**EDITORIAL**

The public misses important truths about motorcycling because they learn about it mostly from three traditional sources: One - motorcycle sport activities, Two - social/charitable/rally gatherings, and Three - motorcycling’s ongoing political and issue related activism. Everyday riding surrounds and supports all three yet is less understood and appreciated by the general public. Ride to Work events, programs and activities can change this.

Increasing participation in this year’s 10th annual Ride to Work Day (the third Wednesday in July every year...this year it’s the 18th) is vitally important. Beyond helping have this day reach a higher profile, there are a variety of other new Ride to Work programs supporting everyday utility riding. Each helps motorcycling to be more widely viewed as a social good.

In addition to the awards and scholarships described below, Ride to Work Inc. has other guides, tools and programs not yet operative. Resources determine the scope of Ride to Work operations. Your contribution today will make a difference for motorcycling’s tomorrow.

**Hero Rider Award**

This award is given to an individual who most exemplifies the mission of Ride To Work. Submit your nomination/application, along with an explanation of why the nominated rider, is qualified to receive this recognition. Honorees will receive a certificate, some gifts (which will vary) and recognition in The Daily Rider and on the Ride To Work web site.

**Company Participation Award**

Riding to work and sharing your everyday motorcycling perspectives helps those you work with understand transportation riding as a social good. This award helps all the other riders you work with...and non-riding work associates...understand the value of utility motorcycling better. Awarded to the company that has the largest total number of persons participating on Ride to Work day.

**BEST COMPANY AWARD**

Awards to business that do the most to encourage and support riding motorcycles to work. Areas of support may include: Name and contact information for company and submitting rider, number of riders participating, photo of participants (or motorcycle parking area) on Ride to Work day.

**BEST MECHANIC SCHOLARSHIP**

Contributions for a motorcycle mechanic scholarship can be made to a fund dedicated to helping add Ride To Work awareness to motorcycle mechanics. Scholarship contributions submitted to this program are separate from general Ride To Work funds. A full scholarship for one individual to attend an accredited motorcycle mechanic training program will be announced when enough funds have been raised to provide for one complete academic tuition (not including housing, food, miscellaneous expenses, etc). The specific vocational schools involved will be chosen by Ride To Work Inc. Each school will then award the Ride To Work scholarship(s) to worthy candidate(s) of their choice. Candidates will be selected from those student’s whose primary career focus will be specifically on motorcycle mechanics training (i.e. - not watercraft, snowmobile, or other small engine “majors”). As the scholarship funds permit, additional scholarships will be made available. Scholarship recipients will be recognized in The Daily Rider.

**Ride to Work Motorcycle Shops**

A motorcycle shop can be qualified at a $30 charge with recommendations submitted to Ride To Work Inc by three riders. (Motorcycle shops may also become qualified by contributing $500 to Ride To Work Inc., and pledging to comply with these standards.) A Ride To Work Shop that fails to meet the standards of this program will be removed. Each Ride To Work supporting shop will receive a display plaque, logo clock, entry door stickers and be listed and recommended in The Daily Rider.

**Best Public Practices Award**

An on-going award for showcasing "Best Practices" for motorcyclists. Open to all types of governmental, political, municipal, civil persons and/or units. (Police, judicial, administrative, etc...) For example, some cities provide free parking for motorcycles in their parking garages, including a signed free "slot" past the toll gates. That way, motorists know if they rode a motorcycle they could park for free. Nominations should include as much information as possible about the "Best Practice" and also about the person and/or entities responsible for it. Awards will include a recognition announcement in The Daily Rider and some sort of plaque, certificate or gift from Ride to Work.
Urban Guerrilla

I ride a lot in the city. Most of my yearly accumulation of miles is racked-up on the well-worn asphalt of the urban jungle. My commute takes me through downtown, and most of my recreational riding takes place in and around the metro area, with only the occasional foray into the vastness of "out there". I have been devoted to sportbikes for several years now, but I increasingly find that the key to travelling in the choked confines of our metropolitan paradise is a light weight, upright, narrow machine that can exploit the sudden gaps in traffic and hop curbs at random. Any of the current dual-sport machines are adequate for this kind of duty, but my favorites are the big 4-stroke thumpers like my own XJ-650, the XT from Yamaha, DR from Suzuki, KLR from Kawasaki and any number of Rotax powered exotica from Europe. These bikes are the perfect Urban Guerrillas; mobile, agile, and hostile!

