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Assert Your Right to Ride Safely!



- Black on yellow t-shirts
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\$18 each

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PEOPLE O50 POWER! UPDATE

King Street Bike Boulevard Design Moves Forward

People Power's vision of a King Street bike boulevard parallel to Mission Street took a significant step forward at the April 12 City Council meeting. The Council unanimously agreed to direct staff to create a design for the bike boulevard by 2013 as part of the City's Capital Improvements Project (CIP) list. (See page 3 for related stories.) In fact, staff have already applied for a planning grant through Caltrans to create this design. Council action strongly supported that application, while creating pressure for staff to find other money for design if the grant is rejected. This is the closest we have come to getting a bike facility on King Street in the three years we have been working on it.

Once the bike boulevard design is created, it will be our job to present the proposed plan to neighborhood residents and attempt to find consensus for the improvement. A majority of residents are interested in the idea, but are waiting to see a specific design prior to supporting it. It is critical that automobile through traffic on adjacent neighborhood streets does not increase due to the design. While much of the traffic will be rerouted to Mission (which was widened several years ago specifically to accommodate such traffic), we are confident that some people who currently drive—i.e., parents taking their kids to school, neighbors running errands, or UCSC staff and students—will switch to human-powered transportation once a safe and pleasant alternative exists. People Power remains committed to achieving either bike lanes or a bike boulevard on King Street. The Council's vote on April 12 gives us hope that they share this commitment. ■



"Air Celestial," by Pajaro Valley High senior Alberto Rocha-Ortiz, is the art winner of Green Ways to School's "Why We Ride, Skate, and Walk" Art and Essay Contest. See page 2 for Akosua Busia's winning essay "Anything but Pedestrian." Each winner will receive \$100. Winning entries published in Good Times. Congratulations to both winners, and thanks to all who submitted an entry.

Join the Climate Action Coalition

After several months of research and dialogue, local environmental leaders have come to a consensus on a response to the City's Climate Action Plan and are seeking the endorsement of residents of the City of Santa Cruz. Please consider signing onto the recommendations by going to transitions.org/16-points. Call (831) 425-0665 to request a paper copy or to volunteer to gather signatures. Some of the endorsers so far include People Power, Transition Santa Cruz, Ecology Action, Green Ways to School, the Quaker Center, Fred Keeley, and Peter Beckmann. Initial meetings with City staff and Council members show real promise for collaboration and working together to strengthen successive versions of the City's Climate Action Plan in accordance with the 16 points.

For People Power, working in coalition on local responses to climate change makes perfect sense for at least three reasons: First, transportation is the single largest cause of state and local

greenhouse gasses. Second, People Power was founded in part as a two-wheeled solution to the huge amount of pollution and environmental degradation caused by the automobile. And, third, the same policy changes that protect our environment also make for nicer cycling and walking. Building the projects that have a "high" and "very high" priority rating in the City's Bike Plan and building the City's segment of the rail trail are examples of practical ways to address local greenhouse gasses while improving human health, civility, safety, and sense of place. They are the kinds of local policy that will make the City of Santa Cruz the gold standard for cycling.

To protect the earth's climate and to get yourself a great place to ride, please consider signing onto the 16-point response to the City's Draft Climate Action Plan. For more information, go to transitions.org/16-points or call (831) 425-0665. ■

People Power! UPDATE is published by People Power. Our goal is to educate people and politicians about the advantages of a transportation system less dependent on the automobile. A special thanks to all our volunteers.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____ EMAIL _____

I am a new member. I am renewing my membership.

I would like to volunteer. Please contact me.

- \$200 Business Member includes ad (tax deductible—call to arrange.)
- \$100 Veloritarian includes t-shirt (tax deductible—call to arrange.)
- \$50 Hub Spoke includes t-shirt
- \$40 Family or Household
- \$30 Individual
- \$20 Underemployed (Work exchange available. Call to arrange.)

703 Pacific Ave., Santa Cruz, CA 95060

Join People Power to make Santa Cruz a better place to ride and walk. Membership includes: subscription to our quarterly newsletter, email Action Alerts, and volunteer opportunities. Make checks payable to People Power and mail to:

People O50 Power!

