



bicycle coalition of the ozarks

PO Box 4173 Fayetteville AR 72702-4173

newsletter #30 Winter, 2009

CYCLING IS SAFER by Laura Kelly

The Bicycle Coalition of the Ozarks begins 2009 with a strong push for greater bicycle-awareness. Our *Cycling is Safer* Campaign hopes to dispel a pervasive and destructive myth regarding cycling—namely that it is dangerous.

First, some **facts**:

The American Medical Association reviewed a Danish study comparing fatality risks for bicyclists to non-bicyclists. The AMA concluded:

“Even after adjustment for other risk factors, including leisure time physical activity, those who did not cycle to work experienced a 39% higher mortality rate than those who did.”

Think about that for a minute. This historically conservative association found that if two people have similar exercise habits, but one’s exercise takes place somewhere besides on their work commute, while the other’s exercise takes the form of regular bicycle rides to work, the odds are that the cyclist will live longer. *Those who do not use a bicycle to get to work, experience a 39% greater risk of imminent death than bicycle commuters.*

You may ask, “How can this be?” One answer lies in the fact that even active people do not find the time or resources for regular exercise unless that exercise also transports them to work. One major study concluded:

“Regular walking and cycling are the only realistic way that the population as a whole can get the daily half hour of moderate exercise which is the minimum level needed to keep reasonably fit”.

(Todd Litman, 2002. www.vtpi.org/health.pdf)

Also, there are many deadly side effects of inactivity. Consider, for instance, that cardiovascular diseases cause about ten times as many lost years of productive life as road crashes. (Christopher Murray Ed., 1996. www.hsph.harvard.edu).

On December 10th, National Public Radio began a story about child safety with these words:

“The World Health Organization says the most dangerous place a child can be is in a car on the road.” (www.npr.org)

This is a powerful statement. This implies that parents who drive their kids to school every day are putting their children at a greater risk than those who encourage their children to drive their bicycles to school.

These statistics include all cyclists, of all age levels. What is even more remarkable, then is how much safer a cyclist can become with some additional bicycle safety education.

Cyclists who have learned to follow the rules of the road are an additional 80% safer than those who don’t.

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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/>



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Bicycle Commuters Take Note

Do you commute long distance?

Roadside bicycle assistance is available 24/7 through the Better World Club for \$39.95 a year, which includes a \$30 annual membership to the League of American Bicyclists.



Roadside Assistance | Insurance | Travel Service
Auto assistance is also available. Your annual fee includes eco-travel services, discounts on hybrid car rental, insurance services, free maps, auto maintenance discounts and bicycle roadside assistance. Better World Club donates 1% of annual revenues toward environmental cleanup and advocacy.

See: www.betterworldclub.com/

Upcoming Events

BCO Meetings

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

WHEN: Tuesday, Jan 13th -- Potluck!

TIME: 5:30-7:30pm

WHERE: 867 S Washington Ave, Dan & Laura's house

MORE INFO: 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, and creating the Annual Fat Tire Festival in Eureka Springs. They meet monthly, on 2nd Tuesdays.

WHEN: Tuesday, Jan 13

TIME: 7pm

WHERE: 1245 E. Columbus Blvd, Phil Penny's house, near Root Elementary

MORE INFO: Phil Penny, 445-8212

Highway 71 Classic

A supported, non-competitive road ride for all skill levels. Please consider preregistering on our website, bconwa.com in order to help minimize the long lines on Sunday morning. We expect over 100 cyclists this year. Refreshments provided at start, at Brentwood rest area, at turn-around in Mountainburg and at Finish (same as start)

WHEN: Sunday, March 1st

TIME: Registration 8-9am, Mass Start 9am

WHERE: 525 S. School Ave, Fayetteville

MORE INFO: Laura Kelly, 521-4619, bco@bconwa.com

Road I: Cycling for Adults

Learn riding skills and bike maintenance. See article page 4 for more info. \$50 fee includes BCO membership and/or renewal.

