To advocate and support the use of motorcycles for transportation, and to provide information about transportation riding to motorcyclists and to the public.

The annual nationwide Ride to Work Day is the third Wednesday in July (every year). Riding your motorcycle to work on this day will demonstrate:

A) The number of motorcyclists to the general public and to politicians.
B) That motorcyclists are from all occupations and all walks of life.
C) That motorcyclists can reduce traffic congestion in large cities.
D) That motorcycles are for transportation as well as recreation.

But motorcycles are clearly different from cars as they are from bicycles, commuter trains or skateboards. They are a wholly unique kind of vehicle...machines unto themselves that ought to be fully recognized for their unique advantages...and provided with a set of exclusive legal and social accommodations so that they can be ridden more and utilized better as personal transportation tools. This will help them appeal to the largest possible number of people. This is how motorcycles can achieve their potential and provide civilization the maximum social good. It is time to ask that bikes not only be given the same rights as cars, but that bikes be given greater rights. For example, many state laws and driver's training manuals make a big point about it being illegal to share a lane with a bike. But in some circumstances, that's exactly what riders want - the chance to share a lane and take advantage of their motorcycle's narrowness and nimbleness. We need the legal right to help reduce congestion for everyone. On a continuum, some bikes are slightly more car-like; cruisers, touring bikes, etc...and some are more bicycle-like; scooters, dual sports, standard and naked bikes, motards, etc...but all are uniquely single track vehicles: motorcycles.

In the extreme, Ride to Work Day and related programs are about more than simply equal rights for motorcycles. We want greater rights for motorcycles. At work and in private parking ramps we want the 2nd best parking spots...right after the bicycle racks. We want to park our cycles in the areas that are the next-closest to the building's nearby entrances, just behind the special spaces for the disabled. And we want covered parking places that are more secure than what is generally provided for autos. And places for storing riding gear. Remember, three to five bikes can fit in one car space so everyone else ends up parking a little closer, too. On the road we want the right to legally filter when appropriate - in defined, safe ways - to better take advantage of our nimble machine's capabilities. And the right to legally put multiple bikes in a metered space. Or to legally park on selected sidewalk areas. Or the right to pass a traffic light sensor that won't trigger. Or skip a bridge toll.

Motorcyclists want increased recognition: We help maximize the public utilization of our road system. We save time and energy. We contribute less to global warming. We do not require costly special corridors and paths like bicycles, light rail or pedestrians. We are always engaged and awakened by riding. We need a change in public attitudes.

-Andy Goldfine
EXCESSIVE EMISSIONS?

"Gorman, Mark S Pub Affairs" wrote:

Andy,

I have a question about one of the statements made by your organization to support the July 17, 2002 Ride To Work Day. I run Intel's commute reduction program and have been asked by a couple of employees to support Intel's participation in the event. Typically, I ask any group or event to meet three requirements in order to gain approval: 1) Reduce air pollution; 2) Reduce traffic congestion; 3) Reduce fuel consumption. I called the State of Oregon Department of Environmental Quality for information regarding motorcycles meeting the criteria above. I was told that 1) Most motorcycles are not equipped with catalytic converters therefore pollute as much or more than cars; 2) A motorcycle takes up as much linear road space as a car and therefore does not reduce traffic congestion; 3) Motorcycles do not consume as much fuel as cars. Unfortunately, the Ride To Work Day event seems to meet only one of the three requirements.

I figure that I wouldn't be able to give an objective answer to our employees if I did not ask you the same questions. I noticed on your promotional materials the statement "...motorcyclists can reduce traffic congestion in large cities," and on your web site "Motorcyclists ease traffic congestion." and wondered what information you could give me to support those conclusions. -And also if you can confirm or deny the DEQ statement that motorcycles do not reduce air pollution. I left a voicemail message asking for a return phone call last week, but have not received a response at this time. Thanks for your time.

Mark Gorman
Intel Oregon Public Affairs

Hi Mark,

Thank you for your message and questions. Forgive me for not returning your call last week, I received your voice message only earlier today.

There are no scientific, government, university, or other statistics that I am aware of that specifically address your questions. But a variety of informal tests have been conducted over many years that seem to indicate that across any congested urban transportation grid motorcycles are the fastest between any two points.

