FALL/WINTER 2021

The voice of bicyclists and pedestrians in Maine

THE MAINE CYCLIST

THE WELLNESS ISSUE

Exploring the many connections between cycling, walking, and well-being

BICYCLE COALITION OF MAINE

BICYCLE COALITION OF MAINE

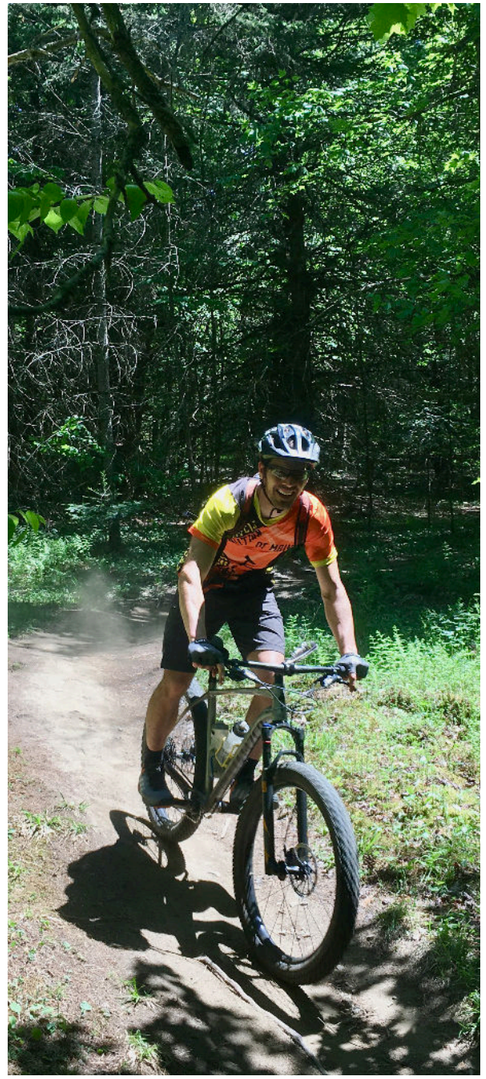
6 | How to Care for Your Bike (and Yourself!) During Winter

8 | Wheeling and Dealing Some Smiles

Surviving a Stroke | 12

15 | Gearing Up to Slow Maine Down

CONTENTS



2 **Be Safe, Be Healthy, Be Outside!**

3 **A Summer Like No Other**

4 **Putting Communities First**

6 **Keeping Yourself and Your Bike Healthy**

8 **Spreading Joy with the Portland Wheelers**

10 **E-Bikes: Getting You Over the Hill**

11 **Forest Bathing, Yoga, and the Bike Ride**

12 **Racing Through Recovery**
Competitive Cyclist Max Cavelli's Biggest Win Was Not On a Bike

15 **Slow ME Down**
Speeding is Our Maine Problem

18 **Embracing My Bicycling Bloodline**

19 **This Butter Isn't For Your Morning Toast**

20 **Coalition Membership**

22 **Gorham Bike & Ski**
A Yellow Jersey Club Business

24 **Jim's Corner**

The theme of this issue was actually decided upon back in 2019—well before the pandemic—but the message remains the same: for the sake of your mental and physical health, get outdoors! Want to experience the view on the cover for yourself? Just hike or bike to the top of Bradbury Mountain in Pownal!

Tina West
President
Yarmouth

Bill Muldoon
Vice President
Harpswell

Kierie Piccininni
Secretary
Bangor

Aaron Bishop
Treasurer
Falmouth

Margaret Bean
Belgrade

Lauri Boxer-Macomber
Portland

Nathan Hagelin
Portland

Henry Heyburn
Brunswick

Crystal Hitchings
Cherryfield

Eileen Johnson
Bowdoin

David Lipman
Vassalboro

Terry Malmer
Bangor

Jason Neal
Enfield

Michael Rifkin
Greene

EMERITUS

Charley LaFlamme
Moody

Larry Rubinstein
Scarborough

Fred Robie
Freeport

Be Safe, Be Healthy, Be Outside!

BY TINA WEST, PRESIDENT

These outdoor activities are simply the best recipe for continued good health.

GREETINGS, MY FRIENDS! As I reflect on the 2020 summer season and welcome the crisp, colorful, and cooler days of fall, I am reminded how lucky I am to live in Maine—where the great outdoors is fun, affordable (i.e. FREE), and accessible. And, as luck would have it, these outdoor activities are simply the best recipe for continued good health, from both a physical and mental perspective. So, what have you been doing lately to stay healthy and happy?

Most recently, I have truly enjoyed rediscovering the Bold Coast of Maine. My first introduction to the Bold Coast was during BikeMaine 2016, where the scenery was breathtaking, the communities and the people living there were authentically Maine, and the riding was challenging and exhilarating. I vowed to come back to relive the splendor of the region and share it with others. So, what better time to embrace a DIY biking adventure than during a pandemic, when social distancing is the norm and outside activities are touted as the best way to minimize exposure and remain healthy?

From gravel riding on the Downeast Sunrise Trail, road riding on the Bold Coast Scenic Bikeway, and hiking in the Cutler Preserve to simply sitting and enjoying the views from Jasper Beach and churning waters of the Reversing Falls, I thought that I had fulfilled my need to experience this unique region of Maine once again. But, no! Upon leaving Lubec, the Cobscook Shores signage caught my eye and enticed me to take a closer look. Funded by philanthropist and outdoor enthusiast Gilbert Butler, Cobscook Shores provides many diverse hiking, biking, and sea-kayaking options along the shores of Cobscook Bay. Needless to say, I'll be back! Thank you again, Mr. Butler, for all you do to make Maine a healthy and safe destination for Mainers and our visitors.

So, what's new and different at the Coalition? The pandemic has certainly provided a unique opportunity for our staff, board, and volunteers to create healthier and safer platforms upon which to deliver our mission-critical strategies, including the Slow ME Down campaign, bicycle and pedestrian safety education initiatives, and Imagine People Here installations. What is your community doing to further this important agenda? We'd love to hear from you, learn from your successes and challenges, and help any way we can.

Lastly, I encourage you to embrace the upcoming winter with outside activities that continue to promote a healthy lifestyle for you, your family, and your friends. Likewise, the Coalition will strive to keep outdoor playgrounds safe for those who choose to walk and bike, regardless of the temperature, the snow, and the shortened daylight hours.

Be safe, stay healthy, and take care.

Tina West

Something on your mind? Contact me at president@bikemaine.org

A Summer Like No Other

BY JEAN SIDERIS, EXECUTIVE DIRECTOR

I EXPECT MANY OF YOU, like myself, have found solace and comfort these past many months in being outside solo or safely distanced with friends and family. From beautiful summer bike rides, to exploring new places to paddle, to camping on the Bold Coast, I have spent the summer grateful for all Maine has to offer. Time outdoors has been vital to my well-being, and the pandemic has made clear the critical importance of outdoor space for our country's health as a whole.

As so many people have discovered or rediscovered the joy of biking this summer, the Coalition has not let up on the pedals in our dedication to making Maine's roads and public ways safer for all users. I met with dozens of people this year, including BCM members, bike shop owners, and town officials across the state. Everyone I talked to had a similar story—they are seeing more people on bikes, friends and family are teaching their kids how to ride, and folks are digging that old bike out of the basement and getting it back onto the roads and trails. The bike boom is exciting and encouraging! Let's make sure it lasts well past this summer.

I also know that feeling safe and welcome on trails, in parks, and in other outdoor spaces is a privilege not everyone experiences. We need to do better. It will take individual and collective action to ensure our streets, city centers, trails, parks, and all other spaces are welcoming and safe for everyone. The Bicycle Coalition of Maine is dedicated to exploring what we can do better to make that a reality by learning from our own experiences and listening to the concerns and ideas of people in every valley and hill across Maine.

Time outdoors has been vital to my well-being, and the pandemic has made clear the critical importance of outdoor space for our country's health as a whole.

With so many people out biking and walking, the Coalition's mission to make Maine a better place to bike and walk is more important now than ever. With the continued support of members like you, we will make the streets, roads, and public ways in our local communities safer.

Health and happiness to you all!

