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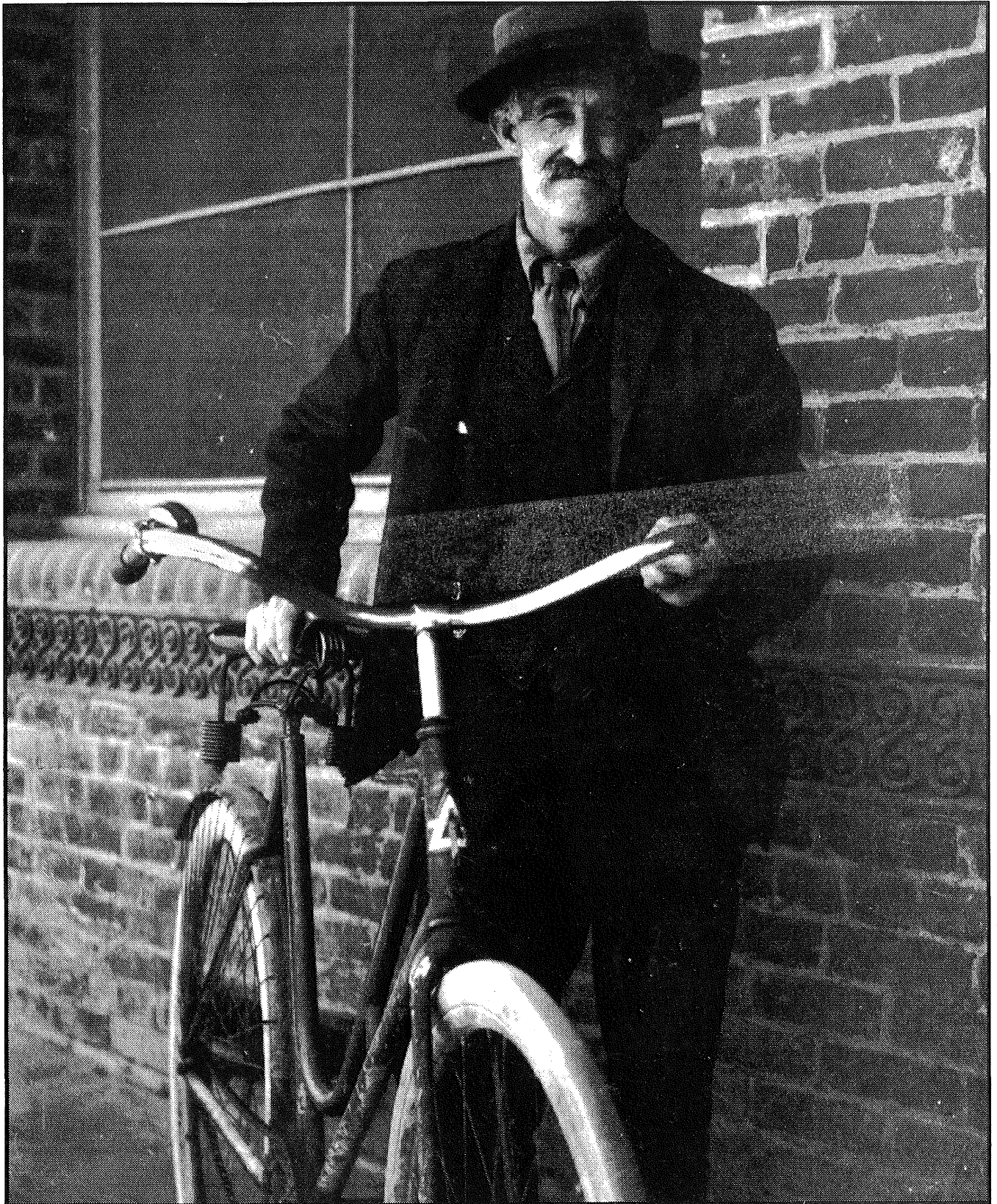
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# RAIN

People Power  
Community Healthcare  
Berlin CarSharing Interviews  
Building For Pedestrians



Volume XV, No.1

\$5.00

## In this issue ...

There is no secret to making the pieces of a sustainable community. You can find variants of the recipe in every successful grassroots project. Look at health care; the examples of the *White Bird Clinic* in Eugene, Oregon and the *Westside Clinic* in Santa Cruz, California. They organized volunteers, raised funds, bought property, obtained commitments from medical practitioners, and creatively tackled some of their cities' most difficult health issues. They have become indispensable in a relatively short time in the life of two communities. People put tremendous energy into such projects, and in return these projects offer them the opportunity to solve local problems.

Creating opportunities for community-minded work and economic relationships: this was the intent of the *Rochdale Co-op* on the outskirts of newly industrial Manchester. They helped fix the exploitative exchange of goods in their day. Whether one considers oneself an activist, a community-organizer, an environmental business person, or just someone trying to point out better ways of doing things, the key to success always lies in the opportunities you give people to make change for the better.

Santa Cruz' *People Power* bike group has created a transport center so cyclists can help to make their dreams come true. *STATTAUTO*, Berlin's car-sharing group featured in the last issue of RAIN, has helped thousands of their fellow urbanites to live without owning a private automobile. The founders, who have helped create nearly 100 car-sharing groups in other cities, have some well-seasoned advice for people trying to create car co-ops and reduce a city's dependence on automobiles.

### Front Cover Photo

*A man holding a bike around 1910. Notice the fender on the back wheel, but not on the front. This must have made for a dirty ride. Photo slightly cropped: Oregon Historical Society, Orhi 72470 #1060.*

### Back Cover Photo

*This adventurous woman, named Murielle, set out to see the United States by bike and rail. Probably didn't need to get a permit to take her bike along!  
Oregon Historical Society, Orhi 27044 #1060.*



*Above, Jim Denevan delivers organic produce by bike from Santa Cruz Farms to the farmer's market. See page 15.*

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This community-supported health clinic is run as a collective, with lots of volunteers. Find out some of the tricks for keeping clinics open.

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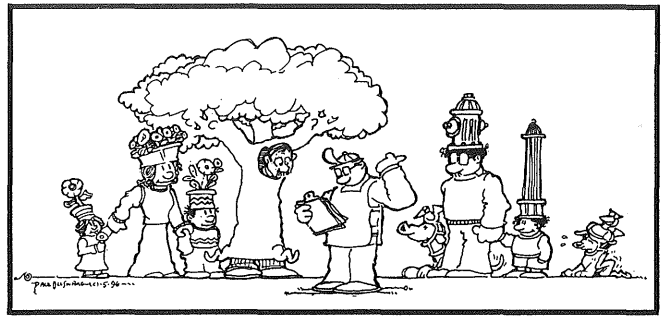
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**Community Architecture:** what is needed to help architects and planners become sensitive to both ecology and community? Articles on programs, institutions and principles of community-directed design.

**Auto-free development:** real projects aiming to develop land with barely any relationship to cars.

**Eco-Mongolia:** a revolutionary new set of environmental laws in Mongolia may change the destructive habits of third-world development.

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# White Bird Clinic

By Marc Bouvier

American politicians need to keep working on national health care. Forty million Americans, one-third of them children, have no health insurance and this number is increasing by more than a million each year. Further, the inefficiency in the health care industry results in nearly a quarter of the cost going to administration. Even if Congress agreed tomorrow to create a complete health care system, one where no one would be neglected, it would take years to implement. But it's not impossible. A small clinic in Oregon has demonstrated for twenty-five years that low cost, high-quality health care can be made available to even the most economically disenfranchised.

White Bird Clinic opened in February, 1970 when two University of Oregon graduate psychology students saw people on the streets of Eugene who needed mental and medical care. By the end of the first year, with close to 100 volunteers and a small paid staff, they created a crisis line, a drop-in center for people who had bad drug experiences, and a clinic where doctors saw walk-ins once a week.

White Bird began like many other free clinics founded around the nation during the late '60s and early '70s. Many of these clinics have folded, others have ceased to rely on volunteers, and some, like the famed Haight Ashbury clinic, have survived by providing very specialized services. Few remaining clinics manage the diversity of services that White Bird does.

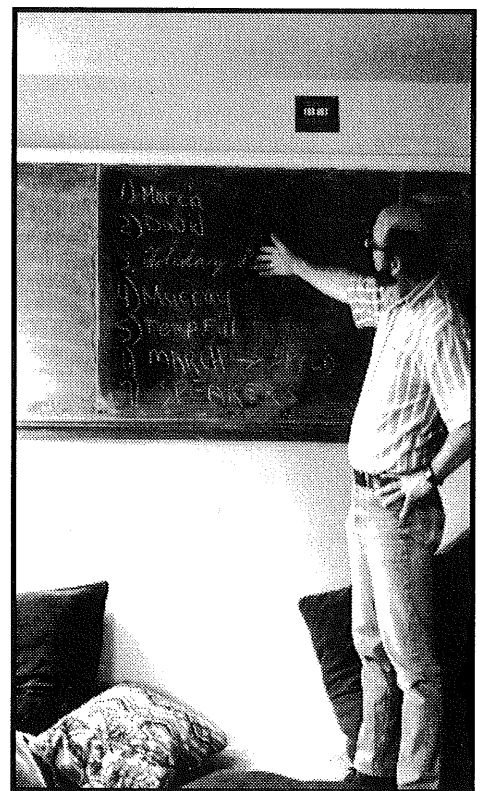
White Bird offers free 24-hour crisis intervention counseling, and help in finding the appropriate assistance from the wide variety of agencies and programs in the County. White Bird has become known in the community for providing low-cost and free medical treatment, includ-

ing exams, medication and lab testing. The clinic also was the first to offer anonymous AIDS testing in the County. In an effort to improve services for lower income residents, White Bird has opened a new, inexpensive dental treatment center.

Low-cost counseling is available through White Bird for individuals and couples. Recently the agency has begun an outpatient chemical dependency program that includes both acupuncture treatments and counseling sessions. Many of the people who provide White Bird's services are volunteers who have been trained in White Bird's own School of Human Service.

Nearly everyone involved with White Bird spends time on the crisis line. Most new trainees tend to want to solve the caller's problem. Although they may resolve the immediate issue, they may not address what put the caller in crisis. One White Bird trainer says, "We want our volunteers to learn that it's not enough to just patch a person up and send them back out. We have to assist each person calling to develop tools to deal with the problem in its larger context."

Beyond this basic philosophy, the counseling or medical approach is as unique as the particular practitioner. White Bird has conventional and naturopathic physicians on staff and some do nutrition counseling. Some counselors apply rather more esoteric practices such as tarot or astrology in their work.



Most are political activists, in that they recognize how socio-cultural issues relate to individual troubles. It's a continual challenge, but this diverse group of 250 volunteers and the small paid staff continue to work together as a collective.

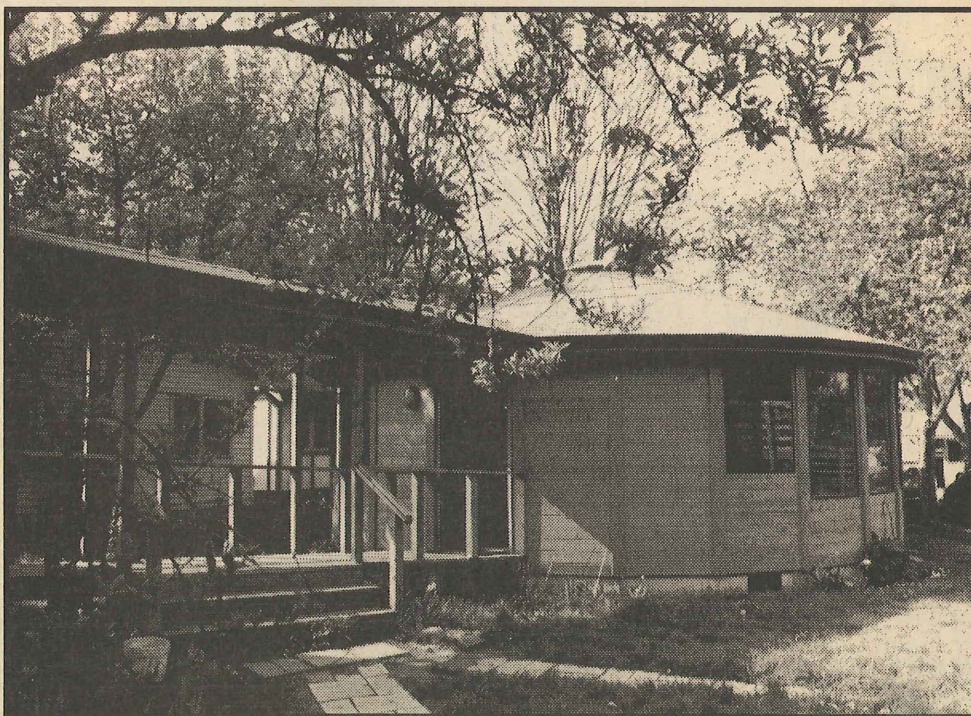
Although White Bird began with a more conventional hierarchical structure, during all these years of consensus decision-making the members don't recall any serious deadlock. That's because collective members allow themselves to fully discuss issues, taking the necessary hours to decide as a group whether to serve coffee or apply for a particular grant.

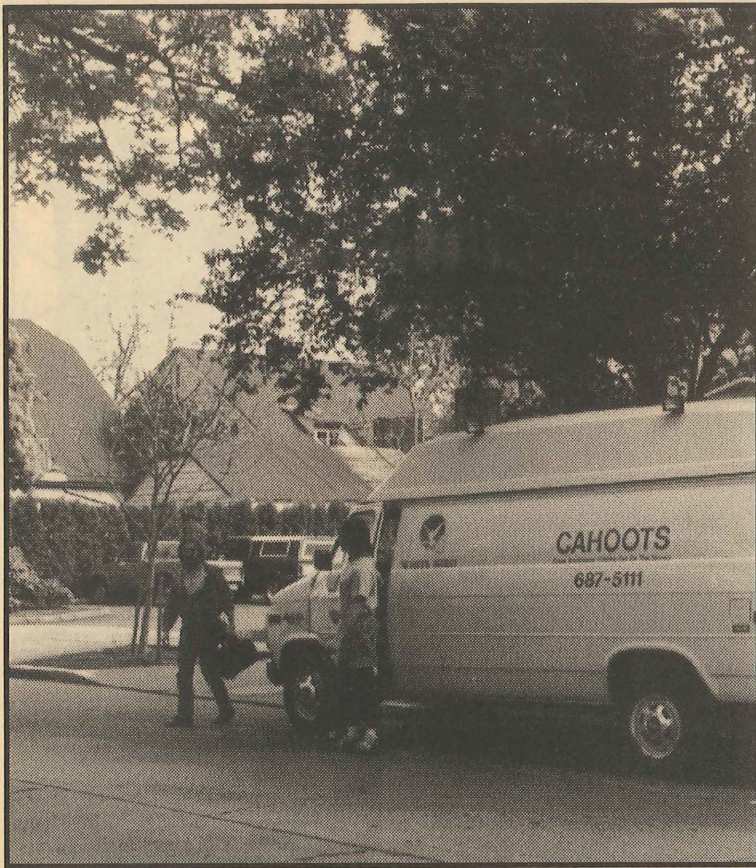
For example, a few members wanted a Christmas tree for the lobby. Some believed that in a secular institution, religious symbols had no place. Those involved compromised by putting up a small tree with no religious symbols and a sign that said the tree was not a religious symbol.

In many large, hierarchical organizations, employees lack negotiation skills to resolve disputes amongst themselves. They often find themselves calling upon a supervisor for guidance. At White Bird everyone is urged to work with each other to settle disagreements and training is provided to assist this process. If one-to-one discussions do not work, disputers may meet with a facilitator. Beyond that, a dispute may go to the departments involved, then a community meeting, or at last resort the board of directors. Most problems, however, are quickly resolved in the first or second step,

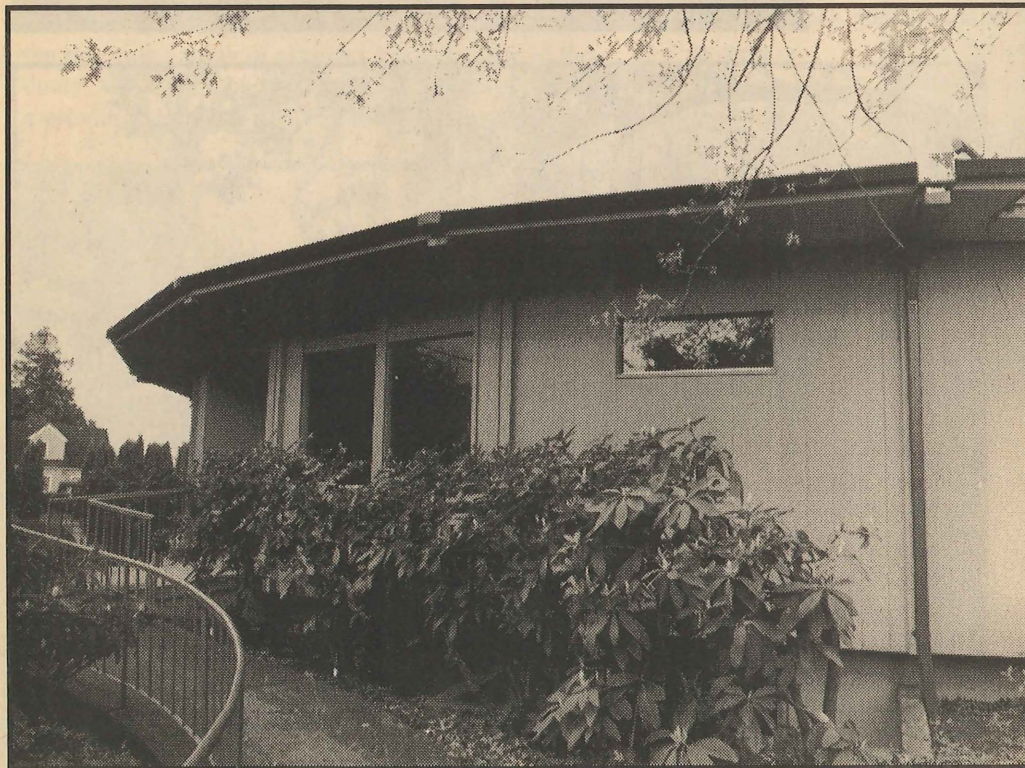


*Left, White Bird is managed and run through a relaxed collective decision-making process that involves paid staff and volunteers. Right top, a beautiful Clinic building that provides space for the outpatient drug treatment program and case management offices for the homeless program. Right below, the rear of the building which connects to a yurt meeting room. This locally-made, low-cost, easy-to-install yurt is nestled beneath several shade-providing trees. It adjoins a small, garden space with carefully placed benches where patients and workers come for a little health-giving relaxation and serenity.*





*Above, White Bird's CAHOOTS van workers can provide transport to detox and referrals, on-the-spot counseling, and help to domestic violence victims after the perpetrator has been removed by the police.*



now that there are many old-timers experienced in settling issues.

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*Despite its success,  
White Bird occasionally  
suffers because of its  
collective status.*

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Unfortunately, despite its success, White Bird has occasionally suffered because of its collective status. One of the United States' largest and most well-known charitable agencies, United Way, refused to fund White Bird for years because it wanted a single authority figure to deal with. White Bird members would respond, "Well, we have a Wednesday evening meeting you can attend." United Way finally dropped its requirement because of White Bird's excellent reputation and funded the medical clinic, one of the least controversial of White Bird's programs, and eventually it gave additional funding.

Despite its counterculture origins, White Bird is increasingly gaining recognition from local government officials and other human service agencies because of their good quality work with difficult clients. Also, having trained a couple thousand people in its school, nearly three quarters of all local social service providers employ former White Bird volunteers or staff members.

Many are impressed that White Bird also provides medical care in such diverse environments as rock concerts, university football games and the Oregon Country Fair (See RAIN, Volume 14, No.3). White Bird is working with an increasing number of unemployed and homeless people, who are often economic refugees from the declining timber industry.

White Bird continues to survive financially through local government contracts, small client fees, and a little bit of luck. Because it also continues to rely on a large volunteer staff, only 10% of White Bird's budget goes to

administration. Further, in 1980, the members decided that future funding must be from an ethical source and for the kind of activities that they could all agree the collective should provide.

White Bird has the good fortune of owning some of the buildings it uses. The original founders had the foresight to buy the present property with its two buildings when the agency was barely a year old. The arrangement at the time of purchase was that White Bird would make payments for seven years, then one large balloon payment. In a story fit for fiction, the widow who owned the property refinanced White Bird's mortgage to spite the real estate group that wouldn't return her calls when she first wanted to sell the property in the thirties.

Longtime collective member Bob Dritz believes that White Bird continues to thrive because of such luck, and because it has continued to adapt to changing times. But most significantly, White Bird thrives because of the dedication and insights of the ever-changing volunteers. "Old time radicals can become the status quo," he warns. For those who want to repeat what White Bird has done in their community, Dritz recommends "Look at what's around you. We designed the clinic around the people, rather than creating a model clinic and putting it around the people. It isn't a chain store." In an era when most conventional medical and mental health practices remain expensive and lacking in individualized care, White Bird is a beautiful and viable alternative, rooted firmly in an understanding of its local community.

