



FOR IMMEDIATE RELEASE
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BikeWalkLee applauds statewide recognition of Lee County commissioners and the Sanibel Bicycle Club

FORT MYERS, FL – BikeWalkLee applauds today’s announcement by the Florida Bicycle Association (FBA) of its annual award winners for 2011, with three of the twelve awards going to groups and individuals in Lee County. The Lee County Board of County Commissioners was named the Elected Official(s) of the Year; the Sanibel Bicycle Club was named the Bicycle Club of the Year; and two members of the Sanibel Bicycle Club were named Volunteer(s) of the Year.

“We are especially gratified to see the Lee County commissioners recognized at the state level for their leadership and accomplishments in making Lee County a more bike/pedestrian/transit-friendly community,” said BikeWalkLee’s Darla Letourneau. As the FBA announcement says; “Less than two years after approving a resolution embracing the concept of “complete streets” for Lee County, the Board of County Commissioners have turned their philosophical commitment into formal policy.”

Singled out in the FBA announcement was the county’s recently adopted Evaluation and Appraisal Report (EAR), an exhaustive review of the county’s land use policies undertaken every seven years; this EAR is being cited by many as the most significant overhaul of county land-use planning since the first Lee Plan was instituted in 1984. “It is a visionary, bold plan with a focus on sustainability and a blueprint for changes in land use that will promote walkable/bikeable and transit accessible neighborhoods, with complete streets concepts integrated into every component of this plan,” said Letourneau. “As the announcement states, ‘This continued focus of changing the way this county government deals with transportation and community planning, even as budgets are stretched to their limits, is a shining example of the political will required to make our communities more walkable, bikeable, livable.’”

“We are proud to see one of our partner organizations, the Sanibel Bicycle Club (SBC), recognized for its long history of advocacy and community involvement supporting the improvement and expansion of Sanibel’s 23-mile shared use path system,” said Letourneau. The club was instrumental in the development of the city’s shared use path master plan, and is working in partnership with the city and other community groups on the plan’s implementation.

"It is exciting to see how a master plan, which entailed a great deal of public involvement, is being implemented by the city, with broad community support and continuing leadership from the club," said Letourneau. "As the FBA said; 'The Sanibel Bicycle Club is truly a role model of how to run a successful club.'"

SBC's involvement in the community was also highlighted by FBA's award to two of the club's members, Norm and Helen Flemington, who were named Volunteer(s) of the Year for their work in managing Three separate club sponsored projects, including the club's used bicycle collection drive for the farm-worker community in Immokalee.

"Recognition such as this -- for Lee County's efforts to embrace complete streets and the Sanibel Bicycle Club's advocacy work-- is welcomed," said Letourneau. "We have much to be proud of here in Lee County and we hope it will inspire both the county and the city to affirm its commitments to sustainable transportation in these tight economic times, and attract more supporters willing to work for safer streets and more transportation choices throughout the county."

For more information about FBA's 2011 Annual Awards, visit www.floridabicycle.org.

BikeWalkLee is a community coalition raising public awareness and advocating for complete streets in Lee County—streets that are designed, built, operated and maintained for safe and convenient travel for all users: pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. For more information, visit www.BikeWalkLee.org or the blog, <http://bikewalklee.blogspot.com>.

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Better bicycling
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FOR IMMEDIATE RELEASE

FLORIDA BICYCLE ASSOCIATION ANNOUNCES ANNUAL AWARD WINNERS FOR 2011

Florida Bicycle Association (www.floridabicycle.org), will formally recognize outstanding contributors to bicycling in Florida at a press conference on the courtyard steps of the Old Capitol Building in Tallahassee, 11:30 a.m., Thursday, March 24

The awards, presented as part of the annual Florida Bicycle Summit, highlight organizations and individuals who helped to inspire and support freedom and well-being through bicycling.

2011 Winners

Bicycle Club of the Year: *Sanibel Bicycle Club*

The 250-member Sanibel Bicycle Club has a long history of advocacy and community involvement. The club has worked with city government to develop and implement a shared use path master plan, and established the nonprofit Trails in Motion fund, which raises money from the community to support the path system. That's in addition to the club's weekly local, and monthly multi-day rides, and monthly potluck socials. The Sanibel Bicycle Club is truly a role model of how to run a successful club.

Law Enforcement Official of the Year: *Gary Borders, Lake County Sheriff*

Hundreds of boys and girls have learned to ride bicycles safely thanks to Sheriff Borders and the Lake County Police Activities League. The Lake County PAL program is exactly the kind of life-skill training the FBA would like to see at PAL programs throughout the state. Too often, children receive bicycles as "toys." Once they've learned to pedal and balance, they rarely receive any additional training. Sheriff Borders has done a remarkable job of closing this gap, simultaneously strengthening ties between the Sheriff's department and the community, and reducing the likelihood that these students will become crash statistics.

Bicycle/Pedestrian Educator of the Year: John Egberts

As Assistant Director of the Florida Traffic and Bicycle Safety Education Program, John works extensively with school districts, counties, health departments, school teachers, and others to coordinate and conduct teacher training workshops, and improve pedestrian/bicycle safety throughout Florida. He has co-authored pedestrian/bicycle safety articles for publication and has other manuscripts currently under review and in progress. Finally, John recently began his PhD studies and will focus his research in the area of pedestrian/bicycle safety education, injury prevention and risk management.

