



The Squeaky Wheel

www.sacbike.org

Newsletter of the Sacramento Area Bicycle Advocates

November 2003

From the President Detours Needed When Bike Trail is Closed

By Lea Brooks

The American River Parkway bike trail serves as the major highway for cyclists in the Sacramento area. So when the bike trail is temporarily closed for an event such as Eppie's Great Race or the half-marathon around Lake Natoma, the organizers should be required to direct users to a detour rather than just post "closed" signs.

Can you imagine the outcry if motorists found a "closed" sign on a roadway with no detour? Why should cyclists be treated any differently than motorists? While it's fairly easy to find a safe and convenient detour along some stretches of the bike trail, other parallel routes are disconnected and include stretches with heavy traffic. Cyclists who are not familiar with the area may end up lost.

I was reminded of the bike trail's key role on Oct. 26 when I rode from my home to meet a group of cyclists in Folsom at 9 a.m. I always take the bike trail because it is the most direct, safe and scenic route.

On that day, a section of the bike trail around Lake Natoma within the California Department of Parks and Recreation's jurisdiction was closed for the popular half-mara-

President, page 3

H Street Bridge Undercrossing

By Walt Seifert

A paved trail under the west end of the H Street Bridge is now under construction, and may already be complete by the time you read this. At deadline, paving and fencing under the bridge had been finished. However, work was just starting on a signifi-



New trail under H Street Bridge

cant part of the project — building a retaining wall and trail next to H Street. The two-way trail to be built above the retaining wall will be separated from the street by a "K-rail," a physical barrier. Access to the trail will be at the intersection of H Street and Camellia Avenue.

The project, delayed for years because the city of Sacramento was waiting for completion of levee strengthening work by the U.S. Army Corps of Engineers, was one of sev-

H Street, page 4

Mobility Strategies for County Corridors

By Walt Seifert

In August, *The Squeaky Wheel* published information from Sacramento County about the Mobility Strategies for County Corridors study.

The county has collected ideas for the study by holding workshops and making a presentation to the Sacramento Transportation and Air Quality Collaborative. On Oct. 28, county staff and consultants briefed the Board of Supervisors on study progress and plans. They described in more detail the possible strategies for Florin Road, using it as an example of the 11 corridors being analyzed.

Supervisors Illa Collin and Roger Dickinson, who were originally skeptical about the study, seemed to remain skeptical and suggested that additional experts, such as walking/biking guru Dan Burden, ought to be consulted.

All the various corridor strategies will include bicycle and pedestrian improvements. While I am a member of the Technical Advisory Committee for the study, I have yet to see the details on how cycling will be accommodated. Given the limited right of way and traffic volumes, it is difficult to understand how any of the corridors, which include sections of Howe, Watt, Sunrise, Greenback and Madison, will be able to squeeze in things like separated sidewalks and bike lanes. These corridors are all ex-

Corridors, page 3

SABA Mission

SABA represents bicyclists. Our aim is more and safer trips by bike.

SABA Vision

Bicycling for everyday transportation is common because it is safe, convenient and desirable.

SABA meets the fourth Tuesday of each month, usually at noon, but once every three months at 6 p.m. For more information, call us at (916) 444-6600 or e-mail us at saba@sacbike.org.

SABA's Folsom Chapter, the Folsom Area Bicycle Advocates (FABA), meets at 7 p.m. the third Thursday of the month. For more information, call Chapter Chair Tony Powers at (916) 353-1745 or e-mail them at faba@tomatoweb.com.

The Squeaky Wheel

This newsletter is produced and distributed once each month. If you have an idea, a compliment, a tale of woe or an article for the newsletter, contact Lea Brooks, 2013 Roaring Camp Drive, Gold River 95670, via e-mail at lea2skip@aol.com, or call evenings at (916) 635-9332 by the third Thursday of each month.

SABA General Membership Meeting

Tuesday, Nov. 25, noon American Lung Association conference room, 909 12th St., Sacramento.

