SAN FRANCISCO BICYCLE COALITION

FALL 2016 ISSUE 157 • OCTOBER, NOVEMBER, DECEMBER



PROMOTING THE BICYCLE FOR EVERYDAY TRANSPORTATION

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We Are Winning

It is a great honor to be writing this letter to you, my first as executive director of the San Francisco Bicycle Coalition. I have been an avid reader of the Tube Times during over nine years of membership, going so far as to save back issues for reference and coffee table display. Nothing would make me happier than a houseguest picking up an issue; it was the perfect opportunity to tell them about the work of the San Francisco Bicycle Coalition, just as my new roommate had done to convince me to join all those years ago.

Nine years after receiving my first Tube Times in the mail, much has improved on our streets. When I became a member in the beginning of 2007, all bicycle improvements in SF were on hold, thanks to a judge's ruling. Bike racks could not even be installed until a complete "environmental review" of the City's bike plan was issued. During those tough years, the SF Bicycle Coalition was active organizing and working on plans to ensure that once the injunction was lifted, the City was ready to go to put projects in the ground. The results are visible on our streets and evident in the growing number of people who bike in our city-a 184 percent increase in the past decade!

None of this would be possible without SF Bicycle Coalition members. It is our collective voice of over 10,000 that forces elected officials and City leaders to listen when we speak. I have always been proud to be a member of the SF Bicycle Coalition, and never more so than over this past summer.

My first few weeks on the job were not the sort I would have picked. Our city and our community were reeling from the unprecedented tragedy of two individuals being hit and killed in two separate incidents on June 22. I shared the feelings of anger and grief that I heard from our members, over 1,700 of whom wrote to Mayor Ed Lee demanding action to make our streets safe for people who bike.

The Mayor and other City officials listened. After weeks of discussion, the resulting Executive Directive not only addresses the sites of the two fatalities. It sets a new standard for the construction of bicycle infrastructure across San Francisco. The message is loud and clear: paint and signs are no longer sufficient if we want to make riding safe and continue to grow the number of people who bike. We are watching and working with the City to make sure that the deadlines set out in the directive are met and that the promises are kept.



This is just one of the ways we will be working in the coming weeks and months to continue to achieve our mission and represent our members. I am excited for ground to be broken on projects big and small, from Masonic Avenue and Polk Street to SF's first protected intersection at Ninth and Division. Your SF Bicycle Coalition will be watching to make sure these projects stay on track, and will be busy advocating for the next round of street improvements in SoMa, Golden Gate Park, and Geneva Avenue, among many others.

This November offers voters an opportunity to make sure that candidates know issues affecting biking are important to them. With over 20 local ballot measures and half the Board of Supervisors up for election, there is a lot to digest. Make sure you check out our endorsements (on page 6) and know that we will be working hard to ensure that candidates with bicycle-friendly positions are elected to local office.

We will also continue to educate people who bike as well as professional drivers on the rules of the road. More people are using our streets than ever, and the need for this work has never been greater. We will continue to work to ensure that families in SF have the resources and conditions to make it possible to bike to school. And we will continue partnering with community organizations across SF to distribute free bicycles to individuals who want to ride, but may not be able to afford a bike.

There has never been a better or more necessary time to be a member of the SF Bicycle Coalition. So, if you've read this far and agree, I have one request: do like my roommate over nine years ago and talk to a friend, loved one or co-worker. Ask them to join you by becoming a member. As we continue to grow our membership, each new individual voice boosts our collective power. It's a beautiful thing.

Juin Wide

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The Tube Times is a quarterly publication of the San Francisco Bicycle Coalition, a member-based nonprofit advocacy organization working to transform San Francisco's streets and neighborhoods into more livable and safe places by promoting the bicycle for everyday transportation.

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lave you been missing out on our weekly Biker Bulletin email? Update your contact info at

Get to know the rest of our Board of Directors at sfbike.org/board.



2016 Member Survey Results

The results of our biennial Member Survey are here! Members guide our work, strategies and efforts for the years ahead. We enjoyed record-breaking participation this year, with nearly 1,500 members completing the survey. Here's what you told us...



What would get members riding even more?

Better Streets.

More protected bikes lanes topped the list of what would encourage our members to ride more often, with more bike lanes of any old kind a close second.

More security for their bike.

More secure bike parking and less concern of bike theft would help our members bike to more places.

Ability to take their bike on transit.

While we've seen improvements on regional transit, such as BART and Caltrain, more can be done to make transit welcoming and accessible for people with bikes.

Smoother pavement.

This is actually on all of us to report unsafe conditions along your commute to 311 or @sf311 on Twitter.

Better employer accommodations. Employers, we're here to help make your business more bike-friendly! Find out how at sfbike.org/business.

Members ride their bikes a lot.

The average SF Bicycle Coalition member rides their bike daily for transportation and rides for recreation or fitness a few times a month.

Members support our advocacy and want to be represented as a person who bikes.

The top two reasons members join or renew is advocacy and representation, followed by the up-to-the minute bike news and the community that comes with being a member.



"We have an amazing community, and it's revitalizing to have passionate conversations about improving our city."

Nick Marti SF Bicycle Coalition member & Bicycle Valet Supervisor

Quick Releases



Join families across the world celebrating International Walk & Roll to School Day on Wednesday, Oct. 5.

Thank You, Business Members

From in-office bicycle education workshops and bike parking consultations, to complimentary memberships and social events, an SF Bicycle Coalition Business Membership is a great way to support our work and gain access to resources to make your workplace more bicycle-friendly.

Thanks to our new and renewing Business Members: Alamo Drafthouse Cinema, BikeLeap, David Baker Architects, Hospital Council, Hotwire, if(we), New Resource Bank, NOP 560 Mission, The Orrick Building, Pillar Capital, Shift, Slack Technologies, Tobi, Yellow Cab Co-op and Zendesk.

A Spectacular 24th Golden Wheel Awards

On July 13, SF Bicycle Coalition members, City leaders and community partners gathered to celebrate two individuals who have worked to make our city a better place for people biking: Walk SF Executive Director Nicole Ferrara and Assemblymember Phil Ting. We also heard from Supervisors Jane Kim and Scott Wiener, who are both running for the State Senate.

