

Thanks to our business members for supporting Bike Santa Cruz County

Bicycle Trip—15% off parts and accessories for members (excludes bikes, labor and special orders)

The Bike Church

Blix Bikes

ComForcare Home Care

Eileen Cavalier Psychotherapy

Greenspace

Santa Cruz Pedicab

Skip Leonard Insurance Agency, State Farm Agent

Spokesman Bicycles—10% off for People Power members (excludes bikes and service)

Staff of Life

If you or someone you know owns a local business and would like to support Bike Santa Cruz County by becoming a business member, please contact Amelia at director@bikesantacruzcounty.org.

The *UPDATE* is published by Bike Santa Cruz County. Our mission is to promote bicycling through advocacy, education and community building. *Printed on recycled paper using solar power by MaverickMailing.com.*

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Bike Santa Cruz County
703 Pacific Ave.
Santa Cruz, CA 95060
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GET YOUR NEW BIKE SANTA CRUZ COUNTY T-SHIRT!

NEW!!!

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- Available in adult men's and women's sizes
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\$20 each
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I would like to volunteer. Please contact me.
 I am a new member.
 I am renewing my membership.

HOME PHONE _____ EMAIL _____

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ADDRESS _____

NAME _____

- \$1,000 **Wheel** includes two t-shirts (Tax deductible—call to arrange)
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- \$30 **Individual**
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Join Bike Santa Cruz County to make our county a better place to ride. Membership includes subscription to our newsletter, email Action Alerts, and discounts from business sponsors.

Make checks payable to **Bike Santa Cruz County** and mail to **703 Pacific Ave., Santa Cruz, CA 95060**



BIKE SANTA CRUZ COUNTY

UPDATE

ISSUE 80 / SPRING 2015

Bike Santa Cruz County Celebrates Our New Name

After 24 years of advocacy and a recent strategic planning process, People Power is now officially Bike Santa Cruz County. Our new identity was announced at an afternoon celebration on April 7 that featured a range of speakers, including Santa Cruz Mayor Don Lane, County Supervisor John Leopold, Mark Davidson of Mountain Bikers of Santa Cruz, Myrna Sherman of the Santa Cruz County Cycling Club, and Piet Canin of Ecology Action. People Power co-founder Jim Denevan spoke as well, and all four former People Power directors were in attendance. The speeches touched on People Power's history of successful bike advocacy, our commitment to increased collaboration with other bike organizations in the county, and the need for bike facilities that address the needs of less confident cyclists. Mayor Lane even issued a "Very Unofficial Pocket Proclamation," which declared April 7, 2015 as "Bike Santa Cruz County Day" in the City of Santa Cruz.



Former People Power directors Micah Posner, Ron Goodman, Jim Denevan, and Jessica Wolf, long-time volunteer Rick Hyman, current director Amelia Conlen and Green Ways to School director Tawn Kennedy celebrate the launch of Bike Santa Cruz County.

Our new name reflects our goal of bringing more people together to speak up for better bicycling. We face many challenges ahead and we believe that our future success depends on uniting people of

all backgrounds, ages, and political persuasions to make safer and more convenient bicycling a priority.

Please consider supporting our work for the next generation of bike projects by becoming a Bike Santa Cruz member. To join, visit our website, bikesantacruzcounty.org or send in the membership form on the back of this newsletter. ■

Coastal Rail Trail Moves Forward!

Good news for the Coastal Rail Trail: on April 10, the Santa Cruz County Regional Transportation Commission (RTC) got the news that a 4.6-mile segment of the trail is a finalist for grant funding. The RTC pursued a very specific grant opportunity through the Federal Highway Administration's Federal Lands Access Program, which funds projects that provide access to federal lands. The north coast rail trail segment was the best candidate for the grant due to its proximity to the Coast Dairies property, the Monterey Bay National Marine Sanctuary and the California Coast National Monument. The RTC is very optimistic that funds will be awarded, and if the grant is successful, close to 25% of the 32 miles of rail trail will be funded.

