



# bicycle coalition of the ozarks

PO Box 4173 Fayetteville AR 72702-4173

newsletter #34 Winter, 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 Schools



Bike ED has been moving from school to school and lighting the fire for bicycling in hundreds of 3<sup>rd</sup> through 5<sup>th</sup> graders. The 40 Specialized bicycles move to a new school each month in two cargo trailers that are hauled by the FPS Transportation Department personnel.

So far this year, Bike ED has visited Root, Vandergriff and Washington Elementary schools, and will visit all nine schools before school lets out in the spring.

Student response has been extremely enthusiastic. Each school has different facilities & circumstances, and the amazing FPS elementary PE teachers have been up to the challenge of adapting a brand new curriculum to their unique

Root, above

Vandergriff, below



circumstances.

Thanks to a Safe Routes to School Education Grant, each student can be fitted with a new bicycle helmet that they take home after the program ends. Students who bring a helmet from home, also receive a helmet fitting.

Bike ED in Fayetteville Schools, continued.....page 2

## In this issue:

Bike ED at Fayetteville Public Schools . . . . .	p1
Frisco Trail Ribbon Cutting . . . . .	p1
BCO Sponsors—who supports us? . . . . .	p1
Event Calendar . . . . .	p2
OORC Lake Fayetteville Trail Re-route . . . . .	p2
BIKE ED—the Movie . . . . .	p2
Bicycle Commuters can Cash In . . . . .	p3
NW AR Regional Trail System, the Razorback Greenway . . . . .	p3
50,000 Mile US Bicycle System . . . . .	p4
Highway 71 Classic . . . . .	p5
Oh, No! Illegal to Bicycle on Highway 71?!! . . . . .	p5
Do You Like Bicycles? . . . . .	p5
Bike Friendly Business Winners in NWAR . . . . .	p5
School Commute Facts . . . . .	p5
Did this BCO news arrive in your mail box? . . . . .	p6

## Frisco Trail Ribbon Cutting

Many folks turned out for the October 24<sup>th</sup> ribbon cutting on the Frisco Trail, which now connects the Scull Creek corridor to the existing section of Frisco Trail, creating a continuous 7.6 mile trail from Martin Luther King Jr. Blvd. to Old Missouri Road. Thanks to Stephan Pollard for hosting the event and providing the refreshments.

Steep terrain and a very tight working space have made this section of trail one of the most challenging to construct. Now that it is complete, over 500 people are already using it daily.

Fayetteville's in-house trails construction crew skillfully constructed the trail. Kudos to Matt Mihalevich and the City of Fayetteville trails crew for rising to the significant challenge!



## Many thanks to our fantastic BCO sponsors:



**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/>



102 HPER Building  
Fayetteville, AR  
72701

<http://imrs.uark.edu>  
479.575.CAMP

## 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, January 12<sup>th</sup>, 2011

**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/>

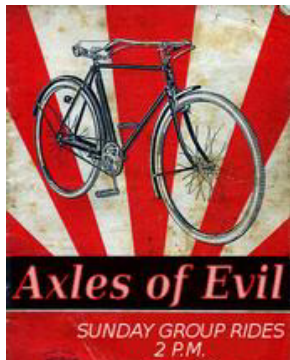
**LAKE FAYETTEVILLE TRAIL RE-ROUTE:** Do you pedal through the woods?

Have you bicycled the soft-surface trails around Lake Fayetteville?

The OORC is gearing up to initiate a full-scale re-route of Lake Fayetteville trail starting this month.

To find out how you can become a part of the hard-working, hard-riding trail building community, contact Chuck Maxwell at

[whypanic88@swbell.net](mailto:whypanic88@swbell.net).



## Ride a Bike

... with 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

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

**MORE INFO:**

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

## BCO Annual Member Event

Annual get-together of BCO general membership.

**WHEN:** Sunday, January 23<sup>rd</sup>.

**TIME:** 2-4pm

**WHERE:** Walker Meeting Room, Fayetteville Public Library

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

(A WINTER FAMILY RIDE TO THE EVENT will begin at Ozark Natural Foods in Evelyn Hills at 1pm. Wear your mittens & helmet!)