As for taking up as much road space, what you were told is nonsense. Not only are motorcycles shorter and narrower than automobiles, they are also far more nimble. This affects how much space they require to safely stop, steer, accelerate and move. To say that all private road vehicles from motorhomes to mini-cars to motorcycles all require the same road space to maneuver safely is not only counter-intuitive, but proves incorrect when comparing vehicle density in other cultures where a larger percentage of the vehicles are small cars and scooters. Imagine a jar full of golf balls. It is full if all you are putting into it are golf balls. But there is still room for a lot of marbles and BB’s and similar sized smaller objects. Roads and parking areas are all like this jar. Lane sharing and traffic filtering are clearly safe ways that provide effective congestion relief in many places. People have always enjoyed gathering together and living in cities. Urban Sprawl is another choice. But for those who like being socialized and living together in cities, motorcycles are a positive social good that make their riders better, happier, calmer, more well adjusted and more focused people. Motorcycling teaches humility, vulnerability, responsibility and risk management skills...all things which help make our roads and all of our workplaces better. It is our job to figure out how to help encourage, endorse, affirm and support those who want to ride for transportation. Not everyone will want to. But the transportation motorcyclists are trying to do a proven social good. Some individuals are riding on bikes that run cleaner than cars and some are riding bikes that run worse. But all of them are doing us a social good by commuting via motorcycles.

Statistics help support and buttress mainstream perspectives. The statistics on how bad motorcycles pollute overstate the actual problem. With some extrapolation, one can 'prove' that motorcycles contribute something like less than .005% of all vehicle emissions. Even it it were raised to 5%, this still is not a primary source.

Like all kinds of vehicles, motorcycles can be made cleaner and more efficient...and this objective should be targeted. But regardless of when or to what degree this is done, motorcycles offer our culture a valuable tool for personal transportation. You already know all the benefits: more parking, congestion relief, less infrastructure wear, invigorated riders, etc... etc... Motorcycles are social good that make their riders better, happier, calmer, more well adjusted and more focused people. Motorcycling teaches humility, vulnerability, responsibility and risk management skills...all things which help make our roads and all of our workplaces better. It is our job to figure out how to help encourage, endorse, affirm and support those who want to ride for transportation. Not everyone will want to. But the transportation motorcyclists are trying to do a proven social good. Some individuals are riding on bikes that run cleaner than cars and some are riding bikes that run worse. But all of them are doing us a social good by commuting via motorcycles.

I hope Oregon will reverse it's approach to motorcycles and offer support and encouragement to those of it's citizens who wish to employ motorcycles for personal transportation. To not do so marginalizes, minimizes and overlooks a valuable social, civic and cultural asset.

Let me know if you have questions or if I can be of other assistance.

Andy

COMMUTING IS GOOD

John Boggs wrote:

I’ve been riding about 4 years, commuting almost exclusively on my R850R for about one and a half, maybe two. I ride from Alameda into San Francisco every work day—about a 15 mile commute each way. Not many miles, but lots of traffic. I’ve noticed lately that I park my bike when I get home on Friday night, and don’t even consider riding it again until it’s time to go to work on Monday.
morning. The bike is no longer a recreational vehicle for me, it is just my primary work transportation. This is not to say I don’t enjoy riding it. I love it; I just seem to get my riding fix on my commute. San Francisco, by the way, provides lots of motorcycle parking downtown, with meters that are 50 cents for all day. It makes riding in very convenient. I especially like the rainy days, because it’s easy to get one of the several spots for some reason don’t have meters. I would guess that only about 20% as many bikers commute on rainy days as on sunny ones.

My experience in the Bay Area doesn’t jibe with a lot of what I read. I find that drivers here are more respectful of bikes than the drivers are in the Twin Cities, where I learned to ride. I rarely feel crowded or threatened, though there are those times where staring my horn does nothing to stop the car that wants to move into my lane when I’m there. Thankfully, that’s not the norm, but it happens. What I do* find scary on my commutes here are the wintery days when I have to lean about thirty degrees to keep going straight on the Bay Bridge. Being blown into the next lane during rush hour is a thrill, let me tell you!

