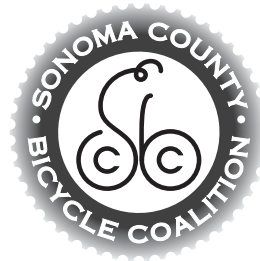


Bikesonoma



Newsletter of the Sonoma County Bicycle Coalition

Issue 5

Summer 2002

promoting bicycling for transportation and recreation

Car/Bike Accidents: Is There Hope for the Future?

by Ted White

This is not an easy subject to deal with: tragic accidents between cars and bikes.

Part of me doesn't even want to bring it up for fear that too much talk about the dangers of cycling will discourage people from biking. However, it's a subject we just have to face sometimes.

A couple months ago, Ross Dillon, a former local resident was visiting his parents and went out for a ride on Occidental Rd. west of Hwy 116 in Sebastopol—an area he'd ridden countless times. Ironically, somehow, on a very open stretch of road with wide shoulders a car veered onto the shoulder and slammed into Ross sending him flying over 150 feet. Amazingly, he survived and though still in a coma, he has made significant recovery—moving his eyes, arms and showing various signs of neurological response. The fact that Ross is only 25 years old, was engaged to be married and was about to enter Law school in Boston, just makes this story more heartbreaking.

Unfortunately, every area in the country has a story like Ross's, some end in triumph, like I believe Ross's will, and other's end tragically. Lately my e-mail in-box has been inundated with info and speculations from various national bike advocates about a cyclist who was doored, then run over by a bus in Cambridge, MA.

So, the big question is why? Why does this keep happening, this kind of car-nage?

A friend and longtime bicycle and pedestrian advocate Charles Komanoff speaks of a "sense of entitlement to the road that drivers, tutored by the auto corporations and their advertisers, claim as their birthright." This entitlement could mean exceeding the speed limit, talking on a cell phone, sneaking through a red light to save a few seconds. It could mean a lot of things and Komanoff also describes what he thinks it will take to uproot this entitlement. "This will entail not just restraining — and grounding—irresponsible drivers, but overturning a motorist-centered culture..."



Now, that's a big job, huge. But, really what are our options? Stop riding? Stop walking? Keep our kids off bikes, forever? Drive everywhere? And this can't be a sane option since statistically speaking, driving a car is more likely to be fatal than riding a bike. But the dilemma here is that currently most people do

drive, so as a society, when a car crashes into or runs over a bicyclist, many people are likely to relate more to the driver, to empathize more directly with the person inside, behind the wheel and the windshield, rather than with the one pedaling outside in the wind. That's why our work as bike advocates is so important. We need to keep encouraging more people to bike, to help provide them with the confidence, and resources so they can discover the fun and convenience and health benefits. We need to educate both bikers and drivers as to the rules of the road, and to inspire them to be more compassionate towards each other. That way we'll all be "us" and there will be no "them". After all many of us cyclists are drivers too.

Without any hard facts to report about the Ross Dillon case itself, there is certainly a disturbing history nationwide of drivers not being punished for injuring or even killing cyclists. At our recent SCBC board meeting several of us expressed deep sadness about Dillon's accident and the great need for more responsibility and accountability for motorists. You can be sure we'll be watching this case closely and hoping for a brighter future for cycling.

I keep thinking that when Ross recovers it will be like

SCBC CALENDAR

Free Basic Bike Repair class at Dave's Bike Sport

August 14th 7pm
call 528-3283 soon to reserve a spot these classes fill up fast
location: Dave's Bike Sport
353 College Ave. in SR

Velodiversty Day A Festival of Wonderful and Unusual Bikes

August 18th 10am -2pm
Ever wanted to try a recumbent, folding bike, bike trailer, or other custom bike? Here's your chance! This free event encourages you to expand your bike horizons Come check out these fun and innovative designs, all ages welcome. Location: Earl Baum Center for the Blind 4539 Occidental Rd. near Fulton Bike to the event—take the Rodota Trail from Sebastopol or Santa Rosa and connect to Occidental Rd.

Rodota Ride

September 8th
This time we'll go from Sebastopol to Santa Rosa meet at Sebastopol Downtown Plaza 10am for a 2 hour ride to SR and back on flat, mostly car-free, scenic, bike paths! Families welcome.

Ongoing events

Come ride to Art in the Park (free outdoor concerts in SR) and to the **Santa Rosa Downtown Market**.

We provide *Free Valet Bicycling Parking Service* at these great events and others. See Valet Parking article for more info.



Continued on inside back cover

Bikesonoma

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TWO WHEELED SUMMER

Dear Cyclists,

Summertime has been glorious here in Sonoma County and biking opportunities are at their peak. Our Coalition continues to build momentum and promote more ways to bike.

