

A black and white close-up photograph of a bicycle's rear wheel assembly. The focus is on the chain and the large rear cog. The chain is in sharp focus, showing individual links. The cog has a five-spoke design. The background is blurred, showing parts of the bike frame and other components.

# *the* ★ SPOKEN WHEEL ★

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SLO County Bicycle Coalition • Spring 2012 • [slobikelane.org](http://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.



## slobikelane.org

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



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Paula Sigman

# BECOME A MEMBER!



# MORE MEMBERS = STRONGER VOICE

# COALITION EVENTS

Spring happenings in SLO County

## 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. Any and all help is valuable, non-mechanics welcome! For more information visit [slobikelane.org](http://slobikelane.org)

## 2012 Bike Ed Workshops

Once a month May - Sept | Various Times | 860 Pacific St, SLO | [slobikeed.org](http://slobikeed.org)



Our workshops are designed to give you the tools you need to choose to ride your bicycle more! We host In Classroom, On the Road, and Bike Maintenance Workshops. Together, these will get you well on your way to feeling confident riding your bicycle in the future. For details and to sign up visit [slobikeed.org](http://slobikeed.org)

## Cote de Tolosa Velo Challenge III

May 20, 2012 | 7:00 am ride, 12:00 pm lunch | Tolosa Winery, 4910 Edna Rd, SLO



We partnered with Tolosa Winery for the third annual 52 mile cross country loop, including 5,000 feet of climbing. The ride is for serious riders only, with a lunch at Tolosa after the ride open to everyone. All proceeds benefit the Coalition! Register online at [tolosawinery.com](http://tolosawinery.com)

## Bicycle Advocacy Mini-Summit

May 30, 2012 | 6:00 - 8:00 pm | SLO Public Library, 995 Palm St, SLO



Learn how you can make more bike-friendly improvements in your community at our first ever advocacy mini-summit! We'll release our "Coalition Champion" advocacy tool kit, discuss project completion start to finish, and provide a brief picture of local projects on the horizon. Sign up for free online at [slobikelane.org](http://slobikelane.org)

## I SLO Shirts & Jerseys: Perfect Accessories!

Visit [slobikelane.org](http://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 you're on the road or around town.

# OUT OF THE SADDLE

A letter from our Executive Director

Every once in a while we hear murmurs through the grapevine that people who ride bikes are self-righteous scofflaws. Even within the world of bicycles there are pretentious cliques that talk trash and otherwise behave like insecure teenagers, labeling other types of riders as idiots or jerks. People who ride bikes have become marginalized users of the road, isolating themselves even from one another. Aspects of this negative identity have also strained the Bicycle Coalition throughout our eleven years of existence. We know that infighting and arrogance are unacceptable and represent a massive barrier to making a bike friendly Central Coast.

Whining and moaning about image problems is clearly unproductive. This is why the Bicycle Coalition has launched [connectslocounty.org](http://connectslocounty.org).

The first challenge is to break down the various identities throughout the cycling community. Different bikes ride differently, serve different purposes, and predispose people to dress, ride, and act differently. Some people like to ride on the dirt, some on the road, some fast, some slow. Some ride to work while others prefer riding to have fun in the sun. The terms roadie, commuter, hipster, downhiller, and others codify division while our egos do the rest.

**Connect SLO County is an initiative of the Bicycle Coalition to build a bicycle network for everyone, from an eight-year-old child to an eighty-year-old grandmother, so they too can have safe healthy access to shop, commute, and play by bicycle.**

Some of us think that we are more committed, ride better, or know more about bikes than anyone else. The truth of the matter is that we are all people who ride bikes. We know that people who ride bikes choose to ride despite all that stands in the way. For many Americans, the barriers are too strong.

Helping more people overcome the barriers to riding a bike is the single most important thing we can do to. Riding a bike is not “alternative transportation” it



is “active transportation.” Most people who ride bikes also drive cars and most people who drive cars also ride bikes. When we convince more people to ride, we form stronger neighborhood connections and prove that we are not self-righteous scofflaws.

Thankfully, the opportunity to invite our friends, family, and co-workers to get back on their bikes is here. The Coalition is determined to engage our community to amplify local support for creating safe places to be active through *Connect SLO County*.

*Connect SLO County* is an initiative of the Bicycle Coalition to build a bicycle network for everyone, from an eight-year-old child to an eighty-year-old grandmother, so they too can have safe healthy access to shop, commute, and play by bicycle. The Bob Jones, North Coast, and De Anza paths are essential to this network and your donations to [connectslocounty.org](http://connectslocounty.org) will help us advocate for completion.

The launch of *Connect SLO County* could not come at a better time. Progress is being made on our regional bike paths, the Coalition is providing more education and programs than ever before, and May is Rideshare’s Bike Month. Today is the day to connect with your neighbors and friends; spread the word about the numerous bike friendly events throughout Bike Month, and let’s *Connect SLO County*.

See you in the Bike Lane,



Dan Rivoire,  
Executive Director

Read more about *Connect SLO County* in this issue.  
Donate and get involved at  
[connectslocounty.org](http://connectslocounty.org)



# 2012 BIKE MONTH

May's Celebration of Bicycles! Brought to you by Rideshare

**MAY 3** : **Kidical Mass**  
6:00 pm | Mitchell Park, SLO | Theme: Rainbows  
The first ride of the 2012 season! Join us for the family bike happening, it's a great chance to teach kids of all ages how to ride smart.

**MAY 5** : **Cycle de Mayo**  
11:00 am - 2:00 pm | Morro Bay High School Track, Morro Bay  
Practice your bike handling skills at this kid-friendly Bike Rodeo, we'll be reviewing basic bike smarts and having a blast riding our bikes together!

**MAY 9** : **Bike to Bites**  
3:30 pm | Community Center, 5599 Traffic Way, Atascadero  
The first annual family friendly ride to the Galaxy Theater for free pizza, root beer and a movie!

**MAY 11** : **Bike-In Movie: Napoleon Dynamite**  
7:30 - 9:30 pm | Mission Plaza, SLO  
This 7th annual event is sure to be the biggest yet! We're showing Napoleon Dynamite under the stars, with popcorn, hot chocolate and our Bike Valet.

**MAY 12** : **SLO County Bikefest**  
1:00 - 4:00 pm | Branch St Deli, 203 E Branch St, Arroyo Grande  
Join us for cheap beer, great food, live music, and raffle prizes... including a limited edition New Belgium cruiser bicycle!

**MAY 14** : **Bike Ed Workshops: Women Only**  
6:00 - 8:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO  
Our In Classroom (6-7pm) will cover riding basics and simple tips. The Basic Maintenance (7-8 pm) covers basic fix-it skills. Sign up at [slobikeed.org](http://slobikeed.org)

**MAY 16** : **5% Day at New Frontiers**  
ALL DAY | New Frontiers Marketplace, 1531 Froom Ranch Way, SLO  
Do your grocery shopping at New Frontiers, and 5% of every purchase benefits the Coalition. You can help us raise over \$2,600 in one day!

**MAY 18** : **Bike Breakfast on the Boulevard**  
7:00 - 9:00 am | Bicycle Coalition HQ, 860 Pacific St, SLO  
Get free breakfast for riding your bicycle to work or school! Stop by our office on your commute for coffee, a bike-blended smoothie and snacks.

The Coalition has loads of events on the calendar, keep your eyes on our blog for the latest. In the meantime, see all of our events listed here, we'll see you at one, three, or maybe all of them!



**MAY 19** : **Bike Ed Workshop: Women Only**  
10:00 am - 12:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO  
The On the Road portion builds off our other workshops by putting your new skills to work with a short ride on our bicycles. Sign up at [slobikeed.org](http://slobikeed.org)

**MAY 20** : **Cote de Tolosa Velo Challenge III**  
Ride 7:00 am | Lunch 11:30 am | Tolosa Winery, 4910 Edna Rd, SLO  
This epic 52-mile cross country loop earns you major bragging rights. If you're not up for it, join us for lunch on the patio, benefitting the Coalition!

**MAY 21** : **Bike Ed Workshops**  
6:00 - 8:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO  
Our In Classroom (6-7pm) will cover riding basics and simple tips. The Basic Maintenance (7-8 pm) covers basic fix-it skills. Sign up at [slobikeed.org](http://slobikeed.org)

**MAY 26** : **Bike Ed Workshop**  
10:00 am - 12:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO  
The On the Road portion builds off our other workshops by putting your new skills to work with a short ride on our bicycles. Sign up at [slobikeed.org](http://slobikeed.org)

**MAY 30** : **Bicycle Advocacy Mini-Summit**  
6:00 - 8:00 pm | SLO Public Library, 995 Palm St, SLO  
We'll give you all the information you need to learn how to become a community advocate for bicycles and help us *Connect SLO County*.

**JUNE 7** : **Kidical Mass**  
6:00 pm | Mitchell Park, SLO | Theme: Fancy Pants  
Yet another chance to join us for the family bike happening, watch kids of all ages have a blast on their bicycles!

**JUNE 7** : **Bike Month Blowout**  
6:30 pm | Creeky Tiki, 782 Higuera St, SLO  
The Bike Month wrap-up party! Full of music, food, beverages, and the Commuter Competition awards. Bring your event tickets to win a bicycle!

# CONNECT SLO COUNTY COMPLETE OUR BIKE PATHS

CONNECTSLOCOUNTY.ORG

An initiative of the SLO County Bicycle Coalition

## **San Luis Obispo County is exquisite.**

The whole region acts as a magnet for joy and happiness. Our coastline, ranches, farms, vineyards, and cities give reason for people to visit, live, work, and play. In fact, it's our incredible opportunities for play that created such great local community. We love being outdoors and we can't get enough of the unique geography and small town atmosphere. *Connect SLO County* is about giving our people access to joy, to unique local character, to traffic free roadways, and outdoor recreation galore. To *Connect SLO County* is to protect SLO County and ensure an enduring and healthy future.



Visit [connectslocounty.org](http://connectslocounty.org) for the

## **Our residents and visitors have already begun to explore our outstanding environment by bicycle in impressive numbers.**

Riding through wine country is the joyful activity of choice for healthy adventurers and training along the coast is all a racing cyclist could ever want. Meanwhile, pedaling a beach cruiser down the Bob Jones Trail is heaven for parents, kids, and leisure seekers alike.

## **We want more Bob Jones Trails.**

*Connect SLO County* aims to build a bicycle network for everyone, from an eight-year-old child to an eighty-year-old grandmother, to provide a safe healthy access to shop, commute, and play by bicycle. San Luis Obispo County's vibrancy is built upon our unique environment and economy of recreation, ranching, agriculture, and small city atmosphere.

**To further develop that economy we need to *Connect SLO County* and complete our bike paths.**





## Bob Jones

Connecting San Luis Obispo to Avila Beach

## De Anza

Connecting San Miguel to Santa Margarita  
... and Pismo Beach to San Luis Obispo

## North Coast

Connecting Cayucos to Morro Bay



latest updates, and to donate today!

**Share the website:** By sharing our vision and your enthusiasm with others, we are certain we can continue to build community support for these bike path projects. If our local officials know how much we *all* benefit from these paths, the more likely they are to act quickly to complete them!

**Donate to Connect SLO County:** With each dollar donated, the SLO Bicycle Club will match it. Meaning, for every \$10 you donate, \$20 will be contributed!

**Every donation helps make Connect SLO County a reality:** Your contribution will help advance our advocacy efforts and make Connect SLO County a great resource for everyone who wants to complete our bike paths, including:

- Important documents regarding the paths
- Detailed maps
- Videos illustrating the benefits of *Connect SLO County*
- Updates and recaps on important meetings

# OPPOSITE LAND

## A hypothetical future for bicycles in our country

In Opposite Land the roles of bicycles and cars are reversed. Every street is a bicycle street. Every house has a bicycle garage and bicycles dominate the transportation environment. There are elevated commuter trains over grand central bicycle stations with tons of bicycle parking. Complete with restaurants, showers and mechanics throughout the station. Roadies ride through towns on Bicycle Freeways with onramps and offramps. There are large beautiful country bicycle loops to wineries, cafes and hotels in the surrounding hills.

There is a Bikotel, or “bike hotel”. The first in the nation. There are arterial streets for faster riders and local streets for slower riders. There are “bike up” windows at hamburger places. Tourists flock to the area from Europe, Japan, and Portland. Bicycle infrastructure receives 98% of transportation funding.

**In Opposite Land the roles of bicycles and cars are reversed. Every street is a bike street. Every house has a bike garage and bicycles dominate the transportation environment.**

There are cars in Opposite Land too, and there is a growing number of automobile enthusiasts that make this “alternative transportation” choice. There are some class one “car-paths” and a few decent class two “car-lanes”. But they usually end just when you need them most, before big intersections. There is also a plan for the City to Sea Car Path, but “CalBike” is being a stick in the mud by requiring a huge car bridge over the CalBike freeway that nobody has the funds to build.

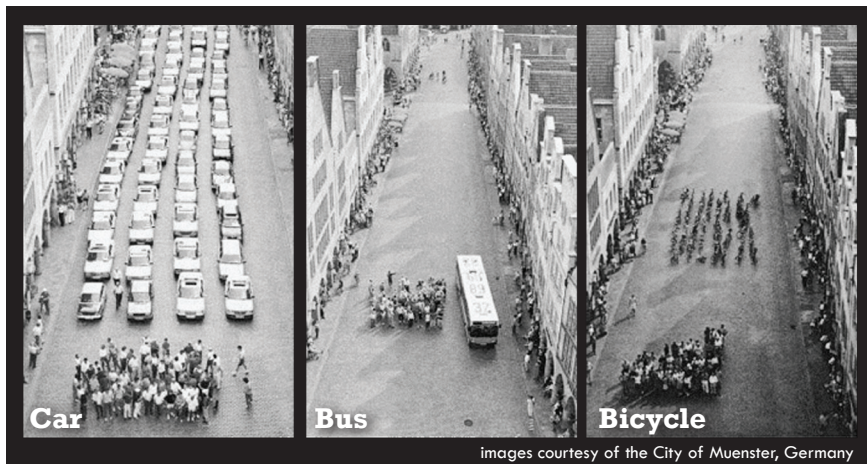
Two of the most innovative auto infrastructure items are the unique “car traffic signal” on Santa Barbara St and the six block long “Car Blvd” on Morro St (which is closed to bikes in this area). Both of these car infrastructure improvements have been featured in automobile advocacy magazines. Indeed, automobile usage has been widely promoted in many cities as greatly beneficial to the public at large.

But in Opposite Land, the general public says that cars are just not useful for regular people who



actually go to work and need to buy groceries. Cars are just too difficult to get around in and too dangerous, they just don't make sense. The Opposite Land "Automobile Coalition" aims to change this. They visualize a multi modal transit infrastructure that serves all users equally. They have signs that say "share the road". They explain that with more car paths and car routes car usage would go up dramatically.

Yet even with advocacy, Opposite Land automobile infrastructure receives less than 2% of transportation funding. How can we convince Opposite Land leaders that automobile usage is climbing, and deserves more than 2%?



Now we have to leave the Opposite Land fantasy, and head back to reality...

According to our 18 year old circulation element bicycle usage is going to grow, and we want it to grow. And yes, 18 years later bicycle use has grown dramatically, yet bicycle infrastructure still remains largely underfunded. The percentage of dollars spent on bicycle infrastructure funding needs to grow right now, exponentially, simply to match current bicycle usage. Then funding needs to grow again along with any new plans. Let's stop simply planning for bicycle infrastructure, let's start properly funding it too, by demanding much more than just 2% of transportation infrastructure dollars.

Imagine what just 10% of our transportation infrastructure budget could do for bicycles, it would be a 5 fold increase. Yet it would take only 8% away from automobile infrastructure. If we want to shift modes we also have to shift dollars.

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*Opposite Land* was written by Eric Meyer, a Bicycle Coalition member and advocate



# WORDSEARCH

Test your bicycle knowledge with our puzzle

C J N J T M X D U T D M Y P V M M Y X Z C A  
E Z I W V U M T F Q Z K T E C T T A T P T P  
E K A R B G W Z R U H T N D O U M D W E Q X  
G R H E W R K Z P N S F U A W H N C M V X B  
P R C A Q L B F F P P B O L A E A L P J I Q  
N J L M F B G S O O V M C S D L E H G C X M  
T P Y J Y O U K C O L Z O H V H I E Y T B R  
E V W L O X E N O I T I L A O C I C G T R F  
L B J O I N Y P K M T L S H C S L O U M V H  
T F F V W E V B K I R U E T A E T M N H G T  
K S E H C B X V F I K F N J C T B A S K E T  
E I E N G X Z P I Y J B V I Y A R D B W D Y  
X E D Z D V N G H T E B I Y Z D R O Z K T H  
L P W I N E H C T I K L R C B N T L P I P V  
U U R Y C X R O Z S V C O A F O H L N P H H  
G M M T E A O P O L N H N T B A B U E E U S  
Q P I B L R L D X L Z C M S J E M J A E R S  
M R U I D Q N M J I M V E H Q M L L O A H V  
E F D H D K Z I A B E J N J O Q T D E N E W  
E D U C A T I O N S E Y T C D H A G N K E P  
P U V D S U D E H A S L O W O K Y L D A Z S  
M C F U K Q J L F G P R L W V A L E T E H C

**FIND THE FOLLOWING WORDS IN THE WORDSEARCH ABOVE:**

ADVOCACY  
BASKET  
BELL  
BICYCLE  
BOB JONES  
BRAKE  
CHAIN

COALITION  
COMMUNITY  
EDUCATION  
ENVIRONMENT  
FENDER  
GEARS  
HANDLEBAR

HEALTH  
HELMET  
KIDICAL MASS  
KITCHEN  
LOCK  
PEDALS  
PUMP

SADDLE  
SLO COUNTY  
SPOKEN WHEEL  
SUPPORT  
TIRE  
VALET  
WHEEL

Note: diagonal and backwards words are present



# BECOME A MEMBER

Join the bicycle movement in SLO County

By becoming a member of the Coalition you are helping get more bike paths built, more safe routes to schools, more bike lanes striped, more people riding bikes, and a more sustainable SLO County.

## MORE = STRONGER MEMBERS VOICE

We are dedicated to making biking better. Your membership is pivotal to help us achieve this goal. By giving just \$1/week (a household membership), you will seriously help continue the massive momentum we have going in 2012.

When you become a member, you also receive discounts at local businesses, 4 free Bike Kitchen visits, 25% off t-shirt purchases, and more.





# JOIN THE COALITION!

## MAKE OUR COMMUNITIES BETTER FOR BICYCLES



slobikelane.org

Coalition use only...  
☐ E ☐ P ☐ Q

**GO BIG IN 2012!**

### 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?

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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

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

**ADD YOUR VOICE TO THE ORGANIZATION SPEAKING UP FOR BICYCLES ON THE CENTRAL COAST!**

# SUPPORT OUR BIKE FRIENDLY BUSINESSES

## PLATINUM \$3,000+



## GOLD \$1,000+

Art's SLO Cyclery\*  
Comevo LLC  
Cygnet  
Foothill Cyclery\*

New Frontiers  
Rotary Club of SLO Daybreak  
SLO Nexus  
Voler Team Apparel

## SILVER \$500+

Big Ears Strategic Marketing\*  
Cambria Bicycle Outfitters\*  
Central Coast Brewing  
Get Off the Couch Potato Sports Production  
LEVEL Studios  
Mindbody Inc.

Morin Bros Automotive  
Neuvation Cycling  
Power Communications Engineering  
RRM Design Group  
SLO Sail and Canvas  
Tolosa Winery

## BRONZE \$150

Affinity Chiropractic  
Air Pollution Control District  
Baxter Moerman Jewelry  
Better Business Financial Services  
Bluephoto Wedding Photography  
Central Coast Outdoors  
Coastal Repographic Services  
Continental Motor Works  
Creekside Orthopedic Rehabilitation, Inc.  
DrBackman.com Chiropractic\*  
Embassy Suites Hotel  
Genoa Graphics  
IRA's Bike Shop

Jason Leroux DDS - Palm Dental Care  
John Donovan - State Farm Insurance  
Kreuzberg CA Coffee Lounge\*  
Left Coast T-Shirt Company  
Lezyne  
Madonna Inn  
Mark Grayson Gyrotonic/Gyrokinesis  
North Coast Engineering  
On Track Studios  
ProLog Cycling  
Promega Biosciences, LLC.  
Scott Taylor, DDS\*  
Quality Suites  
SLO-OP Climbing

\*Offers a discount to Coalition members, show your membership card!  
Interested in becoming a BFB? Visit [slobikelane.org](http://slobikelane.org) for more information.



## **SLO County Bicycle Coalition**

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

.....  
: **CONNECT SLO COUNTY** :  
: **COMPLETE OUR BIKE PATHS** :  
: **DONATE TODAY!** :  
.....

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