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 Steve Piercy Web Site Builder
 Staff of Life Natural Foods Market

If you own a local business and would like to support People Power by becoming a business member—or if you know someone who would—please contact Amelia at director@peoplepowersc.org.

Get Ready for Summer with your new People Power t-shirt!

NEW!!!

I  **SANTA CRUZ**

peoplepowersc.org

GREY COTTON T-SHIRT WITH RED AND BLACK ARTWORK ON FRONT

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PEOPLE POWER! UPDATE

SANTA CRUZ CYCLING NEWS

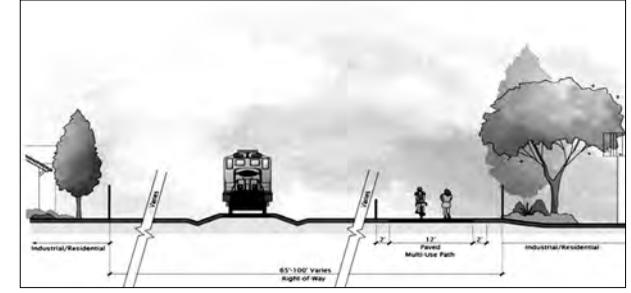
ISSUE 73

SPRING 2013

Moving the Rail Trail Forward

Tell your local government you support planning for the Coastal Rail Trail

Santa Cruz County is on the verge of something big. After more than 10 years of advocacy, the Santa Cruz Branch Rail Line is in public ownership. Only a few steps remain before construction can begin on the Coastal Rail Trail, which will form the spine of the Monterey Bay Sanctuary Scenic Trail Network. The rail trail has enormous potential not only as a premiere transportation corridor and recreational opportunity, but also for our local economy, tourism, and the health of our residents. With that in mind, now is the time for our local governments to start planning their segments.



An image from the Monterey Bay Sanctuary Scenic Trail Network Master Plan, depicting the configuration of the future trail going through West Side Santa Cruz

The Santa Cruz County Regional Transportation Commission (RTC) has been hard at work moving the project forward since last October, when they completed the rail line purchase. The Draft Master Plan was released last fall, followed by a series of workshops to receive public input. The Draft Environmental Impact Report should be released soon, and the Master Plan is scheduled for adoption later this year. Once the Plan is approved, the RTC will be ready to allocate approximately \$5.5 million available for building the first segment.

encourage the City of Santa Cruz to start laying the groundwork for the next two segments, and to push the County, Watsonville, Capitola, and the RTC to keep the project on track.

If you want to see the Coastal Rail Trail built quickly, sign our online petitions to the County of Santa Cruz and the Cities of Santa Cruz, Watsonville and Capitola. Go to www.peoplepowersc.org to add your name, and then spread the word to everyone you know. We can't afford to have this project delayed. ■

The City of Santa Cruz has added the segment from Natural Bridges to the Santa Cruz Wharf to their 3-year Capital Improvement Program (CIP) list. People Power is collecting signatures to

Countdown to the Broadway–Brommer Connection

Supporters breathed a sigh of relief on April 23rd as City Council unanimously approved plans for the Arana Gulch (Broadway–Brommer) Multi-use Trail project. Councilmember Micah Posner made the motion, congratulating Public Works staff and the many advocates who have supported the project over the years. After many design revisions, the trail was approved by the City Council as part of the Arana Gulch Master Plan in 2006. In 2011 the Plan, including the trail, received Coastal Commission approval. Since then, City staff has been completing final designs and working to fulfill Coastal Commission requirements.



The next steps include securing funds from the California Transportation Commission at a May 7th meeting, getting final approval from CalTrans, and identifying an additional \$2 million in local funds. If all goes as planned, construction could start this August and be completed late next year. We will keep you updated as work progresses on this cross-town bikeway. ■

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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.

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 \$50 Hub Spoke includes t-shirt
 \$40 Family or Household
 \$30 Individual
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703 Pacific Ave., Santa Cruz, CA 95060

Make checks payable to People Power and mail to:
 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.

People Power! 

