

the ★ SPOKEN WHEEL ★



May is Bike Month

.....
p6

Next-Gen Bike Lanes

.....
p10



SLO County Bicycle Coalition • Spring 2013 • slobikelane.org

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

MISSION

To improve the quality
of life in SLO County
through bicycle
advocacy, education
and inspiration.

BOARD

Tyler Wertenbruch, President
Jaime Hill, Vice President
Alex Lorton, Secretary
Branden Welshons, Treasurer
Mike Boswell
Chris Broome
Yukie Nishinaga
David Preston
Jeff Spevack

STAFF

Executive Director

Dan Rivoire, dan@slobikelane.org

Communications & Operations Director

Leslie Bloom, leslie@slobikelane.org

Bike Kitchen Manager

Tyler Jamieson, tylerj@slobikelane.org

Bike Valet Coordinators

Elissa McDade, elissa@slobikelane.org

Mark Stephens, mark@slobikelane.org

CONTACT



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



(805) 547-2055



slobikelane.org



facebook.com/slobikecoalition



twitter.com/bikeslo



flickr.com/slobikelane



COALITION PROGRAMS

*to promote
bicycles*



BIKE EDUCATION



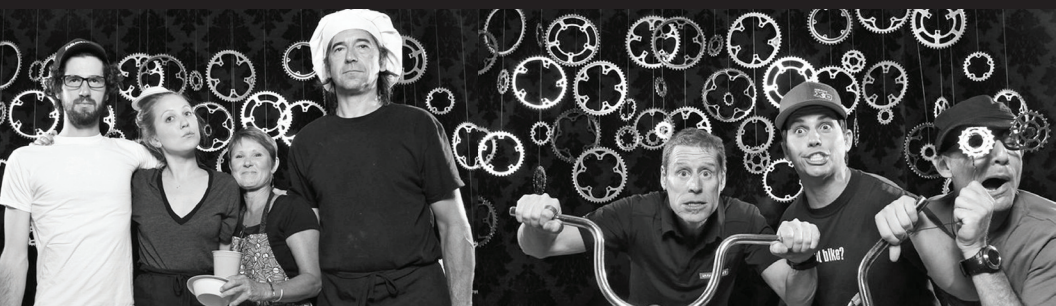
T
K



**Saturday, June 1st
6:00 - 10:00 pm**

.....
**SLO Grange Hall
2880 Broad St**

**Bike
Fashion
Show!**



**THE BIKE
KITCHEN**



**BIKE
VALET**



**KIDICAL
MASS**

**VOL
UNT
EER**

OUT OF THE SADDLE

A letter from our Executive Director

Spring is here and people are out on bikes all over San Luis Obispo County. Happy tourists are visiting the Bicycle Coalition headquarters in droves, distracting us from our daily work to fetch brochures, I bike SLO stickers, and maps. Locals have begun dropping by the Bike Kitchen to perform their annual do it yourself tune-ups. And racing cyclists can be seen in pelotons on country roads or sitting around a table at one of our fantastic local restaurants. This time of year always serves to remind us that no matter how much change we still seek to make, we can find moments of satisfaction by looking at the smiling faces of people riding their bikes in the Central Coast.

“The key is to fight hard to be sure that our community governments realize that they are building paths and making street improvements for the masses. The bike paths we work on now are for children with training wheels, grandparents on trikes, and thousands of adults that are too afraid of being hit by a car to be able to enjoy the simple pleasure of riding a bike.”

Despite springtime feelings of joy, the major gaps in our active transportation network have the Bicycle Coalition more motivated than ever to be assertive and uncompromising in our efforts to complete major bike paths that truly meet the needs of our residents. The addition of structural resources to connectslocounty.org and reorganization of our advocacy committee continue to build our capacity to make change. But we must admit, there are serious moments of struggle.

How do we reconcile the discouraging reality of how slow infrastructure projects progress with how happy we are to ride our bikes in a beautiful setting with relatively little traffic? We believe the key is to continue to include people who want to ride their bikes more often with those that call themselves cyclists. We believe the key is to fight hard to be sure that our community governments realize that they are building paths and making street improvements for the

masses. The bike paths we work on now are for children with training wheels, grandparents on trikes, and thousands of adults that are too afraid of being hit by a car to be able to enjoy the simple pleasure of riding a bike.