People Power/Santa Cruz County Cycling Club
703 Pacific Ave.
Santa Cruz, CA 95060

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Highway 1 Campaign

—Jack Nelson

The Santa Cruz County Regional Transportation Commission (RTC) and Caltrans continue to make plans for a costly widening of Highway 1 from Highway 17 to San Andreas Road. Most of that length is proposed to be widened to eight lanes across, including new High Occupancy Vehicle (HOV) lanes and new “Auxiliary” lanes, which connect exit-to-exit.

Spending over \$600 million in public funds (for which the complete source has yet to be determined) to expand Highway 1 would increase the existing unsustainable dominance of automobiles in our transportation systems, while at the same time failing to make the needed transition to putting major funds toward more sustainable transportation alternatives. While carpools and buses would have privileged access to the HOV lanes, the dedication of two general purpose lanes, plus auxiliary lanes, to automobiles would subsidize and encourage growth in fossil-fuel-intensive, single-occupant vehicle driving.

The Highway 1 Soquel Drive-to-Morrissey Auxiliary Lanes Project (which would add auxiliary lanes to the mile between the Morrissey and Soquel Drive exits and includes width capacity for future HOV lanes), is the next widening segment that the RTC and Caltrans have been hoping to begin construction on as soon as fall 2011.

People Power is one of several organizations who, with the Campaign for Sensible Transportation (CFST, at www.sensibletransportation.org), filed a legal challenge under the California Environmental Quality Act (CEQA). The lawsuit charges that CEQA requires the environmental impact of the project to be analyzed. Caltrans claims that the auxiliary lanes would have no significant impact to the environment.

On March 4, Judge Patrick Marlette of the Sacramento Superior Court issued a ruling upholding the legal adequacy of Caltrans’ environmental analysis for this Auxiliary Lanes Project. CFST may appeal the decision and is currently considering options.

Before construction can begin, the Auxiliary Lanes Project needs to receive funds from the state under Prop 1B, which first requires the sale of bonds by the State of California. Governor Brown has put off any further bond sales at least until the fall, or later, while the state’s budget impasse continues.

Presently, public release of the Draft Environmental Impact Report for the HOV Lanes Project is not expected sooner than fall 2011. The RTC estimates that the final EIR approval will occur sometime in winter 2013/2014. We will continue to report on this ongoing effort to stop Highway 1 widening. For more information, contact Jack Nelson at (831) 429-6149. ■

GREEN WAYS TO SCHOOL ESSAY WINNER

Anything But Pedestrian

—Akosua Busia, junior, Santa Cruz High

Lungs brim with gratitude with every breath of sweet air, leaving a cool, fresh taste of morning fog lingering on the palate, the nose savoring the salty smell of ocean. Worries mesmerized by the brain’s rhythmic lifting of the feet, one after another, over and over again. The softly singing chorus of passing cars; the whisper of the trees as they idly watch the procession; the ricocheted morning music of seals as they call to each other from the rafters beneath the wharf; the quiet rush of small winds as they overtake me and push by me on the sidewalk, eager to be on their way; the familiar shuffle of my shoes against the forgiving ground—the sounds of walking slowly but surely drown out all my unwanted thoughts and, for now, I am alone, distanced from the stress of high school, from the frustrations of family life, from the strains of growing older, from the pressures of a fast-paced world. I spend all day, every other waking moment, meeting the demands of others—behaving for my parents or teachers—or worrying about the future—what work needs to be done by tomorrow? By next week? By next month? By next year?—or trying to live up to all of the expectations people have for me—wearing the right clothes, knowing the right answers, looking at the right colleges, taking the right classes—but for forty blessed minutes a day, that all disappears: for forty blessed minutes a day, all I have to do is walk, breathe, and allow myself to get wrapped up in the comforting simplicity, in the beauty of just getting from point A to point B. When I walk, I control everything that happens in my life: I control the pace, the path, the destination, the soundtrack, the beginning, the middle, the end—I control everything. For forty blessed minutes, I have nothing to do but what I decide to do, nothing to do but be a sixteen year-old. I am a teenager, after all; I’m supposed to be cool, be young, be care-free, be adventurous, be invincible, and, for forty blessed minutes a day, freed from all stifling pressures and fears as I propel myself across the expanse of land which lies between my house and my school, I can be all of those things, if only for a moment. Yes, not driving to school, to work, to the grocery store, or to the mall saves the environment, but it can also save lives and sanity. Because, for forty blessed minutes a day, caught in transition between my two destinations, the small quiet space between my two worlds, I experience the peace that I can find nowhere else: the peace of being no place at all, the peace of walking. ■