The north coast rail trail segment will connect to the existing Wilder Ranch bike path, the Westside *continued on page 6*

Support the Next Green Lanes Contact the Santa Cruz City Council by May 12th

The first green lane treatments in Santa Cruz were installed on Laurel Street early this year, making cyclists more visible on the road. Now we have a chance to gain more funding for green lane treatments in the City, and we need your help. \$300K for new green lane treatments is included in the draft Capital Improvement Program (CIP), the three-year project list for transportation. The Santa Cruz City Council will be reviewing the draft CIP on May 12. **We need your help to get these green lane funds approved!**

Voice your support by sending an email before May 12 to citycouncil@cityofsantacruz.com. Find a sample letter on our website, www.bikesantacruzcounty.org/our-work.

Cyclists Raise \$10K, Ride 320 Miles to Support Bike Advocacy

On May 17, three Bike Santa Cruz County staff and board members will start a 320-mile journey to raise money for bicycle advocacy. Director Amelia Conlen and Steering Committee members Steve Lustgarden and Connie Wilson are the first Bike Santa Cruz members to participate in the Climate Ride, an annual fundraising ride for global climate change mitigation. The three riders have raised over \$10K, and it's not too late to contribute towards their fundraising goals.

The five-day ride starts in Eureka and ends in San Francisco. Amelia, Connie, and Steve will join hundreds of riders from across the country as they raise money for organizations that include the League of American Bicyclists, the Rails to Trails Conservancy, and

the Sierra Club. Knowing that you are backing them will help our riders with each hill and mile! Please consider donating at bike.climateride.org/participant/Amelia.

You can also learn more about the Climate Ride by joining Amelia and Connie at **Green Drinks, Tuesday May 5, at 5:30PM at Vino Prima** on the Santa Cruz Wharf. Hope to see you there! ■



Riders Amelia Conlen, Connie Wilson and Steve Lustgarden.

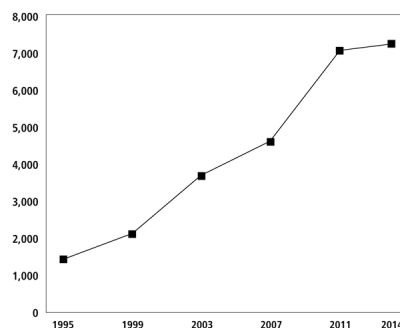
Bike Santa Cruz County Issues *State of Cycling* Report

One of Bike Santa Cruz County's first projects under our new name was the publication and release of the 2015 *State of Cycling* report. The report brings together the work of bike organizations throughout the county in 2014, and showcases the cumulative impacts of biking. The report was written by Bike Santa Cruz director Amelia Conlen, Grace Voss of the Santa Cruz County Cycling Club, and Manu Koenig of Civinomics. Design and layout were done by Lisa Hochstein. Highlights from the report include:

- According to the most recent census data, the City of Santa Cruz ranked second in California for bike to work trips, ahead of San Francisco, Palo Alto and Berkeley.
- There were nine organizations that did some kind of cycling education and together they reached more than 5,000 youth and adults in Santa Cruz County.
- Bike industry in Santa Cruz County was estimated to generate more than \$800M and employ more than one-thousand people
- Revenue-generating bike events raised nearly \$300K and drew more than thirteen-thousand participants.
- We saw tremendous wins for advocacy and new bike infrastructure, including the first green lane treatments in the County, the first two segments of the Soquel Demonstration Forest Flow Trail completed, and the completion of the Arana Gulch Trail.

Big thanks go to the Santa Cruz County Cycling Club, Mountain Bikers of Santa Cruz and Cyclists for Cultural Exchange for their generous grants to fund printing the report. Our hope is to repeat this report annually, and track the growth of cycling through the county in years to come. ■

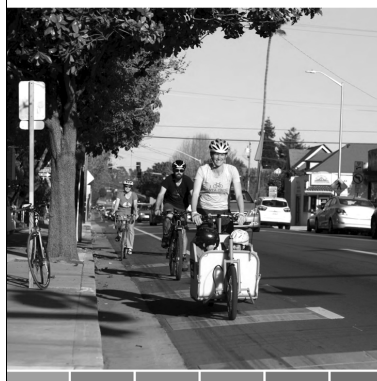
SPRING BIKE TO WORK/SCHOOL DAY PARTICIPATION, 1995 – 2014



View the *State of Cycling* report at www.bikesantacruzcounty.org.