Thanks to the volunteers who made this great event possible, as well as everyone who attended. Special thanks to our generous sponsors: Ann Lyons, Forest City Developers, Jenn Fox, Mark Slavonia, Mission Bay Development Group, Motivate International Inc, The New Wheel, Nicholas Josefowitz, Paoli & Geerhart LLP, Pillar Capital, Recology, Skidmore, Owings & Merrill, and Zendrive.





The SFMTA recently installed a new bike-only shortcut into Golden Gate Park at Seventh Avenue and Lincoln Way.

Bon Voyage & Ahoy, Mateys!

We want to offer our warmest adieus to Margaret McCarthy, AJ León and Danny Kolosta. In nearly four years on staff, Margaret served as Volunteer Coordinator, Volunteer Manager, Program Director and most recently as Interim Executive Director, lending seemingly infinite enthusiasm and intention to our work. After enjoying a break from college this summer, working as Campaign Assistants, AJ and Danny return to their studies.

We are also excited to welcome fresh faces to the team. Technology Coordinator Kevin Diep moved to San Francisco from Los Angeles, and fortunately his mastery of tech is superior to his preference for baseball teams. Julia Schaber also joins the team as Graphic Designer. Initially hired as a design intern, Julia is a recent graduate of San Francisco State University helping to visually communicate our work with members and the public.

Light Up the Night

It's almost time to turn back your clocks and turn on your bike lights. Daylight saving time ends on Sunday, Nov. 6. For all of us biking, the commute home will start getting darker. That's why your SF Bicycle Coalition will once again partner with Bay Area Bicycle Law for Light Up the Night, our annual bike light distribution program. Alongside our dedicated member-volunteers, we'll have several pop-up events in neighborhoods across San Francisco, installing hundreds of free white front lights and red rear lights for those biking without them. Lights not only help you be seen; they're also required by law. To help these free lights go to those who need them most, we keep the distribution locations secret.

SF Bicycle Coalition members: Flash your membership card at one of our bike shop discount partners to save money on the purchase of new lights. Find out more about the law and sign up to volunteer at sfbike.org/lights.

International Walk & Roll to School Day

There's no better time to start a healthy habit with your children than International Walk & Roll to School Day on Oct. 5. Parents and children of all ages can enjoy the celebration on foot, in strollers, scooters, bikes and wheelchairs. Studies show that even 15 minutes of morning exercise improve your child's health and their academic performance.

Any parent, teacher or school staff member can organize a Walk & Roll to School Day. Don't miss out on the free giveaways from the Safe Routes to School Partnership.

Sign up your school at sfsaferoutes.org/events/ walktoschool.

The San Francisco Bicycle Coalition is a proud partner in the San Francisco Safe Routes to School program. We support programs year-round to make it safe, easy and fun to travel to and from school by bike, on foot or by public transit. Questions? Contact our Family and Schools Program Manager nancy@sfbike.org.



| JUNE 30 | JUNE 30 - JULY 2 | JULY 7 - 20 | JULY 22 | AUGUST 4 | Thanks |
|--|---|---|---|--|-----------|
| Supervisors and Vision Zero Coalition members spoke powerfully about the need for action at a Vision Zero committee hearing. Mayor Ed Lee released a press release indicating that 57 old projects are "new" Vision Zero initiatives. | CITY HALL Media covered #TheOld57 for three days; City leaders apologized, backpedaled from the misleading press release. | Brian and our Advocacy Director Janice Li begin weekly meetings with the Mayor's office to determine urgent, concrete steps to improve street safety, in coordination with Vision Zero coalition partners. | ONE MONTH The one month Anniversary of June 22 Passes. | EXECUTIVE DIRECTIVE ISSUED, IMPROVING BIKING ACROSS SF. DETAILS: sfbike.org/ executivedirective | FALL 2016 |

FALL 2016

Sign, Sign, Everywhere a (New) Sign



Over 1,000 new wayfinding signs are coming to San Francisco, emphasizing distances, destinations and ride time.

Where the heck is Bike Route 50, anyway? (It's Market Street, actually.)

With the rollout of new wayfinding signage for people who bike, the San Francisco Municipal Transportation Authority (SFMTA) is acknowledging that destinations and distances guide bike riders far more than obscure bike route numbers familiar to only the most experienced pedallers.

"The existing route-based wayfinding signs might work well for expert cyclists, but we aimed for the new signs to work better for everyone," Jamie Parks, a transportation planner with the SFMTA, said.

Jamie is the SFMTA's lead planner on capital projects related to biking. Along with project manager Dan Provence, Jamie is coordinating the City's design and placement of 1,200 signs across San Francisco over the next two years. There are just over 10 in place presently, mainly around the Inner Sunset.

"The Inner Sunset has several parallel bike routes and required turns, making it an ideal area to pilot the new signs," Dan said. "It's also a funnel point due to topography, so it's particularly popular for people biking."

"We knew that that just wasn't going to work here. So we've done a lot of riding around." Before a pilot could be tested, however, planners surveyed the lessons learned from wayfinding signage elsewhere.

"We started this project by researching current standards and best practices, looking at wayfinding signage in Portland, Chicago, Berkeley, Oakland and other cities," Dan said. "Those findings helped inform what information we would present and how to present it clearly and most helpfully for people biking."

Their hard work paid off: The new, easy-to-understand look of the signs is a big improvement for people biking. For planners, however, the bigger puzzle was determining where the signs are posted and what they convey. And that puzzle had to come together for all 1,200 signs, most of which are unique.

"The general framework we adopted was to provide people with breadcrumbs leading them generally from afar, then more specifically as they approach a given destination," Jamie said.

"Take for instance, 'downtown.' That might be a helpful direction to offer someone biking in the Panhandle, but once they approach the Tenderloin, they need more detail."

"It's a complex art of trying to give people on bikes as much information as possible while also leading them to larger city destinations," Dan added. "We tried to be as specific with our locations as possible while still offering useful information to people biking from some distance."

For example, the SFMTA decided not to direct people to the Bayview, generally, but more specifically to the Bayview Public Library, offering both precision and the general direction of the neighborhood. The same goes for signs directing folks to Forest Hill Station, Civic Center and many other landmarks across San Francisco.