*White Bird Clinic's main offices are located at 341 East 12th Avenue, Eugene, Oregon 97401. (505) 342-8255. Marc Bouvier is an experienced community activist, a non-profit consultant and a chemical dependency counselor.*

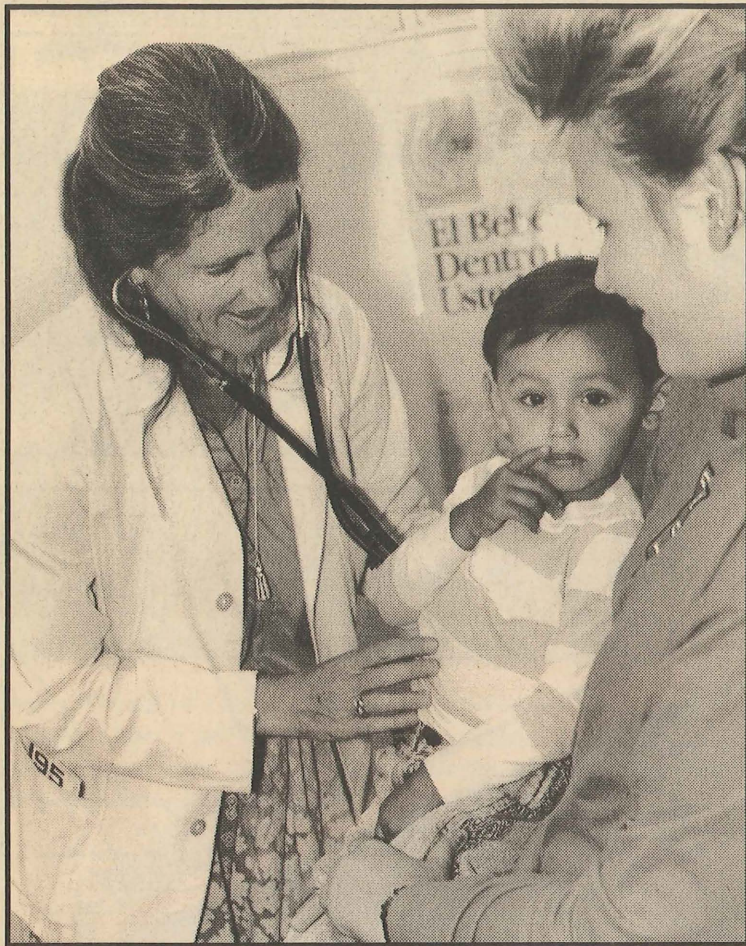
*Left, White Bird's low-income dental clinic at 1400 Mill Street. Right, the streets near the old Clinic are lined with majestic old trees, with bike and bus routes that provide access to a diversity of clientele.*





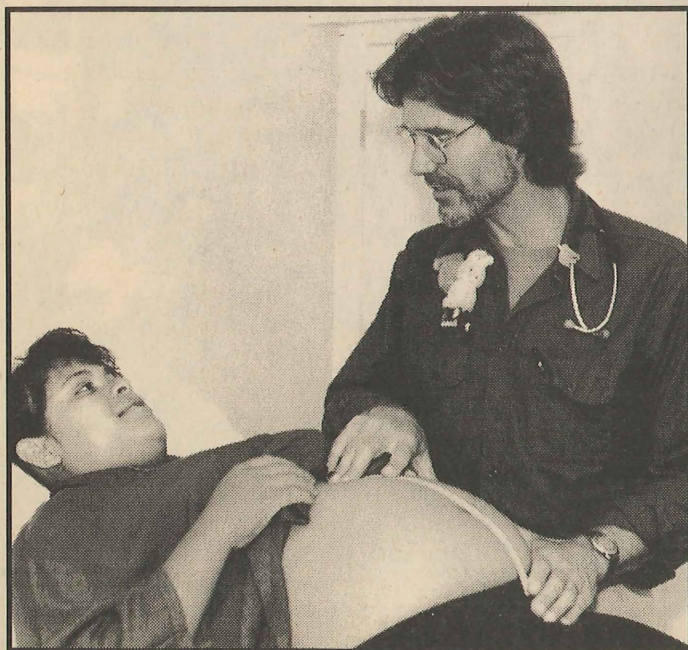
# Westside Clinic

By Eric Bellfort



A week after “La Migra” raided El Barrio for suspected illegal aliens, the streets were peaceful with the bruised, hollow quiet that follows a violent storm. This same uneasy calm pervaded the waiting room of Santa Cruz’s Westside Community Health Center. The clinic was busy that afternoon, but mostly with routine problems: a few cases of flu, kids with ear infections, and an older man complaining of chest pains. The medical assistants and practitioners seemed guardedly relieved, knowing that this peace should be savored as long as possible.

Guillermo Vasquez, the Mexican gentleman complaining of chest pains, was put through priority registration so as to get him monitored ASAP. Guillermo’s practitioner, Morgan Stryker, states: “He knows he has diabetes, knows he has hypertension, but he quit taking his medication months ago because he couldn’t afford it.” As Morgan preps the EKG, the medical assistant takes the man’s vital signs; his blood pressure reading is 210 over 180. The patient should have been rushed straight to the hospital. But in light of the recent INS raids, and the fact that the Vasquez family is illegal and uninsured, they not only came to the people they trust, but also to the only “not-for-profit” family practice health center in northern Santa Cruz County.



Guillermo is accompanied by his daughter, Maria De La Cruz-Vasquez, another regular patient of ours whom we saw through nine months of pregnancy, and who still brings her children here for check-ups and sick care. A large, stout woman with a broad, sweet face, she was the emissary for a large crowd of relatives waiting outside. Her face is distressed as she takes her father’s hand. He is lying flat on his back, an oxygen mask clasped over his nose and mouth, his face disgruntled in pain. With his tee-shirt hiked up above his shoulders, his chest looks shrunken, knotted and exposed. As the medical assistant slips out the door to call for an ambulance, Morgan whispers reassuringly in Spanish to Maria as she turns her liquid eyes on him, smiling forcedly, her face attentive and hopeful. She didn’t notice or couldn’t read the lurching lines of her father’s EKG.

*Above and below, the clinic (now a Planned Parenthood project) provides low-income families with inexpensive preventative care, education and medical treatment.*

At some point in life, all of us experience what the Vasquez family faced that afternoon: the sudden threat of severe illness or death to ourselves or our loved ones, and the desperate hope that somehow the medical system can pull off a miracle. Like the Vasquez family, we depend on highly trained specialists — who understand the mysterious workings of the body — to know what to do.

Similarly, we are dependent on a health care system that is confusing and seriously compromised. Instead of waiting for a national cure for our health care system's ailments, the Santa Cruz Westside Community Health Center ("Westside") takes matters into its own hands. Today.

The Santa Cruz Westside Community Health Center is a grassroots, community-based organization, committed to providing affordable and accessible, high quality health care, regardless of the patient's social status (income, age, ethnicity, citizenship, religion, sexual orientation, etc.). The clinic has the following special commitments:

- To provide services for those who might otherwise have difficulty receiving adequate care, especially those who are low income, pregnant, or have limited access due to language, physical or cultural barriers.
- To emphasize a wholistic approach to community-oriented primary care that includes prevention, education and involvement of people in decisions about their own health care.
- To advocate for affordable, quality health care for all people by promoting change in the current health care system.

Westside has designed its services and programs based upon the community's need for increased access to primary care. Its administrators and board of directors take a look at families such as the Vasquezes, and assess their greater health care needs. Guillermo needs regular monitoring for his high blood pressure and diabetes that he can actually afford. Maria needed prenatal care that culturally and linguistically catered to her as a monolingual Latin American woman. Her children need pediatric development exams, immunizations, nutrition assessments, anemia screenings, and readily available sick care for common childhood maladies (ear infections, flu, sore throats, etc.).

Maribel Cuervo, Medical Assistant and Health Educator, listed Westside's services as "...promoting proper nutrition, basic sanitation, maternal and child health care, family planning, and immunizations against major infectious diseases. This also includes prevention, control and treatment of common diseases, injuries and provision of essential medications." Westside's services are the first level of contact between the community and the health care system, providing support to peripheral services (such as radiology and/or specialists) by means of referral.

The clinic's commitment to the community's low-income families increases access for people who are traditionally underserved. Christy Hawley, Family Nurse

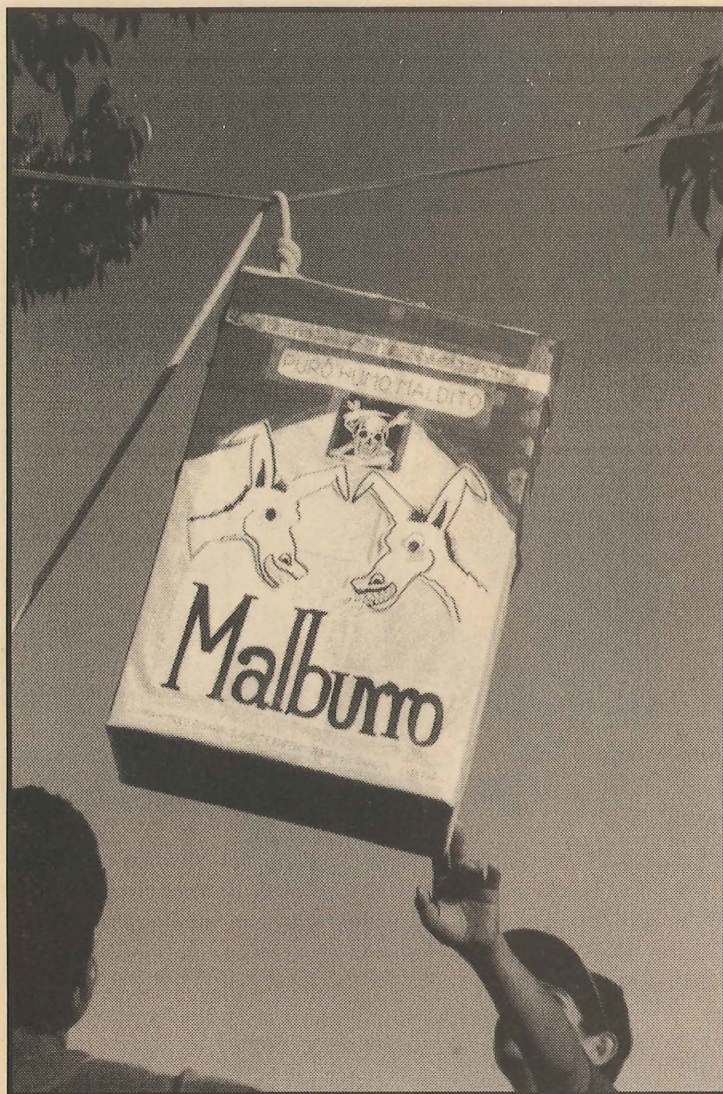


Practitioner, states: "We are a safety net between preventable illness and emergency medicine. By making basic primary care more easily available, we can diagnose illness earlier, and treat the person before minor ailments become emergencies."

The health center is not a free clinic, but provides affordable care and also serves MediCal recipients (California's version of Medicaid). In Santa Cruz County, only 7% of physicians accept MediCal because they are reimbursed by the state so poorly, at roughly 30% of what it takes to actually provide care. Guillermo, who does not qualify for MediCal and is completely uninsured, pays at a rate that is adjusted according to how much he earns a month and how many people are dependent upon his income. Our sliding scale is the lowest in Santa Cruz.

The majority of the Health Center's funding comes from providing services, paid for by MediCal, Medicare, private insurance and cash. 18% of the annual budget comes from a Community Grant from the City of Santa Cruz. In the past years, the clinic had a variety of State contracts which made up about 13% of total revenues and were primarily Prop 99 funds (the Tobacco and Alcohol Tax initiative). Westside is also recognized as an Expanded Access to Primary Care (EAPC) provider. This qualifies the clinic to receive additional funds to supplement the State's inadequate MediCal/Medicare reimbursements. The director has also begun the Federally Qualified Health Center (FQHC) application process which would bring in additional funding, as does the EAPC program.

Although the funding is put to good use, it is not sufficient. The only way to comprehensively increase



*Above, Westside clinic's migrant farmworker outreach. This piñata says "Malburro (bad donkey), purely wicked smoke, 20 cigarettes that will make you sick with cancer and will kill you." On the other side, it says, "what the makers don't tell you is that cigarettes are an addictive drug."*

access to primary care is to reallocate health care funding. And even though health care reform was one of the Administration's top priorities, Latin American people's health care needs are often purposely overlooked. Politicians need not cater to this group of people that often do not or cannot vote.

As far more than half of the patients are monolingual Spanish-speaking families, it is part of the clinic's mission to provide services in an environment of cultural sensitivity. Services are offered in a supportive environment that fosters participation and awareness among client groups. Almost all staff who have direct contact with patients are fully bilingual. Health education materials and registration forms are provided in both Spanish and English, at a literacy level that may be easily understood.

Marcy Lopez, administrative assistant, says that,

"...getting care Westside style means that you are **absolutely not** a faceless number in a cold, sterile, costly, wasteful 'health factory.' Our patients are treated as guests would be in our own homes: with respect. All you have to do is walk in that front door: La Salsa blares from the radio; you can see the color; feel the warmth. We want our patients to feel at home, that's why we provide culturally sensitive health education in a multilingual environment. It comforts our patients, it ensures that they will leave the clinic understanding exactly what's going on with their bodies."

Westside's health education department helps people help themselves. Their three focus areas are tobacco, prenatal care, and HIV education. These are three of the most important public health issues of the day because the best remedy for cancer or AIDS is prevention. Likewise, the key to a healthy pregnancy is a vast array of information that can prevent death and disability for both mother and child.

Because many of Westside's patients suffer from smoking-related illness and disease, the clinic has received a variety of Tobacco Tax monies to provide tobacco education including on-site and outreach services for tobacco education and cessation counseling. The anti-tobacco program teaches the risks involved with both smoking and being exposed to second-hand smoke. Morgan Stryker, Physician Assistant, describes how Guillermo came to the clinic as a two-and a-half-pack-a-day smoker. "Before he began receiving care at Westside, he simply was never informed of the direct relationship between hypertension, heart disease and tobacco. I told him that if he didn't stop playing with his life as if it were a crap-shoot, he'd end up a statistic." After three months of intensive counseling, Guillermo is finally tobacco free... although he is still paying the price.

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*Before he began receiving care at Westside, he simply was never informed of the direct relationship between hypertension, heart disease and tobacco.*

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The Outreach Program identifies populations at risk (current smokers, pregnant women, mothers with young children, farmworkers, ethnic minorities, and out-of-school teens) and where they can be reached most effectively; finds community resources and potential locations where cessation counseling and education can take place; and designs community health education plans integrating materials, resources and efforts of other agencies involved in tobacco education. Outreach workers make contact with the community in El Barrio (the neighborhood), in ESL



*Left, this Cinco de Mayo celebration table at Watsonville Plaza is one of the clinic's preventative health education forums. Outreach health workers develop trust, educate, and spread the word about the clinic's low-cost health services in the neighborhood, in ESL classes, at migrant farm-worker camps and by making individual house calls.*

classes (English as a Second Language), at migrant farm worker camps or by making individual house calls. These programs are conducted in conjunction with the Tri-County Community Clinics Coalition and the County Health Services Agency. The outreach encourages target populations to avoid risky behavior by providing culturally appropriate cessation tactics and lots of moral support.

In October 1990, the clinic was approved by the State as a Comprehensive Perinatal Service Program (CPSP) provider. Through this program, the clinic is able to thoroughly assess a pregnant client's potential risks (such as low-iron diet, exposure to secondhand smoke, drug and alcohol use, etc.) and share with them the tools for improved health. Shauna McCosh, Bilingual Perinatal Educator, explained that, "...Maria De La Cruz-Vasquez gave birth to a healthy bouncing baby boy because in the course of her care at Westside, we speedily diagnosed and treated her for gestational diabetes. If she hadn't been screened and her diabetes had gone undetected, the end result could have been a highly complicated pregnancy, a stillborn baby, birth defects or Sudden Infant Death Syndrome (SIDS)."

In spite of difficulties in tracking down the grants to fund HIV education, Westside is continuing their programs of HIV risk screening, pre-test counseling, HIV testing, post-test counseling, one-on-one HIV education, educational materials and referrals. The HIV educators work closely with a number of community agencies including the County Health Services Agency, Santa Cruz AIDS Project and Salud Para La Gente (our sister-clinic in southern Santa Cruz County).

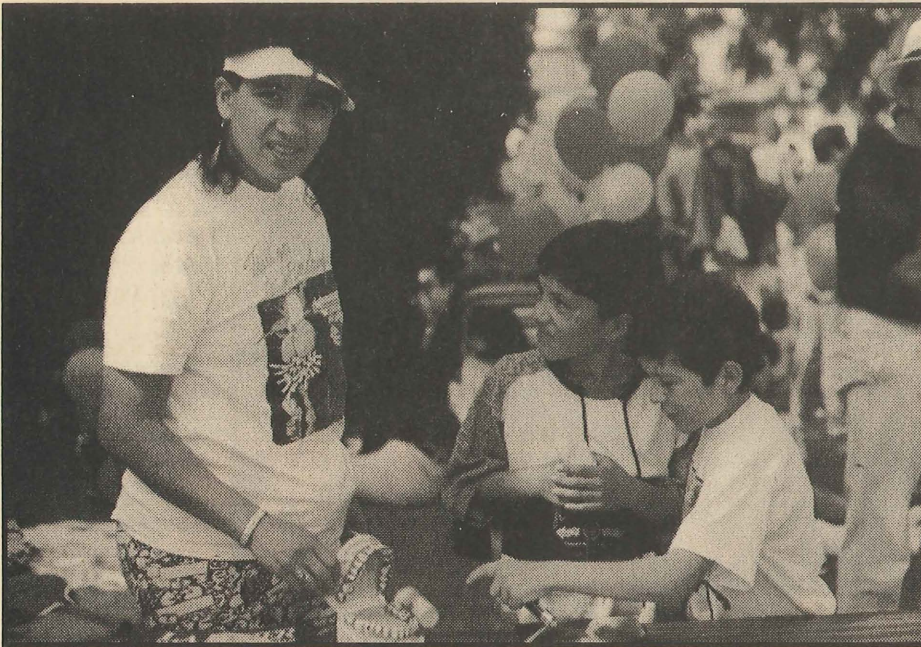
From the moment a patient steps through the front door, they are involved in their own health decisions. This ranges from a plaque which hangs over the reception

window announcing: "Your community health center needs you! We are looking for patients to serve on the Board of Directors," to the informative manner in which the practitioners perform exams, to the clinic's commitment to maintaining a health education department. Not only is health education about helping people help themselves, it influences us to do the right thing for our loved ones as well. Guillermo recalls, "I quit smoking because I don't want to end up a statistic, I have a family to think of too. I get so scared with my chest so heavy all the time, I don't want them to suffer if I ever get too sick."

The staff at the Westside Community Health Center thinks it is a crime when people like Guillermo suffer from completely preventable illnesses. Barbara Garcia, Westside's very first Executive Director, agrees that "...the health center has always proved to be a model example of community medicine. Our neighbors, those who have traditionally gone without medical care, are getting what they need because we are out there, on the front lines, looking out for the community's broader interests."

Barbara describes the Santa Cruz Westside Community Health Center as the product of a grassroots organizing effort by the Westside Neighborhood Association to provide a comprehensive medical facility on the west side of Santa Cruz. She recalls that, "...as the political climate began to shift away from the 'social consciousness' of the '60s and '70s, local community activists mobilized to meet the growing needs of their medically underserved populations." After eight years of research, planning, support-gathering, fundraising and recruiting, the health center opened its doors in June 1983.

For many years the clinic remained quite small, serving the local neighborhood's most immediate needs. At that



time, the percentage of people on MediCal was much lower, and the county's Community Hospital could provide adequate care for the medically indigent. As social service reservoirs began drying up, the health care crisis spread in epidemic proportions, causing tremendous growth in patient volume, the number of staff employed and services provided.

"Westside" no longer exclusively serves the west side. The health center is also committed to providing services for people commuting from as far north as the migrant farmworker camps in Pescadero (southern San Mateo County), and as far south as the Pajaro Valley (northern Monterey County). A satellite clinic has been added for well-child care, serving the families who live in remote areas of the Santa Cruz mountains. Jody Peugh, Lab Manager and Westside's oldest staff member, says that, "...what began as a neighborhood advocacy group's dream for a funky little neighborhood clinic unfolded into north county's major player in community medicine."

The past few years, the health center's most important role in advocating for increased access is ensuring that Westside services expand. The clinic moved into a larger, better equipped facility at a more central location to handle a 78% increase in the number of clients receiving care at the health center. From 1990 to 1991, the percentage of MediCal patients increased from about 33% to 52% of all visits. In these times of recession, layoffs, AFDC cuts, decreasing employer-sponsored health benefits, and minimal numbers of MediCal providers in Santa Cruz County, the demand for Westside's services by low-income clients continues to increase.

The clinic is advocating for local primary care expansion through a massive capital campaign by stressing the importance of the people's needs, how they are being met, and the evaluation of services in lifting the burden of disability and improving health. Michael Walker, Chairper-

son of the Board of Directors, explains that, "...local advocacy for community medicine has turned into somewhat of an epidemiological nightmare. In this ball park, advocating for sociomedical reform is all about approaching City Hall and a vast array of private foundations, with well prepared data that explicitly reveals the local community's barriers to primary care, the socioeconomic groups which are at greater risk for untreated illness, and how the county's public health system eventually pays the price of prenatal care that is not given, immunizations that are not provided, cancers that are not detected, diabetes and hypertension that are not monitored, and

mental illness that is not discovered."

This is why the health center has included advocating for further recognition and development for community-based medicine at the local level. One of the ways the clinic advocates for support is by developing its **Community Involvement Campaign**. The staff scout for people representative of the populations served, and train them as health aides and community health care advocates. The active participation of community members validates the health center as a community-based medical clinic. The Board and clinic personnel network within existing social, political and production-related organizations to secure the health center's future. It is at these local institutional levels that the community can rally a collective voice to effectively push for local support.

Westside has put together a volunteer Medical Assistant staff and seeks further patient representation on the Board of Directors. This entails community outreach, education materials, training and project coordination. In the past, Westside has had volunteers and board members trickle in and out, but with both State and federal programs cut, the clinic has no choice but to seek further community support in the form of hands-on participation both in the clinic and for their Capital Campaign. The purpose is to put the word out on the streets that there is a network of locally-based health centers, and that we can all get actively involved in looking out for the community's basic right to health care.

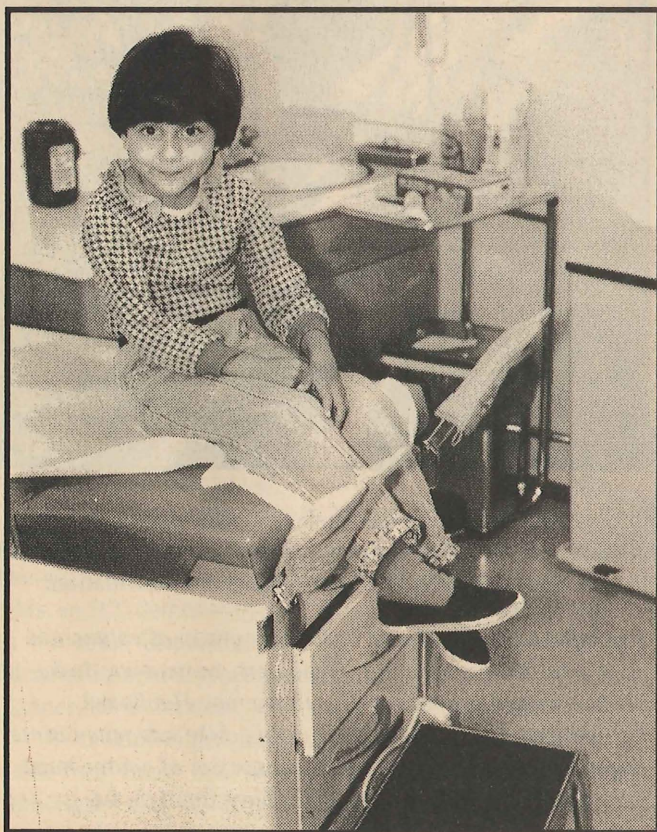
At Santa Cruz's Westside Community Health Center, the staff continues to serve the community under strained working conditions, low wages, and minimal benefits, because they believe that a health care system which neglects the basic human needs of its members puts the community as a whole at risk. Morgan Stryker, Physician Assistant, advocates that, "...to the degree that the greater 'for-profit' medical system isolates itself from America's

crisis in health care, to perceive this crisis as insignificant or inevitable...to this extent the nation is living in denial that the crisis in health care will bankrupt us socially, as well as economically." The defenders of private medicine refuse to acknowledge that our health care system is no better than the least well-served of its citizens.