Our Valet Bike parking service is soaring (see article), and we'll be offering a special event on August 18th called Velodiversty Day to introduce people to a greater range of custom bikes including recumbents, load carrying bikes, folders, and other innovative or historic designs. It will be a fun and informative day where you'll actually get to see and ride a great selection of cycles see the calendar listing for more details. Our front page article takes on some serious and troubling issues about car and bike accidents, but don't despair just keep biking, ride safe, and share the road. And as always, I encourage you to become a member (if you aren't already) and get involved in our exciting and worthwhile projects.

With our small but growing budget we will be making more headway this year with Safe Routes to Schools, Share the Road and our other important programs. Be a part of it!

Happy and safe cycling,

Ted White

Executive Director

June's Two Rock and Roll Bike Trek a Success

The weather was perfect, the event went great, and the SCBC made over \$8,000! A zillion people helped but SCBC volunteer Doug Simon and American Lung Association's Jenny Bard were the super-heroes of the day. The following is one of the stories that made the day so special.

Teen Shines on Bike Trek *by Karin "Wildflower" Lease*

Josh Rucker, 17, of Greenacre Homes in Sebastopol, rode the 38 mile annual American Lung Association "Two Rock 'N Roll Bike Trek" on June 1, with ease and grace. He began training for the ride 3 months previously, with S.C.B.C. member Andy

Bunnell, his social worker at Greenacre Homes. He originally chose the 68-mile version, but then decided to try the more moderate distance his first time out. They rode an average of 25 miles per week, including local hill climbing, to prepare for the cycling fundraiser. Josh is also a bike commuter and rides his bike to work from Sebastopol to Petsmart in Rohnert Park. He rides the approximately 20-mile commute 2 days a week.

Josh raised \$483 in pledges, which he contributed to the ALA. Jenny Bard, ALA director, found him after the ride to thank him personally as she presented him with a \$50 gift certificate for Rincon Cyclery in Santa Rosa. To raise pledges, he introduced himself to people wherever he went, asking them to



Boy oh boy, a lot of companies both big and small have contributed to us in the last couple months.

Here the who's who of companies that support cycling in Sonoma County. They support us, let's support them!

Wine Country Century Raffle:

Bike Friday (folding bike)

Marmot(clothing)

Timbuk 2 (bags)

Camelbak (H2O systems)

Santa Rosa Cycling Club (free passes to WCC)

Aussie Racing Apparel (clothing)

Voler Jerseys (clothing)

Hans Plads (ToolBoxGrill)

SoulCraft Bicycles (logo hats)

Doug Simon (Trek Mt Bike)

Bike to Work Day:

Whole Foods, Santa Rosa

Sonoma Valley Bagel Co.

Two Rock and Roll Bike Trek food donation:

Grateful Bagel

Two Rock and Roll Volunteer Appreciation Party:

Community Market

Office Depot:

Office supplies

support him on the ride.

During the ride, it was wonderful to see him meeting other riders and having fun biking with different groups.

His special focus is bike safety and he models and shares safe biking practices with others. His enthusiasm and commitment are contagious and the spirit of biking is growing at Greenacre Homes; now clients and staff are joining in!

Letters to the Editor

We welcome your comments.

Send letters to:

Sonoma County Bicycle Coalition

P.O.Box 3088

Santa Rosa, CA 95402-3088

e-mail comments via our website:

www.bikesonoma.org

VALET BIKE PARKING ROLLS OUT THE RED CARPET

For people who bike to Wednesday Night Downtown Market and Art in the Park events in Santa Rosa that "red carpet" is safe and secure Valet Bicycle Parking brought to you by the SCBC. So far at the Downtown Market, Valet Parking has served an average of nearly 50 riders per night. And not only do cyclists get their beloved steeds watched within a fenced corral, SCBC staff and volunteers have provided bikers with local maps, safety information, and helpful advice on a variety of bike issues. The service has been very successful in making more people aware that bikes are indeed a legitimate part of the transport mix and deserve respectful treatment.

Valet Bike Parking is also offered at Art in the Park, the free Sunday evening concert series in Julliard Park (SR) where the professional look of the Valet

Parking corral is tempting more and more folks to arrive by bike.

The success of SCBC's Valet Parking service is due to the wonderful efforts of Christine Culver, Loretta Esparza, and with additional help from Doug Simon, Kathy Kellison Linda Picton, Mary Jane Stimson and many others. Thanks also, to Stephen Hesson of Marin for helping design and build our racks, SR Dept of Public Works' Larry Tanner for helping get us set up so well and to SR Parks and Rec for partnering with us at Art in the Park. We'll also be providing Valet service at these special events:

Cotati Accordion Festival, Wings over Wine Country Air Show, and The Petaluma Jazz Festival.

