

SANTA CRUZ COUNTY CYCLING CLUB presents:

**THE SANTA CRUZ MOUNTAIN CHALLENGE**

Century, Metric Century, and Time Trial

Saturday, July 25, 2009



For more information:  
century@santacruzcycling.org  
www.santacruzcycling.org

People Power members can receive discounts from the following business members:

- Another Bike Shop
- Emily's Bakery
- The Bike Church
- PedX
- Terra Nova
- Network Mortgage
- Gary Redenbacher, atty
- Finding Harmony—Rick Longinotti
- Lisa Hochstein—Graphic Design

- Beckmann's Bakery
- Freewheelin' Farm
- The Bicycle Trip
- Family Cycling
- The Spokesman
- No Enemy
- The Ugly Mug
- Leatherwise
- Bike Glow

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JOIN WITH PEOPLE POWER IN A PERSONAL RESPONSE TO OIL WARS.

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**\$18 each**

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Call People Power, at 425-0665 to order yours.

# PEOPLE POWER! UPDATE

## Signs of the Times

A bike route signage system has been one of People Power's 10-year goals and could soon be a reality in Santa Cruz. Signage on primary bike routes throughout the county would encourage people to ride, and help them find the safer places to do so. Such signage systems currently exist in many other cities and counties throughout the country.

Santa Cruz is in particular need of such a system, with so many people who bike for transportation. A recent Santa Cruz County Regional Transportation Commission (SCCRTC) survey showed that 13% of county residents commute by bicycle to work or school at least twice a week. Use of bikes for transportation is much higher in urban parts of the county, especially with non-work/school trips taken counted. Currently, a complex network of bike paths, lanes, and routes exists. A bicycle map (published by the SCCRTC), shows preferred routes, but has a limited distribution. Most road users are unaware of alternative routes for cyclists, and this lack of familiarity often determines whether people use a bicycle for transportation.

Many residents who do choose to use a bicycle for transportation do so on roads that are less desirable and more dangerous than the bike route network. One reason for the lack of awareness of Santa Cruz's bicycle network is that many cyclists are new residents who haven't yet learned the street grid. (This is of particular concern in Santa Cruz County, which is home to 18,000 college students, many of whom are not well-acquaint-

*(cont. on page 2)*



*Hundreds of signs like this one could point the way to better biking in Santa Cruz County.*

People Power! UPDATE is published by People Power. Our goal is to educate people and politicians about the advantages of a transportation system less dependent on the automobile. A special thanks to all our volunteers.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

- \$200 Business Member includes ad (tax deductible—call to arrange.)
- \$100 Veloritarian includes t-shirt (tax deductible—call to arrange.)
- \$50 Hub Spoke includes t-shirt
- \$40 Family or Household
- \$30 Individual
- \$20 Underemployed (Work exchange available. Call to arrange.)

Join People Power to make Santa Cruz a better place to ride and walk. Membership includes: subscription to our quarterly newsletter, email Action Alerts, and volunteer opportunities. Make checks payable to People Power and mail to:  
703 Pacific Ave., Santa Cruz, CA 95060

**People  POWER!**

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## Earth Day with Jovenes SANOS

On April 22, People Power members rode to Watsonville to participate in "Two Wheeled Vision for Watsonville," an event organized by Jovenes SANOS, a project of United Way, headed by Angela Rocchio. Members of Jovenes SANOS are high school students who work with city planners, local markets, and schools to promote ways of improving health among young people in Watsonville. They are now embracing bike advocacy as part of their multi-pronged approach to end youth obesity in Watsonville.

People Power riders got to Watsonville in the afternoon and were greeted at the Bike Shack by Mayor *(cont. on page 7)*



At the Bike Shack in Watsonville.

## Support for King Street Grows Council Moves Project Forward

At their March 21st meeting, the Santa Cruz City Council reasserted their interest in a bicycle facility on King Street by a unanimous vote, despite a lack of enthusiasm for the project by an overworked Public Works Staff. The vote came in the wake of broad support for King to become a Bicycle Boulevard—wherein bicycles and pedestrians would be prioritized users and would share the road with local car traffic only. Cars currently using King as a through route would be diverted onto Mission (and not onto other residential streets.) The next step towards the Boulevard plan is for an independent consultant to design the facility and for it to be vetted by neighbors and cyclists.