## BIKE ED—The Movie

Bike Ed students will be honored in a special graduation gala at the Town Center on May 25<sup>th</sup>, 2011. Bike ED, the Movie will premier at this event, and many local 3<sup>rd</sup> through 5<sup>th</sup> graders will recognize themselves on the big screen.

Tickets will be available to students in May, and prizes will be awarded to all Bike ED graduates in attendance.

**WHEN:** May 25th

**TIME:** 7-8:30pm

**WHERE:** Fayetteville Town Center

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

## Bike ED in Fayetteville Schools .....

cont from page 1

The Bike ED curriculum offers an excellent chance to help children have a safer, healthier and therefore happier life!

### VOLUNTEER! YOU CAN MAKE A DIFFERENCE:

You can spend one class period at a local elementary school and multiply the effectiveness of this class.

We have classes almost every day during the school year, and you needn't be a cyclist to help out!

Volunteers can help monitor cyclists on the simulated roadway course, reminding them of stop signs, safe cycling speeds (we have a few young racers out there), help label helmets with student names, and assist the newer cyclists as they work on their balance sometimes for the first time. There is not much more rewarding than being the exhausted, exalted assistant that gets to let go of the bicycle saddle when that magic moment of self-balance is acquired by a new cyclist.

*If you think you may have a moment in your busy day to play this role in young cyclists' lives, please contact Laura Kelly.*

**Email:** [bco@bconwa.com](mailto:bco@bconwa.com)

**Phone:** 479.521.4619

The BCO sends special thanks to the PE instructors--Ginger Campbell, Vandergriff, Tony Bishop, Root, and Kevin Thomas, Washington. These dedicated coaches have personally ushered many new cyclists to that magic threshold of balance. A huge thanks also to the wonderful assistant coaches who stayed flexible, creative and enthusiastic, as Bike ED came to their classes.

Also, we send a special thanks to Paul LeBlanc and Daniel Dean for their hard work in assisting this program.

We are on our way to thoroughly educating tomorrow's drivers about bicycling—the rights, responsibilities, and the joys.

*Shoulder check practice at Vandergriff*

*Bike ED photos by Dan Dean*



## Bicycle Commuters can Cash-In



Did you know you could receive a \$20 monthly benefit when a bicycle is your primary means of commuting to work? This assumes \$20 of bicycle commute-related expenditures such as tubes, tires, bike lights & batteries, cold-weather accessories and even bicycle storage fees.

The Bicycle Commuter Benefit went into effect on January 1<sup>st</sup>, 2009. It is designed to defray commuting expenses in the same manner as all other pre-tax benefits for transit and parking currently available by the IRS.

Although employers are not *required* to offer this benefit, the option offers benefits.

### PROS:

It's an inexpensive perk: The employer does not foot the bill, except for any bookkeeping time required. This benefit has few reporting requirements to the IRS and is fairly easy to manage. Bicycle Commuter Benefits paid to cyclists are deducted from the company's corporate tax bill. No FICA taxes are paid on this benefit.

Benefits keep employees loyal and motivated. In these tight times, it may be tough to offer actual cash benefits. Here's a chance to offer \$240 a year in untaxable income.

Furthermore, the employer will benefit from incentivising a behavior that has been clearly associated with lower-absenteeism, higher-productivity, and fewer health insurance claims.

### CONS:

Well, none, of course. The language of the law is short with a few nebulous phrases. The only drawback is that you aren't currently receiving your extra \$240 a year, and you should be. By pioneering this program at your place of work, you can pave the way for others to follow. Oh, self-employed folks are not eligible, sorry.

### HOW IT WORKS:

First, an employee must *regularly use* a bicycle for a "substantial portion of the travel between the employee's residence and place of employment" §132(f)(iii)(I).

Next, the bicycling employee must save receipts related to the upkeep and maintenance of this bicycle. Up to \$20 per month can be reimbursed. Receipts are provided to the employer along with a record of bicycle commute use at the end of each month. Payments can be made monthly or in a lump sum up to three months after the end of the tax year.

Although employees can create any sort of record-keeping procedure, sample forms can be downloaded through the League of American Bicyclists at:

<http://www.bikeleague.org/news/100708faq.php>

To date, the interpretation of regular use of a bicycle is about 14 days per month (around 3 days per week). Also, the substantial portion of your trip is open to your own employer's interpretation, but some sources suggest anything over half of the trip length. Basically, if you and your employer agree on what constitutes a reimbursable "Bike Month" then that will work.