Jean Sideris

Where do you see the Coalition going? Tell me at jean@bikemaine.org

STAFF

Jean Sideris,
Executive Director
jean@bikemaine.org

Eliza Cress,
Communications and
Development Manager
eliza@bikemaine.org

Erik daSilva, Safety
Education Manager
erik@bikemaine.org

Will Elting,
BikeMaine Ride Director
will@bikemaine.org

Mariah Healy, Mission
Advancement Director
mariah@bikemaine.org

Angela King,
Advocacy Manager
angela@bikemaine.org

Dan Knowles,
Accounting Manager
dan@bikemaine.org

Emily Lozeau, BikeMaine
Event Coordinator
emily@bikemaine.org

Matt Sulem, Office and
Membership Manager
and Editor-in-Chief,
The Maine Cyclist
matt@bikemaine.org

Jim Tassé,
Assistant Director
jim@bikemaine.org

MAINE CYCLIST

ADDRESS
38 Diamond Street
Portland, Maine 04101
207.623.4511
bikemaine.org

EDITOR-IN-CHIEF
Matt Sulem

CONTRIBUTING
WRITERS
Eliza Cress
Erik daSilva
Will Elting
Mariah Healy
Angela King
Jim Tassé

PHOTOGRAPHY
Eliza Cress

DESIGN
Springtide Studio

PUTTING COMMUNITIES FIRST

BikeMaine's impact continues to grow

BY WILL ELTING

I FIRST ENTERED BIKEMAINE'S ORBIT in 2017, as a contractor brought on to drive the village set-up truck and assist with on-the-ground logistics. Two years later, after a turn serving as the event coordinator in 2018, I found myself stepping into the ride director role and managing everything from route creation and vendor/sponsor relationships to marketing and, most importantly, community engagement.

The whiplash that typically accompanies such a rapid growth of responsibilities was mitigated somewhat by that last piece, because BikeMaine is so grounded in and centered by the communities with which it works. It's what sold me on this ride in the first place, and what makes BikeMaine, in my humble opinion, one of the best bike tours around.

This commitment to economic and community development has been foundational to BikeMaine since its origins in 2013, and has allowed it to flourish as a truly unique and special event for so many people. During planning, more time goes into establishing positive relationships with our host communities than almost any other piece of the process. It gets us access to village locations that wouldn't normally be open to camping; it's how we are able to provide delicious, locally sourced meals to our riders, prepared and served by local service organizations; it's why you can always expect authentic, engaging entertainment and activities in each place we visit—planned and led by local businesses, artists, and volunteers. Working on the local level informs and influences every aspect of how the event is run, and we are proud of the impact BikeMaine has year after year.

But what happens when BikeMaine packs up and leaves town? When the dust settles and the last box truck has disappeared over the horizon, what can the event offer to host communities in the wake of such a whirlwind? Long-lasting community impact is something that may seem difficult for an event that changes locations every year, but the solution became clear in 2016 when, after a three-year startup phase, the first BikeMaine Community Grants were awarded.

BikeMaine Community Grants are available to any community that has hosted the ride for either an overnight or lunch stop, at any time in the event's history. The funds can be used to develop and install bicycle and pedestrian infrastructure and safety projects such as trails, crosswalks, pump tracks, bike racks, and more. Since 2016, we have awarded $56,780 to 11 projects across the state, representing eight of Maine's 16 counties. From pump tracks in Bath and Madawaska, bike racks and repair stations in Rockland and Pittsfield, and mountain bike trail development in Bethel and Rangeley, we are proud to have funded a diverse range of projects that serve the needs of their communities.

Our biggest project investment has been through the Washington County Council of Governments to develop the Bold Coast Scenic Bikeway, a 211-mile on-road bike route that took inspiration from the 2016 BikeMaine route. After an initial round of funding to develop and scope the route, the project was completed in 2019 with the installation of wayfinding signs along the entire bikeway.

In short, the Community Grant Fund is our way of giving something back to the towns that help us. Without them, there is no BikeMaine.

With the cancelation of the 2020 ride, there would be no income to fund the Community Grants. In response, we've set up a donation portal where BikeMaine supporters and outdoor enthusiasts alike can chip in and help keep the fund at the forefront of our commitment to BikeMaine communities for years to come.

We spent much of the summer connecting with grantees, and put together a series of videos highlighting some of the most exciting projects to date. To see those videos, learn about all the inspiring projects that have been funded, and make a donation, please visit: bikemaine.org/community-grant-fund.

FAREWELL, DARCY!

AFTER MORE THAN A DECADE with the Bicycle Coalition of Maine as our lead on Safe Routes to School, Darcy Whittemore is finally riding off into the sunset to enjoy gardening, skiing, and grandparenting.

Darcy has been an important leader in the effort to keep kids safe getting to and from school in Maine, and along with Sarah Cushman, created the BCM's very successful Walking School Bus program. The embodiment of common sense and patience in school and municipal processes, Darcy was a great representative of the Coalition, exhibiting competence and care in every aspect of her work. We will all miss her!

SUPPORT OUR MEMBERS

Do what's right.

Fresh beer and pizza 7 days a week

www.mainebeercompany.com

CYCLE ON!

At AARP Maine, we don't limit our goals and dreams based on age. Find out more at **www.aarp.org/me** and **@aarpmaine**.

AARP Real Possibilities
Maine

KEEPING YOURSELF AND YOUR BIKE HEALTHY

BY ERIK DASILVA

AHH WINTER, a time for hot cocoa, warm fires, and sledding—not usually the time of year when folks are bicycling! Winter biking can be wonderful, though, especially for those of us who rely on bicycling as a form of self-meditation and exercise, and also for those who rely on their bicycle for basic transportation. Even if winter biking isn't your thing, and your bicycle goes into storage, there are still special maintenance steps we should take to ensure your trusty steed stays healthy during its hibernation.

Even if winter biking isn't your thing, there are still special maintenance steps you should take to ensure your trusty steed stays healthy during its winter hibernation.

WINTER WONDERLAND RIDING

The biggest factor that will negatively affect equipment is salt or other corrosive anti-ice road treatments. Lack of care here can easily destroy a drivetrain and other steel parts. Here are ways to prevent damage and ensure smooth 'n safe operation:

- **Install fenders.** These days, fenders are available for every style of bike. Not only will they keep you and your clothing clean & dry, they'll also limit the exposure to salt on your bike.
- **Switch to a wet-style chain lube.** Wet lubes stand up better to nasty winter conditions and will support better drivetrain performance compared to dry lubes.
- **Switch to studded tires!** Nothing kills bicycle zen faster than crashing on ice. Studs are available as a DIY project (check out YouTube for videos!) or purchase factory-studded, ready-to-use tires. They're available for 700c, fat bike, and everything in between.
- **Get fatter.** If you haven't tried fat biking, a newer style of riding, then you might be missing out! Fat, four-to-five-inch-wide tires allow for incredible traction and flotation in snowy terrain. Your favorite nordic ski or mountain bike trail system is likely groomed for fat biking, too. Contact your local bike shop to learn more and ask about renting a bike—many shops now offer that service!
- **Wash your bike**...especially the drivetrain! Salt can quickly turn a chain into a solid, unforgiving loop of iron. To prevent that, wash off the chain and all other parts that might have been exposed to salt. Slush is a dead giveaway, but don't underestimate the wrecking power of salty winter road dust either. Wash the bike with a hose (I connect a short hose to a utility sink, run it out an ajar door, and use warm water to gently spray my bike down) or use a few bottles filled with warm water. Drying your bike is the next step and equally important. Let the bulk of water drip off and move the bike into a warm place to completely dry before the remaining liquid freezes. Ideally, this would be in a warm basement or garage—or temporarily squeeze it into a mudroom, etc. **Note:** A rag can dry surface water, but it won't help with the nooks and crannies; only warm air can do that job.

Don't let winter blues get in the way of your bike mojo!

LET IT SNOW

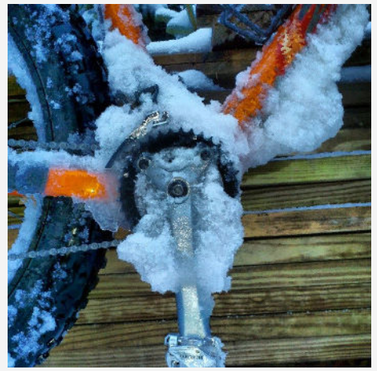
THE BIKE IS READY, SO LET'S MOVE ON TO YOU:

- **Insulation.** Foot/hand warmers can help you get by with warmer-weather gear, but I prefer thick gloves (or mittens for the super cold days) and a proper set of insulated boots. If you have difficulty with cold feet, then ditch the clipless pedals for some flats and use a pair of winter walking boots. Use a balaclava or neck gaiter plus hat to keep your head warm. Eye protection, even just clear safety glasses, will protect your eyes from cold/dry air, snow, and other debris.
- **Be bright!** Winter months generally mean poorer visibility, whether due to shorter days or inclement weather. Driving conditions are generally more challenging, too. Wear high-contrast clothing and use front and rear lights to ensure that other traffic sees you. (Drivers: Be sure to pay extra attention and slow down for cyclists and pedestrians during darker, winter months!)

STORAGE & INDOOR RIDING

Similar steps should be taken for bikes going into storage:

- **Prep.** Make sure your bike is clean and properly lubed, especially the chain.
- **Maintenance.** Have you been putting off a repair or replacement? Now is the time to dish out the TLC and see that your bike will be ready to go come spring. (Plus, if you're not doing the work yourself, bike repair shops will likely be less busy during the off-season.)
- **Ride indoors!** No, it's not the same, but attaching your bike to an indoor trainer allows for comfortable pedaling on even the most frigid days. There are more options than ever now, and you might not even notice that you're indoors (well, it helps at least!) on the more high-tech, computer-aided simulation models.



