

"Burn Fat Not Oil" RIDING JERSEY!



(FRONT ARTWORK IN BLACK, YELLOW, AND RED)

PEOPLE O'SO POWER!
(BACK ARTWORK IN BLACK)

- Black, yellow, and red artwork on white and grey long-sleeved jerseys
- Made of 100% polyester birdseye knit jacquard with wicking capabilities that to keep you cool and comfortable.
- Available in adult sizes
- Designed and printed locally

\$30 each

(Add \$3 for home delivery by PedX in the Santa Cruz area.)

Call 425-0665 to order yours.

Mass of One New People Power Riding Jersey

People Power member Joe Sherer has created a low-sweat, long-sleeved **Burn Fat Not Oil** riding jersey for People Power. (See opposite.) Joe's company, Mass of One, offers jerseys, stickers, jackets, and shirts that celebrate the bike and you. Mass of One sells warm and cool bike shirts that Joe designs and prints locally. Check out his website, massofone.com, or find him on Facebook. And get your special People Power bike jersey today!

People Power members can receive discounts from the following business members:

- | | |
|---------------------------------|--------------------|
| Another Bike Shop | Greenspace |
| The Bike Church | The Bicycle Trip |
| Lisa Hochstein Graphic Design | Spokesman Bicycles |
| Network Mortgage | Leatherwise |
| Finding Harmony—Rick Longinotti | PedX |

PEOPLE O'SO POWER! UPDATE

People Power Turns 20! — Micah Posner

This year, People Power is celebrating our 20th anniversary. For two decades we have been working to promote human-powered transportation and freedom from our society's dependence on fossil fuels for transportation. Our efforts to improve local conditions for pedestrians and cyclists have made their mark: Santa Cruz has become a more bike-friendly community and our membership has surged to over 400 members. As you look through this issue of our newsletter, I hope you will be as impressed as I am at all of the bicycle-themed events scheduled in the coming months. Among these events are People Power's two Fall fundraising events: our Burn Fat Not Oil ride (this year featuring the fall harvest and local farms), and our annual fundraising dinner and raffle. We hope you will join us for one or both of these birthday celebrations. (See page 3 for details about these two events and how to get your tickets.)

We often are asked how and when we got started and what we have been doing over the years. Below is a not-so-brief history since our founding. As always, we are proud of our accomplish-
(continued on page 2)



When the Wrigley Building shut down in the late '90s, Hub volunteers used bikes and trailers to move donated furniture down Mission Street, to our original Pacific Avenue location. We've moved twice since then—each time using bikes to transport our office and one time getting help from a Clydesdale horse.

\$30,000,000 Per Mile: What Won't Get Done If We Continue Widening Highway 1

This September the County Regional Transportation Commission (RTC) will begin the process of deciding whether or not to pursue the widening of another segment of Highway 1. This time they're looking at a one-mile stretch between Soquel and 41st exits in Capitola, with a price tag of \$29.75 million. Whether highway widening is a good idea in the abstract has been well discussed. What is more pertinent in the current economic climate is what we will NOT be able to do if we widen the highway. Specifically, the proposed widening would use most of next year's federal allocation (approximately \$2.5 million), as well as all of the next nine years worth of state monies (\$25 million).

In the City of Santa Cruz, federal money is in line to fund the completion of the San Lorenzo River levee system with a bridge over Branciforte Creek, significantly expanding access to the river levee and creating a safe route for bicyclists and pedestrians, including school kids.

In the County of Santa Cruz, a March storm caused more than \$17 million worth of damage leading to limited access on several roads including Market, Rodeo Gulch and Trout Gulch. This is in addition to tens of millions of dollars of already deferred maintenance. County Public Works Department staff assert that State

transportation money (STIP funds) could be used to fix this damage. With state and federal money allocated for highway widening, what will happen to these roads in the next big storm? As Supervisor John Leopold writes, "Even if you support widening the highway, do you support it at the expense of repairing our local roads for a decade?"