WHEN: April 2nd and 4th May 13th and 15th

TIME: Thurs: 5:30pm-8:30pm, Sat:10am-4pm

WHERE: Fayetteville Adult Ed, 612 S College Avenue

MORE INFO: Laura Kelly, 521-4619, bco@bconwa.com

Bicycle Maintenance Clinic

Everyone likes a clean, well-oiled machine, so why not join in the friendly atmosphere of a BCO bike clean-up to give your steed the love it needs.

Bring your own tools if you'd like. Basic tools also provided. Experienced mechanics available to answer your questions. Feel free to bring snacks and beverages to share. Donations to Bike City for use of their shop and tools are very welcome.

WHEN: March 7th

TIME: 2-4pm

WHERE: Bike City Recyclery, 546 W Center, Unit C

MORE INFO: Dan Dean, 521-4619, bco@bconwa.com

Upper Buffalo Trails a Reality

District Ranger Lew Purcell has given his approval to begin the official designation of the **Upper Buffalo Mountain Bike Trail System** in the headwaters of the Buffalo National River. This Ozark National Forest land will host 35+ miles of mountain bike trails in the watersheds of Big Buffalo Creek, Knuckles Creek and Reeves Fork, which flow together and become the Buffalo River.

Plans are now in development for building trailheads, signing and marking trails. Look for an official opening this coming Spring.

See www.oorc.wordpress.com for more info

Fourth Annual Headwaters Challenge Ride

WHEN: Saturday January 31, 2009 --9am SHARP!

WHERE: Foggy Rock Farm (35°51'10.46" N 93°30'18.02"W) in the Buffalo Headwaters.

PLEASE RSVP: Call Ira White at 479 263 0600 or How Kuff at 870 861 5613 or email howkuff@yahoo.com

OORC membership required, and can be purchased at start of ride. See: www.oorc.wordpress.com for more info

The Challenge begins with 15 miles of singletrack that will take expert and intermediate riders 2-3 hours to complete. These 15 miles make up the Half Challenge and finish at the start line.

Lunch, snacks, beverages and a warm fire are waiting for all riders. After the break, riders can continue on to complete the entire 35+ mile Challenge ride finishing at the White family homestead along the Big Piney creek.

Food and beverages are provided at the finish line, and shuttles will be available back to the start.

Trail Work/Ride days

Trail work and trail riding:

WHEN: January 17-18 (and January 24-25 only if there is more work to be done).

TIME: 10am

WHAT: We will clean leaves and then ride trails each day. Bring a rake. We do have several extra rakes available as well.

WHERE: Foggy Rock Farm.

MORE INFO: Ira White at 479 263 0600 or How Kuff at 870 861 5613 or email howkuff@yahoo.com

Trails Support Petition by Rails to Trails Conservancy

To Sign this petition in Support of Trails:

"I support explicit funding for trails, walking and biking in the upcoming economic recovery package. Funding active transportation is a cost-effective investment that creates jobs and leads to healthier people, stronger communities, decreased oil dependency, and reduced climate change emissions"

visit: <http://www.railstotrails.org>

So far, this petition has garnered over 10,000 signatures! **Can we hit 15,000?** Help us take the strongest message possible to congressional leaders for explicit walking and biking funds.

CYCLING IS SAFER *(cont. from page 1)*

Among children ages 14 and under, more than 80 percent of bicycle-related fatalities are associated with the bicyclist's behavior including: riding into a street without stopping; turning left or swerving into traffic that is coming from behind; running a stop sign; and riding against the flow of traffic. (*National Highway Traffic Safety Administration*)



Sometimes, it seems counter-intuitive to command a narrow full lane on a bicycle, or use the center turn lane for left turns. You can learn why and how these behaviors can make you a safer cyclist at one of the Cycling 101 Adult Bike Ed classes offered this year at the Adult Education Center. See Cycling 101 article, this page.