John Boggs

Timothy Jamar wrote:
Here’s another reason to commute to work on a bike instead of a car ... Graveyard Shift. Coming home from a twelve hour night shift in a car leads to increased fatigue and inattention as the comfort and quiet of a car make one sleep. When I get on the bike after being up all night, I am instantly invigorated and alert since getting sleepy on a motorcycle will likely lead to unpleasantness or death. Whether it is psychological or just the sheer pleasure of riding again, I always ride more safely after a night shift when I use the bike. (I hope this sounds coherent since I only just got home from work and here it is 0700.)

Hi Tim,
It does sound coherent. Thanks for your message and your support.
Andy

John Corfield wrote:
Dear Ride To Work,
After moving to America from England 3 years ago, I have continued to ride my bike to work every day, come rain or shine.

I work in an office, wear a suit, and do the normal government job, but the public attitude to commuting bikers is one of disdain, due to images from movies and also from Daytona Bike Week etc. I see it every day on my 15 mile ride in.

I have ridden a bike for over 10 years, through rain, sleet, snow, fog, and have not missed a days commute to date.

Keep up your great work, and maybe one day, the general public will make some allowances for those who care about the environment, less traffic on roads, and other important issues.

Regards,
John Corfield
British Pro-consul
British Vice-consulate
Orlando, FL

A GOOD EMPLOYER

Stephen Palley wrote:
"I worked almost 18 years in the emergency room of our local hospital. Empirically, most accidents that got motorcyclists transported to my ER involved alcohol. I remember singularly the ones that didn’t...the guy who centerpunched a deer on the interstate offramp, on his a.m. way to work. His minor injuries were greatly complicated by his severe allergic reaction to deer gut contents...same scenario vs. moose, I-95, no allergies involved...the 80 year old rider who slipped and fell at a sandy intersection, injuries minor. At triage when I asked him what kind of bike he rode, he just sneered at me like I was stupid. I learned my lesson, and when I had another 80-ish fellow a few years later in similar circumstances, I asked him “what model?” “W hen prompted I can also remember the myriad of alcohol related bike crashes. Most also involved helmetless/protectionless riding and serious injury. I can only restate that alcohol seemed to be disproportionately represented in the m/c accidents that got transported to me, in my ER.”

"Parking issues. At my hospital, there was an overhang in the parking lot by the ER, under which could park 12 or 15 bikes, and in the late 70’s and all through the 80’s it would fill up on nice days to overflowing. On not-so-nice days there were still 6 or 8 of us riding (the hospital employs 3000 people). In the mid-90’s the space was used to enclose air conditioning switchgear, and without covered parking the daily ridership fell to 4 (Bus, an OR nurse, Irving the engineer, and me). I met with the director of physical plant, but no bike-parking ideas came to fruition until 1998 when the hospital built a parking garage. It was suggested that the corner and end spaces that were unfit for car parking could be signed for m/cycle parking. We thought the idea had been lost in space until the garage opened for use. The signs were up. Hurrah. And since then the number of daily riders has grown back to 8 or 10, with many more on nice days. Clyde Grant is the director of physical plant and I think it was he who gave the idea the green light.”

“Enclosed is a photo of my nice weather ride. It used to be a $100 Suzuki GS 450; now it’s a $1,000 ‘street tracker’ and gets more notice than anything I’ve ever ridden. It’s plenty quick, not too loud, and BIG fun commuting.

Enclosed is a check for $25. Please make me a “rider level” participant and thanks.

Stephen Palley, RN

AND SOME NOT-SO-GOOD EMPLOYERS

Mark F. Rager wrote:
Last year my boss backed into my bike and caused some damage. I was then told I am not allowed to bring the bike to work or on the property. Is there anything I can do? Am I being denied my freedom of what I love to do and that is ride my motorcycle? If you have any suggestions I would appreciate it. I am also the President of the VRA chapter 1-38.

