

# *the* ★ SPOKEN ★ WHEEL



**Year of the Bicycle  
Coalition Member**

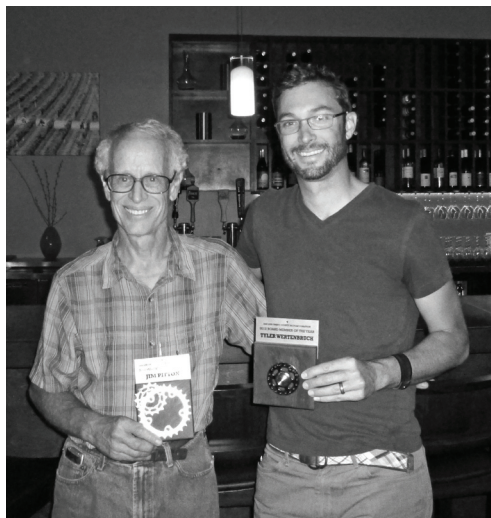


SLO County Bicycle Coalition • Winter 2013 • [slobikelane.org](http://slobikelane.org)

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

# OUR MISSION:

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



## CONGRATULATIONS TO OUR 2012 RED DAVIS AWARD WINNERS!



**JIM PITTON**  
Volunteer of the Year  
(pictured left)

**TYLER WERTENBRUCH**  
Board Member of the Year  
(pictured right)

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### Board of Directors

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Jaime Hill, Vice President  
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[twitter.com/bikeslo](https://twitter.com/bikeslo)



[flickr.com/slobikelane](https://flickr.com/slobikelane)

# UPCOMING EVENTS

## 2013 Bicycle Coalition General Meeting

Tuesday February 19th | 7:30 - 8:30 pm | Luis Wine Bar, 1021 Higuera St, SLO



Join us as we share our huge list of accomplishments from 2012, what's on deck for 2013, and more! This informative event is great for anyone excited about bicycles in SLO County, the more the merrier. We can't wait to share how far we came in 2012, and our ambitious plans for 2013 to make you prouder than ever.

## 2013 National Bike Summit

March 3rd - 7th | Washington, DC



In March, the advocacy efforts of the Bicycle Coalition go beyond the boundaries of our wonderful community and all the way to our nation's capital in Washington DC. We are proud to represent SLO County as we meet with leaders from across the country and share our vision for a bicycle friendly America with members of Congress.

## May is Bike Month

All of May 2013 | Events held throughout SLO County



This annual month long celebration, hosted by Rideshare, is a great way to get more people on bicycles at numerous community events. Visit [rideshare.org](http://rideshare.org) to learn more, or to get funds to host an event in your neighborhood!

## Save the Date: Members Only Party

June 1st | 6:00 - 10:00 pm | Location TBD

We can't wait to see you all at the Members Only Party again this year! We'll have a full on fashion show for your enjoyment, and another fun photo booth as well.





# OUT OF THE SADDLE

A letter from our Executive Director

In January 2010 the Bicycle Coalition quietly launched a campaign designed to respond to the question: “what does the Coalition actually do?” Our goal was to make it painstakingly clear that we work extremely hard to achieve the mission laid out by our founders; to improve the quality of life in San Luis Obispo County through bicycling advocacy, education, and inspiration. Our strategy revolved around creating strong programs with tangible benefit to the community while improving communications across the board. In order to succeed, we needed to get the respect of the bicycle riding public while capturing the attention of everyone else in the Central Coast.

**“All of this hard work has primed the Bicycle Coalition for incredible growth. We dream of a Central Coast connected by regional paths, filled with bike lanes, and engaged by unbelievable community events. We believe that the Bicycle Coalition will become the strongest voice for community well being on the Central Coast.**

Three years have passed since we took the first step towards accomplishing our goal and moved into our headquarters at the corner of Morro and Pacific in downtown San Luis Obispo. With the move we brought on the most ambitious addition to our empowerment focused programs while giving the community an image to visualize every time they think of the Bicycle Coalition. Becoming established at our prominent home on the Bill Roalman bike boulevard has been transformational. It is no mistake that 2012 was the strongest year on record for the Bicycle Coalition.

