

2015 Annual Awards

Bike Club: *Sanibel Bicycle Club*

In 2014, Sanibel Bicycle Club proposed to the City of Sanibel that it apply for a Tourist Development grant to support the development of a tourist-focused "Cycling on Sanibel" safety video. The City applied for the TDC grant, which was awarded in the Fall of 2014. They received \$4,000, which provided the seed money to get started. The City turned the project over to SBC to manage the project, with Tom Sharbaugh and Patti Sousa serving as co-leaders. This team went door to door to businesses and organizations on the island to raise over \$20,000 to pay for the production of the video, which they successfully raised by January 2015. This fundraising effort also got community buy-in and support for the project resulting in a finished video in mid 2015 to widespread critical acclaim. These efforts to improve the safety and the biking experience for visitors on Sanibel are serving as models for other Southwest Florida communities. Currently, Cape Coral and Fort Myers Beach are both exploring the possibilities of replicating the safety public service announcements boards in their local businesses. SBC has a long tradition of building successful public/private partnerships to improve the island's shared use path system and this latest effort is yet another stellar example of what can be accomplished through this approach.

Off-Road Bike Club: *SORBA Orlando*

SORBA (Southern Off-Road Bicycle Association) Orlando is one of the newest and most up and coming off road bicycle clubs in Florida. This non-profit 501(c)(3) organization is working with state and local governments to establish a network of off road trails in Central Florida. Former president Mitchell Greenberg and current president Mark Leon are leading the way to improve the trail systems of Snow Hill in Oviedo, Soldiers Creek Park in Seminole County and adding more trail to Markham Woods in Seminole County. With the opening of the Orlando Mountain Bike Park at Lake Druid Park, SORBA Orlando's efforts to establish facilities and networks of off road trails continues to grow and thrive throughout Central Florida.

Enforcement Agency: *Hillsborough County Sheriff's Office, Major Alan Hill*

The Florida Department of Transportation 2015 Highway Safety Plan outlines a pedestrian and bicycle safety program to which law enforcement is key. The Hillsborough County Sheriff's Office (HCSO) Safety Afoot campaign of high visibility pedestrian and bicycle enforcement (HVE) countermeasures is highlighted in this plan. HVE is a three-phase approach to pedestrian safety: education of good behavior, warning of bad behavior, citation for bad behavior. In November of 2015, HCSO put a spin to HVE with positive reinforcement. Rewards in the form of food gift cards were distributed for safe behavior. A total of 152 motorists, 247 bicyclists and 535 pedestrians were approached through 16 HVE details. This yielded 634 warnings, 34 citations and 216 gift cards (*rewards for doing it right*) distributed. Enforcing laws is a tough job, but the HCSO takes the job seriously and thankfully is making a difference to lessen bad behavior with positive results.

Educator: *JoJo Sturm, Crossing Guard Supervisor, Seminole County Sheriff's Office*

The Seminole County Sheriff's Office School Crossing Guard program, under the direction of Program Supervisor JoJo Sturm, has gone above and beyond for student safety. JoJo is to be commended for her innovative effort and steadfast dedication to child and pedestrian safety, the education of elementary students in safe pedestrian/bicycling habits, conducting school safety zone awareness campaigns, and to providing hundreds of bicycle helmets to local children in need. The School Crossing Guard Program is responsible for ensuring the safe crossing of over 4,000 children at 190 school crossings with a staff of over 120 crossing guards throughout Seminole County each and every day. The SCSO's School Crossing Guard Program has also been awarded the Crossing Guard Program of the Year, three of the last four years (2012, 2013, 2014, 2015), by the Florida Department of Transportation. Additionally, JoJo received the Sarah Griffin Hughes Award from the United Safety Council this year. Seminole County children are a lot safer with JoJo and her team of school crossing guards on hand throughout the year.

Supporting Agency: *FDOT District 7, Paul Steinman, Secretary & Stephen Benson, Bike/Ped Safety Specialist*

Complete Streets policy rights the admitted wrong of auto centric design by addressing the needs of every road user: motorist, cyclist and pedestrian. The Florida Department of Transportation adopted Complete Streets policy nearly two years ago; District 7 has embraced this policy from the start. District 7 has held not one but three Cyclovia's – open street celebrations that have shut down major road thoroughfares to motorized traffic to allow this public space to be enjoyed at the speed of people. A highlight for District 7 in 2015 was the dedication of the Courtney Campbell Causeway Trail in Pinellas County, signifying the completion of what was to be a 15-20 year project. This trail quickly became it's own destination for both cyclists and pedestrians. Through the efforts of the Department's Safety Office, District 7 holds the unique honor of being the first district to conduct the Walk Wise program, the first district to focus on positive reinforcement through the High Visibility Law Enforcement program and hosts three of the four Department safety coalition meetings at the USF Center of Urban Transportation Research. District Secretary Paul Steinman and Bicycle/Pedestrian Safety Specialist Stephen Benson are to be applauded for their efforts in leading the way for District 7.