The supportive vote came at the end of a meeting over a first draft of the City's Capital Improvement Plan (CIP) which did not include funding for a Bike Boulevard or other meaningful improvement for King Street. The City Council unanimously directed staff to create another version of the CIP that would include the funding. The council will then choose between the two options early in June. As Councilmember Lane put it, "Council took action to create the opportunity to make change in the CIP." Though the City's General Fund is operating at a *(cont. on page 5)*

## Signs of the Times *(cont. from page 1)*

ed with the roadways and who make up a disproportionate number of cyclists.) With Santa Cruz being a major destination for tourists and other visitors, this also affects out-of-towners.

The bike route signage system would cost a small fraction of the \$11.4 million of federal funds soon to be distributed by the SCCRTC. (Portland's signage project, for example, cost \$240,000.) This proposal has come a long way, thanks to SCCRTC staff and support from Supervisor John Leopold. Now we must build political support for the signs by: 1) Contacting your Transportation Commission representative: [www.sccrtc.org](http://www.sccrtc.org), 460-3200, or 1523 Pacific Ave. SC, CA 95060 to make sure they prioritize the signage system, and 2) Going to the SCCRTC meetings at which the issue will be discussed. (9:00AM, May 21st at 1523 Pacific Ave. & 9:00AM, June 4th, at 275 Main St., 4th Floor, Watsonville.) Contact Micah at 425-0665 or [micah@peoplepowersc.org](mailto:micah@peoplepowersc.org) for more info. ■

### UPCOMING CLASSES AT THE BIKE CHURCH

All events are free (donations accepted)

Classes provide opportunities for hands-on learning in a supportive environment. No prior experience necessary! For more information about classes or volunteering, please contact Ann at (831) 430 6654 / [annaltstatt@gmail.com](mailto:annaltstatt@gmail.com).

#### KID'S DAY AT THE BIKE CHURCH (drop in)

**Saturdays:** May 2, June 6, July 4; Drop in hours: 11AM-1PM  
A time for youth to take over our shop! Learn about bikes and tools during kids-only hours. (Parents and other adult companions are welcome). For kids who need a bicycle, we also offer free bikes to youth—ask a mechanic for details.

#### INTRO TO BIKES, MAINTENANCE, AND THE BIKE CHURCH

**Saturdays:** May 16, June 20, July 18; 11AM-1PM  
Practical overview of bicycle mechanics. A useful introduction to our shop for newcomers.

#### BUILD A BIKE WHEEL

**Sundays:** May 10, June 14, July 13; 11AM-2PM  
A hub, a rim, & spokes = a bike wheel! Buy the materials (\$20-\$30) and keep your wheel, or donate to the Bike Church.

#### WOMEN/TRANSGENDER BIKE WORKSHOP (drop in)

Contact: (541) 232-9747  
**Sundays:** May 3 & 17, June 7 & 21, July 5 & 19; 11AM-2PM  
Bike maintenance has traditionally been male-dominated. We provide safe space for women and gender minorities to work and learn skills. Taught by women/queer mechanics.

703 Pacific Avenue (enter on Spruce)  
425-BIKE [www.bikechurch.santacruzhub.org](http://www.bikechurch.santacruzhub.org)

## SAVE THE DATES

- **Sun., May 10: King Street—Safe Street Celebration.**  
3–5PM. Join neighbors in imagining King Street for people.
- **Thurs., May 14: Spring Bike to Work/School Day.**  
Free breakfast for cyclists. Sites throughout the county. For more info about Bike Week, visit [www.bike2work.com](http://www.bike2work.com).
- **Sat., May 16: 5th Annual Rail & Trail Day**  
Bring your bike onto Roaring Camp's train up to Felton, then enjoy a ride down Hwy 9 back to Santa Cruz. For tickets or more information: [www.bike2work.com](http://www.bike2work.com) or call 425-0665.
- **Sun., May 17: Bicycle Arts Fest and Parade**  
For human-powered art vehicles: unicycles, bicycles, tricycles, multicycles, baby carriages, skateboards, mobile sculpture. [www.riverartsfestival.com/kinetic-art-cruz.htm](http://www.riverartsfestival.com/kinetic-art-cruz.htm)
- **Sun., May 31: 2nd Annual BURN FAT NOT OIL Bakery Tour**  
Ride with 50 other cyclists to sample baked goods at six of the county's best bakeries. Call 425-0665 for tickets.

