

the ★ SPOKEN WHEEL ★



2011 Annual Report

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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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Board of Directors

Tyler Wertenbruch, President

Jaime Hill, Vice President

Mike Boswell, Secretary

Branden Welshons, Treasurer

Chris Broome

Yukie Nishinaga

David Preston

Paula Sigman

BECOME A MEMBER!



MORE MEMBERS = STRONGER VOICE

COALITION EVENTS

Winter 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. No matter what your experience, your help is valuable!

Coalition Monthly Board Meeting

3rd Tuesday of every Month | 5:30 - 7:00 pm | 860 Pacific St, SLO



Our Board of Directors are active in the local bicycle community, and are dedicated to making SLO County better for bicycles. These monthly meetings are open to the public, come get an inside look at the Coalition's operations, we would love to see you there!

May is Bike Month

May 2012 | Events held throughout SLO County



Each May, bicycles come out to play as part of Rideshare's Bike Month! 2012 is no exception, as free community events are being held in all corners of SLO County, with the goal of getting people out on bikes for fun, transportation, and to experience the joy of two wheels. Visit our website to find out details as the month approaches.

New Bicycle Coalition Jerseys!

Visit ibikeslo.org for ordering information



We just released our latest jersey collaboration with Voler Team Apparel! Made locally in Grover Beach, these jerseys are a great way to show your support for the Coalition while you're on the road. A portion of every sale goes to the Coalition.

I SLO Shirts, the Perfect Accessory

Visit ibikeslo.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 to help us advocate for safer roads for everyone. Become a member to get 25% off all t-shirt purchases.

A letter from our Executive Director

Our modern transportation problem is built on a foundation of divisiveness that began in the late 19th Century when a vast array of new transportation devices began vying for the same public space. While most people got around on horseback or by foot, paved roads seemed superfluous until bikes arrived on the scene. At first bikes were nearly rejected as it sparked fear among the populace, framed as an evil machine that would lead to the moral degradation of America. The first traces of disrespect across varying modes of transportation began then and there. Nevertheless, more people discovered the speed, efficiency, and convenience of two-wheeled travel, the bicycle became commonplace and pressure for improving roadways increased drastically.

The motorist vs. cyclist division has become so deep that we risk approving a transportation bill that fails to understand the incredible value of building a system that proactively encourages multiple modes of transport.

Founded in 1880, the League of American Wheelmen (parent to our current national advocacy ally the League of American Bicyclists) spearheaded the first campaign for bike friendly paved streets, dubbed *The Good Roads Movement*. While the movement gained some ground, it was not until the Wheelmen began to appeal to other road users like carriage drivers and farmers to join them that they found a vast array of additional reasons for paving roadways. *The Gospel of Good Roads, A Letter to the American Farmer* exemplifies the value of a unified approach to solving transportation problems. The League's approach succeeded in securing equal rights for cyclists on American roadways. As the division between carriage and bicycle faded, paved roads were built and provided broad reaching benefits for transportation while opening the doors for incredible improvements in quality of life everywhere.

At the very beginning of the 20th Century, membership in the League drastically declined as cars became more accessible and the American Automobile Association was formed. In no time, cars became the most popular mode of transportation and a new division of road users formed. AAA quickly followed in the League's footsteps and the first cross-country paved roadways were built. Due to the dwindling use of bicycles for transportation the League's doors were effectively closed from 1902 until the Great

Depression. Meanwhile, driving became the most common mode of transportation. Paved roads, originally built for cycling and carrying produce to market were now being built exclusively for motor vehicles.

By the mid 60's, a resurgence of bicycle manufacturing in the U.S. led quickly to an increase in the number of people riding bikes. While most people were using bikes for fitness and recreation some riders began to use bikes for transportation once again. Using bikes for transportation on roads built exclusively for cars was challenging, extremely rare, and resulted in the codification of the strong and independent identity, *cyclist*. As such, die-hard transportation cyclists were labeled fringe by the public and developed a powerful attachment to their newly prescribed identity. Within a few year *cyclists* reformed the League, began to speak out about safety, and developed curriculum for safe predictable cycling. Insofar as their argument for roadway improvements was based on exclusive benefits for *cyclists* themselves, the new movement for bike friendly infrastructure missed the most valuable lesson from cycling history, unity.