We in the United States currently support a health care system which provides inadequate or no care for more than 20% of our population. The rest of us receive a graded level of provision based on our ability to pay. The medically indigent become the recipients of a compromised public health system, cared for by a small handful of grassroots community health care workers, advocates and institutions which receive little support, assistance or recognition from Capitol Hill. We live in a nation where the medical needs of the community are not provided for, and the right to health care is not respected. To the extent that we have all turned a blind eye upon the health care needs of our own citizens ...to this extent has our humanity diminished.

However, there are now over 800 community health centers nation-wide refusing to look the other way. When asked why he stayed with community-based medicine for all these years, Morgan responded, "Well, I guess you could call it an honest day's work...simply because it's the right thing to do." With a stronger community, less people fall through the safety net and more people will see a healthier tomorrow.

*Westside Clinic (now called Planned Parenthood) is located in Santa Cruz, California. Phone (408) 426-1994. Eric Bellfort is a Santa Cruz community activist.*



## Resources — Books

Connor, Eileen. *Community Oriented Primary Care*. Washington, DC: National Academy, 1983.

Perhaps this is one of the all-time important works having to do with the theory behind community medicine. Connor clearly spells out why there is a need for increased recognition for community oriented primary care.

Kark, Sidney. *The Practice of Community Oriented Primary Health Care*. New York: Appleton-Century-Crofts, 1981.

This is the "how to" manual of implementing community oriented primary care. What is so useful in this text is the wide variety of models Kark uses, so that the reader can apply whatever context works best for their local community.

Knox, E.G. *Epidemiology in Health Care Planning*. Oxford, England: Oxford University, 1979.

Never underestimate the importance of epidemiology in creating community medicine with and for the local population. Traditionally defined, epidemiology is the study of trends in disease. Knox found this definition to be too limiting for community-oriented primary care. He advocates for epidemiology to include the study of the health care system itself, as well as the barriers to care for local populations.

Churchill, Larry. *Rationing Health Care in America*. Notre Dame, IN: University of Notre Dame, 1987.

Churchill brings up some very challenging ethical questions for both health care planners and providers alike. How are needs defined? Who should define them? And should they be prioritized? He questions (and in the end praises) the existence of community health centers, and asks us if indeed they are not slapping a bandaid on one of America's greater social illnesses.

## Articles

Bigelow, Victoria and Carolyn B. Trees. "A Model for Primary Care Delivery to a Widely Dispersed Medically Indigent Population." *JAMA* 266.4 (24/31 July 1991): 563—564.

This is a piece similar to the article on the Westside Community Health Center, except that it applies more to an inner-city environment. Bigelow's approach to increasing primary care for low-income inner city people is to create a partnership between private and public institutions.

"Primary Health Care: The Chinese Experience." Report of an inter-regional seminar, World Health Organization, Geneva: 1983.

Don't miss the Chinese Experience! This report is one of my favorites because it draws many comparisons between China's Barefoot Doctors and the Mid-Level Practitioners (Physician Assistants and Nurse Practitioners).

Slater, Giuseppe R. "Reflections on Curative Health Care in Nicaragua." *American Journal of Public Health* 5 (May 1989): 648.

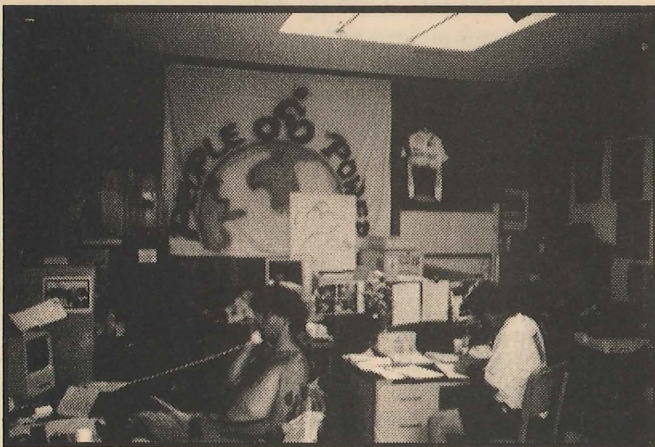
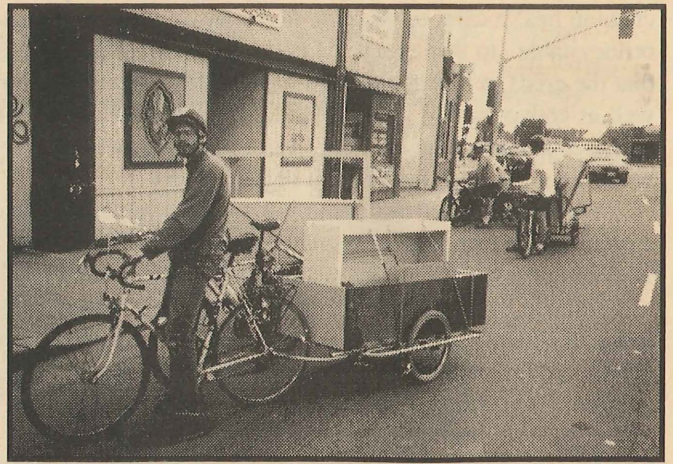
This article reflects upon preventative medicine within an international perspective. It covers a lot of what community-based clinics similarly do here in the US, but in the context of a socialized medical system.

Siegler, Mark. "A Physician's Perspective on a Right to Health Care." *JAMA* 244 (October 3, 1980): 1591—1596.

# THE HUB

For Sustainable Transportation

By Micah Posner



In March of 1995, the bicycle advocates in Santa Cruz, California, put aside for a few minutes their specific organizations and arguments, pooled their resources and started leasing a building downtown which was dubbed the Hub (no acronym, please) for Sustainable Transportation. Within a few weeks, we had our furniture donated and moved in (all by bicycle of course). Since then we have used our Hubhouse for generating plans and income, as a warehouse for bicycle deliveries, a space to sell trailers, fix bikes, and teach people how to fix bikes, endless meetings (ranging from entirely practical to entirely revolutionary in nature), a place for free food, and quite a few large parties.

The organizations that spoke the Hub are: the Santa Cruz County Cycling Club (recreational riding and community projects), Bike to Work Week, People Power (see article), Pedaler's Express (the human-powered delivery cop), and Growing Cycles (youth outreach and education

through rides and bike mechanics). Come visit us at 2048 N. Pacific, in downtown Santa Cruz, California or call People Power! at (408) 425-0665 for more information.

*Top left and right, March 3, 1995, a group of volunteers used bike trailers to haul file cabinets, computers, desks, bookcases and everything else to the new Hubhouse. Left bottom, the inside of the bustling bike advocacy center. Right bottom, to leave the bike center you of course must pass through a "bike door". Bikes have limitless uses.*

# PEOPLE ON POWER!

## Bike Activism in Santa Cruz, California

By John Welch

Bordered by redwood-covered mountains, sweeping agricultural lands, and a breathtaking bay, Santa Cruz is a pleasant setting for bicycling. It has a mild climate, clean air, natural beauty, and a fair number of bike lanes. The University community and the laid-back surfing scene make the city friendly toward alternatives like bicycling. Yet only 6% of the population commutes by bike, even though the average commute distance is short.

Bicycles have a longer history in Santa Cruz than autos. During the nationwide bicycle boom in the 1890s, bikes were a popular way to get around the city. With the coming of Henry Ford's mass-produced machines early this century, cars began to outnumber bikes on Santa Cruz streets. Post-World War II prosperity brought more cars and suburban sprawl, and bicycles got squeezed out. It wasn't until the 1970s and the new environmental movement that the idea of bicycling for transportation was reborn in Santa Cruz and across the country.

A new critical mass of bicyclists finally came in 1991 with the Gulf War. People seeing the connections between automobiles, war, environmental destruction, and community breakdown came together once again. Local activists Jessica and Jim Denevan organized a mass pedal-powered protest on the morning of January 13, 1991. Three hundred cyclists took over the streets, protesting the war, and affirming a transportation solution. There were students, parents pulling kids in trailers, senior citizens, etc., some with expensive bikes, others riding old cruisers with pets in the baskets. It was the explosive beginning of the modern bicycle movement in Santa Cruz. Jessica and Jim formed a group called 'People Power: Democracy in Motion' with aims to: (1) teach about the environmental, social, and political impacts of automobiles, and (2) demonstrate and promote the use of bicycles as the main alternative to cars. The core group included farmers, computer programmers, surfers, a welder, and a state planner, all dedicated cyclists and environmentalists.

A week after the group's first meeting, they organized a ride from Santa Cruz to the huge Gulf War protest in San Francisco, eighty-five miles away. One hundred and ten

cyclists, many of whom had never ridden past the city limits, made the 2-day trip up the coast. They made a strong statement both at the protest and along the highway. A week later, 40 more riders went to the second San Francisco protest joining over three hundred San Francisco cyclists for a truly impressive and inspiring event.

People Power soon turned its attention to the local scene. Building a model bicycling community turned out to be a lot harder than organizing protests, and People Power had its work cut out for it. Local government has been resistant to change, harboring economic concerns that limit transportation innovation. The city has focused narrowly on revenue generation since most of the downtown commercial district was destroyed in the earthquake of 1989. Many local politicians and business people feel that decreased auto-use limits consumer spending. Santa Cruz depends on tourism for a large part of its income, and politicians assume that tourists won't walk or take public transit. A city ordinance prohibiting a pedal-powered taxi service helps

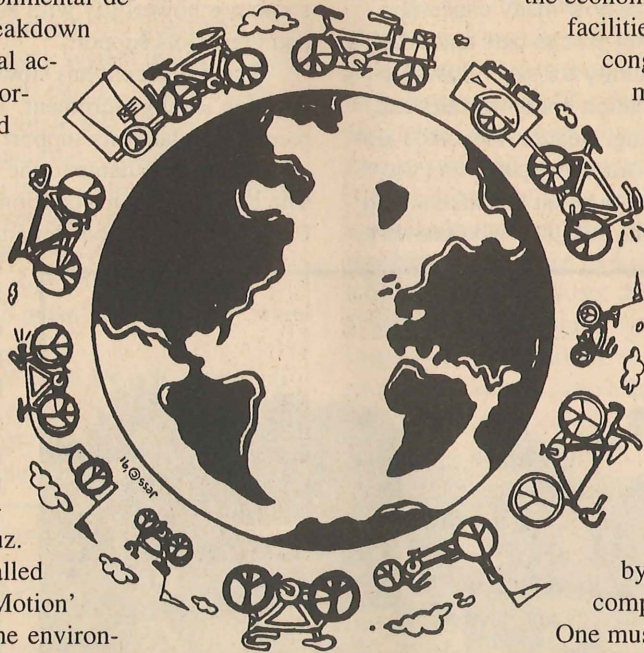
maintain the status quo. The city tries to bolster the economy with short-sighted auto facilities, even if this brings more congestion and pollution. Also, the majority of Santa Cruzans are not demanding bike infrastructure.

It's a Catch-22: politicians won't improve bicycling facilities until there are more bicyclists but many people won't ride bikes until riding becomes safer and more convenient.

The location of the University is part of the reason Santa Cruz is not yet a model bicycling town.

Unlike Davis and Eugene, Santa Cruz's University is all by itself atop an 800-foot hill, completely separate from the town. One must be in good shape to ride from downtown to the University, and the trip can take 30 minutes. The University itself lacks bike lanes on its roads. Thus the student population, ten thousand potential cyclists, is disinclined toward bicycling, and their contribution to bike activism is smaller than that of students in other college towns.

Despite the obstacles, the local bike movement is growing. People Power's events and public outreach have







*Left, by installing bike racks on buses, and below, providing good bike parking at this Santa Cruz transit station, bus stops can be spaced further apart and serve more people.*

On People Power rides, we all know it, together, and I can imagine the day when everyone rides their bikes everywhere.”

The organization’s work unites many diverse groups into a strong alliance for bicycling. Local environmentalists have turned more attention toward bicycling, and organize events in conjunction with People Power. The Environmental Council of Santa Cruz and the Santa Cruz Greens have both helped People Power with an

started to make an impact on the community. Mass rides and rallies are especially effective, usually organized around particular issues such as putting bike lanes on a certain street. Through speeches and discussions before these rides, hundreds are thinking more about cycling and the broad ramifications of automobiles. Politicians who see and read about these events realize how many concerned cyclists there really are. Discussion around cars and bikes is heightened throughout the community for several weeks after a ride. People Power information booths at fairs and rallies further help promote cycling. Regular bicyclists also benefit from these events. Susie Bradshaw put it this way, “I always know that I have a right to be on the streets with all the cars, but it feels like I’m the only one who knows it.

educational bike tour of several properties the city was considering acquiring for nature preserves. The increased political fervor around bicycling has also given a boost to existing bicycle organizations, such as the County Cycling Club and the Regional Transportation Commission’s Bike Committee. The political experience of these organizations combines powerfully with People Power’s radical idealism and grassroots support.

The movement has slowly begun to see some representation in local government. The City Traffic Commission recently declared its support for alternative transportation, and changed its name to the Transportation Commission. The Regional Transportation Commission and the City Parks and Recreation Department work closely with People

Power to organize successful annual Bike To Work Day events. A couple of bike-friendly candidates endorsed by People Power were also elected to the City Council. Officials now often seek out People Power’s opinion when making decisions affecting bicyclists.

Local politics has become a very important though often frustrating part of People Power’s work. People like me, who are new to the political world, find it difficult just to keep track of all the acronyms. Fortunately, other members of the group have much more experience with the local bureaucracy. By keeping up on all the political goings on,





*Above, Jim Denevan delivers organic produce by bike, from Santa Cruz Farms to the farmer's market.*

People Power can ensure that bicyclists' voices are heard throughout the decision-making process. We also find out which grants are available for bike projects and make sure local agencies apply for them, and use them wisely.

Some of People Power's main political goals are:

- (1) to develop a continuous bikeway system that serves the entire County of Santa Cruz;
- (2) to change local parking requirements in order to ensure ample bike parking and allow for the conversion of car parking to bike parking;
- (3) to improve bicycle access to buses going to neighboring cities;
- (4) to make traffic lights sensitive to bicycles;
- (5) to implement disincentives to automobile use, such as a gas tax, increased parking fees; and
- (6) to remove as much on-street auto parking as possible to make roads safer for bikes and discourage auto use.

While most of these specific goals are still a ways off, we've had several political successes. One of People Power's first experiences with city politics was participating in the redesign process for the earthquake-destroyed

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*One business is trying to create  
a cross-country, car-free  
bike trail called the  
National Bicycle Greenway.*

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downtown. Don Fong submitted a set of detailed recommendations, called the "People Power Plan For a Bike-Friendly Downtown." Despite opposition from planners and merchants, the hard work by Don and others resulted in many provisions for bicyclists in the Downtown Plan.

As People Power picked up more political experience, the successes got bigger. A huge victory came when People Power and local residents convinced the city not to build a four-lane car bridge through the middle of the greenbelt area. The city took People Power's suggestion and redesigned the bridge, which would have carried 50,000 auto trips per day, into a bicycle- and pedestrian-only facility.

Another hard-fought battle resulted in the removal of on-street parking from a busy downtown street to make space for bike lanes. Important parts of that battle included a petition drive, a letter-writing campaign, a huge ride through town ending

up at City Hall, and lots of speaking at public hearings. One People Power volunteer, J.B. Harrington, came up with the idea of putting notices on bikes all over town a few days before the important public hearings. This helped ensure that hearings were packed with cyclists, many of whom wore their helmets inside to identify themselves.

The bike-friendly General Plan adopted by the city is another success story. People Power involved itself in the planning process to ensure adequate provisions for alternative transportation. The Plan endorsed the idea of contra-flow bike lanes on one-way streets. It gave a high priority to the construction of many new bike lanes and it prohibited the city from removing any bike lanes in order to make more room for cars. The Plan also required developers to provide covered bike parking at certain types of new and existing buildings. Also, thanks to the efforts of People Power's Ron Goodman, the city wrote an ordinance to improve bicycle parking requirements, and allow businesses to convert car spaces to bike spaces, even if this put them under the normal car parking requirement.

While spending much of its energy in the often dry political arena, People Power's radical, grassroots events help make cycling fun. Grassroots changes in the community are even more noticeable and inspiring than the political victories to date. One now sees more families leaving their cars at home or even getting rid of them altogether. Parents pulling kids around in bike trailers or families doing their shopping by bike are no longer an unfamiliar sight. Paul and Margie Manners decided to use bikes as much as possible with their two sons, 7-year-old Lowell and 3-year-old Lionel. Lowell has his own bike and Lionel rides in a trailer. Lowell says, "I like riding bikes a lot better than being in the car. Riding bikes, you can see more things, and you can stop more." Paul says, "When we go out for breakfast together on Saturday mornings, we

often have so much fun riding around to different places that we don't come home until dark. So now I always make sure to bring along our lights."

Many encouraging changes come through innovative ideas and projects by local businesses. *Terra Nova Ecological Landscaping* has led the way in demonstrating the potential of human powered transportation. Ken Foster, a landscape contractor and owner of the business, decided to replace his pickup truck with bicycles. He worked together with a local engineer to design a trailer to carry a lawn mower and other landscaping tools. The idea worked. They soon had more trailers built and hired more



cyclist/landscapers to expand the operation, which they call the "Tread Lightly" service. In order to keep their clients somewhat clustered together, and help build community ties, they offer discounts to people who get their neighbors to sign up for the bike service. They now serve over 44 clients with several bike trailers. They're prominent riding around town, and the workers often pull over to answer questions, making public education part of their work.

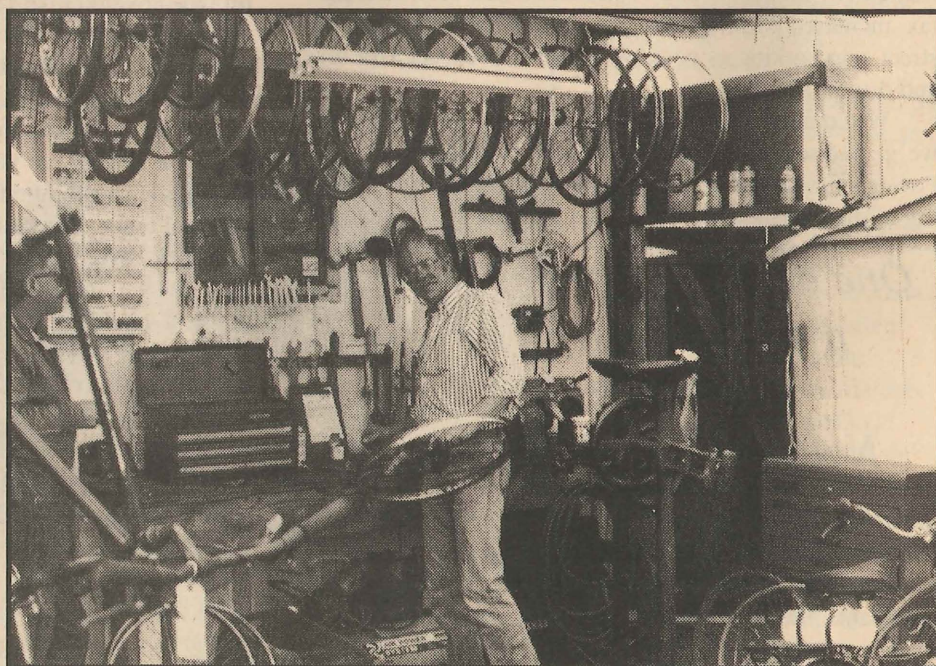
Two local bike shops, *Surf City Cycles* and *Bohemian Bicycles*, both provide used bikes, parts, and repairs to the community at reasonable prices. They stress bicycling as practical transportation for everyone, and they help get as many people on bikes as possible through extensive bike recycling programs. *Surf City Cycles* also rents bikes to tourists and local residents. *Bohemian Bicycles* has a small cycling library in their store.

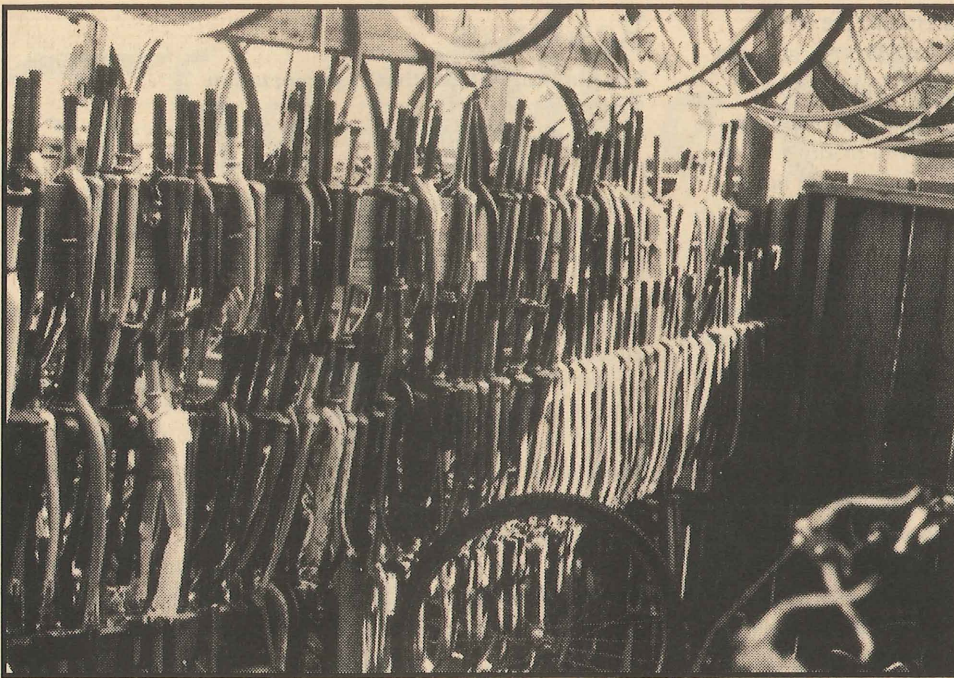
Another active Santa Cruz business is *Cycle America*, run by dedicated bicyclist Martin Krieg. Martin publishes regional travel guides for bicyclists, called the *Cycle America Resource Directories* or C.A.R.D. He's using the profits from this business to help create a cross-country, car-free bike trail called the *National Bicycle Greenway*.