Green Ways Happenings

Youth Committee for Bike Culture

This spring, Green Ways launched the Santa Cruz Youth Committee for Bike Culture, with the goal of bringing together teens from around the County and inspiring the next generation of sustainable transportation advocates. Over the last few months, the Youth Committee has hosted multiple rides, launched bike clubs at two local high schools, worked to get better bike parking on campuses, and distributed helmets and safety materials to numerous youth and community members. Light Up the Night, a community bike ride encouraging riders to dress in bright colors and be well lit, was a success, with close to 40 riders in attendance. As Bike Month draws closer, Green Ways and the Youth Committee for Bike Culture will continue to distribute free helmets, host bike tune-up events, and promote bike happenings at schools around the County. ■

“Bike to the Future” Contest Deadline: May 17

Green Ways is still accepting submissions for the third annual “Bike to the Future” art, writing, and video contest. Submissions are due May 17th. The contest’s three winners will each receive \$100. Participants are encouraged to communicate how biking or other human-powered modes of conveyance are key to our future transportation system. Submissions from all three years will be exhibited at the Museum of Art and History for the start of Bike Month. Stop by for First Friday, May 3rd, 5–9PM to view art and participate in the celebration. Visit www.greenways2school.org for more information. ■

Casey Monahan: Santa Cruz Mayor

Casey Monahan, Green Ways high school intern and Youth Committee founder, was recently elected Mayor of the Santa Cruz Youth City Council. The Youth Council consists of teens from neighborhoods in the City of Santa Cruz, and works to research and propose solutions to issues affecting local teens, including public safety, transportation and youth employment options. They will host monthly public meetings in the City Council chambers. In addition, Casey and other



Local riders at the Greenways to School “Light Up the Night” ride on February 8th. (Note the higher visibility of light-colored clothing!)

youth leaders from around the county will speak at Watsonville’s Youth TEDx talks May 19th, at the Mello Center for the Performing Arts. Watsonville’s TEDx is being organized by the Watsonville Youth City Council. ■

Monterey Ride

Green Ways is gearing up for our fourth youth bike tour to Monterey on Memorial Day weekend, May 25th–27th. This 100-mile, round-trip ride welcome teens from Santa Cruz County to attend. There is space for about 12 participants. Interested youth ages 13–18 must contact Tawn Kennedy no later than Friday, May 10th.

For many who participate, the tour is a challenging and transformative experience. The trip affords spectacular views, a powerful connection to the land, and the joy of reaching Monterey County’s 18-mile bike path after a hard day of pedaling. In past years the ride has brought together a diverse group of youth from throughout the County. Please consider sponsoring a teen of limited financial means to go on the trip (donations are tax deductible). It costs around \$100 per person for room and board. Every contribution helps. Contact Tawn Kennedy at (831) 425-0667 for more information. ■

Get Us Back on the Box!

Vote for People Power to Receive Envirotoken Donations from New Leaf Markets

Each year in May, New Leaf Markets holds its annual election to choose which groups will receive money from their Envirotoken program. For many years, you could put an Envirotoken worth 10 cents in the People Power box and, by the end of the year, we would receive more than \$5,000—the equivalent of dues from 100 members.

Help get us back on the box! If you EVER shop at ANY New Leaf, we need your vote.

All of the voting takes place online at www.newleaf.com. The ballot allows you to vote up to five organizations. Cast your vote online anytime during the month of May, then get your friends and family to do the same (only one vote is allowed per computer). If you have time to volunteer to spread the word about the vote, please contact Steve at web@StevePiercy.com. People Power is the only group nominated that is promotes biking in our County. Thanks for your support.



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 BICYCLE MAINTENANCE

2nd Sundays, May 12, June 9, July 14

Noon–2PM / PLEASE BE ON TIME

This class covers the three major systems that operate on a bicycle. We will go over basic maintenance and tour the Bike Church. A great class for beginners or newcomers.

WOMEN/TRANSGENDER/FEM BIKE WORKSHOP (WTF!)

1st and 3rd Sundays, May 5 & 19, June 2 & 16, July 7 & 21

Noon–3PM / DROP IN

A space for those who have been marginalized or intimidated in bike shop settings to be supported in becoming knowledgeable and confident in cycling, mechanics and tool use. This class is a space for women, trans and fem folks to work on bikes and learn new skills. Taught by women/queer mechanics.