These three years have built upon the foundation laid by the staff, board, volunteers, and members during our creation in 2001. The foundation is not subsidized bicycles, valet parking, education, or advocacy efforts; it is the understanding that residents are driven by their desire to make San Luis Obispo County and incredible place live, work, and play. Our success is connected directly to the fact that every effort of the Bicycle Coalition relates to that foundation.



Recently, while reflecting on the three years spent in our headquarters, I caught myself thinking, “where has all the time gone?” Before I could blink, a list of epic proportions began to accumulate in my mind. Approved bike plans in every jurisdiction in the County, new active transportation infrastructure projects constructed, increased state and federal funding for active transportation projects, incredible impact through our four programs, and membership numbers growing at lightening speed. Emphasizing direct service and communication has resulted in the best financial position in our history.

All of this hard work has primed the Bicycle Coalition for incredible growth. We dream of a Central Coast connected by regional paths, filled with bike lanes, and engaged by unbelievable community events. We believe that the Bicycle Coalition will become the strongest voice for community well being on the Central Coast. We will positively contribute to our community in the context of education, health, transportation, culture, and economy. Your support is the reason we exist and the reason we grow. Our gratitude is endless yet we know that your continued investment will best advance our cause. We ask you to look towards the horizon, realize our potential, and put your passion into action. 2013 should put 2012 to shame!

See you in the Bike Lane,



Dan Rivoire, Executive Director



# 2012 REVIEW

## FINANCIAL SUMMARY

TOTAL INCOME .....\$157,280.33

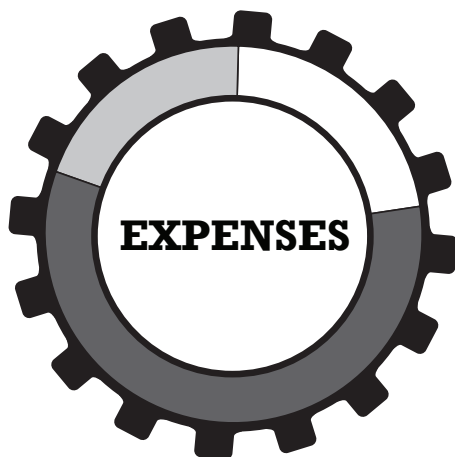
TOTAL EXPENSES .....\$142,139.62

SURPLUS.....+\$15,140.71



	DONATIONS .....	50%
	PROGRAM FEES .....	14%
	MEMBERSHIP DUES .....	10%
	PROGRAM CONTRACTS .....	10%
	BUSINESS MEMBER SUPPORT .....	9%
	EVENTS .....	8%
	GRANTS .....	2%
	OTHER .....	2%

	PROGRAMS .....	58%
	OUTREACH .....	22%
	OPERATIONS .....	20%



For a more detailed view of the Bicycle Coalition's 2012, see page 8 for a glimpse of our annual numbers!

## ADVOCACY

Fight for more bike lanes, bike trails and bike friendly streets.

- Facilitate regional advocacy meetings
- Finalize and distribute our advocacy toolkit
- Host second annual Advocacy Summit
- Work with local governments to complete identified high priority projects



## EDUCATION

Encourage people to bike and walk through our programs.

- Complete volunteer recruitment, training and appreciation strategy
- Continue to prepare for long term program sustainability



## INSPIRATION

Strengthen our bicycle community by hosting events, growing member and volunteer numbers.

