





SLO County Bicycle Coalition • Winter 2011 • slobikelane.org

OUR MISSION

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



≤slobikelane.org

Bicycles in SLO County:

35

Percent increase of bicycle riders between 2006 and 2008 in San Luis Obispo

20,000+

Number of bikes parked by the Bike Valet program, since it began in 2006

62

Number of events held countywide during 2010's Bike Month festivities

1985

The first Bicycle Facilities Plan is adopted in San Luis Obispo

34

Number of new bicycle parking locations added in downtown SLO since 2009

10

Number of years since the SLO County Bicycle Coalition was established

520

Number of Coalition members in 2010, with rising numbers for the 2011 year

2010

Bicycle Plans are adopted for the first time in Atascadero, Grover Beach and Pismo Beach

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

Contact Us

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Board of Directors

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



Become a fan on Facebook facebook.com/SLObikecoalition



Follow the Coalition on Twitter twitter.com/BikeSLO



View Coalition photos on Flickr flickr.com/SLObikelane



Bike Breakfast on the Boulevard

Last Friday of every month | 8 - 9:30 am | Morro & Pacific, SLO



Join the Coalition for breakfast on your morning commute! Stop by for a bike-blended smoothie, homemade baked goods, local fruit and coffee.

Bike Kitchen Volunteer Orientation

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 in to become a Kitchen volunteer. No matter what your expertise, we would love your help!

9th Annual St Patty's Potluck

Saturday March 5th | 5 - 10:00 pm | Senior Center, Buchon & Santa Rosa, SLO



Last year's potluck raised over \$1,500 for the Coalition, with this year's festivities promising to be even better than the last! The entire community is welcome to come with food or drink to share. We will have raffle prizes, games, beverages, music, and a guaranteed good time for all!

Free Bike Education Workshops

March 19, April 16, May 14 & 21 | 8:30 am - 1:00 pm | 860 Pacific St, SLO



Held on Saturday mornings, 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

2011 Bike Month: Change Lanes

All of May | Events held throughout the month Countywide



Each year, Bike Month provides plenty of events in SLO County to promote bicycles. All activities are open to the public, with the calendar posted on the Bike Month website. It's a great excuse to get out on two wheels!



Woah, it is 2011. What happened in that insanely productive blur of a year we call 2010? It's simple; the Central Coast continued to overflow with a burgeoning bike community that cannot be stopped. Our bike friendly populace combined with an alliance of various sustainability focused organizations have made it impossible for local community leaders to overlook the value of building safe routes to schools, striping bike lanes, and connecting the region with bike paths. In the face of depressing budget struggles and a continually polarized political environment, promoting biking and walking unites us because of its known connection to economic vitality, job creation, and residential wellness.

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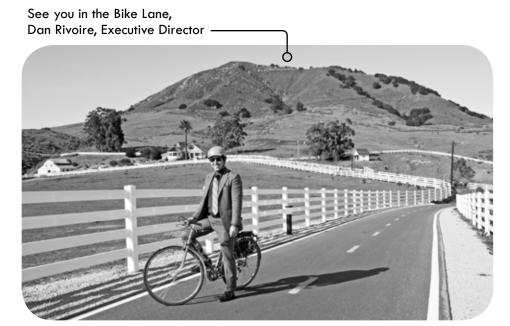
As many of you already know, the Bicycle Coalition is built upon the foundation of making San Luis Obispo County synonymous with well being. Our mission's formal end goal is to make SLO County a safer and more livable community. According to Dan Buettner, author of *Thrive*, San Luis Obispo City has a reputation for happiness directly influenced by the food we eat, the way we exercise, and the social networks we foster. Nevertheless, the well being of the Central Coast depends on more than just the happiness of its residents. Economic growth, job availability, residential health, environmental health, social equality, and access to mobility are all factors in the region's comprehensive wellness. We are well aware of the connected relationship between these factors and argue that promoting biking and walking is the best way to improve the community.

In economics, wealth managers utilize a diversified portfolio and stable reserve positions to balance risk and growth in order to ensure financial success. In the environment, biodiversity improves an ecosystem's ability to overcome the challenges of disease, disaster and limited resources. We use the same values of utilizing diversity to make San Luis Obispo County a robust community capable of long-term success. Promoting biking and walking enhances our economic standing by adding variety to local sources of economic production. It simultaneously

supports local cycling industries, increases tourism to the region, and provides jobs through infrastructure development, maintenance, and more. Meanwhile, as more local residents integrate biking and walking into their transportation choices, we become less susceptible to the negative effects of fluctuating fuel costs, congested parking, roadways, incredibly costly major infrastructure projects, and the epidemic of obesity.