Program: *Couch to Century, Leslee Mitchell, Florida Freewheelers President*

As a second term president of the Florida Freewheelers, Leslee is a passionate advocate for bringing new cycling enthusiasts into the sport, while maintaining high standards for biking safety and citizenship. Her most significant contribution has been her leadership in developing the Couch to Century (C2C) program. In 2012, she piloted the first C2C team. Her goal was to take novice cyclists, many of whom had never ridden more than a few miles at a time, from the couch to completing a century. Over the 6+ months of training, which included cycling skills clinics, bike maintenance, nutrition, skills for riding in a pace line and on the road, intervals and hill training, she developed a cohesive team of riders who love the sport and are heavily involved in the cycling community. Many of those original C2C members still ride together, and a number of them have served as ride leaders and board members for Florida Freewheelers. After a great deal of encouragement she revived the program in 2015.

Over 80 riders showed up for their first ride and six months later, 55 riders (along with 20 volunteer staff) completed a century at North Florida Bike Club's Endless Summer Watermelon Ride. Through the Couch to Century program, Leslee has inspired the not-so-active to become active and healthy through cycling.

Bicycle Professional: *Lucas Cruse, Bicycle/ Pedestrian Coordinator, City of St. Petersburg*

The City of St. Petersburg, already a Bicycle Friendly Community since 2006, has made great strides in becoming a premier community for bicycling and walking since Lucas joined the team. He played a role in drafting the language for the city's first Complete Streets policy. This policy provides City staff with positive direction to implement changes to the City's infrastructure that refine existing bicycle facilities and allow for innovative development of new, context-sensitive bicycle facilities to provide a true network for use by cyclists of all ages and all abilities. Lucas has been instrumental in the City's efforts toward implementation of a bike share program and amendments to St. Petersburg's Land Development Regulations that proscribe regulatory requirements for bicycle parking in the city. He serves on the Mayor's Bicycle Pedestrian Advisory Committee and represents the City of St. Petersburg at local, regional and statewide bicycle/pedestrian meetings. Lucas leads by example by remaining an active cyclist and is often a bicycle commuter.

Citizen Bike Advocate: *Hugh Aaron, President, BikeWalk Indian River County*

Since his arrival in Indian River County a few years ago, Hugh Aaron has organized two not-for profit cycling groups: Vero Cycling, a ride oriented group offering rides for all skill levels and all ages to citizens of Indian River County; and Bike Walk Indian River County, a bicycle/pedestrian/trail advocacy group. Hugh has been a tireless organizer, speaker, advocate, participant, trainer, and attendee at governmental and non-profit cycling functions. His charisma, knowledge, and enthusiasm are inspiring. His leadership has resulted in a set of policies, activities, and projects that have resulted in the League of American Bicyclists recognizing Indian River County as a Bicycle Friendly Community. Hugh gives generously of his own time and money to local cycling causes, from safety training to organized rides to distribution of bikes to the underprivileged. Most importantly, Hugh has almost single-handedly changed the culture of Indian River County from one of indifference to the cyclist to one of recognition and respect for the cyclist.

Bike Business: *Malcolm Allen, Owner, Orchid Island Bikes and Kayaks*

Malcolm Allen owns Orchid Island Bikes and Kayaks, which has been designated a Gold Bicycle Friendly Business by the League of American Bicyclists and is a Platinum corporate member of the Vero Cycling Club. Malcolm's business support extends beyond the bike club to the community at large. He donates bikes and repair services to multiple groups that provide bicycles to people, including children, who cannot afford them. He provides support for and assistance with community bike rodeos. He sponsored and continues to sponsor, a series of educational workshops on basic bike maintenance, including women-specific workshops. He provides free bike safety checks and, when requested, mechanical and SAG support for community rides such as the Kevin Adorno Memorial Ride. At the request of the community, he became a certified helmet fitter. He served as an active member of the Indian

River County Bicycle Friendly Community Working Group and was instrumental in helping the County earn the Bicycle Friendly Community designation. He currently serves as an active member of the board of Bike Walk Indian River County. He provides registration support, SAG services, mechanical support, promotional assistance and other support for the Vero Beach signature bicycling event - the Hibiscus Ride.