The highway proposal would also suck up money set aside for a bike/ped bridge to Mar Vista in order to—supposedly—build a bike/ped bridge at Chanticleer. While a bridge at Chanticleer would be outstanding, we're concerned that it would be tossed out when inevitable cost overruns occur. This is what happened with the previous section of proposed highway widening, where promises to re-design the horrible (for bikes and pedestrians) crossing at Morrissey were thrown out later in the process due to "expense."

We all need to think long and hard about the threat that the continued focus on highway widening creates to other transportation modes. Whether you walk or ride, or use rural roads as a motorist, please consider contacting the RTC and asking them not to squander ten years worth of transportation funding for one mile of highway widening. You can reach them at (831) 460-3200 or info@scrtc.org. ■

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 would like to volunteer. Please contact me.

\$200 Business Member includes ad (tax deductible—call to arrange.)

\$100 Velourinary 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.)

PEOPLE O'SO POWER!

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:
703 Pacific Ave., Santa Cruz, CA 95060

\$200 Business Member includes ad (tax deductible—call to arrange.)

\$100 Velourinary includes t-shirt (tax deductible—call to arrange.)

\$50 Hub Spoke includes t-shirt

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Santa Cruz, CA 95060
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People Power Turns 20!!!

ments but even more proud of our members and volunteers. Our movement is only as strong as you pedal it.

Our Story So Far

People Power was born in 1991 in the Santa Cruz County's Pleasure Point neighborhood. Jim and Jessica Denevan were surfers and idealists who had a simple but profound response to our country's first Gulf oil war. They publicly decided to stop driving and asked others to join them on local rides, as well as an impromptu 60-person ride to San Francisco. Soon, they had attracted a group of other leaders: Don Fong, Ron Goodman, Rick Hyman, Kevin Karplus, John Welch, and myself were the first members. As the group coalesced, it became increasingly clear that people weren't always driving with a sense of choice—rather, they felt that they *had to drive* to get around. What was needed, in addition to straight-up advocacy of human-powered transportation, was a group dedicated to changing the physical, social, and economic infrastructure that coerced people into driving.

Through raw energy and commitment, the all-volunteer group had many early successes. John Welch spearheaded a campaign to get bike racks on our buses. Ron Goodman wrote an ordinance to require bike parking at city buildings. Jessica Denevan worked with neighbors to reject a plan for a road through the Arana Gulch and replace it with a bike path. I worked with a group of students that succeeded in preventing the campus bike path from being turned into a road for cars. Bike lanes were added on important streets (including Front and Bay). People Power volunteers went to numerous fairs and events, organized rides, printed T-shirts, and produced newsletters. We even left notes on cars asking them to consider not driving.

After the first few years, our original core group grew tired of laborious consensus-based decisionmaking, and the volunteer energy waned. Jim and Jessica had a baby. Jessica and I got paying jobs as advocates for Bike to Work Day, Bikes are Good Business, and PedX, all of which reduced their volunteer energy for People Power. Ron Goodman kept People Power alive by maintaining a database, and continued to send out the People Power *Update*. When there wasn't money for postage, Ron paid for it himself. Other volunteers came and went. The organization continued to effect city and county policy, including getting staff from the City and County Transportation Commission dedicated specifically to bicycling. Working closely with City Council member Celia Scott, People Power got contraflow bike lanes on High Street and on the West Cliff bridge over the railroad tracks.