A non-profit's fight to create communitywide long term well being is only possible if the organization also ensures its success. Therefore, in 2011, the Bike Coalition is devoted to becoming a more sophisticated organization that will continue to make a positive impact for generations to come. Through Board direction, I will lead the organization to establish an operational cash reserve, seek additional varied funding sources, and create a succession plan that ensures our prosperity is independent from the personalities involved.

Already, many of you have increased the amount of time and money you give to this unbelievable cause. As we move forward, I ask that you consider the Bike Coalition in your will, ask your employer if they care about promoting biking and walking in the Central Coast, and continue to engage in all that hilarity and joy that makes cycling such a powerful unifier. As a community, it is your commitment, generosity, and passion that has helped make San Luis Obispo County a safer and more livable community. Thank you for everything.

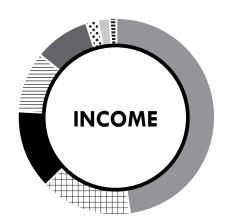


2010 The year in review

FINANCIAL SUMMARY

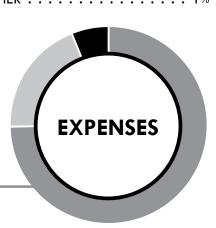
TOTAL INCOME \$106,426 TOTAL EXPENSES \$86,347 SURPLUS \$20,079





■ DONATIONS 48%
■ PROGRAM CONTRACTS 15 %
■ PROGRAM FEES 13%
蓋 MEMBERSHIP DUES 10%
■ BUSINESS PARTNER SUPPORT 9%
雞 EVENTS 2 %
■ GRANTS
THED 10/







6

BIKE KITCHEN	33%
BIKE EDUCATION	23%
BIKE VALET	19%
ADVOCACY	17%

FAMILY PROGRAMS 8%



ADVOCATE

- Maintain a consistent presence at major countywide planning/policy meetings zand encouragement activities
- Assist local governments to become eligible for Bicycle Transportation Account funds. Bicycle Transportation Plans approved by governing council, SLOCOG and Caltrans
- Partner with city staff in North County, South County and North Coast to pursue one specific infrastructure/encouragement campaign outlined by their respective Bicycle Transportation Plan

OUTREACH

- Expand outreach to 18-24 year olds in SLO county
- Grow membership to 600 individuals and families
- Grow Bike Friendly Business membership to 40 businesses
- Obtain contracts for Bike Valet at special events countywide
- Develop a greater sense of community among Coalition members
- Develop and utilize one or more countywide communications protocol that deploys information on bike-related issues

SUSTAINABILITY

- Develop new revenue sources to contribute to overall revenue goals
- Diversify revenue streams to include more grants & contracts
- Facilitate a sense of community for the Coalition Board of Directors
- Evaluate and improve the Bike Kitchen with the aim of making the program even more available to the community



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

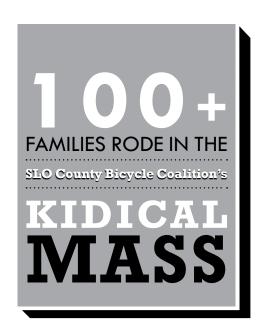
slobikevalet.org

The dedicated volunteers at the Bike Valet have been parking up a storm! With our expansion to Concerts in the Plaza last summer in both San Luis Obispo and Paso Robles, the Valet has now parked over 22,000 bikes.

Come on down to Farmer's Market and see the new bike trailer we built to haul everything needed for Bike Valet. While you're there, don't hesitate to hang out, park a few bikes and meet fellow bike enthusiasts.

Ride to Farmer's Market and take advantage of *FREE* bike parking every Thursday to help you get your produce fast and easy on two wheels.





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

slokidicalmass.org

2010's Kidical Mass season extended from May to September, and was a successful monthly event for kids and adults alike. Our colorful themes, loud bells and overall energy brought smiles to everyone we rode past. Based on the idea of safety in numbers, our adult riders are there to be great examples of safe and smart riding techniques for all young riders involved.

The brief ride is a testimony to the blooming bike culture in SLO County, with people coming from all over to join in on the fun. It is a great place to ride with other bicycle fans of all ages, and help show the next generation of riders how to have a blast on two wheels!



Winter 2011



FUTURE WORKSHOPS:

March 19, April 16, May 14 & 21 Held for free at 860 Pacific St, SLO

slobikeed.org

Our education program expanded in 2010 to reach more elementary school students, and new riders of all ages! With our successful women's only clinic held in May, we were able to address the needs of female ridership, another one will be held again this May too. "Brown Bag" workshops are available for businesses/organizations who want to use their lunch break to learn about smart riding techniques.

2011 has even more education outreach in store, with our new grant designed to educate low-income and underserved populations countywide. Our workshops are designed to give everyone the confidence they need to ride their bikes often, for both recreation and daily transportation!