- 11:45 I. Pre-meeting mingle, chat and eat.
- 12:00 II. Introductions (Lea Brooks).
- 12:05 III. Executive Director's Report (Walt Seifert).
- 12:25 IV. H Street Undercrossing Progress Report.
- 12:35 V. Report on meeting with Cheryl Creson, recently appointed director of the Sacramento County Transportation Agency (Lea).
- 12:40 VI. Other Business and Announcements.
- 1:05 VII. Adjourn.

SABA Pizza Party — Pizza, Soda and Doin' Stuff

Canceled for December. Enjoy the holidays.



SABActions

Meetings

SABA members attended these meetings:

- Sacramento Transportation and Air Quality Collaborative plenary and group sessions
- Mobility Strategies for County Corridors Technical Advisory Committee
- SACOG Bicycle/Pedestrian Advisory Committee and Regional Planning Partnership

Letters

SABA sent letters to:

- Sacramento Regional Transit with a series of recommendations
- Caltrans through consultant MIG on the HWY 50 HOV lane project

Other

- Presentation to the South Natomas Bicycle Users Group (BUG)
- Participated in walking and biking assessment of Florin Road with WalkSacramento
- Provided valet bicycle parking at the Salmon Festival

SABA/Community Calendar

November

Saturday, November 22

County-level Blueprint workshop, Sacramento County South Cosumnes River College, 8401 Center Parkway, 8:30 a.m. - 1 p.m. - Registration required

For details and to register go to:

<http://www.sacregionblueprint.org/sacregionblueprint/>

December

Saturday (9:30 a.m. to 12:30 p.m.), Wednesday and Thursday (5:30 p.m. to 8:30 p.m.), December 6, 10 and 11

Bridging I-5 Design workshops

All information presented at the workshops will be identical. California State Association of Counties (CSAC), 1020 11th Street, 2nd Floor

Contact Kristy Babb, 448-2440

January

Saturday, January 10

County-level Blueprint workshop, Sacramento County Central/North

CSUS Alumni Center, 6000 J Street, 8:30 a.m. - 1 p.m. - Registration required

For details and to register go to:

<http://www.sacregionblueprint.org/sacregionblueprint/>

President, from page 1

thon from 8 a.m. to noon. The trail was posted with signs indicating when and why it was closed, but there was no mention of a detour.

Being familiar with the area, I took an on-street route on the north side of the bike trail that for the most part has bike lanes. And since it was a Sunday morning, traffic was light. Even though there was not much traffic, the route had either a stop sign or signal nearly every block. And the route was not direct. Someone unfamiliar with the area could have easily become lost.

It's reasonable for the bike trail to be temporarily closed several times a year. Events such as Eppie's, the half-marathon and the Chevy's-to-Chevy's run are a positive way to introduce individuals to the Parkway who may not be familiar with it.

I have participated on a team (the bicycle leg) in Eppie's a number of times, and still get lost at least once cycling back to Goethe Park through Rancho Cordova to watch the kayakers cross the finish line. Some of the roads have heavy traffic and no shoulders. Maybe there's a better route, but I don't know where it is.

SABA will raise the need for clearly marked detours when there are events on the bike trail to both the Sacramento County Department of Parks, Recreation and Open Space and state parks. Both are preparing updates to their respective parkway plans that include the bike trail. A marked detour would also be helpful when the Parkway below Nimbus Dam floods during heavy rain years. Sections of the bike trail from Discovery Park to Hazel Avenue have flooded several times over the years. ☼

Brainstorming Results from October Meeting

At the October SABA general membership meeting, members schemed and dreamed about what might be as far as bike projects. They also identified a number of hazards that needed to be corrected and listed ideas for safety and education programs.

Since a new motor vehicle bridge across the Sacramento River at Sutterville Road seems to be very controversial, how about building a bicycle/pedestrian-only bridge? No noisy traffic, no fumes, but a real connection.

How about a good bike connection between Elk Grove and Sacramento along the Interstate-5 corridor or a trail connection from Elk Grove Boulevard to the river? Or a Sunrise East Bikeway, a combination of trails, bike lanes and bike routes between the planned Sunrise Boulevard light rail station south to Douglas Boulevard?