As population and traffic volume increases, Cafe Racing as a lifestyle must evolve in order to survive. In the past, the replacir with top-up speed and infinite lean angle was the tool of choice. Today however, these bikes will find themselves too often tied up in the snarled city traffic right along with the touring bikes and cruises. The Urban Guerrilla, however, is not afraid to duck down an alley or squeeze down the right side between cars and curbing past the long line at an eternal red light. In some cases this is even legal, but in all cases it is frowned upon by non-riders. Screw 'em, I've got places to go! This new crop of Luxury SUV is really infuriates me. The Cadillac Escalade, for example, whose commercial says it caninfuriates me. The Cadillac Escalade, for example, whose commercial says it can

...as above + button + bandanna + mug + notecube + wall clock + sweatshirt + sweatshirt + sweatshirt

The Urban Guerrilla you can make your own! HOV/Motorcycle bypasses yet, but as an alternative, self-important striver to and from work, Urban Guerrilla motorcycle fits all of my proletarian mission requirements perfectly.

Let's talk about curbage for a moment. When you ride Urban Guerrilla style, curbs are your friend. There is one particular, very long traffic signal that comes to mind where the traffic backs up for more than a block, usually for several minutes. I have found that by hopping a curb into an adjacent parking lot I can motor past all the cars to the exit on the cross street, squirt across the road through a gap in the traffic, and make a right turn back onto my original heading. Sometimes, hacking as much as 5 minutes off my travel time! Then there is the question of metered on-ramps. Most of these do not have HOV/Motorcycle bypasses yet, but as an Urban Guerrilla you can make your own! Simply take the off-road option, passing the line of crazed commuters safely on the grass. I have done this several times, and the cars waiting in line always blow their horns in celebration and make hand gestures I can only interpret as telling me that I am Numero Uno! I simply smile and wave as I jump back on the ramp and continue my journey.

Parking has always been a hassle in the city. Urban Guerrilla has an answer for that as well. Through not strictly legal, you can usually hop a curb and park on an unused section of sidewalk or concrete up close to your objective. I do this all the time and have yet to be ticketed for illegal parking. Another prime piece of parking real estate for the creative U.G. is that funky concrete, gravel or gravel-filled island at the near end of the parking rows in shopping center parking lots. By simply hopping the curb again, you can park even closer to your destination than the handicapped spaces. There is never a "No Parking" sign posted on these terrain features, as the architects always employ car-think when they lay out the parking lots. So even if you do get a ticket, you can probably fight it successfully in court. The key is never to establish a pattern by using the same space over and over. Someone is certain to complain if you rub their noses in it.

Now, I am not advocating anything illegal here. I merely exercised my first amendment right to free exchange of ideas. I tried the soapbox routine a couple of issues ago and was severely blasted by my efforts. You are all grown-ups out there, at least in theory... But just as I have been chastised by readers in the past for criticizing their choice of riding gear, I am sure I will hear from many of you about this concept of creative commuting. Good! We could use some lively discussion in these pages. Some of you may say that I am inconsistent, extolling the virtue of safety gear one day and professing anarchy in the streets the next. Well, I didn't say you should practice Urban Guerrilla warfare without wearing a helmet and body armor. In some neighborhoods, riding this way could very possibly draw gunfire! But that's one of the many obstacles the committed U.G. has to deal with.

Police pursuit is always a possibility, and as a rule of thumb I would say that you have no more than two minutes to break contact with the first patrol unit before the net begins to close on you. Don't EVEN let them get close enough to read your license number! A bit of mud or grease smear on the plate usually helps decrease your maximum detection distance, but don't overdo it. An unreadable license plate is probably illegal too. Dense traffic can be good or bad in these situations. Good because you can squeeze through gaps that they cannot, and bad because they are more likely to terminate the pursuit to avoid endangering civilians. Bad because there will always be that wanna-be superhero out there who will try to take you down single-handedly with visions of glory and an appearance on "COP's" dancing in his head. Cutting through unfamiliar yards is always acrapshoot. You never know who has a dog tied up in back, and despite what you see in the movies, even the best equipped U.G. will probably lose any contest with a cyclone fence. All in all, I would say that running from the police is just a bad idea. Smile and take the ticket from the nice officer, and live to ride another day.

So, are you committed enough to be an Urban Guerrilla? Well, I know that I am - committed, that is. In fact, I have to go now. Nurse Ratchet says that its time for my medication.