Old wayfinding signs posted across SF relied on people knowing numbered bike routes.

"For each sign, we needed to get an exact location of both the sign and an agreed upon destination along the bike network," Dan said. "Every sign could be cause for discussion, including about what makes for a conservative estimate for how long it takes to get from point A to point B."

As anyone who bikes San Francisco knows, our city's hills have a way of impacting how long a given distance can take to ride.

"In Portland, planners just decided that an estimated time of arrival would be determined based on an assumed speed of 10.8 miles per hour for every single sign across the city," Dan said. "We knew that that just wasn't going to work here. So we've done a lot of riding around."



This Is Our Moment

By Janice Li

On June 1, 2000, the San Francisco Bicycle Coalition took a major step to elevate the voice of our then-2,877 members: Gaining 501(c)(4) status.

This wonky tax category meant that for the first time in the organization's history, we could endorse bike-friendly candidates running for office and actively campaign to make sure these candidates were elected. We continue to exercise this powerful muscle as our membership has ballooned to over 10,000 people and now dig deep every November as Election Day rolls around.

Since 2000, the progress in the ways we get around the city has been incredible. City leaders have risen, fallen and termed out. Ballot measures have moved the city to live up to its transit-first policy and have helped raised money for expanding the bike network, building people-friendly parks and repaving our streets for a smoother ride.

With a major federal election looming and a crowded ballot, this is our moment: Your vote counts. Let's make 2016 the the year San Francisco invested in its transportation and elected the right leaders to guide us forward. CONTINUED ON P.7 Thanks to Dola

You Vote, We Endorse

Our slate of endorsements is one of the biggest ever, and we couldn't have gotten here without member input. Let's take a look at how we came to our endorsements.

First, our 15-person member-elected Board of Directors decided which races to consider endorsing. We then reached out to every campaign in those races with a questionnaire, surveying political candidates on their positions on a variety of biking and transportation issues we know our members care about.

This year, response was overwhelming. With a growing SF Bicycle Coalition membership and transportation as the city's top priority, candidates seek our endorsement more than ever. In the end, we received 33 completed questionnaires for candidates in 11 different races.

Next, our members weighed in. We posted all of the candidate questionnaires online for the public to view, showing easy-to-read scorecards of where candidates stand. Do they bike? Do they support more protected bike lanes? Where do they stand on Vision Zero? For two weeks after posting the candidate questionnaires, our members voted on which candidates they prefer. The final results of the member polling significantly influenced the final decision on who to endorse, which is made by our board.

This year, in addition to voting for Supervisors, San Francisco voters will also vote on 24 different local ballot measures along with one regional measure for BART. Staff closely reviewed all 25 propositions, analyzed the impacts on biking and the relevance to our membership, then gave detailed presentations to our board for each measure.

At their August meeting, the board reviewed all of the information presented and finalized the slate for both candidates and ballot measures.

We Need to Invest

Out of the 25 local and regional measures going before voters in San Francisco on Nov. 8, there are three that your San Francisco Bicycle Coalition has strongly endorsed. These measures will continue the critical investments our transportation networks require.

VOTE **YES** on PROPS J + K

VOTE **YES** on MEASURE RR

VOTE **YES** for TRANSPORTATION

All three measures raise significant funding so that transportation remains affordable, safe and reliable. In 2014, the City took the first step to ensure the future of getting around in San Francisco would be reliable, safe and affordable for everyone. The \$500 million general obligation bond passed with 72 percent approval and our endorsement.



SF Bicycle Coalition staffers enjoyed chatting with Assemblymembers David Chiu and Phil Ting at the 2016 Golden Wheel Awards.

We knew this was only the first step that came out of the Transportation 2030 Task Force, which detailed a wide range of funding measures to keep our city's infrastructure strong. Propositions J and K is our city taking the next step.

In order to build out our connected and integrated network of protected bike lanes, and to plan, design and construct the people-friendly streets San Franciscans deserve, we need the resources to get us there. Not only do Propositions J and K raise a projected \$13 million per year for complete streets projects, they protect against Muni service cuts in the future and help fund affordability programs like Free Muni for Youth and Free Muni for Seniors and People with Disabilities.

A transit-friendly city is a bike-friendly city. Not only does connecting your bike to transit increase mobility and open up different ways to get around, it also encourages less car use. Having a healthy transit system is inherently good for biking, which is why your San Francisco Bicycle Coalition is asking you to vote yes for BART.

As a unique district comprised of San Francisco, Alameda and Contra Costa Counties, BART has few options to find the funding to keep their system moving aside from raising fares. One of their options is to ask voters to approve a general obligation bond, which is why it's critical we pass Measure RR to do just that.

The numbers speak for themselves. Not only does BART move 430,000 passengers around the Bay Area every day, 60,000 of those trips are within San Francisco alone. This adds up to 129 million BART trips per year! Measure RR puts 90 percent of the revenue raised into repairing and replacing critical infrastructure that has deteriorated over decades of use. The final 10 percent of funding will be used to expand bike access to stations, repair and upgrade elevators and help to relieve crowding on trains, adding up to 100 impact impact for the everyday BART rider.

This year is your chance to weigh in for better biking, better transit and transportation that works for the Bay Area. Vote yes on Propositions J and K, and vote yes on Measure RR.



Bike the Vote With Us

This 2016 election is an unprecedented opportunity to have a long-lasting impact on how we live in and get around our city. Candidates at the city and state level will push transportation policy for years, while local measures will ensure critical funding for our regional transportation networks.

Your input has been crucial in getting us to this point and now we need your help to spread the word about our endorsements. Our Bike the Vote campaign will reach beyond our membership to all San Franciscans and you can be a part of it. Help us Bike the Vote and shape the future of our city.

Here's how:

Sign up for our special Bike the Vote Ambassador Training on Thursday, Sept. 22 at sfbike.org/vote

Sign up to volunteer for any of our Bike the Vote events at sfbike.org/volunteer

Share our endorsements with friends or online using #BikeTheVote

Register to vote and read up about our endorsements at sfbike.org/vote

VOTE ON OR BEFORE NOV. 8

San Francisco Bicycle Coalition's Endorsements



Complete Streets Deferred, but (Nearly) Underway

By Chris Cassidy

Once planned to begin construction earlier this year, complete streets redesigns are underway – or nearly so – across San Francisco.

