

Cloverdale

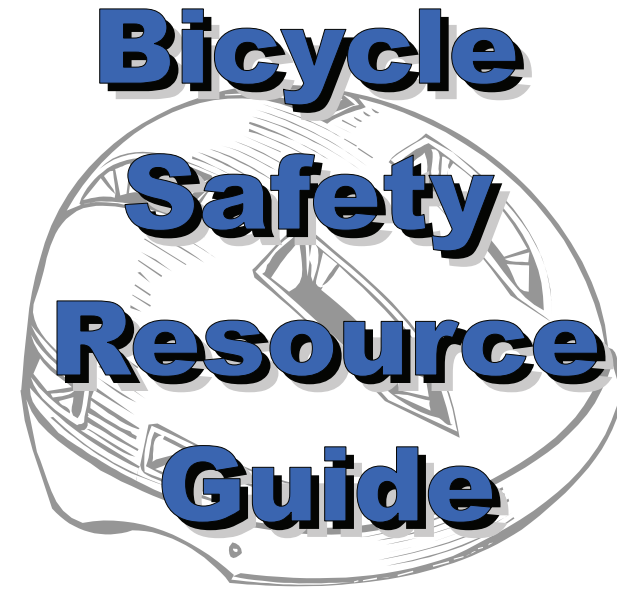
Cloverdale Police Department
Sgt. Scott Allred
112 Broad St.
Cloverdale
707-894-2150
707-894-5203 fax

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Rohnert Park

Breakaway Bikes
Phil Fifer
5430 Commerce Blvd.
Rohnert Park
707-586-3400

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos



2009—2010



Bicycling Do It - But Do It Right

Bicycle riding is a wonderful experience that combines fun, recreation, and the health benefits of sunshine, fresh air, and exercise. As a mode of transportation, bike riding helps reduce traffic congestion and supports a clean environment. Unfortunately, riders can be seriously injured. Sonoma county reports the 5th highest rate of bicyclists injured or killed in traffic collisions (when comparing all counties in California by vehicle miles traveled). About one in four of these bicycle collisions involve child bicyclists under the age of 15. Compared to California as a whole, children in Sonoma County have a higher rate of hospitalizations from bicycle collisions.

Many children are involved in traffic collisions because they are violating traffic laws (running stop signs, not using signals, and riding against the flow of traffic). The majority of bicyclists injured are those not wearing helmets (nearly three out of four). Wearing a properly fitted bike helmet and following traffic laws are effective measures for reducing the risk of injuries and death to bicyclists.

HOW TO USE THIS DIRECTORY

This directory will provide you information about bicycle safety resources and programs available throughout Sonoma County. Some organizations may have restrictions that apply to their services which are not included in this guide, i.e. services may be limited to the geographic area in which they are located. Please contact individual organizations for specific program guidelines.

This directory was compiled and published by the Bicycle and Pedestrian Safety Action Team, a subcommittee of Safe Kids Sonoma County, and made up of representatives from the following organizations: Sonoma County Bicycle Coalition, Santa Rosa Cycling Club, Santa Rosa Police Department, Sonoma County Transit, Sonoma County Department of Health Services, and the Sonoma County Sheriff's Department.

Sebastopol

**Sebastopol Police Department
Traffic Division**
Loree Camden
6850 Laguna Parkway
Sebastopol
707-829-4400
707-829-0967 fax

- ★ Free Helmets
- Curricula
- Videos
- ★ Brochures
- Presentations
- ★ Bike Rodeos: With school participation

Sebastopol

West County Revolution
Steve Michael
6731 Sebastopol Ave. #130
Sebastopol
707-829-2192

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- ★ Bike Rodeos

Sebastopol

West County Cycle Service
Nick Sanders
301 N. Main St., Suite C
Sebastopol
707-824-0112

- Free Helmets
- Curricula
- Videos
- Brochures
- ★ Presentations: Maintenance lessons
- ★ Bike Rodeos

Petaluma

Sonoma Bicycle Company
Jeff Stout
270 Petaluma Blvd N.
Petaluma
707-776-0606

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Sonoma

Sonoma Police Department

Traffic Division
Ruben Diaz
175 First Street West
Sonoma
707-996-3602
707-996-3695 fax

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations: By request only
- Bike Rodeos

Sonoma

Sonoma Valley Cyclery
Brad
20093 Broadway
Sonoma
707-935-3377

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Cotati

Cotati Police Department
Celeste Dwyer
203 W. Sierra Ave.
Cotati 94931
707-792-4611
707-795-0168 fax

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Cotati

Hub Cyclery
Claire and Chaz
7885 Old Redwood Hwy.
Cotati 94931
707-795-6670
707-795-0168 fax