How about a short cut from Sierra Boulevard to the back of the Pavillions shopping center on Fair Oaks Boulevard?

If you missed the meeting, but have an idea for a project or two anywhere in the region, you can still fill out a form on the SABA Web site at sacbike.org and fax it to 444-6661 or include the same information requested on the form in an e-mail to saba@sacbike.org. ☼

Welcome new members!

Paul & Candy Anderson
 Connie Axelrod
 Kevin Baker
 Greg Balzer
 Thomas Baxter
 Monica Brown
 David Celeste
 Ken & Michelle Cemo
 Suzanne Chammout
 Jason & Christina Dumars
 Elizabeth Etgen
 Michele Fortes
 Dennis Haase
 Walt Harcos
 Glenn Harris
 Jim Hine
 Gary Iba
 Sharon Kamber
 Toshiye Kawamura
 Albert Kong
 Katherine McAllister
 Al Michel
 Bob Mooney
 Elfie Nadell
 Joseph Parker
 Donald Rifas
 Mary Ann Robinson
 Andrea Rosen
 J. Bernstein & S. Cavanaugh
 Nicholas Stern
 Robert Strickler
 Sun City Roseville Cycling Club
 Matthew Sundt
 Neville Throckmorton
 Jim Waters
 Mark Whisler
 Donald & Gloria Yost

Corridors, from page 1

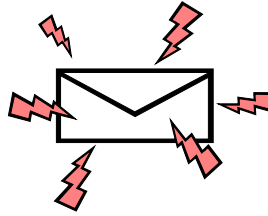
tremely hostile to cyclists and pedestrians now. It's hard to imagine the corridors changing significantly without undergoing what Dan Burden has called "road diets," that is, reducing the number of traffic lanes.

The next steps are for the consultant team to incorporate the feedback it received from the public and supervisors and refine the strategies. Maybe that at that time, it will be easier to judge how well the strategies meet the study's goals. The goals are to:

- Enhance mobility, as defined by reduced travel time and improved travel reliability.
- Increase the people-moving capacity.
- Improve safety for all users of the transportation system.

Ultimately, the consultants will "run the numbers" on the strategies to see how each performs based on a number of effectiveness measures. No particular strategy will be recommended for adoption. The study may simply go on the shelf and gather dust when it is completed, but it also could become the basis for identifying transportation projects and seeking funding. ☼

Letters to the Editor



Editor:

In Walt Seifert's *Squeaky Wheel* article on Highway 50 HOV lanes, he asked for suggestions on HOV alternatives and enhancements/mitigations.

I know that Caltrans doesn't want to consider other strategies. But other developed nations, faced with traffic congestion during peak periods, don't limit themselves to ineffective strategies like HOV lanes.

They've found demand pricing is the only strategy that really gets people to change their behavior and gives them a tool to manage use of congested roadways. It's been used in Scandinavia and other places in Europe; it works much better than any other strategy to reduce congestion and provide motivation for people to switch to alternatives like bicycle commuting.

California's increasing population and continuing sprawl will quickly gobble up any gains from short-term palliatives like HOV lanes.

Outfits like SABA should push to get effective alternatives on the table. Maybe demand pricing won't be considered in the short run. But unless someone pushes to give it exposure, it'll never be considered at all.

Merick Chaffee

Editor's note: SABA did recommend High Occupancy Toll (HOT) lanes as an alternative. Sometimes derisively referred to as "Lexus lanes," HOT lanes allow solo drivers to use HOV lanes for a toll. Tolls are adjusted to keep the lanes flowing even when other lanes are congested.

We want to hear from *you!* Letters may be edited for length or clarity.

Preferably e-mail it to:

saba@sacbike.org

or put it in an envelope to:

SABA

P.O. Box 1295

Sacramento, CA 95812-1295

Editor:

I used to ride my bike, walk or take the bus every day for my commute between 50th Street and downtown. When I biked, I took H Street from 50th to 16th. I never felt that the portion of the ride from 50th to 29th was adequately safe, especially where the bike lane disappears — are cyclists supposed to float over those sections? The areas of Midtown that have traffic-calming measures are much safer and more conducive to riding. I was also dismayed to learn that cars are allowed to cross the solid white lines, which I had assumed were there to protect bicyclists.