Thankfully, tons of opportunities for more people to experience that pleasure are just around the corner. May is Bike Month and our Bikes & Beauty Party is immediately after that! Each year, Rideshare hosts Bike Month and empowers people and organizations throughout the area to host parties, competitions, gatherings, fundraisers, and other happenings that seek to get more people out on bikes. The Bicycle Coalition is incredibly thankful for all the work that Rideshare does to encourage active transportation. We look forward to each of us expressing our gratitude by riding our bikes and going to as many Bike Month events as possible. Even better, we can all continue to get our neighbors and friends riding more often, we can ask them to join the Bicycle Coalition, join the charge for a more bike friendly Central Coast, and most importantly, let loose at Bikes & Beauty. Advocate, Educate, and Inspire.

See you in the Bike Lane,



Dan Rivoire, Executive Director



2013 BIKE MONTH

May's celebration of bicycles! Brought to you by Rideshare

MAY
2

Kidical Mass

5:30 pm | Mitchell Park, SLO | Theme: Superheroes

The first ride of the 2013 season! Join us for the family bike happening, it's a great chance to teach kids of all ages how to ride smart.

MAY
6

Volunteer Orientation

5:30 - 6:30 pm | Bicycle Coalition HQ, 860 Pacific St, SLO

Our orientation is super helpful if you would like to volunteer with one of our numerous programs: Bike Valet, Bike Kitchen or Kidical Mass.

MAY
10

Bike-In Movie

7:30 - 9:30 pm | Mission Plaza, SLO

This 9th annual event is sure to be the biggest yet! We're showing Disney's *Brave* under the stars, with popcorn, hot chocolate and our Bike Valet.

MAY
11

SLO County Bikefest

1:00 - 4:00 pm | Branch St Deli, 203 E Branch St, Arroyo Grande

Join us for great food, cheap beer, live music, and prizes... including a limited edition New Belgium cruiser bicycle!

MAY
13

Bike Ed Workshop

6:00 - 8:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO

We'll review the rules of the road, debunk common myths, and provide easy tips to make your bicycle the easy choice for getting around town. Sign up for free online at slobikeed.org

MAY
15

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 Bicycle Coalition. Help us raise over \$2,600 in one day!



RIDESHARE'S BIKE MONTH

SAN LUIS OBISPO COUNTY
MAY 2013



MAY
20

Bike Ed Workshop: Women Only

6:00 - 8:00 pm | Bicycle Coalition HQ, 860 Pacific St, SLO

Riding as a female on our roads presents unique challenges. Join us and our female instructors for our popular women's only workshop! Sign up for free online at slobikeed.org

MAY
22

Bike Breakfast on the Boulevard

7:00 - 9:00 am | Bicycle Coalition HQ, 860 Pacific St, SLO

Fuel up on your way to work or school with a bike-powered smoothie, fresh pastry, coffee and fruit!

JUNE
1

Bikes & Beauty: The Members Only Party

6:00 - 10:00 pm | SLO Grange Hall, 2880 Broad St, SLO

Join us for our annual Bikes & Beauty bash. This year's event is going to be the return of the **BIKE FASHION SHOW!** You won't want to miss it. For your invitation, join the Bicycle Coalition with the form in the back of this newsletter or online at slobikelane.org

JUNE
6

Kidical Mass

5:30 pm | Mitchell Park, SLO | Theme: Fancy Pants

Kids of all ages dress to impress for our annual "Fancy Pants" ride! Learn to ride smart and have a blast as we ride as a group through downtown.

JUNE
6

Bike Month Blowout

6:30 - 8:30 pm | Creeky Tiki, 782 Higuera St, SLO

Bring your Bike Month tickets to win the bike giveaway! The Rideshare crew is hosting this annual event with music, food, drinks and awards.



2013 NATIONAL BIKE SUMMIT

Our preparations for this year's Bike Summit began with the news of an impending snowstorm and the looming sequestration of the federal government. Despite this doom and gloom on the news, we packed our infamous bike pins, best east coast fashions, and were off to be inspired by incredible advocates and leaders from across America!

The National Women's Bicycling Forum started the week with a bang. For the second time, we were able to participate in conversations specific to bridging the notorious gender gap in the world of bicycles. There are numerous reasons why women have not felt engaged for decades. Whether it's the gender inequality in bicycle marketing, the outdated structure of government committees, or simply the wrong styles of bicycles being sold to women, one thing is certain – your SLO County Bicycle Coalition is ahead of the pack in providing a space for women to feel a part of our bicycle movement.



"Bicycling has represented an idea of never giving up, and given us the motivation to keep going."

