



Bi·opic

Flagstaff Biking Organization's newsletter

Volume #4, Issue #1

Bike to Work Week Special Edition

Spring 2009

Bike to Work Week



May 10-15, 2009

Schedule of Events

It's Bike to Work Week again! Time to dust off your ride, register your workplace and flood the streets, paths, and bike lanes with fun loving cyclists. JOIN US!

Schedule Highlights:

Sunday May 10th: Bike Bazaar at Heritage Square 9 am-2 pm

- Bike swap
- Helmet and Recycled bike sales
- People Powered Parade -11 am
- Games and live entertainment

Monday May 11th: Kickoff/VIP commuter ride 7:30-9 am

- Worksite Challenge begins
- Kickoff proclamations at City Hall followed by short commuter ride
- Free breakfast & Brick Award at Heritage Square

Tuesday May 12th: Cruiser ride on FUTS 6 to 7 pm

Wednesday May 13th

- Bike to Breakfast 6:30-9 am
- Community Bicycle Forum 6-8 pm at Flagstaff High School

Thursday May 14th Bike to School /Family Day

- Bike to School Challenge 6- 9:30 am
- Bike to Potluck 5:30-7 pm at Thorpe Park
- Student Films and Awards 7-9 pm at Thorpe Park

Friday May 15th: BTWW Cyclo-bration 5 – 8 pm at Uptown Billiards

Monday morning, May 18th: Live announcement of Worksite Challenge winners on The Eagle (103.7 FM).

**Enter to Win a
New Belgium
Cruiser Bike!**



Enter online NOW at

www.flagstaffbiking.org for the Red Schwinn Special Edition Cruiser bike from New Belgium Brewery. Raffle ticket(s) cost \$5 for one ticket, \$20 for 5 tickets, and 100 bucks will get you 29. Get 'em while they're hot! All proceeds benefit Flagstaff Biking Organization's efforts.



photo by Melissa Dunstan

May 10th - Sunday

Bike Bazaar

Heritage Square, Downtown Flagstaff, 9 am - 2 pm

Bike Swap

Cheap and exotic bike gear for sale! We are expecting buyers and sellers from across Arizona. **Sellers:** reserve your table online by following the "Raffle" link at flagstaffbiking.org. Tables are available for a \$20 donation (you can split tables with friends).

\$10.00 Helmet sales for kids

Live entertainment featuring Karna Otten at noon and Aly Jay at 1pm.

"Fender Blender" smoothies

Games for Kids

Make your own t-shirt with bike safety iron-ons.

Exhibits on commuting safely, local bike events and programs, and bike art.

Bike Recycling

Get a great deal on a refurbished bike and support FBO. If you wish to donate bicycles or parts that we can use for repairs, please contact btww@flagstaffbiking.org.

People Powered Parade:

The Parade starts at 11 am, staging at the parking lot south of the downtown Public Library on Aspen St. It follows a 2 mile course leading back to Heritage Square. Join us with your favorite decorated ride or bike ensembles. An award goes to the best of show.

May 11th - Monday

The Worksite Challenge - Monday through Friday

This year, the Bike to Work challenge lasts ALL WEEK from Monday morning to Friday midnight. Two winning worksites of the commuter challenge get a beautiful new Breezer Freedom commuter bike to use for local errands. Worksite Coordinators are needed to volunteer for each participating worksite, and ALL bike commuters can log-on to participate... from students to CEO's. Go to flagstaffbiking.org for more information and see the challenge guidelines in this issue. Together we'll feel healthier, reduce congestion on Flagstaff streets, and lower our carbon footprint.

Kick-off Commuter Ride from City Hall - 7:30 to 9:00 am

Come join local elected leaders, officials, and hundreds of your friends for a short "commuter" ride through downtown to finish in Heritage Square for a free breakfast. Hundreds of cyclists sharing the roads make a statement. The Brick Award will be given to a community member that has gone above and beyond the call of duty for cycling in Flagstaff. Breakfast sponsored by Peace Surplus.



May 12th - Tuesday

Cruiser Ride - Further Excellent Adventures of Jack & Martin on the FUTS - 6 pm

Once again, local bike heroes Jack Welch and Martin Ince are leading a casual cruiser ride on Flagstaff's Urban Trail System (FUTS) Tuesday evening. The ride stages at Altitudes Bar & Grill on Beaver Street. Bring your stylin' cruiser, your commuting beater, your slick new roadie, ti singlespeed, or fixie - all riders are welcome!