By 2004, Bike to Work, PedX and the Bike Church were local

(continued from page 1)

institutions and the Hub for Sustainable Transportation was established as a geographical center for the local bike movement. People Power was down to 60 members. The City was widening Mission Street without improvements for cycling and Ron Goodman was burnt out. I sent a letter to the remaining members offering to work to reinvigorate People Power if enough money could be raised so that I could get paid, replacing some of PedX income. The money showed up, and so did volunteer help. By 2005 a new steering committee—including Gary Milburn, Lisa Hochstein, and Steve Lustgarden—created a five-year plan and set out to make it happen. Lisa became our staff graphic designer, newsletter editor, chair of our steering committee, and all around co-leader. The revived organization was more professional but still direct and cutting edge—and still largely run by volunteers. Steve Piercy came on board as our web master, updating and maintaining the People Power website. Our Steering Committee began meeting monthly. We worked for and got bike lanes on the missing section of Soquel Avenue between Seabright and Capitola Avenues, and worked with City Staff to put in contraflow bike lanes on Beach Street. We also worked to get a bridge and two underpasses built along the river levee. At the same time, we collaborated with the Campaign for Sensible Transportation to defeat a sales tax initiative designed to support Highway 1 widening. We were central to establishing Friends of the Rail Trail and, as I write this, the county is in escrow to purchase the Watsonville to Davenport rail line and design a rail-with-trail system. Thanks to a generous donation from one of our members, we founded a youth program, Green Ways to School, through which we are able to bring our message to thousands of middle and high school students.

We are pleased to take a moment to be proud of what we have accomplished so far—but we cannot afford to stand still. To stay pertinent, we have to continue to reinvent ourselves and to attract new leadership. We have to stay true to our message while adjusting our strategy to changing times. We are not simply an organization that likes riding bikes, but a group of people who understand that human-powered transportation can and will transform society. We have our work cut out for us as we enter our next decade. Happy Birthday. ■



Jessica Denevan (Woolf) created the original People Power graphic.

Coastal Commission to Reconsider Arana Gulch

Following the defeat of the City's Arana Gulch Master Plan (AGMP) last fall on a tie vote, the makeup of the state's Coastal Commission has changed substantially, with half of its members being replaced. The new Commission is expected to reconsider the AGMP later this year. The Commission's prime mission is twofold:

- 1) to provide public access "to and along the coast," and
- 2) preservation and protection of the coastal environment.

The AGMP does a great job of the former. We will need to remind Commissioners that it also does a great job of the latter. Here are some points to consider:

Climate Change. Global warming is a major threat to the coastal environment: it changes the biology and chemistry of the water, causes species declines and extinctions, and creates sea level rise and coastal erosion. About 40% of greenhouse gas emissions in California—over 50% in Santa Cruz—are from transportation. No other sector of our local economy emits nearly as much. The most important action we can take to do our part to reduce the threat of climate change is to reduce transportation emissions. The AGMP will do that, not only by improving non-motorized access *to* Arana Gulch and *to* the harbor and beach, but also *along the coast*, connecting Broadway and Brommer. (To see why the Coastal Commission cares about climate change, visit their website: www.coastal.ca.gov/climate/climatechange.html.)

Santa Cruz Tarplant. The tarplant is a native species that is close to extinction because of invasive species. The proposed bike path across the property would not go over any current tarplant and would comprise only a very minor (2%) reduction in its potential

habitat. The AGMP would provide for a series of mitigation measures including grazing and burning that would, hopefully, bring the tarplant back to the Arana Gulch property. The tar plant restoration part of the plan has been approved by some of the leading experts in the field of native plant habitats including John Dixon.

Wetlands. The Arana Gulch Master Plan includes protection and restoration of wetlands and improved habitat for steelhead. It has been endorsed by the Arana Watershed Alliance.

Education. Better access to Arana Gulch means a great opportunity to provide environmental education to people of all ages and levels of mobility. The AGMP includes interpretive signs and other education and outreach projects that will help us build a constituency for environmental restoration and protection.

Prevent Development. When the AGMP is approved the city will sell part of the easement it owns, thus insuring that we will never have a road (or potential accompanying development) across the Gulch. Furthermore, part of the AGMP includes a change in the City's zoning plan that still shows potential development on a part of the property.