*Congresswoman
Tammy Duckworth (IL)*

The enthusiasm from the 750+ attendees from across the country was indicative of where bicycles will be in national conversation for years to come – front and center. 2013's Bike Summit message was "Bikes Mean Business" and boy, we couldn't agree more. Building a

useful and robust bicycle network is something that requires conversations at all levels within our communities, the voice of local businesses is essential in future efforts towards a connected bicycle network. We all love bicycles for many reasons; health, environment, fun, the list could go on forever, but one can ring true for us all – the money we save by riding a bicycle is in turn spent in support of our local businesses.

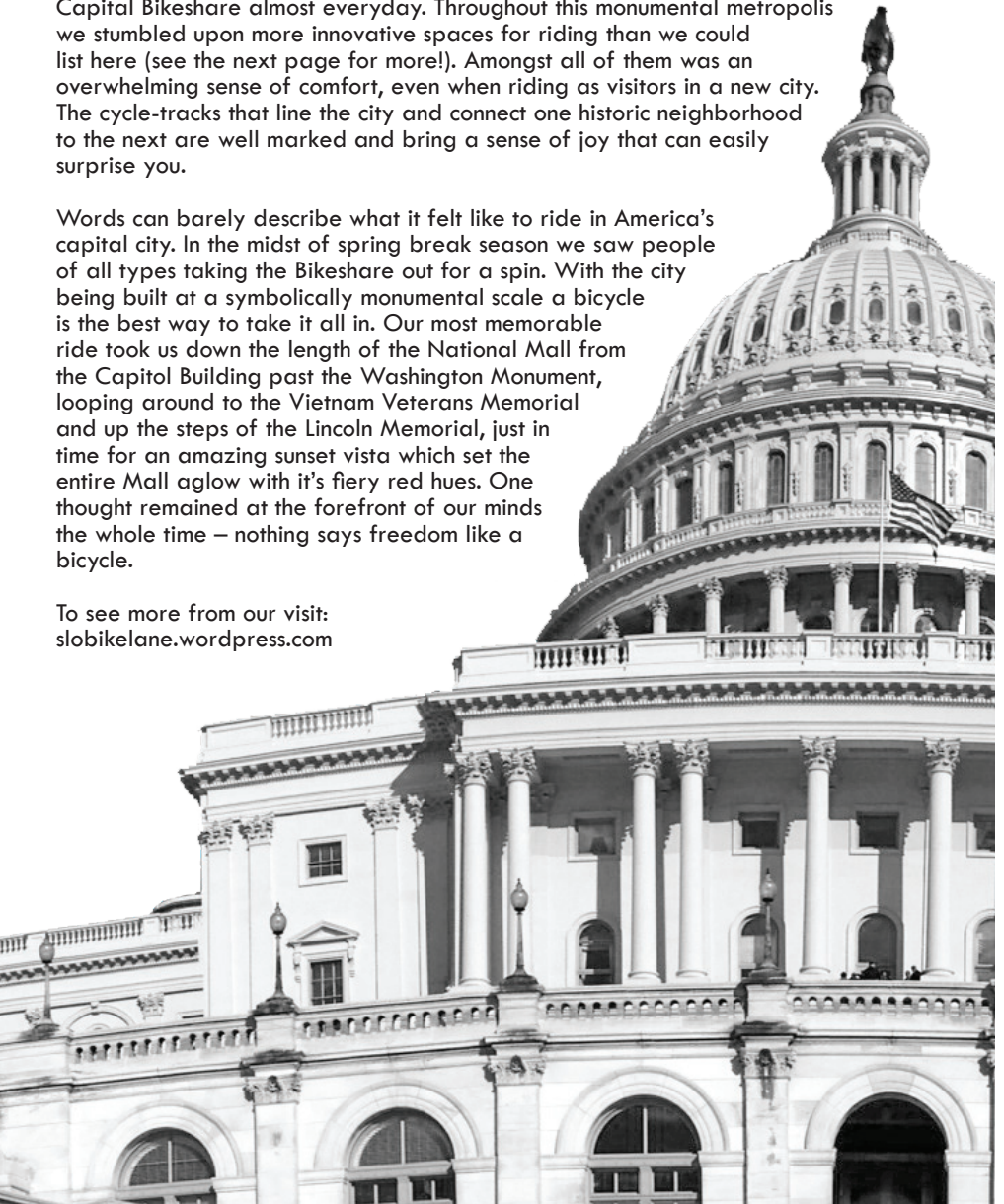
Outside of the Bike Summit, Washington DC is a haven for next generation bicycle facilities. We were able to brave the late winter chill and wind to use the legendary



Capital Bikeshare almost everyday. Throughout this monumental metropolis we stumbled upon more innovative spaces for riding than we could list here (see the next page for more!). Amongst all of them was an overwhelming sense of comfort, even when riding as visitors in a new city. The cycle-tracks that line the city and connect one historic neighborhood to the next are well marked and bring a sense of joy that can easily surprise you.