Masonic

Construction began this August as part of the Masonic Avenue Streetscape Project, transforming a street with fast-moving traffic and a history of collisions into a welcoming, neighborhood boulevard. The improvements planned include widening sidewalks, connecting the Panhandle to Geary Boulevard with a raised bike lane, and nearly doubling the street trees with a new landscaped median.

When the San Francisco Board of Supervisors first approved the complete redesign of Masonic Avenue, the three districts touching Masonic Avenue were represented by Supervisors Jake McGoldrick, Michela Alioto-Pier and Ross Mirkarimi. The year was 2008.

The City's culture of delay repeatedly

We can ensure that the City feels the weight of an activist community and knows that delays are unacceptable. slowed progress, but now, following eight years of activism and neighborhood watchdogging, construction on Masonic's redesign is finally underway. Construction is scheduled to last 18 months. The slow progress on Masonic has demonstrated once again the need for the community to come together to guarantee that safety improvements are approved and then enacted. By acting together, we can ensure that the City feels the weight of an activist community and knows that delays are unacceptable. This collective pressure on the City informs our work not only on the extremely important Executive Directive issued by Mayor Ed Lee in the wake of the tragic events of June 22, but also in regards to other complete streets projects presently underway.

We've learned a few lessons watching the delays on Masonic, and don't want the same fate of inaction for Polk Street and Second Street. We plan to hold the City accountable to its current timelines to see these dangerous streets similarly transformed after enduring years of planning and approval processes..

Polk

The debate over whether to bring lifesaving safety improvements to Polk Street spanned two and one-half years. The result was a partial victory for safe streets advocates: Raised bike lanes were approved along a significant stretch of Polk, but not the entirety of the corridor.

Polk Street is set to break ground this fall. Following a substantial construction

period delivered in multiple phases, we're looking forward to riding a new Polk Street that's welcoming to everyone.

Second

In SoMa, another important commercial corridor is preparing for construction. The ambitious plans to connect Market Street to King Street via raised bike lanes along the entirety of Second Street were approved in August of 2015 and scheduled for construction by the end of 2016. Unfortunately, the timeline has shifted and groundbreaking is not expected until the first half of 2017. Once complete, Second Street will be a model for people-first public spaces in a neighborhood surrounded by fast-moving traffic and dangerous corridors.

Every victory for more bikeable, livable streets – from planning to approval to construction – depends on the collective power of San Francisco Bicycle Coalition members. Together, we will watch these projects and hold the City accountable.

On every single street campaign, the people of San Francisco depend on a team of advocates connecting community members with opportunities to demand change and hold the City responsible. That's why your membership in the San Francisco Bicycle Coalition is so important: Together, we can accomplish more than any of us could ever dream of achieving alone.

Help us ensure these streets become a reality. Give a friend or loved one a gift membership today at stbike.org/join.



MEMBERS: VOTE FOR YOUR BOARD OF DIRECTORS THIS FALL Voting Nov. 14 to Dec. 4

Deadline to join or renew for eligibility to vote: Nov. 4 at 11:59 pm

Learn more about candidates and vote: sfbike.org/board_election

The SF Bicycle Coalition is governed by a member-elected, all-volunteer Board of Directors. This year, eight of the 15 seats are up for election. Any member in good standing may run and serve a two-year term on the board.

Like all nonprofit boards, our Board of Directors serves many important functions, including hiring and supervising the Executive Director, providing legal and financial oversight, providing strategic direction, and raising money to ensure the organization's sustainability and support its work.

This year, voting begins at our annual member meeting on Nov. 14 and will conclude at Winterfest on Dec. 4, where members can meet and question candidates in person. Online voting is encouraged, but ballots may also be cast in person at our office at 1720 Market St. during normal business hours.

What to Do If You Get a Ticket

GIVE RESPECT



MIND SIGNS AND LIGHTS

People biking must stop at stop signs and obey red traffic lights, just like all other vehicles (CVC 21200). Your safe, legal behavior on our streets helps to improve everyone's perceptions of people biking, and helps us advocate on your behalf. As people who bike, we know about taking the high road. Let's keep it up and project our values through how we ride.

GET RESPECT



TAKE THE LANE

If you're next to parked cars or you're riding in a narrow lane and you don't feel safe, you have the right to take the lane (CVC 21202). Ride outside the door zone to keep yourself safe and visible.

Watch our short video, "Urban Bicycling Basics: Rules of the Road" at sfbike.org/giveget for more on your rules and rights while biking in San Francisco. Under California law, people biking have all the same rights and responsibilities as people driving. Need a rules-of-the-road refresh? See left!

When people biking do not follow the law, police may issue a traffic citation. Below are some of the most common questions we receive from people ticketed while biking.

2

How much will I need to pay for the ticket I received while biking?

Traffic citations do not include a price tag when they're issued; this comes later when the ticket is filed at Traffic Court. The fine schedule for citations is set locally by the Superior Court of San Francisco's Traffic Division, and the table of penalties changes so frequently that the court does not publish it. You can request a fine schedule in person at 850 Bryant St., Room 145, but the court will only stand by those fees for the day you pick it up. You can also call the court to determine what the fine is for your specific citation: (415) 553-9400. Note that it may take one to two weeks for your citation to be filed into the system.

2

Will I get points on my motor vehicle record for citations issued while I am biking? Will it affect my automobile insurance?

Moving violations incurred while operating a bicycle should not count against your automobile insurance rating. Make sure that any citation you receive while riding your bicycle notes that it is for a bicycle violation. There is usually a box on the citation form to indicate the type of vehicle being operated. Check to see that "bicycle" is noted before accepting the citation from the police officer. If you don't see "bicycle" listed, ask the police officer to correct this.

In regards to points on your driver's license: People biking are not assigned point counts for moving violations, according to the Superior Court of San Francisco.

Why was I charged an extra \$300?