- Distribute annual membership survey
- Host second annual General Meeting
- Host second annual Members Only Party
- Identify new opportunities and strategies for expanding membership
- Launch annual appeal
- Research and establish strategy for planned giving and restricted gifts







## MEMBERS

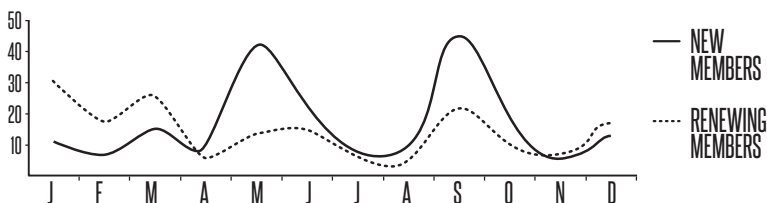
**717**  
INDIVIDUAL  
MEMBERS

**41**  
BUSINESS  
MEMBERS

**11%**  
INCREASE  
FROM 2011

**66**  
JOINED IN  
SEPTEMBER

## MONTHLY BREAKDOWN



## EDUCATION

**8**  
SCHOOL  
ASSEMBLIES

**2,400**  
ELEMENTARY  
STUDENTS

**7**  
PUBLIC  
WORKSHOPS

**94**  
ADULT  
STUDENTS

## KITCHEN

**490**  
OPEN HOURS

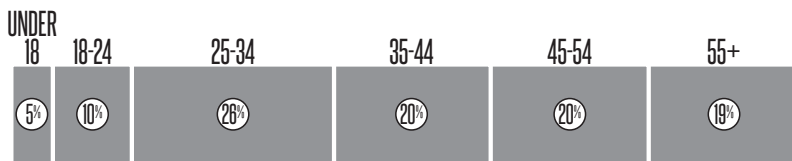
**1,517**  
 USERS

**766**  
VOLUNTEER  
HOURS

**11.8**  
AVG HOURS/  
VOLUNTEER



## AGE



## GENDER



## FAVORITE PROGRAM



K. MASS

5  
RIDES



275  
RIDERS

34  
VOLUNTEERS

VALET

257  
OPEN HOURS



3,873  
PARKED

73  
LOCAL  
EVENTS

# ADVOCACY UPDATE

## Bicycle victories in SLO County

### **Bike Plans Approved Countywide**

Collaborative effort of council members, city staff, and community members has paid off in the form of approved bike plans in every SLO County jurisdiction! These plans provide a blueprint for future bicycle friendly infrastructure and policy improvements while making local governments eligible for grants to fund future projects. This spring, we will publish resources to help community members easily access the plans online to increase political pressure to complete high priority projects.

### **Bob Jones Path Update**

The long wait for the Bob Jones Path Environmental Impact Report is nearly over. An administrative draft of the plan has been released to County staff and will be reviewed internally before being returned to the consultants. A public draft should be available by March. After being released to the public, community members will have opportunities to have their voices heard by providing comments. Stay tuned for updates regarding opportunities for engagement, links to the EIR, and more.

### **Governor Vetoes 3-Foot Passing Bill, Again**

After being approved by the state legislature Governor Brown vetoed SB 1464 the 3-foot passing bill. The Governor argued that the provision which legalizes the common practice of crossing a solid double-yellow center line to pass a bicyclist with at least 3 feet of clearance might expose the state to liability. In fact, it appears that state law already gives the state immunity from the liability he cites. We are deeply disappointed in the Governor's action and its implications for the safety of our streets and roads.

### **Innovative Infrastructure Bill Becomes Law**

Late last year Governor Brown signed Assembly Bill 819 requiring Caltrans to create a process to enable communities to conduct pilot projects with bikeway designs not covered in its currently outdated bikeway standards. This opens the door for communities to test projects which have already proven to be wildly successful in other states.

### **California Bicycle Coalition**

After engagement from bicycle advocacy and club organizations statewide, the California Bicycle Coalition has approved their strategic plan with the goal of doubling bicycle ridership statewide by 2017 and tripling it by 2020. Representatives from San Luis Obispo County are extensively involved in the implementation of the plan and aim to be included in Cal Bike leadership.