RIGHT A frosty night in Caribou on BikeMaine 2018 turned this bicycle into a popsicle.

Don't let winter blues get the better of your bike mojo! Store or maintain your equipment so it's ready to spring you forward next year or keep those pedals turning smoothly all year long. Stay safe, stay warm, and keep the hot cocoa coming!

SPREADING JOY WITH THE PORTLAND WHEELERS

BY MARIAH HEALY

IF YOU'RE READING THIS ARTICLE, it's safe to say that you've experienced the joy of riding a bicycle. You know that the feeling of wind in your hair and sun on your face can wipe away all manner of grumpiness. In my house, the mood-changing power of a bike ride is revered. In fact, I'll be kindly reminded if it seems like I "need a little bike ride."

Those of us who can take a ride whenever we want are extremely fortunate—the benefits to our physical and mental health are up for grabs whenever we choose to take advantage of them. Not everyone is this lucky, and Doug Malcolm founded the Portland Wheelers in 2015 to bring the joy and benefits of bike-riding to those who are unable to ride on their own.

Serving a wide range of clients from elderly individuals living in nursing homes to people of all ages with physical and intellectual disabilities, the Portland Wheelers offer a unique opportunity to get outside on a bicycle. Volunteers pilot electric-assist trikes while the clients, referred to as "wheelers," ride up front and take in the beautiful sites.

Much like a more traditional bike ride, a ride with the Portland Wheelers improves the mood of all involved. "If you're lucky enough to get up close to us, you see that the wheelers have smiles pasted on their faces," says Doug. "They're talking animatedly and there's a lot of laughter."

Doug says that the wheelers' excitement before, during, and after the rides is palpable: "Many of our wheelers haven't ridden a bike in decades because of their age, or they've never ridden a bike because of their disability." Taking a ride is also a unique break in their routine, and in some cases, it's one of the only opportunities to get outside.

Therapeutic wheelchair bike ride programs have shown an ability to decrease symptoms of depression in residents of assisted living facilities. Time spent outside in the fresh air while socializing with volunteers and peers can also decrease feelings of isolation and improve mood and appetite. This has proven true for the clients of the Portland Wheelers. Doug hears again and again from caregivers and activity directors that because of the rides, residents are "more talkative, sleeping better, eating better, and just all-around happy."

"If you are lucky enough to get up close to us, you can see that the wheelers have smiles pasted on their faces." —DOUG MALCOLM

The wheelers, including regular riders Rick and Katie (far right), cruise through various cities and towns

I spoke to Rick and Katie, two "wheelers" who got connected to the organization through their care coordinator at Choices Are For Everyone (CAFE), Inc., a non-profit agency in Westbrook providing support for children and adults with intellectual disabilities. Before the COVID-19 pandemic, Rick and Katie took rides with the Portland Wheelers every week.

Rick and Katie met at CAFE, and taking rides with the Portland Wheelers is a unique opportunity for them to have fun outdoors as a couple. "The best part is that me and Rick get to be together," says Katie. "We get to have a relaxing day, ride through the park, [and be] by the water."

Rick also enjoys when they're out for a ride and people passing wave and say, "Nice bike!" The group of two or three trikes is certainly a unique sight that attracts attention, and usually causes more smiles.

Doug mentioned that this happens a lot on their rides. "We almost always have walkers or riders stop to chat," he says. "They're curious about what they see, [and] they're just so happy to see these folks having a good time."

Rick and Katie both enjoyed biking in the past, but said that riding with the Portland Wheelers is more fun than riding on their own because they also get to chat and connect with the volunteers. They've built a trusting relationship with these new friends and are grateful for a kind, listening ear.

"[The volunteers] are simply riding a bike and giving back what they love about the thrill of riding a bike to folks who otherwise [can't]." —DOUG MALCOLM

Doug emphasized that the experience is just as meaningful for the volunteers as it is for the wheelers themselves. "The volunteers are just delighted for the opportunity to serve these people," he says. "They're simply riding a bike and giving back what they love about the thrill of riding a bike to the folks who otherwise [can't]."

In 2019, the Portland Wheelers provided more than 1,200 rides in the greater Portland area. That's a lot of smiles! Rides are on pause for now due to the ongoing Coronavirus pandemic, but will resume when it's safe to do so. It's a moment that Rick and Katie are eagerly awaiting.

"We can't wait to see the Portland Wheelers again," Katie says. "They're such nice people."

"Oh yeah," Rick agrees. "We miss it!"

For more information about the Portland Wheelers, visit portlandwheelers.org.

E-BIKES: GETTING YOU OVER THE HILL

A Chat with Steve Gerhartz of Seacoast E-Bikes

BY ANGELA KING

This could be you! (But it's actually Steve Gerhartz.)

PROMOTING AND SELLING BICYCLES is a fitting post-retirement activity for Steve Gerhartz, a lifelong cyclist who opened up Seacoast E-Bikes in Newington, New Hampshire, in June 2020.

Steve has a photo of himself at age 1 on a tricycle, the first of many bikes he rode around his hometown of Wilmington, Massachusetts. At 14, he started delivering three different newspapers—both morning and evening editions—on his Schwinn to more than fifty customers a day. (As a reward, Steve won a trip to the 1964 World's Fair!) That same year, the Schwinn Sting-Ray came out. After test riding one belonging to a friend, Steve fell in love with it, and the Sting-Ray was added to his Christmas list. He spent all of that Christmas day out riding with friends—returning home at 10 p.m., much to his parents' chagrin.

Over the years and into adulthood, Steve continued to ride and commute using various bikes, including a Cannondale mountain bike in the '80s. By the time Steve retired while living in Kittery, Maine, he was riding a Trek hybrid.

However, the hills around town kept him from riding as much as he had in the past. He increasingly found himself on the couch.

One day, a neighbor came by on an electric bike. She had also been a lifelong cyclist, but after cancer treatments, she didn't have the energy to bike hills or any challenging terrain, and got herself an e-bike. Steve had never heard of e-bikes before, but once he tried out his neighbor's new ride, he immediately decided to get one.

Steve's first e-bike was a Pedego Platinum, which once again got him up and riding every day for both recreation and errands. He lost weight, felt better, and medical tests showed that his heart was healthier. He continued to ride even in 20-degree weather, dressed like he would for skiing. In fact, riding in the cold made Steve feel extra energized as he recalled the "ski bum" days of his youth.

As Steve's cycling picked up, he met other enthusiasts, and learned about the Bicycle Coalition of Maine. In May 2019, he took the BCM's Community Spokes training, and through their bike advocacy network, also got involved with Seacoast Area Bike Riders (SABR), a group that promotes riding in Maine and New Hampshire's coastal region. He is now the treasurer of SABR.

Steve has also been advocating for better bike infrastructure in Kittery, and participated in the Joint Land Use Study (JLUS), a collaboration between the town of Kittery, the Portsmouth Naval Shipyard, and the Southern Maine Planning and Development Commission to address congestion in the area related to the large number of people commuting to the shipyard by car. The JLUS report has taken input from residents and brainstormed ideas involving public transportation and a combination of car-parking and bike-riding. These changes could significantly alleviate congestion and greatly improve the quality of life for the people who live and work in the Kittery area.

Health and happiness are the reasons Steve is passionate about getting people to try electric bikes. E-bikes increased Steve's riding, and he wants nothing more than for others to experience the physical and mental health benefits that he discovered. If you are interested, check out Seacoast E-Bikes, which has a variety of rides, including cargo e-bikes that make running errands, making deliveries, and transporting children much easier and much more fun.

Just ask for Steve.

FOREST BATHING, YOGA, AND THE BIKE RIDE

The Core of a BCM Staffer's Health Regime

BY JIM TASSÉ

ASK MOST PEOPLE about the health benefits of bicycling, and chances are they will focus on physical benefits: improved cardiovascular fitness, weight loss, increased strength, etc. But the mental—and even spiritual—benefits of riding can be as important and real as the physical ones.

For me, riding a bike (a mountain bike, in my case) is both an immersion into the therapeutic qualities of the natural world and a meditation-like exercise in presence that is as important to my health as any physical benefit I get from the activity. I think (too much), therefore I ride. It helps make me bearable...although opinions on its effectiveness may vary!

I have long recognized that I need outdoor time to help me disconnect from all the artifice and madness of the world of human affairs and rejuvenate. I know others share this sense of the restorative power of the outdoors. Until recently, I had no specific term or framework to describe my sense of how being in nature helps recharge me, but now there is such a term: "forest bath," a translation of the Japanese phrase *shinrin-yoku*.

Forest bathing is just what it sounds like: an immersion into the aromatic, rustling, chirpy, muddy, rough, and sensuous realm of the outdoors—whether a forest is at hand or not. Dr. Qing Li, who coined the term, has published numerous studies on the health benefits of forest bathing and notes that almost any activity that takes you into the outdoors provides a measurable therapeutic benefit.