Gary Charpentier; Diary of a Cafe Racer, Minnesota Motorcycle Monthly #52, November 1999

Dear Joseph,

Thank you for your support and kind and thoughtful letter. You are correct that commuting riding involves similar risks as leisure riding...with the added factors of sometimes dense traffic. It is possible that over the last two decades motorcycling has gravitated more toward touring, rather than commute - I know that I do.

Regards,
Barry

Hi Barry,

Thank you for your message and the information about the EPA. Not only does your GS 1100 get 45 mpg in urban conditions, it is actually more directly comparable to Range Rovers and Explorers and other luxury utility vehicles...than to economy cars. When sub 500cc utility motorcycles are used in typical urban traffic cycles they can get 70, 80 or more mpg. Scooters do even better. These types of bikes make better 'apples to apples' comparisons with economy cars. To be fair, consider luxury touring, and performance bikes to luxury and performance oriented automobiles occupying the same market segments. (Your GS is the worlds most economical Humvee or Range Rover.) It's not fair to compare a big luxury or performance bike to an ultralight small car.

Andy

Part of a letter from Joseph Glydon (Dec 12, 2000):

"...Good issue of RTW. I commute exclusively on my Honda cx 500, so I don't hear the traffic reports on those days (less than half the work week). If I'm home working I tend to keep the radio on. I hear reports of an inordinate number of 'motorcycle down' accidents. One or two per week. Even in the Bay Area there are precious few exurban motorcycle commuters. I often ride the 25 miles from Vallejo to Emeryville (big time commute corridor here)...without seeing another motorcycle. My point is, from this hipshot survey, motorcycle commuting beguts a fair bit of carnage. Admittedly, many Bay Area motorcycle commuters are aggressive high speed lane splitters and the accidents reported on the radio don't seem to involve severe injury or death. Obviously I believe in the benefits of motorcycle commuting - a minute of intense concentration and involvement; the added tension of keeping a look-out for all the inattentive road-users in both directions; if your journey to work is short, the ratio of time on the road to time getting to either results in your taking stupid chances and riding unprotected or in spending much longer getting to and from than you do in the car...."

Hi Fran,

Although the Daily Rider is being sent mostly to motorcyclists, it's content is also designed to be read by non-riders. (The Daily Rider is produced to be used as a pro-active tool for this type of outreach.) The Daily Rider is not about persuading people to become riders...it is focused on expanding participation in Ride to Work Day and on raising everyone awareness about the advantages of riding for transportation. I hope that over time it will be able to address these goals in a variety of ways that are helpful for both riders and non-riders.

You are very correct that most riders would name 'inconvenience' (or 'impracticality') as the primary reason for not using their motorcycle for everyday transportation. In contrast, I believe most non riders would list 'risk' as the main reason arguing against motorcycling for transportation. These two different answers represent an important disconnect between these two groups. I want to exploit this...to the advantage of motorcyclists. It is natural for non-riders to believe that riding is excessively risky. Risk management of anything (airplane flying, scuba diving, motorcycling, etc...) by direct experiences significantly diminishes the perception of risk. Psychological studies comparing and valuing 'known fears' to 'unknown fears' have well established these differences.

Andy

Regards,

Fran Oldham

Hi Fran,

From: Barry Houldsworth (by email)

Date: Tue, 03 Oct 2000

Subject: Editorial......risk

"Your query "motorcycle" matched 0 documents out of 2331. 0 documents displayed." I think the biggest reasons for (not riding for transportation)...not in any particular order, are: limitations imposed by having only a bike at work (taking other people about, taking stuff with you); the inconvenience of having to get all dressed up in leathers and helmets and all the other paraphernalia of motor-cycling at both ends of the day (bad enough in good weather, but murder in cold or rain) instead of just jumping into the car and going; weather: too cold in winter, too hot in summer, too wet any time, too slippery in snow, sleet, and ice, too damned changeable; the difficulty of having decent clothes on at work and keeping them decent under motorcycling clobber; the necessity of making sure that you are really paying attention when you are riding, especially riding home at night if you have a job that calls for intense concentration and involvement; the added tension of keeping a look-out for all the inattentive road-users in both directions; if your journey to work is short, the ratio of time on the road to time getting to either results in your taking stupid chances and riding unprotected or in spending much longer getting to and from than you do in the car...."