BIG BASIN BIKE TOUR REDUX

Saturday May 18th – Sunday 19th

Meet at the Bike Church

A great way to learn about bike touring. Come along with a crew of mixed-experience cyclists as we bike to Big Basin State Park. We’ll camp out, feast, and head toward the coast on dirt roads the following day, then ride the tailwind south into town.

Requirements: Email thebikechurch@gmail.com to sign up.

A bike is also necessary.

703 Pacific Avenue (Entrance is on Spruce Street)

831-425-BIKE • bikechurch.santacruzhub.org

Contribute to Your Update

The People Power newsletter is always looking to publish writing and artwork that relates to our mission as an organization—especially pieces that address new or insightful perspectives on non-motorized transit. Have you discovered a new bike route? Had an inspiring 2-wheeled adventure? Gained some insight into transportation and our broader culture? Share your story, photos, and artwork with your community! Submissions can be emailed to director@peoplepowersc.org. All work will be credited and published in the print newsletter and on our website. ■



RIDE YOUR BIKE ALL WEEK!
Featuring Bike to Work/School Day
Thursday, May 10, 6:30AM – 9:30AM

FREE breakfast, coffee, and more for cyclists.
For full schedule of events and details,
check WWW.BIKE2WORK.COM

A PROJECT OF ECOLOGY ACTION • WWW.ECOACT.ORG

Bike to Fruit

—Steve Schnaar

If you walk or bike around town, you may have noticed that there is a huge abundance of fruit growing in our urban area—and that much of it goes unused. Founded in 2010 by People Power paper pusher and long-time Bike Church mechanic Steve Schnaar, the Santa Cruz Fruit Tree Project contacts residents willing to share their surplus, and then organizes community harvest events. The Project also offers workshops in skills such as curing olives, pressing cider, and drying persimmons. On harvest days, Fruit Tree Project volunteers gather and, using mainly bike trailers, cart equipment and collect fruit.

Our April citrus harvest included 10 residences to pick from across a large area of the westside. Thirteen cyclists and six trailers made the rounds. (There was also a small car-based crew, but bicycles ruled the day, our pedal-powered fleet roaming the streets like a swarm of fruit bats.) Within a few hours, we picked hundreds of pounds of oranges as well as some lemons and tangerines. Most of the fruit went home with volunteers. One large tub was donated to the Western Service Workers Association, which runs a food distribution program to low-income families. A portion was put aside to make marmalade for the residents who shared their fruit. For more information, or to get involved with the Fruit Tree Project, visit www.fruitcruz.org, or contact Steve at 425-0667 or fruittreesc@gmail.com. ■

County Approves Climate Action Strategy

On February 26th, the Board of Supervisors approved the County's Climate Action Strategy (CAS), which identifies top local sources of greenhouse gas emissions and strategies for mitigation. Supervisors directed all County departments to prepare annual reports for public tracking of progress as strategies are implemented. Departments are also directed to seek funding for a Sustainability Manager to lead implementation of the plan.

With transportation accounting for 60% of our County's emissions, transportation strategies should be our highest priority, with special emphasis on improvements to our bike network. By filling gaps in our bike system and improving safety on the road for riders of all ages and skill levels, we can drastically increase rates of cycling in our county.

People Power will be supporting future County efforts to fund CAS implementation and will continue to push elected officials to make bicycle and pedestrian improvements a top priority. ■

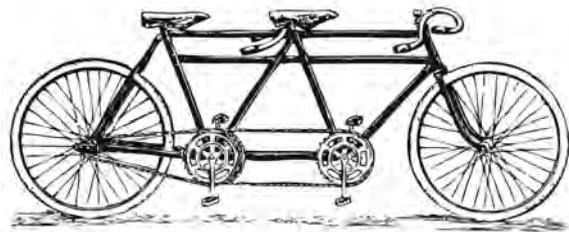
Annual County Bike Counts Coming Soon!

Bicycle ridership counts are a vital tool for bike planning. They allow cities to track the number of cyclists over time, and measure success as new infrastructure attracts new riders.