Today, the *cyclist* identity remains strong despite the fact that nearly all *cyclists* also own and drive cars. The *motorist* vs. *cyclist* division has become so deep that we risk approving a transportation bill that fails to understand the incredible value of building a system that proactively encourages multiple modes of transport. With added transportation choices come improved health, economic resiliency, and incredible independence. A massive opportunity awaits us. Unity and inclusivity will lead directly to an increase in the mileage of high quality safe infrastructure and bike encouragement activities galore. The Bicycle Coalition knows that we are not *cyclists* or *motorists*. We are Americans that sometimes drive but **love** to ride. When we do we reduce traffic congestion, open up parking spots, take care of ourselves, and are conservative with our resources. We contribute to transportation funds and we will have a say in how those funds are used. Watch as we uncover the second Good Roads Movement.

See you in the Bike Lane,



Dan Rivoire, Executive Director



2011

The Year in Review

FINANCIAL SUMMARY

TOTAL INCOME\$125,592

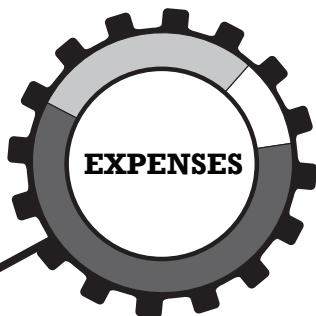
TOTAL EXPENSES\$125,612

SURPLUS-\$20



	DONATIONS	51%
	PROGRAM FEES	14%
	GRANTS	13%
	BUSINESS MEMBER SUPPORT	13%
	MEMBERSHIP DUES	6%
	EVENTS	3%
	PROGRAM CONTRACTS	1%
	OTHER	1%

	PROGRAMS	60%
	OPERATIONS	29%
	OUTREACH	11%



	BIKE EDUCATION	60%
	BIKE KITCHEN	29%
	BIKE VALET	11%
	ADVOCACY	29%
	FAMILY PROGRAMS	11%



2012

GOALS

It's going to be the biggest year yet for the Coalition!

HOW // OUR WORK PLAN

ADVOCATE for more bike trails, bike lanes and bike friendly streets

ENCOURAGE more people to bike and walk through our various programs

STRENGTHEN our presence by growing our membership, donor and volunteer bases

BUILD a healthy bicycle culture by hosting community events

WHAT // OUR SPECIFIC ACTIONS



ADVOCATE

- Develop regional advocacy groups
- Get all outstanding bike plans approved
- Hold agencies accountable for implementing existing bike plans



ENCOURAGE

- Establish a system to give better Bike Kitchen benefits to members
- Evaluate and improve business models for programs



STRENGTHEN

- Create a local wholesale program for retail products
- Establish a system to promote membership to program participants
- Launch first ever annual appeal for programs expansion
- Plan and execute inaugural general meeting
- Transition from a calendar year to revolving door membership system



BUILD

- Plan and execute inaugural members-only party

BIKE VALET

slobikevalet.org

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



Riding bikes to community events has never been easier with the Bike Valet. We had one of our biggest days ever at the Morro Bay July 4th celebration, with almost 300 bikes parked. Other local groups have seen the value of promoting bicycle transportation to their events, it's an easy way to encourage people to ride. Our biggest news this summer: the mega-milestone of 26,000 bikes parked! That's 26,000 potential car trips, replaced with bike trips, we can't wait for 30,000!

Friendly faces are always welcome to park bikes, it's easy, fun and a great way to meet new people. Signing-up is easy and can be done online.

Pedal down, use the *free* Bike Valet, and get your produce fast and easy every week at the SLO Thursday Night Farmer's Market.

KIDICAL MASS

slokidicalmass.org

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



The 2011 Kidical Mass season wrapped up with a bang, bringing families and kids from various schools to show their school spirit in September! Heads turned every month as we biked through downtown San Luis Obispo with the Kidical Mass flag, plenty of bells, and excitement to brighten people's day. There was not a person around who didn't watch us pass with a smile on their face.

Finally, people are beginning to recognize us as a regular monthly event. As we grow, we encourage you to bring your friends, most people can't express the fun they have. Ride with us to see for yourself!

We will return in May of 2012 with the next round of Kidical Mass rides, which will certainly be even bigger and better than 2011's.

BIKE ED

slobikeed.org

Held for *free* at 860 Pacific St, SLO



Our scheduled Bike Ed Workshops for 2011 wrapped up and planning is underway for 2012's round of free workshops. Everyone who took a workshop in 2011 left with the confidence they needed to take to the streets on their bicycle.

As bicycles become more popular, we are committed to teaching all types of riders basic riding skills to make their experiences even better. By giving riders the tools to ride smart, we hope to see more bicycles on the road!

We'll be hosting a series of abbreviated nighttime workshops for those interested in learning some basics and who haven't been able to make it to our weekend classes. Check out website for the most up-to-date information about our upcoming offerings.