photo by Susan Huefelle

May 13th - Wednesday

Bike to Breakfast Day - 6:30 to 9 am

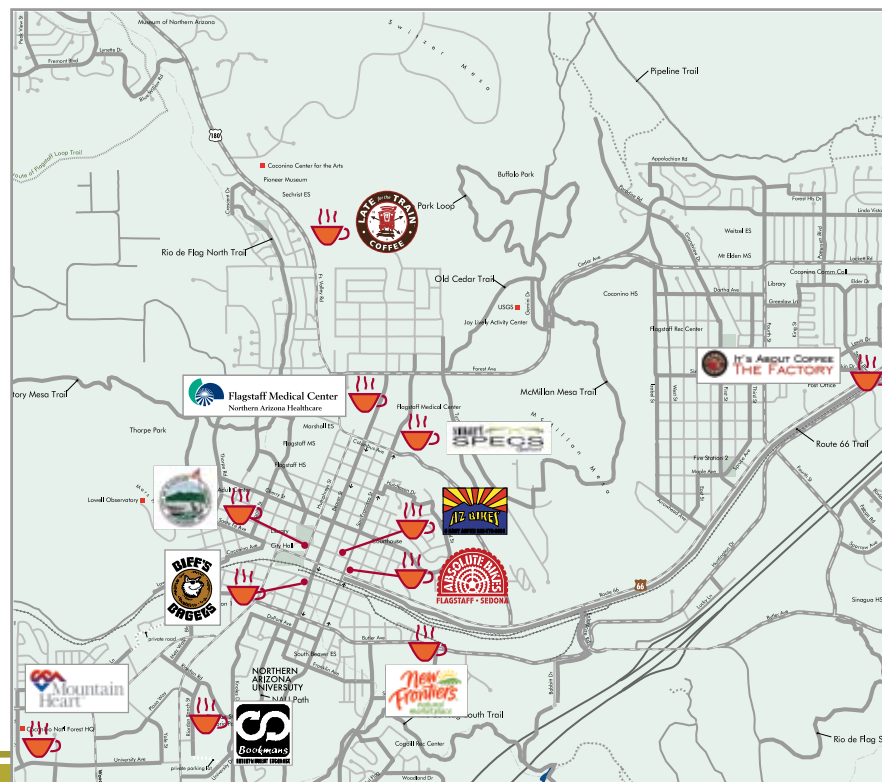
Bike-friendly businesses around Flagstaff are once again sponsoring Bicycle Breakfast stops this year. Check to see which stop is along your route, hit one or hit them all! Coffee, juice, muffins, bagels, and other breakfast treats will fuel your commute. Let us know if you want to sponsor a breakfast station! There are still a couple openings! Breakfast station locations so far:

Flagstaff Community Bicycle Forum Open House - 6 to 8 pm at Flagstaff High School

City of Flagstaff Multi-Modal Transportation Planner Martin Ince hosts the 2nd annual bicycle open-house forum. Check out local bike-related organizations and join local officials for a discussion of cycling issues in Flagstaff. You can learn what's being done to make Flagstaff more bicycle-friendly, as well as share your concerns within a positive bicycle environment.

Location	Sponsor
1800 N Ft Valley Rd	Late for the Train
Beaver St near the FMC ped bridge	Flagstaff Med. Center
900 N San Francisco St	Smart Specs Optical
5 E Aspen Ave	AZ Bikes
City Hall - Aspen St & Humphreys St	City of Flagstaff
Rt 66 & San Francisco St	Absolute Bikes
Beaver St near Biff's Bagels (right after the tracks)	Biff's Bagels & Jack Welch
1520 S Riordan Ranch St	Bookmans
Butler Ave & Sawmill Rd	New Frontiers
University Ave & Thomas St (near Harkins)	Mountain Heart
Steves Blvd & East Rt 66	It's About Coffee

Go to flagstaffbiking.org for an update to date map.



May 14th - Thursday

Bike to School Day

FBO encourages parents, teachers and administrators to support and encourage (or accompany) students to bike to school more. We celebrate our younger bike commuters on this day with Bike to School activities.

- A "Golden Sprocket" award will be given to 4 local schools with the highest participation rate of students riding to school that day.
- We are sponsoring the 2nd annual Student Bicycle Short Film Contest. The top 3 winners will get cash prizes of \$200, \$100 and \$50. Helmets must be worn by all riders in the movie to qualify.

Thursday is FAMILY NIGHT!

Bike to Potluck - 5:30 to 7 pm

Bike to Potluck at Thorpe Park's Ramada, starting at 5:30 pm. Bring your own beverage and a dish to share. We will be grilling hamburgers and veggie burgers for all, and a large grill is available for use. If weather allows, we may have other activities. Let's see how creative you can be toting your potluck via bike! And immediately to follow...

Student Film Fest and Awards - 7 to 9 pm

We will move to the Adult Center at Thorpe Park to view entries in the Student Film contest and award prizes to the winners. The Golden Sprocket trophies will be awarded to the winning schools. Desserts will be provided by Cupcake's Creations. Contact: info@flagstaffbiking.org.