Clearly the environmental benefits of the AGMP include alternative transportation and a lot more. For these reasons, the Coastal Commission staff supports the AGMP. And for these reasons, we will have many good arguments to make when the Coastal commission again takes up Arana Gulch. We will let our membership know when the date is announced. To learn more, contact Charlie at wilda@cruzio.com or 426-3689. ■

Three-Foot Passing Law

In early September, the California Assembly approved SB910, a bill that requires drivers to leave three feet of space between their car and a cyclist when passing from behind. Currently, the law requires an unspecified "safe" distance, but many drivers pass cyclists dangerously close. This is a major concern for anyone on a bike—indeed, passing-from-behind collisions are the leading cause of death for cyclists in California.

This bill would also allow for cars to cross a double-yellow line, when clear, to pass a bicyclist, and would fine drivers \$220 for injuring a cyclist when passing within three feet.

The next step to making this a law, is for Governor Brown to sign SB910. For more information contact the California Bicycle Coalition at calbike.org or call (916) 446-7558. ■

Thank You patagonia®

The local Patagonia Outlet Store recently donated over \$200 to People Power as part of its own company Bike to Work Week, which happened in June.

Patagonia is a great place to get geared up for our rainy winters. Use some of the money you save but not driving to get yourself warm gear that looks good, too.

Patagonia is located just off the San Lorenzo River levee path (downtown) at **415 River Street**. Their phone number is **423-1776**.

PEOPLE POWER HIGH SCHOOL INTERNS Now Accepting Applications

People Power is currently looking to hire a teen intern to assist with current campaigns and encourage local youth to get out of cars and ride bikes. If you know a young person who may be interested, more information is available on People Power's website: www.peoplepowersc.org. Applications are due by October 3.



Santa Cruz High junior Zoe Altenberg. Zoe has been a People Power intern since her freshman year.

We recently spoke with our current intern, Zoe Altenberg, about her experience working as a People Power intern.

What got you interested in interning with People Power?

I've been interested since preschool in environmentalism, and I wanted to get involved. My dad is a science guy and I learned a lot from him about the environment. I've been passionate about saving the environment since I learned that it needed saving.

What do you do as an intern?

As an intern I feel that I am truly an activist, involved in the bicycle movement. People Power is effective, because we work politically and socially to change peoples' lives, helping them find an alternative to driving. I do a range of important things: The mundane, but essential office work as well as other more intellectual work like writing letters to the editor and articles for the *Update*. I get to do lots of work on communication to members, other organizations, media, politicians, and fellow activists, which I really love.

What else have you enjoyed?

People Power lectured for UCSC's Education for Sustainable Living Program last spring. Speaking there was fun and it was empowering to stand and have 200 people listen to me. I was inspired by their enthusiasm, and I was proud of myself. I'm always nervous when speaking in front of people, but it's getting better.

What else has changed for you as a result of your internship?

My parents used to drive me everywhere. I was chained to their cars and to their schedules. Once I began bicycling I had more freedom. My parents began trusting me more with taking care of myself and solving problems on my own. Once, my mom locked her keys in her car, and I left People Power to bike home, get the spare, and rescue her at New Leaf. My bike allowed me to become my own person. I am more in control of my own life. ■

I Bike I Vote—Take Action!

This year, around \$700 million of Federal transportation funds, (less than 2% of total transportation dollars), will be spent on cycling and walking. In 2012 that figure might be a big fat zero.

In the next few days, Senator Coburn (R-OK) will likely ask Congress to eliminate the federal Transportation Enhancements program—the primary funding source for bike lanes, trails, bike racks on buses, bike education over the last 20 years. Go to the League of American Cyclists website www.bikeleague.org to send a message to Congress to Save Cycling. ■

Making Safety Cool: Pimp My Bike

This summer, our intern Zoe Altenberg and UCSC graduate Zachary Wolinsky successfully applied for a DoSomething.org grant to promote teen community service. With Green Ways to School and youth volunteers, they will host a bike safety workshop called "Pimp My Bike" on Sunday, Sept. 25, from 4–8PM. "Our vision is to engage young people's creativity, so that they feel safety is an expression of their choice and style. Kids often feel that these things are forced upon them." Lights and fun safety materials like reflective spoke cards and stencils, and free tune-ups will be provided. For more info, to donate, or to volunteer contact greenways@peoplepowersc.org or call 425-0667. ■

THE BIKE CHURCH – upcoming classes

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

Sun: Oct 9, Nov 13, Dec 11. 10AM–NOON. PLEASE BE ON TIME. If you are interested in helping 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.