BIKE KITCHEN

slobikekitchen.org

Weds & Thurs 4:00 - 7:00 pm

Sunday 12:00 - 4:00 pm

Corner of Morro & Pacific St in SLO



The Kitchen continues to prove it's worth to our community, with people waiting outside for the doors to open on most days. Our new 'public pump' attached on the bike rack outside sees multiple users everyday, giving people the ability to fill up their tires for free!

Organizational improvements continue to be popping up around the Kitchen, helping users find what they're looking for faster. Our selection of specialty tools is expanding, allowing us to tackle even more complex projects. Specific clinics held in 2011 included frame fitting, and single speed set-ups, with more to come in the future.

As we continue our regularly scheduled hours, we are looking for more dedicated volunteers to become a part of the amazing energy and resources the Kitchen has to offer! Visit us online for information.

ADVOCACY UPDATE

Bicycle victories in SLO County

PASO ROBLES PURSUING BIKE FRIENDLY COMMUNITY

The City of Paso Robles is beginning the process of applying for a Bike Friendly Community distinction.

ATASCADERO HIGH SCHOOL BIKE EDUCATION

The Coalition hosted a series of Bike Ed workshops for the AHS Bike Club. We are always happy to help educate more students about safe bicycle practices.

MORRO BAY APPROVES BICYCLE MASTER PLAN

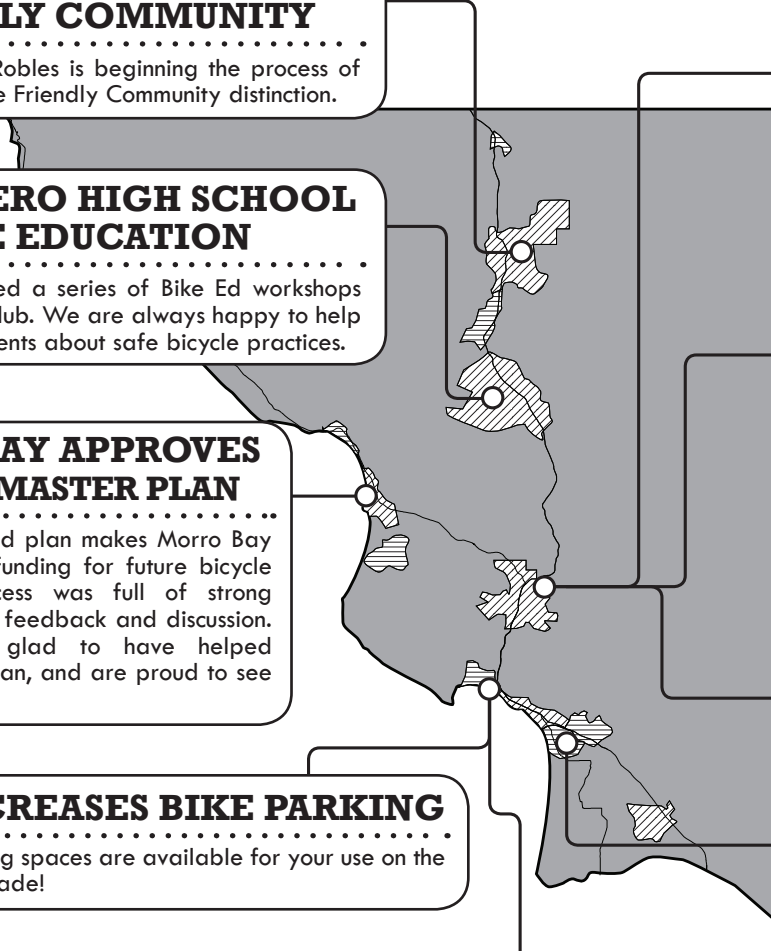
This newly approved plan makes Morro Bay eligible for grant funding for future bicycle projects. The process was full of strong community support, feedback and discussion. The Coalition is glad to have helped advocate for the plan, and are proud to see it approved!

AVILA INCREASES BIKE PARKING

30 new bike parking spaces are available for your use on the beachfront promenade!

AVILA BEACH: BOB JONES TRAIL EXTENSION

The preliminary planning for an Environmental Impact Review is underway as we begin to connect the Bob Jones Trail from the Octagon Barn to the Los Osos Valley Rd section along Prado Road. This 'missing link' is essential to increasing access to the trail from San Luis Obispo. Community meetings will be held to explain the proposal and its importance.