If you would like to volunteer for Valet Parking, we need volunteers for the following dates: Aug 4th, 11th, 18th, 24th, 25th and Sept. 28th. Please contact Chris at dhbetty@att.net or 545-1141.

Product Review...

Beast of Burden (B.O.B. Trailer) by Chris Culver

Ever since I started to ride bicycles, I always tried to carry way more than my bicycle was set up to handle. But now that the SCBC is the proud owner of a brand new B.O.B. trailer, I have been able to enjoy the ease of transporting lots of stuff with a fantastically easy to use trailer.

verability. The hook up is a snap with the new B.O.B. quick release attachment system. It enables you to use the trailer with virtually any bike with a rear quick release. B.O.B. also makes axle nut attachments for bicycles without quick release hubs.

The trailer comes with the 100 percent waterproof "DRY SAK." This PVC coated nylon bag offers 5700 cubic inches of dry space. It is custom shaped to fit inside the YAK trailer and features a double-skinned bottom for added abrasion resistance and toughness.

You can see our trailer in action as we haul items to the various bike valet parking events. Members are welcome to borrow the trailer at no charge, please contact Chris at dhbetty@att.net or 545-1141.

For more information on BOB trailers go to: bobgear.com or call 1(800)893-2447.



Loretta Esparza uses "B.O.B." to haul SCBC supplies to the Santa Rosa Downtown Market Valet Bike Parking booth

The B.O.B Yak trailer handles wonderfully because its single-wheeled design trails right behind the rear wheel. The trailer keeps a low center of gravity for easy maneu-



Chris Culver checks in a rider at the Downtown Market Valet Bike Parking

Car/Bike Accidents... *Continued from front page*

Lance Armstrong, rising like a Phoenix from dark, scary times. Lance's miraculous recovery from cancer made him a greater, stronger, deeper person and a hero not just among race fans but amongst bike advocates everywhere. Let's hope that Ross surfaces from this a better man too, he's sure earned

it. The simple fact that he has survived has already made him the courageous champion he's always dreamed of being.

Editors note: The DA's office had no comment yet on this case and CHP public relations officer Shannon King was away during the week I tried to reach her. We'll keep you posted.

For more info and thought provoking, try these websites rightofway.org, and nhsta.dot.gov

For Ross Dillon rehab updates please see website www.rossdillon.com To send a card or note to Ross write: Ross Dillon c/o Kentfield Rehab Hospital, 1125 Sir Francis Drake Blvd., Kentfield, CA 94904

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Santa Rosa, CA 95402-3088



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promoting the bicycle for transportation and recreation

e-mail address: info@bikesonoma.org



*"Share the Road" T-shirts are now available. Black art on Yellow. Sizes M-XL
\$10 for SCBC members, \$15 for non members
They are available at the Santa Rosa Downtown Market every Wednesday night until Aug. 28th
or you can mail a check payable to the SCBC for the t-shirt amount + \$4.00 for shipping to:
Christine Culver, 1489 Wright Street, Santa Rosa, CA 95404
Please include your shipping address and phone Number
Sorry, no PO Boxes.*

SCBC MEMBERSHIP FORM

Name:	_____		_____	
	LAST		FIRST	
Address:	_____			
	STREET/BOX#			
	_____	_____	_____	_____
	CITY/TOWN	STATE	ZIP CODE	
Phone:	_____		_____	
	DAY	EVENING		
e-mail:	_____			

Area of Expertise/Knowledge _____

<input type="checkbox"/> Fund-Raising	<input type="checkbox"/> Special Projects: _____
<input type="checkbox"/> Marketing Specialist	_____
<input type="checkbox"/> Organizational Structure	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Educational Workshops	_____

Membership Level _____

<input type="checkbox"/> \$15 STUDENT	<input type="checkbox"/> \$50 CONTRIBUTING	<input type="checkbox"/> \$500 CHAMPION	Make checks payable to Sonoma County Bicycle Coalition P. O. Box 3088 Santa Rosa, CA 95402-3088
<input type="checkbox"/> \$30 REGULAR	<input type="checkbox"/> \$100 SUPPORTING	<input type="checkbox"/> \$1,000 MILLENNIUM	
<input type="checkbox"/> \$40 FAMILY	<input type="checkbox"/> \$250 SUSTAINING	<input type="checkbox"/> \$_____ SPONSOR	

SCBC membership contributions are tax-deductible

www.bikesonoma.org