There is a \$300 penalty for not paying your ticket on time, so pay attention to dates



Can I take a class to reduce or eliminate the fee from my citation?

A new California state law, A.B. 902, allows local law enforcement to authorize traffic school for bicycle violations as a way to reduce fines. Although this program is not yet established in San Francisco, we support the creation of a traffic school program for people biking.

FALL 2016



One of Winterfest's Best: Member-Volunteer Kyle Quilici

By Liam Brooks

"Volunteering is an important way for me to stay grounded and in touch with my community," member, trained Bicycle Ambassador and repeat-volunteer Kyle Quilici said.

We're looking forward to having help from passionate volunteers like Kyle at this year's Winterfest, our annual member party, art show and bike auction, on Sunday, Dec. 4.

Although Kyle has volunteered at all sorts of events, including Bike to Work Day and Sunday Streets, Winterfest topped her list when we asked her to pick a favorite volunteer gig.

"Not many cities have such a well organized and effective coalition of bike advocates." 'Everyone who comes to Winterfest is passionate about the SF Bicycle Coalition and what we do," she said. 'Every year I meet great volunteers at the event. The members of the SF Bicycle Coalition are so diverse, and

it's always interesting to get to know someone you might not cross paths with in your day-to-day routines." With all the work that our members invest throughout the year, she said, "Winterfest is a time to celebrate and socialize. What's not to love?"

Kyle has been an active member and volunteer since landing in San Francisco.

"When I moved here, I was seeking to help an organization I really believed in," she said. "I've studied sustainable design and city planning, and understand that a population who bikes solves a lot of problems. Not many cities have such a well organized and effective coalition of bike advocates."

Kyle understands the big picture: Our work isn't just about bike lanes and political endorsements, but delivering a better city for everyone. And that's why she comes back, time and again, to volunteer.

"It's about creating safe streets for all," Kyle said. "A San Francisco where all city dwellers are considerate and aware. A place where we look out for one another, as we would our own family."

Want to join Kyle as a volunteer at Winterfest on Sunday, Dec. 4? As Kyle says, "Sign up early if you want the pick of the positions!" Sign-ups will launch in October: sfbike.org/volunteer.

What do you get for the person biking who has everything?

Safe Streets. A Voice at City Hall. Benefits Galore.

Give the goft of SF Bicycle Coalition Membership.

sfbike.org/membership



1

Mission-Driven in the Mission

By Giselle Diaz

To a casual observer, Pedal Revolution may come across as an ordinary bike shop. There are rows and rows of shiny new bikes for sale, display cases full of accessories and even a friendly shop dog looking for tummy rubs – in other words, normal San Francisco bike shop fare. But Pedal Revolution does much more than cater to San Franciscans who like to travel on two wheels.

As this year's Bike Shop Challenge winners, Pedal Revolution won the opportunity to be the official and exclusive wrenchers at Tour de Fat, New Belgium Brewing Company's annual celebration of all things beer, bikes and bemusement in Golden Gate Park. For Pedal Revolution, this was their chance to meet even more

We're not just a non-profit. We're not just a bike shop. It's been a long time to create this really unique culture. people who bike and showcase their unique business model: Part bike shop, part nonprofit and all-around committed to supporting youth in our community.

As a nonprofit, Pedal Revolution is not just trying to be a point of service for bicycle riders; it is also trying to make a difference in the lives of at-risk youth looking for their first opportunity to gain job experience.

"A majority of people don't know that

we're a nonprofit," Nancy Gallegos, Pedal Revolution's marketing manager, said. "They come in for the service, but eventually they hear about [our mission] through word of mouth."

Thanks to their partnership with New Door Ventures, a nonprofit program that gives youth the job experience they need to become self-sufficient, Pedal Revolution is able to employ 20 New Door interns each year.

(Fun fact: Your SF Bicycle Coalition also partners with New Door Ventures to provide professional experience to at-risk youth.)

As a result, Pedal Revolution has morphed from an ordinary bike shop to a place of community and support.

"We're not just a nonprofit. We're not just a bike shop," Nancy said. "It's been a long time to create this really unique culture."

For Cesar, a current intern, Pedal Revolution is not just a place where he's learning practical job skills. It's also a work environment in which he feels that he can thrive. Six months into his internship with Pedal Revolution, Cesar earned a promotion to senior intern and took on more responsibility.

Much in the way that Pedal Revolution values being a source of support for their interns, they also seek to support and build their community – a goal that brought them to the SF Bicycle Coalition and Tour de Fat this September.

"We're transportation folk," Joel, a mechanic at the shop, said. "[Supporting the SF Bicycle Coalition] benefits the business and it benefits the city."

When Pedal Revolution first heard about Tour de Fat, they instantly wanted to participate. After realizing that winning the Bike Shop Challenge was their way in, they kicked their efforts into high gear.

Their efforts paid off. Now, they had a blast at Tour de Fat and earned considerable exposure with the thousands of attendees.

If you want to support Pedal Revolution, ask them about donating your old bikes or just stop by their shop at 3085 21st St. for service.



OCTOBER • NOVEMBER • DECEMBER CHAIN OF EVENTS



For additions to the Chain of Events, visit sfbike.org/events. To submit an event or organize a ride, go to "Submit an Event" at the bottom of our website. *Events not officially organized by the SF Bicycle Coalition are marked with an asterisk.

EVENTS

INTERNATIONAL WALK AND ROLL TO SCHOOL DAY Wed., Oct. 5

Lace up your sneakers, pump up your tires, and get ready to walk and roll. Walk & Roll to School Day is the kick-off event for San Francisco Safe Routes to School. Any school may host their own Walk & Roll to School event. Register to receive incentives for organizers, schools and participating students. **stbike.org/wr2s**

WOMEN BIKE SF: COFFEE CLUB 8:00 - 9:00 am

Fri., Oct. 7 | Flywheel Coffee
Roasters, 672 Stanyan St.
Fri., Nov. 4 | Ritual Hayes Valley,
432b Octavia St.
Fri., Dec. 2 | Sextant Coffee

Roasters, 1415 Folsom St.