So now that you have the facts, you may wonder what you can do to support the BCO *Cycling is Safer* Campaign.

First and foremost, drive your bike today! The more bicycles on the roads, the safer we ALL are.

Secondly, spread the word. You can confidently say that cycling increases lifespan. Several studies are available on-line to make this point. See resources listed below.

Last but not Least, support your local Bicycle Advocacy Organization. The **Bicycle Coalition of the Ozarks** is an extremely low-overhead non-profit organization with the unique task of increasing bicycle awareness, skills, use and education levels in NW Arkansas. We are staffed by energetic volunteers and a part-time staff person. Your support—see membership form on the last page—makes a huge difference. Energy counts as money, so if you can help out with time, but not dollars, please contact us as soon as possible.

For additional resources, and background on quotes and statistics above, please see <http://www.vtpi.org/> Specifically, click to link to the article: *Cost and Benefit Analysis: Techniques, Estimates and Implications*. Also see: www.bedfordshire.gov.uk/TransportAndStreets/Cycling/CyclingAndYourHeart.aspx

2009 BCO Board of Directors

The BCO board provides energy direction & guidance for bicycle advocacy in NW Arkansas:

Laura Kelly	elkel@hotmail.com	479.521.4619
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Jeremy Myers		
Annee Littell		

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 basic bicycle-friendly infrastructure and promotion of a superlative form of transportation and recreation.

CYCLING 101: BIKE ED FOR ADULTS

WHERE: The Adult Education Center, Jefferson Center, S. College Ave, Fayetteville

WHEN: April 2nd and 4th or May 14th and 15th

MORE INFO: Laura Kelly 521-4619, bco@bcowna.com

REGISTER: See registration link and course info at: <http://schoolcenter.fayar.net/education/components/scrapbook/default.php?sectiondetailid=17981>

COST: \$55 includes an annual membership or member renewal with the Bicycle Coalition of the Ozarks.

These classes, based on the League of American Bicyclists curriculum guides and taught by certified instructors will surprise you with knowledge, skill and confidence.

Questions to ask yourself when considering this course:

- As roadways and bike trails become increasingly complex and congested, do you know all you need to know to safely ride a bicycle?
- Do you feel you know enough to teach your children how to ride predictably and conspicuously while on their own?
- When you drive your car, are you confident on how to share the road with bicyclists?
- Are you confident in your ability to fix a flat and perform other routine bicycle maintenance procedures?

The Smart Cycling program gives you the tips, tools, and techniques to confidently to answer YES to each of those questions.

For an informative color brochure:

www.bikeleague.org/programs/education/pdfs/smart_cycling.pdf

Experienced Cyclists Take Note: In addition to gaining valuable traffic cycling skills, graduates of this course are eligible for the Instructor Certification Seminars offered by the League of American Bicyclists (LAB). League Certified Instructors are then eligible to lead future Cycling 101 classes.

Side note: The number of certified instructors in a city directly affects that city's ability to gain **Bicycle Friendly Community** designation from the LAB. In NW Arkansas, Fayetteville and Bentonville currently have certified instructors. Fayetteville has achieved an honorable mention status in the Bike Friendly Community program in 2008.

Robert Wood Johnson Foundation Grant Opportunity

The BCO is currently in the process of applying for a Healthy Kids Healthy Community Grant to fund our Kid's Bicycle Safety Education Program. This will be a \$360,000 4-year grant. We would like to partner with like-minded organizations to make Kid's Bicycle Education a reality in NW Arkansas.

Please write the bco@bconwa.com if you have grant-writing experience, and can help us review our application.

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

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, 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
Your donations keep us rolling.

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- \$24 Supporting**
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- \$100 Business**
- \$500 Lifetime**

BCO NEWSLETTER READERS:

Please submit newsletter content to bco@bconwa.com

Postal address for newsletter submissions is:

bco P.O. Box 4173 Fayetteville, AR 72702

Stamp