Mountain biking is my favorite way of getting into the woods. Riding a fat-tired bicycle on a trail through a wind-tossed forest dappled with animated spots of sunlight, full

Forest bathing is just what it sounds like: an immersion into the aromatic, rustling, chirpy, muddy, rough, and sensuous realm of the outdoors.

of the scents of dirt and flowers and old leaves, is first-rate forest bathing. Whatever magic energy is in the air gets gulped in by panting lungfuls. Maybe it's a little more like forest showering, but it still works.

In addition to the benefits provided by a good shinrin-yoku via mountain bike, a trail ride forces a mental state that is fully present. You really can't be thinking about the report you need to get done while riding a challenging trail (at whatever level that is for you!) Mountain biking asks your awareness to be focussed fully on what is immediately at hand—a rock in the trail, a log to lift your wheel over, a steep little knoll to ride up—in order for you to best handle it. Like holding a yoga pose or asana, the action of riding a bicycle provides your mind with something to focus on other than the chatter of your everyday internal monologue. The yoga of bicycle riding is my mediational practice, and I need it to stay balanced and happy.

Forest baths and mediational trail bike rides should be part of any complete health regime, and now is the perfect time to try them for yourself.

RACING THROUGH RECOVERY

Competitive Cyclist Max Cavalli's Biggest Win Was Not On a Bike

BY MATT SULEM

MAXIMILLIAN CAVALLI WASN'T NERVOUS when he awoke in his Florida hotel room on the morning of March 29, 2016. As a competitive cyclist, the 54-year-old was used to pressure, but there was no race planned for this day. Instead, Max had traveled down from Maine to interview for a promotion with Mannington Commercial, the company where he had worked for the last year or so.

Unbeknownst to Max, he was minutes away from the greatest challenge of his life—and it had nothing to do with cycling or his job.

Following his usual routine, Max worked out at the local YMCA and did a little bike-riding to start the day. But when he returned to his hotel room, half his body froze up.

"I knew there was something wrong," Max recalls. "But I didn't know quite what it was."

He used his remaining strength to call the front desk, a doctor was dispatched, and a diagnosis was quickly made: Max had suffered a stroke.

To reduce the severity of a stroke and subsequent damage, patients are often given a clot-busting drug (called a tissue plasminogen activator, or tPA), which needs to be administered within six hours of the stroke. However, in Max's case, doctors determined the clot had formed in his leg the previous night before migrating to his brain. It was too late for a tPA. Max had survived, but his future was uncertain.

"The doctor told me that I'd probably never be able to drive again, because the peripheral vision had been affected too severely," Max says.

Sitting in his hospital bed, it was difficult for Max to avoid the dark thoughts and helpless feelings that inevitably follow a tragic event. But Max recalled the days of his youth, when he learned firsthand how even the biggest obstacles can be overcome—and he saw this repeatedly demonstrated by someone who, physically, could barely see at all.

BROOKLYN STRONG

Max was born and raised in Brooklyn, New York, where his first introduction to a proper bike was the Peugeot he received at age 10. Max would ride his bike to the store, to the park, and to the beach, often pedaling ahead of his father, who would bring up the rear on his own bike. Max's leadership wasn't just a credit to his youthful energy and natural athletic ability—it was a necessity, as his father was legally blind and needed Max to safely pave the way.

"All of his life, he never let those obstacles get in his way," Max remembers fondly. Max was determined to do the same after his stroke, and for those who know him best, this confidence came as no surprise.

Max initially thought he could hire a full-time driver to get him around, and began pondering other adjustments to his "new normal." But Max was determined to aim higher, and it was a visit from a group of friends in the early days of his recovery that committed him to defying the odds and attempting a full recovery.

While most of his well-wishers were encouraging him to take it easy, go on disability, or retire, Max's friend Jonathan White was the lone voice of dissent.

"Do you friggin know him at all?" Jonathan scoffed at the others in the room. "Do you think you're going to put a lampshade over his head for the rest of his life and put him in a corner?"

The room stopped, but in Max's head, the wheels of his willpower were spinning faster than ever before.

"Jonathan White may or may not remember that he even said that to me," Max admits, his voice cracking with emotion. "I'll remember that forever."

Between this, and a vow to his priest that he would serve God and do his will if given another chance, Max had made his mind up: there would be no taking it easy. He was going for a full recovery.

"When you go ahead and make that commitment, then it's real," Max states, "and you have to honor that commitment."

KNOWLEDGE IS POWER

Max currently serves as Mannington's director of education, a position that didn't even exist before his appointment to it. He's used to being the leader, but in the early days after his stroke, he leaned on the leadership of others—including people he didn't even know.

"I wanted to read about everybody who had really, really good recoveries," Max explains. "I wanted to see what were the common traits that all those people had ... and [I found] they are usually driven, focused, and goal-oriented. Those are the things that take you to another level."

One of these folks is a familiar name to New Englanders: Tedy Bruschi, the Pro Bowl linebacker who earned three Super Bowl rings during his 13 seasons playing for the Patriots. In his tenth NFL season, Bruschi suffered a stroke and put football on the back burner to focus on his recovery. Shocking his doubters, Bruschi returned to action the following season and earned the NFL Comeback Player of the Year award. The cause of the linebacker's stroke was a patent foramen ovale, a congenital heart defect that results in a small hole between the left and right atria. As it turned out, Max had that same defect.

Bruschi's story provided some solid motivation for Max, who even enlisted the help of Dr. Ignacio Inglesis, the same neurologist and surgeon that treated the former Patriot.

"I said, 'Listen, I'm going to have the best recovery from this stroke of anybody you've ever met,'" Max recalls telling his doctor. And it didn't take long to convince him.

Max's vision cleared up after just two weeks, but he had his sights on more than just being able to drive, and soon began attending physical therapy sessions three or four times a week for the next four months. Before these sessions were over, he was already back on his bike, regularly completing 20-30 miles per ride.

At first, his balance wasn't the same, but this is a normal part of recovery, according to Jim Lagrange, Max's physical therapist at Northern Light Health. "Your brain is going to reconnect to your muscles as soon as you start engaging them," he said. It would still be an uphill battle, but Max was plenty familiar with taking care of his muscles.

"I'm always the biggest guy at a bike race," Max says of his build. "But when I first started lifting again, I could really only do the bar. After two years of recovery and training, he was back to bench-pressing sets of 220 pounds. Most stroke survivors recover 70% of their strength and function. Max's recovery is estimated to be about 90%—among the four best recoveries Dr. Inglesis has ever seen.

The other three patients? Two olympic athletes and Mr. Tedy Bruschi.

WHAT YOU GIVE IS WHAT YOU GET

Max hasn't forgotten his vow to make a difference in the lives of others and has helped numerous people in both their personal and professional struggles. After all, he could not have succeeded without a support system of his own.

"You can have all the strength, but if you don't have the support with you and behind you, it's just not going to happen," Max says, specifically citing the dedication of his wife, Leah Ledoux Cavalli, and his stepdaughter, Dr. Mary Ledoux Philbrick—who dropped everything to be at his side throughout the recovery. "My company supported me, my wife supported me, my kids supported me, and then it was up to me to do my part."

Max frequently cites Mannington's assistance and understanding, which he attributes to the 105-year-old company's family ownership. After the stroke, they permitted Max to return for his interview, gave him the job, and allowed him to immediately take four months off for his physical therapy.

They even paid for Max to attend the National Senior Games, an event that he called "the last step in the vindication process" of his recovery.

BACK IN THE SADDLE

Max's first return to racing was in 2018, at a qualifier for the 2019 Senior Games in New Mexico. These events are run by the National Senior Games Association, a group Max praises for their dedication to keeping seniors active and competitive. "I felt it was a really good space to do it in, because it's a supportive environment and I got to do it solo instead of in a group ride," he says.

As Max worked back to full strength and balance, he was careful to avoid situations that could be dangerous to himself or others. He had surgery to correct his heart defect, which wasn't necessary, but would prevent him from bleeding out if he was ever injured in a crash. He also was careful about where he rode.

"From my perspective, being that my balance is a little bit compromised, I feel a lot safer riding in Maine as a result of the laws and the things that the Bicycle Coalition has been able to achieve," Max says. "They've created bike lanes and made all of it accessible."

All the encouragement, positive thinking, physical therapy, and training paid off, as Maximillian Cavalli finished in first place in the triathlon's 55+ age group at the 2019 National Senior Games.

THE ROAD AHEAD

Max's next challenge? After the cancellation of the half Ironman earlier this year due to the ongoing pandemic, his sights are now set on a virtual qualifier for the 2020 National Senior Games, which will be held in Miami. After that, he'd like to focus on the competition's track events.