The Community Traffic Safety Coalition (CTSC) has conducted bike counts in Santa Cruz County for a decade. Last year, new methodology from the National Bicycle and Pedestrian Documentation Project was used at 10 sites in the county where our local Regional Transportation Commission partnered with UCSC and the CTSC to perform bicycle, pedestrian and motor vehicle counts.

Last year's data reflected the continuing trend over the past decade of increased bike ridership throughout the County. Other key findings included an 11% bike mode share (the percentage of total street traffic travelling by bike), at the intersection of Bay and High Streets—if this was our citywide average, we would have one of the highest rates of cycling in the country!

Volunteers are needed for this year's survey, which runs from May 14– June 6. For more information or to volunteer, contact Theresa at theresia.rogerson@health.co.santa-cruz.ca.us or (831) 454-4312, or sign up at www.sctrfficsafety.org. ■



People Power Happenings

As part of Watsonville's Earth Day festival, People Power Steering Committee member Steve Piercy makes bicycle-powered spin art with kids. We had a long line of eager artists for the full four-hour event. Thanks to Green Ways to School director Tawn Kennedy, who has taken the blender bike a step further by constructing a spin art attachment from an old car tire.



Santa Cruz Warriors mascot Mav'Riks spinning the blender bike in front of our office on Pacific Avenue. People Power was one of several organizations invited to table at the new stadium for NBA Green Week—a celebration of local environmental nonprofits. Thanks to the Warriors for supporting our efforts and for reaching out to the community with this event.

Singer/songwriter Erin English performing at the Bike Church on April 7th as part of her Earth/Bike/Banjo tour. During the month of April, Erin rode her bike from Arcata to San Diego with her banjo in tow, promoting her new CD, "A Melody So Sweet." Visit Erin's website (www.erinenglish.com) to hear more of her music and learn more about the tour.



STAY INVOLVED

People Power Phone Banking

Need to practice your persuasive skills? Want to help keep our organization strong? Join us the second Wednesday of each month to call People Power supporters whose memberships have expired.

Scripts and training will be provided, along with snacks to keep your energy high. For more information or to volunteer, contact Amelia at director@peoplepowersc.org or call (831) 425-0665.

Big Basin Bus Service Restored!

On April 12th, the Santa Cruz METRO Board of Directors voted unanimously to restore summer weekend bus service to Big Basin State Park. This allows the popular Skyline-to-Sea Trail to be completed without a car and also provides car-free access to the many hikes and campsites within the park. The Campaign for Sensible Transportation gathered 286 signatures in support of the change. They and a number of advocates were at the meeting to support the service restoration.

Service is planned to start on the weekend of June 8th and will run through late Fall. Two trips are scheduled each weekend day to Big Basin Park Headquarters. The outbound #35A bus from METRO Center to Big Basin will depart at 8:30AM and 6:30PM. The inbound #35A will depart Big Basin for METRO Center at 9:50AM and 7:48PM.

The outbound #40 bus to Waddell Beach will depart once daily from METRO Center at 4:30PM, returning to Santa Cruz at 5:55PM. Go to www.scmtd.com for more information and schedules. ■

New Proposal for Updating the Santa Cruz Bike Plan

The City of Santa Cruz Bicycle Transportation Plan, created in 2008 by staff and community members, is up for renewal this year. Public Works staff is pursuing a new approach in the form of a Community-Based Transportation Planning grant which, if approved, would pay for a consultant to manage the process. Though this does delay the Plan update until early next year, a successful application would enable a series of public workshops for the community to weigh in on which projects should be top priority. A more public process, with participation from people who are out biking on our roadways, will result in a plan that better identifies the places where our bike network needs improvement. Grant recipients will be announced in August. Stay tuned for updates! ■

Delay on Mar Vista Bike and Pedestrian Bridge

— Yasmienne Yabrouk

In early March, People Power and supporters of the Mar Vista Bike and Pedestrian Bridge met with County Supervisor Zach Friend to discuss the project. The meeting was well attended, bringing together representatives of the Cabrillo Bike Co-op, Seacliff Improvement Association, Mar Vista Elementary School parents and Seacliff neighbors. The Regional Transportation Commission has informed People Power that the Environmental Impact Report (EIR) for the Highway 1 Auxiliary Lane project—of which the Mar Vista Bridge is a part—is now expected to be done by Spring 2014. A completed EIR is the first step to getting the bridge built.