Thanks for your time,
Mark

Hi Mark,
Thank you for your message and comments. I understand your situation and appreciate your frustration. Employers are not prohibited from denying employees the right to park motorcycles on company property. You and I know that is wrong, but it is not illegal. You might try to persuade your employer to reverse the decision. The ‘Daily Rider’ newsletter (issue #1) of Ride to Work has a bunch of information about the advantages of commuting on a motorcycle. You can download a printable pdf copy of all the Daily Rider newsletters from the Ride to Work website, and this might help you with your employer. Essentially, you always arrive to work sharper, more alert, more refreshed and more ready-to-go from the process of riding than those who come in cars or on buses. You also save parking lot spaces because three to five motorcycles can fit in one automobile sized space. One thing to remember about trying to persuade someone is that persistence is important. If you are polite, earnest and never give up you might win permission which might not be given the first time you ask. Solving this will involve some charm, some creative salesmanship and perhaps a little evangelism about motorcycling. Finally, in the interim you may be able to arrange parking and storage for your gear nearby for a small price. Good luck, and let me know if you succeed.

Andy
Chris Littleford wrote:

Hello,

Chris Littleford wrote:

might be helpful. Let me know if you are able to make any progress. It would
be able to help.

records for you). If one of the executives rides, see if there is any way he might
can leave with this person. See if any of the company leaders ride...but not to
work to get together with the building manager - for lunch someday - and talk
<www.ridetowork.org> . Download a copy of the 2002 Ride to Work poster
Some resources are available on the Ride to Work website at

AND SOME GOOD NEWS

Herb wrote

I was impressed!! Burger King recently opened a restaurant in my neighbor-
hood. They provided a designated parking area for motorcycles!!
Herb from Eustis, Fl.

Elliott Day every day?...week?...month?

Elliott Iverson wrote:

To paraphrase Cycle News, "once a year is not enough". Why not make
EVERY Wednesday ride to work day? Not that it would matter much to me
other than getting a few more cars off the 91 freeway in Orange County.

I ride to work EVERY day, and have put well over 8000 miles on my R1100s in
about 16 weeks. I ride so much that I’m not really all that comfortable on four
wheels anymore, unless of course I’ve got the race bike in the van on the way
to the track!
Elliott Iverson
Ron Wood Racing

Hi Elliott,
Thank you for your message and support. I agree that every day ought to be a
ride to work day, but the point of the annual Ride to Work Day event is to
bring attention to the value and potential of motorcycling for personal trans-
portation. To do this it must be a single demonstration day that stands out
from all other workdays.

There are about 90 million commuters every day, and most of these are in pri-
ivate cars and light trucks. There are about 6 million registered motorcycles. On
a typical work day, about 130,000 people ride to work (2000 census). If we
can develop this one annual day to have increased participation and a higher
Day annually celebrates and focuses attention on a relatively banal everyday something that takes place on every Wednesday. Do you think it's possible to promote riding to work at least once a week? Every Wednesday? Despite the fact that most people are already used to riding their bikes to work on a regular basis, there is still a need for increased awareness and support for this mode of transportation.

Keith Cooper wrote:
I like the idea of a Ride to Work "day", but wouldn't a Ride to Work "week" get the point across better? Not everyone may be able to ride on the designated day, so giving them 7 days to choose from may work better (or ride all 7 days!). If the general public sees a lot of bikes on one day, they may just pass it off as an abnormality. If they see lots of bikes all week, they will get a better understanding of how many of us are out there. Hopefully, this would not cause too much additional work for you - you already do enough. Just a thought for future consideration.

Hi Keith,
Thank you for your message and good ideas about having a ride to work week. Forgive me for taking so long to reply. I appreciate the logic and reasons for having a ride to work week and hope that in the future we’ll be able to do it. For now, I am concentrating on the public relations and strategic aspects of having a single demonstration event on a single day. When the current one day event develops a higher profile, we will see it can be extended to a work or even a month. The single day format provides the advantages of a concentrated focus for the mass media, the general public and all riders...but someday...

Andy

Buzz Buzzelli wrote:
Thanks for the T-shirt, Andy. Your effort to promote motorcycling is worthy of mutual support, and I will continue to promote it.