It may sound like Max can do it all, but he insists that's not the case. (He once tried a mountain bike race and fell eight times, prompting a buddy to remark on his abilities, "This may have passed you by, my friend.") He says that matter-of-factly, but also to reassure other stroke survivors that you don't need to be an elite athlete to have a successful recovery.

"Regardless of where you start in the recovery process, you can make significant gains and you can live your life in a meaningful way after the stroke," he advises, while cautioning that "success" is a relative term.

At times during his recovery, Max felt guilty about how much progress he was making compared to other stroke survivors—some of whom struggle to even get up and make their beds in the morning—but his doctor put everything in perspective.

"That's what *you* can do," Dr. Inglesis said. "And [the other person] needs to celebrate making their bed just as much as you winning the nationals." Survival itself is a big accomplishment, as strokes are the No. 5 cause of death in the U.S.

"The first and most important piece is being able to identify that you're having a stroke, so stroke awareness is really critical," Max says, urging folks to read up on the symptoms.

Max is continuing his quest to assist, support, and inform, even during the pandemic. And in between, he finds time to ride the various bikes in his personal fleet of 10, which includes one recent, special addition. While visiting a bike shop in a small coastal Maine town, Max found and purchased an old Peugeot that looks just like the one he rode as a kid.

It's been four decades since Max had that bike, but it still reminds him of Brooklyn, his father, and the idea that no obstacle is too large to overcome.

SLOW ME DOWN

Speeding is Our Maine Problem

BY ELIZA CRESS

"Valuing the preciousness of life requires a more human speed."
—TURIL CRONBURG, SEARSPORT

MY COWORKER, Bicycle Coalition of Maine Advocacy Manager Angela King, has lots of friends across the state. Her job puts her in direct contact with Maine's residents, advocates, enthusiasts, and concerned citizens. In many of the conversations she has had with lifelong Mainers, there seems to be a theme. When asked, "Did you bike or walk to school when you were a kid?" the answer is almost always, "Yes, absolutely, but I would never let my kids do that now!"

In response to similar comments and concerns coupled with an ever-growing body of research, the Bicycle Coalition of Maine launched Slow ME Down, a statewide campaign that aims to reduce vehicle speeds and the number of crashes with cyclists and pedestrians in Maine.

Rolled out in June, Slow ME Down's goal is to create a new social norm for drivers in Maine that makes it acceptable to drive at or below the speed limit so roads are safe and welcoming to all users. By the middle of October, the campaign's letter of support was signed by more than 300 people. As the campaign progresses, the BCM hopes to gain the support of not only individuals, but also towns and cities.

SAFETY FIRST

The BCM has been working since 1992 to make the state a better place to walk and bike, but Maine still faces significant hurdles when it comes to sharing the roads. The greatest obstacle keeping Mainers from using roads to walk and bike, according to firsthand accounts from public forums and membership engagement, is the fear of being injured or killed by speeding cars.

Before diving into the data that confirms the validity of these fears, we want to share the stories of some Maine residents who have already joined the Slow ME Down campaign. It's important to note that nearly every one of the letter's signers chose to share a personal story, which emphasizes exactly why the Slow ME Down campaign is so critical:

"I want to finish living my eighth decade riding my bike safely on Maine roadways." —SUE ELLEN BORDWELL, YARMOUTH

"My father was killed walking to work in a crosswalk... The person who killed him walked away free." —KRISS GRANT-EVANS, STETSON

"Why would they put my life in danger for the few seconds it takes to keep me alive?"—G.E., GORHAM

"I have been hit by motor vehicles three times—once jogging and twice while cycling. This issue is deeply personal for me." —MICHAEL RIFKIN, GREENE

FACING FACTS

It's simple: speeding endangers cyclists, pedestrians, and drivers. Studies show that even small increases in speed increase the lethality of a crash with a vulnerable user. (A "vulnerable user" is defined as a person on a public way who is more vulnerable to injury than a person in an automobile, and includes cyclists, pedestrians, folks using wheelchairs, etc.)

For those of you, like me, who have not taken driver education in decades, here are some of the facts about speeding and why it is so dangerous for walkers, bicyclists, and drivers.

In 2018, speeding was a factor in 26% of all traffic fatalities nationally, killing 9,378 people, or an average of more than 25 deaths per day. The faster a motorist is driving, the greater the likelihood of a crash fatality.

Somehow, as drivers, we have forgotten about the impact of speed while still maintaining a healthy fear of altitude. We all know the risks of falling from a great height, yet we don't seem as concerned about the risk of car crashes. To put the danger into perspective, a vehicle crash that occurs at 45 mph has the same impact of a freefall from a seven-story building (FIG.1).

As speed increases, the driver's field of vision decreases (FIG. 2). The faster a person drives, the more information they need to process in a shorter period of time. While speeding, drivers are less capable of noticing changes along the side of the road because their focus is further up, causing tunnel vision. The field of vision of a driver moving at 30 mph is about five times smaller than what is seen at 15 mph. This makes the road dangerous for vulnerable users who travel on the edge of roadways.

Additionally, as driving speed increases, the amount of time a driver has to react is shortened (FIG. 3). No matter how attentive you may be, the faster your vehicle is traveling, the greater the distance you will travel before you can react to changes in the road, and the longer it will take you to stop your vehicle. A vehicle traveling at 30 mph requires 109 ft to come to a complete stop when accounting for reaction and braking time.

OUR MAINE PROBLEM

The 2019 National Safety Council Report showed that nationally, car-crash fatalities went down 2%; however, in Maine, crash fatalities went up 35%—the highest fatality increase in the country. Additionally, a 2020 automobile analysis completed by QuoteWizard ranks Mainers No. 1 for the most accident-prone drivers in the nation.

Research like this starkly illustrates that speeding is a huge problem here at home...and it makes other dangerous behavior even worse.

Studies show that taking your eyes off the road—to text, make a phone call, or otherwise interact with a device—increases the likelihood of collisions. When combined with speeding, distracted driving compounds the dangers of reduced field of vision and reaction time, and increases the lethality of the crash.

As part of the Slow ME Down campaign, the Bicycle Coalition of Maine has identified changes that will help to make Maine's roads safer for all users, including normalizing driving at or below the speed limit, improving road design (with projects like the BCM's Imagine People Here installations), encouraging the development of more off-road routes, and reducing speed limits.

We hope you will join the BCM in our efforts to Slow ME Down and make our state a better place to walk and bike. To take action and learn more about why speeding is a problem, visit: www.bikemaine.org/slow-me-down.

If you feel strongly about changing Maine's road culture, here is how you can help:

1. **SLOW DOWN**
   You can have an immediate impact today by driving at or below the posted speed limit, paying attention, and watching for cyclists, pedestrians, and other vulnerable users!

2. **SIGN THE LETTER OF SUPPORT**
   Share it with your friends and family, and help us reach our goal of 500 signatures by the end of the year! We want to know why you care about this issue and, upon request, will provide you with a Slow ME Down action pack that includes a fact sheet, a bumper sticker, and a postcard that can be sent to your local officials.

3. **BECOME A COMMUNITY SPOKE**
   Join the growing team of advocates across the state! Get the training, education, and ongoing support you need to take action where you live! Email angela@bikemaine.org to get involved.

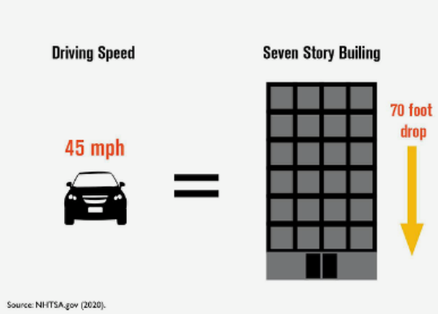


FIG. 1

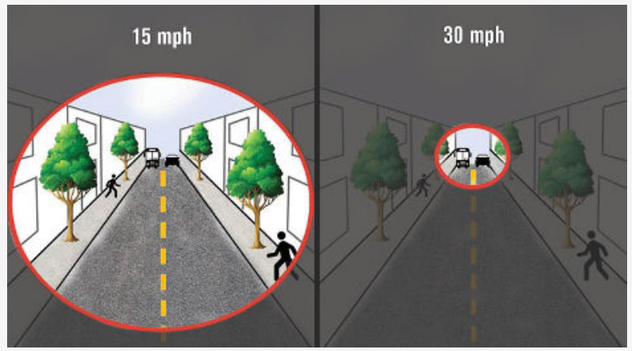


FIG. 2

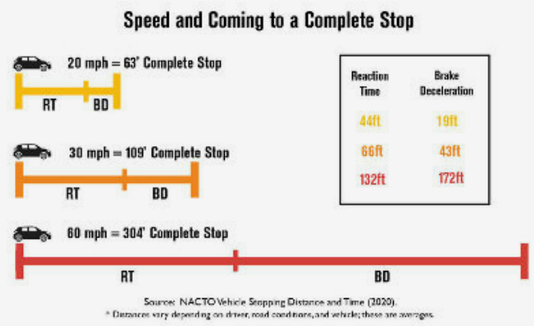


FIG. 3

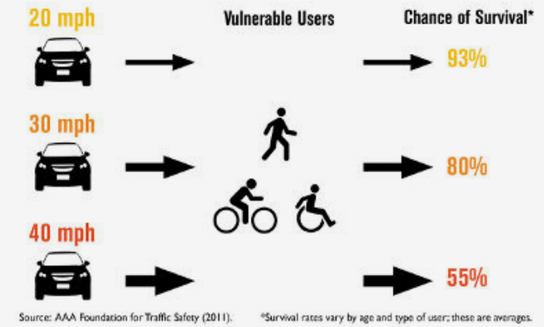


FIG. 4

EMBRACING MY BICYCLING BLOODLINE

I used to hate biking, until I tried it

BY CAROLINE HEYBURN

IT'S A LONG-STANDING JOKE in my family that I end up loving the things I am sure I will hate. It was true with backpacking in the eighth grade, biology my senior year, and most recently, whitewater rafting. There was, however, one sport that I was committed to despising: bicycling.

