

the ★ SPOKEN WHEEL ★



SLO County Bicycle Coalition • Spring 2011 • slobikelane.org

OUR MISSION

The SLO County Bicycle Coalition works hard to transform our County into a safer and more livable community by promoting biking and walking for everyday transportation and recreation.



slobikeline.org

The *Spoken Wheel* is a quarterly publication of the *SLO County Bicycle Coalition*



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Contact Us



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



(805)547-2055



slobikeline.org

Coalition Staff

Executive Director

Dan Rivoire, dan@slobikeline.org

Marketing & Outreach Director

Leslie Bloom, leslie@slobikeline.org

Programs Manager

Garret Farmer, garret@slobikekitchen.org

Board of Directors

Tyler Wertenbruch, President

Robert Davis, Vice President

Mike Boswell, Secretary

Branden Welshons, Treasurer

Lindsey Collinsworth

Jamie Hill

Yukie Nishinaga



Visit Us Online:

Scan our new QR code on your phone to see the most up to date information on the Coalition's website.

We love using new technologies to share what we do with you! Got an idea? Send it our way.

COALITION EVENTS

Things to look forward to in 2011

Bike Kitchen Volunteer Orientations

First Monday of every month | 5:30 - 6:30 pm | 860 Pacific St, SLO



The Kitchen is almost entirely run by volunteers, who keep the space open 3 days a week. Come to an orientation session to become a Kitchen volunteer. No matter what your expertise, we would love your help!

Kidical Mass: Family Bike Happening

First Thursday of every month | 5:30 - 7:00 pm | Mitchell Park, SLO



Join kids of all ages as we ride our bikes from Mitchell Park through downtown SLO and introduce the next generation to the world of bicycles! It's a great venue for all of us to teach kids how to bike smart.

Free Bike Education Workshops

July 16, August 20, September 17 | Various Times | 860 Pacific St, SLO



Held on Saturdays, these workshops give you the tools you need to ride with confidence. Our certified instructors teach you in the classroom, and take you on the road to practice your new skills. Sign up for free online: slobikeed.org

Support Bike Facilities with a Note!

Download and fill out our form letter (at slobikelane.org), to let our elected officials know how more bike facilities will improve your life. It doesn't matter what type of pen you use, what you draw, write a haiku if you want, it's up to you! Return your note to the Coalition, we'll deliver them at various council meetings in the fall.

I SLO Shirts Available Now

Visit slobikelane.org for sizes & colors available



You can find them on our website, in the Bike Kitchen, at the Bike Valet, and other locations Countywide. 100% of your purchase goes to the Coalition, where we advocate for safer roads and facilities for all users.

OUT OF THE SADDLE

A letter from our Executive Director

At the SLO County Bike Coalition, we have taken it upon ourselves to remind everyone that there is nothing more patriotic than riding a bike. Riding a bike is as American as eating apple pie.

Given that I work at the Bike Coalition it is obvious that I bike SLO County, I wear an *I Bike SLO* tee, have an *I Bike SLO* sticker on my helmet, and I even rock the *I Bike SLO* icon on my car. But, I am not the only one, recent experience has reminded me that **all of SLO County Bikes**. I will even go as far to say that every single person in this County is a cyclist no matter where they currently stand in their love affair with bikes. I make this claim based on an unflinching commitment to encourage biking, through constant interaction with people, students, parents, employees and employers throughout the Central Coast. Most recently, at meetings with local service groups, I asked members of the audience to raise their hands if they had ever ridden a bike. In three consecutive cases I found that 100% of the audience raised their hands. The message is not *I Bike SLO*, it is *We Bike SLO*.

The moment you choose to ride is the moment you commit to improve your health, save your money, and make a positive impact in our community. We have all made this choice before, and will all make it again, *WE BIKE SLO*.

