



# Ride the Right Way Day 2010

**Monday, March 15, 2010**

**Luncheon 11:30am-1:00pm \* Seminars 1-2:30pm**

**Grand Eastonian Suites Hotel, 140 Northampton Street, Easton**

[Sign up for the FREE Luncheon Online](#) at [car-free.org](#).

**Optional mini-seminars after lunch are \$45.**

## Bringing together bicycle education partners of the Lehigh Valley:



- Police (Bike cops, traffic officers, administrators)
- Public Works/Parks Department representatives
- Educators (Phys. Ed., Trainers, Health providers)
- League of American Bicyclists Cycling Instructors
- Bike shop personnel & bicycle industry reps.
- Bicycle, environment and health advocates



2010 theme is the Shared Lane Marking (SLM). Approved in the recently released 2009 Manual on Uniform Traffic Control Devices (MUTCD), & applied to streets in Bethlehem, understanding the SLM is essential to promote safe cycling. **Thanks to a grant from Census 2010, everyone attending RtRWD will receive a high quality black t-shirt with a large reflective SLM graphic on the back.**

## Agenda

**11:00 Meeting for bike shop owners/managers only**

**11:30 Welcome and introductions**

**Awards for bicycle education achievements in 2009**

**12:00 Speakers (to be announced)**

**12:30 Lunch is served (compliments of Genesis Bicycles)**

**1:30-2:30 Optional Seminars – Choose only one (1) of the following (\$45/person):**

- **On-bike intro to Traffic Skills** - What every cyclist must know to ride legally with traffic. Bring your bike and helmet (or CAT can provide them).
- **Shared Lane Markings (Slideshow & discussion)** – What they are and how they can be implemented effectively to educate cyclists and motorists.

RtRWD is organized by CAT – Coalition for Appropriate Transportation, a 501(c)3 non-profit advocacy organization that promotes cycling, walking and public transit across the Lehigh Valley.

CAT can be reached at 610-954-5744 or [www.car-free.org](http://www.car-free.org).