WOMEN/TRANSGENDER/FEM BIKE WORKSHOP (WTF!)

Sun: Sept 18, Oct 2 & 16, Nov 6 & 20, Dec 4 & 18
Time: noon–3PM. DROP IN.

Bicycle maintenance has traditionally been an overwhelmingly male-dominated area. Our goal is 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.

703 Pacific Avenue (Entrance is on Spruce Street)
831-425-BIKE • bikechurch.santacruzhub.org

4th Annual PEOPLE POWER

Burn Fat Not Oil Fall Harvest Bike Tour



Sunday, September 18, 11AM–4PM

Ride starts at Companion Bakeshop, 2341 Mission St.

\$25–\$50 sliding scale includes travel cup.

(\$20 minimum for People Power members.)

Only 50 tickets will be sold. Reserve yours now!

Join us for a 15-mile, slow-to-moderately-paced group ride to celebrate our 20th birthday and the fall harvest season. This ride will showcase quiet bike routes on our way to beautiful harvest spots in our urban landscape.

Each stop will highlight local organic produce and culinary treats to keep us well-fueled on our ride.

THANKS TO OUR DELICIOUS LOCAL SPONSORS

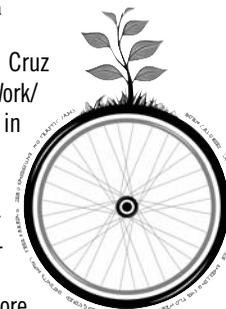
Companion Bakeshop • Homeless Garden Project
Staff of Life Market • UCSC Farm • Caffe Pergolesi

Tickets may be purchased online at peoplepowersc.org or reserved by calling 425-0665.

Fall Bike to Work/School Day Thursday, October 6th

Ecology Action is proud to host Santa Cruz County's 13th Annual Fall Bike to Work/School Day. Bike to any of the 15 sites in the County between 6:30 and 9:30AM on October 6 and enjoy a free breakfast. Many sites also offer free massage, bike maintenance, and acupuncture. Call 515-1328 for more info.

Go to www.bike2work.com for more information and a map of the breakfast sites. Cyclists who complete a survey at a breakfast site or online are eligible to win a Zipcar membership. Bike to Work on Facebook: Bike2Work Santa Cruz.



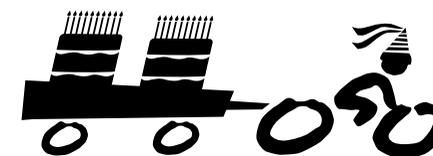
Survey: Why Aren't More Women on Bicycle Advisory Bodies?

Did you know that women in California don't join bicycle advisory bodies nearly as often as men do? Cathy DeLuca, a People Power member and graduate student in urban planning, has created an online survey to understand why.

If you are a woman who bikes, please consider taking this quick survey! You can find it at: www.surveymonkey.com/s/BACS.

The survey will be open until September 30. If you have questions, please email deluca.survey@gmail.com. ■

You are cordially invited to People Power's 20th Birthday Party!



Sunday, October 23, 3–7PM
at The 418 Project • 418 Front Street, Santa Cruz

Keynote speech by Dave Snyder, Founder of the San Francisco Bicycle Coalition and current director of the California Bicycle Coalition.

Come share an evening of live music and birthday festivities as we celebrate the 20th anniversary of People Power's founding. Feast on an organic full-course dinner with vegan/vegetarian and meat entrees prepared by Jozseph Schultz of India Joz. Bid on wonderful and sustainable silent auction items.

Appetizers start at 3PM with dessert served before 7PM. Silent auction will conclude at the end of the evening.