This makes me wonder if we shouldn’t promote riding to work on Wednesday--EVERY Wednesday! Here at the office the company has a dress code that excludes blue jeans, but at American Rider, we have adopted black jeans as an official dress-code-of-the-day every Wednesday -- we wear black Levis every Wednesday. Do you think it’s possible to promote riding to work at least once a week? Every Wednesday?

Buzz B.

Hi Buzz,
Thanks for your message. Making every Wednesday a terrific idea and we ought to promote it, but to maximize the focus of our resources, which are small, I want to put all of my efforts into developing the single Ride To Work Day annual date. If we want to have the demonstration be most effective and meaningful, it should probably be a singular event for a few years.

If you would like us (Ride to Work Inc.) to designate a weekly day (Wednesday) and a week and a month as 'ride to work' 'day', 'week' and 'month', then we could do it in the next Daily Rider flyer...or we could let it stay as something that is informal...like you already are doing. What do you think we should do? It would be difficult to generate a lot of publicity over something that takes place on every Wednesday. On one hand, Ride to Work Day annually celebrates and focuses attention on a relatively banal everyday activity (riding to work), on the other hand, trying to promote it as a weekly could itself be banal...which is not a good thing for any kind of promotional activity. Does this make sense? (Banal transportation riding is my life...which to me makes it important, exceptional and fantastic.) I do think we could promote it, but not in the same way as we’ve been doing for the annual Ride to Work Day. I would not want to undercut the annual event, which still can grow in value if we promote it right.

Andy

OUTLAWS
Blaise Peters wrote:
Andy,
You talk about how the driving public does not understand motorcycling. You mention that there are many negative images and stereotypes about "bikers". You talk about motorcycles being vehicles for social good.

Then you publish the article on Urban Gorilla. (TDR#8) This is exactly the kind of flaunting of law, anti-social, retaliatory, public, and elitist behavior that will torpedo our cause in the political system. How do we convince politicians to create motorcycle parking spaces, include motorcycles in the HOV lane, reduce the use of slick materials on road surfaces, and make lane splitting legal? If motorcyclists drive on the grass and over curbs why do they need the roadway? W hy do they need to lane split if they are going to drive over curbs and through parking lots? W hy allow them to use the HOV lane if they are going to use the median anyway? W hy not create more tar snakes and use slick decals on the pavement for traffic direction if the motorcyclists, who are the ones complaining, are driving every place but on the pavement?

Gary Charpentier’s submission is exactly what will kill motorcycle commuting in America! We need the votes of those cage drivers that he is treating with such disdain! We need to change the perception of "bikers" not perpetuate it! If we want to be seen as a social good we have to act like it! I am using too many exclamation points, but, Mr. Charpentier’s attitude infuriates me as much as Mr. Peters eating SUV drivers to him.

My point is that although everyone is entitled to an opinion, not everyone’s opinion is appropriate in every forum. If Ride to Work wants to publish this kind of opinion it might consider disclaiming that not all ideas expressed are shared by the publication. I agree with Mr. Charpentier’s depiction of cage drivers, but I do not agree that the solution is to flaunt the law, anger the general cage commuting public, and park on the grass. I can see the humor value in the article, but, without spelling it out for the general public that these are our frustrations and we fantasize about doing these things (but never would!)

Hi Peter,
Thanks for your message and comments. I appreciate your logic and agree that "to flaunt the law" can be counterproductive...but overall I liked the Urban Gorilla’s content enough to use it.

As you note, Ride to Work Inc. is a self-appointed voice for motorcycle transportation. Actually, a lot of what is in the Ride to Work program is stuff that reflects my personal perspectives. My own views and biases can’t please everyone. I see motorcycling...in the current USA transportation context of 6 million bikes and 220 million cars and light trucks...as mildly seditious. I see motorcycles as an inherently non-compliant vehicle type within our broader transportation culture. Motorcycles as something who’s differences in efficiency, utility, nimbleness, etc...provide advantages that will never be fully recognized or accommodated by mainstream society.
Dear Elizabeth,

Washington, DC 20003
Box 15542
Association For Commuter Transportation
Elizabeth Stutts, President
July 1, 2002

NO REPLY AT ALL...

Andy

Day program will develop in ways that you will be able to support. Your perspectives have given me lots to think about. I hope the Ride to Work Gorilla should have a place in the Daily Rider. It can show motorcycling's advantages in a positive way.