May 15th - Friday

Cyclo-Bration at Uptown Billiards - 5 to 8 pm

Bike commuters can finish the week at Uptown Billiards for fun, friendship, and tall bike stories. Join everyone to celebrate our great Bike to Work Week.

Don't forget to log your miles this last day! There are still Raffle drawings for folks that bike on Friday, and the worksite challenge goes until MIDNIGHT.

Monday May 18th

Worksite Challenge Awards

The Worksite Challenge winners will be announced Monday morning, May 18th live on The Eagle, 103.7 FM.

The Worksite Challenge

How it works...

Each office or sub-office is lead by a heroic and motivated volunteer Worksite Coordinator. Each worksite coordinator will receive a packet of information to distribute to co-workers, providing guidance, promotional posters, maps, pointers, routing and safety

tips. From May 11th until the 15th, all bike commuters log on to our website daily, reporting name, worksite, and total miles pedaled to work or errands that day. Logging in qualifies participants for daily raffle prizes and increases their worksite's participation rate. The top worksites in the large and medium categories win a Breezer Freedom commuter bicycle for everyone to use for errands at the worksite.



photo by Susan Hueffle

More pedalers... More success!

1. To encourage greater participation and to help biking become a habit, **we are counting 5 days, Monday-Friday**, toward the Breezer bike competition. This means the coordinator needs to provide FBO with worksite total numbers every day, as well as the number of walkers or bus-riders.
2. **Huge worksites are a huge challenge for the worksite coordinator.** FBO again encourages worksites of more than 100 people to subdivide into smaller (legitimate --no cherry picking!) groupings, such as different floors, buildings or departments. Smaller groups are easier to manage and motivate!
3. FBO urges each worksite to enhance the BTWW challenge with **intra- and inter-worksite challenges**. Put up your own prizes or wagers and we will referee the results. Feds vs. County? UPS vs. FedEx? Marketing vs. Shipping? FBO is kicking this off with a "Roadies" vs. "Mountain Bikers" Challenge! We'll report these and your results on our webpage.
4. **We want to see more worksites than ever join the challenge.** E-mail us (btww@flagstaffbiking.org) if you know of a worksite that ought to participate, even if it hasn't before.

We are adjusting worksite size classifications as well to encourage more participation. Rotating worksite sizes should give more Flagstaff employees the opportunity to compete for the Breezer Freedom bikes.

Breezer Bike Challenge categories:

Large: 40 or more employees,

Medium: 11 to 39 employees.

Free Worksite Lunch Contenders:

Small Worksite: 4-10 employees,

Daily raffle prizes: everyone else-- including "unaffiliated" commuters, micro-sites less than 4

employees, and students -- is eligible for the daily raffle prizes each day they log-in (only one log-in per person per day allowed).

Daily Raffle prizes? Local businesses are contributing fabulous prizes for anyone who participates in BTWW by registering their bike commuting on our website. Winners will be announced on flagstaffbiking.org May 12th-18th. Can you contribute a raffle prize as well? Please contact us!

Go to flagstaffbiking.org to register your worksite, and starting Monday, May 11th, all bike commuters should go to our website to log your commute.

A few pointers on the Challenge

- Worksite Coordinators can log-in for their teammates if they know how many miles each has biked.
- People who Bike-&Bus or Bike-&Drive can log the biking portion of their commute.
- Non-driving commuters: walkers, bus-riders, skaters, etc. can't log-in, but help their worksites by acting as a deduction from the worksite total, thereby increasing bike participation and reaping a lot of the same health benefits!
- Worksite Coordinators or their proxies need to log their worksite totals every day of the challenge to qualify for the Breezer bike.

For the Nitty-Gritty Rules of the Challenge, go to www.flagstaffbiking.org/bike-to-work-week/worksite-challenge/rules/.

Bike to School Day

We would like to see more students try biking to school. Childhood obesity has reached epidemic levels, and biking to school is part of establishing healthy life-long habits to make our kids and our community healthier. It's also fun and feels great, and can be valuable family time.

This year we will have four beautiful new "Golden Sprocket" trophies that the winning schools can show with pride for the next year in these categories: Elementary, Middle, High and Alternative Schools.

We want to be more inclusive this year with a two-pronged effort:

1. Make sure all student bike commuters are counted. This year we will have on-site school representatives counting each student who bikes to school between 6:00 and 9:30 am Thursday morning, May 14th. All bike commuters are still encouraged to log-in to the website, but winners of the challenge will be determined through the School Rep's counts.

The School Rep's job is to get kids motivated to ride their bikes, count them on the day of the challenge, and report the enrollment & cyclist numbers to FBO by May 14th, 11:30 am.

