



# Messenger

FOR A BIKE-FRIENDLY FLORIDA

Vol. 26, No. 2 • Autumn 2023

## GEAR UP AND GET-ON-OVER FOR THE ANNUAL MEETING

### CYCLING ADVOCATES AND ENTHUSIASTS ARE INVITED TO OCT. 14 GATHERING

In the heart of the Sunshine State, organizers are gearing up for the Florida Bicycle Association's annual meeting. Set against the backdrop of the West Orange Trail and its vibrant cycling culture in downtown Winter Garden, this event promises to unite individuals from all corners of the state who share a passion for pedaling.

Everyone interested in bicycling and bikeability—whether a member of the Association or not—is invited to attend the meeting to connect, share and learn, and to discuss the most pressing issues facing bicyclists in Florida.

The meeting is scheduled for 12 p.m. to 4 p.m. on Saturday, Oct. 14 at Healthy West Orange, 1200 E. Plant Street in Winter Garden. The gathering starts with lunch and networking at noon. The full agenda includes updates on the Association's mission and vision, advocacy, policy work and educational initiatives; guest speakers; and open discussions about the bike-friendly movement's most critical challenges and opportunities.

The meeting is sponsored by Angco Striping, Ask Adam/Adam Rieth Injury Attorney, Hands-Free Florida, Naples Pathways Coalition, Paradise Coast Trail, Friends of Lake Apopka, Jim Dodson Law/The Florida Bike Guy, and Friends of the River of Grass Greenway.

### Volunteers Needed for Annual Meeting

The success of the annual meeting relies heavily on dedicated volunteers. Please help by contributing a couple hours of your time and expertise that week. Sign up to volunteer at [FloridaBicycle.org/Volunteer](http://FloridaBicycle.org/Volunteer) or by emailing [amy@floridabicycle.org](mailto:amy@floridabicycle.org).

### Start the Day with Bike 5

Members of Florida Bicycle are encouraged to participate that morning in Bike 5, an engaging and fun community event hosted by Bike/Walk Central Florida. Register at [BikeWalkCentralFlorida.org/Bike5](http://BikeWalkCentralFlorida.org/Bike5). Florida Bicycle members are encouraged to select a 7:30 a.m. or 7:45 a.m. group ride that launches from Eatonville.

**ANNUAL MEETING 2023**

FLORIDA BICYCLE ASSOCIATION

SATURDAY, OCT. 14, 2023  
12:00P LUNCH FOR ALL  
12:30P AGENDA BEGINS  
4:00P WRAPPED UP

HEALTHY WEST ORANGE  
1200 E. PLANT STREET  
WINTER GARDEN, FL 34787

Everyone welcome!  
Register in advance.

FREE TO MEMBERS AND NON-MEMBERS.  
ADVANCE REGISTRATION REQUIRED.  
[WWW.FLORIDABICYCLE.ORG](http://WWW.FLORIDABICYCLE.ORG)

GATE ROW SEAT  
01 02 03

The meeting is free and is expected to reach capacity so attendees should register right away at [FloridaBicycle.org](http://FloridaBicycle.org) or by calling (407) 734-1690 to secure a seat.



**BIKE 5**  
5 Miles | 5 Parks | 5 Cities

# ABOUT US

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The Florida Bicycle Association is a 501c3 non-profit, membership-based organization that mobilizes volunteers and partners to make Florida better for people who *want* to bicycle and for people who *need* to bicycle. Florida Bicycle is led by a forward-looking team that is committed to the vision of Florida as a place where bicycling is safe, accepted, and encouraged. Learn more at [FloridaBicycle.org](http://FloridaBicycle.org), by calling (407) 734-1690, or by writing to P. O. Box 770688, Winter Garden, FL 34777.

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Although the Florida Bicycle Association's newsletter has undergone a makeover, *The Messenger* will continue to provide the meaningful content that readers have come to expect. Published three times per year, *The Messenger* is supplemented with an annual report sharing highlights from the year. For more frequent updates, subscribe to the monthly e-newsletter at [FloridaBicycle.org/News](http://FloridaBicycle.org/News) and follow the organization on Facebook and Instagram.

## PRESIDENT'S MESSAGE

# OMG, THE HEAT

## BUT CYCLING CAN HELP FORGE A SURVIVABLE FUTURE

BY ERIC DRAPER, BOARD PRESIDENT



This summer, as we've endured scorching high temps, many of us have muttered, "It's too hot to ride." The relentless heat has altered our cycling routines, prompting us

to venture out on our bikes earlier in the day. There have even been days when our bikes remained untouched, a casualty of the oppressive heat.

When I ride in the heat of the day, it is for an errand. Better to sweat a little and not use my car, I think. A bit ironic, because a lifetime of car use is one way that I helped create a hotter Sunshine State. These days, I'd rather break a sweat pedaling under the sun than contribute to the degradation of Florida's precious ecology by starting up my car engine.

