

PROMOTING THE BICYCLE FOR EVERYDAY TRANSPORTATION

# TUBE TIMES

SAN FRANCISCO BICYCLE COALITION

WINTER 2014 ISSUE 146

 FREE

# DEBUNKING

# BIKING

DISPELLING SOME OF THE MOST COMMON MYTHS ABOUT URBAN BIKING



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# TRUTH & FICTION



**D**o you remember the whack-a-mole game? As soon as you whack one and send it down the chute, another pops up, then another, then another...

Some days it feels like our work for better bicycling is a version of whack-a-mole. As soon as you address one barrier, another pops up, then another...

This has been particularly frustrating when it comes from the very officials who are charged with ensuring public safety here in the city. Case in point: The Fire Department's concerns about new bikeways and traffic calming measures bounce from issue to issue, despite clear evidence to the contrary. Each time a concern is adequately addressed, another arises.

For instance: *How can a fire truck deal with a new corner bulbout? Won't this inhibit access?* Well-proven answer: The very large truck can drive right over it, just like it does any other curb when needed. And, in fact, this will be much easier than driving over a parked vehicle in the way of a fire, which is the reality in much of the city.

Then, the next mole pops up. *But won't a road diet from 4 travel lanes to 2 or 3 with new bike lanes mean more congestion, blocking access for emergency vehicles?* Proven answer: In fact, emergency access is far better on the Valencia Street of today than that of nearly 15 years ago when Valencia had 4 auto lanes, just like Guerrero. Thanks

to the space made by the bike lanes, there is far more room for cars to move out of the way of emergency vehicles.

A similar whack-a-mole effect is happening in discussions with some vocal cynics within the small business community. Clear data shows that more people are arriving at key, local commercial corridors by biking, walking, and taking transit, and that they're spending more money than those arriving by autos (page 8). Yet some merchants have the misperception that people who spend money only travel by car and so they oppose any changes to improve biking/walking/transit conditions if there is any impact on parking. The misperception does not match the reality, but it's clearly slowing down progress on places like Polk Street.

I don't believe the people pushing back against projects to improve biking have ill intent. I don't believe they're against safer streets or are anti-bike. In the end, it boils down to some people's fear of change — change on the street in front of their business, change in the protocol of their agency's routine, change in what they've known before.

But this change will clearly benefit the vast majority of San Franciscans — in the form of a safer, healthier, more accessible city with a stronger local economy and transportation options that better serve people on all ends of the economic spectrum.

I hope you will take the time to read this issue's lead story about some of the most common (and troubling) myths and misperceptions we face in this work for better bicycling. Then I hope you will share this and other information in your community, wherever that is.

I am confident that, together, we can build the true and just case for the bikeable San Francisco we all deserve.

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PHOTO BY LISA ANDERSON



IN THE END, IT BOILS DOWN TO SOME PEOPLE'S FEAR OF CHANGE

# BIG BIKE WINS IN 2013!

San Francisco Magazine proclaimed 2013 the “Year of the Bicycle,” and with good reason! Thanks to our generous supporters and dedicated staff, the San Francisco Bicycle Coalition won huge victories for better biking, opening up more safe bikeways, secure bike parking and lifting restrictions on regional travel by bike. Thanks to our supporters, we were also able to respond to unexpected and critical campaigns — like our work in response to the fatal crash on Folsom Street and holding the police accountable for fair and equal enforcement.

Here are a few of the big victories we accomplished in 2013, thanks to your support:

## Removing Bikes on BART Restrictions

For decades, your SF Bicycle Coalition has been opening up more bike access on BART. We won bikes on board in the '70s, removed the pesky bike permit in the '90s and this year our work helped remove the bike blackout period for five months, opening up unlimited, all day access for you and your bike. In October, our advocacy helped lift the final restriction and bikes are now allowed on BART at all times of day! [sfbike.org/bart](http://sfbike.org/bart)



## Improving SoMa Streets

In response to the four fatalities in or around SoMa this year, we launched our Safe SoMa Streets campaign. We organized thousands to sign our letter to the Mayor, calling for a redesign of Folsom Street. Thanks to this advocacy, a pilot green, buffered bikeway is already on the ground. We are now working to expand the pilot to the waterfront and have a mirror design on Howard Street and other key areas. [sfbike.org/soma](http://sfbike.org/soma)



## Attention to Lack of Fair and Equal Response by the Police

For years, we have seen systematic problems with how the police investigate bike and pedestrian crashes, revealing a deep-rooted bias against people who bike. The SFPD's mishandling of the crash that killed Amelie Le Moulac, where they failed to look for evidence (the SF Bicycle Coalition found it), and then publicly and dangerously blamed the victims at a memorial, revealing a deeply rooted bias that many officers hold. We are proud to say that our quick advocacy on this resulted in a public hearing into the SFPD's response and another hearing with the Police Commission and Board of Supervisors is scheduled for January 16, 2014. Let us know if you can attend at [sfbike.org/enforcement](http://sfbike.org/enforcement)



## Progress on Big Campaigns

This year we made progress on big Connecting the City projects. We worked with community champions to win approval for Masonic Avenue redesign, complete with raised bikeways, wider sidewalks and more than 100 trees. The long-awaited Cesar Chavez bikeway is on the ground. Safer redesigns and pilot plans for Polk and Market Streets moved forward. [sfbike.org/masonic](http://sfbike.org/masonic), [/polk](http://sfbike.org/polk), [/market](http://sfbike.org/market)



## Smooth Pavement on Market Street

Our city's busiest bikeway got fresh pavement and green paint, making for a smoother, safer ride for the more than 3,000 people who bike this route every day. The City's plan was to repave in 2017, but we knew you couldn't wait that long for a smoother ride. Next up, more pilots on Market Street and separated bikeways from Van Ness Avenue to the waterfront! [sfbike.org/market](http://sfbike.org/market)



# QUICK RELEASES

## City Bike Counts Show Huge Increase in Ridership

In December, the City released its 2013 Bicycle Count Report which tallies bike counts all across San Francisco. The numbers, counted in 2013, showed what we expected: a huge growth in ridership all across the city. From the Bayview to the Richmond to SoMa, the number of us biking is growing every day.

Since 2006, the number of people biking in San Francisco has increased a whopping 96%! And just since 2011, the overall number has increased 14%. Those are impressive numbers! The new Market Street bike counter showed an average of 3,000 bikes per day — and that's only inbound.

One of the most exciting findings of the report is that streets and intersections with new bike

improvements had some of the largest increases. Portola Avenue got a new bike lane, and the number of people biking there increased 83% since last counts; 14th and Folsom Street, with a new bike lane, saw a 19% increase; and Fell and Scott intersection saw a dramatic 52% increase since 2011. Once again, this year's bike counts prove that if you build it, they will come!

The report also reiterates the importance of getting safe bikeways on our most traveled streets. Market, Polk and 2nd Streets had some of the highest number of bike counts, yet these busy bike routes still lack safe, continuous infrastructure. All three of these campaigns are heating up in 2014, and we'll need your help to move them forward. See more of the numbers on the back cover in our Biking by the Numbers recap.



