

Bikesonoma



Newsletter of the Sonoma County Bicycle Coalition

Issue 1

Summer 2001

promoting bicycling for transportation and recreation

Share the Road marks SCBC's first success

If you ride a bike fairly often this scenario should sound familiar: you're riding along a two lane road, you hear a car approaching fast behind you and then it buzzes by you with what seems like only inches to spare, your adrenaline surges and you shudder. "#\$@%X!!!, That was too close!!" you say to

most people and the SCBC has now come out with STR bumper stickers. Police departments across Sonoma County have embraced the concept and already requested dozens of them to put on their patrol cars. In addition, to the bumper stickers, SCBC has worked with Caltrans to install STR traffic signs at 23 locations

with the Marin County Bicycle Coalition has taken the idea to a new level. Foster's STR project includes bumper stickers, posters, road signs and educational programs and his project has been a big inspiration to the SCBC.

The Marin program was created in part as a response to the death of cyclist Cecy

SCBC CALENDAR

SCBC Board Meetings

4th Wednesday of each month at 6:00 pm at the Environmental Center, 404 Mendocino Avenue in downtown Santa Rosa. (open to the public)

Celebrate Public Space Bike to the Green!

The SCBC will host free supervised Valet Bicycle Parking at the opening celebration of the beautiful new Windsor Town Green Saturday June 16th from 11 a.m. to 3 p.m.

9291 Old Redwood Hwy in downtown Windsor. The Green is just north of Windsor River Road.

Bill Travis Orchestra will provide Jazz, Swing and R&B

plus Swan Bros. Circus for kids including—no joke, "Trixie the Wonderdog"!



Bumper sticker graphic—designed by SCBC member Sally Homai

yourself, "Why can't they share the road?" And perhaps you as the motorist have been driving along and had a bicyclist pop out in front of you unexpectedly. That can be disconcerting too. It's moments like these that the "Share The Road" (STR) program is designed to remedy. "Getting cars and bikes working together to improve our on-the-road behavior in terms of courtesy, cooperation and safety" is the philosophy of this program which Janice Eunice, founding member of the Sonoma County Bicycle Coalition (SCBC) has spearheaded. STR marks the first major success of the new bike advocacy group. The STR message is one that appeals to

along state highways within the county. Next, the SCBC plans to work with local agencies to get STR signs on county roads.

The STR philosophy tests our sense of humanity and respect for the golden rule and is based on the belief that, when given clear and useful information about what it means to "share the road", bicyclists and drivers of Sonoma County will begin to change their on-the-road behavior and become more courteous and cooperative. Wouldn't that be nice?! STR traffic signs are not brand new and have been promoted here and there across the country over the years. Recently in Marin, however, Malcolm Foster working

Krone who was hit and killed by a motorist in September of 1999 while riding in Marin. If the STR program goes well in Sonoma County perhaps we can save the lives of those like Ms. Krone who simply want the freedom to ride safely.

You too can be a part of this campaign: STR bumper stickers are available free when you become a member of the Sonoma County Bicycle Coalition or at local bike shops for \$3.



Laurie Mattinson, commuting from Sebastopol to Santa Rosa on Bike to Work Day along the beautiful Rodota Trail. — Great weather rewarded participants.

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SCBC: Envisioning a Bicycle Paradise

A few months ago a friend from Berkeley visited me. As we rode on the West County Trail and on some small country roads from downtown Sebastopol out past Graton, he said he thought Sonoma County could “be the Holland of the USA” or in other words, a paradise for bikes. I hope he’s right. We bicyclists do have a lot going for us here: good weather, some great car-free bike paths, scenic roads, and a lot of smart, healthy people who appreciate the fun and benefits of getting around by bike. And now, there’s another great thing for bicyclists here: The Sonoma County Bicycle Coalition. We are a brand new community group with a mission of “promoting the bicycle for transportation and recreation”. We have a wonderful pool of talented, energetic people who are already taking action on various fronts, from our “Share the Road” program to creating a new Sonoma County Bikeways map and offering Valet Bicycle Parking at community events. We’ve got lots more ideas too, but we need more of us—so won’t you please become a member and get involved, together we can make Sonoma County a true bicycle paradise.

Ted White
Executive Director

Seeing the Bicycle as an Indicator Species

The bicycle has been called the “indicator species” for a healthy community. If a town has lots of bicyclists it means that there is good planning, housing exists close to shopping and to workplaces. It means there are less cars on the road, cleaner air, and safer streets for kids. If numbers of bicyclists can tell us this then how do our towns and cities in Sonoma County measure up? Personally, I’d like to see the numbers of cyclists on our streets soar. Cities like Santa Rosa, Petaluma, and Sonoma, in particular have great potential to be bike havens. In these cities housing (especially the older neighborhoods) is close to shops, restaurants, theaters, parks and schools; and biking to work is often only a modest distance (assuming you don’t commute to San Francisco everyday.) Come to think of it Cotati, Rohnert Park, Windsor, Cloverdale and Sebastopol are pretty good places to bike too. More bicycle use also indicates a community where people are healthy, active,