Riding in Circles

If you bike or walk in Santa Cruz—and we assume you do if you’re reading this—you probably have noticed the new roundabout being built at the end of Pacific Avenue near Depot Park. Before construction is completed, we wanted to share some tips for safely navigating the roundabout:



1. Always travel counter-clockwise in the roundabout.
2. Traffic already in the roundabout has the right of way.
3. **Cyclists are intended to take the full lane when they enter the roundabout.** Don’t risk being in a driver’s blind spot as they exit to the right. Use hand signals when you exit the roundabout to help other traffic know your intentions.
4. Pedestrians have the right of way, but as always, use caution. Crosswalks will be offset from the roundabout. As you cross, look to your left for traffic exiting the roundabout. ■

The HUB 2.0

—Steve Schnaar, Hub staff

Since its early days, People Power has been part of the Hub for Sustainable Transportation, a community center which also includes the Bike Church community bike repair shop and PedX bike messenger service. For over five years, we have been at 703 Pacific Ave. In 2009 the Hub began renting more of the building, allowing People Power to move into a storefront office on Pacific Avenue. At that time, we began subleasing to the Computer Kitchen (a community computer resource center) and SubRosa, an anarchist space for events, classes, and coffee. Later the Fábrica sewing cooperative moved in. As our community has developed, and as we consider moving and/or buying a building in the next few years, we recently went through a revisioning process. Agreeing to broaden our mission statement to include more about skill-sharing, salvage, and reuse, the Hub changed its name to the Hub for Sustainable Living. With this new mission, the Computer Kitchen and the Fábrica are equal member-projects, along with People Power, the Bike Church, and PedX. Though the Hub’s board has generally been supportive of Sub Rosa as a subtenant, we did not see enough coherence of purpose and vision to include them as a Hub project. They will, however, stay as subtenants, at least into the near future on the current site.

Looking back over the last five years, it’s amazing how the Hub has grown. Individual projects have flourished: the Bike Church serves far more people than ever; People Power launched Green Ways to School and numerous campaigns. The Hub now offers cheap-to-free computer support and sewing training, and regularly hosts community events. If you haven’t been to the Hub, we invite you to stop by for a visit. ■

Green Ways News

—Tawn Kennedy

It doesn’t take much to get 2nd graders inspired about sustainable transportation. They know the joys of riding bikes, scooters, skateboards and running, as well as the reasons why it matters. But how do you keep them interested as they grow older? One way that Green Ways explored this question recently at Cypress High School was for teens to create educational puppet shows for younger students. For the second year of the Bike Puppet Show project, Lara Rankin’s 9th grade English class researched, brainstormed, and scripted 3–5 minute puppet shows. Topics included bikes and the environment, fitness, fun, and safety. Students performed the shows for 2nd, 3rd, and 4th graders at Del Mar Elementary to much applause and many giggles. Based on a survey of the audiences after the plays, the younger students came away excited and ready to ride bikes if their families let them.

Green Ways has also been wrapping up our “Why We Ride” Art and Essay Contest. Winners are featured in this *Update*.

On the subject of bikes and art, we now can provide pedal-powered spin art at schools and events. See the photo below to get an idea of how it works.

In other news, we continue to partner with the Bike Church and the City of Santa Cruz for our youth Bike Adoption program. Recently, participants have been helping in the People Power office and assisting with valet bike parking.

This spring we are very excited to be starting group rides in North and South County. We will also join with the Brown Berets and the ROP Bike Shop class at Pajaro Valley High to promote a ride series in Watsonville. Green Ways will also be preparing for our annual bike tour to Monterey in late May. For information about rides, volunteering, or if you have questions about any of our projects, please email Tawn Kennedy at greenways@peoplepowersc.org or call the office at (831) 425-0667. ■



“BLOOD AND OIL”

Tuesday, May 31, 7:00 PM
Del Mar Theatre
1124 Pacific Avenue
(downtown Santa Cruz)
\$5–10 suggested donation



Join People Power on May 31 for a special showing of the documentary “Blood and Oil,” based on the work of *Nation* correspondent Michael T. Klare. In honor of Memorial Day this year, let’s remember that Middle East wars are really about oil.