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

slobikekitchen.org

In 2010 the Kitchen has been pedaling faster than ever and our amazing volunteers are working up a real sweat. We are starting to get into more education clinics, a wheel building clinic was held recently, with more clinics to come. The tool base is growing and so are the projects. Come on in and see what the Bike Kitchen has been cooking up.

The Kitchen is now busy on Mondays as well! Every 1st Monday of the month is our monthly new volunteer orientation, the 2nd Monday of the month is set aside for volunteers to come hang out, socialize, and work on their own bikes, and the last Monday of the month is women's only night.





Photobooth last Thursdays of the month at the Bike Valet in SLO

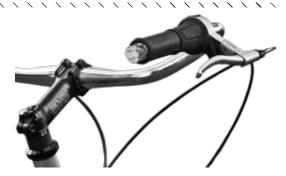
Purchase shirts & see photos online: ibikeslo.org



BICYCLE HACKS Ways to make your bike your own!

PUT A CORK IN IT

If your bar ends ever fall off your handlebars, consider this quick fix and replace them with easy to find leftover wine corks. They fit perfectly, and work to stop your bartape from unraveling as you ride.



LIGHT UP THE NIGHT

Every now and then you find yourself without a decent bike light for riding at night. Cut a couple small holes in a discarded bike tube to turn any flashlight into a fully functional bike light!





CARRY THAT WEIGHT



ADVOCACY UPDATE Triumphs for bicycles in 2010

FUNDING SECURED BY SLO COUNTY



Caltrans has awarded a \$569,700 grant to the County for the construction of bike lanes on Vineyard Drive between Bethel Road and Bennett Way in Templeton. These new bike lanes will provide more bicycle connectivity between residences, schools, and downtown Templeton.

COLORED BIKE LANES IN CAYUCOS & PASO

New red-colored bike lanes in Cayucos and along Vine St in Paso greatly increase the visibility of bicyclists while riding along these main streets!



MORE ON-STREET BIKE RACKS IN SLO

2010 saw the installation of two new on-street bike parking facilities in downtown SLO, one on Monterey St, and the other on Garden St. With increased parking capacity, it makes it even easier to securely park your bike! Special thanks to Rideshare and the SLO Bicycle Club for the racks.

SHARROWS INSTALLED COUNTYWIDE

More sharrows have been installed in Arroyo Grande and on the Cal Poly campus. These road markings provide greater cooperation on narrow roads which are shared with bicycles and cars. Keep your eyes peeled for even more sharrows in the near future!



MADONNA INN BIKE PATH

Running parallel from Marsh St under the Hwy 101 underpass, this new Class I bike path connects users to the entry of the Madonna Inn. With the new route, it's easy to get from downtown SLO to the Laguna neighborhoods without having to bike over the Madonna overpass. Pair it with the new bike box, and your visibility by bike is greatly increased!



BIKE BOX INSTALLED IN SLO

Designed to make cyclists more visible and encourage predictable riding, CalTrans installed a bike box at the corner of Madonna and Higuera! The bike box is a very big deal and we're excited to have the opportunity to be able to enjoy this innovative facility that makes cycling even safer and more accessible for all.

BIKE PLANS IN ATASCADERO, GROVER & PISMO

I PISMO I GB

I A-TOWN Congratulations to the Cities of Atascadero, Grover Beach and Pismo Beach for approving their bike plans, making them eligible for future grant funding for bicycle projects. The Coalition helped advocate for the plans, and are proud to see them all approved!

MORRO BAY BIKE LANE EXPANSION

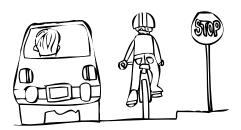
The City of Morro Bay completed a street project that includes the addition of two miles of Class II bike lanes in both directions. The new bike lane starts at Hwy 41/Atascadero Rd and extends two miles along North Main Street to Yerba Buena, running parallel to Hwy 1. It provides a safer alternative to cyclists who wish to bypass riding in the Hwy 1 bike lane with its tricky off-ramps and high-speed traffic.



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Give RESPECT & Get RESPECT

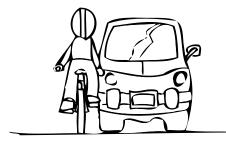
Give respect to pedestrians, motorists and other bicyclists. It's the right thing to do. Bad bicycling manners make bikers targets of public anger and citations from the police. Respectful riding will help bicyclists win respect; it's an investment in better biking in San Luis Obispo County.



FOLLOW ALL TRAFFIC SIGNS

STAY OFF SIDEWALKS (IT'S ILLEGAL!)





