

## **2013 FBA Annual Awards**

### **Educator/Regional Trainer: *Lyndy Moore, FTBSEP Regional Trainer***

Lyndy is one of FTBSEP's original Regional Trainers, as well as a longtime and still active League Cycling Instructor (LCI) who continues to educate both young and old throughout the greater Orlando area. Her role as a Community Service Officer allows her to reach even more people with bicycle-, pedestrian-, and general traffic-safety messages, often on a one-on-one basis. Over the years Lyndy has served in many bicycle-related roles, including as Ride Director for the weeklong and well-established Bike Florida, on a number of organizing committees for day- and weekend-long bike tours, and as a board member of Florida Bicycle Association.

### **Bicycle Professional: *Sarita Taylor, FDOT Safety Office***

Sarita Taylor, FDOT's Safe Routes to School Coordinator, has been very effective in her statewide role after serving as District 1 Bike/Ped Coordinator prior. Among her accomplishments is strengthening FDOT's support of Florida Traffic and Bicycle Safety Education Program, the program that trains physical education teachers and community educators in bicycle/pedestrian safety instruction. Sarita also turned her innovative and successful program of providing bicycles and the trailers needed to haul them to counties in District 1 into a statewide initiative. Of course, FTBSEP training is an integral aspect of gaining access to this valuable resource, one that's become very popular throughout Florida. Besides being a very effective SRTS Coordinator, Sarita's friendliness and enthusiasm makes her a pleasure to work with and one who can be counted on to support our collective efforts to improve conditions of Florida's pedestrians and cyclists, no matter their age.

### **Citizen Bike Advocate: *Darla Letourneau, BikeWalkLee***

Lee County – and by extension all of Southwest Florida – is a better place for cyclists and pedestrians because of Darla's hard work on behalf of the BikeWalkLee coalition. Complete Streets are now formally part of the area's planning and implementation process, as is recognition of pedestrians and bicyclists as legitimate and important users of our transportation network. Although it is indeed a group effort that includes many individuals and organizations, Darla is the workhorse who expends more effort and hours than anyone, all as a volunteer.

### **Bike Club: *Polk Area Bicycling Association***

The Polk Area Bicycling Association, Inc. (PABA) has been in existence for over 30 years. PABA provides comprehensive information for cycling enthusiasts residing in, and visiting Polk County, including the city of Lakeland. Through the efforts of PABA members and other cycling enthusiasts, the City of Lakeland earned a bronze level designation from the League of American Bicyclists as a Bicycle Friendly Community in 2013. Also in 2013, PABA was instrumental during Bike Florida's "Orange Blossom Express" spring tour with route development, marking, and a night of goodie bag stuffing for over 700 participants. PABA's achievements in 2013 have earned the club this prominent award. Co-presidents Jeff and Nellda Clark accepted the award on Sunday, July 27, during a Bike and Brunch club ride (brunch segment).

### **Off-Road Bike Club: *Flagler Area Bike Club***

Flagler Area Biking (FAB), a chapter of SORBA/IMBA, and led by Kevin Phelps, has achieved tremendous growth in Volusia County Florida. The club covers three (3) counties: Volusia, Flagler, and southern St. Johns. The main challenge faced by any civic club or group is getting permission and cooperation in the use of public parks and lands. This means forging relationships with land managers, city councils, and county boards. In 2013, the club made significant strides enhancing the relations with all three counties. Furthermore, after a year of discussions with Volusia County, the club achieved a "Memorandum of Understanding" to use Chuck Lennon County Park, then immediately sought and won a large monetary grant to build a skills training area at the park. The off-road skills training area will include a children's skill area, an all ages pump track, and a jump/aerial circuit for balance and physical coordination. Additionally in Volusia County, Blue Springs and Spruce Creek trail riding areas and the respective local enthusiasts joined the Flagler Area Biking Club. These additions truly made the club a tri-county option for off-road riders to meet a wider range of enthusiasts, and gave new viability for beginners to enter the sport in a safe and controlled environment.