If everyone has ridden a bike, is the Bike Coalition's mission accomplished? Quite the contrary, we have more reasons to exist now than ever. Here are just a few:

- 64% of Americans are overweight or obeseⁱ
- 90% of short vehicle trips (3 miles or less) are made by car/truckⁱⁱ
- SLO County has one of the highest gas prices in the US, \$4.206 per gallon
- It costs \$9,859 per year to own and operate a car/truckⁱⁱⁱ
- Home values adjacent to bike paths increase by between 9% and 30%^{iv}

Despite having ridden a bike at some point, most Americans fear riding for everyday transportation because of concerns for their personal safety. Meanwhile, we are perfectly comfortable doing things with known physical risks and huge monetary costs like driving, smoking, drinking, living a sedentary lifestyle and more. Heart disease, respiratory disease, vehicle accidents, and diabetes

remain leading causes of death^v and transportation costs now represent 20% of household expenditures^{vi}. Biking is a sensible, efficient, and effective response to many of these problems.

We fight for biking because we believe it is good for our community. From age eight to eighty, every resident of the Central Coast deserves to feel comfortable riding a bike. Biking is the opportunity to pull yourself up by your bootstraps. The moment you choose to ride is the moment you commit to improve your health, save your money, and make a positive impact in our community. We have all made this choice before, and will all make it again, *We Bike SLO*.

The Bike Coalition takes a multifaceted approach aimed at embracing different perspectives on biking. Our programs provide each of us the opportunity to learn how to ride and maintain our own bikes, while our political efforts seek to build facilities where we all feel safe enough to ride. An individual who has not ridden a bike in decades is just as important as someone who rides every day. Help us remind everyone in San Luis Obispo County that whether they think of them self as a cyclist, biker, or just someone who has ridden once, they are part of the movement too. Ask everyone you know to become a member, spread the word, and remember how good it feels to be on a bike. When I ride, I feel free, I feel like I'm flying.

See you in the Bike Lane,



Dan Rivoire, Executive Director



ⁱ North American Association for the Study of Obesity
ⁱⁱ Rails-to-Trails Conservancy, Active Transportation for America report
ⁱⁱⁱ American Automobile Association, Your Driving Costs report
^{iv} L.A. County MTA, Bicycle Paths: Safety Concerns and Property Values
^v U.S. Department of Health and Human Services, National Vital Statistics Reports
^{vi} U.S. Department of Labor, Issues in Labor Statistics

BIKE VALET

slobikevalet.org

Bikes are always plentiful down at the SLO Bike Valet. We have parked upwards of 24,000 bikes and they keep coming. The Valet has also started a photobooth at San Luis Obispo Thursday Night Farmer's Market on the last Thursday of every month. Ride your bike down and get a portrait to show off your trusty bicycle. As always, feel free to stick around and help park a few bikes.

We're always looking for more friendly cyclists to partake in parking bikes, it's easy, fun, and an excuse to check out some of the cool bikes that come through the Valet every week.

Pedal down, use the *FREE* bike parking, and get your produce fast and easy every week at Farmer's Market.



PARK YOUR BIKE:

Every week at SLO Thursday Night
Farmer's Market (Morro & Higuera)



KIDICAL MASS

slokidicalmass.org

The 2011 season is off to a great start, with May being our biggest ride yet, with over 130 riders! We also added more high visibility elements this year, including custom 'kids on bikes' signs, neon yellow volunteer shirts, and the Kidical Mass flag. Together they work to encourage safety and draw even more smiles from those we pass on the streets. The event wouldn't be the same without our amazing volunteers, if you're interested in helping out, you can sign-up online.

If you have ever wanted to ride your bike in a parade with kids of all ages, this is the perfect chance to make it happen, there are still two more rides to be a part of. No matter your age or ability, the ride is a blast for everyone. The more the merrier as we introduce the next generation to the joy of bicycles, we'll see you there.



JOIN THE FUN:

1st Thursdays from May to Sept
Mitchell Park, SLO 5:30 pm



BICYCLE EDUCATION WORKSHOPS

slobikeed.org

With summer weather upon us, we are seeing more and more people out on bikes, many who haven't ridden since they were kids! We welcome these riders back to the world of bicycles, and encourage everyone to take one of our free workshops as a refresher to smart riding techniques.

The workshops have been revamped to give people even more confidence to ride their bikes for recreation and transportation. These improvements include updated graphics, more intersection-specific scenarios and a couple afternoon workshops.

Is your business or group looking for a personal seminar about riding bikes? Our "Brown Bag" workshops are designed to help you gain tools to feel empowered on the road during your lunch break. Find out more on our website.



