

the ★ SPOKEN WHEEL ★



**We Want More Bob
Jones Paths!**

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

OUR MISSION:

To transform SLO County into a safer and more livable community by promoting biking and walking for everyday transportation and recreation.



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Bikes & Beauty

...the bicycle coalition members only party



**Friday,
September 28**

6:30 - 10:00 pm

**SLO Grange Hall
2880 Broad St**



Tolosa, Peloton & more!



Central Coast Brewing



Mee Heng Low



DJ Malik



Snap Cubby Photobooth



Digital fashion show



limited edition koozie
& one drink ticket



FOR MORE VISIT:
slobikelane.org

COALITION EVENTS

Fall happenings in SLO County

Bikes & Beauty: The Members Only Party!

Friday September 28th | 6:30 - 10:00 pm | SLO Grange Hall, 3880 Broad St, SLO



We're excited to host our first annual party to celebrate our members, followers, and those who love the Bicycle Coalition, we love you too!!! Not a member yet? Join today for your exclusive invite to this awesome event... or join at the door and get hooked up with some great deals!

Connect SLO County

Complete our bike paths! | Through the end of September | connectslocounty.org



Refer the most friends to donate to our latest Connect SLO County initiative, and WIN an Avila Beach vacation package! Simply share the donate page with family, co-workers, neighbors, and anyone who wants to see more Bob Jones trails too!

Winners will be announced in early October.

2012 Mud Mash (benefitting the Bicycle Coalition)

October 27th & 28th | 8:00 am - 2:00 pm | Laguna Lake, SLO



Join us for two days of muddy obstacle course madness! A portion from this year's "Industry Competition" go to the Bicycle Coalition! Simply register as a group, (5 registrations for the cost of 4) and get ready to have a blast! For more info, and to sign up, visit mudmashx.com

2nd Annual Red Davis Celebration

Tuesday October 30th | 6:30 - 8:00 pm | Luis Wine Bar, 1021 Higuera St, SLO



Join us as we honor a couple of our world-class volunteers for their hard work with the Red Davis award. This annual event builds on the legacy that former board member Red Davis left at the Bicycle Coalition. Snacks provided, happy hour pricing on wine all night long.

I SLO Shirts & Jerseys: Perfect Gifts!

Visit our store at slobikelane.org for ordering information



Support the Coalition with a shirt or jersey! These are a great way to show your SLO County bicycle pride while on the road or around town. Buy one as a gift just in time for the upcoming holiday season!

OUT OF THE SADDLE

A letter from our Executive Director

Every now and again, while loading groceries into the basket on my town bike, someone walking to their car says something like, “wow, you can carry all that on your bike, incredible, well-done!” The sound of surprise in their voice brings out my smug smile, the outward expression of my inner sense of healthy penny-wise accomplishment. Sometimes, it is as though the cash saving, traffic reducing, parking spot opening, healthy, and environmentally kind bicycle is the best-kept transportation secret the world has ever known.

Luckily, pushing pedals to improve communities is no longer a secret. Thanks to impassioned advocates, trained planners, and people striving for happiness an astounding cycling renaissance is well under way on every corner of the world. With the right effort, the transportation system that restricts the freedom of individuals to choose the right vehicle for their needs will soon be a thing of the past.

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**We understand their hesitancy but expect our elected officials to provide the leadership necessary to help overcome the lack of funds issue. Local constituents demand leadership and expect creative solutions. The Bicycle Coalition is willing and ready to join that effort and support our leaders in moving forward.**

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Many leaders around the globe have recognized the diverse ways in which promoting biking can positively impact their cities. Through the smart use of transportation dollars, city governments can improve the health of their citizens, reduce harmful traffic congestion, clean up the air, enhance tourism, attract businesses, and draw a talented workforce. Young people, having witnessed the grind of waiting in traffic for hours daily firsthand, continue to explore active transportation in huge numbers. In 1983, 69% of 17-year-olds held driver’s licenses. In 2008, that number dropped below 50%.