The film shows how concerns about oil have been at the core of American foreign policy for more than 60 years, rendering our energy and military policies virtually indistinguishable. “Blood and Oil” calls for a radical rethinking of U.S. energy policy, warning that unless we change direction, we will be drawn into one oil war after another as depletion of the world’s petroleum supplies accelerates.

Come join us and get re-inspired to end these wars while also honoring our servicemen and women by not sacrificing them in vain and greed.

The screening is underwritten by the Green Station, Nickelodeon Theatres, Inc., and the City of Santa Cruz Redevelopment Agency. All proceeds go to People Power’s ongoing education efforts for sustainable transportation.

Valet Bike Parkers Needed!

Call (831) 425-0665 to sign up!
(Volunteers need not work the whole day.)

- **May 12—Bike to Work Day. 6AM – 9AM**
Bike parking and tabling at various locations. Volunteers for other shifts later in the day are also needed.
- **May 18—Japan Fair @ Holy Cross Church 9:30AM– 4:30PM**
Shifts for bike parking and tabling available throughout the day during this fun event.
- **May 31—Movie Night @ the Del Mar. 6:30PM– 9:30PM**
You’ll miss the movie but you can be satisfied that you helped people bike to this event.

OTHER VOLUNTEER OPPORTUNITIES

- Volunteers needed at New Leaf Markets during the afternoon and evening of May 12 to help us get votes for the Envirotokens election. (See Envirotoken article on page 3).
- **May 14—Rail Line Cleanup.**
Meet at 10AM. at Simpkins Swim Center. (See article on page 4.)

UPCOMING CLASSES AT THE BIKE CHURCH

All events are free (donations accepted)

Hands-on learning in a supportive environment. No prior experience necessary! For more information about classes or volunteering, send email to bikechurch@santacruzhub.org.

INTRO TO BIKES, MAINTENANCE, AND THE BIKE CHURCH

Facilitator: Bike Church mechanics

Sundays: May 8, July 10.

Time: 10AM–NOON. **PLEASE BE ON TIME.**

If you are interested in helping out at the Bike Church either as a way to gain some new mechanical skills or to get involved with the collective, the volunteer orientation is a good way to start.

Every other Monday just after the shift and before the collective meeting, 7:15PM. You are welcome to check out the meeting as well. May 9 & 23, June 6 & 20, July 4th & 18.

WOMEN/TRANSGENDER/FEM BIKE WORKSHOP (WTF!)

Sundays: May 1 & 15, June 5 & 19, July 3 & 17.

Time: NOON–3PM. **DROP IN.**

Bicycle maintenance has traditionally been an overwhelmingly male-dominated area. It is our goal to provide time for individuals who may have been marginalized or intimidated in this setting to be supported in being knowledgeable and confident in cycling, mechanics and tool use. This workshop provides a safer space for women, trans and fem folks to work on their bikes and learn new skills. Taught by women/queer mechanics.

WHY IS MY TIRE FLAT?

Facilitator: Bike Church mechanics

Sunday: June 12. **Time:** noon.

Where the flats come from, how to prevent them and how to repair them. Everything useful you ever wanted to know about getting and keeping air in your tires.

The Bike Church • 703 Pacific Avenue
(entrance on Spruce Street)
831-425-BIKE
<http://bikechurch.santacruzhub.org>

Market Street Improvements

When People Power Steering Committee member Connie Wilson talked to her neighbors about a proposed new development for the segment of Market Street just north of Highway 1, they immediately thought, “if they are going to put more housing on that street they better make sure that it has good bike and pedestrian improvements.” Then they got straight to work. By the time Connie, Beth Moorehead, Rick Hyman, Theresia Rogerson, and others approached People Power for support, they had already galvanized the neighborhood and worked with City staff to come up with options. The developer, KB Housing, had already agreed to a bike lane and sidewalk on the west side of the street but no bike/ped facility on the east side. This segment of Market Street is an important route to DeLaveaga Elementary School.

City Council (and People Power) members Don Lane and David Terrazas negotiated with the developer for more improvements. In March, the City Council heard a proposal that included widening the sidewalk on the west side to seven feet, and modifying the driveway for slower speeds. KB also offered another \$20,000 towards bike lanes and a sidewalk on the east side of the street (estimated at \$200,000 by Public Works).