### Silicon Valley "Over and Under" Tour

Celebrate the Valley's new bicycle/pedestrian under- and over-crossings with a self-guided "Over and Under Tour," on Sunday, May 17, 10AM – 3PM. If you ride on that side of the hill, or are just interested in knowing about the new facilities, this fun ride looks like a nice way to wrap up Bike Week. For more information, go to [www.bikesiliconvalley.org](http://www.bikesiliconvalley.org). ■

### New Leaf Envirotoken Balloting— People Power Needs Your Vote!

Every May, New Leaf holds elections to choose organizations that will receive funds from their Envirotokens Program (10¢ for every bag you don't use). People Power is on the ballot again and **we need your vote**. Please vote once at each New Leaf **during the month of May** (and get your friends to vote, too!). The Envirotokens are a major source of funding, essential to covering People Power's operating expenses.

### Call for Volunteers!

Volunteer Valet Bike Parkers needed to help set up and park at upcoming events, including:

- **May 10th (2:30–5PM): King Street Celebration**
- **May 14th (6AM–9:30PM): Bike to Work Day**  
At the Buttery, on Soquel.
- **May 16th Rail & Trail Day**  
Safety monitors and help loading bikes on train
- **June 20th (9AM–6PM): Japan Fair**

**Call 425-0665 to sign up for a shift.**

## Sign up for People Power's Business and Services Directory

Have you ever hired someone to do a job, only to find out later that you could have used the services of someone who is in the cycling community and who shares your values about sustainability and mobility? Are you self employed and interested in offering a discount or something of extra value to fellow People Power members? These next few months, we will be compiling a list of businesses and services that our members offer for fee or trade.

In an effort to support fellow cyclists who have a small business, are self-employed, or who have a skill that they would like to offer for pay or in exchange for other goods or services, we will be publishing the *People Power Business and Services Directory*. The directory will be distributed as an insert in one of our upcoming newsletters, and also linked to our website. It's a small thing that we can do to collectively protect ourselves from the difficulties of the current recession, caused, in part, by an over reliance on fossil fuels and a growth driven economy.

Submit a brief description of what you offer, as well as your contact information. If you're not already a business member, we request a donation to cover the costs of printing. Nobody will be turned away for lack of a donation. To submit your listing, please send the following information to [hochstein@sbcglobal.net](mailto:hochstein@sbcglobal.net):

1. Your name and/or the name of your business
2. A brief description of the service you offer
3. Contact name, phone #, email, mailing address

If you would like to include a logo as part of your listing, or have other questions, please contact Micah at 425-0665.

We hope this will be an ongoing and evolving publication, and encourage you to add your listing and to refer to the directory when you need a job done. ■

## Bike The Break

*(cont. from page 3)*

in Watsonville was impressive, and all of us from Santa Cruz can't wait to work with Jovenes SANOS in the future.

After lunch, everyone agreed we would rather ride than take the bus back to Santa Cruz! The group made it back in time for pre-dinner sundaes at the Saturn Cafe, where we celebrated having ridden about 50 miles! We were worn out, but proud of our accomplishments and inspired by the ride.

Special thanks to the Bike Church, Jovenes SANOS, and the volunteers who helped make Bike the Break happen! ■

## Jovenes SANOS

*(cont. from page 1)*

Antonio Rivas. After a quick safety check and words of encouragement from Micah and the Mayor, the group of high school students and community members rode into the city, experiencing "The good, the bad, and the ugly" of Watsonville's streets. The ride went along the levy path along Salsipuedes Creek, onto quiet streets with no bike lanes, streets with standard lanes, and, onto a section of Freedom Boulevard with no bike lanes and heavy traffic. Many young people expressed both a desire to ride more, coupled with a fear of riding on unsafe streets. Back at the Bike Shack, all the riders applauded the determination, organization, and enthusiasm that made the ride such a success.