Local organic farmers, restaurants, and health food stores have also participated in the movement by contributing food to be sold at *People Power* events. The organic "salad burritos" made from greens grown by

*Above, Terra Nova Ecological Landscaping serves clients with their 'Tread Lightly' service. Using bikes with attached trailers to get to customers, instead of the standard gas-guzzling pick-up. The trailers are able to hold lawn mowers, rakes, etc and can carry lawn debris to be composted.*

*Below, a funky Santa Cruz landmark, with a bicycle-helicopter on its roof, Surf City Cycles has an extensive bike recycling program. Whereas many stores no longer take on trade in used bikes, this one helps get as many people on bikes as possible without consuming lots of natural resources. Instead of giving up on that old bike, you'll be able to find that rare part here!*





*Left, Surf City Cycle's used fork collection is not only beautiful, it also saves resources and puts more people on bikes.*

*Neptune Farm* are a very popular booth item. *Keffi's Restaurant* has consistently donated delicious vegan treats. *Santa Cruz Farms* use bike trailers in carrying produce to the local farmer's market.

*Beckmann's Old World Bakery* has been one of the most active businesses in the bike movement. They give a 5% discount to customers who arrive by bike. I asked the owner, Peter Beckmann, about the success of the bike discount. "It has been more than a great success. Besides increasing business, it makes people feel good about the bakery, and it really helps encourage alternative transportation." Beckmann's has also been one of the main contributors to the annual Bike To Work Day project.

The *Santa Cruz Community Credit Union* is another organization known for its bike friendliness. They encourage their employees to commute by bicycle, providing

*The Bikes Are Good Business program shows businesses that encouraging cycling can both make money and help the environment.*

*Right, originally a Chicago Bike Federation idea, this bike parking request card published in People Power's newsletter encouraged several businesses to improve their facilities.*

showers, lockers for extra clothing, and indoor bike parking.

Partly inspired by these innovative businesses, Ron Goodman and Jessica Denevan of People Power created a program called *Bikes Are Good Business*, to help others take similar steps. The BAGB program shows businesses that by encouraging cycling, they can save money and help the environment. To make it easier for businesses to install bike parking, Ron developed an information package which

includes quality bike parking designs, tips on how to install and locate parking facilities, cost estimates, addresses of local manufacturers, and information on County funds available to help pay the costs of installation. Bikes Are Good Business in 1994 was given a \$25,000 grant from the Air Pollution District to help reduce local commuting car traffic. They used part of this money to create a "This Business Supports Bicycle Commuting" poster with information on the benefits of riding to work and tips on how to do so safely and comfortably. Another project People Power has recently undertaken is the successful annual county-wide Bike To Work Day.

With government beginning to provide more bike facilities, and more people discovering the benefits of bicycling, there now seems to be an upward spiral toward appropriate transportation in Santa Cruz. Even though the

### *I am your customer and a bicyclist.*

You should know that it is difficult to find a place to park a bicycle near your business. Good accessible bicycle parking would make your business more attractive to me and many other customers.

More and more people in our community are using bicycles for shopping and errands. This is good for our health, our environment and helps relieve traffic and parking congestion. By providing bicycle parking, your business and community will benefit.

For information on bicycle parking, where to put it, what kinds of racks are best and where to get them, how to get racks installed, etc., please contact Bikes Are Good Business at (408) 464-BAGB. Thanks!

Customer signature \_\_\_\_\_

city has yet to become another Amsterdam, the local bicycle movement is firmly planted, and bicycle activists have become stronger and wiser. One valuable lesson People Power has learned is the importance of working together. The car is one of the most sacred institutions of modern America, and trying to battle it alone can be extremely frustrating. Bike advocates need to connect with each other in order to be effective and maintain their sanity.

People Power is applying this lesson by reaching out to similar groups across the country. When they recently made comments on federal guidelines for bicycle project grants, for example, they shared their work with other bike advocacy groups in order to build a united front and save others from having to start from scratch. During its work in trying to get more bike racks on Santa Cruz buses, People Power has learned a lot from the cities of Phoenix and Portland. In order to facilitate this kind of interaction, People Power has compiled a comprehensive directory of bicycle advocacy groups in the US. By continuing this work we will hopefully reach a future where our descendents learn that the automobile was an ancient, defunct, technological mistake.

*John Welch has been an enthusiastic volunteer for People Power. The Hub author, Micah Posner, has been delivering goods around town by bicycle with attached bike trailers for Pedaler's Express and is a People Power activist.*

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*A bridge that would have carried 50,000 auto trips per day became instead a bicycle and pedestrian facility.*

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*Below, People Power assembled a bicyclist peace sign during the Gulf War. Increased cycling in the U.S. could lead to fewer petroleum-related military confrontations.*



## Resources

### The Hub for Alternative Transportation

2048 N. Pacific  
Santa Cruz, CA 95062  
(408) 425-0665

The Hub is the collective home of People Power, Bike to Work Day, The Santa Cruz County Cycling Club, PedEx Package Delivery Service, and Growing Cycles (for kids)!

### People Power

To subscribe to the monthly *People Power Update*, send \$10 for one year. T-shirts (\$10), stickers (50 cents), and a directory of bicycle advocacy groups are available.

### Bikes Are Good Business

BAGB has *bicycle parking information packets* and general information available.

### Bike To Work Day

Send \$3 for a detailed Bike To Work Day Organizing Manual.

### Pedaler's Express (PedEx)

Delivers packages using bikes with attached bike trailers.

### Cycle America

Martin Krieg  
147 South River Street, Suite 222  
Santa Cruz, CA 95060  
(408) 426-7702  
Fax: (408) 425-8533

Call or write to find out more about the National Bicycle Greenway.

### Terra Nova Ecological Landscaping

Ken Foster  
137 Palmetta  
Santa Cruz, CA 95060  
(408) 425-3514

# The Bike Column

By Danielle Janes

## Biketopia

Often cited as the world's best bicycling city, Groningen (Holland) has made an investment in bicycle infrastructure of around \$6 per resident per year since the 1970s. It's an investment that's paying off: more than half of the residents now use bicycles for transportation, and each car kept off the road saves the city around \$100 in pollution, parking and health costs. Just 18 years ago, the city began dismantling multiple lane thru-ways, replacing them with the accouterments of an efficient, compact city. A key improvement was the division of the city into four sections (traffic cells) between which car traffic was restricted, but through which walkers, bicyclists and public transport could pass freely. The city was enriched with miles of bike lanes, special bike overpasses, thousands of bike parking spaces, bicycle stop lines ahead of car fumes, bikes on bus access, benches, and trees. Car parking lots and large traffic circles were converted into parks and daily farmers' markets. Zoning changes prohibited sprawling suburban development, such as distant shopping malls. Care was taken to combine transit with bike facilities, including at least 3,000 bike parking spaces at the railway station. Developers can no longer get away with ignoring bicyclists. Bicycle garages are now required at new developments. These bicycle, pedestrian, and transit reforms free at least half the

city's population from the stop and start traffic, the congestion, and the pollution stifling residents of less carefully developed cities. *Sources: Paving Moratorium Update & Auto-free Ottawa.*

## Europeans Vote For Car Traffic Restrictions

**Zürich, Switzerland** has seen a tremendous increase in public transit use. The city encouraged this by requiring government officials to live where they work, by cutting 10,000 parking spaces, altering traffic lights to favor public transit, and adding 180 miles of bike lanes. In **Bologna, Italy**, city-wide traffic levels fell dramatically after car access to the city center was restricted and the price of public transit was

reduced. **Berlin, Germany** now allows bicyclists in bus lanes. This provides bicyclists with some escape from heavy car traffic congestion and has not caused many conflicts with buses. Early in 1994, 52% of **Swiss** voters voted to disallow construction on major roads if the construction is intended to increase vehicle capacity.

**LaRochelle, France** is also among the innovators with free bicycles around town and fixed-fare, shared taxis. **Norway** is constructing bike and walking paths along their national highways. They now have over 1,243 miles of bike highway. The National Bicycling and Walking Case Study No. 16, **Study of Bicycle and Pedestrian Programs in European Countries**, by G. Wynne (1992) shows you what is possible. The Study is also called Federal Highway Administration Publication No. FHWA-PD-92-037 and can be ordered from the Federal Highway Administration, 400 Seventh St., SW, Washington, D.C. 20590. Also see *More Bikes: Policy into Best Practice*, a survey of what constitutes Europe's best bicycle planning strategies. The price is £10 from the Cyclists' Touring Club, 69 Meadrow, Godalming, Surrey, England GU73HS. *Sources: Network News, Transportation Alternatives, People Power Update & Auto-free Ottawa.*

## Reminiscent of Amsterdam's free white bike program

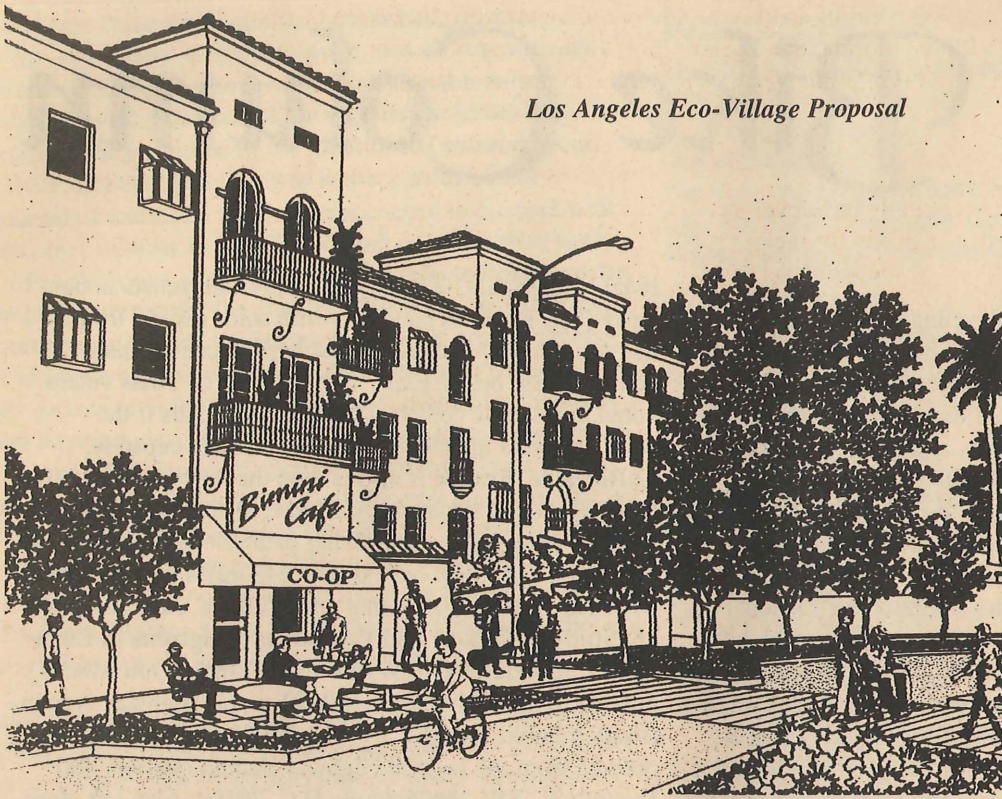
**Copenhagen, Denmark** has filled around 120 special bike stands with free bikes in its historic inner city. All you do is deposit a DK 20 coin (\$3.50) to get the bike and when you return it you get your money back. The only requirement is that you only use the free bikes on public streets within the inner city. The program is funded by ads on the bicycles, and any missing bikes can be tracked down via small directional beepers inside each bike frame. To find out more, write for the English brochure available from the Bike Foundation of Copenhagen, 61 Nyhavn, DK 1051, Copenhagen, Denmark. On a smaller scale, the City of Utrecht, Holland is renting out work-tricycles that can carry large loads for a small charge from the neighborhood eco-center. Local businesses are funding the program. *Source: Public Innovation Abroad.*

## Lottery Promotes Biking

In **Bregenz, Austria** if you've biked to work you could win 500 Austrian Schillings if you're picked in the weekly bike lotto. If you drove instead the prize goes into next week's cash prize. For info contact: Dr. Manfred Hellrigl, FAHR RAD Campaign, Vorarlberg Environmental Info Service, Montfortstrasse 4, A-6901 Bregenz, Austria. mhellrigl@vrl.gv.at.



## Los Angeles Eco-Village Proposal



stations to holders of annual commuter rail or local transit passes. The "Rainbow pass" scheme is cheaper than owning a private car if one drives less than 4,000 miles a year. It allows bus riders to get rid of the hassles of car ownership, but have cars in the neighborhood available when they are really needed. The special pass also allows the holder to take another person for free on public transit trips in the region during off peak hours. *Partial source: Public Innovation Abroad.*

### Los Angeles: Parking Lot or Eco-village?

In the midst of a city that is half parking lot, it is surprising to find an eco-village demonstration with

### Car-Sharing Promotes Walking, Biking and Transit

A large car-free residential development is being built in **Bremen, Germany**. The 210 families who will reside in the development have pledged not to own personal cars, and to instead walk, bike or use transit. Two shared cars at the development's edge will be available for emergencies. There are over 45 car-sharing co-ops in Europe. The Dutch government has even created a full-time car-sharing promoter position in their Ministry of Transportation. The **Quebec City** carsharing firm, Auto-Com is approaching their 2nd anniversary and already has nearly 170 members sharing 18 cars. To join, contact: Benoit Robert, 338 St. Olivier, app 2, Quebec City, Quebec G1R 1G5, Canada. Benoit also started carsharing in Montreal in September 1995, CommunAuto has 40 members who share 6 cars. CommunAuto is located at 4597 ave de l'Esplanade, Montreal H2T 2Y6, Canada, (514) 843-4825. *Car-Sharing works* where people have access to good public transport and live in compact, mixed-use neighborhoods!

Renault and the private water supply giant Compaigne Generale dex Eaux are cooperating to bring the local carshare club in **St. Quentin en Yvelines, France**, 50 electric cars located at six carsharing stations. Members pay 1000 francs (\$200/year) for a *contactless chip card* for gaining access to the vehicles. The city of Paris will buy a fleet of electric minicars in a carsharing arrangement for subscribing city residents. In Zürich, Basel, and Geneva, Switzerland's transit offices, the Swiss Energy Ministry, a carsharing co-op, Nissan and Europcar Interrent (a large car rental firm) are working together to rent out cars at 6 transit

a car co-op springing up. Ridership on the transit systems has also remained higher since the big earthquake, and demand for parking in L.A. county lots is decreasing due to the 1990 implementation of commuter travel allowances. The \$70 commuter travel allowance comes in county employee paychecks: county parking now costs \$70 a month, so it's the employees' choice whether to drive or save money using alternatives. For info about *Los Angeles' Eco-village Demonstration*, write to 3551 White House Place, Los Angeles, California 90004 or call (213) 738-1254. More info on how these commuter travel allowances can be set up may be found in *Cashing Out Employer-Paid Parking*, by UCLA Professor Donald Shoup, available from the Office of Technical Assistance and Safety, Federal Transit Administration, U.S. Dept. of Transportation, 400 Seventh St. SW, Washington, DC 20590, (203) 366-4000.

### Car-free Olympics?

**Atlanta, Georgia**, the site of the 1996 Summer Olympics is working on extending its on-street bike lane network in time for the flood of tourists. And one of the first prize Olympic village designs for the 2000 Sydney Olympics is car-free, highly energy efficient, and uses solar heating and lighting. The design was sponsored by Greenpeace. *Source: No Sweat News & Bicyclist Advocacy Bulletin.*

### From Malls to Mixed-Use With Housing

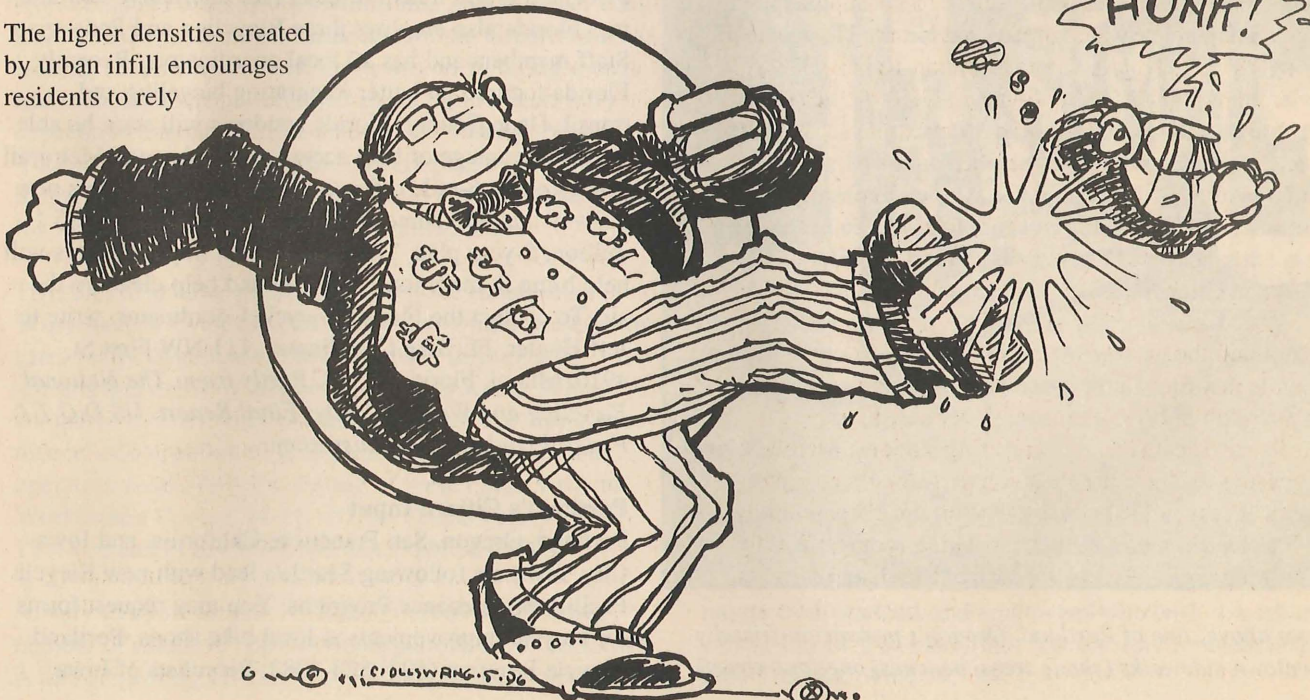
While there does not seem to be a U.S. surge in banning further car-dependent suburban development, there does seem to be an increasing awareness of the advantages of mixed-use zoning. Vast parking lot-dominated shopping

malls are being replaced with mixed-use areas of apartments, shops, and offices in Boca Raton, Florida, San Diego and Mountain View, California. *Source: No Sweat News.*

### **Paying Developers to Build Downtown Housing Saves Money**

It may be cost-effective for cities to actually pay developers to build near their city centers rather than pay for the expensive infrastructure development of sprawling suburbs, with the resulting pollution increases from these car-dependent areas. At least that is what a Melbourne, Australia study suggests. The city of Melbourne is selling downtown city land at low prices and giving property tax breaks to developers in an effort to create a more compact city. The city will save US\$95 million over 20 years for every 8,000 households created downtown instead of in the suburbs. Jackson, Wyoming is trying to save \$1.2 million while creating 200 car parking spaces for seasonal tourists. They are trying to do this by encouraging local employees to ride or walk to work. Businesses keep track of who rides or walks to work each day. Incentives for using alternatives include prizes and awards. For more info, contact Tim Young, Pathways Task Force, PO Box 1173, Jackson Hole, Wyoming 83001, (301) 733-2149. *Source: Auto-free Ottawa.* A useful guide for keeping huge super stores from locating on the outskirts of your city is titled, *How Superstore Sprawl Can Harm Communities.* It will show you how to organize to preserve local businesses. Order from the National Trust for Historic Preservation, 1785 Massachusetts Ave, NW, Washington, DC 20036. Also get a free copy of *Redevelopment for Livable Communities*, a guide that tells real-life success stories of reducing suburban sprawl. It is available from the Washington State Energy Office, 925 Plum St, SE, Bldg#4, Olympia, WA 98504-3165 or phone them at (360) 956-2132 or 956-2068.

The higher densities created by urban infill encourages residents to rely



more often on walking, biking or using the bus. The Seattle City Council hopes their new zoning changes to allow "granny flats" or accessory units to be built on formerly single family housing zoning will help. Also newly allowed are "cottage housing" developments or small, detached houses sharing a central courtyard in R1 zones (low-density residential).

### **Location-Efficient Mortgages**

The Center for Neighborhood Technology is working with the federal agency that manages housing mortgages, Fannie Mae, to create a mortgage plan for households which do not own a second car. Instead of lenders figuring in cars as assets when you apply for a mortgage, the savings from not owning a second car would increase your buying power. This will encourage less car-dependent development and help those who have chosen to not use cars. You can subscribe to CNT's 6 issues/year newsletter, *Place Matters* for only \$30. Write to CNT, 2125 West North Avenue, **Chicago, Illinois** 60647 or call (312) 278-4800, ext 113. Also see the 25 page booklet called *Clunker Mortgages & Transportation Redlining: How the Mortgage Banking Industry Unknowingly Drains Cities & Spreads Sprawl* available from Hare Planning, 1246 Monroe St, NE, Washington, DC 20017, (202) 269-9334.