With \$20,000 committed to the design, People Power lobbied City Council to place the project on the funded part of the CIP list (see sidebar on the right), to apply for state and federal grants, and to build the project by 2013. The Council agreed to all of these conditions at their April 12 meeting, having been urged on by dozens of cyclists, neighbors, and parents of DeLaveaga students.

People Power generally does not take a stand for or against any particular development. However, we are committed to working with neighbors to ensure that any new building project results in urban landscapes that are better for both cycling and walking—on *both* sides of the street. ■

Branciforte Creek Bridge

Santa Cruz Public Works staff have applied for money to begin planning and design for a bike/ped bridge over Branciforte Creek, between San Lorenzo Park and Soquel Avenue. Bridging the creek will complete the river levee bike path network. Currently, one has to leave the bike path at San Lorenzo Park, cross Soquel on Riverside, and then return to the path. The gap in the network is an obstacle for casual users of the path. In order to travel along part of the system, one has to be aware of the different sections and how they interact with surface streets. Completing the levee section will be a big improvement to the levee system and its useability. People Power appreciates the Public Works Department for taking the lead on this project, and we look forward to helping bring it to fruition. ■

Shedding Light on the CIP

The City of Santa Cruz’s Capital Improvement Projects list, known as the CIP, is the list of infrastructure changes that the City intends to build over the next three years. Most of the projects involve grant applications from federal and state government sources. Public Works staff spend hours on this list, ensuring that every dollar of local money is matched by hundreds to thousands in state and federal dollars.

As citizens, we want to make sure that the CIP reflects our priorities. Articles in this *Update* describe successful changes to the CIP: King Street and Market Street, and the increased scrutiny of the Highway 1 bridge widening. The CIP already included projects that we do like, including the proposed river levee extension over Branciforte Creek.

There is also an *unfunded* project list attached to the CIP, comprising projects the City has no commitment to building but has an interest in.

People Power Lecture at UCSC

Monday, May 9th, 7PM–10PM
in Classroom Unit 2

Micah Posner and Tawn Kennedy will be guest lecturers at UCSC’s Education for Sustainable Living class. The topic is “The Disaster of the Automobile and How to Reclaim Our Cities for Humanity.”

Come kick off Bike Week with a discussion of human-scale development and sustainable transportation.

The lecture is free and open to the public.

**New Leaf Envirotoken Balloting—
People Power Needs Your Vote!**

Every year in May, New Leaf Community Markets holds elections to choose organizations that will receive funds from their Envirotokens (10¢ for every bag you don’t use).

People Power is on the ballot again and **we need your vote**. Please vote once at each New Leaf **during the month of May** and get your friends to vote, too!

Envirotokens are a major source of funding for us and are essential to covering People Power’s operating expenses.

Celebrating the Rail Corridor Purchase

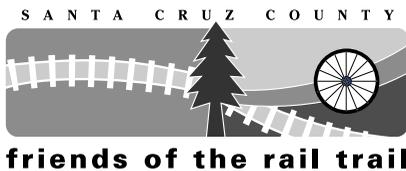
Yes, we are going to have a gigantic party along the rail corridor as soon as escrow is over and the County Regional Transportation Commission (RTC) actually owns the line. We expect that to happen sometime in summer or early fall. Though we don't have a date yet, we do know that the party will be along the tracks, behind the Swift Street Courtyard that houses Kelly's Bakery, the Bonny Doon Winery, the Mountain Brewery, New Leaf's West Side Market, and lots of other yummy venues.

After ten years of hard work by the RTC staff and ten years of hard advocacy by People Power and our allies, it seems that the line will soon be in public hands. Funding for the sale has been approved and bonded. Union Pacific and the RTC have signed off on all contingencies, and the paperwork is now sitting at the federal Surface Transportation Board for approval. What's next is creating a vision and design for the trail and rail service (i.e., train, tram, or trolley), solidifying Friends of the Rail Trail as the coalition that will keep the projects moving forward, and, of course, having a party.