After dinner, a community bike meeting was held at the library. Jovenes SANOS presented their recent study of cycling behavior in Watsonville in which they did observations and bike counts on several streets: almost no one rode with traffic, very few wore helmets, and many rode on the sidewalk. They identified several streets that needed bike lanes, and recommended that city staff engineer Maria Ester Rodriguez and Mayor Rivas take action to improve safety by adding bike lanes.

Manny, a bike mechanic with the Brown Berets talked about the Bike Shack, the new community bike co-op. The Bike Shack mechanics set up at the weekly Farmers Market in the Placita. "The Campesinos come through, they are tired, have no strength left. For only a few dollars...they can rest while we fix up their bike."

Theresa Rogeson of the Community Traffic Safety Coalition in Santa Cruz is an expert on safe streets. She responded to the safety concerns, stressing the need for education and improved bike lanes and other facilities. She asked Jovenes SANOS members to continue doing work with the community, particularly exploring why people do not follow the traffic laws or wear helmets.

People Power director Micah Posner closed the evening by outlining some steps activists could take to get more bike improvements. He encouraged them to start by working with city staff to get bike lanes on streets that will easily accommodate them. As they build momentum, they can work with the city, businesses, and neighbors to change attitudes and to help people value the health, community and environmental benefits of cycling for transportation.

Bob Montague spoke for all of us when he said, "You have more power than you realize. If you take this presentation to City Council, they will listen." To learn more about Jovenes SANOS, contact Angela at 465-2210 or [arocchio@unitedwaysc.org](mailto:arocchio@unitedwaysc.org).

## 5th Annual Rail & Trail Day—May 16



Tickets are now on sale for **Rail & Trail Day!** Celebrate train and bike travel with a Roaring Camp train ride from Depot Station in Santa Cruz to Felton. Bring your bike on the train, then join us for a fun group ride (with CHP escort) down scenic Highway 9, back to the River Arts Festival in San Lorenzo Park. Or ride the train back to Depot Station. This fun transportation event highlights the best of train and bike riding. Event starts at 10AM. and finishes by 2PM.

Get your tickets early—we expect to sell out.

ADULTS: \$8 each way / KIDS (12 and under): \$4 each way

**\*\*HELMETS REQUIRED\*\***

### WHERE TO GET YOUR TICKETS:

#### SANTA CRUZ

- **Another Bike Shop**  
2361 Mission Street
- **Bike to Work/Ecology Action**  
211 River Street
- **Bike Church/The Hub**  
703 Pacific Avenue
- **The Bicycle Trip**  
1127 Soquel Avenue

#### APTOS

- **Bike Station Aptos**  
8061 Aptos Street

#### FELTON

- **The White Raven Bakery**  
6253 Highway 9

#### WATSONVILLE

- **Watsonville Cyclery**  
1202 Freedom Boulevard

For more information or to volunteer, visit [www.bike2work.com](http://www.bike2work.com) or call 425-0665.

## An Illuminating Offer!

Bike Glow Safety Light is a company who offers light weight, visibility enhancing, neon rope lights for your bike! These lights give better visibility to the side of the bike, making for a safer ride, and they come in eight awesome colors!

To show their dedication to safe and alternative means of transportation, Bike Glow™ Safety Lights are offering \$5 off your purchase of Bike Glow lights and they will donate \$5 to People Power. (This adds up to 20% off the regular cost of the lights.)

To receive this offer, use the coupon code "peopelpowersc" at [www.BikeGlowLights.com](http://www.BikeGlowLights.com). ■

## Help for Bicycling Families

In these hard economic times, an anonymous donor has given the Hub for Sustainable Transportation a gift of \$400 to help People Powered families get around by bicycle. As of late April, we still have \$300 left to help subsidize sensible transportation. To learn more, contact **Steve** at 425-0667.

If you are a member of People Power and need an Alleycat Tag-a-Long bike, a bike trailer, or a child seat, we can reimburse you up to \$50 of your expense, whether the equipment is new or used. Just bring in your proof of purchase.