FUTURE WORKSHOPS:

July 16, August 20, September 17
Held for free at 860 Pacific St, SLO



BIKE KITCHEN

slobikekitchen.org

The Kitchen is continuing to mature as a well equipped shop. New tools are coming in all the time and bigger projects are being undertaken everyday. Thanks to a generous donation from Eric Meyer, we were able to purchase frame prep and alignment tools, making it possible to assemble new bikes in our space. We can now ream/face head tubes, chase/face BB shells, and correct frame/fork alignment. A few more steps in expanding the scope of projects the Kitchen can handle.

Upcoming clinics are also in the works, including a bike fit talk led by John Cutter (a local frame builder, among other things). Having such a skilled craftsman come speak and teach us regularly is a great opportunity for all of us to expand our knowledge. We'll soon host a single speed/fixie clinic led by Kitchen volunteers, covering what to look for in a frame, chain tensioning methods, chainline and more. Educational clinics are what we're all about in the Kitchen, stay tuned for more!



VISIT US:

Weds & Thurs 4:00 - 7:00 pm
Sundays 12:00 - 4:00 pm
Corner of Morro & Pacific in SLO



2011 NATIONAL BIKE SUMMIT

The Coalition advocates for bicycles in Washington DC

In March, two members of the Coalition staff braved the weather and headed to Washington DC for the 2011 National Bike Summit, a gathering of bicycle groups from across the country. This is their story:

The goal of our trip was to advocate for continued federal funding for biking and walking, and share the voice of the Central Coast with our leaders in DC. High level advocacy work is something we were both excited and nervous about. A potential government shutdown had been rumored for weeks before we got there, and if it happened, there would be no meetings. The political climate took some getting used to, but soon became addictive.



On our first day in the nation's capital, we dressed our best and jumped on DC's newly expanded bike-share to see the city on two wheels. We basked in this 'cycle chic' moment and were able to extend it throughout the week as we biked to meet with elected representatives to share why biking is a solution to many problems our country faces.



The lobby day began early with inspiring words from Secretary of Transportation Ray LaHood and visionary leaders of the movement – Congressman Earl Blumenauer and Janette Sadik-Khan – getting everyone fired up as we headed out to Capitol Hill to meet with legislators. Our meetings were brief, because of the busy schedules of newly elected officials, but straight to the point and our message

was well received by those we met. The Hill was abuzz that day with over 800 bike advocates. Wearing bike pins in solidarity, we sparked up many conversations with strangers in the halls and on the streets. Our energy was contagious as people walked away from us with a smile, and often a pin of their own.



image courtesy of Chris Eichler, League of American Bicyclists

Throughout the week we also shared what the Central Coast has accomplished with other bicycle advocates from across the country. The reaction from our peers was amazing, with most people praising the beauty, calm and bike-friendly nature of our communities, something we are proud to represent.



“To see what you’ve done in the past five years gives me so much hope for what we’ll do in the next five years ... I think it’s unstoppable.”

Janette Sadik-Khan
Commissioner, New York City Department of Transportation



We returned to SLO County ready to share our enthusiasm as we continue our hard work promoting biking for everyday use and transportation. After all, advocacy is a large part of what the Coalition does to make our communities better for bikes. The National Bike Summit is a shining example of how your support directly impacts the future of bicycles on a local, state and national level. We thank you for letting us be your voice for biking and walking!

Visit slobikelane.wordpress.com to see the live updates the Coalition posted during their time advocating for biking and walking in Washington DC.

MAY'S BIKE MONTH

Brought to you by Rideshare

During May you might have noticed quite a few more bikes on the road and a heightened energy as people rode around with a smile. This increase in bike joy is because every May is Rideshare's Bike Month, a celebration of all things bicycle in our communities. There was something for everyone in May: bike breakfasts, casual rides, the bike-in movie, and everything in between!



With over 65 free volunteer organized events, 2011 was a year for the books. Thousands of participants attended events in the County, and Rideshare gave out over 2,000 Bike Month event tickets for the bike giveaway at the end of the month. A healthy competition developed to see who could collect the most tickets, proof of the growing bicycle community in SLO County.

