroad Safety Trail. It will span from Foothill Blvd to Campus Way at Cal Poly along the railroad tracks and connect two existing segments of the Railroad Safety Trail. The connections it establishes will drastically improve safety for cyclists and pedestrians in the area and provide better access for active transportation users at the intersection of California and Foothill.

Meanwhile, other segments of the Railroad Safety Trail remain a challenge to our efforts. Right-of-way contentions with Union Pacific along the corridor have caused difficulties with certain portions of the trail. Although many proponents of the project have been left feeling frustrated and embittered, community support is far from deflated. Delegations from the City of San Luis Obispo, Sam Blakeslee's office, Lois Capps' office and additional partner agencies are actively discussing potential solutions. The Railroad Safety Trail is an excellent asset to San Luis Obispo's transportation system and it continues to be improved. Our attention remains focused on advocating for the completion of the Railroad Safety trail.

## On Street Bike Rack Installed on Monterey in SLO

A new on street bike rack was installed in San Luis Obispo in front of Boo Boo Records on Wednesday, February 24th. Thank you to the neighboring businesses for supporting the rack, the Bike Club for donating the funds to purchase it and to the City for making the whole thing possible.

## 2010 National Bike Summit

The Bike Coalition sent a delegation to the National Bike Summit to bring our advocacy efforts straight to the top decision makers in the Country. We visited our California congresspersons to ask for support and co-sponsorship on following legislative issues: The Active Community Transportation Act of 2010, The Complete Streets Act of 2009, The Safe Routes to School Program, The Safe Routes to High Schools Program, The urban Revitalization and Livable Communities Act, and the Congressional Bike Caucus. In collaboration with bike advocacy, industry, and recreational groups from around the Country, the 2010 National Bike Summit was the largest on record and made a major impact by visiting nearly every district nationwide to ask for better bike facilities and programs.

## Pismo Beach Approaches Approval of Bike Master Plan

In the coming months the Pismo Beach City Council will have the opportunity to vote on their Bicycle Master Plan. Thanks to the hard work of the Pismo Beach City staff, consultants, and stakeholders the plan has been completed, approved by advisory bodies, and will face a vote this year. Advocates unite! Watch for upcoming updates. We have the opportunity to make a difference in bike planning for the future of Pismo Beach.

## Atascadero Begins Bike Master Plan Effort

The City of Atascadero has begun the process of updating and expanding a bike plan developed for them in year 2000. An ad hoc committee of community partners has been formed to review the draft plan and start striving for an improved robust plan for the City of Atascadero to turn to in the years to come.

## Paso Robles approves Bike Master Plan

In December 2009 the Paso Robles City Council approved their Bicycle Master Plan. Thanks to the hard work and dedication of so many bike enthusiasts Paso Robles is integrating a comprehensive five-year bike plan into their City's development guidelines. Along with increased bike trails, paths and lanes, Paso Robles wants bike education and parking. This is a HUGE step in our mission of building a safe and livable Central Coast cycling community.

## Speaking Up Leads to Direct Success: Perfumo Creek Bridge Approved

Children in San Luis Obispo are now one step closer to having safe routes to school thanks to a number of Coalition members. On Tuesday, March 16 eleven proud individuals took a moment out of their busy evenings to make a coordinated stand for bike facilities near CL Smith elementary and Laguna Middle School. The one thing that united the entire group was their willingness to speak up before City Council to ask for the Bridge. Congratulations advocates and thank you for everything!

## Orcutt Plan Bike/Pedestrian Bridge Approved by SLO City Council!

On Tuesday March 2nd, the SLO City Council passed the Orcutt Area Plan, which includes a Bicycle/Pedestrian bridge to help connect the area with local businesses and amenities. The bridge aligns with our goal of providing facilities for active transportation, and encouraging connectivity of all neighborhoods within the county.

## The Coalition Moves by Bike into Downtown San Luis Obispo!

On February 20th, the SLO County Bicycle Coalition moved everything by bike into our new space! Proof that you can accomplish anything on two wheels, special thanks to everyone that helped us out, we rode through the heart of downtown and gathered some great attention. We are now located at 860 Pacific St in San Luis Obispo, on the corner of the Morro St bicycle boulevard.