Inbound Market St. averages 3,000 bikes per day, according to SFMTA bike counts

## Winterfest Recap

Huge thanks to the more than 1,000 San Francisco Bicycle Coalition members and friends who joined us at this year's Winterfest. In addition to being a month earlier than usual, the 18th Annual Winterfest also had one of our biggest art and bike auction in our history. Winterfest is our largest fundraiser of the year, and it helps support our work all year long. Thanks to everyone who bought items, bid on auctions and ate, drank and danced to DJs ShOOey, Aaron Pope and Sinned. Together we raised \$100,000 for our work in 2014!

Winterfest is a massive undertaking for our organization. Without the generosity of our over 200 dedicated and talented member-volunteers, this event would not be possible.

Huge thanks to our incredible **Winterfest team:** Jessica Monroy, Molly Bacon, Stephen Roberts and Sarah Arrigo

**Art Show Team:** Victoria Heilweil, Curator; Natalie Barbour, Assistant; Carla Hopman, Web Designer

## We are thankful for our generous sponsors both local and national:

**Platinum Sponsors:** Levi Strauss Foundation, New Belgium Brewing Company, Specialized, Trek

**Gold Sponsors:** Bay Area Bicycle Law, Forest City Developers, Golden State Warriors, PUBLIC Bikes, Recology, Rahman Law PC, and Sally Morin Law, Rouda, Feder, Tietjen & McGuinn

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Yellow Jacket River Guides, Yoga Garden

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## Make Your Company a Business Member

Do you own or work for a company that is looking for ways to become more bike friendly? More engaged in the community? Do you want safer streets outside your office? Are you looking for new incentives and benefits to offer your employees?

The SF Bicycle Coalition's new Business Membership program will help to make your place of work even more bike-friendly. Become a Business Member to receive in-office Bicycle Education, custom bike rides for your employees, bike parking consultation, volunteer opportunities, bike news and more!

As a Business Member of the SF Bicycle Coalition, you'll send a message to the City that you support better biking. Get more of your company biking and make your organization a bicycle friendly one by becoming a Business Member of the SF Bicycle Coalition. We are proud to welcome Langley Investment Properties and NEMA as new San Francisco Bicycle Coalition Business Members! Go to [sfbike.org/businessmembership](http://sfbike.org/businessmembership) to connect us with your business.

## Welcome to Our New Board Members

As a nonprofit, the San Francisco Bicycle Coalition is governed by our committed and energetic Board of Directors. This year we said goodbye to some of our long-time board members and welcomed new ones. Huge thanks to Nik Kaestner, Karren Shorofsky and Lenore McDonald for guiding our work over the years. And welcome to Lisa Fisher and Mark Slavonia. We're honored to have so many passionate people serving on our Board of Directors, and we look forward to partnering in making SF an even better place to live, work and bike! Learn more about our board at [sfbike.org/board](http://sfbike.org/board).

## Bike To School Any Time of Year

When your child wants to bike to school, don't let winter conditions discourage you. With a few small additions to your bike and wardrobe, you and your kids can enjoy pedaling all winter long. Make sure you have lights for visibility, and fenders to keep you and your kiddo dry. Most importantly, give yourself enough time to go a little slower. Don't worry, even in the wintertime, biking is still a quick way to get around. Winter is a good time to review family bicycling safety and rules of the road. For Family Biking info, visit [sfbike.org/familybiking](http://sfbike.org/familybiking). Want to run a practice "bike train" to your school? Contact our Family and Schools Program Manager, Nancy, at [nancy@sfbike.org](mailto:nancy@sfbike.org).





San Francisco's 2013 Bike to School event was the biggest in the country!



### Bike Ninjas Be Gone

In the week after Daylight Savings, commutes home from work suddenly got a lot darker. That's why your San Francisco Bicycle Coalition partnered once again with the San Francisco Municipal Transportation Agency for our annual Light up the Night campaign. Together, with our amazing volunteers, we installed over 1,000 white front lights and rear red lights to those riding without lights at four different pop-up events over the course of November and December. We targeted some of San Francisco's busiest bike routes to ensure we made the biggest impact on night riders. Over 60 volunteers collectively donated over 130 hours of their time, helping spread the word about night riding safety and installing lights.

Of course, lights not only help those on bike see and be seen, they're also required by law. California law mandates a white front light and red rear reflector or light, as well as yellow or white reflectors on sides and/or pedals (reflective whitewalls count). This year the SFMTA also provided reflective spoke cards for increased

side visibility. And remember, SF Bicycle Coalition members can get discounted lights at any time of the year when you flash your membership card at one of the shops listed at [sfbike.org/discounts](http://sfbike.org/discounts).

### Expanding Bicycle Education for Professional Drivers

In addition to our existing programs working with the SFMTA on taxi training and Muni operator training, your SF Bicycle Coalition has begun to reach out to other frequent drivers in the city. Truck drivers, shuttle bus operators, rideshare companies and other large organizations generate thousands of trips every year and set the tone on the street. By expanding our frequent driver education program, our streets will become safer for people biking and walking to work, school and around their neighborhoods.

### Welcome Janice, Our New Community Organizer!

We are thrilled to welcome Janice Li to our staff as a Community Organizer working on projects throughout the city, as well as supporting the BART and Caltrain Bikes on Board groups. Janice moved from Buffalo, New



We valet parked a record-breaking 25,500 bikes this year

York, to join our team. Janice brings a strong background in community building, having spent time at PUSH Buffalo focusing on grassroots leadership and critical education. Before that, she studied at New York University, graduating with honors. She loves the freedom of getting around by bike and was a daily commuter in Buffalo. Janice reports that she misses hockey, East Coast IPA and good wings, but is enjoying exploring San Francisco and reconnecting with her Hong Kong roots — and, most especially, working with members throughout the city to make their neighborhoods great places to bike. Janice can be reached at [janice@sfbike.org](mailto:janice@sfbike.org).

### Was Your Bike One of the 25,500 Bikes We Parked This Year?

Our talented Valet Bike Parking staff parked 25,500 bikes at over 100 events this year, including:

Opera in the Park, America's Cup, SF Street Food Festival, every Giant's home game, Tour de Fat, Bike to Theatre Night at the A.C.T. and many more! At each event, our professional Valet Supervisors provide first-class Valet Bicycle Parking and you can rest assured knowing your bike will be safe, sound and complete when you return from your event.

We are the oldest and one of the largest Bike Valet programs in the country and would love to help make your next event bike friendly. Thanks to Odwalla & Craigslist for being our exclusive Valet Bike Parking sponsors and helping us make this season so successful. To hire our Valet Team for your next event, contact [valet@sfbike.org](mailto:valet@sfbike.org). We will be your lock.



Light up the Night volunteers installing free bike lights in the Mission District

**LOVE ON WHEELS**  
[SFBIKE.ORG/LOVE](http://SFBIKE.ORG/LOVE)

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# PROJECTS TO CHAMPION

We talk a lot about our high-profile Connecting the City crosstown campaigns like Polk, Potrero, Masonic, 2nd Street and Market Street. But we're also working with members to move many smaller projects forward across the city. Below is a roundup of just a few of the projects that we'll be tackling this year.