Women Bike SF is an SF Bicycle Coalition program that aims to encourage and inspire more women, trans* and femme-identified individuals to ride bikes with social events, rides and workshops. Once a month, an informal gathering of women who bike meet to talk bikes, share tips and caffeinate together. This is a perfect place to find riding buddies and answer some of your questions about biking in SF. Bring your ideas, your questions and your friends. **sfbike.org/women**



SUNDAY STREETS* 11:00 am - 4:00 pm Sun., Oct. 16 | Excelsior Sun., Nov. 13 | Embarcadero Sunday Streets opens streets to people and creates recreational space for everyone. The SF Bicycle Coalition will be teaching our Freedom from Training Wheels workshop and we'll have a Service Station offering

free air for your tires. Stop by and say hi.

sundaystreetssf.com

WOMEN, BIKING AND THE LAW Wed., Oct. 19 | 6:00 - 7:30 pm | SF Bicycle Coalition, 1720 Market St.

Want to learn more about your rights as a bicyclist? Looking for information on what to do if you're in a crash? Interested in how the legal process works, from working with police to lawyers to court? This workshop, presented by Shaana Rahman, founder of Rahman Law, will cover topics including common causes of bike crashes, what to do if you have a collision or incident on the road, and how to talk to the police and lawyers when you're navigating the legal system. **sfbike.org/women**

BIKEWINTER 2017 PLANNING MEETING* Sun., Nov. 6 | 5:00 - 6:00 pm |

Borderlands Cafe, 870 Valencia St. It's the first shortened day after the daylight savings time change, so what better time to plan some fun events to brighten the dark, cold and (hopefully) rainy season ahead? Founded by our bicycling brethren in the Midwest, BikeWinter is a grassroots movement to encourage year-round cycling, regardless of the weather. Let's meet at dusk to brainstorm events, rides and workshops that will bring extreme fun to our mild winter! sfbike.org/events

BIKE EAST BAY'S BIKETOPIA*

Thur., Nov. 10 6:30 - 10:00 pm Impact Hub, 2323 Broadway, Oakland

Biketopia is Bike East Bay's annual fundraiser and member party. **bikeeastbay.org**

BICYCLE ADVISORY COMMITTEE MEETING* Mon., Oct. 24 & Dec. 5: 6:

Mon., Oct. 24 & Dec. 5; | 6:30 - 7:30 pm | City Hall, Room 408, 1 Dr. Carlton B. Goodlett Pl.

The committee meets monthly to consider bicycle transportation projects and policies to make recommendations to the Board of Supervisors, the SFMTA, and other City and County agencies. **sfgov.org/bac**

SF BICYCLE COALITION BOARD MEETING Tue Oct 25 & Nov 29 6

Tue., Oct. 25 & Nov. 29 | 6:30 - 8:30 pm | SF Bicycle Coalition, 1720 Market St.

The SF Bicycle Coalition is governed by an all-volunteer Board of Directors. The board is responsible for the organization's financial health and achievement of its mission. SF Bicycle Coalition members are invited to attend all board meetings. No RSVP needed. **sfbike.org/board**

NEW MEMBER MEET AND GREET Wed., Oct. 26 | 6:00 pm - 7:30 pm | SF Bicycle Coalition, 1720 Market St.

Want to find some new folks to bike with? Get to know more about our work? Pick up some SF Bicycle Coalition swag? Join us for a New Member Meet and Greet. New members who joined over the past year are invited and any members who want to get involved are welcome as well. Stop by for snacks, games and prizes followed by a short presentation on what we're doing to make San Francisco a safer and more fun place to bike. You'll come away with information, enthusiasm, new friends and excitement about all of the great things your membership is bringing to our city. **sfbike.org/new**

SF BICYCLE COALITION ANNUAL MEMBER MEETING

Thur., Nov. 17 | 6:00 - 7:30 pm | City College of San Francisco, Mission Campus, 1125 Valencia St., Room 109

Join us for our annual Member Meeting to learn what's new at the SF Bicycle Coalition

and share feedback on the campaigns that matter the most to you. We want to hear how we're doing and what we should be focusing on in 2017. **sfbike.org/events**



WINTERFEST MEMBER PARTY Sun., Dec. 4 | 6:00 - 10:30 pm | The Village, 969 Market St.

Join over a thousand of your bike-loving buddies in an evening of festivities, food, music and beverages. Enjoy the fabulous local art auction, score a new bike and bid on items donated by your favorite bikesupporting businesses. Volunteer at Winterfest and gain complimentary admission to the party plus a free drink token. **sfbike.org/winterfest**

BIKEWINTER HAPPY HOUR*

Tues., Dec. 6 | 6:00 - 8:00 pm | Bender's Bar and Grill, 806 Van Ness Ave.

Join fellow BikeWinter riders for food, camaraderie and maybe even a cold one – pun intended! We'll gather to share allweather cycling secrets and brag about the worst weather we've ever biked in. This is an informal gathering, but don't be too late: The first 10 attendees will receive a vintage BikeWinter Chicago sticker! sfbike.org/events

RIDES

BERNAL TO BLUEGRASS - BIKE TRAIN

Sat., Oct. 1 9:00 am Precita Park Hop on the bike train and cruise to Hardly Strictly in style! Meet on the west side of Precita Park then cruise up Valencia and wiggle over to Golden Gate Park to enjoy the festival. The bike train will get to Golden Gate Park around 10:40 am, giving you time to lock up or valet check your bike before the music starts at 11:00 am. Full details here: sfbike.org/rides.

RIDE THE WATERFRONT ON BAY DAY

Sat., Oct. 1 | 11:00 am - 1:00 pm | Brannan Street Wharf

The SF Bicycle Coalition is teaming up with Save the Bay for the inaugural Bay Day celebration. What is Bay Day? It's like Earth Day...for the Bay. This six-to-seven mile casual-paced bike ride will have stops along the way to talk about changes coming to the waterfront and ongoing ways to get involved in the planning processes for new developments and transportation infrastructure. RSVP required:

sfbike.org/rides.