RIDE WITH TRAFFIC

- TAKE YOUR TURN
- ·SHARE THE ROAD
- RIDE PREDICTABLY HAVE FUN

Know RIGHTS



As a bicyclist, you have the right to move around San Luis Obispo safely and use the streets like any other vehicle, while obeying all traffic laws.

By riding within the California Vehicle Code (CVC), you can help maintain a safe and respectable relationship between bicyclists and motorists.

BICYCLES ALLOWED USE OF FULL LANE

You have the right to take the lane if the street width doesn't allow cars and bikes to travel comfortably side by side. You may also take the lane to avoid hazardous conditions like debris, broken pavement, and parked cars (door hazard). Otherwise you must keep as far to the right as practicable unless you're riding at the normal speed of traffic (CVC 21202).

"DOORING" IS ALWAYS THE MOTORIST'S FAULT

No person shall open the door of a vehicle on the side available to moving traffic unless it is reasonably safe to do so and can be done without interfering with the movement of such traffic (CVC 22517).

YOU CAN FILE A POLICE REPORT

If you've been involved in a collision resulting in injury or property damage, you should file a police report. You also have the right to call the police for cases of motorist assault, be sure to get the motorist's license plate just in case.

BICYCLES MUST ACT AS VEHICLES

Every person riding a bicycle upon a [roadway] has all the rights and is subject to all the provisions applicable to the driver of a vehicle (CVC 21200). Ride your bike just like you would drive a car, obeying all traffic laws, being respectful and visible at all times.



DO YOU PEDAL? BECOME A MEMBER!

Strengthen the voice of the organization speaking up for bicycles. We LOVE bikes just like you, and work to make biking better everyday.

Over 65% of Coalition funds come through charitable donations from community members and local businesses. Your support keeps our programs active and helps us advocate for safer roads and facilities for all!

MEMBER BENEFITS INCLUDE:

- Discounts at Bike Friendly Businesses
- Discounts at the SLO Bike Kitchen
- Deals on Coalition events & merch
- Free bike trailer rental
- Support of our countywide programs!
- Access to our "members only" parties

SUPPORT BIKE FRIENDLY BUSINESSES:



PLATINUM \$3,000+



GOLD \$1,000

ALPHA
Cygnet
Nuevation Cycling
SLO Nexus
Voler Apparel

SILVER \$500

Cambria Bicycle Outfitters Foothill Cyclery Level Studios Mindbody Online Morin Bros. Automotive SLO Sail & Canvas Tolosa Winery Wally's Bicycle Works

BRONZE \$150

Affinity Chiropractic
Air Pollution Control District
Baxter Moerman Jewelry
Better Business Financial Services
Bubble to the People
Central Coast Outdoors
Central Coast Wines
Comevo LLC
Creekside Orthopedic Rehabilitation
DrBackman.com Chiropractic
Embassy Suites Hotel
Jason C. Leroux DDS - Palm Dental Care
John Donovan - State Farm Insurance

Lezyne
Lincoln Deli
Los Osos Fitness
Louisa's Place Restaurant
Lucia Cleveland
Madonna Inn
Mark Grayson Gyokinesis
Morin Bros. Automotive
North Coast Engineering
Petit Soleil Bed and Breakfast
Promega Biosciences, Inc.
Turn Key Property Management



The Coalition wants to recognize the following people who made large contributions in 2011:

Tour de Force \$1000+

Jessica Berry Teresa & Bob Stapleton

Century \$100+

John Altman Charles & Susan Atlee Michael Boswell & Tammy Seale William C. Burnette Craig Campbell Craig Canfield Kevin Christian & Family Jim Dececco Jacques Deyo Adam Fukushima **Barry Lewis** Peggy Mandeville Doug Marks Morgen Marshall Bob Nanninga & Elaina Geltner Melissa Reitner Stephanie Rockford Louise Schiller Dale & Sharon Sutliff Paula Sigman & Ron Yukelson

COUNTY BICYCYLE COALITION TO HE **COMMUNITIES BETTER FOR BICYCLES**

GO BIG IN 2011 TO CELEBRATE OUR 10[™] BIRTHDAY!

MEMBERSHIP DUES:

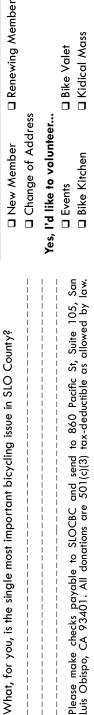
\$35

\$100

MEMBER INFORMATION:

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Name (please print)	Individual	\$35
	Household (only \$1 a week for bikes!) \$52	\$52
Street of DO Box	Century	\$100
	Tour de Force	1,000
orare 4lp	Additional Donation	↔
sell or lend your personal information to outside organizations)	Total Enclosed	↔





SLO County Bicycle Coalition 860 Pacific St, Suite 105 San Luis Obispo, CA 93401

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