You can also pick up your copy of the report at the Bike Santa Cruz County office, 703 Pacific Ave in Santa Cruz, or at various locations during Bike to Work Day.

STATE OF CYCLING Santa Cruz County 2015



Bike Week is Almost Here!

Spring 2015 Bike Week Schedule

Friday, May 1

Bike Night First Friday
@ Santa Cruz Museum
of Art & History

Saturday, May 2

Santa Cruz County
Cycling Club Group Rides

Sunday, May 3

Rail Trail Cleanup with Friends of the Rail & Trail;
San Lorenzo River Tour Group Ride

Tuesday, May 5

Cyclist discounts at local restaurants (listed on website)

Wednesday, May 6

Discounts on gear and bikes at local bike shops

Thursday, May 7

BIKE TO WORK/SCHOOL DAY!

Friday, May 8

Prom-themed Bike Party

Visit www.bike2work.com for a complete schedule of events and details.



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 10, June 14, July 12

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 3 & 17, June 7 & 21, July 5 & 19

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.

BIKE CHURCH SEEKS VOLUNTEERS

Email us (bikechurch@santacruzhub.org) or drop in during open hours (listed on website) to let us know if you are interested in volunteering. Orientations will be scheduled as needed. You do not need to have bike mechanic experience to volunteer.

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

Kids Realize their Potential through Mountain Biking

— Steve Piercy

A Santa Cruz County organization is helping kids from our communities experience and explore nature—often for the first time in their lives—on the seat of a bike. Trips for Kids Santa Cruz (TFKSC) is an all-volunteer program that provides kids with everything they need to have a safe, fun experience mountain biking in the outdoors, all at no cost to them. TFKSC provides individually-fitted bikes, helmets, and gloves, as well as a healthy lunch, transportation, skills instruction, and moral support. Adult volunteers lead kids on rides in Nisene Marks, Wilder Ranch, and other locations. They also teach mountain biking skills to kids of all ages at events including bike rodeos, Open Streets, and the Santa Cruz Mountain Bike Festival.

Trips for Kids volunteers teach bike skills and help young people meet challenges. They also tune bikes, secure donations, write grants, build community support and take care of behind-the-scenes tasks.

TFKSC was founded as a chapter of the international nonprofit Trips for Kids, first under Mountain Bikers of Santa Cruz in 2011. The organization became its own 501(c)(3) non-profit organization in 2014. Financial support comes from grants and generous donations from businesses, organizations, and individuals. TFKSC changes lives through the mountain biking experience. As an all-volunteer organization, 100% of all donations go directly to benefit kids. For more information, visit the group's website at tripsforkidsantacruz.org, or view their video at <http://j.mp/tfksc>. ■



Coastal Rail Trail Funding *continued from page 1*

segment of the Coastal Rail Trail that is currently funded, and the Beach Street contraflow bike lane, providing nearly 9 miles of contiguous trail. The RTC will be notified of the FHWA's final decision by early August.

A huge thanks to the RTC for pursuing this grant opportunity, and to the Land Trust of Santa Cruz County and the Coastal Conservancy for contributing matching funds. Of the approximately \$8M project total, the Land Trust contributed \$3M and the Coastal Conservancy nearly \$1M, making the RTC's application much more competitive by demonstrating local commitment to the project. ■



Capitola Adopts MBSST Master Plan

On April 9, the Capitola City Council adopted the Monterey Bay Sanctuary Scenic Trail Master Plan, joining the Cities of Santa Cruz and Watsonville and the County of Santa Cruz. With the Capitola vote, all coastal jurisdictions have adopted the Master Plan, which signifies their support for the project.