Bike to School & Work Week also saw great participation, with events throughout the week to get more people on two wheels for their commute. The spirit of the bicycle was alive and thriving by the end of May, a feeling we hope to carry through the rest of the year at the Coalition, to make every month Bike Month!





images courtesy of Kelsie Greer

The Commuter Challenge:

67

Number of organizations in the 2011 commuter challenge

483

Number of individual riders from all organizations

8,345

Number of trips logged

1,273

Gallons of fuel saved

33,068

Miles traveled by participants

1,756,316

Calories burned during bike trips

10,613

Pounds of greenhouse gas emissions reduced

12

Months you can make into Bike Month year-round!



If you missed an event, or have a great idea for next year, it's never too early to start planning for 2012. Visit the Coalition or Rideshare online for future updates and information to be a part of next year's fun.

A very special thank you to Rideshare for all their hard work in hosting one of the best Bike Months yet!

ADVOCACY UPDATE

Triumphs for bicycles in early 2011



BICYCLE TRANSPORTATION ACCOUNT GRANT APPLICATIONS

ATASCADERO: Marked bike routes throughout town

GROVER BEACH: Bike lane striping and additional racks/lockers

PASO ROBLES: Separated bike path on east side of the Salinas River

PISMO BEACH: Additional bike parking in the downtown area

SAN LUIS OBISPO COUNTY: Theater Drive bike lanes

MORRO BAY TO CAYUCOS CONNECTOR

The Morro Bay to Cayucos path has been approved with a western, ocean-side alignment. Amid concerns regarding viewsheds and coastal access, the project is moving forward, and is sure to result in a popular coastal path.

MORRO BAY: BICYCLE MASTER PLAN

The City of Morro Bay has begun the process of developing and approving a current Bicycle Master Plan. An approved plan will outline the projects necessary to make Morro Bay even more bike friendly and will make the city eligible for bike specific grant funding opportunities.

PUBLIC MEETINGS FOR BOB JONES EXTENSION TO HARFORD PIER

County residents attended the first public meeting regarding the proposed extension of the Bob Jones trail to the Harford Pier. Comments and concerns regarding access and parking were well received and have been taken into account by County Parks and Recreation staff as they move forward.

CA SENATE APPROVES SAFE PASSING LEGISLATION

California could soon be the 19th state to enact a 3-foot passing law to protect the safety of bicyclists. The California State Senate approved SB910 by a 27-9 vote, sending the bill to the Assembly. SB910 establishes three feet, recommended in the California Driver's Handbook, as the minimum clearance when a motorist passes a bicyclist from behind under most conditions.



CALTRANS COMMUNITY PLANNING GRANT APPLICATIONS

ARROYO GRANDE: Bicycle and Pedestrian Master Plan update

SAN LUIS OBISPO: Planning the connection of the Bob Jones Trail (SLO City portion) from Prado Road to the Octagon Barn

GROVER BEACH: Development of a complete streets plan

SLO COUNCIL OF GOVERNMENTS: North County De Anza Trail plan

SAN LUIS OBISPO: BICYCLE PLAN UPDATE UNDERWAY

The City of San Luis Obispo formally began the process of updating its Bicycle Master Plan. An updated plan is essential for maintaining access to grant funds and plays a critical role in citywide demand for bike friendly facilities.

SAN LUIS OBISPO: IMPROVEMENTS TO JOHNSON UNDERPASS

The City is one step closer to improving road conditions on Johnson Avenue near the California Boulevard intersection. Similar to a road diet, the project will reduce traffic to one way in each direction to make room for bike lanes and a center turning lane. Goals are to reduce traffic speeds and congestion while encouraging active transportation.

SUPPORT BICYCLES WITH A NOTE

Download and fill out our form letter (at slobikelane.org), to let our elected officials know how much you love bike facilities!

AVILA BEACH: BOB JONES TRAIL EXTENSION

The newest segment of the Bob Jones Trail is now open, extending the trail to First Street in Avila Beach. This new portion also features a safer, more visible crossing location and a bike signal to make it even easier for bicycles and pedestrians to get to the beach.

Know Your Bike Rights

QUESTION & ANSWER

Legal advice from the professionals at Harris | May Lawyers

Q: I was riding in a bike lane safely and legally in a downtown corridor when a car driving parallel to me in their lane started verbally assaulting me, threatening my safety on the road, what should I do?