### **Enforcement Officer/Agency: *Chief Michael DeLeo, Tallahassee Police Department***

For active enforcement of Florida's "3 Foot Law," which will go a long way towards making our roadways safer for bicyclists, the Tallahassee Police Department is one of the

few police departments we know of in the state that are actively enforcing traffic laws for bicyclists. We are hoping these efforts will be noticed by other law enforcement agencies in the state as we work to reduce conflicts and crashes with motor vehicles. Any amount of traffic enforcement we can get from our partners in law enforcement is greatly appreciated.

**Supporting Agency: *Polk County Sports Marketing***

Polk County Tourism and Sports Marketing (PCTSM) – known outside the county as Visit Central Florida – is a division of Polk County Government. As Polk County’s official tourism and marketing management organization, PCTSM promotes Polk County as a tourist destination to increase visitation and economic impact; and to generate revenue from the tourist development tax. Tourism strengthens Polk County’s economy by creating jobs, new revenue and a higher quality of life.

FBA and PCSM began a partnership in 2007 to bring events, like the ProBike/ProWalk Florida conference, to Polk County. Following the one-year agreement, a five-year agreement was signed to support FBA’s year-round programs. In 2013, another five-year agreement was signed. This partnership has gone way beyond hosting the 2010 PBPWF conference in Lakeland. The hands-on attention staff has provided during the planning of the 2010 conference as well as the 2013 Bike Florida Orange Blossom Express throughout Polk and Lake Counties.

It is the mission of Central Florida’s Polk County Sports Marketing to promote tourism and economic development through sports. PCSM focuses on developing new events, recruiting sports activities, assisting existing sports events and marketing recreation and leisure activities. PCSM is the only organization in the state to earn both the Sports Organization of the Year award from the Governor’s Council on Physical Fitness and the Florida Sports Foundation’s Sports Commission of the Year Award. PCSM has also been recognized as the Sports Organization of the Year by both the Independent Softball Association and Youth Basketball of America.

**Bike Store Advocate: *Orange Cycle***

“Celebrating Cycling Fun since 1972,” Orange Cycle of Orlando is Central Florida’s largest bicycle store growing from 1,000 to over 10,000 square feet. The service department is in the center of the store so you can watch the mechanics work and talk to them directly.

But this store's dedication to education and advocacy ranks nearly as high as generating sales. Repair clinics, women's specific training, promoting area trails and maps, proud supporter of Bike/Walk Central Florida, and a long time, generous FBA supporter are just a few of the ways Orange Cycle exemplifies what a bike store can be. Owners Deena Breed and Howard Larlee are very hands-on when it comes to servicing their customers and making a difference in their community.

**Volunteer: Jim Shirk, Tampa Bay area**

Jim is no stranger to this award, having won it in 2009. His passion for cycling has continued over the years, becoming the chair of the Hillsborough County Bicycle and Pedestrian Advisory Committee from 2011 to present. Jim is part owner of City Bike Tampa bicycle shop and president of the Bay Area Freewheelers. He volunteers where and when he can with local events and charity rides including the Ride to Defeat ALS and Gasparilla bike rodeo which attracts over 200 kids annually. This past spring, Jim was awarded a National Bicycle Dealers Association scholarship to attend the National Bike Summit in Washington, D.C.

**Elected Official Champion: *Coast-to-Coast Trail Funding Bill Sponsor Senator Andy Gardiner, District 13***

Senator Gardiner did something amazing for the State of Florida when he introduced the bill that has ultimately allowed the "Coast to Coast Connector" to move forward. This project will be a separated, interconnected, multi-use recreational trail that will stretch from the Gulf of Mexico to the Atlantic Ocean, bisecting Central Florida. Not only will it benefit cyclists in Florida, but it will also be a tremendous draw for cyclists from across the U.S. – and from other countries. The Coast-to-Coast Connector will also benefit all residents of Florida, because it will generate millions of dollars in tax revenue through eco-tourism benefits. Senator Gardiner should be commended for introducing this bill in the legislature, for guiding it through the legislature for two years, and for ultimately creating the funding mechanism that will make it all happen.