The biggest challenge now for the Coastal Rail Trail is securing funding. The Santa Cruz County Regional Transportation Commission (RTC) and local jurisdictions will continue to apply to various local, state, and federal sources for grants, and the RTC is considering a transportation sales tax measure for 2016 that may include funds for the Coastal Rail Trail.

Stay tuned for ways to support the project, and consider becoming a Bike Santa Cruz County member to add your voice for better bicycling facilities. ■

BUSINESS MEMBER PROFILE

C J Elizabeth, ComForcare,
Director of Community Engagement

Q: You've done a lot of volunteer work with People Power/Bike Santa Cruz County over the years. What inspired you to get involved? What is your vision for a bike-friendly Santa Cruz?

A: Most of my adult life I have not bothered with a motorized vehicle. When I arrived in Santa Cruz, Berri Michel (of Bicycle Trip) inspired me to keep being a "two-wheeler" with all the work she coordinated for school bike rodeos and the Bike Tech program—it just made my heart sing!

Twelve years ago I joined ComForcare as an in-home caregiver, riding my bike to homes to provide TLC. Many people appreciated that style. My co-worker Tony and I began to notice that many caregivers would ride to their day shifts. Biking for the environment led us to become a Certified Monterey Bay Green Business. We were surprised at how difficult it is to qualify, but we are still making the grade. Biking is in fact, a big part of our image.

Q: Does bicycling play a role in your business?

A: As the Director of Community Engagement, I am on my bike at least two days a week calling on medical facilities and groups that want information about our services. Sometimes I get a round of applause, but what I like best is finding so many other [bike] commuters.

A Smart Car is my other business transportation. It has its environmental advantages, but it will never compare with my two-wheeler. For fun I am getting better at my unicycle.

Q: Thank you for being a Bike Santa Cruz County business member! Is there anything else you'd like members to know about ComForcare?

A: All in all, whether at the office or in the community, biking speaks to matching the TLC we give our clients to the TLC we extend to our planet. It's a sincere statement and I think it has contributed strongly to our being Best of Santa Cruz for three years in a row! ■



CalBike News

Senator Liu Pulls Mandatory Helmet Bill

After hearing opposition from the California Bicycle Coalition and thousands of petition signers, state Senator Carol Liu removed a mandate requiring helmet use for adults from her proposed bill, SB 192. CalBike's opposition centered on statistics showing that mandatory helmet laws discourage cycling, while doing little to reduce rates of head injuries. According to CalBike, the health benefits of cycling outweigh the risks, and people walking and driving have greater chances of sustaining injuries than do those riding bikes.

Proposed Bill Bans Toll Charges for Cyclists and Pedestrians

California Assembly member Phil Ting is proposing a bill, AB 40, that would prohibit state-owned bridges from charging tolls for pedestrians and people on bikes. The bill passed the Assembly Transportation Committee on April 14, taking it one step closer to the Governor's desk. The first draft of the bill would have applied only to the Golden Gate Bridge, after the Golden Gate Bridge Authority floated the idea of charging bridge tolls to cyclists and pedestrians last year. The Assembly Transportation Committee suggested the amendment to extend the policy to all toll bridges as a way to encourage walking and biking.

CalBike Works for More Bike/Ped Funding

During a bike advocacy lobby day in Sacramento in April, one of CalBike's big requests was for increased funding in the Active Transportation Program (ATP). The ATP is the primary grant funding source for bike and pedestrian projects in California. In 2014 the program received applications for walking, biking and Safe Routes to School projects and programs that exceeded allocated funding by \$800 million. CalBike's goal is to increase the ATP by \$100 million—for context, \$360 million is available for 2015. By expanding the funding for bike and pedestrian projects, CalBike's goal is to reduce vehicle miles traveled, reduce transportation costs, and improve public health and the livability of our communities. While \$100 million is only a fraction of funds needed, it is a step in the right direction.

To learn more about CalBike campaigns and support their work, visit www.calbike.org.

Bike Santa Cruz County Needs Your Vote in May for New Leaf Markets' Envirotoken Ballot

Each year during the month of May, New Leaf Markets holds its annual election to choose which groups will receive money from Envirotokens—the little paper slips you get when you shop at New Leaf and bring your own bags. Each Envirotoken is worth 10¢, and you can only donate to organizations who win the annual election.



