

Coastal Cyclist Club Meeting – at Affordable Bike, Kings St. – 20Jun11

Lynn Rutledge started by thanking Affordable Bike and the staff for making their facility available to the Coastal Cyclist Club for the June Club Meeting and thanked Peter Wilborn for taking his time to talk with us.

Peter started by introducing himself as an attorney that specializes in bicycle cases, a bicycle advocate, but mainly and most importantly a member of Coastal Cyclist. He thanked Daniel for providing a place to meet and complimented him on the superb job he had done transforming the bike shop to accommodate all levels of cyclists. Peter also mentioned that he sees all of the internet chat about cycling issues that are being discussed by club members, but tries to hold his opinion since he is very close to it.

Peter expressed his views:

- Bicycle clubs are usually not the best at promoting bicycling advocacy, by saying your club is all about advocacy seems to tip the scales
- In order to take bicycling to a higher level advocacy needs to be in place
- Each type of cyclist defines the way people generally view bicycling, good and bad. Students, fixies, commuters, recreational, clubs, and team racers all have their part in what type of impression we leave on the community. Each individual defines himself/herself to what role cycling means to them and what they want to get out of it, much like the character Dave did in Breaking Away (Peter identifies with Dave).
- Redefining a club, redefining goals, and redefining bicycling issues may be the wrong way to promote cycling. Breaking down existing walls, not only between the community and cyclist, but also between types of cyclists is important.
- Peter made mention of an example of barriers between cyclists. He told of the story about a Russian immigrant who commuted by bike everywhere in Charleston. He was very popular among the commuter and student cyclist. He was saving up money to buy a ring and go back to Russia to propose to his girlfriend, but this dream never happened. Not too long ago he was he killed by a motorist while riding his bike. The cost to return him to Russia for a proper burial was \$19,000, the Commuter and student cycling community pitched in a vast majority while cycling clubs came up with \$100.
- May was National Bicycle Month. Five people In South Carolina died during the campaign. Peter mentioned it is hard for him in good conscience to promote bicycling to friends knowing the potential dangers of riding a bike. People are aware about the general atmosphere between motorist and cyclist.
- People get too comfortable with their routines, we need to break out of these routines and recognize all sides of the issues to build better communities. This will also help in reaching our goals.
- We need to make sure the proper infrastructure to support cyclists is in place.
- Bicycle safety is not complicated. The more people involved with cycling, the more people are out and about, the safer it will get. People do not need to die or be injured to make cyclists feel more secure with something they enjoy doing.
- We need to send the right message. How we ride and how we behave while on a bike is important. Peter is a key member in producing some biking PSA's that clearly show how cyclist

and motorist can share the roads. These PSA's are being pushed throughout the state by different groups. If you have not had a chance to see them you can go to www.bikelaw.com .

Questions and discussion followed on how the Coastal Cyclist and members could play their role in bicycling advocacy.

Daniel talked about how advocacy played a key role in opening the Affordable Bike Shop. The shop wanted to make sure it catered to the entire cycling community regardless of the reason for using a bike. That is why they have all styles of bikes and cost ranges to suit anyone's needs. He mentioned that tearing down the barriers has made the Affordable Bike Shop successful. Daniel is always available to help any club or organization promote bicycling.

The meeting was adjourned.

Chuck Hassold

Secretary