Date: Wed, 3 Jan 2001

Subject: Comments on The Daily Rider

From: Phil Boncer (by email)

"...The perception of risk by the average person bears little relation to the actual risk...I have synthesized various sources to come up with the following conclusions about common daily risks. These comments apply only to life in America:

1) For the average person, the chance of dying from an automobile accident is about 1%.
2) For the average person, the chance of dying from any type of accident is about 2%, (98% die from age and/or diseases)

Regarding motorcycling:

1) The accident rate for motorcycling, per mile traveled, is not significantly different than that for cars.
2) The death rate for motorcycling, per mile traveled, is about 7 times that for cars. In other words, compared to your car driving buddies, you are not any more likely to crash, but if you do, it's more dangerous.
3) Roughly half of all fatal motorcycle accidents involve untrained unlicensed riders.
4) Roughly half of all fatal motorcycle accidents involve alcohol consumption by the rider.
5) Proper protective gear (i.e. helmets and leathers and gloves and boots) reduces the death risk by roughly half.

If you put these five statements together, you can see that your chance of having an accident can be influenced to become much less than that of the average car driver, and your risk of death will then be about the same as that of your average car driver, per mile traveled. Of course, weather can affect this, as can other factors, but it shows that motorcycling is not necessarily a very dangerous activity. (Of course, if you take these same precautions in your car, you will also reduce your risk compared to the average driver.) The point is that motorcycling is not something only those with a death wish would do, as some people (and their mothers and doctors) would have you believe...."
For example, when calculating commute times during peak periods in urban areas, the number of hours lost due to congestion above the roadway's normal capacity is a measure of how ill-suited the roads are to delivering people to and from their destinations. For a Los Angeleno, those three days' worth of congestion could have been spent at the beach — if there were a place to park.

There are also terrible human costs: The Federal Highway Administration blames bad road design and conditions for 30 percent of highway fatalities. And idling cars and trucks emit environmentally unfriendly gases at an alarming rate. Other statistics are just as damning. Consider that since 1970:

- The U.S. population has grown by 32 percent, while the number of licensed drivers has grown by 64 percent.
- The number of registered vehicles has grown by 90 percent, and the vehicle miles traveled has grown by 131 percent. However, total number of road miles has grown by only 6 percent.

"What you have is essentially more people driving more vehicles more miles on about the same-sized road system [as existed 30 years ago]," says William Fay, president and CEO of the American Highway Users Alliance, a transportation advocacy group based in Washington. "You can start to see why we're falling short and winding up with a lot more traffic congestion."

Time Is Definitely On Their Side. The Annual Mobility Report released by the Texas Transportation Institute tracks the costs of traffic immobility. In its latest study it reported that travelers in 68 urban areas spent more than $72 billion in lost time and wasted fuel, or about $755 annually per driver. That's more than the cost of auto insurance in many places. For example, when calculating commute times during peak periods, the cost of driving would be much higher.

The Dulles Greenway, a 14-mile, privately owned toll road between Washington's Dulles Airport and Leesburg, Va., was intended to cut driving time in half compared to traveling on Routes 7 and 28. But ridership is only about half of anticipated levels, meaning the $350 million highway is still operating under mountains of debt.

En Masse. There is also mass transit, but even as federal support of mass transit has risen, and traffic congestion has increased, ridership has stayed at about the same levels it was 10 years ago, or about 5 percent of all commuters.

Alan Pisarski, a specialist in commuter habits, says that as bad as things are, they could be a lot worse, and that a lot of the congestion that could be expected is lessened because people's work schedules have been made more fluid.

"What has happened is that the peak hour is no longer an hour, and it's continuing to spread out," he said.

"It's spreading for two reasons: Because people are being pushed to start their commutes sooner in order to get to the same place at the same time, or to start later to avoid the congestion; and at flextime — they may be given some latitude to leave the office sooner or later.*

W hat's unclear is whether people who work out of their homes drive as much, if not more, even if they don't have to go into an office — there are drives to meet clients, trips to the stationery store or copy shop, or escapes to the gym. Another alternative to ease congestion, carpooling, has done well in Washington, D.C., where about 16 percent of employees share rides and government offices promote the practice. But it's had much less success in other cities. "When private companies have tried to promote this they haven't done very well," said Fay. "One oil company in Beaumont, Texas, had two employees who were next door neighbors. They said, 'All right, you both have pickup trucks, why don't you drive to work together?' And they said, 'Well, we see enough of each other, we want to drive by ourselves."

Nothing in this ABC report was about motorcycles. W hat a great oversight. W hat a shame.

The Daily Rider