### **World Bank's Transport Sanity**

The World Bank recently loaned \$3 million to **Lima, Peru** for 10 miles of paved bike paths and for a project that allows people to buy bikes in regular, affordable installments. The Bank has also established an office of "Environmentally Sustainable Development." For a copy of *Making Development Sustainable: The World Bank & the Environment*, Fiscal 1994,



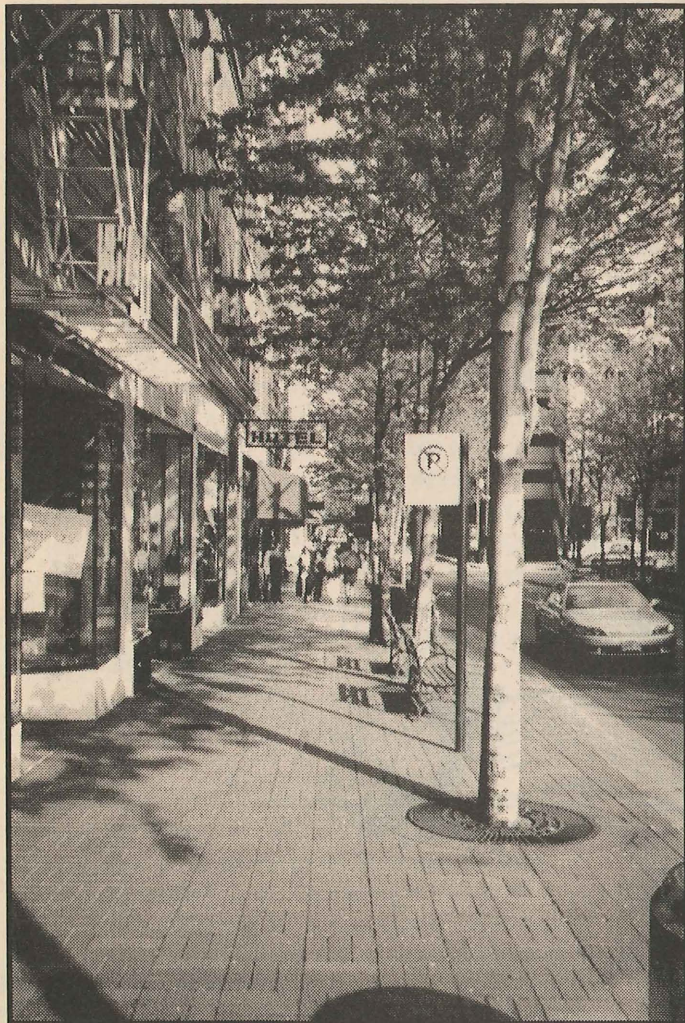
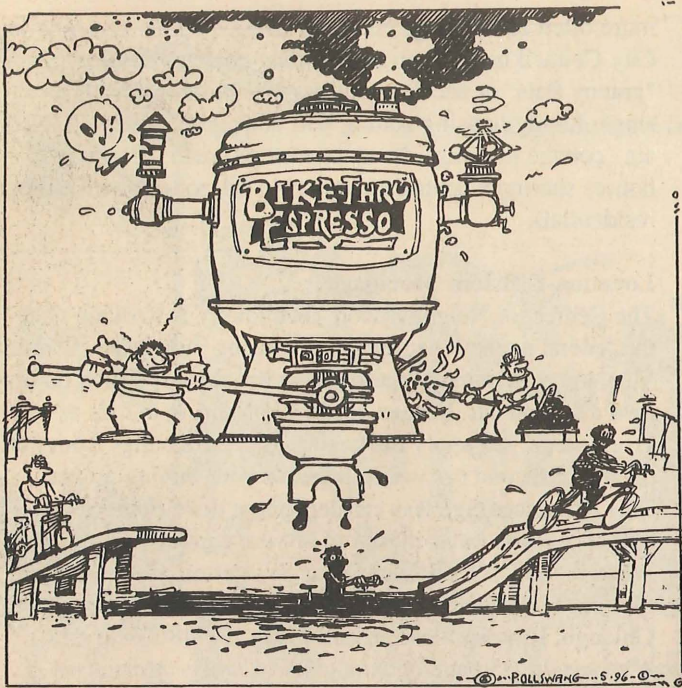


Photo above, one of Portland, Oregon's pedestrian-friendly downtown sidewalks (shade trees, benches, one-lane street).

send US\$8.95 to Publications Dept., PO Box 7247-8619, Philadelphia, PA 19170. This new trend does not seem to be carrying over to loans in Eastern Europe. The Bank just gave \$79.5 million to expand Albania's roads with no provision for alternative transport. You also may want to get a copy of *Non-motorized Vehicles in Ten Asian Cities*. Find out more about cities that depend heavily on biking, walking, pedal taxis and utility cars. FREE. To find out more write to The World Bank, 1818 H St, NW, Washington, DC 20433.

### Bikes Use Drive-Thrus, too!

Bank drive-thrus offer a quick and often rainproof way for bicyclists to deposit money. A welcome relief from taking all of your gear off and dragging it inside. One branch of the Peninsula Bank in **Pacific Beach, California** has the ultimate solution for bicycling bankers, a pedal-thru teller lane. In this pedal-thru, car drivers won't accidentally come too close or leave you with an ache in your lungs. **Palo Alto, California** is now requiring new drive-thrus to have signage announcing the service to both cars and bikes. On the other hand, Cannon Beach, Oregon has an interesting zoning law prohibiting drive-in facilities, amusement arcades, "formula foods" restaurants and mobile food vending wagons thus making McDonald's illegal! Source: *Bicyclist Advocacy Bulletin & Paving Moratorium Update*.

### Miami Bike Facilities/Transit

**Florida** has been promoting bicycle commuting more vigorously than usual lately with the establishment of the Florida Bicycle Commuter Center, located in the Florida Institute for Marketing Alternative Transportation at Florida State University. The center provides organizational support to employers, transportation management associations and transit directors for alternative commuting. Florida also employs three Bicycling and Pedestrian Staff members and has 20 local coordinators. Recently Florida focused on better integrating bicycling and transit. Dade County, Florida residents will soon be able to take advantage of bike access to the elevated Metrorail system and a 6-mile off-street bike path alongside a new busway that will come into being as part of a new \$5.1 million, 5-year plan. The multi-modal improvements will help bring in more tourist dollars and help clean up the air. To contact the Florida Bicycle Coordinator, write to Jeff Hunter, FL Bike Coordinator, 111 NW First St, #910, Miami, Florida 33128. Partly from: *The National Bicycling and Walking Study: Final Report. US D.O.T / Federal Highway Administration*.

### Portland's Citizen Input

Portland, Oregon, San Francisco, California, and Iowa City, Iowa are following Seattle's lead with new Bicycle Facility Maintenance Programs. You may request forms for bicycle improvements at local bike shops. Portland Bicycle Program (503) 823-7082, Bicyclists of Iowa

*Photo right, Second Nature Bicycles in Eugene (Oregon) delivers some of their bikes to their store with this large, bike trailer.*

City, PO Box 846, Iowa City, Iowa 52244, (319) 338-0655. Portland's alternative modes promotion efforts are in full swing with a sidewalk cafés/ vending carts program and the neighborhood block party program (which encourages residents to close their local street to vehicular traffic for a day). Partly from *\*footnote: the newsletter of the Willamette Pedestrian Coalition*, PO Box 2252, Portland, Oregon 97208. The Willamette Pedestrian Coalition's newsletter educates about the importance of sidewalks, as well as other pedestrian facilities. According to WPC, "having sidewalks on both sides of the street can reduce pedestrian accidents by 50%." You can find out more about the future promotion level of walking, biking and transit in Portland's Region 2040 plan by viewing the informational video "It's Your Turn" available at library branches, at Blockbuster Video Stores or by calling Metro at (503) 797-1888 and requesting a copy.

#### **Bike Police Update:**

Most airports are in dire need of pollution abatement programs. Rather than spend a fortune on the new, expensive, computer monitoring systems that prevent hotel vans from circulating multiple times around the airport terminal looking for passengers, one savvy airport is saving money and reducing their pollution-levels using low-tech, very dependable human bicycling monitors. **Albany, New York's** airport is using airport bicycle police to control illegal parking, traffic congestion, and perform other tasks for which bicycles are especially well-suited.

Tricycles also have a cost-effective place in airports. **Worksmen's Cycles** makes heavy-duty utility tricycles that carry really large loads. These are used in shipyards, airports and delivery services around the world. When compared to internal combustion vehicles, the utility trikes reduce indoor pollution levels and decrease repair and operation costs. To get a catalog of these bikes, write to Worksmen's Cycles, 94-15 100 St., Ozone Park, N.Y. 11416 or call (718) 322-2000, fax (718) 529-4803.

Albany's airport bicycle police are part of the growing number of effective cops-on-bikes patrols. New York City is also improving efficiency with 500 planned mountain



bike police this year. There are 52 bike cops in Washington, DC and even some in car-choked San Jose, California. Seattle has 5% of its police force on bikes. Also, note the new bike cop TV show on TBS - "Pacific Blue." *Partial source: Pro-Bike News.*

#### **Bicycle Ambulances are Lifesavers**

Denver uses mountain bike paramedics for large, crowded events. In the poorer and less accessible parts of the world, human-powered ambulances are saving lives in rural areas. Mobility Resources' tough bicycles and bicycle ambulance trailers use airless tires to eliminate flat tires. The trailers are also used in East Africa, Leogane, Haiti and Ethiopia near the Somalian border. Mobility's phone (505) 474-0550.

#### **Active Kids**

A program called *Bike Traffic* trains inner-city youths to become bike mechanics and is part of the bicycling education and promotion work of the Bicycle Transportation Center. You can rent bikes, get a good deal on bike repairs at Bike Traffic, or find out about the best bike routes at 1418 Turk Street and at the bulkhead of Pier 38 at South Beach, San Francisco. For further information contact the Bicycle Transportation Center, 2 Henry Adams St, M-95, **San Francisco, California** 94103, Phone (415) 776-2330.

#### **No Free School Parking**

Providing free parking for high school students at schools sends the message that driving, instead of public transit, is the cool way to get to school. Well not anymore in Toronto, Canada. The Toronto Board of Education now requires \$20/month from students and employees who wish to park their cars at school. For more info, contact: Environmentalists Plan Toronto, (416) 397-3073.



### Free Emergency Rides For Bicycling Commuters

Students and employees of the University of California at Santa Barbara can join a bicycle commuter program that has the benefit of free emergency rides home on weekdays and up to six days of free car parking per academic quarter. For more information, contact Melinda Norris, UCSB Parking Services, (805) 893-2917, or e-mail at po03norr@ucsbvm.ucsb.edu.

### A Bike Hotel

Near the Danube River Bike Path that runs between Regensburg (**Bavaria**) and **Vienna**, there is a bicycle hotel called *Rotel Inn* with small cabin-style rooms.

### Looking Back at Bicycle History

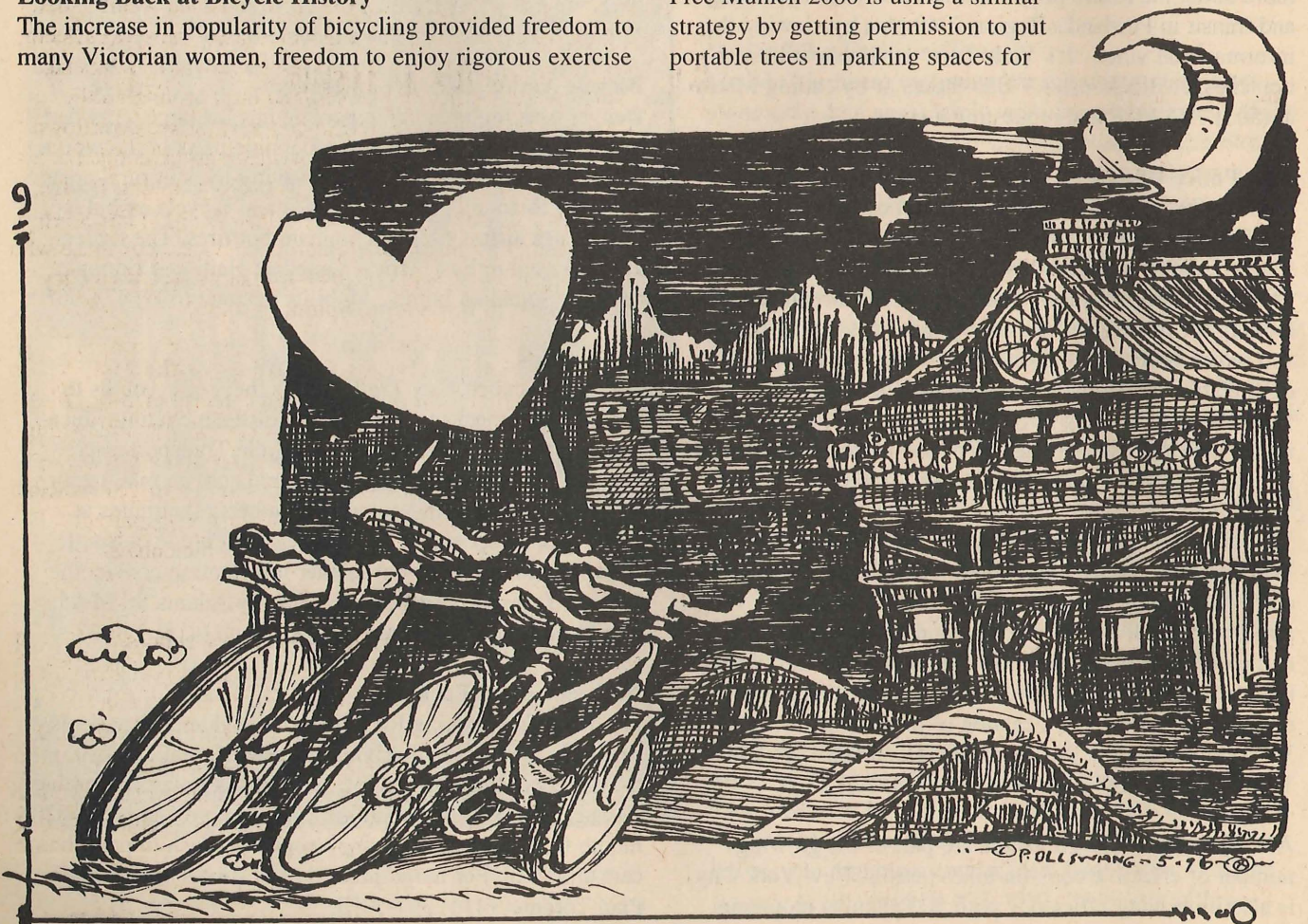
The increase in popularity of bicycling provided freedom to many Victorian women, freedom to enjoy rigorous exercise

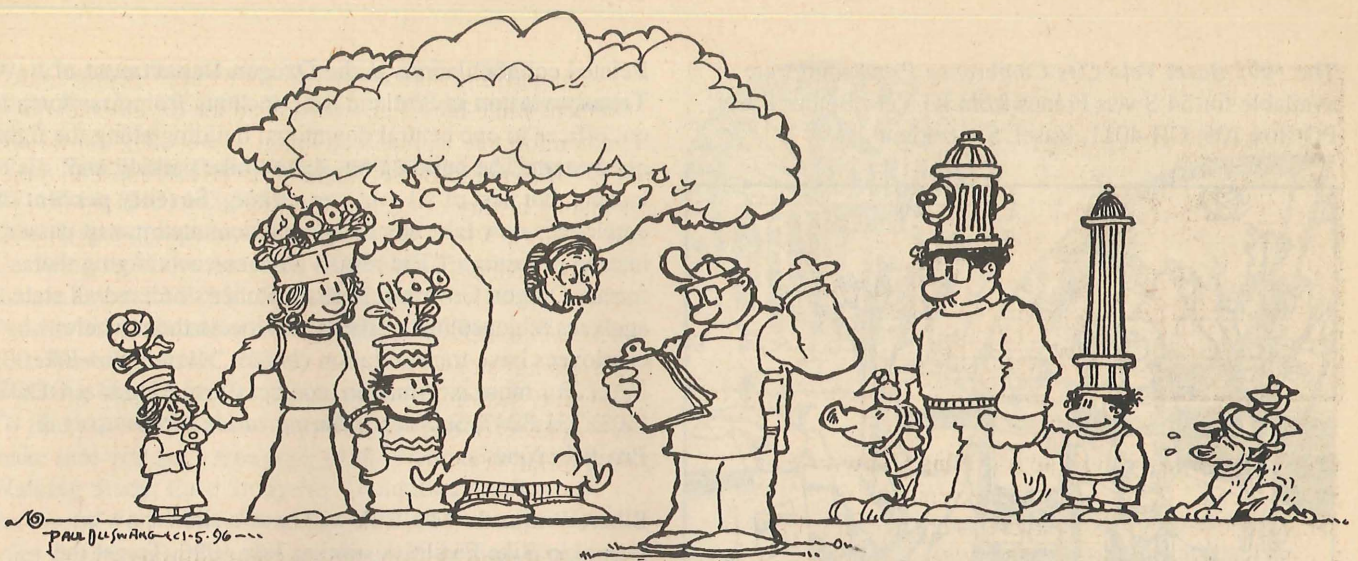
and freedom from chaperons. The need for unencumbered movement while bicycling encouraged the development of more comfortable women's clothing, as well. The *Bicycling History Museum* in Boise, Idaho offers us a glimpse into the fascinating history of cycling from the mid-19th century to modern times. Visit this varied collection at 6th & Main, Old Boise, Idaho. Phone (208) 345-5335.

The *Mountain Bike Hall of Fame* in **Crested Butte, Colorado** has an average of 4,000 visitors per month during the summer season. Don't miss learning about the wild and crazy pioneers of the practical mountain bike of today. Call the Bike Hall at (303) 349-7382 or write them at PO Box 845, Crested Butte, Colorado 81224.

### Traffic-Calming With Neighborhood Support

Speed restrictions for cars reduce the number of accidents and encourage walking, biking, and public transit use. An inexpensive, easy way to experiment with traffic-calming is to let residents see the proposed changes on the actual streets using fake bollards, planters, speed bumps, astroturf, plastic tape (for marking parking spaces), tree cutouts and benches. This was done in Switzerland, funded by a cycling club. The modular set of fake street amenities included instructions on how to organize a neighborhood meeting around the traffic calming proposal. Auto Free Munich 2000 is using a similar strategy by getting permission to put portable trees in parking spaces for





a specific time. This creates community support for permanent greening. (See above cartoon).

### Multi-Modal Transit Facilities

Whereas it is the norm in Holland, **Long Beach, California's** combined railway and bus station may be the first to offer bike rentals along with 130 enclosed guarded bike parking spaces. This innovative full-service bike facility called The Bikestation employs two people and will extend the area that transit users can reach. ISTEA and a matching grant from the Metropolitan Transportation Authority are making the project possible.

The League of American Bicyclist's President Allen Greenberg in cooperation with other bicycle, environmental and transit groups, has offered assistance to Amtrak for finding ISTEA (government) funds to make bicycle parking improvements at Amtrak stations and to put hardware on railcars for carrying fully-assembled bicycles. You may contact the League of American Bicyclists at 190 West Ostend Street, Suite 120, Baltimore, MD 21230.

## Conferences

**1996 Transportation Enhancements Conference: Better Transportation, Better Communities** occurs at the Hotel Washington in **Washington, DC** from **June 9-11, 1996**. Sponsored by the Federal Highway Administration. The price is \$150. Contact Shannon Buono (RTC) at (202) 797-5400.

**ProBike/ ProWalk 1996** will be held **September 3-6, 1996** in **Portland, Maine**. Around five hundred bicycle advocates will gather at this conference taking place at The Holiday Inn by scenic Casco Bay. There will be over 70 workshop sessions to pick from. The hotel location also has easy pedestrian and bicycle access to the Old Port Historic District. To get registered, contact Bruce Burgess at (802) 388-2453 or send your name/address to Pro Bike/Pro Walk, c/o BFA, 1506 21st Street, NW, Washington, DC 20036. (202) 463-6622. Fax (202) 463-6625. Email

*Above, proposed traffic calming measures can be tested out in advance. For example, Auto-Free Munich uses portable trees to get community support for permanent ones.*

BIKEFED@AOL.com. The conference price is \$350 before July 31st, \$395 after. The hotel room is \$87 per room.

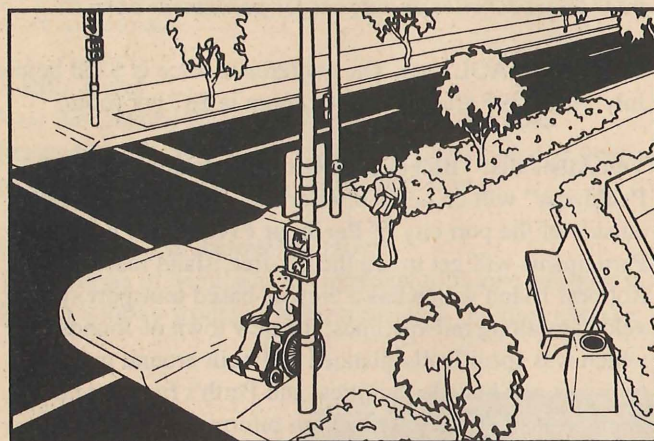
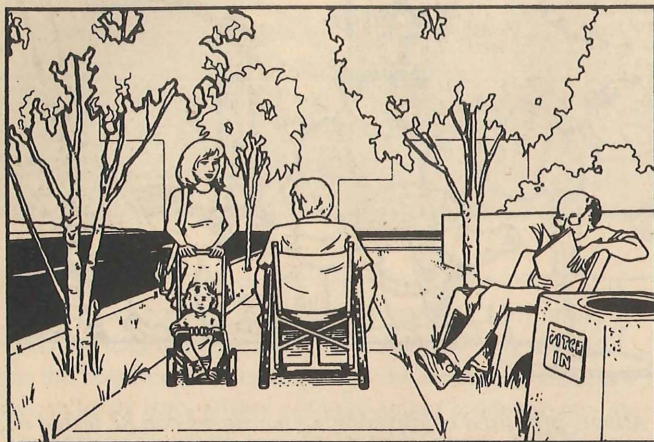
**VeloAustralis: "Bicycles: A Global Solution to Local Problems"** will be held **October 28 - November 1, 1996** outside of the port city of **Perth, at Fremantle, Australia**. Participants will get to see the car-free island resort called Rottne Island which has a bicycle-based transport system; veloways along railway lines; the new town of Joondalup which was specifically planned and built around public transport and bicycle facilities; and Perth's free downtown public transit. To get registration information, contact Promaco Conventions Ltd., PO Box 890, Canning Bridge, Western Australia 6153. Phone +61 9316 8311. Fax 9316 1453. Email promaco@cleo.murdoch.edu.au. For those who like to plan way ahead the **1997 International Velo City** will be held in **Barcelona, Spain**.

The second annual, **Cycles: An Option for the 21st Century** will be held in **Cuba from December 2-6, 1996**. Participants will see a country transformed into a bicycling nation in just the few years since the fall of the Soviet Union. For registration info, contact Humberto Valdes Rios, Institucion de Investigaciones del Transport, Apartado 17029, Habana 17-11700, Cuba. E-mail bicicuba@tinored.cu.

### Proceeding of Previous Velo-City Conferences

*The Civilised City - Responses to New Transport Priorities* is a compendium from the Velo-City Conference in Nottingham, England in September 1993. Filled with 200 inspiring illustrations, this 550 page book is a handy reference for bike improvements around the world. Available at a price of £65 from Sue Jacques, Nottinghamshire County Council, Fax 01144-1159-774631.

The 1995 *Basel Velo City Conference Proceedings* are available for 54 Swiss Francs from IG Velo Beider Basel, PO Box 105, CH-4011, Basel, Switzerland.



*Above.* Drawings from the *Walkable Communities* booklet on how to design walking facilities for a diverse community. To find out how to sponsor a *Walkable Communities* workshop, call Denise McCormick, Pedestrian Federation of America, at (202) 463-6622.

## Northwest News

Next time you ride Amtrak anywhere between **Eugene, Oregon and Seattle, Washington**, call to reserve a space for your bike along with your seat reservation. They have space for bikes in the lower level of the coaches. Contact Amtrak reservations at (800) USA-RAIL.

The City of **Portland, Oregon** places bike racks at businesses free of charge and does not require a permit. Unfortunately the City of **Eugene** charges \$125 for a revocable permit fee as well as a 7% administration fee and a yearly fee for racks on city property, except downtown. You can learn more from *Developing Bike Central: Facilities to Encourage Bike Commuting in Downtown Portland*. A summary of a city initiative to start a network of multiple, end-of-trip bike facilities. Contact: Bicycle Prog., City of Portland, 1120 SW 5th Ave #730, Portland, Oregon 97204.