Bicycle Friendly Business: *Christine Acosta, Pedal Power Promoters, LLC*

Christine Acosta founded Pedal Power Promoters to spearhead bicycle-friendly initiatives in the Tampa Bay Region. By working closely with private and public sector stakeholders, the company seeks to elevate the area to world-class status for bicycle commuters. Besides providing professional bike valet services via Tampa Bike Valet, Pedal Power Promoters offers educational programs such as BikeSmart to private and public enterprises. More importantly and what has become an incredible claim to fame, is the implementation of Bike-Friendly Tampa as the precursor to the national Bicycle Friendly Business certification program. In one application cycle, the League of American Bicyclists Bicycle Friendly Business program awarded eleven Tampa businesses a medal ranking. This placed Tampa as the #1 city in Florida for biker-accessible businesses. This does not happen without the passion and persistence demonstrated by business founder Christine Acosta's enthusiasm for cycling.

Bicycle Friendly Business: *Karen Kress, Tampa Downtown Partnership*

The Tampa Downtown Partnership fosters Tampa's vibrant and diverse multi-use downtown neighborhoods and plays a key role in creating a 24-hour urban center where people can learn, live work and play. Programs such as the Clean and Safe team and transportation initiatives make accessing and navigating downtown an easy and enjoyable experience. In 2015 the Tampa Downtown Partnership sponsored the Bicycle Friendly Business program, assisted with coordination of the City of Tampa's second Cyclovia, hosted the "Bike and InVision Plan" debriefing meeting, fostered the development of Walk Bike Tampa (a citizen advocacy organization), began an initiative to increase bicycle parking in downtown and launched a regional coalition, Bike Walk Tampa Bay. As the Director of Transportation and Planning, Karen Kress, has done more than any single person in the Tampa area to foster a bicycling culture. She welcomes newcomers and potential advocates and takes the time to help them "plug in" and become effective. She is a League of American Bicyclists Cycling Instructor, strategic in her thinking and a true visionary leader. She promotes cycling as a viable mode of transportation and works tirelessly to improve safety, security and services to riders in Tampa.

Trails Promoter: *Chuck Butterfield, President, Friends of the Legacy Trail*

In 2008, Sarasota County opened the first \$30 million segment of the Legacy Trail, a 12-foot wide recreational path that stretches nearly 11 miles from Venice to the Palmer Ranch development. In 2015, the County Commission supported plans to extend the Legacy Trail into downtown Sarasota. The Friends of The Legacy Trail (FLT) was established in 2006 as a Chapter of the Friends of Sarasota County Parks, a 501(c)(3) organization. FLT exists to support, promote, enhance and protect The Legacy Trail now and for future generations. Board president Chuck Butterfield and his team of volunteers have a hefty set of goals that

include maintenance and operation, fundraising, advocate and work toward protection and enhancement, educate the public, and cooperate with the County to establish and operate a community watch bike patrol. The Legacy Trail has put Sarasota on the map.

Volunteer: *Tad Diesel*

In September 2014, a 28 year-old man, Kevin Adorno, was completing one of his life goals to ride his bike from Maryland down the Atlantic Coast to Miami. With 160 miles left to go he lost his life in an unexplainable attack in Vero Beach. One year after this tragic loss, the family decided to complete the 160 miles of Kevin's planned route. Tad Diesel rose to the occasion, showing true passion and commitment for doing what is right. He found homes for the family members to stay, a team of 29 members. He arranged for mechanical support, hosted a cookout the night before the trip and rode the 160 miles with Team Adorno. The Vero Beach Mayor and Chairman of the Indian River County Board of Commissioners welcomed the riders and proclaimed the day Kevin Adorno Memorial Day – turning a tragedy into a triumphant tribute.

Volunteer: *Jared & Jennifer Hartman*

Jared and Jennifer Hartman are a bright spot in the history of the Ocala Mountain Bike Association (OMBA). Historically, OMBA is known for trail building skills and Safety Patrol. As President of OMBA, Jared has maintained and improved relationships with the land managers during a transition into a Florida State Park with new regulations and paperwork. OMBA has shared its' experience by loaning their bylaws and Memorandum of Understandings with Brevard Mountain Bike Association (BMBA) and helped Orlando launch it's own club and trails, now known as SORBA Orlando. Singletracks.com just listed these Santos Trails as #14 in the world! Like any good leader, Jared is out there after work "tweaking" the latest trail. Complementing Jared is his incredibly talented and warm wife, Jennifer. She served as the club's secretary before Jared became president. Jennifer revamped the membership forms and database and collects the club's volunteer hours monthly. Jennifer has recorded approximately 7,000 volunteer hours per year for the last two years including a combined total of 931 hours for she and Jared. She is the grill master on work days and makes sure everyone has great food after working hard out on the trails. The Hartman's have a positive attitude with everything they do and you can feel how passionate they are about the trail system and the club.