Bike Santa Cruz County needs your vote! Cast your vote for Bike Santa Cruz County, May 1 – 31, to help get us on the Envirotoken boxes: www.newleaf.com/community/envirotokens. Then get your friends and family to do the same—one ballot per shopper. ■



Santa Cruz Pedicab is hiring pedicab drivers. You must be outgoing and be a strong cyclist.

Drivers keep 2/3 of all fares, which averages \$20–\$30/hour on weekends and evenings.

For more information, visit
www.santacruzpedicab.com
or contact micah@santacruzpedicab
(831) 227-4772

BUSINESS MEMBER PROFILE**Pontus Malmberg, Blix Bikes, Sales Manager****Q: Tell us about your bikes and deciding to locate in Santa Cruz.**

A: Blix makes electric bicycles, which work just like regular bicycles except that they have a small electric motor integrated into the wheel that gives a little extra speed and power when you want it. We work with partners in Sweden to develop beautifully designed commuter bikes—perfect for longer distances or hilly roads. We decided to locate in Santa Cruz because there's a great mix of passion for bicycles and technology here, giving us a good platform for growing as a company. Santa Cruz is also like heaven for having an active life-style outdoors—something we want more people to be a bigger part of.

Q: Who do you envision as the ideal Blix customer?

A: People who are looking for a better way to commute, who would love to bike more often but feel it's a little inconvenient because of distances or hills. Many customers say they used to often refrain from biking because they didn't want to arrive at their destination all sweaty. With a Blix bike you can actually avoid that!

Q: What are the big goals behind your company?

A: We want to help people live a healthier, longer and more active life-style. We hope to do this in many ways, through new products with smart and integrated technology. I think biking is the transportation solution of the future for cities. The environmental benefits are obvious, and urban congestion is a serious problem and only increases with a growing population—we need smart solutions to move people around efficiently.

Q: Anything else you'd like to share with our members?

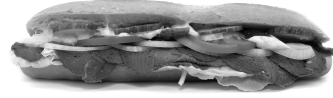
A: Don't miss the chance to win a \$2,000 Blix electric bike during Bike Week, starting May 1st! Visit www.bike2work.com for more information. All bicycle shops that carry Blix bikes are listed at www.blixbike.com, and they all offer free test-rides. In Santa Cruz you can visit Epicenter Cycling on Mission Street. ■



Test rides of Blix electric bikes will be offered in downtown Santa Cruz, on May 1st and 7th, during Spring Bike Week.

You can also enter to win a Blix bike in their Bike Week raffle.

Green Ways to School Presents the Sandwich Ride, May 3, 11:30AM



Meet at the Bike Church, 703 Pacific Ave., Santa Cruz
Join us for an all-levels youth ride that includes a free picnic lunch and dessert from the Penny Ice Creamery!
Visit greenways2school.org for more information.

Open Streets Watsonville Debuts on Sunday, May 17

The long-anticipated Open Streets Watsonville event will debut on Sunday, May 17 on Brennan and Union Streets in downtown, connecting Callaghan Park and the City Plaza. This car-free event will create a "pop-up park" where people can walk, bicycle, skate, dance, and play in the street. The road will be temporarily closed to cars for community gathering and healthy recreation, though cars will be able to cross at East Lake and East Beach Streets. The event is free and open to everyone to get some exercise, explore Watsonville, engage in a variety of activities including art, live music, and educational booths!

Open Streets Watsonville is presented by Open Streets Santa Cruz County, a non-profit community event program launched in 2012. Director Saskia Lukas has been working with a local planning committee to bring this event to Watsonville, including representatives from local government, community groups and citizens. Watsonville Youth City Council has partnered with the event and will be holding its second annual Teen Day event at the City Plaza in conjunction with Open Streets Watsonville.

Major sponsors include the Santa Cruz County Regional Transportation Commission, Ecology Action, the County of Santa Cruz Health Services Agency, Cyclists for Cultural Exchange, and Sutter Health/PAMF.