My journey towards embracing cycling for transportation began during the days of smog-filled skies and fuel shortages. (1970s, anyone?) Gas lines stretched for blocks, and the air was thick with pollution from exhaust fumes. Do you remember those days, too? Then, as the resource-responsibility movement gained momentum, the idea of cycling to school and work became increasingly appealing.

Around the same time, federal fuel standards started reducing air pollution and improving fuel efficiency. I came across a book around then titled *The End of Nature*, by Bill McKibben, which laid out early research on global warming. This forecast, eerily accurate, catalyzed both climate action and the emergence of climate denialism.

Since those formative days, my awareness of my own carbon footprint and its broader impact has grown. Even while shuttling my children around, I couldn't help but worry about their future and question whether I could do more.

Fast forward to the present, a year marked by unprecedented discomfort. Record-breaking temperatures, devastating wildfires, and dire predictions of severe storms paint a bleak picture. It's impossible to deny that I, like so many others, contributed to this crisis.

Let's talk about the future, and the role bicycles can play in mitigating climate change. Bicycles aren't just a means of transportation; they are tools for change. They can help reduce emissions from burning transportation fuels, while reducing our reliance on oil.

However, the path to a cycling-friendly future is littered with obstacles. We need safer roads and shared pathways, but more importantly, we must challenge the entrenched car culture that resists embracing cycling and public transportation.

The Florida Bicycle Association is proud to collaborate with local bicycle and pedestrian advocacy groups, the League of American

Bicyclists, health partners and others to make cycling easier and safer. We understand that people won't adopt cycling as a mode of transportation if it feels unsafe. By creating supportive environments and secure cycling routes, we can encourage individuals to choose pedal power—not just for their own well-being, but also for the planet's sake.

Cycling has the potential to significantly reduce emissions responsible for global and local environmental changes. Yet, it will require bold leadership, institutional changes, and personal commitment.

Florida Bicycle's Executive Director, Kelly Morphy, recently provided us with a new purposeful slogan: we are making Florida better for people who *want* to bicycle and for people who *need* to bicycle. Here, I suggest adding a few more words: for people who *ought* to bicycle. Let's provide them a way.



*Eric Draper rides his bike these days not only for exercise but also to mitigate his impact on climate change.*

# GROWTH AND COLLABORATION MARK SEASON'S START

BY KELLY MORPHY, EXECUTIVE DIRECTOR



As we ride into another Fall together, I'm reflecting on significant developments: the growth of Florida Bicycle's fledgling volunteer program, a strengthened partnership with our sister organization Bike Florida, the forthcoming release of our "pocket guide" for informed bicycling, and our support of the Hands-Free Florida campaign. And with our annual meeting just around the corner, I invite you all to join us in shaping the future of cycling in the Sunshine State.

We launched a volunteer program in the Spring, and it's heartwarming to witness so many passionate individuals signing up to put their time and energy into promoting bicycling in Florida. Whether it's developing educational programs, helping with organized events, or advocating for bike-friendly policies and

designs, our growing network of volunteers is becoming a pillar of the organization. If you'd like to become a volunteer for Florida Bicycle, please sign up at [FloridaBicycle.org/Volunteer](http://FloridaBicycle.org/Volunteer).

Another exciting recent development has been our deepening partnership with Bike Florida. Together, our organizations are working to simplify access to the Share the Road license plate. This collaboration will make it easier than ever for individuals to show their support for cycling and contribute to our mission of creating bike-friendly communities. With your help, we can make the roads safer for all. (See the next page.)

In the coming months, you will be hearing a lot from us about "Hands-Free Florida." We are proud to support the campaign to reduce distracted driving, and we hope you will support the campaign, too. (See page 7.)

In the coming weeks, we will unveil a "pocket guide" designed to empower people who use bicycles with knowledge of their legal

rights. This resource will serve as a valuable tool that equips our community with on-the-go information about Florida's bicycling laws. (See below.)

Now, I urge you to do what you can to join us for our annual meeting on Oct. 14 in Winter Garden. This gathering will not only provide updates on our progress but also offer a platform for meaningful discussions on pressing issues facing cyclists in Florida. Whether you're a member or not, we welcome you to attend. However, space is limited, so please register in advance to secure your spot. (See cover story.)

In the spirit of unity, let's come together to shape the future of cycling in Florida. Together, we can create safer streets, promote cycling awareness, and build a brighter, more bike-friendly tomorrow. I look forward to seeing you at our annual meeting.

Pedal on!