For more information from the IRS on how to structure the Bicycle Commuter Benefit at your place of work, see I.R.S. Publication 15-B (2009), Employer's Tax Guide to Fringe Benefits, and I.R.S. Publication 15 (2009), (Circular E), Employer's Tax Guide.

Also, if you have this credit at your workplace, please drop us a line, so we can learn more about how it works for you.

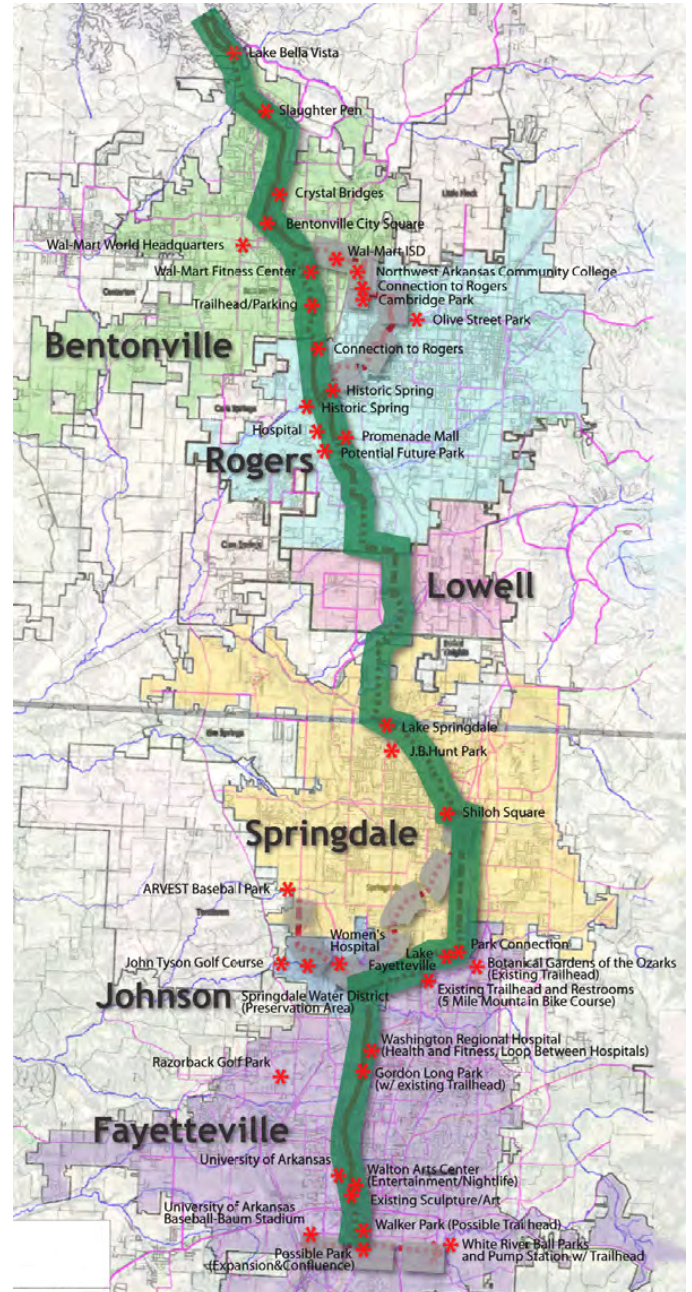
## A NW AR Regional Trail System

### A Paved Trail from Bentonville to Fayetteville!

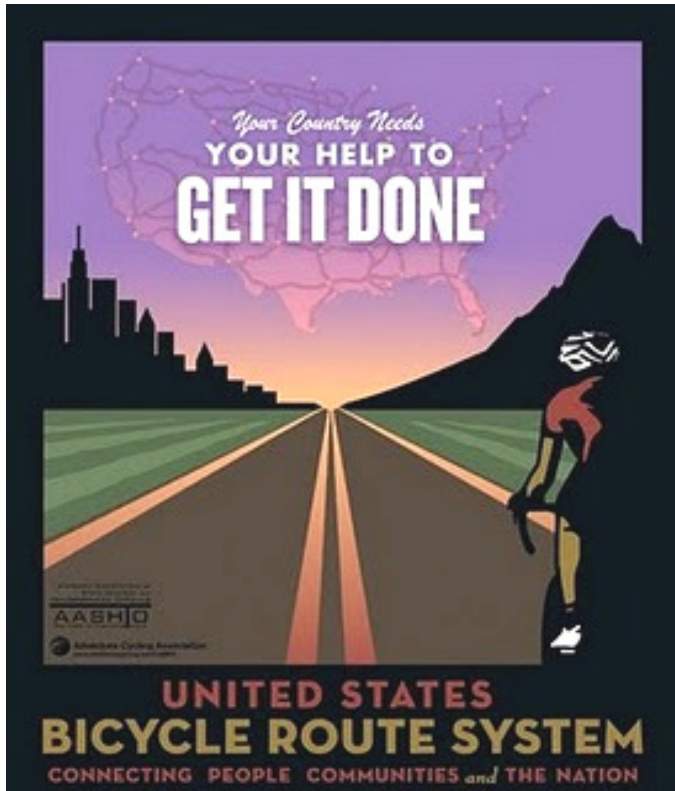
The Northwest Arkansas **Razorback Regional Greenway Proposal** has been selected to receive \$15 million through the Department of Transportation's TIGER (Transportation Investment Generating Economic Recovery) Program.



The Greenway project will join the southern part of Fayetteville to Lake Bella Vista. The corridor will pass through Bentonville, Rogers, Lowell, Springdale, Johnson and Fayetteville.



## US Bicycle Route System May Become a 50,000-Mile Interstate Reality



Okay, Fayetteville to Bentonville is a big deal, but how about Tampa to Portland??

The U.S. Secretary of Transportation Ray LaHood has expressed support for the creation of a U.S. Bicycle Route System (USBRS). This system would coordinate the efforts of individual states, and help direct the logical and efficient connection of bicycle routes (both paved trails and on-street linkages) into a national network connecting communities, landmarks, and recreation destinations→

*Volunteer Paul LeBlanc assists on the simulated roadway drill. Students practice shoulder checks and proper lane positioning.*



*Bike ED photos by Dan Dean*

Continued from previous column

from coast to coast. Routes would be given American Association of State Highway and Transportation Officials (AASHTO) approved signage with numbered route designations such as USBR 76.