Now that I have a child, I feel that the risk of bicycling is too great to put him either on the bike or in a trailer. My son's daycare is also downtown, as is my wife's workplace, so we carpool. While carpooling is better than driving separate cars, it is still far worse for the environment, my health and the community than bicycling. I think this is a terrible impact of poor city planning.

I write to you today to let you know that I strongly support your efforts to promote bicycling as a means of local transportation in Sacramento.

Nicholas Stern

Editor's note: Driving across the bike lane line is not legal per the Vehicle Code. The only exceptions listed in section 21209 are: (1) To park where parking is permitted. (2) To enter or leave the roadway. (3) To prepare for a turn within a distance of 200 feet from the intersection.

H Street, from page 1

eral projects bundled together to improve bicycle access to California State University, Sacramento (CSUS). The Hornet Crossing project, completed in record time for the 2000 Olympic Trials, was another.

The H Street Bridge undercrossing will improve bicycle and pedestrian access from the River Park neighborhood to the American River Parkway as well as to CSUS. It will also give bike commuters headed downtown from the Parkway a direct shot to H Street without having to go through the campus and use the aggravating sidewalk "trail" along J Street. However, H

Street between Carlson Drive and 56th will remain dangerous for cyclists due to the lack of bike lanes.

SABA had suggested a different route for the access trail to the bridge undercrossing — using an existing pump station maintenance road and levee ramp just to the north. This route avoided the safety issues raised by having a trailhead at an intersection and did not require removal of trees. However, city officials determined that issues such as Americans with Disabilities Act (ADA) accessibility, the potential for disturbing adjacent neighbors and utility department access during flood emergencies favored the trail alignment next to H Street. ☹

Interstate 80 Crossing Progress

By Walt Seifert

The city of Sacramento is designing a new bike/pedestrian crossing of I-80, just west of the Interstate 5/I-80 interchange. I-80 is a huge barrier to cyclists and pedestrians trying to travel between North and South Natomas.

Based on responses the city's consultants have received from SABA and the Sacramento City/County Bicycle Advisory Committee (SacBAC), and at a public workshop at Leroy Greene Middle School, the crossing will have a gentle S-curve.

The bridge crossing will connect to an existing trail south of I-80, at the point where Gateway Oaks Drive dead ends into the Natomas Main Drainage Canal. North of I-80, the structure will land on the west side of the West Drainage Canal. A separate arched bridge over the West Drainage Canal will connect cyclists to two planned trails. One trail will run east, along yet another drainage canal, to San Juan Road. Another will go north through a planned park and connect to streets now under construction.

The overcrossing will serve the rapidly filling-in residential areas north of I-80 and west of I-5. It will provide another alternative to the two existing crossings of I-80 between North and South Natomas. Right now, cyclists have a choice of using the dangerous Truxel Road crossing or San Juan Road.

The project is being coordinated with the California Department of Transportation, which may make changes to the I-80/I-5 interchange that could affect the height of the bike/pedestrian overcrossing and placement of its columns.

While the city has funds for the design effort, no money is currently available for construction. The crossing will need to compete with other transportation projects as funding becomes available. ☼

Salmon Festival

Bike parking valets checked in, stored and checked out nearly 1,000 bikes at the annual Salmon Festival, Oct. 11-12. Actual counts were 412 bikes parked on Saturday and 531 on Sunday.

Ed Cox, Wayne Lee, John Whalen, Lea Brooks and Skip Amerine rocked, rolled and parked through the two-day event at the Nimbus Fish Hatchery. Keeping up with the throngs was a huge job. Nice going, gang!

The success of bike parking at the Salmon Festival is a clear demonstration that when car parking takes money out of drivers' pockets and cycling is just as convenient as driving, lots of folks will choose to bike. ☼

Bridging Interstate 5

By Walt Seifert

The city of Sacramento kicked off a three-year, \$4.9 million study of "covering" I-5 between the R Street railroad overcrossing and the Capitol Mall crossing. Two "Bridging I-5" open houses were held Oct. 23 at Crocker Park. The idea is to reconnect the city to the waterfront, a connection that was severed when I-5 was built in the late 1960s.