GALS WITH GEARS

Sun., Oct. 2 | 10:00 am | Level B: Ride the Presidio Loop 2 Sun., Nov. 6 | 10:00 am | Level B: Ride the Iron Horse Trail Sun., Dec. 4 | 9:30 am | Level B: Embarcadero (SF) to Tiburon (with optional return) Explore the Bay with the Gals. These monthly scenic rides are geared for women aged 50-plus years young, but all riders are welcome. Four levels of rides offered to accommodate everyone from new to experienced riders. No rider is left behind. RSVP required: sfbike.org/gals.

COASTAL CRUISING Sat., Oct. 16 | 8:30 am

California Academy of Sciences

Ride along Pacific Coast Highway 1 to Pacifica to enjoy some ocean breezes. The ride will go through Golden Gate Park then cruise south along Great Highway and Skyline Boulevard. Next, we'll conquer some hilly streets in Daly City and pass the beautiful Shark Park. A short descent along Highway 1 will take you to Pacifica State Beach. Head back the same route and finish with some pastries at Trouble Coffee on Judah Street. RSVP required: **sfbike.org/ride.**

MARIN HEADLANDS LOOP Sat., Nov. 19 | 10:00 am | California

Academy of Sciences

Ride over the Golden Gate Bridge and up to Hawk Hill in the Marin Headlands to enjoy what 7x7 has called "The Bay Area's Most Scenic Bike Ride." The incredible views make the climb worth it. After you reach the top, head down a thrilling descent towards Rodeo Beach. Enjoy the peace and quiet as you pedal through the heart of the headlands, then ride through Bunker Road Tunnel to return to the city. This ride is targeted for beginner and intermediate riders. (Most will be riding hybrid bikes instead of road bikes.) RSVP required: **sfbike.org/rides.**

THANK GOODNESS FOR PIE! RIDE & DINE

Sat., Nov. 19 | 2:00 - 6:00 pm | Mission Pie

Why wait until March 14 to celebrate pi (and pie) day? Join us for a social ride to some of the great pie-makers in the city. You can also prep your stomach for the upcoming Thanksgiving feast at our preride, mid-ride and/or post-ride pie stops. Meet at 2:00 pm for quiche, pie, coffee and conversation at Mission Pie. Just want to ride? Meet us outside at 3:10 pm; we'll depart promptly at 3:14 pm to visit a few pie peddlers around town. After a quick (pizza) pie break in Lower Haight around 4:45 pm, we'll pedal to Ocean Beach to whet our appetites and enjoy the sunset. We'll end the ride a little after 6:00 pm at Chile Pies & Ice Cream, so be sure to save room for dessert. Full details here: sfbike.org/rides.

THE FIRST ANNUAL SANTA CYCLE* Sat., Dec. 17 | 12:00 pm | Ferry Building

The inaugural Santa Cycle will gather at high noon outside the Ferry Building, departing at 12:30 pm. A full Santa suit is required...and homemade costumes are particularly welcomed for this five-to-10 mile ride.

PARADISE LOOP

Sun., Dec. 18 | 10:00 am | California Academy of Sciences

Enjoy a counterclockwise ride of Marin's classic and gorgeous "Paradise Loop" targeted for beginner and intermediate riders. (Most will be riding hybrid bikes instead of road bikes.) RSVP required: **sfbike.org/rides.**

FREE CLASSES

Don't see a class date that works for you? We're always adding more. Please check sfbike.org/education for the most up-to-date list of classes.

ADULT LEARN TO RIDE Ongoing

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. RSVP required:

sfbike.org/education.



INTRO TO URBAN BICYCLING WORKSHOP Ongoing

Come learn the basics of biking in San Francisco at our Intro to Urban Bicycling Workshop. Our one-hour course covers bicycling for everyday riding in SF, the rules of the road, route planning and more. RSVP: **sfbike.org/education**.

TRAFFIC SKILLS 101: CLASSROOM WORKSHOP Ongoing

Looking to get comfortable riding in San Francisco? Join us for a presentation covering all you need to know for biking in SF and the Bay Area. This is the perfect class for those already riding to hone their skills or for people interested in riding but intimidated by urban traffic. No bicycle is necessary for this class. RSVP: **sfbike.org/education.**

TRAFFIC SKILLS 101: ON-ROAD Ongoing

Practice what you learned in the Traffic Skills: Classroom. This on-bicycle class follows a comfortable progression onto city streets, beginning with a short review of the lessons from the classroom course. After a basic bike maintenance session, the class will practice bike maneuvering skills in a carfree 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. RSVP required: **sfbike.org/education.**

LEARN TO RIDE WITH YBIKE* SUN., OCT. 2; NOV. 6 & DEC. 4 11:00 am - 2:00 pm Main Post Parade Ground – Presidio

Learn to ride your bike with YBike's awesome instructors. They provide bikes and equipment -- you just bring your game face (ideally a big, toothy grin) and a little determination. All ages of children welcome. Free. Program details subject to change. ymcasf.org/programs/ ybike-presidio

FREEDOM FROM TRAINING WHEELS AT SUNDAY STREETS 11:00 am - 4:00 pm

SUN., Oct. 16 | Excelsior SUN., Nov. 13 | Embarcadero

Freedom from Training Wheels is a great way to get kids riding without training wheels. Bring your child's bike and helmet if you have them. If not, we have balance bikes for kids aged two to five. We will be at every 2016 Sunday Streets, so we hope to see you there! **sfbike.org/family**

TEST RIDE A FAMILY BIKE AT SUNDAY STREETS 11:00 am - 4:00 pm SUN., Oct. 16 | Excelsior SUN., Nov. 13 | Embarcadero

Front seat, back seat, tag-along or family bike? Talk to our family biking experts about biking with your baby, toddler or child, and see equipment options up close at Sunday Streets. Want to start riding with your kids? Test ride a family bike and see what works for your family. Children are welcome to try the new ride with you. **stbike.org/family**

BIKING WITH BABIES/FAMILY BIKING SHOWCASE Ongoing

Sunset Neighborhood Beacon Center, West Sunset Park 41st Avenue & Ortega

Front seat, back seat, tag along or family bike? When can I start riding with my baby, and how do I get ready? Talk to our family biking experts, then try a variety of family bikes at the Family Bike Showcase. Free. Details: **sfbike.org/family**.