### **Bicycle Coalition Advocacy Committees**

Our committees are being revamped in 2013 with the goal of increasing our advocacy capacity countywide and long-term sustainability. Interested in making your community more bicycle friendly through advocacy? Email [dan@slobikelane.org](mailto:dan@slobikelane.org)



# PROGRAM UPDATES



## BIKE EDUCATION

Big goals and improvements to our education program are underway for 2013. Our ambitious plans to bring more education into schools, improve the education component of Kidical Mass, and enhance public resources will lead to more smart bicycle riders on our roads.

## THE BIKE KITCHEN

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



Improvements continue in the Bike Kitchen, our sign-in system has gotten a revamp, plans for more work stands are underway, and volunteer appreciation events are on the calendar. It just keeps getting better!



## BIKE VALET

Thursdays at Downtown Farmer's Market & More!

Introducing the member express lane has allowed our members to bypass the lines and park their bikes even faster! Many events are scheduled for next year, stay tuned for the Bike Valet at tons of neighborhood events. Contact us if you would like to hire our Bike Valet at your next event.



## KIDICAL MASS

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

2013 is shaping up to be an amazing Kidical Mass season, with themes being announced in the early spring. We are excited to expand the bike smart portion of the evening, giving families a stronger education element. Our first ride is on May 2 and we'll see you there!





## **2012: YEAR OF THE BICYCLE COALITION MEMBER**

At the Bicycle Coalition headquarters, we have affectionately referred to 2012 as the “Year of the Bicycle Coalition Member”. The reasons are endless, but a few things stick out from the rest, membership numbers are higher than ever, our first General Meeting and the inaugural Members Only Party.

In reflecting on 2012 one thing remains clear; the Bicycle Coalition family is growing and everyone is feeling it! Everything we do is for you – our members. We loved getting everyone together through our new events, to share our vision for the organization and celebrate our collective love for bicycles and the quality of life in SLO County that we cherish dearly.

Yet the “Year of the Bicycle Coalition Member” goes well beyond our events. Everywhere we went, we met people who just became members, all were energized and proud to be a part of our rapidly growing organization. We welcome these newcomers to the Bicycle Coalition family and can’t wait to see them at upcoming events, out on their bicycles, and sharing the community-minded vision of the Bicycle Coalition for years to come.

If you haven’t joined yet, now is the time! We are THE voice for bicycles in SLO County, our numbers are growing, and we’d love to have you become a part of our vision for a more bicycle friendly community.

# **WE ♥ OUR MEMBERS**



# JOIN THE COALITION!

...TO MAKE OUR COMMUNITIES BETTER FOR BICYCLES



Codition use only...  
☐ E ☐ P ☐ Q

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?

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## MEMBERSHIP BENEFITS INCLUDE:

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

## PERSONAL MEMBERSHIPS

- ☐ \$20 - Student  
☐ \$35 - Individual  
☐ \$52 - Household (only \$1 /week)

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## BIKE FRIENDLY BUSINESS\*\*

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

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Additional Donation \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

- ☐ New Member  
☐ Renewing Member

## YES, I'D LIKE TO VOLUNTEER...

- ☐ Bike Kitchen  
☐ Events  
☐ Bike Valet  
☐ Kidical Mass

## 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 slobikelane.org



# COLOR ME!

Everyone loves a good coloring book



# SPECIAL THANKS TO OUR BIKE FRIENDLY BUSINESSES

## 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  
Big Ears Strategic Marketing\*  
Central Coast Brewing  
Funride  
G Squared Art

Get Off the Couch Potato Sports Productions  
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  
Cambria Bicycle Outfitters\*  
Central Coast Outdoors\*  
Clever Ducks  
Coastal Repographic Services  
Continental Motorworks  
Creekside Physical Therapy  
Flanders Bicycle  
Hostel Obispo\*  
iii Design  
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  
ProLog Cycling  
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](http://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!