I believe that Ride to Work Day can benefit all riders. Perhaps it will help open some parking ramps for riders or influence other favorable changes. But we will never be able to create sanctioned permission for every motorcycle to be used as fully as it’s rider might desire. Everyday riding is both a civil rights and an affirmative action situation. Each rider must decide for themselves how to act...and if, when, or where to violate a law or social protocol. It is my wish that riders always act and ride in ways that are mindful of the values of the general public...but this does not mean (to me anyway...) that they have to strictly follow every rule made for a transportation infrastructure which has been optimized for cars and light trucks. (Our culture heavily subsidizes private automobile ownership and use.) This is why I feel that riding is mildly seditious in nature.

I also feel that riding is perceived by the general public as not being entirely politically correct. Because of this, I want the Ride to Work Day program to openly recognize motorcycling's non-conforming independence. Ride to Work Day is specifically about bias and activism. Ours. Riding for transportation regularly can be a radicalizing experience. The MRF and the AMA probably represent a much broader and more moderate motorcycling constituency than the Ride to Work Day programs do, but the Ride to Work message is a positive component in the broader mix of motorcycling programs, so stories like the Urban to Work Day programs do, but the Ride to Work message is a positive component in the broader mix of motorcycling programs, so stories like the Urban Gorilla should have a place in the Daily Rider.

Your perspectives have given me lots to think about. I hope the Ride to Work Day program will develop in ways that you will be able to support.

Andy

July 1, 2002

Elizabeth Stutts, President
Association For Commuter Transportation
Box 15542
Washington, DC 20003

Dear Elizabeth,

The new ACT ‘Commuter Choice’ brochure does not include motorcycles. I am both a motorcyclist and a member of ACT and know that the interests of both groups are closely aligned.

Motorcycles should be included in the ‘Mode Choice’ section of the Commuter Choice brochure because they are a natural bridge between the ‘Bike/Walk/Skate’ and the ‘Carpool’ listings. Riding is an important and under recognized form of transportation that has considerable potential as a valid solution...for those who are comfortable with riding...to urban congestion, excess costs and energy consumption, parking shortages, etc... About a third of all commuters might find motorcycling to be an acceptable method of getting to and from work if simple adjustments were made (items like covered, secure bike parking areas, places for storing riding gear, etc...). Helping motorcyclists increase awareness about this option is where ACT must be actively engaged.

The charter: “ACT supports it’s members in their efforts to enhance mobility, improve air quality, and conserve energy through Transportation Demand Management activities.”, and its funding by the Departments of Energy and Transportation are additional reasons transportation riding should be included as a ‘mode choice’ in planning activities and publications like the ‘Commuter Choice’ brochure.

Riding for transportation is a social good. I hope the next Commuter Choice brochure will reflect this. Let me know if you have questions or if I can be of other assistance.

Sincerely,
Andy Goldfine
Ride to Work Day Organizer

cc - Stuart M. Anderson, Kevin Luten, Peggy Hetherington, Congressman James Oberstar
bcc - slt, rtw board,

THIS ONE EITHER...

Hi Answers@BTS.Gov,
Can you provide me with this information (?), or supply a source for this information?
1. Average USA worker commute distance?
  -private autos
  -public transit (bus)
  -public transit (train/subway)
  -bicycle
  -pedestrian
  -motorcycle

2. Average USA worker commute time?
  -private autos
  -public transit (bus)
  -public transit (train/subway)
  -bicycle
  -pedestrian
  -motorcycle

3. Average USA worker commute speed?
  -private autos
  -public transit (bus)
  -public transit (train/subway)
  -bicycle
  -pedestrian
  -motorcycle

Andy

Date: Wed, 07 Aug 2002 10:08:03 -0400
From: "Answers" <Answers@bts.gov>
Subject: RE: {BTS#087-228} commute times/speed/distance
Dear BTS customer:
The best place to get this type of detailed commute data is the Census Bureau’s Journey-To-Work & Migration Statistics Branch.
The web site lists the contact as Laura K Yax 301.763.2391 Laura.K.Yax@census.gov