## 'POCKET GUIDE' TO RAISE BICYCLISTS' AWARENESS OF THEIR RIGHTS

### RIDING A BICYCLE IS YOUR RIGHT, AS IS KNOWING THE LAW

In an effort to boost safety and awareness among bicyclists in the Sunshine State, the Florida Bicycle Association, Bike/Walk Central Florida, and the Space Coast Transportation Planning Organization have joined forces to develop an invaluable resource: the Pocket Guide for Informed Bicycling in Florida. The quick-reference guide, developed with financial support from New Belgium Brewing, will provide bicyclists across Florida with essential knowledge about their legal protections and responsibilities.

Designed as a portable resource, Informed Bicycling will serve as a handy tool that

bicyclists can carry in a jersey pocket, glove box, backpack, or fanny pack. It aims to promote a shared understanding of traffic laws, reducing potential misinterpretations and ensuring the rights of bicyclists are upheld.

The guide will reflect current bicycle laws and include references for e-bikes. It also will provide short insights into best practices and etiquette, contributing to a safer and more harmonious environment for all users of shared space.

The language used in the guide will focus on the individual riding the bicycle rather than the bicycle itself, aligning with an effort to

encourage and support bicycling as an activity. Legal citations and references to state laws will be included to empower bicyclists with the knowledge they need to advocate for their rights.

The guide, designed as a printed booklet and as a downloadable PDF, is scheduled to be available at Florida Bicycle's annual meeting on Oct. 14. (See the cover story and register soon!)

The succinct document will enhance bicyclist awareness, improve road safety, and provide a portable resource for both novices and seasoned riders in Florida.

# PARTNERSHIP SIMPLIFIES ACCESS TO 'SHARE THE ROAD' LICENSE PLATE

## NOW EASIER THAN EVER FOR CYCLING ADVOCATES TO SUPPORT A BIKE-FRIENDLY FUTURE

For more than two decades, the Florida Bicycle Association and Bike Florida have devoted their efforts to transforming the Sunshine State into a place where residents and vacationers can pedal with confidence, whether they are cycling to work, school, a park, or the beach, or simply enjoying the scenic wonders of the Sunshine State. The two non-profits pursue their missions through a blend of education, technical support, safety training, advocacy, and informational tours.

Now, the organizations are bolstering their ongoing partnership to streamline the process for bicycle enthusiasts and advocates to acquire the specialty license plate, "Share the Road." This plate not only allows supporters to visibly demonstrate their commitment to safer streets for everyone but also contributes to funding educational programs undertaken by Florida Bicycle and Bike Florida. The plate first became available in 2000; presently, there are over 10,000 "Share the Road" license plates on motor vehicles across the state.

Recognizing that the previous method of obtaining the plate was somewhat cumbersome, the process has been revamped and is now user-friendly through the ShareTheRoad.org website. Funds generated from the plates bolster various safety initiatives, statewide educational programs, and the promotion of the numerous benefits associated with bicycling.

"The enduring partnership between Bike Florida and Florida Bicycle Association stands as a testament to what can be accomplished when organizations unite for the betterment of Florida's cycling conditions and cycling community," said Lisa Lake, Executive Director of Bike Florida. "We both strive to enhance cycling safety and inclusivity throughout the state through educational programs, events, and community outreach, and the specialty license plate helps us do that."

In making the acquisition of the "Share the Road" license plate more accessible, the groups aim to enable a broader audience of bike enthusiasts to show their support and augment the funds available for critical educational and safety initiatives. Biking enthusiasts and advocates looking to champion the cause of safe cycling in Florida are encouraged to obtain the "Share the Road" license plate; doing so is now simpler than ever.



It is now easier than ever to purchase a "Share the Road" specialty license plate for your motor vehicle, at [ShareTheRoad.org](http://ShareTheRoad.org). The plate contributes to a culture of safer streets for everyone and helps fund bicycling safety and educational programs across Florida.



## Annual Meeting | 2023

*Link up for a bike-friendly FL!*

**SATURDAY, OCT. 14, 2023**  
**12P LUNCH FOR ALL**  
**1230P AGENDA BEGINS**  
**4P CONCLUSION**

**HEALTHY WEST ORANGE**  
**1200 E. PLANT ST.**  
**WINTER GARDEN, FLORIDA**

Presented By











**Kimley»Horn**  
Expect More. Experience Better.

Everyone is invited.  
 Space is limited.  
 Please register in advance.



[www.FloridaBicycle.org](http://www.FloridaBicycle.org)





# WHAT MOVES YOU?

## TRY SOMETHING NEW FOR *RIDE ROLL STROLL*

Florida is gearing up for the eighth edition of its annual statewide Mobility Week that launches October 27. This year, it includes a public-participation challenge that runs through November 30 to encourage bicycling, walking, using transit and ride-sharing.

*Ride Roll Stroll* invites all Floridians to explore new modes of travel, share the ways they're making a difference in their daily trips, and earn rewards such as gift cards, food, fun activities, home goods, footwear and more. Whether getting around by bicycle, carpool, public transit or as a pedestrian, participants can earn rewards and compete with others by logging trips at [RideRollStroll.com](http://RideRollStroll.com). The challenge kicks off on October 27 during Mobility Week but continues through the month of November.