consuming far less resources and are (dare I say?)—happier. So what do we need to do to encourage more biking? More bike lanes, wider shoulders, more bike racks, financial incentives for riding to work, better enforcement of speeding laws for cars, ... these are all very important. However, we also need to adjust our mindset, and change the way we think about getting around. Rising oil prices are nudging us to reconsider our affection for big SUV’s and other gas guzzlers. And clearly our environment is begging us to use our cars less. From air, noise and ground water pollution to the vast amounts of wonderful wildlife turned into “roadkill” every day our overreliance on driving is transforming this place that Luther Burbank called “a paradise” into just another suburban mess. But it’s certainly not too late to make changes and the recent counts at this year’s Bike to Work Day stations show an increase in the number of cyclists. And if bicyclists, our indicator species keep multiplying the whole county will benefit. -TW



Bicycle Commuters, Ganelle Dippé and Francine Baldus Picking up Goodies on Bike to Work Day at the Rodota Trail Energizer Station in Sebastopol.

Old Redwood Hwy Gets Bike Friendly Upgrade

The City of Santa Rosa has completed improvements to Old Redwood Highway north of the Mendocino Avenue interchange. This section of the road was the last remaining section between Santa Rosa and Windsor that had not been improved. The relatively lightly traveled roadway of 20 years ago was becoming very busy. A large number of employers have built facilities in the Airport Business parks and many new residents have moved into developments in the region north of Santa Rosa. There are also a number of schools along Old Redwood Highway making this a key transport corridor. SCBC member Lou Salz complimented the project saying "completing this project is already helping unlock the bicycle commute potential of this transportation corridor" and acknowledged Project Manager, Glen Wright, who made fine efforts over the years to help make this project happen, offering a very nice facility for bicycle riders.

Bike Racks Now on Santa Rosa City Buses

SR CityBus now allows bikes on all bus routes. Racks hold two bikes, on first come first serve basis. Sorry no tandems or recumbents. For more information call 543-3925.

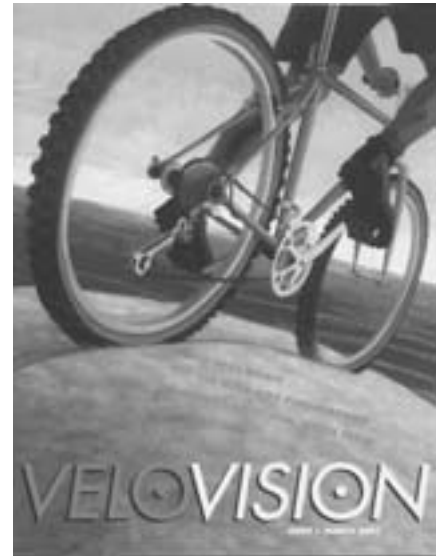
West County Bike Trail Improvements Coming... Slowly

Bicyclists and pedestrians who eagerly await the day when the West County Bike trail will continue on Hwy 116 between Mill Station Road and Occidental Rd. in Sebastopol will have to be patient. According to the Sonoma County Parks Dept. a project grant has been secured but the design process with CalTrans is still ongoing – the hope is that construction contract bidding will commence in Oct 2002. Also, road signs are needed to let trail users know when and where the trail stops and starts again but those signs are another couple years away as well. For now, cyclists should know that the trail begins at High School Rd. near Healdsburg Ave. across from Analy High School in Sebastopol and continues to Hwy 116. (From here I recommend carefully crossing 116 and taking Mill Station Rd. to Barlow Lane, go right on Barlow Ln. then left onto Occidental Rd and pick up the trail again just outside of Graton – editor). From downtown Graton with a few gaps you can go nearly all the way to Forestville. It's beautiful trail, if you haven't been on it yet try it this summer! For a map, call Sonoma County Parks 565-2041

Media Review...

VeloVision

Most bike magazines are obsessed only with high-performance training regimens, analyzing the latest energy bar, and running product reviews of the same old stuff. If you want a bike magazine that is new and different and wonderful try VeloVision. It features great articles and beautiful photos on new bike designs (recumbents, folders, tandems, cargo bikes, etc) bicycle art, bike adventures, bike history, bike literature and bike politics. *Highly recommended.*



Order from:
www.velovision.co.uk
or write to: VeloVision,
The Environmental
Community Centre,
St Nicholas Fields, York
YO10 3EN, England UK

New Santa Rosa Bike Map

The Dept of Transit and Parking has created a new Santa Rosa bikeways map. It's in English and Spanish and also has info on bike parking and bikes on buses. The maps are free and available at Santa Rosa City Hall Dept of Traffic Rm 6 or call 543-3325 and they'll send you one.

SCBC Developing Countywide Bike Map

The Sonoma County Bicycle Coalition plans to begin creating a wonderful new county-wide bikeways map in the near future. If you're interested in being involved in production. write or e-mail us.



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David Becker/
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Community Market,
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Oliver's Market
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Bike to Work Day
energizer stations

to all who volunteered
their time to staff the
energizer stations

and lastly, thanks to all
SCBC members, volunteers
and board for great
enthusiasm and good
work so far.
Here's to our future!