I grew up watching my parents go on bike rides, do errands by bike, leave me with grandparents while they went on BikeMaine, and even bike across the country. It could easily be said that I only had positive examples of biking in my life, and still, I refused to get on a bike.

It was easier for me to avoid family peddle expeditions when I went to boarding school at Massachusetts' Milton Academy and spent my summers hiking in the mountains—where any vehicle that needed wheels was prohibited.

Still, exercise was an important part of my life. I ran track, cross country, and played tennis. Exercise helped me manage the stress of being a teenager in 2020, even before COVID-19.

During March break, I was volunteering for Maine Huts & Trails when I got the email that I would not be returning to Milton for my senior spring. The emotions were confusing. I had spent the last four years creating close connections with students and teachers from around the world. I had unfinished projects, a room full of belongings, and friends I didn't know when I'd see again. I felt cheated, and while I love my family and being in Maine, I didn't know how to live there.

So, on a rainy April afternoon when I needed to get out of the house, I borrowed my Dad's brand new gravel bike and rode four miles. I came home soaked, asked my mom for her bike shorts—something I stubbornly swore I'd never wear—and biked another 10. I surprised myself by having a great time.

My Dad and I started riding together, and as we were coasting downhill on a sunny day in early May, I euphorically mentioned that we should ride from our home in Brunswick up to Sugarloaf. The brief mention on our picturesque ride quickly snowballed into my senior project. On May 31, I rode 118 miles in a stern headwind, seemingly all uphill, but made it to Sugarloaf.

So, why would the girl who hates biking want to do this?

Biking gave me much-needed alone time. Doing school online meant much of my time was spent staring at a computer screen. The way I interacted with peers and friends changed as our communication became constricted by the size of a screen. Biking reconnected me with the real world in a way that I was missing.

I again got to look at people's faces—this time, however, they were the ones behind a steering wheel. Did they see me? Were they paying attention? I looked far down the road, focusing my eyes in a way that isn't practiced by staring at a computer screen. The simple pleasure of being part of a moving world, unrestricted by the strength of a wifi connection, made me feel free.

I wonder why I didn't start biking earlier? I think somewhere in my subconscious, it really scared me. I found, however, that being a cyclist improved my driving, concentration, and perspective when setting goals. On a bike, I found the alone time that I needed to be a focused student and feel part of the living world.

Biking reconnected me with the real world in a way that I was missing.

THIS BUTTER ISN'T FOR YOUR MORNING TOAST

BY PATRICK GABRION

Always the optimist, regular contributor Patrick Gabrion provides a humorous contribution to our health and wellness issue.

FROM TIME TO TIME, I've expressed my opinion (to those willing to listen) on a few products that have enhanced my cycling experience, most dealing with comfort and safety. But, as they say, I think it will be "a cold day in hell" before I try the item I'm telling you about now.

It's referred to as chamois butter or cream. And no, you don't spread it on your morning toast. You put it on your, dare I say, nether region. The directions on one particular package I viewed said, and I quote, "Apply liberally to skin and/or chamois before each ride. May be applied to any skin areas that rub together or against clothing. Apply to skin to soothe and soften." They don't actually say put it on your butt, but that's primarily where the stuff goes.

Those I know who have used this anti-chafe cream profoundly express its benefits, especially when it comes to long spells on a bike saddle. And most notably, if one ends up riding in rainy or other nasty weather conditions. I recall chatting with a woman I didn't know during a rest stop at the 100-mile Lobster Ride here in Maine years ago, and the first thing she said to me was: "Thank God for chamois cream."

Yes, it helps prevent unwanted sores that could keep you off your two-wheeled machine for a few days....but I've never been able to convince myself to try it. The thought of a wet, gooey mess slathered on my backside doesn't bring me any comfort. I just make it a point to keep that area clean and wear good-fitting cycling bibs.

If I do "feel" prevention is called for, I prefer the dry approach. I know what I'm about to say sounds bizarre—and I'm really baring my soul here—but if I need something to help control moisture, and thus keep my skin as soft as a baby's bottom, I use a little bit of corn starch. Yes, the common food ingredient. It seems to work for me.

However, there was one incident where my attempt to deal with dampness led to an embarrassing moment. I'd applied some of you know what—and where—prior to a century ride, believing that spending nearly seven hours on my seat

It's referred to as chamois butter or cream. And no, you don't spread it on your morning toast.

could trigger a problem. Well, just after starting, it began pouring with rain, and it didn't let up. About 20 miles into the journey, a woman cyclist came up from behind me and said, "You must not have rinsed out your shorts good enough, because the soap is bleeding through." I knew it wasn't laundry detergent, but there was no way I was going to come "clean" and tell her about my secret formula.

But people must use this butt butter. We had a big display of it at the bike shop where I work, and I noticed the other day we only had two tubes of the stuff left.

Hey, whatever works!

Patrick Gabrion, a cyclist and blogger, lives in Hallowell, Maine. His passion for riding bicycles remains strong, and you can check out more writings on his cycling blog at www.pedal2page.com.

Yellow Jersey Club Members

The following individuals and businesses support the work of the Bicycle Council of Maine with annual memberships.
Bike shops listed in bold are Yellow Jersey Club members.

YJC CHAMPIONS $5,000+
Thomas + Evon Cooper, Seal Cove
Fritz + Susan Onion, Wayne

YJC LEADERS $2,500+
Jonathan Ayers, Scarborough
Dan Emery, North Yarmouth
Stephen, Maureen, Mary, Meg + Rose Kirsch, Scarborough
Old Bug Light Foundation, Portland

YJC TEAM $1,000+
Joseph + Susan Alexander, Falmouth
Cindy Andrews + Thomas Whyte, Cumberland Foreside
Polly Nichols Bakewell, Pownal
David + Susan Beattie, Eliot
Karen Benbrook, Enterprise OR
Moe + Loraine Bisson, Brunswick
Bill + Marcy Black, Yarmouth
Ethan + Lauri Boxer-Macomber, Portland
Anne Carney + David Wennberg, Cape Elizabeth
Alan Chebuske + Melissa Hewey, Portland
James + Susan Chlebowski, New Berlin PA
Joan Cirillo + Roger Cooke, Portland OR
David Clement + Elizabeth Weiss, Winthrop WA
Phil Coffin + Susan Peck, Portland
Tom Cromwell, Wiscasset
Robert Dawson + Evelyn Landry, Cape Elizabeth
Paul Driscoll, Falmouth
Elizabeth Ehrenfeld, Falmouth
Donald Endrizzi + Peggy Pennoyer, Scarborough
Jay Evans + Martha Palmer, Cape Elizabeth
Tony Farmer, Knoxville TN
Lisa Gorman, Yarmouth
Nancy Grant + Mike Boyson, Portland
Irwin Gross + Martha Fogler, Brunswick
Nathan + Tobin Hagelin, Portland
Bill + Nancy Hall, Peaks Island
Henry + Alicia Heyburn, Brunswick
Kevin Hunt, Blue Hill
Nancy Innes, Gorham
Ann Irving, Biddeford Pool
Mark + Ginger Ishkanian, Moultonborough NH
Herbert + Kathleen Janick, Cape Elizabeth
Eileen + Gordon Johnson, Bowdoin
Michael Johnson, Columbus OH
Janika Eckert + Rob Johnston, Albion
Harold + Brigitte Kingsbury, Cape Elizabeth
Dan Kovarik, Portland
Laura + David Lipman, Bonita Springs FL
Bob Lodato, Charleston
Bruce + Teresa Malmer, Bangor
Neil + Suzanne McGinn, Cape Elizabeth
Peter Millard + Emily Wesson, Belfast
Bill + Beth Muldoon, Harpswell
Michael + Laura Rifkin, Greene
James + Michelle Rines, Woolwich
Fred + Cathy Robie, Freeport
Larry + Robin Rubinstein, Scarborough
Jeff Saffer, Cape Elizabeth
Joan Sarles + Robert Herold, Boston MA
Jane Self + Ken Pote, Camden
Cynthia Sortwell, South Portland
Diane Stoller, Portland
Wendy + Eric Suehrstedt, Durham
Barbara + Dick Trafton, Brunswick
Barbara Trentacosta, Falmouth
Steven Urkowitz, Portland
Tina + Brent West, Yarmouth
Mark + Kitty Wheeler, Bath
Jeff + Nancy White, Cape Elizabeth
Darcy + Henry Whittemore, Readfield
Kathryn Yates, Portland