ON ROAD WITH YOUR FAMILY / BIKE TO SCHOOL WORKSHOP Ongoing

Yes, you can bike to school. After a short safety session, we'll practice riding together as a "bike train." Children must have their own bikes and be accompanied by an adult. Parents with or without children, family bikes and babies on board are also welcome. Free. For dates and event details see **sfbike.org/family.**

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VOLUNTEER

TRAINING

volunteer.

PHONE BANK

5:30 - 8:00 pm

1720 Market St.

SF Bicycle Coalition,

Ongoing

BICYCLE AMBASSADOR

Flex your advocacy muscle and become a

Bicycle Ambassador. Come to our training to

get up to date on what's going on with the

SF Bicycle Coalition and learn how to sign

prepare you to volunteer at races, festivals, Service Stations and other events. Please

note that you must be a current member of

the SF Bicycle Coalition to become a Bicycle

Ambassador. RSVP: sfbike.org/

SF BICYCLE COALITION

TUE., Oct. 4; Nov. 15; & Dec. 6 |

Coalition membership strong. No cold-

WED., Oct 5; Nov. 9 & Dec. 14 |

5:00 - 8:00 pm | SF Bicycle Coalition,

This SF Bicycle Coalition tradition has been

happening for as long as we can remember

organization rolling as we work together on

group office tasks. Dinner is provided. Bring

ample indoor bike parking, so don't forget to bring your bike into the office. No RSVP necessary. **sfbike.org/volunteer**

a friend – the more the merrier! We have

and newcomers are always welcome. So

stop by, snack on tasty treats, chat with

fellow members, and help us keep our

to know your fellow volunteers.

sfbike.org/volunteer

VOLUNTEER NIGHT

1720 Market St.

Join the volunteers who keep the SF Bicycle

calling, just calls to friendly lapsed members

offering an easy way to renew. Plan to stay

for the thank-you dinner afterward and get

up new members. This training will also

SERVICE STATIONS Twice monthly | Citywide

Twice a month, your SF Bicycle Coalition pops up in different neighborhoods with our friendly, volunteer-staffed Service Station, offering hi-fives and free coffee or other goodies to folks riding by. If you'd like to volunteer to brighten the rides of fellow commuters, view our upcoming Service Stations and sign up at

sfbike.org/volunteer.

VALET BICYCLE PARKING Ongoing | Citywide

Justifiably famous in SF, the SF Bicycle Coalition's Valet Bicycle Parking is like a coat check for bikes. You will be trained onsite by our friendly and experienced Valet Supervisors; no previous experience required. View upcoming opportunities and sign up at **sfbike.org/valetvolunteer**.

COMMUNITY BIKE BUILDS Ongoing

Your SF Bicycle Coalition works with a variety of community-based organizations around San Francisco to organize Community Bike Builds. Each event is an opportunity for the community to come together and refurbish reclaimed bicycles for its members. Every Community Bike Build requires more than a dozen volunteers to help out with both mechanical and nonmechanical tasks, and lunch is provided. We'd love your help.

Sign up at sfbike.org/volunteer.

BARTER MEMBERSHIP

Volunteer for 10 hours in a three-month period and earn a year's membership for free. If you'd like to get started with our Barter Membership program, please visit **sfbike.org/membership**.



San Francisco Bicycle Coalition 1720 Market Street San Francisco, CA 94102

ADDRESS SERVICE REQUESTED

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

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

American Cyclery Arizmendi Bakery* Artisans of SF Avenue Cyclery Bay City Bike **Rentals and Tours** BeOmni Bespoke Cycles The Big Hand Big Swingin' Cycles The Bike Connection Bike Friday Blazing Saddles Bike Rentals Body Awakening BoomBotix Box Dog Bikes Canyon Market Charlies Coat Chrome Citizen Chain City CarShare City Cycle of San Francisco Dahon DD Cycles Dolores Park Café Duboce Park Café Equator Coffees & Teas

Everchange Fitness fitBERNALfit fitGLENfit Freewheel Fresh Air Bicycles Golden State Health Good Hotel Good Vibrations Green Apple Books Greens To Go Heavy Metal Bikes High Trails Cyclery Huckleberry Bicycles IMPACT Bay Area Kasa Indian Market Street Cycles Metromile Mike's Bikes Mission Workshop MonkeyLectric Noe Valley Cyclery Nomad Cyclery Nopalito Ocean Cyclery Other Avenues Co-op P-Fits Pacific Bikes & Boards Pedal Inn

Pedal Revolution Po Campo Precita Park Café PUBLIC Bikes **Refried Cycles Rickshaw Bagworks** Riide **Roaring Mouse** Cycles See Jane Run Sports SFC San Francycle Sports Basement Streets of San Francisco Sun Porch Yoga Swell Bicycles Timbuk2 A Tran's Bay Bike Shop Treat Street Bicycle Works Valencia Cyclery Velo Rouge Cafe Vespertine Warm Planet Bikes Wiggle Bicycles Yoga Garden SF Zipcar

2

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 discounts all over town, free bike trailer and air travel bike box rentals and more. See <u>sfbike.org/membership</u> for all the benefits.

| NAME | | |
|------------|-------|------|
| ADDRESS | | CITY |
| ZIP | | |
| HOME PHONE | EMAIL | |

Make checks payable to: San Francisco Bicycle Coalition. Check with your employer about matching your donation.

NT A N // T

CREDIT CARD NO.

DATE (MM/YY)_____

VISA MASTERCARD Do not share my name, even with cool organizations the SF Bicycle Coalition likes

EXP.

Membership type:

.....

- □ \$35 ONE YEAR MEMBERSHIP
- 🔲 \$52 A BUCK A WEEK
- \$120 SUSTAINERS*
- ☐ \$250 SUPPORTING MEMBER*
- \$500 PATRON*
- \$1,000 DONOR*
 - *includes free SF Bicycle Coalition t-shirt! Please choose.

🗌 Men's 🔄 Women's

Yes, I want to volunteer! Sign me up for info on:

- MARKET STREET
 POLK STREET
 2ND STREET
- THE WIGGLE
- THE EMBARCADERO
- □ BIKES AND BUSINESS
- SOMA STREETS
- OTHER:

