



# bicycle coalition of the ozarks

PO Box 4173 Fayetteville AR 72702-4173

newsletter #33 Summer, 2010

The **Bicycle Coalition of the Ozarks** is a 501(c)3 coalition of bicycle-friendly folks and organizations creating a unified voice for a more bicycle-friendly community. The **bco** achieves this goal through education, advocacy for bicycle-friendly infrastructure and promotion of a superlative form of transportation and recreation.

## Bike ED in Fayetteville Public School

Is your school next?



Melissa Fierke & Drew at a 2005 Bike Rodeo

The BCO won a grant to fund Bike Education in Fayetteville Public Elementary Schools! In 2009, we worked with six other schools districts to implement our Bike ED curriculum. We have had a long-standing goal of bringing this program to all public schools in NW Arkansas, and eventually the entire state.

The AR Highway Department will fund almost the entire program cost through a Safe Routes to School grant. The BCO has applied, along with Specialized dealer Highroller Cyclery, to obtain a Specialized Advocacy grant to help with the program budget. See "Wheels: Art Exhibit", p3, for another source of program support.

We are moving quickly so that all teacher training, program equipment, and curriculum materials will be in place to begin instruction in one of the nine Fayetteville elementary schools at the beginning of the 2010/2011 school year.

The curriculum and equipment will travel from school to school so that by Spring, all nine schools will have had a 6-session Bike ED class in their physical education classes for 3<sup>rd</sup> through 5<sup>th</sup> graders. The program is designed to be copied into any public school system. Now, as we see a dramatic tripling of childhood obesity (according to the [Centers for Disease Control](#)), and the percentage of kids who walk or bike to school has dropped from 50% to 15%, we are pressed to bring safe, healthy activity to all our children's lives.

If you would like to see Bike ED in your school, write [bco@bconwa.com](mailto:bco@bconwa.com) to request Curriculum and budget information. We are on our way to thoroughly educating tomorrow's drivers about bicycling—the rights, responsibilities, and the joys.

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## Bicycle Friendly America

The League of American Bicyclists is working to create a more bicycle friendly America, and they have established several benchmark programs to evaluate their success.

For info on **Bicycle Friendly Businesses** –see page 5. **Bicycle Friendly States** evaluates a state's dedication of funds for bicycle infrastructure, the state's highway department design standards, statewide bicycle planning and statewide legislation such as the existence of Distracted Driver penalties. Arkansas' current low ranking (45) can be partly attributed to our highway department's recent use of stimulus money to indiscriminately add non-bicycle sensitive rumble strips to favorite rural bicycle routes. An effort to educate the Highway Department as to bicycle-sensitive solutions is forming right now.

Bicycle Friendly America continued . . . . .page 3

### Many thanks to our fantastic BCO sponsors:



102 HPER Building, Fayetteville, AR 72701  
<http://imrs.uark.edu> 479.575.CAMP

106 E. Central Ave.  
Bentonville, AR 72712  
[www.phattirebicycles.com/](http://www.phattirebicycles.com/)

### Art Hobson Professor Emeritus, Ph.D.

For info on how the laws of physics can explain why the bicycle is the most efficient form of transport yet known, see <http://physics.uark.edu/hobson/>

### Wattle Hollow Retreat Center

Vipassana meditation \* Yoga \*  
Private weekend retreats near Devil's Den State Park  
More info: [wattlehollow.com](http://wattlehollow.com)  
or call Joy at 521-7148

# Get Involved!

## BCO Meetings

Quarterly Meeting of the Board of Directors, & open to all.

**WHEN:** Tuesday, September 14<sup>th</sup>

**TIME:** 5:30-6:30pm

**WHERE:** To Be Announced

**MORE INFO:** [bco@bconwa.com](mailto:bco@bconwa.com) or call us at 521-4619

## Ozark Off-Road Cyclists meetings

Join the folks active in building and maintaining unpaved trails all over the region. OORC has entered a team in the Tour de Cure, and is accepting additional team members.

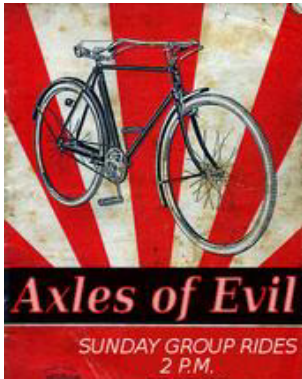
**MORE INFO:** Meeting time varies, email How Kuff for info.

[howkuff@yahoo.com](mailto:howkuff@yahoo.com)

**CHECK OUT THE OORC ON THE WEB:** <http://oorc.wordpress.com/>

# Ride a Bike

## Axles of Evil



An adventurous, eclectic group of townie cyclists that meets every Sunday in front of the Fayetteville Public Library for a ride of varying length.

Be ready to have lots of fun!

**WHEN:** Every Sunday

**TIME:** usually 2pm  
currently 5pm  
due to summertime!

**WHERE:** Meet in front of the Fayetteville Public Library

**MORE INFO:**

<http://www.myspace.com/axlesofevil>

## Frisco Festival

### Family Bicycle Ride & Kids Helmet Give Away

**WHEN:** Saturday, August 28th

**TIME:** 10am

**WHERE:** First & Poplar, downtown Rogers

**REGISTRATION:** None, event is FREE and open to all ages

**MORE INFO:** This 4.1 mile Family Ride takes place in the heart of Roger's Frisco Festival with activities, music and food. Helmets will be available free with fitting at 9:45am while supplies last. See: [www.friscofest.com](http://www.friscofest.com) for full festival info.

**IMPORTANT:** Volunteer Cyclists are needed to act as escorts/aids on this ride. Contact Laura at [bco@bconwa.com](mailto:bco@bconwa.com) if you are available for some rewarding community service.

## Harvest 100 Century Ride

**WHEN:** October 8<sup>th</sup> and 9<sup>th</sup>

**TIME:** Pasta Dinner Friday, Oct 8<sup>th</sup>, with rides on Saturday Oct 9<sup>th</sup>  
Full Schedule available at <http://jonesboro100.com>

**WHERE:** Jonesboro, AR

**REGISTRATION:** advance \$40, day of \$50

**MORE INFO:** Tammy Evins at (870) 935-4673  
[tevins@betterlife.org](mailto:tevins@betterlife.org)

## Tour de Cure

### Benefit Ride for the American Diabetes Association

**WHEN:** Saturday, October 16th

**WHERE:** Springdale, AR

**REGISTRATION:** 20 -100 mile routes described on-line.

[http://main.diabetes.org/site/TR/TourdeCure/MissouriArkansasArea?pg=entry&fr\\_id=7370](http://main.diabetes.org/site/TR/TourdeCure/MissouriArkansasArea?pg=entry&fr_id=7370)

**MORE INFO:** If you have questions, please call (479) 464-4121 x6859 or email [lbramlett@diabetes.org](mailto:lbramlett@diabetes.org).

## Bicycle Repair Clinic

**WHEN:** Saturday, July 31st

**TIME:** 11am-noon

**WHERE:** Bike City Recyclery, 546 W Center, at the intersection of Center St and the Frisco Trail in downtown Fayetteville

**COST:** Free. Donations to Bike City Recyclery are very welcome and help to keep this community resource operating!

**MORE INFO:** We'll have snacks and coffee available. Bring your kids and your kid's bicycles.

**CALL:** Dan Dean with any questions: 479-521-4619



Show up at 11am sharp for an overview of how to keep your bicycle in smooth-operating condition. You will be amazed at what you can learn (or re-learn) about your own bicycle from these experienced mechanics.

After a group presentation, all are encouraged to take advantage of Bike City's workshop, where you can put your bicycle in a mechanic's stand, have access to tools, instruction, and supplies such as grease and solvents for only \$5 / hour.

Parts are also available. All proceeds directly support and expand Community Tools. A fee waiver is available for those unable to pay.

### Impressed?

See: <http://www.bikecityrecyclery.org/> to make a donation and learn more.

## Bicycle messengers

(also known as couriers) work for courier companies carrying and delivering items by bicycle.

Courier companies use bike messengers because bicycle travel is less subject to unexpected holdups in city traffic jams, thereby offering a predictable delivery time.



← 1902 US postal stamp showing a bicycle messenger

**FRIDAY SEPTEMBER 3RD 7-9PM**



featuring:  
Still on the Hill  
Emily Kaitz  
Effron White  
Guy Ames & Bruce Allen  
Cindy Arsaga  
Anita Hejtmanek  
Kirk Lanier  
Ben Buonaiuto  
Sage Billig  
John Allendorpher  
JoAnn Kaminsky  
Cindy Wiseman  
Effron White  
Dan Dean & Laura Kelly  
John Joseph Ray

sponsored by: bicycle coalition of the ozarks and

**OMNI CENTER**  
for Peace, Justice & Ecology  
3274 Lee Street Fayetteville, AR 72701  
for more info, visit [omnicenter.org](http://omnicenter.org) or write [exequals@hotmail.com](mailto:exequals@hotmail.com)

**WHEELS: Art Show Silent Auction**

Contributing artists for the Wheels Art Silent Auction and include: Cindy Arsaga, Anita Hejtmanek, Kirk Lanier, Kelly Mulhollan, Donna Stjerna, Emily Kaitz, Ben Buonaiuto, Sage Billig, John Allendorpher, JoAnn Kaminsky, Dan Dean, Cindy Wiseman, and Effron White. These artists will transform used bicycle wheels into silent auction pieces. Music will be provided by Guy Ames, John Ray, Still on the Hill, New Cliches and an open mic. See next column for Silent Auction time and location→

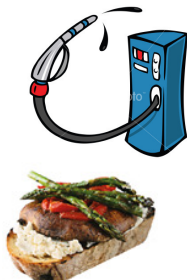
**FACT CORNER:**

Research has shown that tripling the number of bike riders on the street cuts motorist-bicyclist crashes in half. <http://www.transalt.org/files/newsroom/streetbeat/askta/041116bikebill.html>

Economic productivity tends to increase with higher fuel prices <http://www.vtqi.org/fuelprice.pdf>

**Food for Fuel**

12 mph casual cycling burns about 300 calories/hour  
25 mph racing burns about 1000 calories/hour



**WHAT: WHEELS Art Opening at OMNI**

**WHEN:** Friday, Sept 3<sup>rd</sup>  
**WHERE:** 3274 North Lee Avenue, Fayetteville  
**TIME:** Silent Auction open from 7-9pm, Bicycle Music by various artists from 8-9pm.  
Refreshments provided by the Bicycle Coalition of the Ozarks.  
Silent Auction will benefit the BCO's effort to get bicycle education in all Fayetteville Public Schools through the Safe Routes to School program

**WHAT: WHEELS Family Ride & Helmet Giveaway**



**WHEN:** Wednesday, September 22nd, (World Car Free Day)  
**WHERE:** Meet at the Castle at Wilson Park, Fayetteville  
**TIME:** 5-7:30pm  
**MORE:** Free Kid's bicycle helmets with fitting available at Wilson Park, **5pm**. Ride will depart Wilson Park around **5:15pm**, and arrive at OMNI Center around 6pm.

"Safe cycling in Fayetteville--Past, Present and Future" presentation starts at **6:30pm** by the Bicycle Coalition of the Ozarks. Refreshments will be provided. Return ride will depart OMNI around **7pm**. The Bicycle ride to OMNI Center via Scull Creek Trail and through Fiesta Square and back will be appropriate for all ages. Nobody will be left behind. This will be the last day for viewing the Wheels Art exhibit.

**Bicycle Friendly America . . . cont from page 1**

If you are interested in helping the Highway Department develop their new rumble strip policy with allowance for bicyclists' needs, please call or email:

Sally Broadway  
Northeast Arkansas Bicycle Coalition  
(501) 351-2562  
[sallybway@suddenlink.net](mailto:sallybway@suddenlink.net)

Finally, the Bicycle Friendly Community Program allows municipalities or regions to compete for Bronze, Silver, Gold or Platinum status. The highest-ranking cities have uniquely incorporated bicycle infrastructure, educational programs, enforcement techniques, encouragement events and bicycle master plans into their community.

Applications this year are up by 25% from last year. Fayetteville is one of the applicants for this round. *Stay tuned for the results in October 2010.*

## On-Street Bicycle Markings in Fayetteville



Have you seen the new Sharrows on Ruppel Road in Fayetteville?

Sharrows and Striped Bicycle Lanes will be popping up all over Fayetteville to add to the Active Transportation Network.

Sharrows are a rather new addition to the Manual of Uniform Traffic Control Devices (MUTCD). Less delineating than a striped lane, they tend to encourage more flexibility in destination and speed positioning by the cyclist.

The MUTCD advises that Sharrows be used only on urban streets with a speed limit of 35 mph or lower. Look for them on these Fayetteville Streets:

Sycamore St	Lafayette
Township St	Salem Rd
Spring St	Winwood Dr

## March 2010 – Biggest 71 Classic ever



The 71 Classic continues to grow as an annual event, drawing cyclists from all over the region.

Last March's event may have been the first ever with such fine weather. The supported, scenic ride attracted over 100 cyclists, many cycling all the way to

Mountainburg and back, raising about \$1400 dollars to support the BCO's relentless effort to create a more bicycle-friendly Arkansas.

Look for the event next March 6, 2011.

The 71 Classic has taken on a life of its own. It has just popped up as an annual bicycling event in an Arkansas Department of Parks and Tourism's booklet, "Bicycle Arkansas," which is available by calling (501) 682-1301

or by writing:

Arkansas Department of Parks and Tourism  
Outdoor Recreation Grants Section  
One Capitol Mall  
Little Rock, AR 72201

The booklet also contains route descriptions for scenic get-aways all over NW Arkansas and beyond. Both off road and on road routes are described. At last check, several copies were available at Highroller Cyclery on Spring Street.

## PRO WALK / PRO BIKE National Conference

*REGISTRATION NOW OPEN*

**THEME:** Bringing Livable Communities and Regions to Scale

**WHEN:** September 13-17, 2010

**WHERE:** Chattanooga, Tennessee

**MORE INFO:** premier national conference for bicycling and walking professionals (policymakers, planners, facility designers, safety practitioners) and advocates.

Organized by the National Center for Bicycling and Walking with cosponsorship from FHWA's Safe Routes to School and Recreational Trails Programs.

**WEB:** <http://www.bikewalk.org>

## Bike to Work Week Commuter Challenge Winners

May 2010 saw another Commuter Challenge in Fayetteville, Arkansas in support of Bike to Work Week. Winners in 3 size categories earned valuable prizes donated by our generous sponsors: Smiling Jacks Fresh Foods, Arsaga's Café, Eureka Pizza, Old Souls Organics, Lewis and Clark Outfitters and NWA Media.

The challenge goes out each year to all workplaces in Washington and Benton counties and many bicycle commuters answered the call, often rallying several of the co-workers to join them in the low-cost, healthy way to travel to work.

First place winners include National Center for Appropriate Technology, Greenhouse Grille, and Garver Engineering. Greenhouse Grille turned in the highest overall percentage of cyclists with over 50% of their workforce cycling on Thursday, May 20<sup>th</sup>



Some of the Greenhouse Grille crew.

## IS YOUR WORKPLACE BICYCLE-FRIENDLY?

The Bicycle Friendly Business (BFB) program recognizes employers' efforts to encourage a more bicycle friendly atmosphere for employees and customers. The program honors innovative bike-friendly efforts and provides technical assistance and information to help companies and organizations become even better for bicyclists.

This program offers a clearly described method for achieving bronze, silver, gold or platinum status.

If your Place of Work supports bicycle commuting, the business could gain:

- Good public relations
- Bicycle-Friendly Marketing and Promotions help
- Reduced Health Care costs
- Decreased absenteeism & employee turnover
- Increased employee productivity
- Reduced parking costs
- A gorgeous matted Bicycle Print by Taliah Lempert (see [bicyclepaintings.com](http://bicyclepaintings.com)).