YJC BUSINESS CHAMPIONS $5,000+
AARP Maine, Portland
Maine Beer Company, Freeport
Ransom Consulting LLC, Portland
Unum Matching Gifts Program

YJC BUSINESS TEAM $1,000+
Cape Cottage Dental, South Portland
Frame Media Strategies, Portland
Kelly, Remmel, & Zimmerman, Portland
Martin's Point Healthcare, Inc., Portland

BUSINESS MEMBERS $500+
Maine Bay Canvas, Portland
Maine Public Health Association, Augusta
Orono Brewing Company, Orono
ReVision Energy, South Portland
Summer Feet Maine Coast Cycling Adventures, Portland

BUSINESS MEMBERS $250+
Berman & Simmons, Portland
John Dargis Associates, Inc., Bar Harbor
Legacy Properties Sotheby's International Realty, Portland
Naomi Mermin Consulting, Portland
New England Parkinson's Ride, Merrimack NH
New Height Group, Portland
Rand Dentistry, Brewer
Rose Foods, Portland
Springtide Studio, Portland
Tandem Coffee Roasters, Portland
The Portland EnCYCLEpedia, Portland

BUSINESS MEMBERS
Carpe Diem Tech Support, Brunswick
Forest City LLC, Portland
Galyn's Galley, Bar Harbor
Terrence J. DeWan & Assoc., Yarmouth

MEMBER BIKE SHOPS
Allspeed Cyclery and Snow
Portland (207) 878-8741

Bar Harbor Bicycle Shop
Bar Harbor (207) 288-3886

Bike Board and Ski
Presque Isle (207) 769-2453

BNS Bike Shop
Portland (207) 541-7438

Brad & Wyatt's Island Bike Rental, Inc.
Peaks Island (207) 766-5631

Busytown Bikes
Lewiston (207) 241-3233

CG Bikes
Belfast (207) 218-1206

CycleMania
Portland (207) 774-2933

Fast & Happy Bicycles
Springvale (207) 502-2280

Frame and Wheel
Cape Elizabeth (207) 221-5151

Goodrich's Cycle Shop
Sanford (207) 324-1381

GORHAM BIKE & SKI
Saco (207) 283-2453
Portland (207) 773-1700
Brunswick (207) 725-1100
Kennebunk (207) 604-1136

Business and New Members

Kingdom Bikes
Blue Hill (207) 374-3230

The Local Gear
Cornish (207) 625-9400

Pat's Bike Shop
Brewer (207) 989-2900

Port City Bikes
Portland (207) 775-6125

Rainbow Bicycle & Fitness
Lewiston (207) 784-7576

Rose Bike
Orono (207) 866-3525

Roy's Bicycle Shop
Lewiston (207) 783-9090

The Rusty Crank
Brunswick (207) 844-8392

Slipping Gears Cycling
Bangor (207) 307-7403

Southwest Cycle
Southwest Harbor (207) 244-5856

Wildfire Human Powered Vehicles
Arundel (207) 423-7360

MEMBER CLUBS
Bike MDI, Bar Harbor
facebook.com/groups/BikeMDI/

Casco Bay Cycle Club, Falmouth, Gorham, Portland, Westbrook, Yarmouth
cascobaycycleclub.org

Community Cycling Club of Portland
BikeCCCP.org

Kennebec Valley Bicycle Club, Mt. Vernon
facebook.com/KennebecValleyBicycleClub

Maine Coast Cycling Club, Kennebunkport
mainecoastcycling.com

Maine Cycling Club, Lewiston
mainecyclingclub.com

Merrymeeting Wheelers, Brunswick
merrymeetingwheelers.org

Portland Velo Club, Portland
portlandvelo.com

PARTNER ORGANIZATIONS
AARP Maine
Adventure Cycling Association
Alliance for Biking and Walking
Appalachian Mountain Club
Association of Pedestrian and Bicycle Professionals
Bicycle Tour Network
Colorgraphics!
The Dempsey Challenge
Dero Bike Racks
East Coast Greenway
Eastern Trail Alliance
Edison Press
Friends of Acadia
League of American Bicyclists
MaineShare
Maine Association of Nonprofits
Maine Better Transportation Association
Maine Department of Transportation
Maine Farm and Sea Cooperative
Maine Office of Tourism
Maine Outdoor Brands
Maine Public Health Association
Maine Tourism Association
New England Mountain Bike Association
New England Parkinson's Ride
Penobscot Bay YMCA
People for Bikes
The Portland Gear Hub
Portland Trails
Pride Portland!
Rails to Trails Conservancy
Seacoast Area Bicycle Riders
Seacoast E-Bikes
Trek Across Maine
Youth Cycle Project

NEW MEMBERS
Susan Adams, Patten
Joseph Angelillo, Uniondale NY
Bill Basford, Waterville
Andrew Bossie, Portland
Kirsten Brewer, Augusta
Donald Brittingham + Elisabeth Madden, Portland
Stephen Cole, Stockton Springs
Peter de Paolo, Cape Elizabeth
Patrick Devitt, N. Yarmouth
Mary Dudzik + David Painter, Bar Harbor
Susan Farris, Gray
Steve Fielding, Portland
Liz Trice, Portland
Tuesdi Woodworth, Belfast
Donna Gandt, Hampton Falls NH
John Garson, West Gardiner
Gilman Healy, Weston VT
Crystal Hitchings, Milbridge
Charles + Martha Holden, Peabody MA
Thomas Howard, Portland
Charlie Huntington, Newcastle
Brenda L Jepson, Stockholm
Michael Johnson, Columbus OH
Tanji Johnston, Freeport
Kirsten Kautz, Kittery
Gerard Kopotic, Alpine CA
Maureen Maloney + Rob Armstrong, Rehoboth MA
Jennifer Marcoux, Portland
Mark Margerum, Brunswick
William Martens, Hughesville PA
Deirdra Murphy + Stephen Moriarty, West Bath
Diane Nosnik, Cape Neddick
Chris Nucci, Saco
Paul O'Hara, Newburyport MA
Helen Poulin, Carrabassett Valley
Daniel Reed, Riverton NJ
Pam + Doug Roberts, Springvale
B Roy, South Freeport
Paul Saucier, Brunswick
David Shedd, Portland
Terry Sideris, Colorado Springs CO
Lindsay Smallwood, Darien CT
Nancy Smith, Monmouth
Laura Sofen, Wiscasset
Adam Spey, Kennebunk
Dave Stankowicz, Peaks Island
David Svenson, Portland
Laura Sylvan, Jamaica Plain MA
Jon Thompson, Veazie
Art Tumolo, Phippsburg
Ann-Marie Walsh, Madison GA
G. Mark Wild, Brunswick
Olen Williams, Chattanooga TN

A Yellow Jersey Club Business

What's your biking background?
JAMIE WRIGHT, OWNER: I grew up in Vermont in a family that believed in lifelong sports instead of the traditional ball sports. We learned how to play tennis and golf, Alpine and Nordic ski, backpack, and ride bikes. I started riding mountain bikes in the mid '80s when I was in college in Boston. I raced for a local team there on weekends and then started working part-time at a bike shop called Frank's Spoke & Wheel. One Saturday, when I was working at the store building bikes and helping customers, I thought to myself, I could do this for a living! I had the opportunity to move to Maine in 1994, so that is when I decided I would open my bike shop in Gorham, and the rest is history.

What sets Gorham Bike & Ski apart from other bike shops?
There are many good shops here in Maine that do a great job in their communities. I would say our strengths come from a few specific business practices we try to follow. Training of our staff is first and foremost. We hire quality staff that are people-oriented first and bike-specific second. We can teach them about bikes and accessories, but it's harder to teach someone to be kind and understanding. We have four locations with plenty of free parking right out front of all of them. We sell all of the top brands like Trek, Specialized, and Giant, along with several other boutique brands. We are heavily involved in our local communities and put a lot of effort into getting more people on bikes—especially kids.

How has the business been during the ongoing COVID-19 pandemic?
Like everyone, it was stressful with all the uncertainty when it began. But we adjusted quickly, and my staff really stepped up. We closed our doors and moved to curbside sales only. We already had a robust website, so orders started coming in quickly. Bike sales were through the roof, and our showroom floors became staging areas for deliveries, bike-building, and web-order processing. The service centers became over-whelmed, and our turnaround time turned into a month. At one point, we had over 500 bikes in for service. Our delivery person was working full time, delivering new bikes from Boothbay to Kittery. We reopened our stores in Brunswick, Portland, Saco, and Kennebunk in June to in-store shopping following all the CDC safety procedures. Customers have been very understanding of wearing masks while in the store and the limit of how many we can have at one time.