If you do buy new, please consider shopping at our member shops: Another Bike Shop, The Bicycle Trip, Family Cycling, or The Spokesman, and get a 10% (or so) discount, in addition to your reimbursement. ■

SANTA CRUZ COUNTY

**May 12<sup>th</sup> – 17<sup>th</sup>**

[www.Bike2Work.com](http://www.Bike2Work.com)

Celebrate the 22nd Annual Bike Week in Santa Cruz County with the entire bicycling community! Our schedule is packed full of fun, informative and inclusive events. Here are a few highlights:

**Bike to Worship**—Ride your bike to worship on the day that you worship. A do-it-yourself event. Contact Batya at 419-6574 for more information.

**Bike to Work is Everyday**—Ride your bike to work as many days as possible during Bike Week. Sign up at [www.bike2work.com](http://www.bike2work.com) to be eligible to win prizes!

**Tues., May 12. Commuter Race**—An afternoon commute-hour friendly competition between a motorist, cyclist, and others.

**Thurs., May 14. Bike to Work/School Day**—FREE breakfast for cyclists around Santa Cruz County. Check our website for a complete list of breakfast sites.

**Sat., May 16. Rail & Trail Day**—Celebrate train and bike travel with a train ride from Santa Cruz to Felton. Bring your bike on the train for a fun group ride back down to Santa Cruz. Call 425-0665 for tickets.

For more information on any of these events, contact **Bonnie** at (831) 423-9569 x128 or [bmcpike@ecoact.org](mailto:bmcpike@ecoact.org). or visit our website at [www.bike2work.com](http://www.bike2work.com). ■

## Bike the Break

— Carolyn Martin

During the week of spring break, Green Ways to School students produced "Bike the Break," a series of events focused around bikes and community involvement.

The week started with a social event hosted by the Bike Church and organized by teens from Harbor High. Mechanics were on hand to assist with bike repairs, and the shop was filled with dancing, bike repairs, and the sounds local favorite punk bands.

Later in the week, the Bike Church hosted the students again, with a Teen Transportation Tune-Up: dedicated shop time with volunteer mechanics who helped get our bikes in shape for the Watsonville ride the following day.

Friday dawned sunny and cool, and a dozen bicyclists representing Santa Cruz High, Harbor High, UCSC, and People Power took on the challenge of riding to Watsonville, a first for almost all the participants. After meeting at the Hub and fueling up with breakfast, the group rode south along the coast. Our first stop was a tour of the Cabrillo Bike Co-op, a volunteer-run bike shop that got its start this year with help from the Bike Church.



Getting ready to leave the Hub Friday morning.



Lunch in Watsonville with members of Jovenes SANOS.

The ride then continued along Freedom Boulevard, past fields, orchards, and the slough, and finishing in Watsonville.

One of the most exciting parts of the day was lunch with the members of Jovenes SANOS. A project of United Way, the group is made up of teen leaders who work with local markets, schools, and city government to make improvements ranging from healthy food choices to bike parking. About 20 students from Watsonville High met with the group from Santa Cruz at the Second Street Café, and talked about the work of Jovenes SANOS and Green Ways to School. The youth leadership *(cont. on page 7)*

## People Power's 2<sup>nd</sup> Annual



### Bicycle Bakery Tour

**It doesn't get more fun than this!!!**

**Sunday, May 31st, 9AM–2PM**

\$20–\$50 sliding scale /\$15 min. for People Power members (includes stainless steel travel mug)

A leisurely 18-mile ride to some of the best local artisan bakeries to sample sweet and savory delicacies. Host bakeries include: **Kelly's, Emily's, Black China, Beckmann's, Staff of Life, and Gayle's.** (Special thanks to **The Ugly Mug** for donating the costs for the event mugs.)

Share baked goods, coffee, tea, and two-wheeled philosophy with long-time cyclists Peter Beckmann and Micah Posner, among others. **Ride limited to 50 — get your tickets early, we expect to sell out.**

Thanks to the generosity of participating bakeries and our cup sponsor, all proceeds will go to support the work of People Power. Send your payment to **703 Pacific Avenue, Santa Cruz, CA 95060** to get your ticket today!