**Live or bike along these routes? Join our member-led committees to help move these projects forward.**

## PROJECT CONTACT:

**C** Chema Hernández Gil • chema@sfbike.org

**J** Janice Li • janice@sfbike.org

**P** Paolo Cosulich-Schwartz • paolo@sfbike.org

### **C** Calming Columbus Ave.

The City is repaving Columbus Avenue this summer. But why stop with pavement? We're working with member-led "Columbus Beautiful" to ensure bike/ped improvements go in with the repaving.



### **P** Fixing the FiDi

The downtown financial district is a biking no-man's land now, with next to no bike lanes. In 2014 we'll be working to finally bring much-overdue biking improvements to this part of downtown.

### **J** EMBARCADERO

The City is launching a project to create a separated bike path on the Embarcadero. This campaign will involve intense outreach and community building.

### **J** Great Gateway to the Presidio

The City is repaving Arguello in 2016. We want to work with members and rec riders to turn this repaving project into a real chance to improve biking on this extremely popular corridor.



### **C** Taming the Tenderloin

Community groups in the Tenderloin are eager to bring a safe, real bike lane to connect Market Street to the Western Addition and NOPA. We are, too.

### **C** Safer SoMa Streets

We won a pilot bikeway on Folsom, but SoMa streets are far from complete. This year, we're working to win bikeways on Howard, 2nd and more, and fix the unsafe intersections in this part of town.

### **J** A Lovely Sunset Boulevard

The City is redoing the Sunset Blvd. green medians. This project is a chance to ensure that an off-street bike path is added, helping create another safe crosstown route in the Sunset.



### **C** Temporary Sanity of San Jose

The City has proposed a pilot protected bikeway on San Jose Avenue. We're working to ensure the pilot is added quickly. Help us get it on the ground.

### **J** Beautifying Balboa Park

This vibrant area is in desperate need of safer streets for biking and walking. We're working with neighbors to develop a comprehensive plan.



### **J** A Smoother, Safer Southwest

Holloway Avenue is a key biking route in the SW of the city. But it needs work. We'll be working with members to develop a plan of action for improving Holloway and surrounding streets in 2014.



### **C** Building out the Bayview

In conjunction with our Bayview Bike Builds, we're also working with the City on a number of projects to help create safer connections within the Bayview.

# MEMBER CHAMPION: MARK ELIOT

# Q&A WITH MARK



Mark Eliot has been a member of the San Francisco Bicycle Coalition since 2010. This year he became one of our Bike Champions! As a South Beach resident, Mark chose to champion the important 2nd Street campaign, reaching out to local businesses and getting support from the business community for this important bikeway. We talked to Mark about his vision for 2nd Street, his favorite part of being a project champion and his advice for other members interested in championing a campaign.

## Why did you become a member of the SF Bicycle Coalition?

I joined the SF Bicycle Coalition because you work on issues that affect me directly as a bicyclist. I think we're all better off if there are more people biking, and the SF Bicycle Coalition is working to make that happen. The SF Bicycle Coalition also has a great reputation for grassroots advocacy, and I wanted to be part of that.

## What's your vision for a better 2nd Street?

I really believe that 2nd Street can be a neighborhood street. Right now 2nd feels like an auto expressway during much of the day and a parking lot during the evening commute. The transformation of Valencia has been amazing, and I'd love to see that happen to 2nd Street too. Over the last year and half, through its community workshops, the City has refined a design with lane reconfigurations, separated bikeways, wider sidewalks and enhanced landscaping — that's a compelling vision.

## What have been the most enjoyable parts of your work on 2nd Street?

Meeting the people who own or manage businesses on and near 2nd Street. I've been talking to business owners and managers about how the project will be good for their businesses, customers, clients and employees. They all have unique perspectives on what they'd like to see and how the changes might affect them. It's turning into a one-on-one thing where I feel like I'm getting to know my neighbors individually. I'm also starting to see how 2nd Street can really be a community, because many businesses do have a lot in common.

## What's your favorite thing about living and riding on 2nd Street?

Well, riding on 2nd isn't exactly pleasant right now. That's why the improvement project is so important. Despite horrible pavement and constantly being buzzed by cars, I ride 2nd because it's the most direct way to downtown for me. My favorite thing about 2nd Street is its potential. I also like the energy and vibrancy that seem to be increasing along the street.

## Do you have any advice for other members who want to get involved?

There are so many things you can do. Just sample the volunteer opportunities (page 13). After trying a few things, you are bound to find one or two that click for you. If you think advocacy is your thing, look at the list of projects on the website, find one that really matters to you, and then contact one of the SF Bicycle Coalition community organizers.

# DEBUNKING

# BIKING

DISPELLING SOME OF THE MOST COMMON MYTHS ABOUT URBAN BIKING

**W**hile you may have discovered the joys of biking years ago, some of our City leaders and residents are still waking up to the many benefits that biking brings to San Francisco. Read any online comments section on an article about San Francisco bicycling and you're sure to see there's a real disconnect between the perception of biking and the reality.

BIKERS DON'T  
PAY FOR ROADS

BIKERS BREAK  
**THE LAW!**

BAD FOR  
BUSINESS

MOST RIDERS  
ARE YOUNG  
DUDES, RIGHT?

BIKE LANES ARE  
**EXPENSIVE!**

So, we thought we'd take some time this issue to debunk the most common myths about urban biking. The next time someone tells you that bike riders don't pay their fair share for the roads or that the City is spending too much on biking, you'll be armed with the data to rebuke it, help change public opinion of bicycling and ensure that our City invests in making San Francisco a better, safer, more civil place to bike.

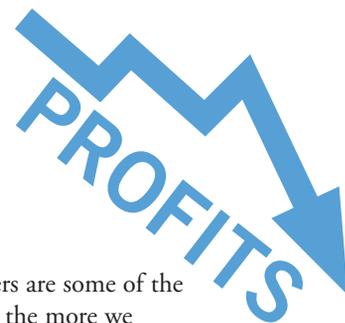
**MYTH:** Bike riders don't pay their fair share for the roads.

**REALITY:** The perception that our streets and highways are completely paid for through gas tax and other driver user fees is a relic of the 1950s. Times have changed — a lot. The gas tax has stayed stagnant since 1993 and cities and states have turned to local taxes and streets bonds to cover the cost of road repairs. As a resident of San Francisco, you pay for our city streets when you purchase items at the store, shell out for your state income tax or pay your property taxes. In fact, you're paying MORE than your fair share. A study by economist Todd Littman found that in the U.S., the average driver travels 10,000 miles in town each year, contributes \$324 in taxes but costs the public \$3,360 each year. By contrast, someone who bikes everywhere contributes an average of \$300 but only costs the public \$36 in road costs. Thanks for more than paying your way!



**MYTH:** Removing a lane of travel or parking on a street to make room for a bikeway will hurt local businesses.

**REALITY:** Bike riders are some of the best shoppers in the city, and the more we encourage people to shop by bike (by building high quality bikeways), the more easily customers can reach stores. The City of San Francisco has conducted studies on both Columbus Avenue and Polk Street that have found that people on bike spend more at local establishments than those driving. While we may spend less per trip, we visit these shops more often. When looked at over the course of a month, people who bike (and walk) are actually some of the most profitable customers for local retailers.