Citywide bike sharing systems are another indicator that providing bikes to the masses has become immensely popular. Bike sharing systems aim to provide

people with free or affordable access to bikes for short trips. In 2000, only 3 bike share systems existed worldwide. 11 systems were established by 2005, 118 by 2010, and 300 by 2012. By 2015, over a quarter million public bikes will be available for use in cities around the globe.

Meanwhile, in the Central Coast, every single City, the County, and the Council of Governments, ten jurisdictions in total, have approved policies and infrastructure plans that aim to increase the amount of bike friendly facilities. We are proud of local decision makers that understand that making our communities more bike friendly will improve our quality of life. Now, we seek to expose our decision makers to the incredible support for infrastructure improvements and help them overcome the challenges inherent thereof. A Princeton survey recently revealed that 83% of Americans want to maintain or increase the percentage of transportation funds that help build sidewalks, bike paths, and bike lanes. Similarly the US Conference of Mayors recently announced that 60% of mayors see the lack of funds for bicycle and pedestrian infrastructure as one of the top five issues facing their community.

Despite their planning and policymaking foresight, many local leaders have not been shy when speaking about challenges posed by the incredibly high cost of infrastructure. Rightfully concerned with the long-term fiscal sustainability of local governments, some decision makers hesitate to invest in bike lanes, paths, and additional infrastructure that will enhance community well being. We understand their hesitancy but expect our elected officials to provide the leadership necessary to help overcome the lack of funds issue. Local constituents demand leadership and expect creative solutions.

The Bicycle Coalition is willing and ready to join that effort and support our leaders in moving forward; we are knowledgeable, hard working, thoughtful, and critical. Most of all, we are emblazoned by the unbelievable support we receive throughout our community. We know you want to Connect SLO County.

See you in the Bike Lane,



Dan Rivoire, Executive Director



CONNECT SLO COUNTY

Complete our bike paths | connectslocounty.org

Connect SLO County is about more than just connecting our towns with top-notch paths, it's about connecting people with the places and businesses that make the Central Coast an amazing place to live, work and visit.

Our new Connect SLO County website aims to help complete the three main bike path projects in San Luis Obispo County, including the Bob Jones, De Anza, and North Coast paths. All have been in plans for decades, and now is the time to move forward in completing them.



We designed connectslocounty.org to put critical information in one place, rather than across multiple governmental sites. Soon, with your help, we will expand it to include more valuable resources for everyone to use: interactive maps, our advocacy toolkit, a calendar of important meetings, and more.

Completing our paths is a goal we can all agree on. We know these paths are good for our county: they're good for our residents, our visitors, our health, and our local economy. Connect SLO County will create a positive impact on the future of these paths for decades to come.

From now until the end of September, the person who refers the most people to donate to Connect SLO County will **win a fabulous Avila Beach vacation package** or a brand new bicycle! Visit connectslocounty.org for updates, to get involved, and to win big!

We want more Bob Jones paths



Donate,
refer a friend
&
win prizes!

for more info visit,
connectslocounty.org

ADVOCACY UPDATE

Bicycle victories in SLO County

BOB JONES PATH

Currently, the County is working to meet requirements/regulations for the project, and is progressing behind schedule. The Environmental Impact Report (EIR) was supposed to be completed by consultants in the fall of 2011 but is now expected to be completed by fall of 2012. The EIR will be available for public review and goes through advisory bodies before reaching the County Board of Supervisors for certification. The EIR needs to be certified before the design phase of the project begins.

ANZA TRAIL - SALINAS RIVER CORRIDOR

Construction has begun on the next phase of the path is underway, and is expected to be open to public use by the end of the year! The path is designed to connect the existing Larry Moore Park river trail to the trailhead at the 13th St bridge. Once completed, it will result in roughly 1.3 miles of continuous path along the Salinas River to enjoy!

MORRO CREEK BRIDGE

SLOCOG received a federal grant to fund a bicycle/pedestrian bridge over Morro Creek, connecting the popular harborwalk and Embarcadero with Atascadero road in north Morro Bay. This bridge is a great opportunity to provide Morro Bay residents with a safe access to their downtown and harbor amenities.