If you have any further questions, please contact us at (800) 853-1351.
Sincerely,
Information Service Staff
Bureau of Transportation Statistics
U.S. Department of Transportation

Hi Laura,
Can you help me with these questions?
(repeat of previous query)

POSTERS! (or, how to propagandize)

Jonathan Garrigues wrote:
dear rtw people... my name is jonathan garrigues and i am an avid motorcycle rider... i am 17 years old and i just graduated from high school... i have heard about rtw through aerostitch.com... i have bought a lot of riding stuff through
them... i live in salisbury, north carolina and this year i am going to make it
known to the motorcyclists in salisbury to ride their motorcycles to work on
wednesday the 18 of july... i am putting signs around the town at local motor-
cycle shops and resturants to let people know to either ride to work or (if they
do not have to work that day) to ride around town and show the community
how many of us there are... i have a friend who works for the local news sta-
tion and am going to get him to do a plug for us on tv... i am also dropping
off flyers to all of my friends that ride (most of which are adults) to hang at
their work places and to tell everyone that they know who rides to get out on
the streets july 18th... i would appreciate it if you all would send me some
ideas as to where i should put my flyers and anything else you guys can think
of that would help me to broadcast this event in my community... thanks

Hi Jonathan,
Thank you for your message and encouraging support. The Ride to Work pro-
gram and Ride to Work Day event are supported by individual riders, so our
resources are limited. Your help will make a difference. There are two kinds of
places where the posters are most useful: 1) places where riders gather like
motorcycle shops. Most riders do not ride to work, so to increase participation
they need to learn about Ride to Work Day. 2) Places where lots of people
commute to work. For example, if there is a company in your area with 150 or
some larger number of employees, they are going to have a bulletin board for
notices of things like this. Universities also have places for postings of this
nature. You will probably need permission to post at either of these kinds of
places, but if you can get it, lots of people will read the posters and begin to
see motorcycles in a new and more positive way.

The ride to work programs are new this year, even though the Ride to Work
Day event is in it's tenth year. It will take us all some time to establish and pres-
ent motorcycles this way. I hope you will see this year as a series of experi-
ments we can both learn from, and pace your work on this effort so you will
be able to help a little every year for many more years.

Andy

PS - In a few days there will be a new and downloadable Ride to Work poster
that you can have printed out in your area. It will be available from the Ride to
Work website under the ‘ad materials’ section.

MORE SUPPORT

Ken Stacy wrote:
I ride with a group that I also work with...we are working on putting together
some pics of the event...any support I can get from you will help...thanks a mil-
lion for the cause...RIDE

Hi Ken,
Thank you for your message and support for Ride to Work Day. The Ride to
Work Website has a variety of support materials you can freely use. There are
.pdf Ride to Work Day awareness posters you can print in sizes from 8.5" x
11" to much larger. There are advocacy newsletters, logo art, and Public
Service Announcements (PSA’s) you can send to local news (radio, tv, news-
papers) and other materials. There are also a variety of RTW logo merchandise
you can purchase as needed.

Ride to Work Day will continue to grow with your participation and help...a
little more every year. One of the best ways to demonstrate that motorcycling
is a social good is to ride to work. You can make your co workers and employer
more aware of the advantages of riding for transportation by making use of
some of the materials on the website. W hy? Well, if you do not have good,
dedicated places to put your riding gear at your workplace, or available covered
and secure motorcycle parking areas, then this demonstration day can help
build more awareness that these kinds of accommodations will benefit every-
one at your company. The materials on the Ride to Work website explain why
and how.

Let me know if you have questions or if i can be of other assistance.

Andy

CHEAP TRANSPORTATION?

Bob Brown wrote:
Greetings,
In an upcoming issue of the Ride To Work Rile 'Em Up Newsletter, please con-
sider promoting cheap motorcycle transportation.

The bike I ride daily cost less than $3,500 brand new. Used examples of this
kind of bike are available for much less. It has a cavernous carrying capacity
consisting of after market bags, gets 70 miles per gallon, insurance costs are
microscopic, and I have a blast.