The driver of a vehicle then threw something at me as they were passing me on the left, it didn't hit me, but my safety was threatened further, what should I do?

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A: The most important thing to do in these types of situations is to keep cool. If you are angry or emotional you are more likely to miss important information. Take a deep breath.

Get the car's license plate number. You're on a bike and probably don't have a pen and paper, but most likely have your phone. Do your best to memorize the number and punch it into your phone when you make a safe, complete stop. If you can only get a partial plate number and have a description of the car, that still might be enough.

In terms of a civil lawsuit, where there is no injury, there are no damages and thus nothing you can recover. If, as a result of the other person's actions, you were to fall off your bike, or were ran off the road and were injured, you would be able to recover civilly.

Still, if you have the license plate number and want to seek justice, gather the item that was thrown at you and make a make a complaint to the District Attorney. The DA can have them ticketed for littering. Or, if you were truly threatened, or someone attempted to batter you (battery is an offensive, unconsented touching to another's person), the DA might bring charges against the person for assault (assault is the threat to do harm with force or fear OR an attempted battery).

Garrett May | Attorney

HARRIS|MAY
BICYCLE INJURY LAWYERS

As a Coalition member, you are entitled to a *free* legal consultation with Harris May in the event of an accident or injury. If you are ever in a bicycle accident or harassment situation, they are an amazing resource.



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Do you have a question you want answered? Send it in!

Contact us at info@slobikelane.org, with "Know Your Bike Rights" in the subject line. This will be a regular column in the Spoken Wheel, designed to empower bicyclists to deal with issues they might face on the road.

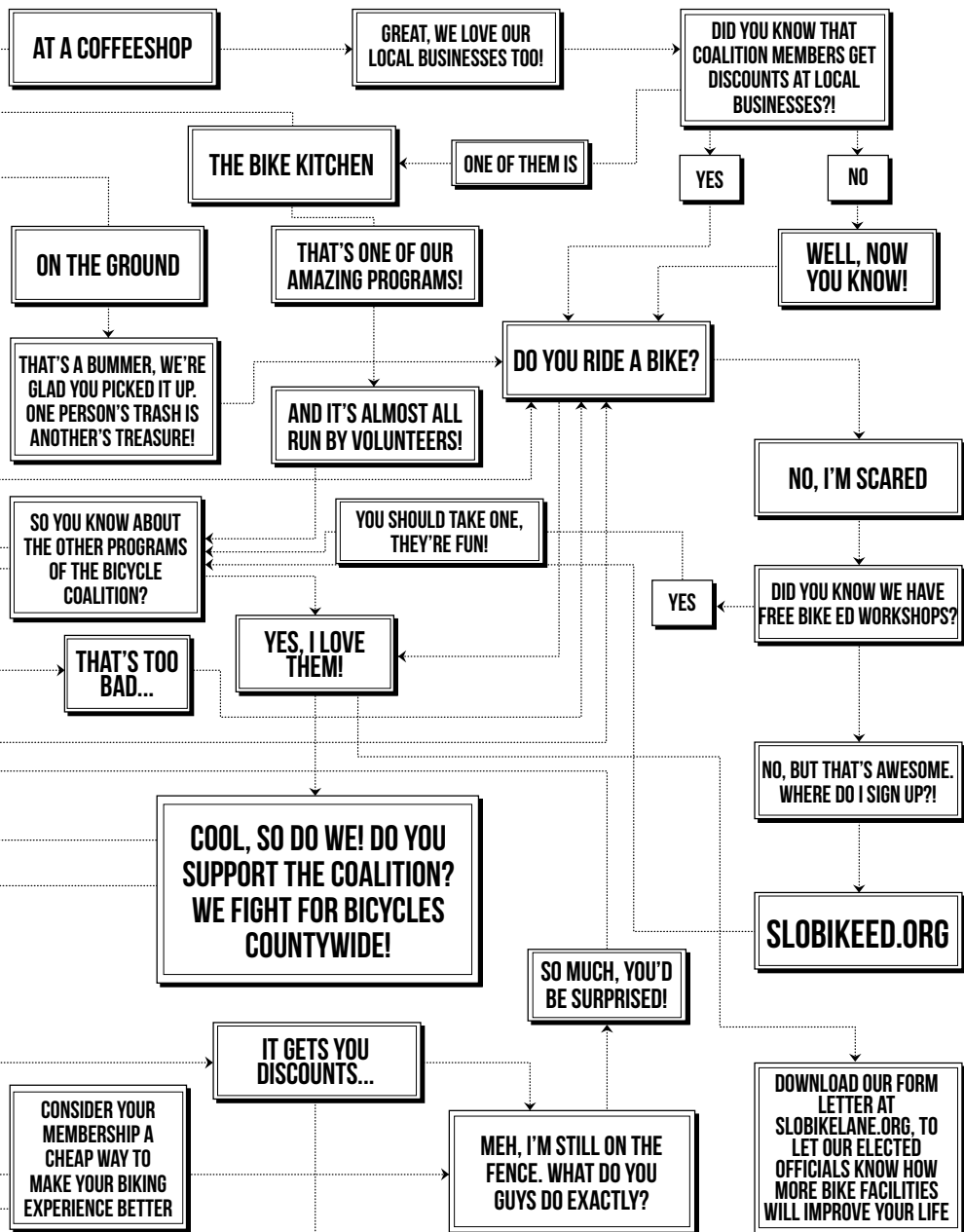
In the meantime, follow the rules of the road, ride smart, and remember the Coalition is out there fighting to make sure everyone gets respect while on their bicycle.