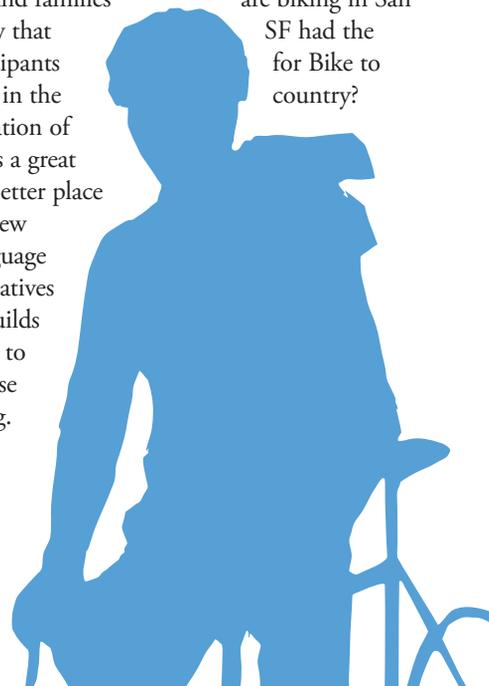
**MYTH:** With all the new bike lanes, the City must be spending a fortune on biking. There's no way that we can keep spending so much on bike lanes with so many other pressing needs in San Francisco.

**REALITY:** Bike projects are the lentils of the transportation world: high impact, bigger looking than their actual size, great paired with other foods/transportation networks and extremely affordable (and yes, usually delicious). In fact, according to the SFMTA's own analysis, the agency has historically only spent 0.46% of its capital budget (and even less of its operational budget!) on bike projects. And lest you think that there are other sources of funding for bike projects across the city, think again. The SFMTA is responsible for all but a tiny number of dollars that go towards improving biking in San Francisco. But despite this paltry investment in biking, the new lanes and racks that have hit the ground have spurred a 96% increase in biking over the last seven years. No other mode of transportation is growing as fast or has a higher return on investment, despite the much bigger sums of funding put towards improving our other transportation networks. And for every person who takes a trip on a bike, one more seat opens up on Muni or one more parking spot opens for someone who really needs it. In fact, biking is one of the fastest and cheapest ways to improve our transportation system for everyone — including people on public transit and in cars.



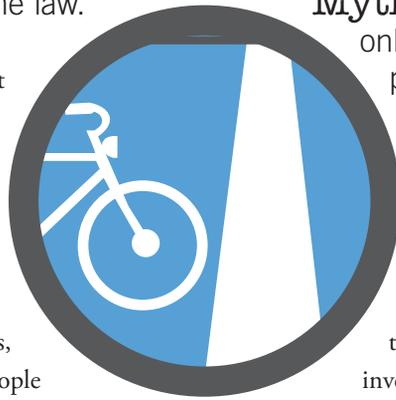
**MYTH:** San Francisco bike riders are only 18-to-28-year-old white guys.

**REALITY:** The community of people who bike in San Francisco is growing as diverse as the city itself. If you were biking ten years ago, people in the bike lanes may have looked pretty homogenous, but today the bustling bikeways are full of people of all ages and demographics. Women now account for 1/3 (and growing) of San Francisco's bicycling community, according to the most recent SFMTA study. The SF Bicycle Coalition is working to welcome even more women to biking, by hosting women's only bike education classes and group rides. Our member-led Gals With Gears group (see Chain of Events, page 14) hosts ongoing rides for women ages 50+, and on the last ride we pedaled with 83-year-old Anna, who cruised around the city on her vintage single speed. Plus, record numbers of kids and families are biking in San Francisco. Did you know that SF had the highest number of participants for Bike to School Day of any place in the country? Inspiring the next generation of San Franciscans to ride is a great way to make our city a better place to bike. And thanks to new bikeways, our multi-language education work and initiatives like our Bayview Bike Builds (page 12), we're working to welcome more and diverse communities to bicycling.



**Myth:** All bike riders flout the law.

**Reality:** If you ride down Market or Folsom or any other busy bike route, you're sure to see lots of people on bikes stopping at lights and yielding to pedestrians — hopefully you're one of them. Unfortunately, there are also some endangering others by blowing through crowded crosswalks, just as we see some drivers endanger people walking and biking by moving recklessly on our streets. (See [sfbike.org/safety](http://sfbike.org/safety) for all the ways the SF Bicycle Coalition is actively educating and raising awareness among people biking and driving of their rights and responsibilities.) But it is certainly not true or fair to claim that all people biking are scofflaws. The reality is that a minority of troublemakers is giving our community a bad image and, frankly, making our advocacy job a lot harder. So, don't be shy about letting people know that you — and most of us — are riding responsibly out there. One of the key strategies (in addition to better education and smart enforcement) to bring more outliers into the fold of safe riding is to make sure the City actually provides us all with a safe place to ride and ensures biking is embraced by all as a legitimate way to move around. This approach has been proven to work. Most recently, the SFMTA's analysis shows that more than 70% of bike riders are using the facilities correctly and not riding on the sidewalk. There's no doubt that we all want to see better behavior on our streets, and that extends to those biking, driving or walking who are doing so unsafely. But the claim that a handful of scofflaws somehow represent all of us is just flat-out untrue.



**Myth:** Bikeways just take away space and only make it better for a small group of people.

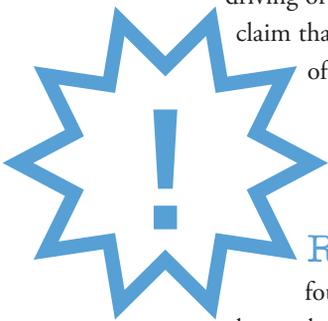
**Reality:** The number of people biking in San Francisco is growing leaps and bounds, as evidenced by the 2013 Bike Count Report that shows a dramatic 96% increase in ridership since 2006. The City has a set goal of growing bicycling to 20% of trips by 2020, and the best way to achieve this is to invest in bike infrastructure. But separated bikeways don't just make it better for those of us biking. They also improve conditions for other road users, including those driving and walking. Separated bikeways make order out of the chaos by giving everyone clearly delineated space and greater predictability. That's particularly helpful to those driving. For pedestrians, a road diet that adds a separated bikeway means one less lane of fast-moving car traffic to cross. And separated bikeways are proven to be making a positive impact in San Francisco already. An SFMTA survey of the new Fell & Oak Street bikeways found that 98% of people biking feel safer, and 90% feel that drivers' awareness of people on bikes has increased — all since the separated bikeways were added. Meanwhile, car travel times on Fell & Oak have slowed to a safer pace and safe biking behavior has increased. 🌀



While there are still many of misperceptions about biking, a 2013 David Binder Poll of SF Voters shows that by and large, San Franciscans support more investment in biking.

**Myth:** Biking is really dangerous.

**Reality:** Though we saw a tragic high of four biking fatalities last year, it is important to know that bicycling, on the whole, remains a relatively safe way to get around. When factoring in the risks of chronic disease related to lack of physical activity, riding a bike for transportation is much safer than driving, according to a 2011 Netherlands university study. And a recent UK study showed that young men, ages 17-20, are five times more likely to be hurt or killed driving than biking. And as we add more and more separated bikeways, calm traffic on high-speed corridors and teach more people in our free education programs, San Francisco streets are getting even more safe and comfortable for the huge number of us riding bikes.