Over half of the 48 contiguous states are now working on USBR. In some states, cycling advocates at city and regional levels work to develop a route, and then apply for an official designation from that state's Department of Transportation (DOT). In others, the state DOT are leading the effort and requesting cyclist input along the way.



Proposed USBR Signage

### YOU CAN HELP

Arkansas needs a volunteer to contact the lead national USBR advocate (Adventure Cycling) to relay our state's enthusiasm for the project and to determine next steps. Our statewide Bicycle/Pedestrian coordinator and several other state advocacy organizations are familiar with the project, and will benefit from your direct communication with Adventure Cycling. Please contact the BCO at [bco@bconwa.com](mailto:bco@bconwa.com) with "USBS" in the subject line if you are willing to pursue this project.

### RESOURCES:

AASHTO has adopted a preliminary guide to route locations available in PDF format at: <http://www.adventurecycling.org/routes/nbrn/USBRSCorridorMap.pdf>

Extensive information (individual state efforts, current route inventories and volunteer opportunities) is available at:

<http://www.adventurecycling.org/routes/nbrn/usbikewaysystem.cfm/usbikewaysystem.cfm>

## March 2011 – the Great Highway 71 Classic Returns



This year's 71 Classic will happen on March 6<sup>th</sup>, with registration opening at 8am at 525 S School Ave in Fayetteville—the Mill District.

Each year hundreds of cyclists, of every persuasion, turn out to participate in a celebration of the joys of cycling on one of NW AR's best cycling routes. Much recent

construction on Hwy 71 will be completed by this year's event, and smooth, clean lanes and paved shoulders will greet cyclists.

The first half of the ride offers a combination of multi-lane road or wide paved shoulder, and only gradual grade changes. Many cyclists turn around at the halfway point—the Brentwood rest area, where refreshments are provided by the BCO.

The remaining section to Mountainburg allows a hilly 75-mile ride with full snacks and electrolyte drinks at the Mountainburg turn-around. Yes, we heard your feedback, and this year we'll have electrolytes!