Words can barely describe what it felt like to ride in America's capital city. In the midst of spring break season we saw people of all types taking the Bikeshare out for a spin. With the city being built at a symbolically monumental scale a bicycle is the best way to take it all in. Our most memorable ride took us down the length of the National Mall from the Capitol Building past the Washington Monument, looping around to the Vietnam Veterans Memorial and up the steps of the Lincoln Memorial, just in time for an amazing sunset vista which set the entire Mall aglow with it's fiery red hues. One thought remained at the forefront of our minds the whole time – nothing says freedom like a bicycle.

To see more from our visit:
slobikelane.wordpress.com



BIKE LANES 2.0

The next generation of bike facilities will blow your mind

In all corners of America, we are seeing innovative solutions for bicycles on our roadways. The goal of many of these facilities is to create a safer more inviting space to get more people comfortable riding bicycles.

To share this incredible progress, we put together this quick guide for you. We hope it will inspire you to **think big** as we shape the future of bicycles in SLO County together!



= IMPLEMENTED IN SLO COUNTY



= NOT IMPLEMENTED IN SLO COUNTY

BIKE BOXES



A bike box is a designated area at the head of a traffic lane at a signalized intersection that provides bicyclists with a safe and visible way to get ahead of queuing traffic during the red signal phase.

SEEN IN: Boston MA, Austin TX, Madison WI

COST: \$

PROS: Greatly increases visibility of bicyclists. Helps prevent 'right-hook' conflicts with turning vehicles at intersections. Facilitates bicyclist left turn positioning during red signal. Pedestrians benefit from reduced vehicle encroachment into the crosswalk.



BIKE CORRALS

On street bicycle parking spaces allow bicyclists to ride straight up to park their bicycles. One vehicle parking spot can accommodate over 10 bicycles. These corrals can be easily branded to promote neighboring businesses or areas.

SEEN IN: Long Beach CA, Missoula MT, Seattle WA

COST: \$\$

PROS: Decreases sidewalk conflicts between bicycles and pedestrians by preventing bicycle riding on the sidewalk and improper bicycle parking. Increases storefront visibility for businesses. One vehicle parking spot can accommodate over 10 bicycle customers.

BIKESHARE SYSTEMS



These systems make bicycles available for shared use to individuals on a very short term basis. The short 'check-out' time is designed to keep bicycles in stations for users and to close the last mile of your trip.

SEEN IN: Denver CO, Kansas City MO, Minneapolis MN

COST: \$\$\$\$

PROS: Breaks down the financial, storage and maintenance barriers of bicycles. Increases bicycles on the roadway, increasing road safety for all road users. Allows people to easily try riding. Connects the last mile of public transit trips. Allows visitors to use bicycles in a city.



COLORED BIKE LANES

Colored pavement in a bicycle lane increases visibility, identifies potential areas of conflict, and reinforces priority to bicyclists in conflict areas and in areas with pressure for illegal parking.

SEEN IN: Indianapolis IN, Baltimore MD, New York NY

COST: \$

PROS: Promotes the multi-modal nature of a roadway. Increases the visibility of riders. Discourages illegal parking in the bike lane. Increases bicyclist comfort through clearly delineated space. Increases motorist yielding behavior. Helps reduce bicycle conflicts with turning motorists.



CYCLETRACK: ONE-WAY



Protected bikeways that are street level and use a variety of methods for physical separation from traffic. A one-way cycle track may be combined with a parking lane or other barrier between the track and vehicle travel lane.

SEEN IN: San Francisco CA, Washington DC, Bend OR

COST: \$\$

PROS: Dedicates and protects space for riders by improving perceived comfort and safety. Prevents double-parking. Eliminates risk and fear of collisions with passing vehicles. Makes use of existing pavement and parking lane as a barrier. Attractive for riders of all levels and ages.





CYCLETRACK: TWO-WAY

Two-way cycletracks are physically separated spaces that allow bicycle movement in both directions on one side of the road. Also known as protected bike lanes, separated bikeways, and on-street bike paths.

SEEN IN: Boulder CO, Chicago IL, Cambridge MA

COST: \$\$

PROS: Dedicates and protects space for riders by improving perceived comfort and safety. Eliminates risk and fear of collisions with passing vehicles. Reduces risk of 'dooring'. On one-way streets, reduces wrong direction travel by providing two-way movement for bicycles.