**3/4** BELIEVE BIKING is good for SAN FRANCISCO  
**2/3** SUPPORT ADDING SEPARATED BIKEWAYS

**43%** ALREADY BIKE

# How a Bike Lane Comes to be

## Or Why it Takes so Long to Get That Bikeway\*



### Just an Idea

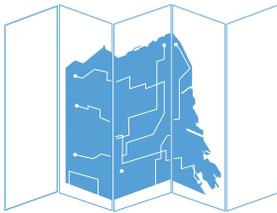
The SF Bicycle Coalition works with members, residents, business owners and community leaders to get the ball rolling on street improvements. Know a street or intersection that needs improvements? Recommend it at [sfbike.org/connectingthecity](http://sfbike.org/connectingthecity).



### An Idea but not a Project

Once we've formulated the idea, we make the case. This process involves petitions, letters to decision-makers and meetings with neighborhood groups, community leaders and District Supervisors. Your role: signing letters, emailing your Supervisor, joining our member-led project group.

## START



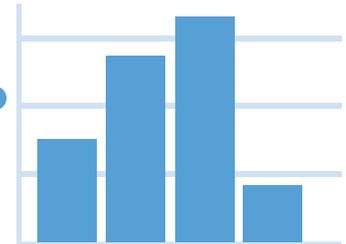
### It's a Project!

The City agrees to take on the project, adds it to the budget and creates a timeline. The SF Bicycle Coalition keeps track of this project and makes sure the City doesn't drop the ball on it.



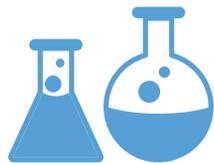
### Public Planning and Outreach

The City holds a series of public meetings of various sizes and audiences. This is where we need your action! Come to the meetings and show your support. Often, people opposed to the project come to the meetings and try to derail the project.



### Data Collection

The City looks at possible options, researches the streets, collects data and compares the project to similar projects.



### Pilot of the Project

Sometimes the City tests a project out as a pilot first. Pilots are a great way to test out a design and demonstrate the value of the project. Plus, pilots don't require lengthy review processes, so they get on the ground faster, like Folsom Street.



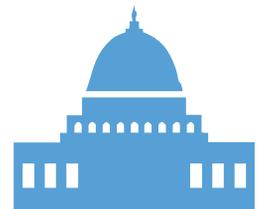
### Environmental Review

This lengthy Environmental Impact Report (EIR) can stall or derail projects. It was an EIR lawsuit that created an injunction on all bike projects in 2009. We work to make sure that all the processes leading up to the EIR include strong support so that this process moves more easily.



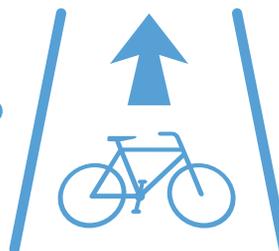
### Design Finalized

We're almost there. After approval, the SFMTA makes a detailed engineering design. We work to ensure that this process moves along and that the project doesn't get delayed, and make sure that key safety aspects like green paint don't get dropped from the plans.



### Approved by City Agency

Once the EIR is complete, the project moves on to a City Board for approval. These hearings have public comment, and we rely on members to speak up in support. At the Masonic Avenue hearing, dozens of members spoke up and this project was unanimously approved. That's effective grassroots action!



### On the Ground!

Hooray — the project is underway! The City grinds away old paint and implements the project. We make sure that you have a safe way around the construction and that it moves along without delay. Then we celebrate!

## FINISH



\*But wait, there's more. Even if a project is approved, it still has to be funded. This is a multi-step process and the SF Bicycle Coalition works to ensure that the City prioritizes funding these crucial safety projects.

This game is appropriate for everyone ages 8-to-80.

### What motivated you to start volunteering?

I am a heartfelt believer in active transportation, so any organization that supports that ethos is great in my book! I didn't know too much about the SF Bicycle Coalition, so I started volunteering at service stations to try it out. I immediately loved the positive enthusiasm that it gives you, kind of like being a bicycle cheerleader!

### What has been your favorite volunteering moment?

Volunteering on Bike to Work Day 2013 was momentous. Aside from the awesome volunteers that I got to work with, it was a truly remarkable experience watching hundreds of people ride past me on Market Street, every single one with a smile on their face. I felt like I was getting a glimpse of the future — when we will be healthier, happier travelers who treat each other with respect and enjoy the wonderful city we live in.

### What kinds of projects have you worked on as an intern?

Many projects I've worked on were research and data-based. I led a month-long project to assess Folsom Street to show how unsafe conditions are, which was an eye-opening experience. We counted bicyclists along Folsom during the morning commuting hours, and found that 497 people were biking, and that was only over two hours!

### What do you do when you're not donating your time to the SF Bicycle Coalition?

I'm a busy guy! I'm wrapping up my undergraduate degree in Urban Studies & Planning at SF State University. I've been finishing up my senior project, which is a neighborhood analysis project I've been working on with the SF Planning Department. I also work as a barista at Philz Coffee, which is a fun, energetic environment that lets me be the early 20-something I am.

### What advice would you give to folks thinking about volunteering or interning here?

I would like anyone who is considering volunteering to know that it is a wonderfully fulfilling experience. This "shift" we're seeing in the city — to active transportation modes — needs friendly faces to show that this isn't a "war." Believe me: I am not a cheerleader by nature. But when I'm out at a service station giving high-fives to bikers-by, or even helping out at the monthly Volunteer Night, something happens that's infectiously positive, and it feels fabulous. Join us!



Meet Stan Parkford, SF Bicycle Coalition member, volunteer and intern extraordinaire. Stan started volunteering with us one year ago, came to Bicycle Ambassador training, lead an Energizer Station at Bike to Work Day and interned with us both as a Volunteer Coordination Intern and a Community Outreach intern. That's quite the resume! We caught up with Stan to hear more about why he's become so involved with our organization.