[Current Bike-Friendly Businesses](#) include:

City Government of Austin, TX

PayPal Inc.

Alley Poyner Macchietto Architecture from Omaha, NE. You too, can earn this award.

The application deadlines occur twice a year. The past application period ending in July 2010 saw a 50% increase in applications this round as compared to the Winter 2010 term. Employers across the country are installing bike racks and showers, organizing company rides and offering bike commuting compensation to their employees— whether doctor, construction worker, engineer or waiter.

Here's a quick quiz to see if your business is on the right track. If your business scores **five points or higher**, you should apply!



Call the League at 202.822.1333

or e-mail [info@bicyclefriendlybusiness.org](mailto:info@bicyclefriendlybusiness.org)

### Engineering

The business provides secure and convenient bike parking. (2 points)

Showers are on-site and are free for employee use. (2 points)

### Encouragement

There are incentives provided by the business for employees to commute to work by bike. (2 points)

The business works with local advocates to improve bicycling conditions for the community. (2 points)

The business supports a bicycle team/club. (1 point)

### Education

The business offers bicycle education classes. (2 point)

Bicycling education materials are available to employees on a regular basis. (1 point)

### Evaluation

The business has a bike coordinator (full, part-time, or volunteer) to help promote cycling. (3 points)

## Hurray for the United States Department of Transportation Policy Statement on Bicycle and Pedestrian Accommodation!

Kudos to the U.S. Secretary of Transportation, Ray LaHood, for outlining a transportation policy that promotes active transportation as an important and integral part of every transportation project.

Quote:

*"The United States Department of Transportation (DOT) is providing this Policy Statement to reflect the Department's support for the development of fully integrated active transportation networks. The establishment of well-connected walking and bicycling networks is an important component for livable communities, and their design should be a part of Federal-aid project developments. Walking and bicycling foster safer, more livable, family-friendly communities; promote physical activity and health; and reduce vehicle emissions and fuel use. Legislation and regulations exist that require inclusion of bicycle and pedestrian policies and projects into transportation plans and project development. Accordingly, transportation agencies should plan, fund, and implement improvements to their walking and bicycling networks, including linkages to transit. In addition, DOT encourages transportation agencies to **go beyond the minimum requirements**, and proactively provide convenient, safe, and context-sensitive facilities **that foster increased use by bicyclists and pedestrians** of all ages and abilities, and utilize universal design characteristics when appropriate."*

## Organic Cotton BCO T-shirts available.



Thanks to Phat Tire Bike Shop in Bentonville and the Highroller Cyclery in Fayetteville for stocking shirts.

### **BCO MEMBERSHIP:** All memberships are good for one year from date received.

**Energy members** are also "Contributing members". Your energy is as good as gold. Make plans to help at our next event.

For more info on how you can become an ENERGY member, write: [bco@bconwa.com](mailto:bco@bconwa.com)

**Supporting members** will receive a coupon for a 100% organic, cotton T-shirt with logos front and back as shown. The coupons are redeemable at the Highroller Cyclery in Fayetteville and Phat Tire Bike Shop in Bentonville.

**Sponsor members** will receive a t-shirt coupon as well as a listing in a bco newsletter.

**Business members** will receive a year's logo or message listing in the quarterly newsletters. (Please send a logo *or* a website address with your check.)

**Lifetime members** receive any or all of the above, and unparalleled gratitude.

☺



For membership renewals use PayPal at [bconwa.com](http://bconwa.com), or send this form with your check to:

**BCO** P.O. Box 4173 Fayetteville, AR 72702-4173

How do you know if you need to renew? Just drop us an e-mail, and we'll let you know. [bco@bconwa.com](mailto:bco@bconwa.com)

Your donations keep us rolling.

Name

Street

City, State, Zip

e-mail

- \$5 Youth** (16 and under)
- \$12 Contributing**
- \$24 Supporting**
- \$50 Sponsor**
- \$100 Business**
- \$500 Lifetime**

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Postal address for newsletter submissions is:

**bco** P.O. Box 4173 Fayetteville, AR 72702

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