Belated congratulations to the **Oregon Department of Transportation** in Portland for relocating from four spread-out offices to one central downtown building along the light rail system. The building has secure bike parking and lockers, but best of all-- *no car parking*. **Seventy percent** of employees now take advantage of discounted transit passes, instead of driving. "The results were so encouraging that former Oregon Governor Barbara Roberts ordered all state agencies to consolidate offices and locate them where employees have transportation choices," writes *Pro-Bike News*. For more information, contact Carol Moore at ODOT (503) 731-8247. Sources: *Transportation Alternatives & Pro-Bike News*.

Bike Coordinator Mia Birk will have a slide show on European Bike Facilities starting July 1996. To get the show in your community, contact the Portland Bike Program, 1120 SW 5th Ave, Rm730, Portland, OR 97204, (503) 823-7082, fax 823-7576, e-mail bikepdx@igc.org.

## Pedestrian Action

*Walk Tall: A Citizen's Guide to Walkable Communities* shows the average person how to make streets pedestrian-friendly. Some suggestions include traffic-calming, narrowing traffic lanes and widening sidewalks at intersections, reducing speed limits to 18 mph, making a continuous sidewalk network and encouraging a grid street layout. To order a copy send \$2 to the Pedestrian Federation of America, 1506 21st Street, NW, Suite 200, Washington, DC 20036. They also have *Walkable Communities Training Workshop* and the *1993 Bicycle Advocate's Action Kit*, for more info contact Megan Maguire, fax (202) 463-6625.

### Walking Buses

The number of children aged 7 and 8 allowed to walk to school on their own in England has fallen from 80% in 1971 to 9% by 1990. One solution is used in Far East. In Japan, young children of all ages pick each other up along their walking route to school and all go together. The smallest ones wear bright clothing and all raise their hands when their walking group crosses the street. A parent chaperon could function as an added safety for these "walking buses" in less secure areas. See pages 30-31 for information on a different program for kids called "Bike-to-School and Back". *Partial source: Auto-free Ottawa.*

### Pedestrian Advocacy

Besides the Willamette Pedestrian Coalition in Portland, Oregon (see address on page 23), a number of walking advocate groups are becoming more visible including: **International Federation of Pedestrians**, 3500 Race St, Philadelphia, PA 19104  
**Ottawalk**, Box 52036, 41 York St, Ottawa, Ontario K1N 5S0, Canada  
**Sensible Transportation Options for People (STOP)**, 15405 SW 116th Ave, #202B, Tigard, Oregon 97224

Walk Austin, PO Box 1568, Austin, Texas 78767

Walk Boston, 156 Milk St., Boston, Massachusetts 02109, (617) 451-1570

Walk New York, Randy Wade, 299 West 12th St #1F, NY, NY 10014, (212) 645-8056

Other larger groups include:

Coalition to Make America Walkable (Prevention Mag), Rodale Press, 33 E. Minor St, Emmaus, PA 18098

Pedestrian Federation of America, 1506 21st NW, Suite 200, Washington, DC 20036

Walking Magazine, 9-11 Harcourt St, Boston, MA 02116.

To find out what makes a great bicycling and walking city, make sure you get a free copy of the National Bicycling and Walking Study, Case Study No. 18 entitled *Analyses of Successful Provincial, State and Local Bicycle and Pedestrian Programs in Canada and the United States* (Publication No. FHWA-PD-93-010). (The address is on page 19).

Pedestrians in New York City, San Francisco and Portland, Oregon are benefiting from ordinances that require the bases of buildings to be designed with intricacy and care. Perhaps these should be extended to include enhancing the rest of the building, but it is better than completely ugly streetscapes. Traditional 1930s designs for lamp posts, bus stops, benches and manhole covers are being revived by artists in Seattle. In Portland, salvaged cobblestone is used to tame cars' speeds, encouraging pedestrians and lightrail to share the public space. (See photo, page 28).

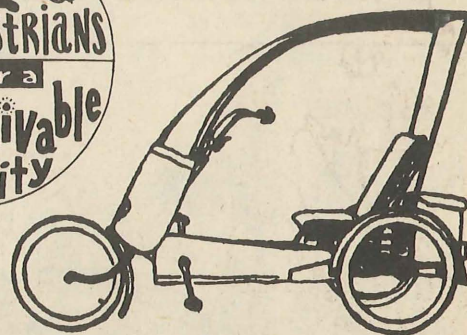
### National Bicycle and Pedestrian Clearinghouse

The National Clearinghouse represents a cooperative effort of the Federal Highway Administration, the Bicycle Federation of America and the Rails-to-Trails Conservancy. The Clearinghouse provides info on biking and walking programs and issues from several sources: government documents, experts in human-powered transportation, and referrals to other organizations. To find out more about what is available, contact The National Bicycle and Pedestrian Clearinghouse at 1506 21st Street NW, Suite 210, Washington, DC 20036. Phone (202) 463-8405, Toll-free (800) 760-NBPC, fax (202) 463-6625.

## Book Review

***Bike Cult: The Ultimate Guide to Human-Powered Vehicles.*** By David B. Perry. Price \$23.95. Paperback. 608 pages. ISBN 1-56858-027-4. Publishers Group West. Contact John Oakes at (212) 206-8965.

*Bike Cult* is a book that goes far beyond your expectations. Every conceivable sustainable transport resource is packed into one hefty book. Speed past the history of bikes into the magical world of possibilities for human-powered transport. The 700+ illustrations allow you to explore the most bicycle and pedestrian friendly communities around the world. The author, David Perry, is one of New York City's *Transportation Alternatives* writers. *Bike Cult* will turn on



your passion for promoting this sensible transport choice and give you the tools for creating positive changes. For example, you can find out where to look to order cargo cycles for carrying heavy loads:

- small wheel gravity front carrier bikes (Royal Enfield)
- long wheelbase front loader bikes such as:
  - Long John by Smith & Company - SCO
  - Long Emma by Pashley
  - Long Haul by Human-Powered Vehicles

Also you can find out that western-made pedicabs often have fiberglass bodies and stereo systems, such as the Paradise Pedicab of Hawaii and the Trans Canada Pedicab of Vancouver. Pedicabs are free in downtown Giessen, Germany — paid for by advertising.

You'll learn handy statistics (presented more thoroughly than this):

### Percent of daily trips by cycling in selected cities, 1989

City	% of daily trips	% land for streets
Tianjin, China	77%	4.8%
Groningen, Holland	50%	Not Available
Erlangen, Germany	26%	Not Available
Tokyo, Japan	25%	Not Available
Manhattan, U.S	8%	40-60%
Saudi Arabia & UAE	Bicycling Prohibited??	

You'll also find a bevy of good ideas that have been put into practice around the globe. Bicycle Express buses, called Fahrradexpress, are offered in Germany and connect to several recreational bike routes in Wiesbaden, Bonn, Bremen and Wuppertal. The special buses have some of their rear seats removed to accommodate passengers' bikes on hooks. In Holland, more than 10% of highway construction funds were devoted to cycling projects, while the U.S. spends less than 1% of all transport funds for cycling and non-motorized vehicles. Some Dutch towns have ofos, or areas in front of cars at traffic stops where bicyclists can get a head start.

There are so many innovative ways that bicycling has been promoted and supported around the globe, you really need to read this well-written book to get the full inspiration!



## Transit Advocacy

The American Public Transit Association has come out with a practical reference guide for advocates and planners alike. *The 1994-95 Transit Fact Book* will show you how much it will cost to improve your bus service, how much is saved by using transit and much more. Free from American Public Transit Association, 1201 New York Ave, NW, Washington, DC 20005, (202) 898-4000.

Transit operators in several European cities encourage ridership via co-sponsorship with hotels, department stores, major employer contracts and local taxi operators. In one city, free bus passes are given out to hotel patrons. Citizen advocates could surely sign on local businesses.

After an initial trial period, **Karlsruhe, Germany** is increasing the number of dual mode commuter rail cars. These rail cars can use both urban lightrail/streetcar tracks and heavy-gauge, interurban railway tracks. The urban lightrail network is automatically extended to the areas within the city already covered by normal long-distance rail lines, saving costly duplication. Furthermore, the dual cars can give riders the convenience of reaching out-of-city destinations like the weekend favorite Black Forest resort area, without the hassle of transfers to heavy-gauge rail cars. The Transportation Research Board is looking into the convertibility of the rail cars for North American application. *Source: Public Innovation Abroad.*



## Bike Column Sources

*Auto-free Ottawa*, Box 57006, 797 Somerset Street, West, Ottawa, Ontario K1R 1A1, Canada (614) 234-0943. Subscriptions: \$20 Canadian dollars/year. Email to [Majordomo@flora.ocunix.on.ca](mailto:Majordomo@flora.ocunix.on.ca).

*Bicyclist Advocacy Bulletin*, The League of American Bicyclists, 190 W. Ostend St, Suite 120, Baltimore, MD 21230, (410) 539-3399.

*Network News*, The Bicycle Network, PO Box 8194, Philadelphia, PA 19101, (215) 222-1253. If you send editor John Dowlin original copies of unusual bike articles, he'll send you a copy of this compendium magazine.

*No Sweat News*, PO Box 10346, Olympia, WA 98502, (206) 352-1753, fax 352-8526.

*Paving Moratorium Update*, PO Box 4347, Arcata, CA 95521, (707) 826-7775. Membership is \$30/year.

*People Power Update* (Issue 21), 226 Jeter Street, Santa Cruz, CA 95060. Membership is \$10/year.

*Public Innovation Abroad*, 444 N. Capitol St, NW, Suite 345, Washington, DC 20001, (202) 434-4850. \$40/year.

**Pro-Bike News,**  
Bicycle Federation  
of America, 1506  
21st St., NW,  
Washington, DC  
20036, (202)  
463-6622.

**Transportation  
Alternatives,** 92  
Saint Marks Place,  
New York, NY  
10009. Membership  
is \$35/year. (212)  
475-4600. Fax (212)  
475-4551. E-mail:  
transalt@ecnoryc.com

**New to RAIN**  
*Bike Culture,* 4 New  
St, York, England  
Y01 2RA.  
Cost: £20.



*Bike Culture Quarterly,* Open Road USA, PO Box  
291010, Los Angeles, CA 90029, (213) 468-1080,  
Open Rd USA@ aol.com.

*Bicycle Mobile Hams of America,* Box 4009-RC,  
Boulder, CO 80306, (303) 494-6559. Learn how to  
communicate by radio while on your bike. Member-  
ship with quarterly newsletter is \$10/year.

*The Folding Society,* 19 West Park, Castle Cary,  
Somerset, England, BA7 7DB. (About folding  
bikes).

*Sustainable Transport, Institute for Transportation  
and Development Policy,* 611 Broadway, Room  
616, New York, NY 10012.

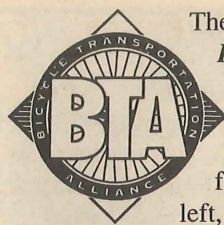
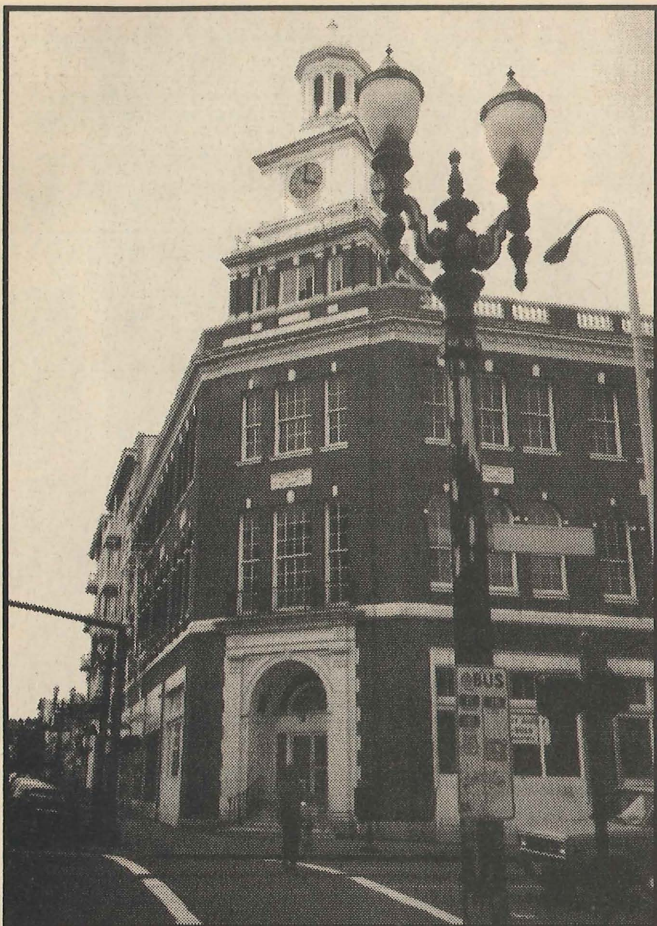
*Transportation Quarterly,* ENO Foundation, 44211  
Slatestone Ct, Lansdowne, VA 22075,  
(703) 729-7219.

*Urban Ecology Journal,* 405 14th St, Suite 701,  
Oakland, CA 94612, (510) 251-6330.

**Photos,** Portland, Oregon streetscapes from the  
renovated historic trolley to the ultra-modern MAX  
light-rail system. Transit in the downtown core is  
free. Just hop on and enjoy! Notice the old cobble-  
stone used to delineate the lightrail lane from the  
slow-moving, single car lane. Crosswalks and  
sidewalks have smoothly laid orange brick that  
command driver respect. The small streets encour-  
age slower car speeds which is great for bicyclists!



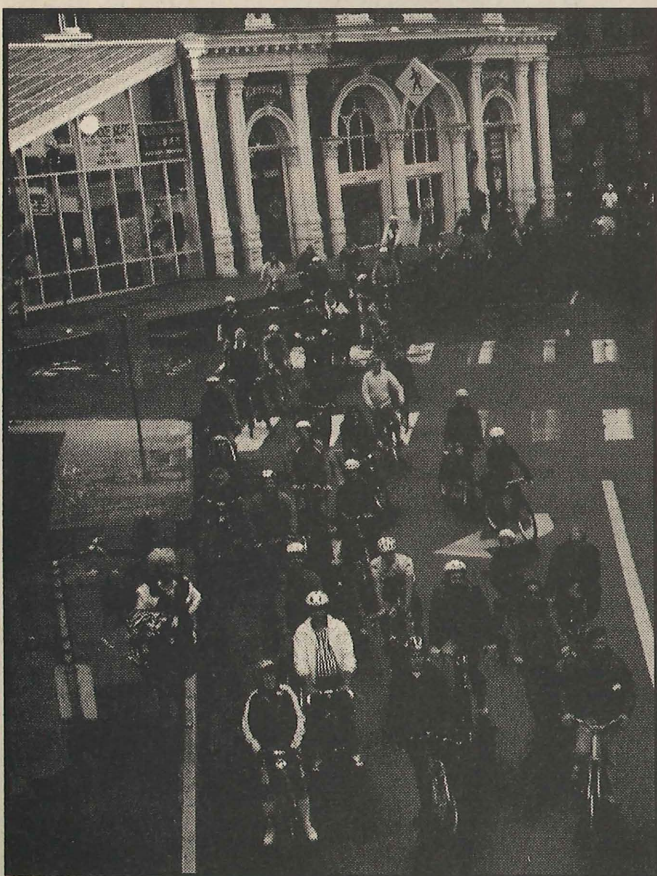




The highly effective bike advocacy group, **Bicycle Transportation Alliance** has broadened its focus from the Portland area to all of Oregon. Their storefront office is located in this beautiful, old downtown building (see photo at left, an imitation of a famous building in Philadelphia) at 1117 SW Washington between 11th and 12th in Portland, Oregon.

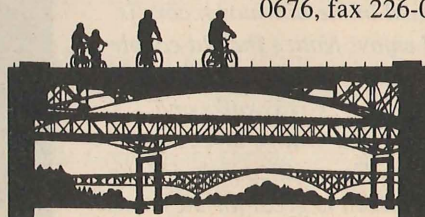
**BTA's accomplishments:**

- ☒ Helped get bikes on all the Portland buses as of February 1995 by getting 5,000 signatures and working with the transit agency, Tri-Met.
- ☒ Organized a group of volunteers to monitor governmental transportation-related projects and plans. They keep bicycle access and safety on the transport agenda.
- ☒ Worked to gain better access for bicyclists and pedestrians on the Willamette River bridges. These bridges link the city together. \$1 million was spent last summer for improvements.
- ☒ After two years of pursuing alternatives, successfully sued the City of Portland. The city must now comply with Oregon's 22-year-old Bicycle Bill requiring that all new roads have bikeways and footpaths.
- ☒ Established the Bicycle Parking Enhancement Program, along with the Association for Portland Progress and the City of Portland, to upgrade employee and customer bicycle parking at ten major Portland employment centers.
- ☒ Ensured that the extension of the West Side Light Rail would include a bicycle and pedestrian bridge over US26 Sunset Transit Center.
- ☒ Furnished secure bicycle parking for special events such as Bike Fest, the NW Brewers Festival, Waterfront Blues Festival, The Bite, Rose Festival Air Show, etc.
- ☒ Started the Bicycle Registry and Recovery Program for members' bicycles and helps Portland Police recover lost or stolen bicycles.
- ☒ Began a Bike-to-School & Back program where kids are escorted while bicycling to and from school.
- ☒ Increased membership in BTA from 300 to 600.
- ☒ Created an awesome color poster that shows the large amount of space cars take up on the street compared to bikes. **Photo at left shows 1/6th of the poster. \$15/each.**



BTA membership is \$20 for a regular membership, \$35 for a household, \$40 for professionals, \$50 for membership and a t-shirt (m, lrg, X-lrg in olive or yellow, front BTA wheel, back reflective "ONE LESS CAR"). Send to POB 9072, Portland, Oregon 97207. For volunteering, call (503) 226-0676, fax 226-0498, web address:

<http://www.teleport.com/~bta4bike>. Office hours are Monday through Friday, 9-5pm.





Winner of the 1996 Renew America award, *The Community Cycling Center* promotes bicycling through educational classes for children, teens and adults. In a pretty, old building (see photo at right), kids, 8-17 years old, can *earn* a bike by completing a basic repair, riding and security skills course called **Learn-A-Bike**. Teenagers, 16-20

years old, can learn the skills to operate a bicycle shop through CCC's **Vocational Education** program. **Bike-to-School-and-Back** is for kids 8-13 years old, to learn to safely ride with an adult escort and schoolmates. The **Community Cycling Clubs** provide 8-13 year olds the opportunity to learn group riding skills and more about Portland's culture.

The Community Cycling Center survives by grants, sales of donated bicycles, and class fees. Mark Meikle, the full-time lead mechanic and sales manager, has a warm smile for all eager persons interested in bike repair. Dedicated volunteers are the backbone of program. Volunteers often start out as students at the Center. There are no special qualifications for helping out, except enthusiasm for teaching bicycling. Community support is bolstered by donations from many businesses. Protec has given free helmets, Kryptonite free locks and Bike Gallery free bike accessories along with many other businesses.

To earn a bike, you get to pick one from a huge assortment in CCC's basement. They come in all sizes and condition. Then you take a course to fix it up. After that off you go! CCC also sells kids and adult bikes at low prices.

A \$25 donation will help one child receive safety gear in the Learn-A-Bike course and you'll get CCC's newsletter for one year. If you send \$40 you'll also be able to sport their yellow t-shirt with the cool logo above.

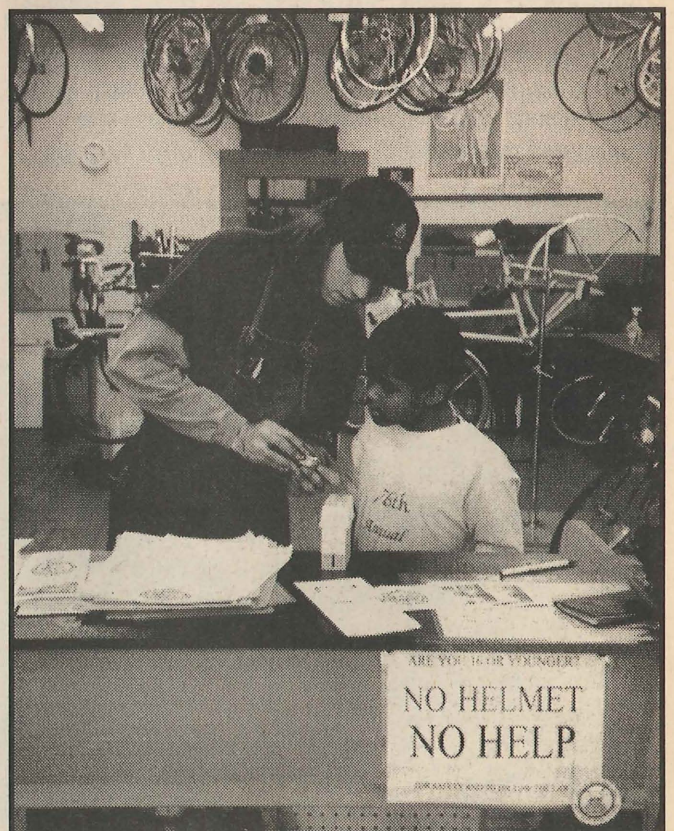
The Community Cycling Center is located at 2407 NE Alberta, Portland, Oregon 97211. The Center is open Tuesday - Friday, 3-7 pm and Saturday, 10-6 pm.

#### **We Need Reader Feedback:**

Do you have news you'd like to see published? Write to Danielle Janes, The Bike Column, PO Box 30097, Eugene, Oregon 97403, USA.

#### **Corrections:**

The Cascade Bicycle Club's new address is 444 North Ravenna Blvd. #202, Seattle, WA 98115.



# Rochdale: Strikes, Debts, Gin and the Origins of the Modern Cooperative Movement

By Axel Schaefer

In its literature, my neighborhood food co-op notes its historical debt to the Rochdale Society of Equitable Pioneers and their principles. We have much in common with these pioneers. In the Fall of 1844, Rochdale workers and artisans began their democratic experiment in order to fight drug abuse, adulterated food, burdensome public and private debt, and industrial exploitation, problems still with us today. Their alternative institutions laid the foundation for the modern co-op movement.

The cooperative endeavor of the Rochdale weavers, wool sorters, tailors and other artisans did not first amount to much. They began by selling flour, oatmeal, sugar, butter, and candles from a small store located on Toad Lane — “not a very inviting street,” the cooperator and popularizer of Rochdale, George Holyoake recalled, “its name did it no injustice.” Nonetheless, this store became one of the most reliable of their cooperative ventures.