# MEMBERSHIP

Over 60% of Bicycle Coalition funding comes from charitable donations from individual community members and local businesses. Become a member today and help make SLO County a safer and more livable community.

## 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 [www.slobikelane.org](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.

## MEMBER BENEFITS

Discounts at local Bike Friendly Businesses and the Bike Kitchen

Free local bike maps

Quarterly "Spoken Wheel" Newsletters

Pedal Periodical e-news and updates

Discounts on magazines, events, and bike-related supplies

Free bike and scooter parking at local events

Feel good knowing that you are supporting a non-profit organization that advocates for safer roads and bike-ways

## BUSINESS MEMBERS

The SLO County Bicycle Coalition salutes our current business members. Please show your thanks by giving our business members your patronage.

## BIKE FRIENDLY BUSINESS

[www.slobikelane.org/involved/bfb](http://www.slobikelane.org/involved/bfb)

Your contribution earns your business the opportunity to gain positive exposure and align your business with the Coalition's message of health and sustainability.

At the starting level of \$150, your business will officially become a Bike Friendly Business. Your business name will be listed in the Bike Friendly Business section of our newsletter and on our website. You will also receive a Bike Friendly Business sticker and the opportunity for further exposure by discounting your goods or services to Coalition members. Give above and beyond the \$150 level and you will seriously keep our wheels spinning, receiving all of the Bike Friendly Business rewards mentioned above and additional upgraded exposure on the web or through our successful programs. Silver (\$500), Gold (\$1000), and Platinum (\$5000) levels available.



## THANK YOU TO OUR CURRENT BIKE FRIENDLY BUSINESS MEMBERS:

### PLATINUM \$5000+

Foothill Cyclery

**FOOTHILL** *Cyclery*

RRM Design Group

**rrm**designgroup 

### GOLD \$1000+

### SILVER \$500+

Cambria Bicycle Outfitters  
Central Coast Outdoors  
Cygnet  
Mindbody Online  
SLO Sail and Canvas  
Wally's Bicycle Works

### BIKE FRIENDLY BUSINESS \$150+

Affinity Chiropractic  
Arbor Home Mortgage  
Arts Cyclery  
Better Business Financial Services  
Bubble to the People  
Central Coast Brewing  
Central Coast Wines  
Creekside Orthopedic Rehabilitation  
DrBackman.com  
FunRide  
John Donovan State Farm Insurance  
Los Osos Fitness  
Lincoln Deli  
Lezyne  
Louisa's Place Restaurant  
Madonna Inn  
Morin Bros. Automotive  
New Frontiers  
North Coast Engineering  
Paul Vanderheyden

Peak Racks

Petit Soleil Bed and Breakfast

Rideshare

SLO Graphic Arts

SLO Nexus

Tolosa Winery

Turn Key Property Management

Volter Team Apparel





# MAKE THE COMMUNITY BETTER FOR BICYCLES

## JOIN THE SLO COUNTY BICYCLE COALITION TODAY!

Name (please print) \_\_\_\_\_

Business Name (if applicable) \_\_\_\_\_

Street or P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

(We do not sell or lend your personal information to outside organizations)

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please 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.

Ask your employer about a matching gift!

# I SLO



### SLO County Bicycle Coalition

860 Pacific St, Suite 105  
San Luis Obispo, CA 93401  
[www.slobikelane.org](http://www.slobikelane.org)

### Membership dues:

Individual \$35 \_\_\_\_\_

Household \$52 \_\_\_\_\_

Bike Friendly Business \$150 \_\_\_\_\_

Silver Sponsor \$500+ \_\_\_\_\_

Gold Sponsor \$1,000+ \_\_\_\_\_

Platinum Sponsor \$5000+ \_\_\_\_\_

Additional Donation \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

☐ New Member ☐ Renewing Member

☐ Change of Address

Yes, I'd like to volunteer...

☐ Events ☐ Coalition Ambassador

☐ Bike Valet ☐ Education

☐ Bike Kitchen ☐ Kidical Mass

☐ Other: \_\_\_\_\_