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Healdsburg

Healdsburg Police Department
Traffic Division
Roy Takeda
238 Center
Healdsburg
707-431-3377
707-431-3106 fax

- Free Helmets
- Curricula
- Videos
- Brochures: Spanish / English
- Presentations
- Bike Rodeos

Healdsburg

Spoke Folk
Richard Peacock
201 Center St.
Healdsburg
707-433-7171

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Windsor

Windsor Police Department
Traffic Division
Bill Mikan
9291 Old Redwood Highway
Windsor
707-838-1234
707-838-1233 fax

- Free Helmets
- Curricula: Bike laws,
Coloring book
- Videos
- Brochures
- Presentations: By request
- Bike Rodeos: Annually (October)
Riding Skills
Bike Laws
Ages 4-12

Windsor

Windsor Bicycle Center
Mike Stoli
9064 Brooks Rd. S
Windsor
707-836-9111

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Santa Rosa

The Trek Store of Santa Rosa
Andrew Nelson
512 Mendocino Ave.
Santa Rosa
707-546-TREK

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Santa Rosa

Rincon Cyclery
Russ McCracken
4927 Sonoma Hwy.
Santa Rosa
707-538-0868

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations: "Riding on the Streets"
"Back to Biking"
- Bike Rodeos: "How To" bike repair clinics
(Santa Rosa only)

City of Petaluma

Petaluma Police Dept.
Sgt. Ken Savano
969 Petaluma Blvd. No.
Petaluma
707-778-4372
707-778-4476 fax

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations: Spanish / English
- Bike Rodeos

Santa Rosa

**Santa Rosa Police Department
Traffic Bureau**
Rafael Rivero
965 Sonoma Ave.
Santa Rosa
707-543-3577

- ★ Free Helmets
- ★ Curricula
- Videos
- ★ Brochures
- ★ Presentations
- ★ Bike Rodeos

Santa Rosa

Sonoma Bicycle Company
Mitch Giem
741 4th St.
Santa Rosa
707-525-0606

- Free Helmets
- Curricula
- Videos
- ★ Brochures
- Presentations
- ★ Bike Rodeos

Santa Rosa

Cambria Bikes
Matt Yocum
2885 Santa Rosa Ave. #B
Santa Rosa
707-537-2253

- Free Helmets
- Curricula
- Videos
- ★ Brochures
- ★ Presentations
- ★ Bike Rodeos

Sonoma County

Safe Kids Sonoma County
Marsha Rozell
1165 Montgomery Dr., 1A01
Santa Rosa
707-525-5300 x3332

- ★ Low-cost Helmets
- ★ Curricula: Bike rodeos
- ★ Videos
- ★ Brochures
- Presentations:
- ★ Bike Rodeos:

Sonoma County

Sonoma County Bicycle Coalition
Christine Culver
P.O. Box 3088
Santa Rosa
707-545-0153

- Free Helmets
- ★ Curricula: Safe Routes to School
- Videos
- ★ Brochures
- ★ Presentations: Street Skills for Cyclists Class
- ★ Bike Rodeos

Sonoma County

**Sonoma County Sheriff
Crime Prevention Unit**
Jennifer Abrao
2796 Ventura Ave.
Santa Rosa
707-565-7398

- ★ Free Helmets
- ★ Curricula
- Videos
- ★ Brochures
- ★ Presentations
- ★ Bike Rodeos

Sonoma County

Community Bikes
Michael Teller
4009 Sebastopol Rd.
Santa Rosa
707-579-5811

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Sonoma County

California Automobile Association (AAA)
Marie Haddad
100 Van Ness Ave.
M.S. C200
San Francisco
415-565-2307

www.ottoclub.org

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Sonoma County

Allstate
Freddie Santos
800-473-4889 ext. 8609
916-859-8609
800-759-3890 fax

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations
- Bike Rodeos

Santa Rosa

**The Bike Peddler/
Nor Cal Bike Sport**
Jim Keene, Gen. Manager
605 College Avenue
Santa Rosa
707-571-2428 ex. 17

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations: "How to Ride Your Bike Through Town" All ages
- Bike Rodeos: Bike repair station Group Rides

Santa Rosa

Santa Rosa Cycling Club
Craig Gaevert
707-545-4133

- Free Helmets
- Curricula: Bike laws, Coloring book
- Videos
- Brochures
- Presentations
- Bike Rodeos

Santa Rosa

**Santa Rosa Memorial Hospital
Mobile Clinic**
Jackie Williams
751 Lombardi Ct., Suite A
Santa Rosa
707-524-2477
707-524-2473 fax

- Free Helmets
- Curricula
- Videos
- Brochures
- Presentations: Spanish / English
- Bike Rodeos