Elected Official Champion: *Commissioner Bob Solari, Indian River County*

In the pursuit of a Bicycle Friendly silver designation, the League of American Bicyclists recommends someone within County government to assume the role of 'bicycle champion'. Commissioner Bob Solari volunteered to take on this role following a presentation by Hugh Aaron, Advocacy Director of Vero Cycling, that announced Indian River County had been designated a "Bronze" Bicycle Friendly Community and steps to be taken to be elevated to the "Silver" level. To help transform Indian River County into a premier bicycle friendly community, Commissioner Solari has made safety a top priority and is working to implement

Complete Streets policy. Recognizing a need for infrastructure improvements, the Commissioner championed the project to convert the paved shoulder on 66th Avenue to a designated bike lane. This project will provide bicycle facilities to a major arterial road connecting the southern and north/central ends of the County. He is also working to develop off-road shared-use paths and increasing citizen access to conservation land owned by the county and/or its partners. At a recent Bike Walk Indian River County board meeting, Commissioner Solari announced that one of his principal goals as a commissioner is to make Indian River County the premier destination for families to take advantage of outdoor recreational activities.

Elected Official Champion: *Mayor Rick Kriseman, City of St. Petersburg*

Mayor Kriseman enacted policies to set the stage for St. Petersburg residents to be safe, respected and encouraged to bicycle for transportation and recreation. The Complete Streets policy authorized by the Mayor and later endorsed by the City Council is now being considered for recognition from the National Complete Streets Coalition as one of the top Complete Streets policies of the year. In addition to the more traditional routes to advance bicycle and pedestrian safety, the Mayor has led the charge to incorporate bicycle transportation in two key initiatives advanced by the City of St. Petersburg in 2015. The first is the Healthy St. Pete program, which encourages St. Petersburg residents and visitors to LIVE, EAT, PLAY, and SHOP Healthy. The other key initiative for which bicycling has played a critical role, and will continue with high importance, is Mayor Kriseman's Executive Order for a Sustainable St. Petersburg. Systems such as bike share programs fit within this order. Finally, it's important to note that the Mayor leads by example by remaining an active cyclist. The City has organized and the Mayor has enthusiastically participated in Bike to Work Day each year since he took office. The Mayor can often be seen riding the Pinellas Trail as well as the remainder of the trails in St. Petersburg's bicycle network.

Special Recognition: *Jeff Hohlstein*

Prior to joining the FBA board in 2013, Jeff served director of FBA's first chapter, the First Coast Chapter, serving the needs of Duval, Clay, Nassau and St. Johns counties from 2009-2013. Shortly after joining the board, he took on the task of secretary and held the position until he resigned. Jeff was also very instrumental in the implementation and tracking of FBA's 2014 strategic plan, as well as revisions to the bylaws and policies and procedures documents. His attention to detail was second to none as he kept everyone on track. Jeff will also stay active as a CyclingSavvy Instructor and along with Jodi, both will continue to serve FBA as members of the advisory board.

Special Recognition: *Jodi Hohlstein*

Jodi joined the FBA board in 2009 after "getting to know" FBA through her affiliation with the North Florida Bicycle Club. During her tenure, she served in a variety of positions from treasurer (2010-2012), vice president (2012-2013) to president (2013-2015). Throughout all her leadership positions, she brought energy, poise and patience to the table. Jodi will be remembered as FBA's heroine at a time of rebuilding and rebranding. She will continue to be

active as a CyclingSavvy Instructor, Vice President of the North Florida Bicycle Club, and advocate for cyclist rights.

Special Recognition: *Earl Lang*

During Earl's time on the FBA board from 2010-2016, his take no prisoners attitude to do what is right for cycling has been an inspiration. He has been the best friend Florida bicycling has had during his eight-year term and served on several significant committees as well as two terms as vice president. There is no denying his intent and passion for a sport, a method of transportation commuting, recreational activity, and general means of fun. On one of Earl's social pages he lists his bragging rights as, "I have and can still go great distances on bikes." There is no doubt that Earl will continue to make bicycling safer, better and more enjoyable in Florida.