INTERSECTION MARKINGS



Intersection crossing markings indicate and guide the intended path of riders. They provide a clear boundary between the paths of bicyclists and motor vehicles in the adjacent travel lanes.

SEEN IN: San Diego CA, Missoula MT, Seattle WA

COST: \$

PROS: Makes bicycle movements more predictable and visible. Reinforces that straight moving bicyclists have priority over vehicles turning or entering the roadway. Guides riders through the intersection in a direct path. Reduces conflicts between bicyclists and turning motorists.



ROADWAY UNDER-CROSSINGS

An under-crossing provides a separated bike path the direct links it needs to be fully connected. By bringing a path beneath the roadway it maintains the integrity and purpose as a bicycle and pedestrian space.

SEEN IN: Davis CA, Culver City CA, Pittsburgh PA

COST: \$\$\$

PROS: Continues to separate a bike path from the roadway, allowing users to avoid the stress of riding near motor vehicle traffic. Improves safety for all users. Increases bicycle rider and pedestrian comfort. Attractive for riders of all levels and ages.



TRAFFIC DIVERTERS



Designed to reduce or discourage thru traffic on designated bicycle boulevard corridors. Physical barriers to motor vehicle traffic or priority bicycle movement greatly increase the comfort and travel routes of riders.

SEEN IN: Berkeley CA, Palo Alto CA, Eugene OR

COST: \$\$

PROS: Reduces motor vehicle volumes on a bicycle boulevard. Establishes and reinforces bicycle priority by restricting vehicle through movements. Provides opportunities for landscaping, stormwater management, and other features.



TRAFFIC SIGNALS

A traffic control device used in combination with an existing traffic signal or hybrid beacon. Bicycle signals are used to improve safety or operational problems involving bicycles or for guidance at intersections where conflicts arise.

SEEN IN: Tucson AZ, Portland OR, Salt Lake City UT

COST: \$\$

PROS: Separates bicycle movements from conflicting road user movements. Provides priority to bicycle riders at intersections. Accommodates bicycle-only movements at signalized intersections. Helps to simplify bicycle movements through complex intersections and improve visibility.



GETTIN' IT DONE IN SLO COUNTY



The road towards innovative spaces for bicycles in SLO County is long, but the Bicycle Coalition is in it for the longhaul. We are determined to make our communities beacons for bicycles in the golden state of California. Unfortunately, the drive and energy to pursue these successful strategies won't come from our local leaders and government staff - *it comes from you!*

With your help, we can make these visions a reality. Join the Bicycle Coalition today using the form in the back of this newsletter to strengthen our voice for bicycles countywide. The more members we have, the faster we can move towards completing our bike paths and putting these innovative solutions to work in your neighborhood.



BECOME A MEMBER!

...AND HELP MAKE SLO COUNTY BETTER FOR BICYCLES



Condition use only...
☐ E ☐ P ☐ G



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!

JOINING IS EASY 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: _____

All donations are 501(c)(3) tax-deductible as allowed by law.
**Information about marketing exposure and Bike Friendly Business levels available at slobiklane.org

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

SPECIAL THANKS TO OUR BUSINESS MEMBERS

PLATINUM \$3,000+



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
Central Coast Brewing
Funride
G Squared Art
Get Off the Couch Potato Sports Productions
Morin Brothers Automotive

Power Communications Engineering
SLO-Op Climbing*
SLO Sail and Canvas
Tolosa Winery
Wallace Group

BRONZE \$150

Air Pollution Control District
Baxter Moerman Jewelry
Branch St Deli
Brittany App Photography
Cambria Bicycle Outfitters*
Central Coast Outdoors*
Clever Ducks
Coastal Repographic Services
Continental Motorworks
Creekside Physical Therapy
Flanders Bicycle
Hostel Obispo*
iii Design
Jason Leroux DDS - Palm Dental Care

jouet studio
John Donovan - State Farm Insurance
Lezyne
Linnaea's Cafe
Luis Wine Bar
Madonna Inn
Mark Grayson Gyrotonic/Gyrokinesis
Mindbody Inc
N.Bidlake Urban Adventure Wear*
North Coast Engineering
On Track Studios
Pacific Energy Company
Promega Biosciences, LLC
Quality Suites
The Plant Lady

*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

.....
: WE ♥ OUR MEMBERS! :
: FEEL THE ♥ :
: JOIN TODAY, IT'S EASY. :
.....

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