Bridge supporters discussed next steps and agreed on the need to reach out to all members of the Aptos community to gather support and address possible concerns early. If you're interested in getting involved with this project, contact Amelia Conlen at director@peoplepowersc.org or call her at (831) 425-0665. ■

Local Bike Organizations Meet with Congressman Sam Farr



Greg McPheeters (far right) and other bike advocates meet with Sam Farr (back row, center) at the National Bike Summit in Washington D.C.

On March 28th, 19 representatives of local bike organizations and agencies met with Congressman Sam Farr to discuss local bike issues. Representative Farr is a long-time champion of the Monterey Bay Sanctuary Scenic Trail Network and has secured \$4.5 million in federal funding to support the project. He was thrilled to see the wide variety of organizations represented, from Mountain Bikers of Santa Cruz to the Cycling Club to Open Streets and People Power.

This is the third in a series of meetings of local bike groups organized by Greg McPheeters, a member of the People Power Steering Committee. In the busy world of bicycle non-profits, the meetings keep everyone updated on events and activities. They also provide opportunities to coordinate around major projects like the future Coastal Rail Trail. Thanks to Greg for his time and effort in bringing the bike community together. ■

Ask Billy (the Bike Nut)



Bike Trip mechanic Billy Lewis fields functional—and sometimes philosophical—questions that come from spending lots of time in the saddle. Send your question for Billy to director@peoplepowersc.org, and it might appear in the next issue of The Update.

Choosing the Right Seat for Your Bike

There are basically two kinds of bike seats: the scary-looking narrow ones found on road bikes and mountain bikes, and the comfy-looking wide ones found on cruisers and hybrid bikes. Wide saddles are intended to be set up low, which doesn't allow for full leg extension, but allows a more upright riding position. Narrow saddles are to be set up high, for full leg extension. The reason road bikes and mountain bikes have narrow saddles is so that the inside of your thighs have nothing to rub against on long rides. A wide saddle adjusted high for full leg extension will cause chafing and pain. It is possible to be comfortable on either type of saddle on any bike—just remember the seat height will have to be moved down for wide seats, up for narrow ones.

Once your seat height is properly set, move on to tilting and sliding the seat forward or back. The more the nose of the seat points down, the more your hips rotate forward, placing more of your body weight on your hands and wrists. This works OK on road bikes due to the pitched-forward riding position. On mountain bikes, I recommend keeping the saddle horizontal to balance your body weight between your sit bones and your hands. On cruisers and hybrids, I tilt the nose of the saddle up, which will rotate your hips back and put more weight on the sit bones. This will ensure an upright riding position and will shift your body weight off your hands and onto your nice wide seat.

The last thing you can adjust is the fore and aft position of your seat. The further back you slide the saddle, the more you will use your hamstrings to pedal and the further forward, the more you will use your quadricep muscles. This adjustment is the hardest to dial in, but be patient and make small adjustments until you get it just right! If you need to, consult with someone trained in fitting bikes to make sure your ride is comfortable and that you're not doing any damage to your knees, wrists, back or other body parts when you ride. ■

UPCOMING EVENTS

Emma McCrary Trail Opening Ceremonies, Refreshments, and First Ride
Saturday, June 1, 2013, 10AM

Trailhead on Golf Club Drive at Pogonip Gate
For more information call (831) 420-5270. FREE!

New Leaf's Envirotokens balloting—Vote for People Power!

**** Vote at www.newleaf.com ****

May 1–31

Volunteers needed! People Power will be tabling at New Leaf locations during the month of May to receive donations from the Envirotokens program. To help us spread the word contact Steve Piercy, web@stevepiercy.com or (831) 480-0765.

BIKE WEEK ACTIVITIES

Santa Cruz Mountain Brewery Fundraiser for People Power

Thursday, May 2, 12PM–10PM

Santa Cruz Mountain Brewery

402 Ingalls Street #27, Santa Cruz

\$1 from each drink purchased will support People Power.