## BECOME A BICYCLE AMBASSADOR!

REGISTER FOR A TRAINING AT: [SFBIKE.ORG/AMBASSADORS](http://SFBIKE.ORG/AMBASSADORS)

### THANKS TO ALL OUR BICYCLE AMBASSADORS TRAINED IN 2013:

Elizabeth Abbett, Rick Adams, Alejandro Albiar-Carmona, Nicholas Anastas, Evan Anderson, Jasmine Anenberg, Meghan Arnold, Sarah Arrigo, Suzanne Ash, Nicolas Atencio, Horst Bansner, Mary Barenfeld, Vanessa Barrington, Doug Barton, Trafton Bean, Leslie Bienenfeld, Brigitte Bieyro, David Bill, Alana Bryant, X Budz, Jenny Calhoun, Elissa Calvin, Jose Cao-Garcia, Amy Chan, Jenn Chan, Sindy Cho, Kate Chomsky-Higgins, Daniel Cooney, Sean Courtney, Heather Cutler, Barbara Delaney, Baxter Denney, Fumiko Docker, Gary Downs, Samantha Drago, Margaret Elvekrog, Paul Espinoza, Gritchelle Fallesgon, Emma Ferguson, Eric Ferguson, Katie Fick, Paul Fikse, Laura Florio, Hunter Franks, Paul Gallaher, Melanie Garza, Walter German, Clare Gordon, Fuzz Grant, Lan Gu, Shelley Hagan, John Hamiga, Mitsi Hanrahan, Anne Hathaway, Angela Hathaway, Olivia Hattersley, Elise Hazlewood, Kate Hellinga, Lisa Hern, Jessica Heyman, Adrienne Hickman, Michael Hoyer, Michael Huang, Richard Jacobsen, Matt Johnson, Jennifer Jong, Joe Kang, Matthew Kanter, Davida Kapler, Jackie Lanzon, Stephen LaPorte, Denise Lawson Latka, Adam Lazar, Mark Leach, Daniel Lebach, Alana Lindner, Michelle Luttrell, Sally Martin, Ivett Martinez, Michael Mason, Pamela Masterson, Matthew McKenna, Helen McLendon, Doug Miller, Jessica Monroy, Stefanie Musy-Verdel, Caroline Nassif, Ameer Navidi, Howard Neckel, Teri Nguyen, Jamie Nicolson, Kiyomi Noguchi, Rachel Olmedo, Steven Overheul, Bradley Owens, Stan Parkford, David Paschich, Kristin Pollock, Forrest Pound, Kyle Quilici, Aly Quiroz-Perez, Lisa Ratner, Stephen Roberts, Ivana Rosas, Emily Rosenberg, Zela Rowland, Lisa Ruskin, Leslie Sall, Lewis Salzman, Megan Sauter, Madeleine Savit, Nuala Sawyer, Jacob Scheidler, Sydney Shannon, Richard Sheng, Cheryl Shwe, Brenton Simpson, Mason Smith, Ryan Soderberg, Ramon Solis, Duane Soubirous, Sabin Speiser, Emily Stapleton, Benjamin Tarne, Judy Tomasso, Christopher Ulrich, Julia Uota, Richard VanOsten Jr, Mark Vanveenendaal, Kenji Wada, Maggie Wenger, Jeffrey White, Ben Wolak, Jennie Won, Frank Worsley, Linda Wu, Jess Zak

# OUR COMMUNITY BIKE BUILDS UNDERWAY

New bicycle shops are opening around San Francisco, from Market Street to the Wiggle, and Valencia Street to the top of Bernal Heights. But in the city's outer neighborhoods, like the Bayview and the Excelsior, residents have few options for buying or repairing their bicycles.

Our solution: Team up with local community-based organizations to organize Bike Build events where we refurbish and give out bikes to those who will benefit most from the affordable transportation.

The cost of gas and public transportation in the Bay Area is among the highest in the nation, and residents spend a large percentage of their monthly incomes on just getting around. A free bicycle can relieve a substantial financial burden and help offset the high cost of living in San Francisco. The Bike Build recipients are selected by our partnering organizations to ensure bikes go to those who need them most.

In November, we held an event in the Bayview with POWER, a grassroots, member-led empowerment organization for low-income Latino and African American families, youth and workers. Together, we refurbished dozens of bicycles that were donated by the City and individuals, and volunteers taught recipients basic bike mechanic skills.

Bayview resident Janet Allen-Williams was one of the recipients. She brought her husband and daughter to the most recent Community Bike Build. All three left with bikes.

"The bike build was on Saturday, and my husband rode his new bike to work on Monday. I was shocked," Allen-Williams says. "We live on a hill and when he rode it home up the hill, our neighbors cheered him on."

Allen-Williams says the family is planning to go on rides, including a trek to Brisbane. "I might even take my daughter to school in the Western Addition one day," she says.

Interested in volunteering or supporting our Bike Builds? Visit [sfbike.org/bikebuilds](http://sfbike.org/bikebuilds). Know of a community group we should partner with for the bike builds? Email [chema@sfbike.org](mailto:chema@sfbike.org).



Volunteer mechanics teach bike builders how to take care of their new rides



# CHAIN OF EVENTS



JANUARY | FEBRUARY | MARCH

The San Francisco Bicycle Coalition's cultural history tours and recreational rides are free for members unless otherwise noted. (A \$5 donation from non-members is appreciated).

Unless otherwise noted, call 415-431-2453 (BIKE) or email [calendar@sfbike.org](mailto:calendar@sfbike.org) for more information. Rain cancels rides.

## Events

### SF BICYCLE COALITION BOARD MEETINGS

**TUE., JAN. 21, MAR 25** | 6:30-8:30PM | SF Bicycle Coalition, 833 Market St, 10th Floor

SF Bicycle Coalition board of directors meetings are open to all. For agenda and details, visit [sfbike.org/board](http://sfbike.org/board).

### NEW MEMBER MEET & GREET

**WED., JAN. 22** | 5-6:30PM | SF Bicycle Coalition, 833 Market St, 10th Floor  
If you've been a member for less than a year, we warmly invite you to come to our New Member Meet & Greet! You can chat with fellow members, check out the SF Bicycle Coalition Headquarters, learn more about your friendly SF bike advocacy organization, and find out about the many different ways you can get involved. Don't forget to bring up your bike! Please RSVP at [sfbike.org/RSVPmember](http://sfbike.org/RSVPmember)



### LOVE ON WHEELS DATING GAME

**WED., FEB. 5** | 6:30-9:30PM | DNA Lounge, 375 11th St near Harrison St  
The SF Bicycle Coalition's popular dating game is back with a new format! This year, even more members can join in the fun with a modern day version of the 1990s game show Singled Out. Bicycle-friendly contestants play a game to find a mate and pedal off to a first date. Come watch the show, win a new Globe bike in the raffle, or be a contestant. DJ shOOey, DJ Aaron Pope and DJ Sinned will be spinning tunes ripe for romance and fly 90s attire encouraged! 21+/\$5 for members, \$10 for non-members, or join at the door & get in free. Complimentary Valet Bike Parking.

All proceeds benefit the SF Bicycle Coalition's work to make San Francisco better for bicycling. [sfbike.org/love](http://sfbike.org/love)



Get ready for Love on Wheels, 90s style!

### SUNDAY STREETS

**SUN., MAR. 9** | 11AM-4PM | Embarcadero

Come play in the first Sunday Streets of 2014! Sunday Streets opens streets and creates recreational space for everyone. Come join the SF Bicycle Coalition and thousands of people who will be out in the streets celebrating by biking, roller skating, dancing and more. More at [sundaystreetsf.org](http://sundaystreetsf.org)

### OTHER 2014 SUNDAY STREETS:

- April 13 - Tenderloin
- May 4 - Bayview and Dogpatch
- June 8 - Great Highway and Golden Gate Park
- July 13 - Richmond
- August 24 - Mission
- September 14 - Western Addition
- September 28 - Excelsior
- October 26 - Mission

### SF BICYCLE COALITION MEMBER MINGLE: BAYVIEW

**WED., MARCH 26** | 6-7:30PM | Location TBD

Join the SF Bicycle Coalition for a member mingle to chat with some of your friendly SF Bicycle Coalition staff and network with your fellow members! We'll share up-to-date information about our campaigns and member programs, and want to hear what's on your mind. Do you have a friend, relative, or co-worker who's interested in becoming a member? Bring them with you and we'll get their membership rolling! RSVP at [sfbike.org/RSVPmingle](http://sfbike.org/RSVPmingle)

See [sfbike.org/chain](http://sfbike.org/chain) for updated dates.