Bike shortages were a substantial problem for a while, but we see more and more bikes every day. Thankfully, we had over 1,500 bikes in stock just before the pandemic started.

Personally, how have you been trying to keep yourself mentally and physically healthy over the last several months?
I decided early on that having regular communication with my staff with a positive outlook was super important to keep morale up. We closed on Sundays, so everyone could have a day off to ride together and/or have a day off to decompress. We also started riding mountain bikes together at least twice a week.

Anything exciting on the horizon for you or the shop?
A brand new store in downtown Waterville is opening this November! It's a great location, just behind the new Colby downtown dormitory at 50 Concourse West. There's plenty of free parking right out front, and this location will have brand new, state-of-the-art Winterstieger ski tuning equipment. Come check it out!

Why do you choose to be a BCM Yellow Jersey Club business member?
The BCM has improved cycling for all Mainers for many years now. They continue to set policies in Augusta, get bike lanes built, teach riding skills to children, and so much more. I'm proud to be a Yellow Jersey supporter because it's money well spent.

SUPPORT OUR MEMBERS

CAPE COTTAGE Family Dental
463 Cottage Road, South Portland
(207) 799-1681
www.capecottagedental.com

GORHAM BIKE&SKI
SALES - SERVICE - RENTALS - BIKE FITTING
ELECTRIC MOUNTAIN ROAD FAMILY & KIDS'
SKIS / SNOWBOARDS / SKI TUNING / BOOT FITTING
LOCALLY OWNED SINCE 1995
PORTLAND - SACO - BRUNSWICK - KENNEBUNK - JACKSON, NH
WWW.GORHAMBIKE.COM

FRAME
it's your story.
Offering full-service media consulting and production, right here in Portland, Maine.
207.712.6719 · 188 State Street, Portland · FrameStrategies.com

RANSOM
Consulting, LLC
www.ransomenv.com
400 Commercial Street #404
Portland, ME 04101
207.772.2891
Founded in 1988 with a vision of providing extraordinary service in environmental consulting and engineering.

BIKE LAW USA
LAURI BOXER-MACOMBER
Kelly, Remmel & Zimmerman
Member of the Bike Law Network of Independent Bicycle Attorneys
(207)615-1926 | 53 Exchange St., Portland, ME 04101
lauri@bikelaw.com | www.krz.com | www.bikelaw.com

Become a Patient Today
Primary and Specialty Care Including Sports Medicine
MARTIN'S POINT HEALTH CARE
MARTINSPOINT.ORG

MaineShare
THIRTY YEARS OF GIVING | 1990-2020
SUPPORT BICYCLE COALITION OF MAINE, AND 42 OTHER MAINE NONPROFITS WITH ONE GIFT.
SET IT AND FORGET IT KNOWING YOU'RE DOING YOUR PART.
@MAINESHARE | WWW.MAINESHARE.ORG

JIM'S CORNER BY JIM TASSÉ

IF YOU WERE EVER WONDERING, "Jim's Corner" is so named because I occupy a corner desk in the BCM office at 38 Diamond Street. During the pandemic, however, our office has been largely unused, and so my corner has been little more than a storage space for most of the last five months. Despite this change, this column still comes to you from a corner on my screened-in porch that I share most days with our cat Sassy (who is a poor but enthusiastic typist).

And despite the significant disruptions of the last few months, the Coalition has continued to fight for better, safer streets for people who walk and bike!

THE LEGISLATIVE SESSION THAT NEVER ENDED

As of this writing, the 129th Legislature, which adjourned on March 17 due to COVID concerns, has still not been re-convened. As a result, LD 470, the bill seeking to require basic traffic safety education in schools that we proposed waaaay back in 2019 (!), remains in legislative limbo, having been "carried over" at the end of the regular session in June 2019.

The same thing is true for another bill we didn't propose but have been monitoring and supporting: LD 2124, which seeks to create a process to convert unused rail corridors into multi-use trails.

If these bills are not acted upon before the November election, when a new legislature will be elected, they will be automatically killed.

For the next session, we will again partner with People for Bikes to make a small change to the recently passed electric bicycle law that will better align Maine's law with those in the 28 other states that also use the three-class system.

In addition to this legislative effort, the BCM plans to use 2021 as a year to rebuild relationships with new and veteran legislators to strengthen the state's Bike/Ped Caucus, and to monitor (and intervene on) transportation-related legislation.

The education team quickly pivoted to assembling resources that could be viewed online to support parents and community educators.

DEMONSTRATION PROJECTS

Back in March, the summer of 2020 was shaping up to be one of our busiest years ever doing traffic-calming demonstration projects through the Imagine People Here (IPH) program. The advent of the pandemic interrupted most of those conversations, and slowed the planning, approval, and public notification processes to a standstill until July.

Nonetheless, as of September 3, we have successfully installed a project in Westbrook, improving the visibility of five crosswalks on Main Street.

We also are currently functioning as technical assistants on town-led projects in Camden, Yarmouth, and North Yarmouth that use the Imagine People Here experimental approach. The "mainstreaming" of demonstration projects as a tool to test new traffic configurations by towns and the state has always been an important goal of the program, and we applaud the willingness of these communities to try some new ideas to promote bicycle and pedestrian safety!

In addition, we just completed a project in Bangor, and we have several others moving through the process that should be ready to go by Spring 2021. The program has received great support from AARP, which awarded the program $10,000 from the national Challenge Grant Competition.

THE COUNTER

Too often, roadway projects are built that minimize (or simply don't include) accommodations for people walking or bicycling because the perception is that "no one goes there." With help from AARP Maine, the Coalition now owns an Eco-Counter Mobile MULTI bicycle and pedestrian counter. This device, which uses both pneumatic tubes and infrared technology and can distinguish between persons walking and bicycling, will help the BCM make stronger, data-driven arguments for facility improvements around the state.

In our first test of the new device, we counted users in Portland on the Park Avenue parking-buffered bike lanes, and learned that more than 3,600 cyclists use those lanes each month! Let us know if you have a location that needs to be counted.

SPEED AND YIELD STUDIES

As the Imagine People Here demonstration project program has grown, we have increasingly looked for ways to quantify the impact of our installations. Last year, we began to consistently measure the effect of our projects on speed, and found that the effect can be profound: we took a situation in North Yarmouth where only 33% of drivers obeyed the speed limit, and by installing low-cost measures, increased speed limit compliance to 80%! This sort of information is critical to making the case for permanent installations.

This year, we have added a new tool: yield studies, which quantify how readily drivers stop for a pedestrian showing visible intent to cross at a marked crosswalk. Based on a methodology developed for a USDOT study, the technique is still being beta tested, but is already providing excellent information for community discussions. With tools like the speed and yield studies, we can take the Imagine People Here program beyond "Hey we can do this and it's okay" to "Hey we can do this and it makes a measurable difference!"

TOP The recently completed Imagine People Here installation in Westbrook

CENTER A socially distanced bike rodeo in Cape Elizabeth

BOTTOM (left to right) Jim and BCM intern Luke Bartol set up the Eco-Counter on Park Avenue in Portland

SLOW ME DOWN

The Slow ME Down campaign, which is covered in more detail earlier in this edition of *The Maine Cyclist*, is an initiative that grew out of work done by the BCM's Policy and Legislative Committee, and owes its name to then-chair Lauri Boxer-Macomber. The goal is to change the norms around speeding and make it acceptable to operate at or below posted limits, especially in residential and downtown contexts. If you haven't already added your name to the sign-on letter, you should. It's the simplest thing you can do today to help change the culture of our roadways. Learn more at bikemaine.org/slow-me-down.

EDUCATION PROGRAMS

Obviously, the in-person education work that the BCM has done for the past decade was not going to be possible during the pandemic. Presentations to schools, educational rides, pedestrian safety forums—everything stopped. The education team quickly pivoted to assembling resources that could be viewed online to support parents and community educators. This effort has resulted in the emergence of "Bicycle Erik," a bicycle education superhero who is engaging, funny, and informative! You can see his videos at bikemaine.org/online-education.

We are gradually returning to in-person work, too: Angela and I ran a bike rodeo in mid-August that tested our processes and abilities to conduct such events safely. The education team is just starting to roll out some offerings to community recreation and continuing ed programs, so we expect to be increasing operations this fall.

Also, after experimenting with Zoom polling capabilities, we are planning to resume Heads Up! pedestrian safety forums, with the goal of finishing the work in Saco, Sanford, and Camden, and saving the few towns that need the whole program for 2021.

Questions? Comments? Wanna lean in? Drop me a line at jim@bikemaine.org

BICYCLE COALITION OF MAINE

38 Diamond Street, Portland, ME 04101