

What is B.R.A.S.S.?

The Baton Rouge Advocates for Safe Streets (B.R.A.S.S.) is a tax-exempt, 501(c)3 grassroots

- promoting bicycling and walking in Baton Rouge and the surrounding area;
- making these modes of transportation as safe and convenient as possible, and;
- educating the public of the associated environmental and health-related benefits.

We will accomplish these goals by actively and cooperatively advocating for them within the community as a whole, the local business community, and the local and state governmental agencies.

Together we can build on what already exists to create a better Baton Rouge with a healthier and happier population, less motor vehicle traffic, safer streets, and cleaner air. And we will have fun while doing it!

Please consider joining us to make Baton Rouge the city we would all like it to be. See our membership form on the inside, fill it out, and mail it and your dues to us at the address on this brochure. Thank you!

Join the B.R.A.S.S. Yahoo group for up to the minute info!

<http://groups.yahoo.com/group/BRAdvocatesforSafeStreets/>



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Baton Rouge LA 70893-0403

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**Place
stamp
here**

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Why go by bicycle?

15 good reasons.....

1. Remember when you first learned to ride a bike? Think back for a second. It's just as much fun now as it was then.
2. The bicycle is the most efficient form of transportation ever invented.
3. Half of all transit in the United States is six miles or less round trip, a distance easily made on a bicycle.
4. If you see someone you know while riding, it's easy to stop and say hello. Bicycles create public space, enhance street life and build a sense of community.
5. Ever go for a nice evening stroll down a busy street? Nope, too noisy. The occasional bicycle bell is nothing compared to the constant cacophony of car traffic.
6. There are no parking problems for bicyclists, nor are there parking fees or tickets. Lock your bike to parking meters rather than putting quarters in them. In the space one car takes up, twelve or more bicycles can be parked, which solves parking problems in densely-populated areas.
7. Americans spend 15 to 20 percent of their income on cars. If you ride a bike, not only can you skip car payments, but you can also skip



insurance payments, maintenance, dmv stuff and stopping to pay for gas. Carsharing for occasional driving is becoming a more and more reasonable alternative. (A good new bicycle can cost as low as \$250. No dmv, no insurance, no gas, very little maintenance.)

8. Millions of Americans want to lose weight, and yet they step into cars everyday, passing up the opportunity to exercise. In addition to weight loss, bicycling reduces the risk of heart attacks, strokes, diabetes and high blood pressure. Given the abysmal state of health care in the United States (which is partially due to the cost of treating well over 2 million car accident victims each year), self-prescribed preventative activity is a wise decision.
9. If you stand in a closed garage with a running car, you will die in a matter of minutes. Hundreds of thousands of cars in our cities create dirty, unhealthy air.
10. Riding a bicycle means not having to buy gasoline, motor oil, coolants, lubricants, and all the other petroleum products necessary to keep a motor vehicle running. By not using petroleum products each bicycle rider keeps these harmful products and their byproducts from entering the environment, saves a bunch of money, and becomes healthier.
11. In 2003 nationwide, there were approximately 6,328,000 motor vehicle accidents resulting in almost 3,000,000 injuries and 43,340 deaths—in one year. For ages 4 through 34 motor vehicle crashes are the #1 cause of death. For all age groups motor vehicle crashes ranks 8 out of 10 leading causes of death. Riding a bicycle properly on safe streets will not only reduce your risk of dying in a motor vehicle crash but will reduce the risk factors for the other 7 leading causes of death.
12. States, counties and cities spend billions of dollars fixing roads that cars damage. A compact car weighs about 2,500 pounds. That's about 100 times more than the average bicycle. A typical SUV weighs much more and does more damage to roads. Wear and tear on roads from bicycles is almost nonexistent.

13. Petroleum is a finite resource. Demand is ever increasing. Prices will fluctuate but the overall trend is toward increasingly expensive petroleum products, especially gasoline and other fuels. All it takes to fuel a bicycle is to feed the rider. Eat lunch and ride past the gasoline station smiling. Take it a step further and put the difference between eating a meal and filling a gas tank in the bank.
14. Start actively watching TV advertisements and reading print ads for automobiles and you'll begin to notice the difference between what the manufacturers want you to believe about their vehicles and what you're actually experiencing. Ride your bike and experience the freedom and joy an automobile can't deliver.
15. Staying closer to home to shop and do errands builds stronger community by keeping money circulating in the local economy and fostering diversity. If you factor in all the costs of driving to big box stores across town you end up paying more than you would shopping locally.

So try it. Go by bicycle.

We do not intend to imply that bicycles are best for all travel. Sometimes the bicycle is impractical. However, we do assert that drivers who decide to get on a bike or public transportation whenever possible rather than getting in a car will make this city a better place to live.

This text adapted, with our thanks, from the "go by bicycle" Web site:

<<http://www.gobybicycle.com>>

B.R.A.S.S.

Baton Rouge Advocates for Safe Streets

Join us in making Baton Rouge
safe and friendly for bicyclists and
pedestrians !

Membership level

- | | |
|---|----------|
| <input type="checkbox"/> Benefactor | \$250.00 |
| <input type="checkbox"/> Sustainer | \$100.00 |
| <input type="checkbox"/> Family | \$50.00 |
| <input type="checkbox"/> Individual | \$25.00 |
| <input type="checkbox"/> Pay what you may | \$ |

Method of Payment

- Check Cash

Name

Address

City

State Zip

E-mail

Signature