Bike Week First Friday

Friday, May 3, 5PM–9PM

Museum of Art & History, 705 Front Street

Free Bike Valet, Bike-Themed Art,
Family-Friendly Activities, Pedal-Power Margaritas

Bike Commuting 101 Workshop and Group Ride with People Power!

Saturday, May 4th, 10AM–1PM

Group ride starts at 11AM

@ **The Bicycle Trip, 1001 Soquel Avenue**

FREE introductory workshop on bike commuting topics and fun group ride. All skill levels welcome.

Bike to Work/School Day

Thursday, May 9th

6:30AM–9:30AM

FREE! Tasty morning fare to fuel your commute at over 60 breakfast sites throughout the county. For the complete Bike Week schedule visit: <http://bike2work.com>.

SAVE THE DATE

2nd Annual Santa Cruz Open Streets

Sunday October 13, on West Cliff Drive

For event info visit: <http://scopenstreets.org>

And stay tuned for Watsonville and Capitola Open Streets events in 2014!

People Power 2.0

"People Power is improving the quality of life in Santa Cruz County by promoting bicycling and other forms of sustainable transportation."

So reads People Power's new Mission Statement, which was drafted at our Steering Committee's Strategic Planning Retreat this past February. Aided by facilitator Dave Snyder (founder of the San Francisco Bicycle Coalition and current Executive Director of the California Bicycle Coalition), People Power's Steering Committee and Director Amelia Conlen spent the day honing People Power's vision and future goals. Dave brought his extensive advocacy experience to help us refine our Mission and Vision Statements and draft a list of goals (divided into three categories: Advocacy, Community Events and Programs, and Operations) that would provide the basis for our new Strategic Plan.

Our top priorities include advocating for countywide construction of the Coastal Rail Trail, increasing People Power's fiscal stability, broadening membership, especially in areas outside of the City of Santa Cruz, and expanding our programs to include more events and workshops. Visit peoplepowersc.org to read the full text of our Mission Statement, Vision Statement, and Strategic Plan. ■

Civnomics Provides Forum on Cyclist/Motorist Issues

Santa Cruz startup Civnomics offers a new way to participate in government. The site contains a series of online "workshops" that serve as forums for debate about local issues, including ways to improve relations between cyclists and motorists.

Participants can propose issues and share their views, brainstorm solutions and vote for their favorites. The goal is to bring innovative ideas to the attention of policy makers and funders, and for these conversations to become part of the public debate. Join in at <https://civnomics.com/workshop>. ■

DRIVERS WANTED

Cruzin Pedicabs

cruzinpedicabs.com

Bike Valet Gets an Upgrade! Moved By Bikes Donates Valet Racks to People Power

People Power has long offered valet bike parking services at local events as a way to encourage people to ride their bikes to these events instead of driving their cars. The valet service brings tremendous value to the community but its success highlights one key challenge... it can be hard to park scores of bikes at a time! That's where Moved By Bikes comes into the picture. Moved By Bikes is a Santa Cruz-based company that does product design and development with a focus on helping people do more with their bikes. Their products include bike Surfboard Racks, Dog Runners, and their very cool Valet Bike Racks! People Power was recently fortunate enough to have several of these racks donated to us by Moved By Bikes and we've been putting them through their paces! The racks fold up to a ridiculously small and compact package, making it really easy to transport them to and from events in our bike trailers. We're grateful for the donation—and are now eyeing those waves so we can use their surfboard racks as well! ■



People Power parked hundreds of bikes at the recent Earth Day Fest using our new Moved By Bikes racks.

CA Bike Coalition Policy Agenda for 2013

Here's a sample of what the CBC is working on at the state level this year. Visit www.calbike.org for more information.

- Supporting a State constitutional amendment to lower the threshold for voter approval of transportation sales taxes from 2/3 to 55%
- Supporting AB 1002, which adds a \$6 per vehicle registration fee to pay for active transportation projects
- Supporting AB 1194, which protects Safe Routes to School programs in the state transportation budget
- Working to include funding for active transportation projects in California's Cap and Trade program
- Planning the California Bike Summit, a gathering of advocates from across the state, for late 2013 ■