ARROYO GRANDE BIKE PLAN APPROVED

On July 10th, the City of Arroyo Grande officially approved its Bicycle & Trails Master Plan. With a comprehensive and approved plan, a city has improved access to major state and federal infrastructure and programming grants. Currently, every jurisdiction in SLO County now has an approved, up-to-date bike plan!

GREEN BIKE LANES IN SLO

The City of San Luis Obispo installed its first green bike lane on California Blvd at Monterey St, a popular route for bicycle riders heading to SLO High School and Cal Poly. The lanes are colored across the intersection, greatly increasing visibility for riders, and decreasing future right hand turn collisions.

LOVR BIKE PATH FOR SCHOOLS IN SLO

Mid-August saw the official opening of the twelve foot wide two-way path along the eastern side of Los Osos Valley Road, providing students a safe way to access CL Smith and Laguna Lake Middle School. The project is in addition to pre-existing bike lanes, which serve a different type of bicycle rider than school age children.

CA SENATE APPROVES 3-FOOT PASSING BILL

California could soon be the 22nd state to enact a 3-foot passing law to protect the safety of bicycle riders. The California Senate approved SB 1464 by a 24-9 vote, meaning the Legislature has officially approved the bill. Next step: the Governor's desk for final approval!

PROGRAM UPDATES



BIKE EDUCATION WORKSHOPS

Held for *free* at 860 Pacific St, SLO



2012's workshops have seen a new format; hour-long sessions on Monday nights in our downtown SLO space! It's still the same, great information, just in a shorter timeline, making it easier for people to join us in learning valuable information on how to bike smart and bike safe.

THE BIKE KITCHEN

Weds & Thurs 4 - 7, Sun 12 - 4 at 860 Pacific St, SLO



Our new iPad sign-in and register stand has been working great. It was made by one of our superstar volunteers out of recycled bike parts, including brake pads, a fork, a hub, and more! Organizational improvements continue to improve the Kitchen, making it easy to find the parts and tools you need for your next project.

BIKE VALET

Every Thursday Farmer's Market at Morro & Higuera St



We said goodbye to our old trailer, and have put our brains together to come up with a much improved version, allowing us to carry our equipment by bike to our weekly Bike Valet at farmer's market. Our service is expanding too, as we returned to Concerts in the Plaza, and are excited to be at numerous community events this fall as well.

KIDICAL MASS

1st Thursdays from May to Sept at Mitchell Park, SLO

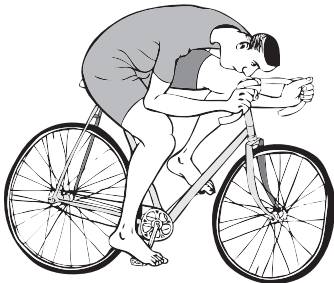


This year's season of family rides saw the biggest numbers we've ever had. More and more families are experiencing the joy of riding together, and we couldn't be happier! Our local newspapers featured photos from the rides multiple times, with smiles abound. We look forward to seeing everyone again for 2013's rides starting in May.

MADLIB

Fill in the blanks to create your own funny story

Ever since _____ I wanted a _____ new bike. Every _____ I would
ask _____ for the _____, _____-est bike to ride
around the _____. Finally, when I was _____ years old, my
_____ got me the bike of my dreams! It had _____s in the
spokes, _____ speeds, and the biggest _____ you've ever seen.
The seat had my _____ sewn into it. And the _____ was the perfect
size to carry _____, my pet _____. Red, _____ & blue
_____ hung from the handlebars, and made me _____
as they flapped in the wind. I loved riding with no _____ to the
_____ to meet my friends to play _____. I always
wore my _____ on my head, it even matched my bike! One _____
day when I was at _____ practice, I locked my bike to a
_____. Afterwards, I went to unlock my bike, but only found my
_____ on ground. To this day, I believe a _____ group
of _____s came out of the _____ and stole my bike. I was
filled with _____. My friend _____ and I went all over
_____ searching for it. That bike was
_____, but when I turned
_____ I forgot all about it when I discovered my
love for _____.