### Special Thanks to Our Volunteers

**Jim Allen Young** is doing a great job as our new membership coordinator, organizing our efforts to get renewals and new memberships.

**Thom Onan** is one of People Power's founding members and has recently (and bravely) taken on the job of bookkeeper—a job that requires endless patience and persistence.

**Steve Lustgarden** set in motion the process of developing a budget for the upcoming year. We now have our first-ever budget and a better picture of our annual finances.

## Agency Finds Broadway-Brommer Plan Beneficial to Tarplant

—Charlie Dixon

In the long struggle to get the Broadway/Brommer, bike path built, a popular argument against the path is that it would be harmful to the threatened Santa Cruz tarplant. However, after thorough study, the U.S. Fish and Wildlife Service (the federal agency most expert in such matters), has found that the City's proposal to build the bike path and implement the management plan for Arana Gulch would actually benefit the tarplant, not harm it.

The U.S. Fish and Wildlife Service is the expert on and protector of threatened and endangered species. Their conclusions, issued in a 14-page "Biological Opinion," make three key findings:

1. The Broadway-Brommer bike path as designed by the City would avoid all existing tarplant and would also avoid all known historic tarplant areas. (p 4)
2. The bike path itself and its construction would do no harm to the tarplant. (p 13)
3. The Tarplant Adaptive Management Program that the City has committed to if the bike path is built would actually benefit the tarplant population at Arana Gulch. (p. 12)

If the bike path is built, the City is obligated to implement its tarplant management program (with funding from Caltrans to cover the initial costs of that program). In other words, the Arana Gulch Master Plan—and building the bike path—is good for the tarplant.

So where do things stand? Opponents of the path lost in court, then filed an appeal. Both sides then filed written briefs in September 2008. Although oral arguments have yet to be scheduled, once they are held, the judges have 90 days to make their decision. Then comes the last hurdle: approval by the Coastal Commission.

But you no longer have to listen to bike path opponents talk about how the path would threaten the tarplant—this project is actually good for the tarplant.

For more information about the Broadway-Brommer bike path and the issues surrounding it, go to [www.peoplepowersc.org](http://www.peoplepowersc.org) and scroll down. ■

## Paid Not to Park

—Rick Longinotti

People Power and Campaign for Sensible Transportation are putting the question to people who work downtown: "Do you want your parking fees to pay for more garages or for a program of incentives for people who choose not to drive to work—including low cost bus passes, credit at bike stores, and emergency taxi rides home?"

Reflecting the wisdom of the downtown workforce, early results from our downtown commute survey shows that half of the people we spoke with are "interested in a more environmentally friendly commute option." Through face-to-face contact with business owners and employees, we've discovered widespread support for alternatives to building a five-story parking garage at the Farmers Market site.

The survey results and proposed green commute options will be presented at a community meeting on **May 26, at 5PM at Calvary Church, 532 Center Street in downtown Santa Cruz**. The following Thursday, we bring our recommendations to the Downtown Commission. To learn more about the community meeting or to help in this effort, contact Rick Longinotti: [longinotti@baymoon.com](mailto:longinotti@baymoon.com). ■

Part of the River Arts Festival  
Artist: www.AranaGulch.com

BICYCLES, SKATEBOARDS, CARRIAGES, SCULPTURES ON WHEELS & MORE...  
**Bring Your Human Powered Art Vehicle To Downtown Santa Cruz**  
**Sunday May 17th, 2009**  
**10:00 a.m.**  
**Pedal It! Push it! Pull it!**  
Meet at Metro Bus Station Parking Lot on Pacific Ave. at 9 a.m.  
**Join the Santa Cruz Art Movement & win cash & special awards**  
Come celebrate creative community spirit and alternative transportation  
[www.RiverArtsFestival.com](http://www.RiverArtsFestival.com)  
**KINETIC ART CRUZ**

**The Kinetic Art Cruz** is a community celebration of creativity, ingenuity and artistic expression promoting alternative forms of transportation.

Participants will bike through downtown Santa Cruz and finish in San Lorenzo Park with an awards ceremony. Cash, Trophies, and Special Prizes will be awarded!!!