The party will commence right after the North County ribbon cutting ceremony by the RTC (the RTC will also hold separate celebrations in Watsonville and Live Oak). People Power staff and volunteers are working on the event under the direction of Friends of the Rail Trail and in coordination with RTC staff. In addition to the ribbon cutting ceremonies, there will be long and short bike rides, music, and even a train ride. Outstanding food and wine will be sold, with part of the proceeds donated to Friends of the Rail Trail. Kelly's, New Leaf, Bonny Doon Winery, and Sierra Railroad have already stepped forward as sponsors and more are in the works.

(In case you've been in a cave for the last few months, what we are talking about is the purchase of the local rail corridor by a public agency with the vision of creating a Green Line train and trail system along the coast of Santa Cruz County.)

Sorry that we can't tell you yet the exact date to save. But please keep checking in over the summer either on our website (peoplepowersc.org) or the RTC website (sccrtc.org). Or call People Power at (831) 425-0665. ■



friends of the rail trail



VOLUNTEERS NEEDED! Rail Corridor Cleanup

On Saturday May 14, People Power and Friends of the Rail Trail will co-sponsor a rail corridor cleanup. Cleanups are one of the most direct, hands-on ways to show support for this valuable community resource. We would like to make cleanups a regular event, so please come and help us build momentum.

When: Saturday, May 14th at 10AM

Where: Cleanup starts in the parking lot of Simpkins Swim Center and ends at 41st Avenue.

How: We'll supply latex gloves and garbage bags. Bring work gloves if you have them. We also recommend close-toed shoes and long pants.

For more information, call Paxton at (831) 325-8659.

SPRING ROUTES AND SECRET GARDENS

Spring is rolling into Santa Cruz. Celebrate it with a tour of sneak routes and secret gardens on the UCSC campus and the town nearby. Enjoy lunch grown on campus and spin it off in a profound expression of the caloric cycle.



This slow and easy 8–10 mile ride will showcase safe, lesser-known routes and will include information on appropriate gear, local resources, and a free bike map. Perfect for new cyclists. Rain does not cancel; it inspires.

Sunday, May 8th, 10AM – 2PM

Meet at the UCSC Rec Department (East Field House)
\$7 includes lunch and bike map for each rider.

You will need a bike in good working condition, a helmet, and, possibly, rain gear. (Rain gear can be rented at OPERS.)
A perfect ride for new cyclists!

PRE-TRIP: Get a bike safety check at OPERS bike maintenance drop-in, Thursdays from 2–5PM

Ride is co-sponsored by UCSC Transportation and Recreation Departments



Detail from a painting by local artist Russell Brutsché. The road sign says it all. You can see more of Russell's work on his website: <http://members.cruzio.com/~russellb>.

24TH ANNUAL SANTA CRUZ COUNTY

2011 BIKE WEEK

MAY 9TH-15TH, 2011

Ecology Action is proud to host the 24th Annual Santa Cruz County Bike Week. This year's Bike Week is packed with daily giveaways from local businesses to keep you riding all week long. Instead of waiting for Bike to Work Day (Thursday, May 12th), you now have healthy, delicious, and fun incentives to bike commute every day of the week! Below is a partial list of Bike Week events. Visit www.Bike2Work.com for complete listings.



MONDAY, MAY 9TH
Bike Dojo, 1101 Pacific Ave. #G, 8AM–7:30PM
Free voucher for a spin class during Bike Week.

TUESDAY, MAY 10TH
Staff of Life Market, 1266 Soquel Ave., 7AM–noon
Free coffee, juice, and supplements.

WEDNESDAY, MAY 11TH
Penny Ice Creamery, 913 Cedar St., 5–7PM
Complimentary tasty pops.

THURSDAY, MAY 12TH
Bike to Work/School Day Free breakfast for all participants! Check www.bike2work.com for breakfast locations, details and updates.

THURSDAY, MAY 12TH
Santa Cruz Mountain Brewery, 402 Ingalls St., noon–10PM
\$1 from every beer will benefit the Bike to Work program.

FRIDAY, MAY 13TH
Samba Rock Café, 291 Water St., 7AM–10AM
Free bowl of acai and a pastry.

SUNDAY, MAY 15TH
21st Annual Bike Fest!, Bicycle Trip, 1001 Soquel Ave., noon–4PM
FREE family event with food, music, prizes & BMX stunt show!

Connect with Bike to Work on Facebook
Bike2Work Santa Cruz