Does it go 100 mph? No. Does it go from 0 to 60 in under four seconds? No
again, jet-kit breath. It has -- get this -- drum brakes on both wheels. Radial
tires are contra-indicated by the manufacturer. Mon Dieu!

I’ve ridden up (and down) 8,000' elevation mountain passes. It holds the road
well come rain or shine.

Seating position is such that I put no weight on my arms or wrists when rid-
ing normally. W hen cornering I can lean in and drop a knee if I want to. W ith
well-timed breaks during long days on the road, I have neither aches nor pains
the day after.

Don’t let the bucks-deluxe people hoodwink you. Riding on the cheap is cool.

Cheers,
Bob Brown
Thousand Oaks, Calif.

Why does a bike lean on one leg? Because it’s two-tired.

Hmm. So, Bob, what kind of bike is this you have? An Enfield?-Editor

INTERESTING (?) COMMUTING STATISTICS

These statistics are sourced from the 2000 U.S. Census.

<table>
<thead>
<tr>
<th>Total Number of Commuting Workers</th>
<th>Car, Truck, or Van</th>
<th>Public Transportation</th>
<th>Walked</th>
<th>Other Means</th>
<th>Bicycle</th>
<th>Motorcycle</th>
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<td>120,000,000</td>
<td>111,542,547</td>
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</table>

Transportation to Work for Workers 16 Years and Older

Dear [Name],
I am working on an article about the benefits of motorcycle transportation
and am interested in interviewing someone who rides to work. If you
would be willing to take a few minutes to share your experience, I would
be grateful.

Cheers,
[Your Name]

Well, at least we're ahead of trolley cars and ferryboats...
RIDE TO WORK DAY 2003 IS WEDNESDAY, JULY 16TH

WHAT CAN I DO TO HELP?

Thank you all for your messages, kind comments and questions about how to increase Ride to Work awareness in your area. The best way to help is by continuing to ride to work yourself. Everyone seeing you riding for transportation learns that motorcycling has everyday transportation applications and advantages. Beyond that, you can download copies of the Ride to Work newsletter, The Daily Rider, from <www.ridetowork.org> and distribute those to anyone in your area who might benefit (coworkers, motorcycle shops, your insurance agent, emergency health care workers, police, local news organizations, etc...) from these informational and advocacy materials.

Ride to Work Inc. is a non-profit organization that is funded entirely by individual contributions. Help us reach more riders and non-riders with information about the value and benefits of transportation motorcycling by making a contribution to Ride to Work.

CUT IT OUT!!
(And copy several of these to explain what's up with Riding To Work.)

I have ridden my motorcycle to work today because:

- Riding to work is fun
- Riding to work reduces traffic and parking congestion
- Riding to work uses less fuel than an automobile
- Riding to work is fun and leaves me alert and energized
- Riding to work results in less pollution than commuting in a larger vehicle
- Riding to work is less destructive to road surfaces, bridges, etc.
- Riding to work gets me here (and back home) faster
- Riding to work demonstrates motorcycling as a social good

www.ridetowork.org

THE AMERICAN MOTORCYCLIST ASSOCIATION AND THE RIDE FOR KIDS FOUNDATION HAVE BOTH ENDORSED RIDE TO WORK DAY. MANY THANKS TO THESE TWO WORTHWHILE ENTITIES.

Contact Information:
http://www.ama-cycle.org/ (1-800-AMA-JOIN)
http://www.ride4kids.org/ (800-253-6530)

CONTRIBUTE ONLINE!

SEND SUPPORT

Receive the Daily Rider plus:
$25 Rider pin, sticker, T-shirt
$50 Supporter...as above + button
$75 Advocate...as above + button + bandanna
$100 Contributor...as above + button + bandanna + mug
$150 Serious Contributor...as above + button + bandanna + mug + notecube
$250 Believer...as above + button + bandanna + mug + notecube + wall clock
$500 True Believer...as above + button + bandanna + mug + notecube + wall clock + sweatshirt
$1000 Ridin' Fool...as above + button + bandanna + mug + notecube + wall clock + sweatshirt + an unbelievable sense of well being

Ride To Work, Inc.
Box 072 Proctor, MN 55810-1072
218 722 9806
propaganda@ridetowork.org
www.ridetowork.org

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