Three approaches are being considered:

1. Construction of limited-access bicycle and pedestrian bridge(s).
2. Widening one or more existing bridges (R Street, O Street and Capitol Mall).
3. Construction of full or partial decks over the freeway between the existing bridges.

The R Street Bridge is already slated to be converted to a bike/pedestrian bridge.

It appears that only the decking option will have much effect on the noise created by I-5. The decking option is the most expensive of the three alternatives, with a \$200 million estimated cost. However, the "air rights" may be worth an equal amount. About 24 acres of usable space will be created by a deck. This could be used for a park, buildings or some combination.

The California Department of Transportation, which owns the air rights and has to do some maintenance work to this section of I-5 anyway, is participating in the study. More information is at <http://www.sacto.org/BridgingI5/index.html>

A concern for SABA is whether limited bicycle and pedestrian funds would be used for this project. Massive amounts of transportation money have been spent on freeways that effectively cut off bicycle and pedestrian travel between neighborhoods, or in this case, between downtown and the river. Those same highway funds should be used to restore the connections, not the sliver of the budget pie that goes to bicycle and pedestrian projects. ☼



FABA Report

By Tony Powers

In August, the Folsom Area Bicycle Advocates (FABA) celebrated its third anniversary. Besides celebrating three years of alternating accomplishments and futility, here's what we've been up to for the past few months:

Iron Point Sewer Construction - We met three times with the Sacramento Regional County Sanitation District (SRCSD) and the city of Folsom regarding bike access through the construction site. While the results were mixed, the good news is that the project was substantially completed eight months early. Special thanks to Rebecca Garrison of the 50 Corridor Transportation Management Association (TMA) for arranging the meetings, and to FABA member Sue Fry for bringing along her incomparable powers of persuasion.

Iron Point Trail Connection at Folsom Boulevard - In related news, after some eleventh hour heroics, this long-awaited improvement (a second crosswalk/pedestrian signal on the south leg of the intersection) is finally a reality (almost). SRCSD paved the 30-foot trail connector in conjunction with its repaving work and the city plans to have the required signal equipment and crosswalk markings installed with the light rail improvements at the intersection.

Lake Natoma Loop still missing the missing link - Unfortunately, there is no progress to report on negotiations between the city, California Department of Parks and Recreation and the Lake Natoma Inn on acquiring the small piece of property required to complete the trail behind the inn. There may be a Palestinian state before this is resolved.

Ride with the Traffic Engineer - In August, the run of occasional FABA rides with Folsom's traffic engineer, Mark Rackovan, continued. This time, FABA member George MacDougall joined me and Folsom Trails Coordinator Jim Konopka in a loop around north Folsom. Areas of note were: switchbacks in the bike trail at the north end of the Lake Natoma Crossing — mountain bikers and hikers are creating steep short-cut trails between the switchbacks, causing erosion and debris on the trail; the Greenback Lane/Folsom Auburn Road intersection, where proposed modifications to accommodate dam road traffic may actually improve the bike lane situation (if they get approved by the Folsom City Council); the bike/pedestrian crossing of Auburn-Folsom Road at Berry Creek - a grant application for a signal at this location was submitted some time ago, but no word yet on the status; Inwood Road - did you know this connects to Baldwin Dam Road? This would be a great location to create a safe bike route to Carl Sundahl school, except that it is a private road; the barricaded connection between American River Canyon North and Baldwin Dam Road - barricades make passage by bicyclists difficult; Baldwin Dam Road at Oak Avenue - the bike trail access to Lew Howard Park has very closely spaced bollards; Eastbound Oak Avenue at the city limits - there is an 8-foot gap in the bike lane pavement as you enter Folsom, unfortunately it's on the Orangevale side of the line; American River Canyon Drive - bike lanes are sub-standard width (this is a road badly in need of a road diet).