Professional of the Year: Bevin Maynard

Safe Kids Tampa Coordinator for Baycare Health System, Bevin has made a name for herself throughout West Central Florida, providing bicycle safety training classes to children and adults. She is active with the Safe Routes to School Program, reaching thousands of Hillsborough County and Pasco County students through her bicycle safety rodeos. Bevin has appeared several times on local television shows sharing bicycle safety tips. According to her nominator, "She is the unsung hero for Bicycle Safety in Tampa Bay."

Volunteer of the Year: Roger Pierce

Like most cycling clubs, the Gainesville Cycling Club emphasized recreation over advocacy until Roger Pierce got involved. In various capacities as club president, membership secretary, web master, group ride leader, mentor, and organizer of group's annual double century weekend, Pierce fundamentally changed the organization. The nominator wrote: "If, in 1995, you would have told me our rides were going to be so large, our influence so vast, and our connections to elected officials and the public so critical, I might have wondered whether GCC was the right vehicle to carry forward the mission of larger organizations like the FBA. But in 2011, and under Roger's leadership, we are now the largest, most respected, and most consistent voice on cycling issues in North Central Florida."

Volunteer of the year: Norm and Helen Flemington

For a couple of snowbirds, Norm and Helen Flemington, more than pull their weight around the Sanibel Bicycle Club. This past season, these can-do Canadians worked three separate club sponsored projects, managing the club's used bicycle collection drive for Immokalee farm workers, leading a path clean up team, and coordinating potluck dinners. All this hard work is especially remarkable, considering that the three months the Flemington's spend each year in Sanibel is their "vacation."

Trail Manager of the Year: Tina Russo

Tina serves as the Trail Manager for the Upper Tampa Bay Trail, Suncoast Trail, and the Town and Country Greenway, for the Hillsborough County Parks, Recreation and Conservation Department. Among other things, she implemented a 911 Marker System using station numbers along the trails that help to decrease emergency (Medical and Law Enforcement) response times. A dedicated professional, Tina has also given generously of her own time, serving on boards and committees that help further the cause of improving the cycling environment both in her home county and statewide.

Elected Official of the Year: Lee County Board of County Commissioners

Less than two years after approving a resolution embracing the concept of "complete streets" for Lee County, the Board of County Commissioners have turned their philosophical commitment into formal policy. From this point forward all transportation projects shall include context-sensitive features that will serve all users. Most recently, the county's state-required Evaluation and Appraisal Report (EAR), includes "complete streets" as a key component of the county's development plan. This continued focus on changing the way this county government deals with transportation and community planning, even

as budgets are stretched to their limits, is a shining example of the political will required to make our communities more walkable, bikeable, livable.

Bicycle/Pedestrian Program of the Year : BikeSafe, University of Miami

A physician-created program created to prevent pediatric brain trauma, BikeSafe, now in its third year, aims to teach bicycle safety to every child and parent in Dade County. Founded by Dr. Gillian Hotz at the University of Miami, nonprofit BikeSafe has already made significant progress, taking its message to community outreach events such as Bike Miami Days, Critical Mass, bicycle rodeos, numerous health and wellness fairs, and even local meetings regarding proposed/planned roadwork. After a successful first run of piloting the program last summer, BikeSafe will bring a bike safety curriculum to some of the children's camps that are organized by Miami-Dade County Parks and Recreation. In the Fall of 2011, BikeSafe will have additional funding and will be able to reach more children by offering an after-school bike safety curriculum.

Supporting Agency of the Year: FDOT District 7

FDOT District 7 has provided long term support for bicycle and pedestrian programs for their seven county region which includes Hillsborough, Pinellas, Pasco, Hernando and Citrus. Most recently they've funded and supported the Tampa BayCycle program and WalkWise Tampa Bay. They also fund efforts such as walking school buses and bicycle trains. In 2010, District 7 launched a new Pedestrian Flag Program in partnership with the beach towns and cities located along Gulf Boulevard in Pinellas County.

Event of the Year: Ride to Defeat ALS

Ride to Defeat ALS, formerly known as Tour de Vie, originated in 2009 to raise money to defeat Lou Gehrig's Disease. The first annual event attracted more than 200 riders and raised \$53,000. Ridership in 2010 nearly doubled and fundraising reached over \$140,000. Concern for riders' safety is evident on the Ride to Defeat ALS Safety web page, which features topics that include Rules of the Road, Ride Safety Plan, and others. This event is not a national program of the ALS Association; only a few ALS Association chapters put on bicycle rides for fundraising, and the Florida chapter of ALS Association has taken their grassroots ride to a professional level within one year, a feat matched only by the Ride to Defeat ALS - Florida Chapter Clio award-winning ad campaign.

Special Recognition: Sharon Monahan

A LAB Certified Master Instructor and licensed P.E. teacher for students with special needs, Sharon has long been recognized for her work promoting safe cycling and bicycle education. In 2010, Sharon's company, Penn's Cycling School, partnered with Safe Kids Tampa, Ride to Defeat ALS, Tampa BayCycle, and USF to offer clinics in bicycle skills and safety: 22 clinics and 214 people trained, including 92 elementary and middle school teachers who will directly teach children correct and important bicycle safety skills. Clearly, Sharon is a worthy recipient of Special Recognition from FBA for her dedication and efforts in teaching as many people as she can bicycle safety skills in the Tampa Bay area, an area plagued with over ten bicycle fatalities in 2010.