CALIFORNIA STATE UPDATES

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SB 910: The “safe passing bill” would have legally defined 3 feet as the safe passing distance for vehicles when passing bicyclists. After sailing through the assembly, the bill sat on Gov. Brown’s desk for weeks before it was vetoed. We are all disappointed that Gov. Brown decided to veto the bill, it seems he misunderstood the important passing definitions and enforcement which would have greatly increased safety for cyclists.

SB 28: The bill providing additional penalties for distracted driving (cell phone use) was also vetoed by Gov. Brown. SB 28 would have further discouraged dangerous driving conditions by increasing fines.

SAN LUIS OBISPO: JOHNSON AVE ROAD DIET SUCCESS!

.....

Our supporters turned out in huge numbers to help approve and implement the Johnson Ave Road Diet! We were proud to represent bicyclists and pedestrians at the City Council meeting, and are glad to report the project has been completed as planned.

SAN LUIS OBISPO: CALIFORNIA - FOOTHILL IMPROVEMENTS

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Major changes have been made to the busy California-Foothill intersection in San Luis Obispo. With some of the highest accident rates in the County, these improvements aim to increase bicycle and pedestrian access at the foot of Cal Poly’s campus. A bicycle-only signal and newly completed class I path lead directly onto campus. Changes to the vehicle traffic lanes decrease turn conflicts and maintain visibility.

SAN LUIS OBISPO NAMED SILVER BIKE FRIENDLY COMMUNITY

.....

Thanks in part to strong partnership between the City and the Coalition! San Luis Obispo is now one of 33 Silver level BFCs across the country.

OCEANO ELEMENTARY SCHOOL ASSEMBLY

.....

The Coalition and Rideshare hosted a schoolwide bicycle safety assembly, teaching kids the basics of bike safety and handling. The next generation is gearing up to love bicycles, just like us!

Know Your Bike Rights

QUESTION & ANSWER

Stay calm. Ride on. Contact us if you need further assistance

Q: I was legally riding in the bike lane going straight, when a motor vehicle proceeds to cut me off, takes an abrupt right turn and hits me via right hook.

What should I do next?



A: You should call 911 if anyone is injured. Ask the dispatcher to send out a police officer to make a traffic collision report. If you are seriously injured, get to the emergency room or urgent care right away. Any delay in treatment will inevitably lead to the insurance company questioning the severity of your injury. Oftentimes the bicyclist is too injured to give their side of the story, which leads to unfair and inaccurate police reports. This can be counteracted through eyewitness statements or by providing a supplemental statement to the police officer a few days after the accident.

If your injuries are not serious, be sure to gather information from the other party: name, address, phone number, vehicle information (make, model and

license plate number) and insurance information (name of insurance carrier and policy number). If the other party is rude or aggressive, simply get their license plate number so if they leave they can be tracked by police. When talking to the other party do not admit fault or apologize, be polite and make sure everyone is safe.

Next, gather evidence. Take photos of the position of the vehicles, injuries and the parties involved. Get the names and contact information of any witnesses. Next, open a claim with the other person's insurance and with your own automobile insurance. Even though the accident did not happen in your car and you are not at fault, your car insurance policy may have applicable medical payments or underinsured/uninsured motorist provisions. If the other person's insurance company calls you asking for a statement, do not comply.

We recommend contacting a local personal injury attorney. A good lawyer can help you navigate the very complex claims process. They can also help you by setting up with medical providers willing to treat you on a lien basis, meaning no up-front costs to you.



images courtesy of the Washington Area Bicycle Association

Got questions? We've got answers!

Email crash@slobikelane.org, with "Know Your Bike Rights" in the subject line. This is 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 (you can find them on the next page), ride smart, and remember, the Coalition works everyday to make our roads better for bicycles. Join us!

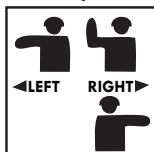
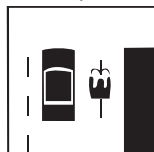
BICYCLE SAFETY BASICS

Be Predictable. Be Alert. Drive Your Bike
Feel confident with these easy tips

MOST IMPORTANTLY: Bicyclists on public roadways assume all the same rights and responsibilities as automobile drivers, and are subject to the same rules and regulations.

OBEY TRAFFIC SIGNS

Cyclists must drive like motorists, doing so is the safest behavior. When approaching a stop sign or red light, you are required to come to a complete stop and proceed only when it is safe.

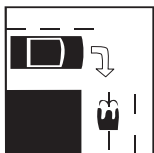
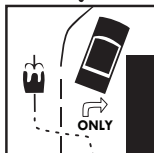


USE HAND SIGNALS

Hand signals tell other road users what you intend to do. Signal as a matter of law, of courtesy, and as a means to maintain the safety of all road users.