California Independent System Operator (CAL ISO) Health, Safety and Wellness Fair - Thanks to Wayne Larson for representing FABA at this event on short notice and giving away

lots of Folsom Bikeway maps. This is the third year we have participated in this event, which is very good exposure for us, and a rather enjoyable event as well.

Bicycle-Friendly Community (BFC) - Folsom was one of 13 cities recognized in October by the League of American Bicyclists as a BFC. Folsom received The Silver award, the third highest award level (out of five). Recognition comes with signs that will be a constant reminder to city residents, staff and public officials that we are and aim to be bicycle-friendly.

Utility Trench Patches - FABA has been following up on the worst of these and we are happy to report that the ones along Blue Ravine (associated with the Winco Foods construction) have finally been repaired. Other bad ones are on westbound Blue Ravine near the Parkway, and southbound E. Bidwell south of Creekside. Remember, you can easily report any road hazards like these on the SABA Web site (www.sacbike.org).

E. Bidwell Pedestrian Overcrossing - This bike-pedestrian bridge over E. Bidwell will, when completed in 2005, close one of the final gaps in the Humbug-Creek Trail system. Several FABA members attended a public meeting on this project on Aug. 13.

Blue Ravine Undercrossing - I'm happy to report that HDR Engineering was selected by the city of Folsom to design this important trail link that will bring the Humbug-Willow Creek Trail under the existing Blue Ravine Road Bridge, just east of the railroad tracks. Expect construction next summer.

Trails Update - If you haven't ridden the Humbug-Willow Creek Trails lately, you're missing some great riding. This summer marked the closure of many of the gaps in the system, and some work is still in progress. New construction has opened segments of the trail from Folsom Boulevard to beyond E. Natoma Street, with the greatest number opening in the Parkway and Empire Ranch. And of course, don't forget to check out the two bridges FABA had a hand in building (one on the E. Bidwell side of Broadstone Marketplace; the other just east of the new E. Bidwell Undercrossing).

Historic District Traffic Calming - While this is potentially a great thing for cyclists, the reality so far has been far more mixed. Re-stripping of westbound Natoma Street at Riley to add a dedicated right turn lane has resulted in the elimination of the bike lane in the block approaching Riley Street, causing a more dangerous situation for through cyclists. On the other hand, Sutter, Scott and Coloma are now almost completely free of traffic. The down side of that is that the temporary traffic diverting curbs at Scott and Sutter prohibit bicyclists everywhere they prohibit automobiles. Word from City Traffic Engineer Mark Rackovan is that, if the closure becomes permanent — a decision will be made after the initial 60-day trial period — the traffic diverter will be designed to facilitate passage of bikes and pedestrians.

Traffic Signal Timing - At the April Traffic Safety Committee meeting, the committee, in response to a letter from FABA member Bruce Cenicerros, recommended establishment of an ad hoc committee to prioritize signals to be evaluated and re-timed as appropriate to allow bicyclists to safely pass through on a green light. This would not immediately address detection at actuated signals, but hopefully that would follow. Unfortunately, I am thus far aware of no progress in establishing this committee. The combined minimum green and yellow time for

Tip of the Month Uncommon and Unwelcome Courtesy?

By David Takemoto-Weerts

We all have our pet peeves, especially when it comes to our particular passions. One that gripes me most as a cyclist is those all-too-frequent encounters with “well-meaning,” but deluded motorists who feel compelled to give me “right of way” when I have not earned it. We’ve all experienced it - you’re waiting at a side street for a gap in traffic to let you turn left out onto a busy arterial. Suddenly a car on your right slows, stops and the driver gestures for you to make your turn. GRRRRR!

Perhaps you think I’m overreacting and that I should be grateful to such drivers for giving me a break. But here’s the problem: traffic safety is predicated on predictability. By following the same rules consistently, conflicts between road users are virtually eliminated. If, in the above situation, I was in a car rather than on my bike, it’s very unlikely that any motorist would acknowledge my presence, let alone stop to let me enter the roadway. But when a misguided motorist does so, he acts in disregard of long-established rules of right-of-way. What he is not thinking about is the fact that probably no other driver in the vicinity is also planning to stop for me. At the least, this inconveniences other drivers who must wait for me to complete my entry to the roadway. At the worst, it sets up a situation where the stopped driver gets rear-ended by stopping unexpectedly. Or, what if other drivers coming from behind the waiting automobile decide to go around on the right, thus encountering me as I turn left onto the roadway and try to position myself on the right side of the arterial? It’s easy to imagine other disaster scenarios under similar circumstances.