## Volunteer

**MONTHLY VOLUNTEER NIGHTS**  
**WED., JAN. 15, FEB. 12, MAR. 12** | 5-8PM | SF Bicycle Coalition, 833 Market St., 10th Floor

This SF Bicycle Coalition tradition has been happening for as long as we can remember and newcomers are always welcome. So stop by, snack on tasty treats, chat with fellow members, and help us keep our organization rolling. Dinner is provided. Bring a friend—the

more the merrier! Don't forget to bring up your bike to the office! No RSVP necessary to volunteer. Special thanks to Rainbow Grocery for generously providing snacks for our volunteers.

### PHONE BANK

**TUE., JAN. 7, JAN 21, FEB. 18, MAR. 4, MAR. 18** | 5-8PM | SF Bicycle Coalition, 833 Market St., 10th Floor

Join the volunteers who keep the SF Bicycle Coalition membership strong. No cold-calling, just calls to friendly lapsed members offering an easy way to renew. Plan to stay for the thank-you dinner afterward and get to know your fellow volunteers. Sign up at [sfbike.org/phonebank\\_volunteer](http://sfbike.org/phonebank_volunteer)

### SERVICE STATIONS

**TWICE MONTHLY, Citywide**  
Twice a month, your SF Bicycle Coalition pops up in different neighborhoods with our friendly, volunteer-staffed Service Station,



### SAVE THE DATE:

**Bike to School Week, April 21-25**

offering hi-fives and free coffee or other goodies to folks riding by. If you'd like to volunteer to brighten the rides of your fellow commuters, view our upcoming Service Stations and sign up at [sfbike.org/ambassadors](http://sfbike.org/ambassadors). Contact [margaret@sfbike.org](mailto:margaret@sfbike.org) with any questions!

### BICYCLE AMBASSADOR TRAINING

**THURS., JAN. 23, MAR. 20** | 6-7:30PM | SF Bicycle Coalition, 833 Market St, 10th Floor  
Itching to get more involved with your SF Bicycle Coalition? Well, wait no longer: Come to our Bicycle Ambassador training to get up to date on current campaigns and learn how to sign up new members. This training will also prepare you to volunteer at races, festivals, Service Stations, special events and more. Contact [margaret@sfbike.org](mailto:margaret@sfbike.org) to sign up. Looking forward to seeing you there!

### VALET BIKE PARKING

**ONGOING | Citywide**  
Justifiably famous in SF, the SF Bicycle Coalition's Valet Bike Parking is like a coat check for bikes. Give the precious gift of a worry-free fun time to a fellow cyclist, all while in the company of other SF Bicycle Coalition volunteers. You will be trained on site by our friendly and experienced Valet Supervisors; no previous experience required. View upcoming opportunities and sign up at [sfbike.org/valet\\_volunteer](http://sfbike.org/valet_volunteer).

## Join Climate Ride to support the SF Bicycle Coalition!

May 17-20, 2014



## Classes

The San Francisco Bicycle Coalition is proud to be the leading resource for bicycle safety and education. All courses are free. We often add new courses throughout the year, so please visit [sfbike.org/edu](http://sfbike.org/edu) for more information and updated course calendar.

### TRAFFIC SKILLS 101-2: ON-ROAD

**SUN., FEB. 16** | 10AM-4PM  
**SUN., MAR. 23** | 10AM-4PM  
*Waller Street Bicycle Learning (Waller St. at Stanyan St.)*

Practice what you learned in the Traffic Skills 101-1. This on-bicycle class follows a comfortable progression onto city streets, beginning with a short review of the lessons from the 101-1 course. After a basic bike maintenance session, the class will practice bike maneuvering skills in a car-free practice area before riding on the streets in small, intimate groups led by instructors. You will gain experience riding alongside moving traffic in different traffic conditions, and apply the safe riding techniques practiced in the car-free space into real-life situations. Adults and anyone over 14 years of age are welcome; bicycle, helmet and preregistration required. Please bring your lunch. Register at [sfbike.org/edu2](http://sfbike.org/edu2).

### FAMILY BIKING: FREEDOM FROM TRAINING WHEELS

**SUN., MAR. 9** | 11AM - 2PM | *Sunday Streets: Embarcadero*

As part of our family biking education, we can teach your young one how to balance, turn and pedal without training wheels. Freedom from Training Wheels, a group effort to get kids riding without training wheels, will be a part of this and every Sunday Streets. Bring your child's bike and helmet, if you have one. If not, we have a few balance bikes for kids aged 2-5. Find out more at [sfbike.org/freedom](http://sfbike.org/freedom).

### ADULT LEARN TO RIDE

**Sun., MAR. 16** | 10AM-2PM  
*Waller Street Bicycle Learning (Waller St. at Stanyan St.)*

You're never too old to learn to bicycle! Instructors will work one-on-one to teach the basics of balancing, starting, stopping and steering a bike, as well as proper helmet fit and adjustment. Most people learn to ride their bike while taking the class, but even if they don't, they will leave with tips to continue teaching themselves to ride. Register at [sfbike.org/learntoride](http://sfbike.org/learntoride).

### FAMILY BIKING CLASSES

**ONGOING** | See [sfbike.org/family](http://sfbike.org/family) for class dates and times

The San Francisco Bicycle Coalition is actively working to make San Francisco a safer city for family bicycling. Whether you biked a lot before becoming a parent, are just getting back to biking after years away or want to teach your kids to bike, these classes will help get your family pedaling together. We are proud to offer classes in biking during pregnancy, biking with your baby or toddler and biking your child to school.

## Rides

### LEAD A BIKE TO WORK MONTH EVENT

**TUE., JAN. 14** | 6:30-7:30PM |  
*SF Bicycle Coalition, 833 Market St, 10th Floor*

Are you interested in leading a Rec Ride, Neighborhood Happy Hour or other bike-themed event? Your help is needed! This May marks the 20th Anniversary of Bike to Work Day in the Bay Area and we're celebrating with an event-packed May. Join us for a brainstorming and how-to session. RSVP at [sfbike.org/btwd](http://sfbike.org/btwd)

### GALS WITH GEARS: PRESIDIO LOOP 1

**SUN., FEB. 23** | 10AM-1PM | *Begin at parking lot west of 14th Avenue Gate to the Presidio*

Join the Gals for a scenic ride through the Presidio stopping at the Golden Gate Bridge Visitor Center plaza and the Legion of Honor before returning back to the start. We'll show you a route, provide tips for riding in the city, and have a relaxing and easy ride. Gals with Gears is a fun group of women 50+ years young seeking fun, healthy and practical bicycling in San Francisco - with women our own age! Distance: approx 11 miles, hilly, helmet required, no drop ride, rain will cancel. RSVP required: [sfbike.org/gals](http://sfbike.org/gals)