Valet bike parking will be provided.

\$35–\$75, sliding scale (drinks priced separately).
Family members under 10 are free.

Tickets may be purchased online at peoplepowersc.org or reserved by calling 425-0665.

Contact us at 425-0665 to volunteer for the dinner or if you would like to donate items to the silent auction.

Rail Purchase Slowed Down But Still on Track

Recently, the rail line purchase ran into a pile of paperwork at the Federal Surface Transportation Board (STB)—the federal agency that oversees the sale and operations of rail lines. For unknown reasons, the STB did not respond to the application of our County Regional Transportation Commission (RTC) within the required 90-day window. At this time, there is no reason to believe that our local RTC and the STB will not be able to work out any perceived difficulties around the purchase. This delay has resulted in the postponement of the rail purchase party that had been planned for September. We will let members know as soon as we have further information about the final purchase. Stay tuned. ■

No-Interest Bike Loans for Cabrillo Students

Cabrillo College students are eligible for zero-interest bike loans through Ecology Action. This is particularly important as the cost of bus passes have increased considerably for Cabrillo students.

Cabrillo students can email Kira Ticus at kticus@ecoact.org or call her at 515-1324. Visit www.gogreencollege.org for more information. ■

NO ENEMY EXPANDS



Paul Cheatham, owner of No Enemy: "It's been wonderful to be able to bike to all of the artists' studios. I never have to sit in traffic while taking care of business."

Established in Santa Cruz in 2001, No Enemy has been making organic cotton and hemp activewear in California to support peaceful communities. This fall, as founder Paul Cheatham is celebrating his 4th year of running the business without car ownership, he is launching a line of clothing manufactured in Union City, just a bike ride from Santa Cruz. The new No Enemy clothing features the work of artists from the San Francisco Bay Area: Viktor, of **True Love Tattoo** in Berkeley, Dorey Kronick, of **kronick studios** in San Francisco, and Lea Redmond, of **Leaf Cutter Designs** in Oakland. Working with local artists and running the business by bicycle have helped No Enemy share its peaceful

mission. You can check out the new No Enemy designs at Eco Goods on Pacific Ave, or online at www.noenemy.org. ■

SNEAK Routes & SECRET Places!

Back by Popular Demand!

Sunday, October 16th
10AM – 2PM

\$6 includes a simple lunch with homemade pie at an urban farm.

Ride departs from the UCSC Recreation Office Porch.

Join People Power for a tour of lesser-known bikeways that will help you get around Santa Cruz. A rolling celebration of our ability to move ourselves. The ride will be a slow and easy 8–12 miles. No one will be left behind. Participants can end the ride downtown at 1PM or continue back to the Rec Department by 2PM. You will need a bike in good working condition, helmet, layered clothing, and water.

To sign up, go to www.ucscrecreation.com
For more info contact People Power 425-0665 or go to info@peoplepowersc.org.



Co-sponsored by the UCSC Transportation and Recreation Departments.

UCSC Harvest Festival

11AM – 5PM, Sunday, September 26, at the UCSC FARM
Live Music • Organic Food • Fun Activities for All Ages

Bike to the UCSC Farm annual Harvest Festival and enjoy a day of fun while learning about the farm. For help figuring out a route to ride your bike to the Festival, call 425-0665.

For more information about the Festival, visit casfs.ucsc.edu or call Martha Brown at the Farm: 459-3376.

Valet bike parking provided by People Power. If you can help park bikes for a few hours, please call Micah at 425-0665.

Envirotokens Error :(

In a recent Action Alert we mistakenly announced that People Power had been elected as recipients of New Leaf's Envirotoken donations. For the first time in years, we will not be benefitting from the store's generous program. We appreciate the donations we have received from New Leaf in the past and encourage you to continue bringing your own bags and give your token to another organization. We hope members will dig a little deeper into their pockets to help make up for funds we won't be getting this year. Hopefully we can get out the vote next year and be one of the Envirotoken election winners again. ■

Santa Cruz Museum of Natural History Hosts Two Bike Events

Improving Bicycling Conditions in Santa Cruz: what lessons can we learn from Europe?