FOLLOW LANE MARKINGS

Turning left (or going straight) from the right lane results in getting caught in a drivers blind spot, an unsafe place to be. Look, signal, and look again into the next lane to travel forward safely.

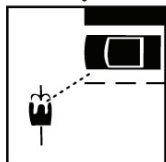
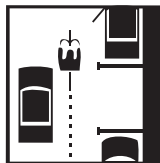


NEVER RIDE AGAINST TRAFFIC

Motorists aren't looking for bicyclists riding on the wrong side of the road. Many other hazards threaten the wrong-way rider, including pedestrians and parked cars.

RIDE IN A STRAIGHT LINE

Whenever possible, ride in a straight line, to the right of traffic and a car door's width away from parked cars.

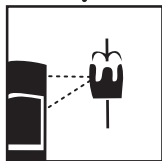
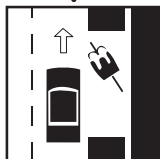


MAKE EYE CONTACT WITH AUTO DRIVERS

This helps communicate where you are going, and allows motorists to safely yield to your right to do so. Assume they don't see you until you are certain they do.

DON'T WEAVE BETWEEN PARKED CARS

When you move from the traffic lane into the parking lane, you remove yourself from the motorists scope of vision. These drivers may not see you when you move back into the traffic lane, and could result in a collision.

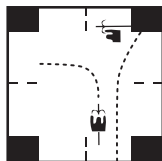
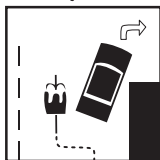


LOOK BACK BEFORE CHANGING LANES

Just like in a car, looking over your shoulder for approaching traffic is necessary before changing lanes. By leaving 3-4 feet when passing a vehicle or another bicyclist you can increase everyone's safety on the road.

WATCH FOR RIGHT TURNING TRAFFIC

Be careful to avoid drivers blindspots. When approaching intersections, move into the left side of the lane to allow vehicles to safely turn right. Avoid passing motorists on the right, in a right turn lane.



CHOOSE THE BEST WAY TO TURN LEFT

There are two ways to make a left turn

1. Like an auto: signal, move into the left lane, and turn.
2. Like a pedestrian: if you are within a crosswalk, dismount and walk your bike across.

RESPECT PEDESTRIANS

Pedestrians have the right of way. Riding on the sidewalk is illegal in most places. On a shared path, give a warning: ring your bike bell, or call out "passing on your left". After all, we're on the same team!



WORD JUMBLE

Test your bicycle knowledge with our puzzle

Unscramble the following bicycle related words, then use the circled letters to solve the illustrated phrase on the bottom of the page.

L E W E H

○ □ □ □ ○

E E M H L T

□ ○ ○ □ □ □

U K P I M B P E

□ □ □ □ ○ □ □ ○

V E A T O A D C

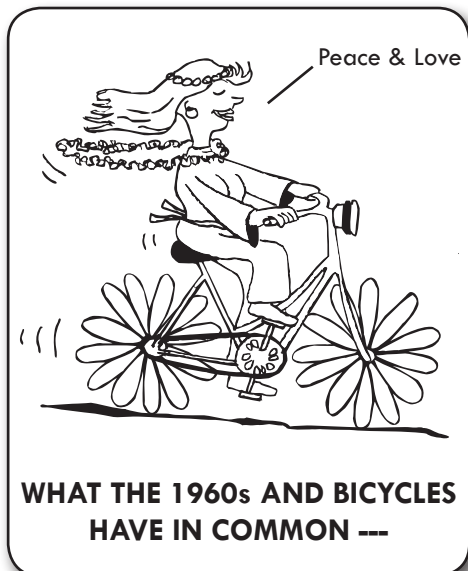
□ ○ □ ○ □ □ □ □

I A I G H N R N C

□ □ ○ □ □ ○ □ □ □ □

" ○ ○ ○ ○ ○ "

○ ○ ○ ○ ○



BECOME A MEMBER

Join the bicycle movement in SLO County

By donating to 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 dues are pivotal to help us achieve this goal. By giving just \$1/week (our household membership), you will seriously help continue our momentum in 2012.

When you become a member of the Coalition, you also receive discounts at local businesses, 4 free Bike Kitchen visits, 25% off all t-shirt purchases, and you are supporting the voice speaking up for bicycles in SLO County.

SUPPORT THE COALITION:



ADVOCACY EDUCATION COALITION PROGRAMS



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?

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
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 for more information.



SLO County Bicycle Coalition

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



**SUPPORT BICYCLES.
SUPPORT THE COALITION.
BECOME A MEMBER!**

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