Florida Bicycle Association is a Mobility Week partner and will be promoting the challenge throughout its duration. Mobility Week is a collaborative effort led by the Florida Department of Transportation and partner agencies aimed at raising awareness about safe, multimodal transportation choices and inspiring Floridians to explore innovative transportation options.



### DISCOVER YOUR NEXT MOVE

*Embrace Florida's Mobility Week by participating. Here's how it works:*

1. Try Something New: Experiment with transit, carpooling, biking, or walking. Utilize the trip planner at [RideRollStroll.com](http://RideRollStroll.com) for ideas, inspiration and finding ride buddies.
2. Record Your Trips: Keep track of the money you save, accumulate points, and vie for a top spot on the leaderboard. Share what you're doing with Florida Bicycle's Facebook and Instagram pages, too!
3. Earn Rewards: Redeem your points for discounts and more. Plus, by recording trips from October 27 to November 30, you automatically enter a chance to win enticing gift cards and more.

If you're already tracking your bike miles using apps like Strava, Garmin, or FitBit, you can effortlessly sync your data with your *Ride Roll Stroll* account and earn points for your bike trips.

### CAN YOU BEAT US?

**We're not bragging (yes, we are), but Florida Bicycle's team of board members and staff did pretty darn well in last year's Mobility Week challenge, taking second place in our small-workplace division. Sign up for the Ride Roll Stroll challenge this year, diversify the ways you get around, and do your best to show us up! Join at [RideRollStroll.com](http://RideRollStroll.com).**



## INCOMING BOARD MEMBERS ENHANCE ADVOCACY AND EDUCATION

The Florida Bicycle Association welcomes three incoming board members, each bringing a wealth of experience and a strong commitment to advancing cycling advocacy and safety in the Sunshine State:

- Rich Garrett, appointed in May 2023, a long-time advocate and cycling educator, based in University Park;
- Gail Woods, appointed in July 2023, Senior Project Manager for TranSystems, based in Orlando; and
- Michelle Avola-Brown, also appointed in July 2023, Executive Director for Naples Pathways Coalition, based in Lehigh Acres.

"With the addition of Rich, Gail, and Michelle to the board of directors, Florida Bicycle is poised to amplify its impact and ensure that the voices

of cyclists across Florida are heard." said Eric Draper, Board President.

The Association's board also recently recognized the service of Mark Schiefer, who stepped down from his board position to prepare to relocate out of state. Mark is a longtime member of Naples Velo cycling club and routinely rides more than 200 miles a week. He served as the board's treasurer and also played

a key role in Florida Bicycle's contribution to the statewide Mobility Week challenge in 2022 and designing the Association's cycling kit.

The three incoming board members join the following volunteer directors in service to the organization: Draper, who is based in Tallahassee; Courtney Reynolds in Sanford; Caitlin Cerame in Pensacola; Conroy Jacobs in Palm Bay; and Elijah Stiers in Miami.







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Winter Garden, FL 34777

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# JOIN FLORIDA BICYCLE ASSOCIATION TODAY!

ADD YOUR VOICE FOR A BIKE-FRIENDLY FLORIDA.  
YOUR MEMBERSHIP *MAKES A DIFFERENCE.*

NAME \_\_\_\_\_  
BUSINESS/CLUB/AGENCY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTY \_\_\_\_\_  
PHONE \_\_\_\_\_  
EMAIL \_\_\_\_\_

**MEMBERSHIP LEVELS:**

SUPPORTER (\$50), BENEFACTOR (\$100), CHAMPION (\$250),  
CLUB/BUSINESS/AGENCY (\$100), STUDENT/SNOWBIRD (\$15).  
SEE BENEFITS AND MORE MEMBER OPTIONS AT FLORIDABICYCLE.ORG.

**PLEASE MAIL CHECK TO:**

FLORIDA BICYCLE ASSOCIATION, P.O. BOX 770688, WINTER GARDEN, FL 34777  
OR CONTRIBUTE ONLINE AT FLORIDABICYCLE.ORG.

The Florida Bicycle Association is a not-for-profit, tax-exempt corporation under Section 501(c)(3) of the Internal Revenue Code. Donations, including membership dues, are tax deductible. Founded in 1997 for educational and charitable purposes, the Association's current financial statements are available by request.

A copy of Florida Bicycle's official registration (CH9008) and financial information may be obtained from the Florida Division of Consumer Services by calling toll-free (800) 435-7352 within the state. Registration does not imply endorsement, approval, or recommendation by the state. Contact the Division at (800) 435-7352 or [floridaconsumerhelp.com](http://floridaconsumerhelp.com).

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