To volunteer or learn more visit: www.scopenstreets.org or email saskia@scopenstreets.org. ■

SAVE THE DATE: SUNDAY, OCTOBER 11

Open Streets Santa Cruz

for more information, visit

www.scopenstreets.org

Looking Back: A Brief History of People Power — Jessica Wolf, People Power co-founder

Over 20 years ago—before the first Gulf War, and before most people knew about or were discussing global climate change—Jim Denevan (my then-husband) and I founded People Power in Santa Cruz County. Jim and I had given up our car the prior year, because we learned (from what were then obscure sources) how much CO₂ it was emitting into the atmosphere each time we drove it. We were struck that many of the most pressing problems could be traced back in one way or another to our transportation choices. Ultimately inspired and motivated after a year of living car-free and doing everything by bicycle and bicycle trailer, we put out a call for people to join us in forming a steering committee for a new bike advocacy organization. Those who gathered crafted a vision that made infrastructure changes, community education, and incentivizing bicycling the core of a community response to systemic issues, both local and global. These changes touched on everything from air pollution and massive traffic fatalities, to planetary sustainability and peace in the Middle East. We believed all these problems could be significantly addressed by promoting the bicycle as a greater part of our transportation system.

Our first mass ride—to protest the nascent war in the Gulf and to showcase the bicycle as viable way to reduce our nation's oil dependency—was our debut as an organization. Over 300 people on bikes converged at Lighthouse Field and rode through the city of Santa Cruz, taking up a full lane—which was very exciting for all who were there. A little later, 110 people, many of whom had never ridden more than a couple of miles, journeyed with us all the way to San Francisco with only a bicycle 'sag' for backup, to join tens of thousands of others at the huge anti-war protest there.

Our first flyers were hand drawn because only a few people had personal computers back then. Our community organizing took place without email, using a phone tree that only worked if people kept calling back until there was someone home, as there were no answering machines. There was no office and barely any budget.

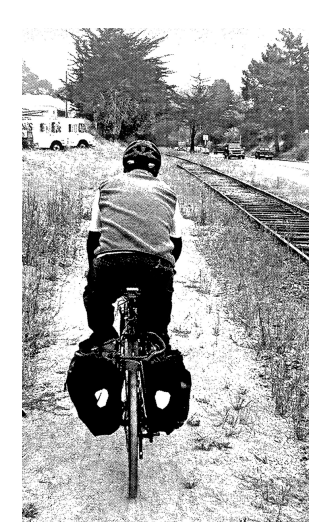
Yet, under these conditions we established a membership base of close to 600 people, and became deeply engaged in local transportation planning. We successfully advocated for important infrastructure changes such as the Broadway-Brommer bicycle-pedestrian connection, bike lanes the whole length of Soquel Avenue, our county's first contra-flow bike lane on Beach Street, bicycle parking downtown, bike lanes on Front Street, bike racks on buses, and bike-friendly changes to the City's general plan. We won commendations for our work and the 1991 Regional Transportation Commission's annual transportation award.

I am proud of what we created together. Mitigating global climate change is more vital than ever, and I know in my heart-of-hearts that the humble bicycle is still the best vehicle for a small and warming planet, the best vehicle for personal and community health, and the best vehicle for environmental sustainability and global peace. Because of this, I believe it has a much bigger part to play in the future of Santa Cruz County than it has in its past. Today, Bike Santa Cruz County has the credibility and the leadership to take the group in bold new directions, and to continue to be an example to communities around the country. I personally look forward to seeing what comes next! ■



Top Left: Jessica Wolf, and other volunteers on bikes, transporting supplies for Bike to Work Day in 1991.

Bottom Left: Former director Micah Posner riding his bike on the "Guerilla Rail Trail," an unofficial community-built path next to the train tracks. The trail galvanized community support for the eventual purchase of the rail line (2005).



Bottom Right: Former director Ron Goodman with bike racks of his own design. Ron wrote the City of Santa Cruz's Bike Parking Ordinance in 1999, requiring bike racks at all new developments.