### THE BAY LIGHTS FIRST ANNIVERSARY RIDE

**FRI., MAR. 7** | MEET 7:30PM, RIDE 8PM | *Bow & Arrow on Embarcadero*

Celebrate the first year of The Bay Lights, San Francisco's monumental light sculpture with the SF Bike Party, Illuminate the Arts, Black Rock Arts Foundation and the SF Bicycle Coalition! The evening will kickoff at 7:30PM with Ben Davis, visionary of The Bay Lights, and special tributes to the artist Leo Villareal and the brilliant community that made it possible. At 8PM, the talented SF Bike Party volunteers will lead the group on a fun and safe ride through the city with stops to dance and socialize along the way. If ever a time to light up your bike, this is it! More details at [sfbike.org/baylight](http://sfbike.org/baylight)

### GALS WITH GEARS: BAY SHORE SOUTH

**SUN., MAR. 9** | 10AM-1PM | *Begin at Plaza opposite the Ferry Bldg, Embarcadero*

Join the Gals for an easy ride from the Ferry Building along the Bay Trail to Heron's Head Park and returning to enjoy the first Sunday Streets of 2014. We'll show you a route, provide tips for riding in the city, and have a relaxing and easy ride. Gals with Gears is a fun group of women 50+ years young seeking fun, healthy and practical bicycling in San Francisco - with women our own age! Distance: approximately 10 miles, flat, helmet required, no drop ride, rain will cancel. RSVP required: [sfbike.org/gals](http://sfbike.org/gals)

### WOMEN'S HISTORY RIDE

**SAT., MAR. 22** | 2PM | *SF Bicycle Coalition, 833 Market St, 10th floor*  
March is women's history month, and our Women's History Bike Ride is back! Come learn about trail-blazing women on bikes and the fascinating intersections between the history of



the bicycle and the history of the suffrage movement. Join our Volunteer Coordinator Margaret on a women's history-themed ride through San Francisco. This will be a fun, casual ride, and will most likely end with some sweet nibbles. RSVP at [sfbike.org/rec\\_rides](http://sfbike.org/rec_rides)

### SEWER TOUR

**SAT., MAR. 29** | 12-4PM | *Meet at Daly City BART*

This year's adventurous tour will start at the Daly City BART station. We'll climb east over San Bruno Mountain and drop to the edge of San Francisco

Bay. Turning north, we'll sniff our way around the backside of Candlestick Park, investigating the squishy boundary between humans and H<sub>2</sub>O, with emphasis on the massive sewer mechanics below our feet. The tour ends just north of India Basin, at the ReRoom Art Gallery in Building Resources. 12 miles, some climbing, some dirt and gravel. Bring helmet and water. Comfort riding in traffic and groups advised. RSVP at [sfbike.org/rec\\_rides](http://sfbike.org/rec_rides)

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PERMIT # 3819

Become a San Francisco Bicycle Coalition member and get discounts all over town!

American Cyclery, Arizmendi Bakery\*, Avenue Cyclery, Bay City Bike Rentals, Bespoke Cyclery, Big Swingin' Cycles, Bike Friday, Bike Nook, Blazing Saddles Bike Rental, BoomBotix, Box Dog Bikes, Canyon Market, Chrome, Citizen Chain, City Carshare, City Cycle of San Francisco, Crumpler, DD Cycles, Department Seventeen, Dolores Park & Duboce Park Cafes, Farmgirl Flowers, Freewheel, Fresh Air Bicycles, Golden Gate Pedicab, Golden State Health, Good Hotel, Good Vibrations, Green Apple Books, Greens to Go, Heavy Metal Bike Shop, High Trails Cyclery, Huckleberry Bicycles, Kasa Indian, Lombardi Sports, Market Street Cycles, Mike's Bikes, Mission Bicycle Company, Mission Workshop, Mojo Bicycle Cafe, Motostrano, The New Wheel, Noe Valley Cyclery, Nomad Cyclery, Nopalito, Ocean Cyclery, Other Avenues Co-op\*, Pacific Bikes & Boards, Pedal Revolution, PUBLIC Bikes, Pushbike, Refried Cycles, Rickshaw Bagworks, Roaring Mouse Cycles, Rock & Roll Massage, Roll San Francisco, Sacred Grounds Cafe, San Francisco Bicycle Rentals, See Jane Run, Sports Basement, Streets of SF Bike Tours, Timbuk2, A Tran's Bay Bike Shop, Treat Street Bicycle Works, Valencia Cyclery, Velo Rouge Cafe, Warm Planet Bikes, Wiggle Bicycles, Zipcar, Zoic

\*Must arrive by bike to receive discount. See sfbike.org/discounts for details.

CITY BIKE COUNT NUMBERS
178,584 NO. OF MILES ON BAY AREA BIKE SHARE IN FIRST 3 MONTHS
96% INCREASE IN NUMBER OF PEOPLE BIKING IN SF FROM 2006-2013
AVERAGE DAILY BIKE COUNTS INBOUND ON MARKET ST AS RECORDED BY THE BIKE COUNTER
3,000
1,365 INCREASE IN NO. OF PEOPLE BIKING ON POLK ST. 2011-2013
34%
NUMBER OF BIKES AT MARKET/VALENCIA IN JUST 2 HOURS
66 PERCENT OF SF RESIDENTS WANT TO INCREASE \$ FOR BIKING PROJECTS
Based on 2013 SFMTA Bike Count Report and SFCTA Survey



JOIN THE SAN FRANCISCO BICYCLE COALITION!

Become a member of the San Francisco Bicycle Coalition and help us Connect the City and make San Francisco a better place to live, work and bike. As a member, you get a Tube Times subscription, discounts, free bike trailer and air travel bike box rentals and more. See sfbike.org/membership for all the benefits.

NAME
ADDRESS
CITY, STATE, ZIP
HOME PHONE
WORK PHONE
EMAIL
I HEARD ABOUT THE SF BICYCLE COALITION FROM



MAKE CHECKS PAYABLE TO: SFBC, 833 Market St., Floor 10, San Francisco, CA 94103. Barter memberships are available in exchange for volunteer time. Donations made to the SF Bicycle Coalition are not tax-deductible. If you're interested in a tax-deductible deduction for your contribution, contact Tracy at 415-431-2453 x316. Check with your employer about matching your donation.

NAME
CREDIT CARD #
VISA MASTERCARD EXPIRATION DATE
Do not share my name, even with cool organizations the SF Bicycle Coalition likes.
YES, I WANT TO VOLUNTEER!
SIGN ME UP FOR INFO ON:
Market St
Polk Street
2nd Street
The Wiggle
The Embarcadero
San Jose Avenue
Columbus Avenue
other:

- \$35 ONE YEAR MEMBERSHIP (add \$15 each additional household member)
\$52 A BUCK A WEEK
\$120 SUSTAINERS\*
\$250 SUPPORTING MEMBER\*
\$500 PATRON\*
\$1,000 DONOR\*

\*includes FREE SF Bicycle Coalition T-Shirt: Standard Size OR Form-Fit Size