Where did you find this

SPOKEN WHEEL?

• BY THE SLO COUNTY BICYCLE COALITION •





BICYCLE HACKS

Ways to make your bike your own

IDENTITY THEFT

Put a piece of paper with your bicycle's information in the seattube or handlebars of your bicycle, so you can prove it's yours in case it gets stolen!



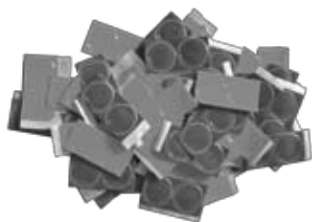
TUBE SHOELACES

By cutting an intertube into strips, the long way, you can easily turn a pair of lace-ups into no hassle slip-ons for summer! Once they're on, it's nice and stretchy, with no tying necessary.



HOT WHEELS

Throw some of our hot dots on your wheels to make them more reflective as you ride at night. Vehicle headlights really make these light up, increasing visibility and adding some flair to your bike.



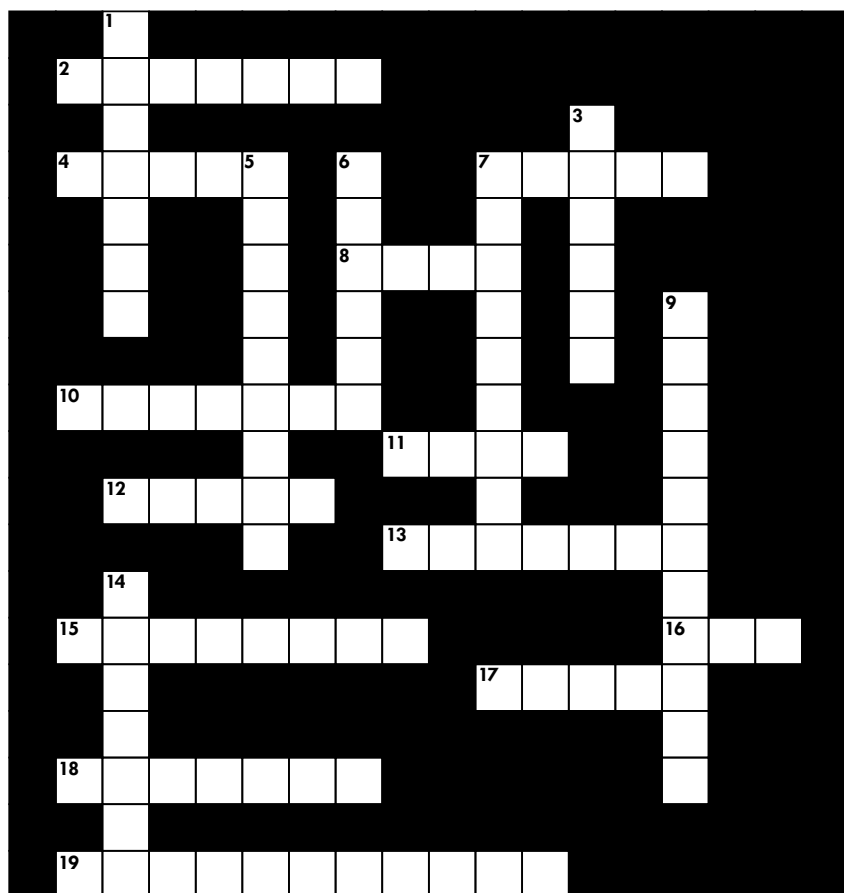
TUBE TIE-DOWNS

Using an old bicycle intertube as a reliable bungee on your bike rack is easy peasy! Hook it around the rack mount tab on the back, stretch it to the other side, and you're in business.



CROSSWORD

Prove your bicycle knowledge with our puzzle



ACROSS

2. made in japan
4. may is bike _____
7. cantilever, disc, coaster
8. prevents theft
10. made in france
11. ding ding
12. platform, clip-in clipless
13. providing tools & know-how
15. on-street bike facility
16. wheel components: rim, spokes & _____

17. steel, aluminum, carbon
18. made in the usa
19. family bike happening

DOWN

1. our executive director
3. bicycle built for two
5. moustache, drop, riser
6. protect your head
7. free bike parking
9. coalition quarterly publication
14. made in italy



THE SLO COUNTY BICYCLE COALITION MAKES OUR COMMUNITIES BETTER FOR BICYCLES



GO BIG IN 2011 TO CELEBRATE OUR 10TH BIRTHDAY!



slobikelande.org

MEMBER INFORMATION:

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.

MEMBERSHIP DUES:

Student \$20 _____

Individual \$35 _____