One way to deal with such encounters is to just wave the driver on. Make it clear you are not going to follow his lead to act outside the law. Of course, this generally serves to irritate the driver who may think of you as behaving no better than all those other cyclists he sees acting rudely by running stop signs, riding against traffic, etc. A method to avoid such unpleasantness is to look the other way - to your left - when traffic is approaching on your right. Yes, you should glance right to gauge when you can safely enter the arterial, but by appearing to be looking only to your left, any motorist approaching on your right will realize that even if she stops for you, your lack of eye contact will make her “act of kindness” unnoticeable and a waste of time. Try it — this usually works.

Finally, and I really shouldn’t have to say it, but when you are motoring, please resist the temptation to “give a break” to fellow cyclists by committing the same “courtesy” that you know to be misguided. ☸

David Takemoto-Weerts is the University of California at Davis bike coordinator and a League Cycling Instructor.

FABA, from page 6

many of the signals in the city is so short — especially on left turns — that even experienced cyclists are unable to get beyond the center of intersections before cross traffic gets a green light. ☸

FABA on the Airwaves

By Tony Powers

About a year ago, Dave Cassel reported on FABA’s plans to create and broadcast public service announcements (PSAs) promoting bicycle transportation and safety. I’m happy to report that, with a little help from the rest of the FABA crew (very little; Dave’s pretty much done it all!), Dave has so far written, filmed, edited, produced and successfully distributed two entertaining, provocative and memorable 30-second PSAs that have been airing on Access Sacramento and KVIE for several months now. The first presents bike commuting as an enjoyable alternative to the car, and not just for gear heads. The second does a similarly convincing job of presenting bicycling as an option for daily errands. In addition to helping to promote cycling transportation, these two have provided valuable exposure for both SABA and FABA.

Building on the success of the first two, FABA has endeavored to produce two more PSAs, this time specifically promoting Bike-to-Work (and Everywhere!) Day 2004 (BTWD). The first will again be a 30- to 60-second spot intended to air between programming on the public stations and, ideally, on the commercial ones as well. The second and more ambitious one will be a 10-minute video to be distributed to participating employers to help drum up interest in BTWD, to use at employer-sponsored bicycle safety clinics (sponsored by the Sacramento Area Council of Governments) in advance of BTWD and to be sent to potential corporate sponsors of the 50 Corridor BTWD events to give them a better understanding of BTWD. For both videos, Dave will draw on footage taken at the 2003 50 Corridor BTWD, as well as interviews with cyclists filmed by the 50 Corridor TMA and new footage filmed specifically for this project. ☸

Walk/Bike California Conference 2003

By Walt Seifert

The first statewide walking and biking conference appeared to be a resounding success, with more than 300 registered participants. Attending were walking and biking advocates and staff from transportation and public health organizations. The conference was held Oct. 15-19 in Oakland.

Attendees heard from luminaries such as Katie Alvord, author of *Divorce Your Car! Ending the Love Affair with the Automobile*; Jeff Morales, director of the California Department of Transportation; state Sen. Tom Torlakson; national walking and biking expert Charlie Gandy; and Oakland Mayor/philosopher Jerry Brown.

There were two days chock full of presentations covering such topics as Safe Routes to School, Critical Mass, bike fleets, bike access to BART stations, BikeStations and “What happens when a motorist kills a pedestrian or bicyclist?” SACOG’s Sue Teranishi and I made a joint presentation on Sacramento’s first ever Commuter Bike Challenge conducted last May. In a nice touch, everyone who registered for the event received a digital pedometer to keep track of their steps and distance traveled.

Another conference is planned for 2005. ☸

SABA
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