Rochdale, located in the industrial heartland near Manchester, England had a population of 25,000 in the 1840s. It shared the plight of painful social and economic upheaval as a result of rapid industrialization. Together with Leeds and Manchester, Rochdale was a hotbed of strikes, riots, and working-class activism. The founders of the co-op, who called their organization the Society of Equitable Pioneers, regarded bad food, gin, and debt as part of a cycle of poverty and dependence they wanted to break. Employing the moral cant of the nineteenth century, they railed against credit as a social evil that destroys self-respect and responsibility. They would supply “only the

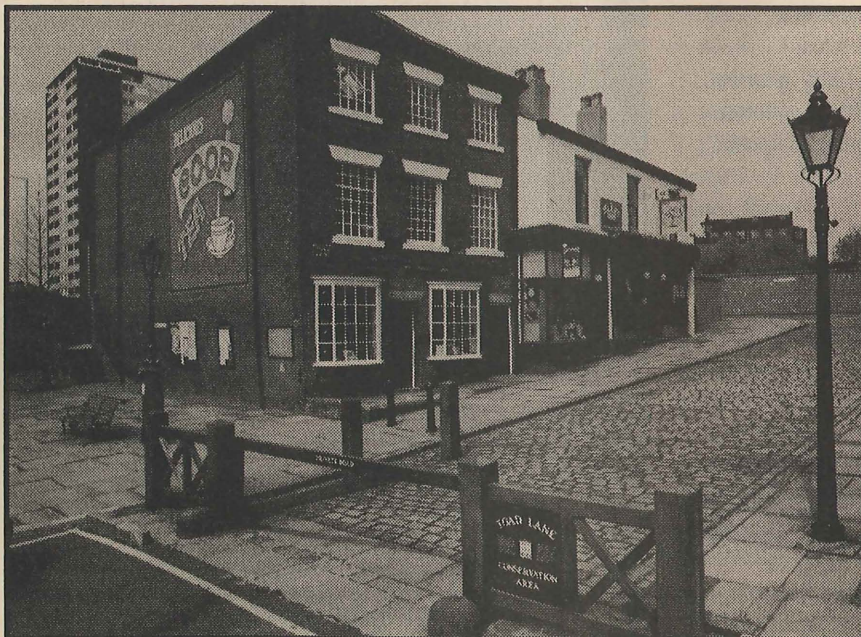
purest food,” giving “full weight and measure.” They announced that “for the promotion of sobriety, a temperance hotel be opened.” The store would give no credit and neither “sell nor purchase any article except for ready money.”

During an unsuccessful strike in 1844, many weavers had fallen into debt with local shopkeepers, who were themselves having difficulties. If they did not extend credit to poor working-class customers, they would lose them to the competition. Yet, in order to cover these risks they had to charge ever higher prices, or offer adulterated goods. The renewed cooperative impulse of the mid-1840s was as much fed by anger towards local shopkeepers as by disgust with the factories. “He says he was never *out* of debt with a shopkeeper for fourteen years,” ran the typical story of a new co-op member, “and had he not belonged to the Society in 1847, he would have been obliged to apply to the parish officers for relief.”

The Pioneers’ call for temperance reflected the concerns of nineteenth-century reform. Temperance, however, did not mean teetotaling, or total abstinence. It was directed against liquors such as gin, which had a devastating effect on working-class people. Distilled spirits implied sin, depravity, and madness, while fermented ales remained acceptable, and the Pioneers were not shy about meeting in places such as the local “Labour and Health” beerhouse. The Rochdale cooperators saw gin as the cause for the destruction of the social, as well as, moral character of the individual. They refused to deal in liquors, although the “temperance hotel” they had planned never was built.

The debtor was a common nineteenth-century symbol for moral decline. By excluding credit and liquor, the cooperators expressed their desire to raise themselves, without outside help, to the level of middle-class respectability. This was a two-edged sword. By wishing to overcome industrial class distinctions, they excluded many of the poorest and most indigent workers from the cooperative. They wanted to attract the thrifty artisans and offer them the means to independence, but “the cooperative never succeeded in reaching down to the lower levels of the working-class.” While their membership was open, their strict rules and regular collections of share payments kept the

*Left. The original Manchester Co-op store is now a museum.*



poorest workers away. For those who could lose their jobs at any moment, the only options were indebtedness and the dreaded poorhouse, where they would be separated from their wives and children.

The Poor Law of 1837 made matters worse, events strangely reminiscent of recent welfare reforms. The old English Poor Law had provided for direct relief payments during periods of unemployment, rather than confining people to poorhouses. The rapid disappearance of cottage industry via advance of centralized industrialization increased the need for relief. But the rising tide of unemployed led to calls for confinement to workhouses. The reforms of 1837 gradually did away with direct relief payments and introduced work requirements. Relief payments and conditions in the poorhouses were intended to deter people from becoming poor to make them seek employment, rather than support them during times of hardship they could not avoid.

The cooperative ventures of the Pioneers were shaped by the social, moral, and intellectual impulses of their time. Many Rochdale cooperators had been active in both the Chartist movement, which called for universal male suffrage, and the cooperative movement inspired by Robert Owen, which aimed at setting up industrial cooperative villages. The moral and religious fervor of Methodism that swept through Britain in the eighteenth century left an indelible mark on the Rochdale Pioneers, stressing frugality, utility, worldly success, and disdain for church hierarchies. These tendencies merged with the tradition and pride of the artisan, and the desire to escape becoming an industrial proletarian.

The artisans of Rochdale did not venture into uncharted territory when they set up their cooperative store, but they forged a set of principles that had not been successfully combined up to that time. In addition to pure food, open

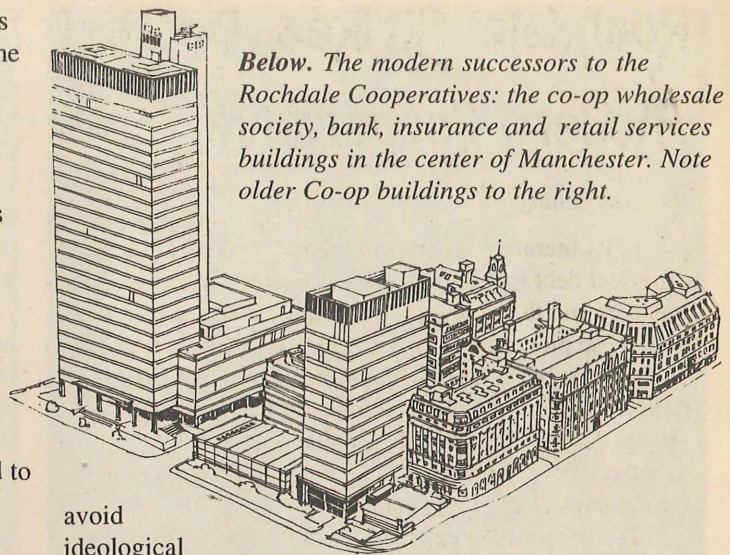
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*The co-op regarded bad food,  
gin, and debts as part of a cycle  
of poverty and dependence  
they wanted to break.*

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membership, and cash trading, they adhered to two ideas that proved most influential in the modern co-op movement: democratic control, where each member had one vote independent of the number of shares owned (as opposed to joint-stock companies), and a member dividend on *purchases*, not just on investment.

Other central Rochdale principles were important to later co-ops. The Society only paid a fixed interest on investment capital, to avoid speculation in shares. Rochdale also stressed the need for education. The store became a venue for debates on timely subjects from revolutionary socialism to Swedenborg's religious doctrines. But the policy of official political and religious neutrality, helped



*Below. The modern successors to the Rochdale Cooperatives: the co-op wholesale society, bank, insurance and retail services buildings in the center of Manchester. Note older Co-op buildings to the right.*

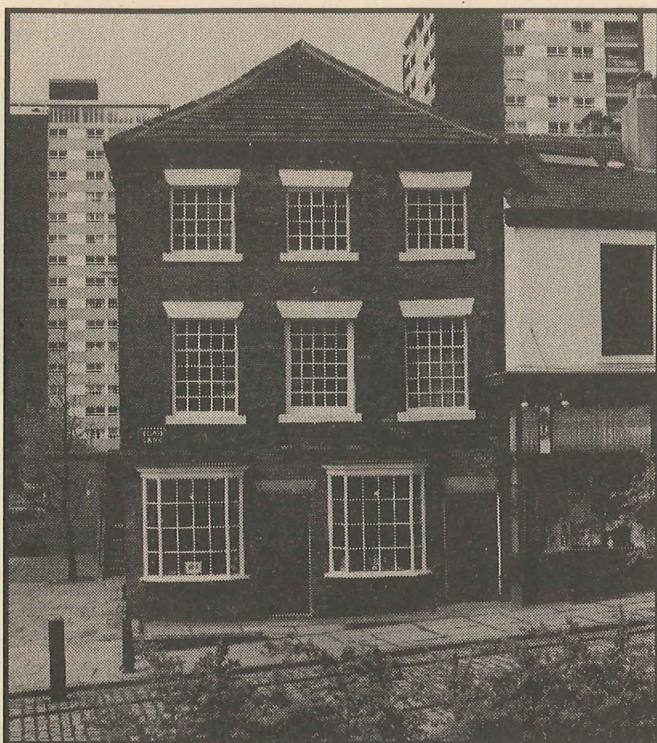
avoid ideological infighting that had torn apart many other cooperative ventures.

A newsroom and library set up by the Pioneers soon became a focal point of cooperative activities. It also became a central attraction in the town at a time when no state school system existed. Parish schools or vocational training provided by charitable societies, craft organizations, or factory owners were the only avenues to education for the lower classes. In 1853, the Rochdale Pioneers decided to allot 2.5% of profits for their educational fund. Their school taught mainly science and mechanics, but also classes on cooperative ventures and the arts. "Few co-op societies had advanced nearly as far as Rochdale in the supply of higher education to the citizens of their towns." By the 1870s and 1880s, however, the advent of state schools, public libraries, university extension programs and local colleges upstaged this form of co-op education.

The democratic principle, strongly favored by Chartist members of the Society, did not exclude women. While legal restrictions on property-holding were deeply entrenched in the nineteenth century, the Rochdale cooperative accepted women as members of the society with full voting rights. Since the store also functioned as a savings bank, many women were able to accumulate property of their own. Store policy did not let the husband withdraw the money of his wife, a strong stance in the patriarchal England of the time. Single women also had savings in the store. "Young men in want of prudent companions," George Holyoake adds, "consider that to consult the books of the Store would be the best means of directing their selection."

While no women were recorded among the 28 original Pioneers, the accounts indicate that women such as Ann Tweedale were instrumental in advancing the idea of cooperation. She was present at the early debates about the cooperative at the beerhouse. After her marriage she convinced her husband to join the Rochdale cooperators.

When the Pioneers embarked on their venture, they were met with skepticism and distrust. In fact, by 1844 cooperative schemes had fallen into disrepute, mainly because of the failure of Owenite colonies. The Rochdale



cooperators were not deterred. While the store grew slowly during the first few years, it experienced rapid expansion after 1849. Aptly named “equitable”, the Society sought to rectify the injustices of a profit-oriented market economy, and to bridge the gap between consumer and producer in a culture not yet geared to mass production. Instead of competition, the Pioneers wanted cooperation, instead of private profit, social wealth. They wished to replace individual powerlessness with democratic participation, dependency with self-help, and isolation with mutuality.

The Rochdale Pioneers put their fingers on a central problem of industrial society, namely the connection between economic dependence, alienation, indifference and spiritual impoverishment. They knew that local control, democratic participation, and face-to-face contact were necessary prerequisites for successful cooperation. Their vision extended beyond the monetary benefit for the individual member to a concept of social interconnectedness that rejected the definition of the individual as solely a self-interested, autonomous being.

Their goal was not simply to become gentler capitalists, and their success was not solely due to their business-like approach and level-headed calculations. A good deal of enthusiasm and idealistic fervor sustained them. Their principles projected the expansion from consumer cooperation to cooperative manufacturing, “for the employment of such members as may be without employment.” They also planned to set up cooperative farms and communal housing “to establish a self-supporting home colony of united interest.”

The cooperators of Rochdale did not lose sight of their larger goal of extending the cooperative principle, since “human society is a body consisting of many members, the

real interests of which are identical.” Their rules reflected the traditional notion of a moral economy which values people over the abstract laws of the market. This was in clear opposition to the fashionable theories of economic thinkers such as Adam Smith, who saw individual self-interest and the division of labor as the means to progress, and David Ricardo, who emphasized the rule of iron laws in the economy that justified low wages and miserable working conditions.

When the economy is defined as being ruled by “laws” of supply and demand and a “free” market is declared most beneficial, forgotten are ethical issues about how to live, what to produce, and how to work. For the cooperators industrial poverty, alienation, and the transformation of people’s labor into commodities had a real and specific meaning. “As Cooperators,” Abraham Greenwood, a Rochdale Pioneer, declared, “we have to teach mankind, that as humanity is one body, all we, being members of that body, are bound to labor for its development.” The artisans of Rochdale rejected classical liberalism’s belief in the beneficial results of a free market driven by the relentless pursuit of self-interest. They also expressed disdain towards medieval corporatism, which idealized the bonds of protection and service between nobles and serfs. Instead, they saw in democratic participation and socio-economic interconnectedness the basis of a new order.

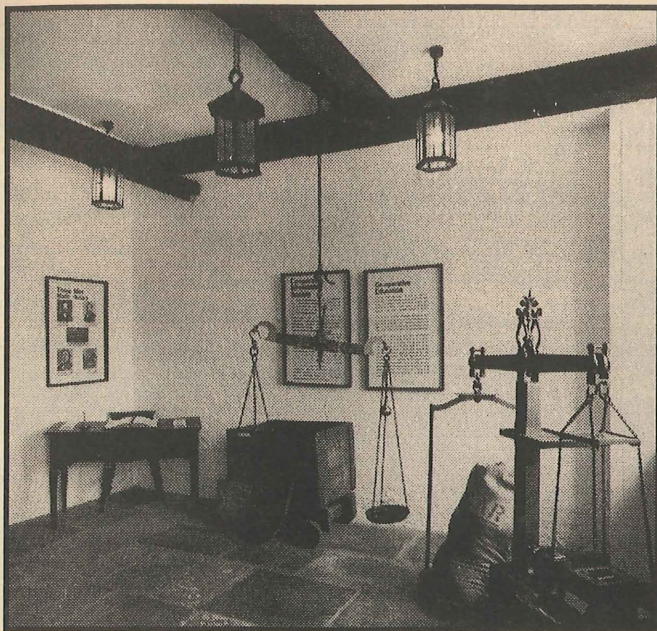
Setting up villages of cooperation remained a central part of this goal. The Pioneers started cooperative housing projects. Although the idea of communal living was abandoned, homes were built to provide decent dwellings at reasonable rents. In keeping with the principle of bridging the gap of consumer and producer, they also wanted to eradicate the distinction between employer and employee. Their cooperative manufacturing enterprises relied on a partnership with the workers, who would receive benefits out of the profits. Some of their co-ops, such as card making and tobacco processing, were short-lived enterprises. The idea of cooperative farming faded before the Pioneers even ventured into this area.

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*Store policy did not let the  
husband withdraw the money of  
his wife, a rarity in patriarchal  
England of the time.*

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In 1854 the cooperators founded a new industrial venture: the Cooperative Manufacturing Society, operating power looms for weaving and, later, for spinning. The Pioneers decided that the manufacturing venture should be an independent enterprise, with the Society of Equitable Pioneers as a shareholder. The remaining capital was to be provided by individual members and the workers themselves, who would own capital invested in the mills and receive both dividends and bonuses.

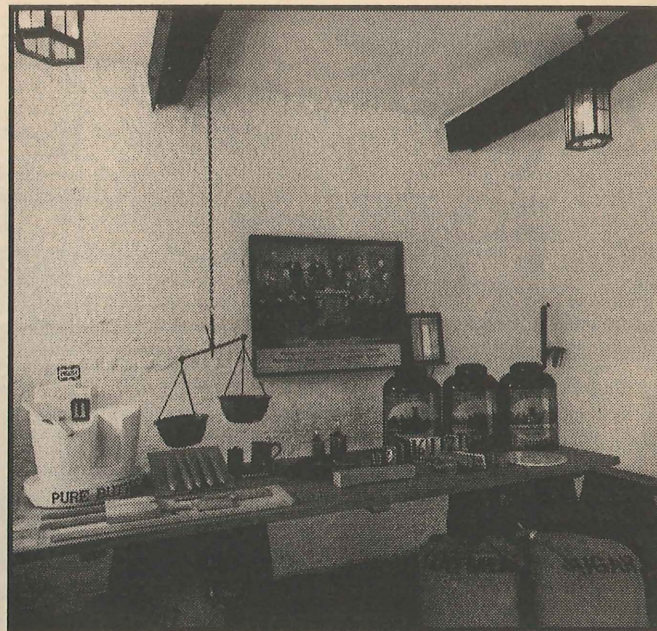


*Photos. The utilitarian original co-op store, including the former library/lecture room that is still used for meetings.*

Unfortunately, prospects for high returns created an inrush of stockholders who had less concern for the cooperative nature of the enterprise than for money. When the ventures fell on hard times, attempts to keep workers and wage levels up led to protests on the part of the shareholders, who were often unemployed themselves. This lopsided semi-cooperative situation led to an end to the worker bonus in 1862. Afterwards, the mills operated for the sole benefit of the shareholders.

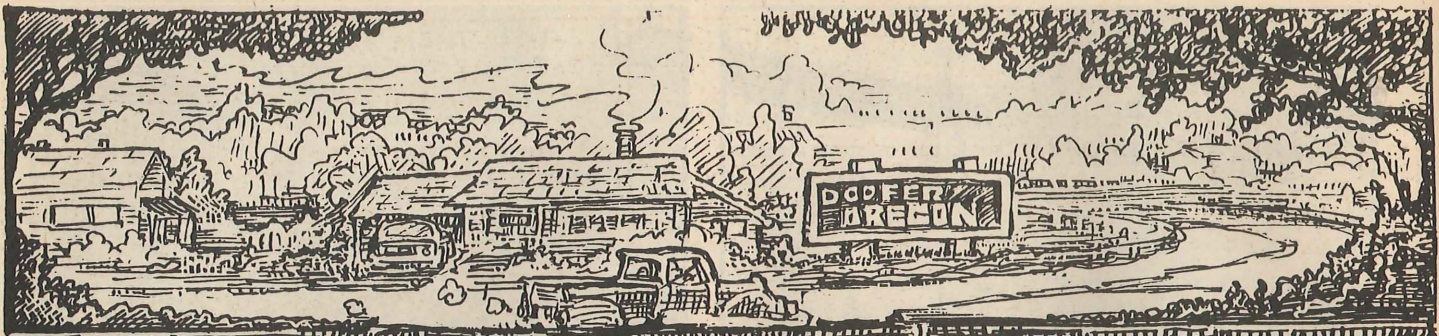
Other attempts to expand the cooperative principle got off to a slow and painful start, but turned out much more successful. In 1850, the Rochdale Pioneers began to operate their own corn mill, providing merchandise for the store. Boycotts by private wholesalers and others had often stymied the development of cooperatives, and underscored the need for a cooperative supply of wholesale goods. Abraham Greenwood was most active in advancing the cooperative wholesale idea, and became the main founder of the North of England Cooperative Wholesale Society. Today, the Cooperative Wholesale Society runs large industries and store chains in Great Britain. The Rochdale Pioneer's Society is still a part of it. The original store at Toad Lane has been converted into a museum. The Rochdale Pioneers understood that economics are intricately tied to ethical questions, and that democratic participation in economic decisions furthers a sense of belonging, meaning, and self-respect. Today, capitalist reform is often justified in the name of global competitiveness and worker efficiency, not because it would create a more humane society. General questions on economy and values don't arise in public discourse, except for scattered attacks on products and practices.

Today's large-scale consumer co-ops in Europe often do whatever is necessary to fetch consumers. Concerns



about the social, cultural, or political implications of a product are frequently pushed aside. Yet many smaller co-ops still do their best to overcome the separation of consumers from producers, ethical from economic decisions, and individual interest from social well-being. The post-Cold War struggles of many Eastern European countries, and local efforts to preserve functioning cooperatives, defy the prophets of market economics. The idea of cooperation is still held in higher esteem than either market capitalism or state socialism.

*For more info about the Rochdale Co-op Pioneers Museum, write to Cooperative Union, Holyoake House, Hanover Street, Manchester, England M60 0AS. Sources: George Holyoake, *Self-Help by the People: The History of the Rochdale Pioneers* (1893), G.D.H. Cole, *A Century of Co-operation* (1944), Paul Greer, *Co-operatives: The British Achievement* (1955).*



... TRUE ANARCH MIX ... © PAUL D. SWANE & GREG BRYANT 1996 ...

THE PLACE DOOFER, OREGON ... THE TIME: WINTER, LATE CAPITALISM ...

**R**UBE BUPKES, SOCIALIST,  
DOG, BAR TENDER & POLITICAL  
ANIMAL, TAKES HIMSELF FOR  
A WALK ...

RUBE ALSO WORKS FOR THE LOCAL  
BICYCLE-CO-OP. THEY'VE  
BEEN TRYING TO BUY SOME GOOD  
RIMS BUT THE COOP DOESN'T  
SELL ENOUGH TO  
GET A WHOLESALE  
PRICE ...

RUBE WONDERS: "WHAT TO DO?" ...



**S**UDDENLY ... THE TOP POPS OFF A FIRE-PLUG ...  
HEY RUBE!! REMEMBER "DOGS FOR A DEMOCRATIC  
SOCIETY" ... U.O.F.C., BEZER KLEY, 1968?  
"REMEMBER" PUTTING TEETH  
INTO THE REVOLUTION"?  
"REMEMBER" POLITICAL  
POWER GROWS OUT  
OF THE MUZZLE  
OF A  
DOG"? ...



RUMOR HAS IT THAT YOU WERE  
THE FOUNDER!!!  
"NO! UH, THANKS, BUT NO!!  
... REALLY, JUST ONE  
OF MANY  
BROTHER ...

WOT A TIME!!!! AND YOU!! YOU WERE GREAT!!  
 REMEMBER WHEN YOU COMMANDEERED THE DOG -  
 CATCHERS TRUCK, DROVE TO THE POUND & BLEW  
 THE DOORS OFF & LET EVERYONE LOOSE!!??!!  
 !! PANDEMONIUM!!!  
 !! ANARCHY!!

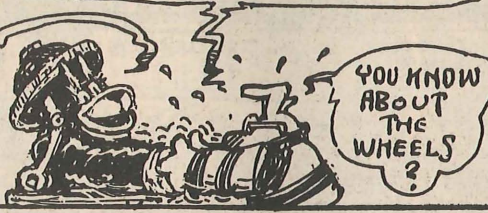


... AND THEN YOU WENT ON T.V.!!!  
 STATE WIDE!! TALKING  
 ABOUT "BEING BUSTED FOR  
 YOUR LIFESTYLE"!! & THEN  
 YOU BIT THAT SHERRIF  
 ON THE ANKLE!!  
 FAR-OUT!!