Household (only \$1 a week for bikes) \$52 _____

Century \$100 _____

Tour de Force \$1,000 _____

Additional Donation \$ _____

Total Enclosed \$ _____

☐ New Member ☐ Renewing Member

Yes, I'd like to volunteer...

☐ Bike Kitchen ☐ Bike Valet

☐ Events ☐ Kidical Mass

SUPPORT **BIKE FRIENDLY BUSINESSES**

Bikes are good for business

PLATINUM \$3,000+



HARRIS | MAY
BICYCLE INJURY LAWYERS



Free Case Consultation
(805) 594-1101
www.harris-may.com

GOLD \$1,000+

ALPHA
Art's SLO Cyclery*
Cygnet
Foothill Cyclery*
Highroad Sports
New Frontiers
Rotary Club of SLO Daybreak
SLO Nexus
Voler Team Apparel

SILVER \$500+

Cambria Bicycle Outfitters*
Central Coast Brewing
Comevo LLC
IRA's Bike Shop
LEVEL Studios
Mindbody Inc.
Morin Bros Automotive
Neuvation Cycling
Power Communications Engineering
SLO Sail and Canvas
Tolosa Winery

BRONZE \$150

Affinity Chiropractic
Air Pollution Control District
Baxter Moerman
Better Business Financial Services
Bubble To The People
Central Coast Outdoors
Continental Motor Works
Creskide Orthopedic Rehabilitation, Inc.
DrBackman.com Chiropractic*
Embassy Suites Hotel
Jason Leroux DDS - Palm Dental Care
John Donovan - State Farm Insurance
Kreuzberg CA Coffee Lounge*
Lezyne
Lincoln Market & Deli
Louisa's Place
Madonna Inn
Mark Grayson Gyrotonic/Gyrokinetics
North Coast Engineering, INC.
Promega Biosciences, LLC.
Quality Suites
SLO-OP Climbing
The Artery

*Offers a discount to Coalition members, just show your membership card!
Check our website for the most up-to-date list of discounts.

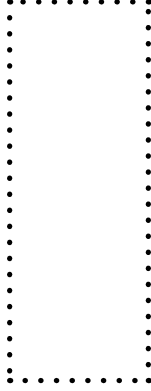
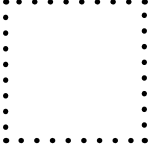


Interested in becoming a Bike Friendly Business?
Visit slobikelane.org for more information.



SLO County Bicycle Coalition

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



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