If your child's school does not have a School Rep yet, perhaps you can assist them. Contact FBO at btww@flagstaffbiking.org if you are interested.

2. We are reaching out to more schools. We have contacted schools that haven't participated in the challenge before. This includes smaller, non-traditional, parochial, private and charter schools. We know every school has its dedicated bike commuters among the staff, teachers, parents, and students. Let us know if you can help us promote this effort.

Why Bike?

There are lots of great reasons to commute by bike. Here are some:

- Bike commuting is good for health. Obesity and related diseases have become epidemic in the U.S.
- Bikes don't pollute.
- Bikes reduce traffic & parking congestion and related costs.
- Bikes offset the many costs of petroleum-based transportation.
- Bikes are low-carbon emitters.
- Biking is a great way to relieve stress and enjoy the outdoors on busy days.
- Bike commuting is often faster than driving a car in short commutes.
- Biking offers good family-time opportunities and forms life-long healthy habits.
- Joining the bike community gives us credibility and power to improve bike facilities for all of us! It helps to educate cyclist to be good cyclo-citizens and builds a strong community.
- You can probably think of 10 other good reasons yourself...

Bike Commuters Sound Off!

Please help guide FBO and the Bike Advisory Committee in prioritizing and evaluating bike amenities and construction projects. Fill out our online survey at www.flagstaffbiking.org/survey from May 1-31st.

Photo Contest and Poetry Slam for Bike to Work Week

Submit a photo of the favorite thing in your commute. Is it the view of the peaks? Your fully tricked out commuter bike? Flowers or still-lifes en-route? We'd

like to see them and share them. Win a cargo bike trailer donated by the Bike Shop Hub (\$300 value). We will need a hard copy for display: at least 5" x 7". Send to FBO, PO Box 23851, Flagstaff, AZ 86002. Deadline is May 8th.

We also want to read you bike commuter related poetry. Email to btww@flagstaffbiking.org. The best submissions will go to our website.

A Word from the BTWW Coordinator

Bike to Work Week seems to inspire the craziest devotion among its followers. This is the second BTWW I've coordinated, and while it is something like the toughest job I could ever love, I am constantly overwhelmed by the enthusiasm of the pedalers who await the event with the same anticipation and joy as the first crocuses pushing their blossoms through the traditional Flagstaff April Fools Day snow.

Like these people, I've come to depend on my bike commute to bracket the work day with a freeing sense of separation from job stress and the messes that may await when I return home. It's a beautiful bit of white space on my schedule that is always there, always great, completely wholesome, and completely defensible. How else can one combine a necessary commute with a healthy workout and stress reduction, scenic views and spring flowers, reducing pollution and the costs of oil consumption, reducing traffic and infrastructure costs, and shrinking my carbon footprint? All that with my 35 pound, 33-year-old, ten-speed Raleigh Record.

This is the eighth year of Flagstaff Biking Organization's celebration of bike commuting that is Bike to Work Week. I hope all of you cyclists help us make it even more successful. Join us in the many fun events we have planned this May: the worksite challenge; parades; music; rides; bike swaps; breakfasts; potluck; community bike forum; school events; and more!

But more importantly, help us put out the message to those among us who need a little encouragement to try bike commuting during the week, and then throughout their lives. Help us nudge your friends, neighbors, kids, parents, co-workers, and maybe even yourself into the fantastic world of bike commuting. And finally... Let Bike to Work Week lifetime begin!

Susan Hueftle, 2008 and 2009 Bike to Work Week Coordinator

Proud Sponsors of Bike to Work Week

New Belgium Brewery
Title Sponsor (\$4000)



Flagstaff Medical Center
Co-Sponsor (\$2000)



Flagstaff Medical Center
Northern Arizona Healthcare

Associate Sponsors: (\$1000)

- Coconino County
- City of Flagstaff
- Absolute Bikes



Sustaining Sponsor: (\$500)
Floor Coverings International/
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Flagstaffbiking.org Board

Kim Duncan
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Susan Hueftle

Anthony Quintile
Neil Ross
Jack Welch

Comments, suggestions:

info@flagstaffbiking.org

Local cyclists training to be safer commuters

We all love to ride our bikes, but some cyclists are better than others at blending in safely with traffic. In an effort to reduce conflicts between cars and bikes and make everyone safer, the City of Flagstaff and FBO are collaborating to train local bike commuters to become League Cycling Instructors (LCIs). About a dozen bike advocates took a Traffic Skills 101 Bicycle Course May 2nd, the first step toward the League of American Bicyclists certification. Once Flagstaff has its own LCIs, we can conduct these training classes whenever and wherever there is a demand. Contact FBO if your worksite or group is interested in becoming a LCI or hosting a class. See flagstaffbiking.org for details.