The "Cruz" helps promote: Awareness of local ecology, reducing global warming, increasing healthy living in our community and its inclusive: the event is open to people of all ages, families, friends, and groups.

For more information, contact **Mia** at 325-9225.

## King Street

(cont. from page 1)

loss, millions of dollars will be allocated for transportation projects in the next three years via the CIP.

This is the strongest action expected from the Council at the meeting. The Council, reasonably, wanted to see what other project(s) would be held back, prior to making a decision to move forward King Street. A unanimous vote to consider the possibility bodes well for our chances of success at the budget hearings in early June.

As the project crawls through the city's budget process, public support continues to grow for the Bike Boulevard concept. At its March 11th meeting, the City's Transportation Commission recommended that King Street be added to the CIP. In addition, the boulevard was the favored option in a recent resident survey conducted by the City (available at [peoplepowersc.org](http://peoplepowersc.org)). A committed and organized group of neighbors continue to advocate for the proposal.

The Bike Boulevard concept is supported by a broad group of interests including: People Power, King Street Neighbors, Lower Escalona Neighborhood, The Community Traffic Safety Coalition, the Greater Santa Cruz Federation of Teachers, Greenways to School, the Greater Santa Cruz Federation of Teachers, the Campaign for Sensible Transportation, and Santa Cruzans for Responsible Planning.

To keep this project alive and moving forward, we need to keep talking to neighbors and elected officials., especially if you live on or near King Street. Specifically, come to the safe street party hosted by neighbors on May 10th (see attached box) and join us at the City Council on June 8th or 9th for the next vote on the project. For more information or to get involved contact Micah at 425-0665 or [micah@peoplepowersc.org](mailto:micah@peoplepowersc.org) or go to our website: [www.peoplepowersc.org](http://www.peoplepowersc.org). ■

### Neighbors to Celebrate King Street Sunday, May 10th, 3–5pm

King Street neighbors celebrating community and a King Street safe for all are gathering for a party on the block of King Street between Berkshire and Miramar on Sunday, May 10th.

The event will feature bicycle-powered smoothies, folk music, a Safe Routes to School ride to Mission Hill Middle School, basketball, and a queen of King Street throne for Mother's Day.

Join neighbors celebrating King Street/Safe Street. Residents request attendees bring a dessert or snack to share.

Drivers using King will be slowly and safely escorted along the street with respect given to all street users. For more information, contact **Micah** at 425-0665.

### INTERVIEW

People Power's newest business member is Freewheelin' Farm.

Co-owner Amy Courtney spoke with us about the business and what biking has to do with farming.



### What is Freewheelin' Farm?

We are a seven year old farm, located five miles north of Santa Cruz, on the Coast, off of Highway 1. We have just expanded to four acres. There are three partners who run the farm with the help of volunteers and an apprentice. It's all organically grown. We deliver our produce into town by bicycle and trailer and we always have since the beginning.

### Where can we buy your produce?

We grow 30 different crops that we sell primarily through a CSA [Community Supported Agriculture]—a box of eight to twelve different crops that gets delivered weekly to consumers throughout Santa Cruz. On Tuesdays we have little market stands on the Westside and at the Hub/Bike Church. We'll have extra produce, eggs, and handmade bread for sale whether you are part of the CSA or not, starting on May 19th. You can eat our produce at Gabriella's or Costa Nova.

### Why is bicycling included as part of your farming practices?

From what I've read, the largest use of petroleum in the ag industry is on the delivery end. I'm a farmer in part because I'm concerned about global warming, about particulate matter, about killing brown people all over the world so that we can dominate the oil market, about having people isolated in cars.

### Isn't farming hard enough? How do you have the energy to ride into town after a full day?

The truth is that farming is brutally hard. Once you're done with the harvest, it's actually a real pleasure to get on a bike and ride down a beautiful route that people come from all over the world to ride. It's fun riding past lines of traffic on King Street. I don't think it really takes us any more time.

To learn more, you can contact Freewheelin' Farm call: 426-6515 or visit their website at: [www.freewheelinfarm.com](http://www.freewheelinfarm.com). ■