The 71 Classic has become the backbone of the BCO's fundraising effort. This year, we are offering an early registration discount for those of you who use the on-line registration form before midnight on March 4<sup>th</sup>, 2011.

Look for information and registration at <http://bconwa.com>

## What?! Illegal to bicycle on Thompson Road? (Highway 71B, Springdale)

October 24th, 2010, Sunday afternoon, a Springdale Sergeant flashed blue lights and pulled over a cyclist driving lawfully on Highway 71. The sergeant informed the cyclist that he was not allowed to bicycle on state highways. The cyclist followed up with a phone call to the Springdale attorney's office, and the Sergeant was informed of his error.

Perhaps this Sergeant could stand to brush up on the AR Driver's Study Guide. Pages 44 and 45 contain the specific Share the Road info with a summary of bicyclists' right to the road. The content of this section is available on the BCO website at:

[http://bconwa.com/attachments/031\\_SharingTheRoadWithBicycles.pdf](http://bconwa.com/attachments/031_SharingTheRoadWithBicycles.pdf)

## Do you like Bicycles?

How does this sound to your ear?

*I am for bikes. I'm for long rides and short rides. I'm for commuting to work, weekend rides, racing, riding to school, or just a quick spin around the block. I believe that no matter how I ride, biking makes me happy and is great for my health, my community and the environment we all share. That is why I am pledging my name in support of a better future for bicycling—one that is safe and fun for everyone. By uniting my voice with a million others, I believe that we can make our world a better place to ride.*

If this describes your opinion of bicycling, sign the pledge at <http://www.peopleforbikes.org/> it's a movement to improve the future of bicycling. Simple as that!

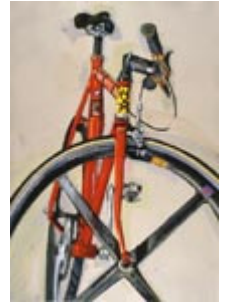
## CONGRATULATIONS to Bike City and the City of Fayetteville

Both Bike City Recyclery (Silver) and the City of Fayetteville (Bronze) have earned awards through the League of American Bicyclists Bicycle Friendly Business (BFB) program. This 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)).



By the way, businesses offering the Bicycle Commuter Benefit will definitely shine on a BFB application...see page 3

## School Commute Facts

from <http://www.saferoutespartnership.org/mediacenter/quickfacts>

- As much as 20 to 30% of all morning traffic is generated by parents driving their children to schools.
- Private vehicles still account for half of school trips between 1/4 and 1/2 mile
- Half of children struck by cars near schools are hit by parents driving other children to school.
- The prevalence of obesity is so great that today's generation of children may be the first in over 200 years to live less healthy and have a shorter lifespan than their parents.
- The Centers for Disease Control and Prevention estimated that obesity cost America \$117 billion in the year 2000, and physical inactivity results in \$76 billion in direct medical costs annually.



The BCO usually posts our newsletters online. When a new newsletter is published, we send a link to the PDF in a listserve email. This way, when an article interests you, the links are "clickable", and the newsletter can open many doors to additional information.

**If you are receiving a hard copy of this newsletter in the mail,** it is because we wish to invite you to renew your support for the BCO through a tax-deductible membership donation.

Your support furthers our efforts to create a statewide Bike ED curriculum, improve school siting policies, increase driver awareness of bicycling rights, and coordinate Arkansas' efforts to be part of the US Bike Transportation System.



**Organic Cotton BCO T-shirts available.**

**SUPPORT THE BCO:**

**Buy an annual membership. It's good for one year from date received.**

**Energy members** are also "Contributing members". Your energy is as good as gold. Write [bco@bconwa.com](mailto:bco@bconwa.com) to find out how you can help. Six hours a year earns a supporting-level membership.

**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 at 322 Spring St. in Fayetteville.

**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.

To Sign up for the BCO email list, please visit <http://bconwa.com> and click the "Subscribe to Email List" link half-way down in the left sidebar. We'll keep you informed with short, monthly posts.

**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

Would you like to know your donation history? Do you need a receipt for tax purposes? Just email us: [bco@bconwa.com](mailto:bco@bconwa.com)

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**\$5 Youth** (16 and under)

**\$12 Contributing**

**\$24 Supporting**

**\$50 Sponsor**

**\$100 Business**

**\$500 Lifetime**