THE END.



JOIN THE COALITION!

...TO MAKE OUR COMMUNITIES BETTER FOR BICYCLES



GO BIG
IN 2012!

Coalition use only...
☐ E ☐ P ☐ Q



CONTACT INFORMATION:

Name (please print) _____

Business Name (if applicable) _____

Street or P.O. Box _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

What do you think is the single most important bicycle-related issue in SLO County?

MEMBERSHIP BENEFITS INCLUDE:

- 4 free Bike Kitchen visits (a \$20 value)
- 25% off our "1 bike SLO" t-shirts
- Invites to exclusive member events, and more!

PERSONAL MEMBERSHIPS

- ☐ \$20 - Student ☐ \$100 - Century*
- ☐ \$35 - Individual ☐ \$1,000 - Tour de Force*
- ☐ \$52 - Household (only \$1/week)

BIKE FRIENDLY BUSINESS**

- ☐ \$150 - Bronze ☐ \$1,000 - Gold
- ☐ \$500 - Silver ☐ \$3,000 - Platinum

Additional Donation \$ _____

Total Enclosed \$ _____

- ☐ New Member ☐ Renewing Member
- YES, I'D LIKE TO VOLUNTEER...**
- ☐ Bike Kitchen ☐ Bike Valet
- ☐ Events ☐ Kidical Mass

JOINING IS EASY, AND CAN ALSO BE DONE ONLINE AT SLOBIKELANE.ORG

Please make checks payable to SLOCBC and send to 860 Pacific St, Suite 105, San Luis Obispo, CA 93401

All memberships are valid for 12 months, we will inform you one month before your membership expires. We do not sell or lend your information to outside organizations.

*Includes free t-shirt! Please indicate size here: _____

**Information about marketing exposure and Bike Friendly Business levels available at slobiklane.org

SPECIAL THANKS TO OUR BIKE FRIENDLY BUSINESSES

PLATINUM \$3,000+



HARRIS

BICYCLE INJURY LAWYERS

CENTRAL COAST

GOLD \$1,000+

Art's SLO Cyclery*
Bluephoto Wedding Photography
Foothill Cyclery*
Mee Heng Low
Moved by Bike

New Frontiers
RRM Design Group
SLO Nexus
Snap Cubby Photo Booth Co.
Voler Team Apparel

SILVER \$500+

Better Business Financial Services
Big Ears Strategic Marketing*
Cambria Bicycle Outfitters*
Central Coast Brewing
Comevo LLC

Get Off the Couch Potato Sports Productions
SLO-Op Climbing*
SLO Sail and Canvas
Tolosa Winery

BRONZE \$150

Air Pollution Control District
Baxter Moerman Jewelry
Branch St Deli
Central Coast Outdoors
Coastal Repographic Services
Continental Motorworks
Creekside Orthopedic Rehabilitation, Inc.
Embassy Suites Hotel
Flanders Bicycle
Genoa Graphics
iii Design
Jason Leroux DDS - Palm Dental Care
John Donovan - State Farm Insurance
Left Coast T-Shirt Company

Linnea's Cafe
Los Osos Fitness
Madonna Inn
Mark Grayson Gyrotonic/Gyrokinesis
Mindbody Inc.
North Coast Engineering
On Track Studios
Pacific Energy Company
ProLog Cycling
Promega Biosciences, LLC.
Quality Suites
Scott Taylor, DDS*
SLO ALPHA

*Offers a discount to Coalition members, show your membership card!
Interested in becoming a BFB? Visit slobikelane.org for info.



SLO County Bicycle Coalition

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

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: **CONNECT SLO COUNTY** :
: **REFER-A-FRIEND TO DONATE** :
: **& WIN A VACATION!** :
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We are your voice for bicycles in SLO County.
Have your voice heard: become a member.
More members means a stronger voice for bikes!