Thursday, October 6 (Bike to Work Day) 5:30-6:30PM / FREE Museum of Natural History, 1305 E. Cliff Dr., SC

Join UC Davis graduate Sarah Underwood as she discusses her research on strategies that are working to get more people cycling for transportation in parts of Europe and how those strategies could apply in the U.S. Seating limited to first 40 arrivals. Bike parking located around the Museum.

Natural History Bike Tour: Coastal Lagoons of Santa Cruz
October 22, 8:30-12:30PM (rainy day back-up: October 29)

\$25 members/ \$30 general

Starts at Museum of Natural History, 1305 E. Cliff Dr., SC

The Museum Education Staff and Central Coast Wetlands Group scientists will host this educational and fun ride. Cruise the coast from lagoon to lagoon, observing local plants and wildlife. Bring your bicycles and binoculars for a leisurely 6-mile bike tour. Bagels and coffee provided at the Museum at the start of the ride.

For more information about either event, call 420-6115 or visit santacruz museums.org.

SAFETY TIP: About Sharrows

Shared lane pavement markings ("sharrows") are symbols painted on the roadway to show cyclists the best place to ride on the road—avoiding car doors opening—and to remind drivers to share the road. Unlike bike lanes, sharrows do not designate a part of the street for exclusive use of cyclists. Rather, they show cyclists the best place to ride and help drivers to see cyclists and share the lane. Drivers and bicyclists must follow rules of the road, regardless of sharrows. In addition:

Drivers

1. Expect to see bicyclists on the street.
2. Give cyclists **3 feet** of clearance when passing.

Cyclists

1. Ride in alignment with the sharrow.
2. Don't ride too close to parked cars.
3. Look behind you before merging further left into the lane. ■



Diagram shows rider in correct position, aligned with sharrow.

Calling all Bike Artists!

The 2300 Delaware Bicycle Coalition* is seeking artists to show their work during a month-long public exhibit on **Climate Change/Alternative Transportation/Sustainability** to be held at 2300 Delaware. We are sponsoring this celebration of alternative transportation as part of 350.org's *Day to Move Beyond Fossil Fuels*—a global day of action on September 24. The show will run through October 7.

Please submit your entry by email to aprile@ucsc.edu or frankie@ucsc.edu by September 30. Include a photo of the work, size, your name, price (if the work is for sale), and contact information. Also, describe the piece and how it fits the theme. All styles are welcome.

To learn more about 350.org's *Day to Move Beyond Fossil Fuels*, visit 350.org or contact April at aprile@ucsc.edu or Frankie at frankie@ucsc.edu.

* A bicycle commuter advocacy group comprising UCSC employees who work off campus at Westside Santa Cruz facilities.

NEW BIKE RACKS AT ALMAR — Peter Scott

One way to encourage more folks to ride bicycles is to facilitate the installation of good bike racks at local shops and institutions. Anyone can do it—no special talent is involved. Simply refer the business to Cory Caletti of the RTC at 460-3200.

Until recently, the strip of shops at Almar Shopping Center had an antiquated bike rack that was impossible for me to use. Thinking I might be able to do something useful, I emailed the property manager about a year ago, asking if they might be interested in upgrading their bike rack and noting that our Regional Transportation Commission could supply "inverted U" racks at no cost. I received positive replies, both from Carl Sprague (President and CEO of PacCom, the property managers) and Lori Johnson, who represents the owner. They were planning an upgrade, were unaware of the RTC's program, and were interested.

Fast forward to a few weeks ago: workmen were at the site, nearing completion of the upgrade. I heard a woman talking with the workmen, so on impulse I walked over to her, asking if she was Lori. She was, and I introduced myself and thanked her for the bike racks. She was delighted, and said she was just telling the workmen where to install them. As of today, there are five new bike racks, already getting good use. Wonderful! ■