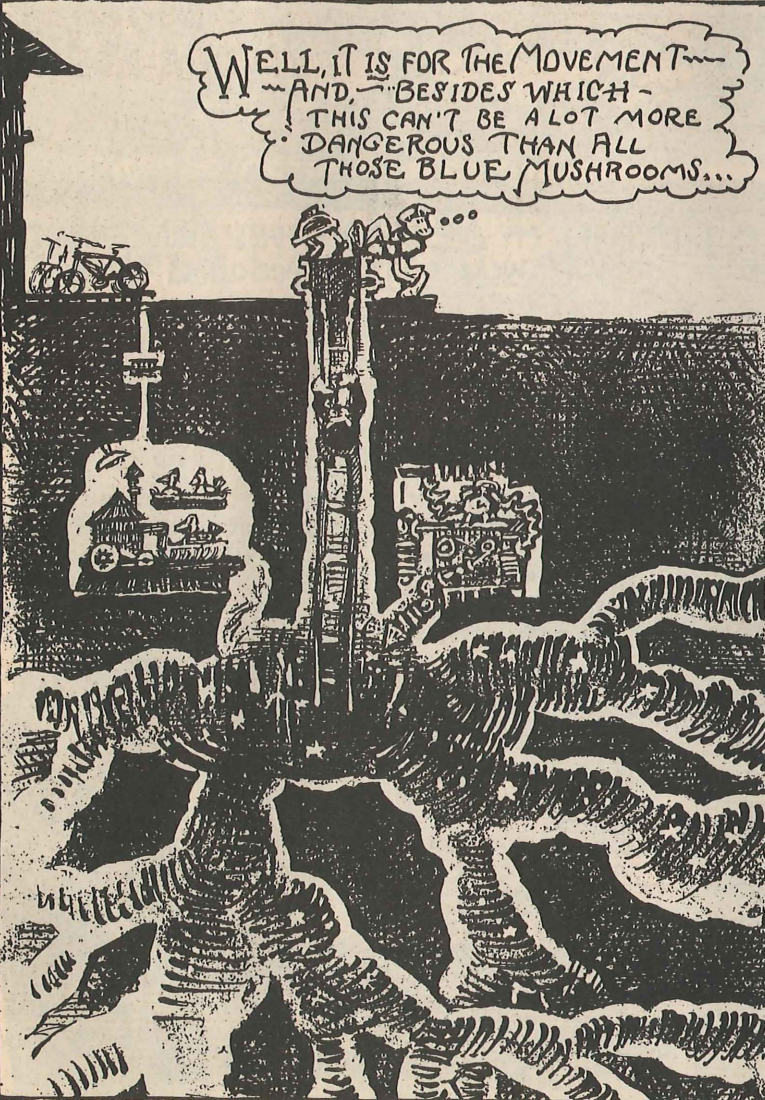
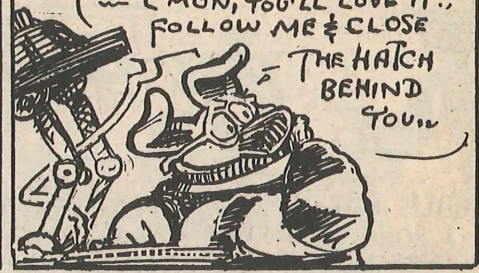


WELL, MY GODD FRIEND - I CANT TELL YOU HOW I FEEL  
 ABOUT THIS WONDERFUL TRIP DOWN MEMORY LANE...  
 ~~~ MAKES ME FEEL LIKE A PUP ~~~ BUT ~~~ IF YOU'LL  
 PLEEEZ EXCUSE ME ~~~ I GOT TO BE SOMEWHERE  
 ELSE, VERY FAR AWAY, VERRY VERRY SOON ~~~

AW, C'MON, RUBE ~~~ IT'S  
 PAY-BACK TIME - WE, IN THE  
 MOVEMENT WANT TO HELP  
 ~~~ YOU KNOW ~~~  
 ~~~ WITH THOSE BIKE  
 WHEELS...



HEY, WELCOME TO THE INFO-  
 SUPER-DUPER HIGHWAY ~~~  
 ~~~ C'MON, YOU'LL LOVE IT!!  
 FOLLOW ME & CLOSE  
 THE HATCH  
 BEHIND  
 YOU ~~~



WELL, IT IS FOR THE MOVEMENT ~~~  
 ~~~ AND, ~~~ BESIDES WHICH -  
 THIS CANT BE A LOT MORE  
 DANGEROUS THAN ALL  
 THOSE BLUE MUSHROOMS...

ONE WINTER'S MORNING, WHILE  
 ATTENDING THE EARLY RELIGIOUS SERVICE  
 IN TRINITY COLLEGE, ISAAC NEWTON, INAD-  
 VERTANTLY LEFT HIS DOG, "DIAMOND" SHUT UP  
 IN HIS ROOM. ON HIS RETURN FROM CHAPEL,  
 NEWTON FOUND THAT THE LITTLE FELLOW HAD  
 UPSET A CANDLE ON HIS DESK, BY WHICH SEVERAL  
 PAPERS CONTAINING RECORDS OF MANY YEARS'  
 EXPERIMENTS WERE DESTROYED. ON PERCEIVING  
 THIS IRREPARABLE LOSS, HE EXCLAIMED =  
 "OH, DIAMOND DIAMOND LITTLE KNOW-  
 EST THE MISCHIEF THOU HAST DONE!!"  
 - FROM BREWER'S "DICTIONARY  
 OF FACT AND FABLE", PUB. 1898, PHILADELPHIA

... ON THE CONTRARY, DIAMOND KNEW EXACTLY  
 WOT HE HAD DONE ~~~ THE BRILLIANT LITTLE  
 PUP LOOKED AT NEWTON'S PAPERS & RE-  
 ALIZED WOT THEY WERE. HE MEMORIZED WOT  
 HE COULD & DESTROYED EVERYTHING. ISAAC  
 WAS AN O.K. GUY, BUT HUMAN, & WOULD HAVE  
 TOLD OF HIS DISCOVERIES TO THE KING &  
 COURT OF ENGLAND. THIS DIAMOND COULD  
 NOT ALLOW!! HIS OWNER WAS WORKING ON  
 PENDULUMS & TIME MEASUREMENT,  
 & THIS WORK WAS LEADING TO THE  
 THEORIES OF TIME !!!  
 !! & TIME-TRAVEL !!!!!!



**F**ORTUNATELY, 500 YEARZ LATER, ENRICO FERMI'S DOG, (A PLUMP ITALIAN GREYHOUND/ BEAGLE MIX NAMED "PASTA") WAS FORAGING FOR SOMETHING TO READ WHEN SHE CAME ACROSS A PAPER ABOUT THE LORENZ-FITZGERALD "TIME CONTRACTION" IDEA THAT HER OWNER WAS WORKING ON ~~~ THAT AFTERNOON, WHEN FERMI WAS AT THE CHICAGO UNIVERSITY SYNAGOGUE, PASTA RAN INTO HER BACKYARD & STARTED

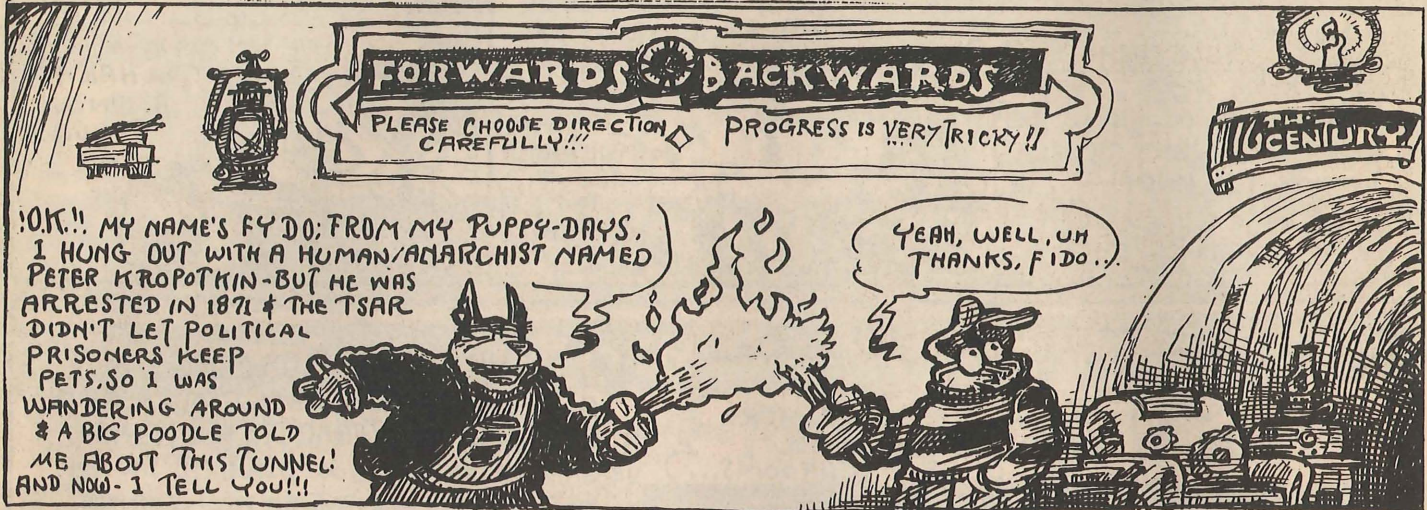
BARKING OUT HER DISCOVERY ~~~ A NEIGHBORHOOD DOG (OWNED BY A GRAD. STUDENT) THEN BEGAN BARKING ABOUT DIAMONDS' THOUGHTS ~~~

**BARKING & HOWLING** CONTINUED ALL AFTERNOON, IN THE COLLEGE DISTRICT ~~~

SOON THE THEORY OF THE "TIME UNDERGROUND" WAS COMPLETE ~~~ DIGGING STARTED BEFORE MOONRISE ~~~.

**L**ATER-DOGS, & SELECTED HUMANS (VALUED FOR THEIR INCREDIBLE "THUMBS") FINISHED THE TUNNEL, COMPLETE WITH DOG-DOORS AND WATERBOWLS

**I**T IS INTO THESE, (FORGIVE THE EXPRESSION) CATACOMBS THAT FYDO HAS LED OUR FURRY HERO ~~~ WE REJOIN THEM, AS FYDO TELLS HIS STORY ~~~



!OK!! MY NAME'S FYDO. FROM MY PUPPY-DAYS, I HUNG OUT WITH A HUMAN/ANARCHIST NAMED PETER KROPOTKIN-BUT HE WAS ARRESTED IN 1871 & THE TSAR DIDN'T LET POLITICAL PRISONERS KEEP PETS. SO I WAS WANDERING AROUND & A BIG POODLE TOLD ME ABOUT THIS TUNNEL! AND NOW- I TELL YOU!!!

YEAH, WELL, UM THANKS, FIDO..

HEY!! THE NAME'S FYDO, NOT FIDO!!! IT'S SHORT FOR FYDOR!

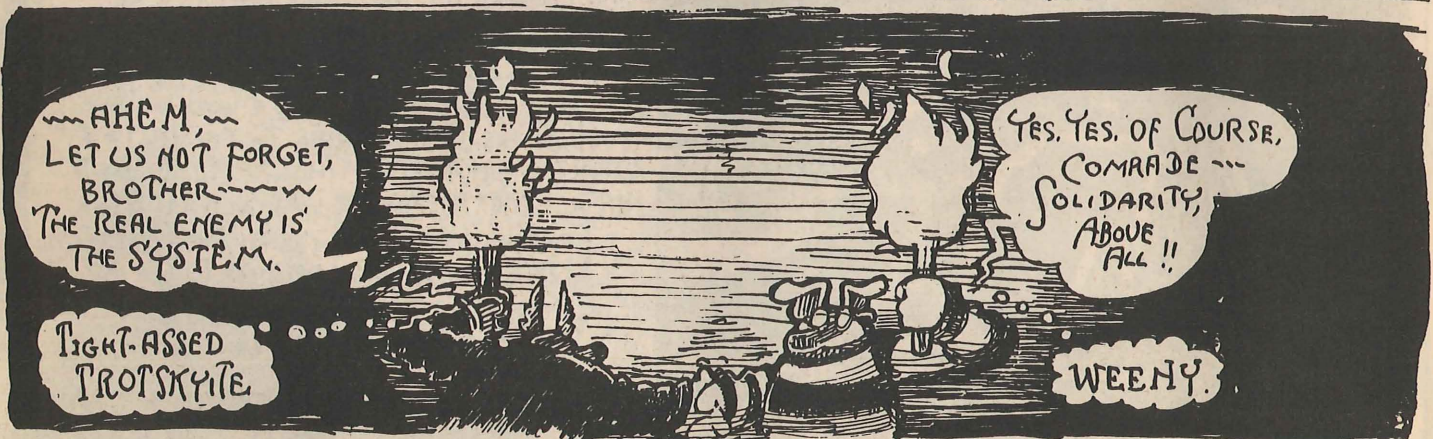


FYDO!!

FYDO!! THAT'S MY NAME!!! OF COURSE, YOU MARXISTS ALWAYS WERE A LITTLE POISONOUS WHEN IT CAME TO ALLOWING SIMPLE HUMAN DECENCY INTO YOUR RIGID IDEOLOGY..



...AND YOU ANARCHISTS ALWAYS WERE A BIT TOO TOUCHY-FEELY ABOUT SIMPLE LOGIC. THUS, I MIGHT ADD-LOSING ANY HOPE FOR THE INTELLECTUAL RIGOR THAT FLOWS SO EASILY FROM HISTORICAL MATERIALISM

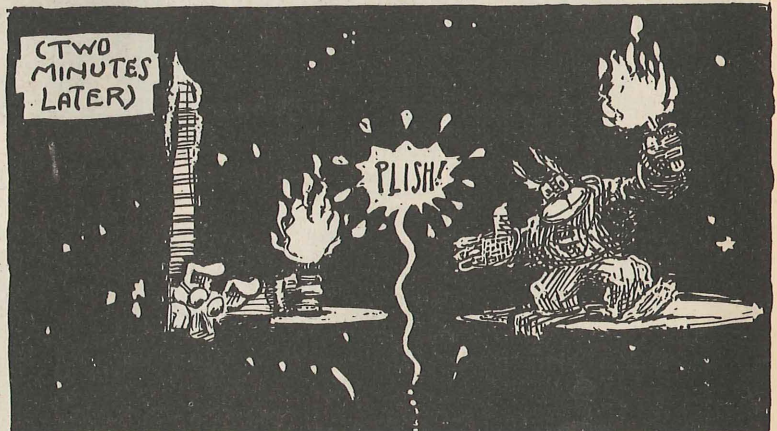
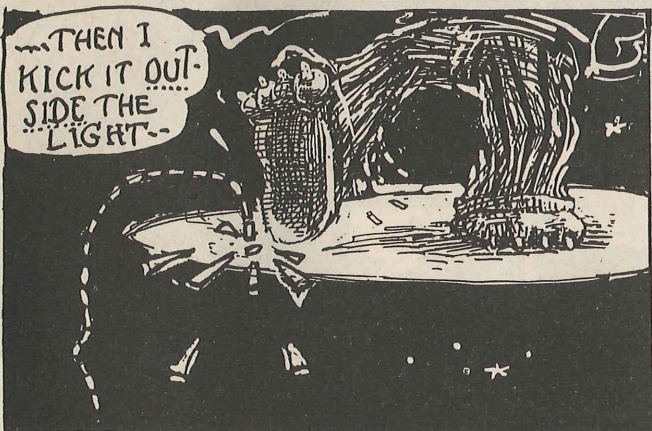
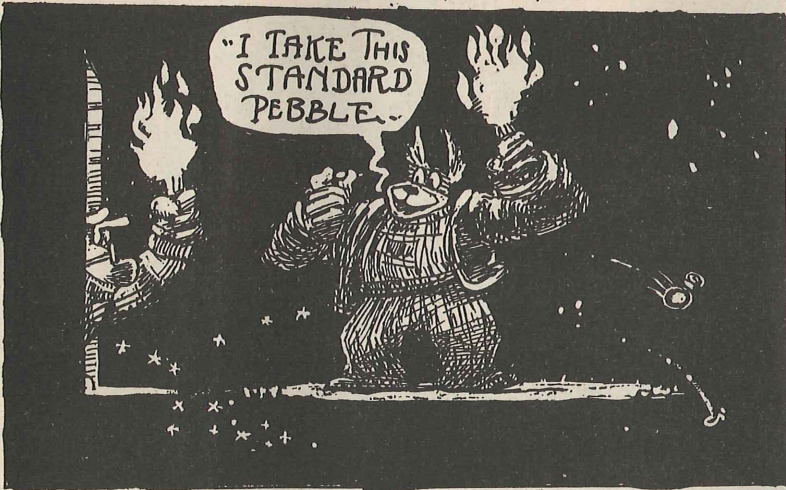
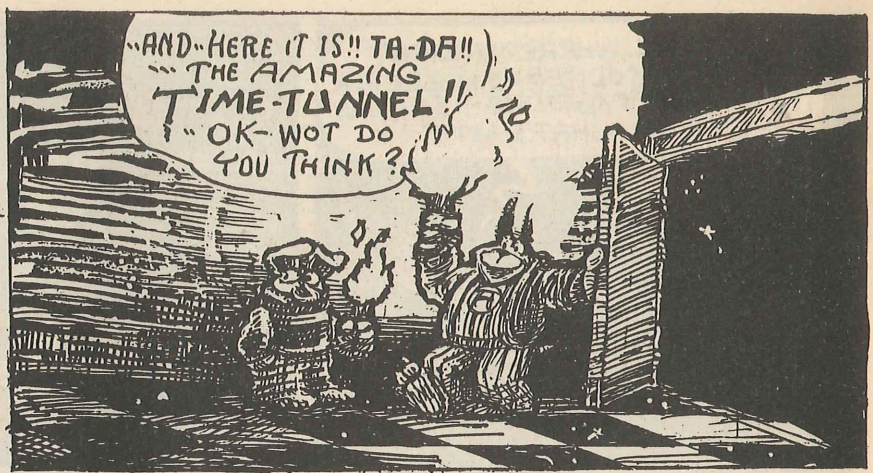
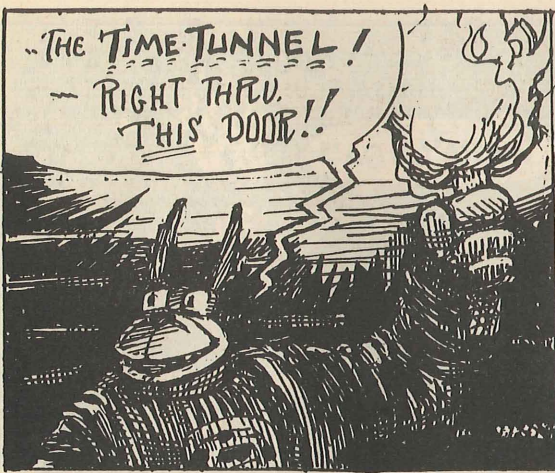


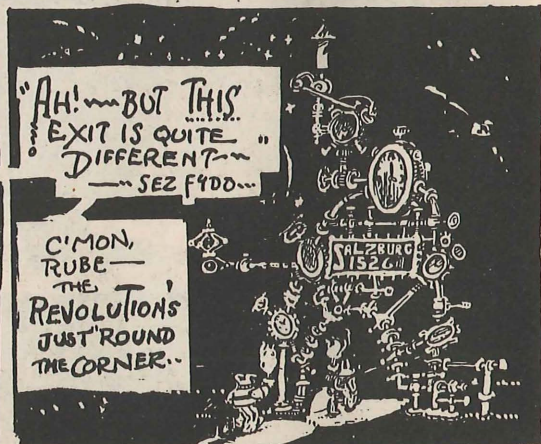
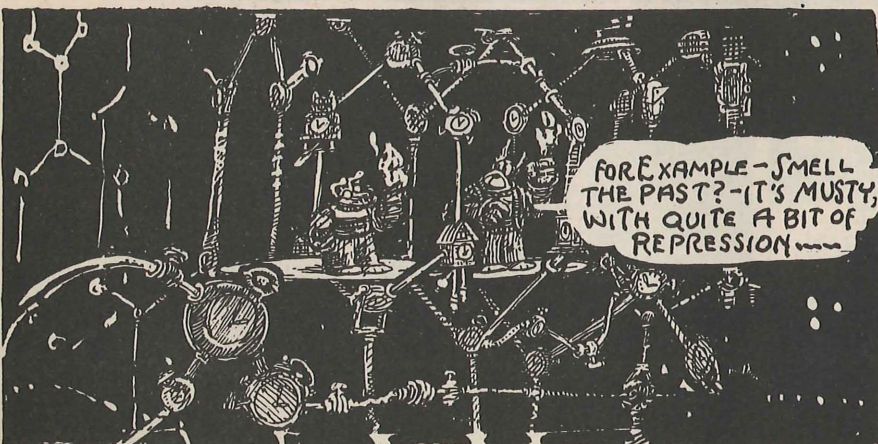
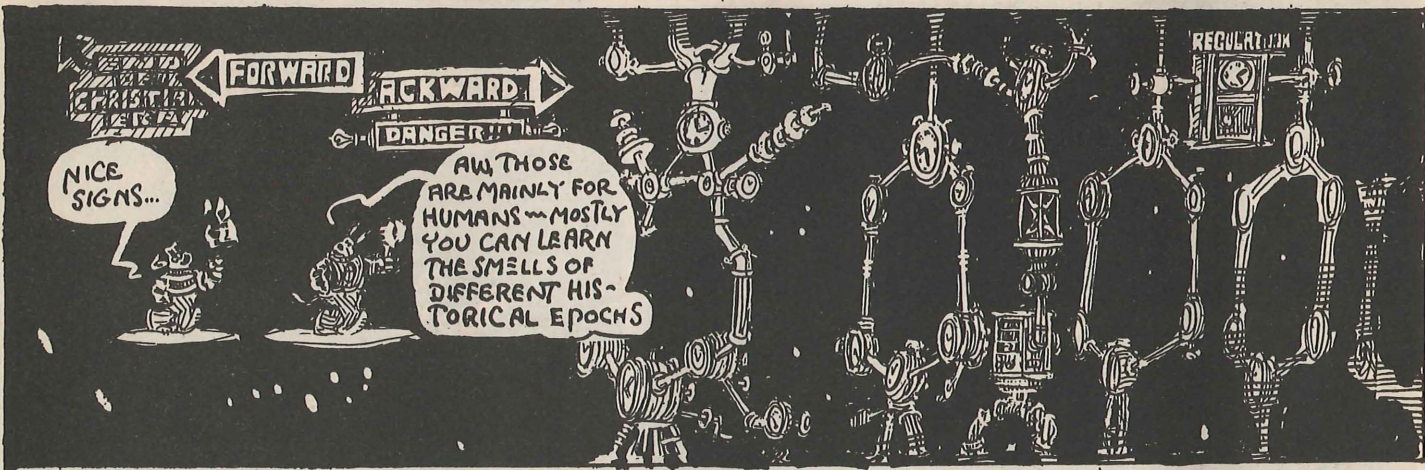
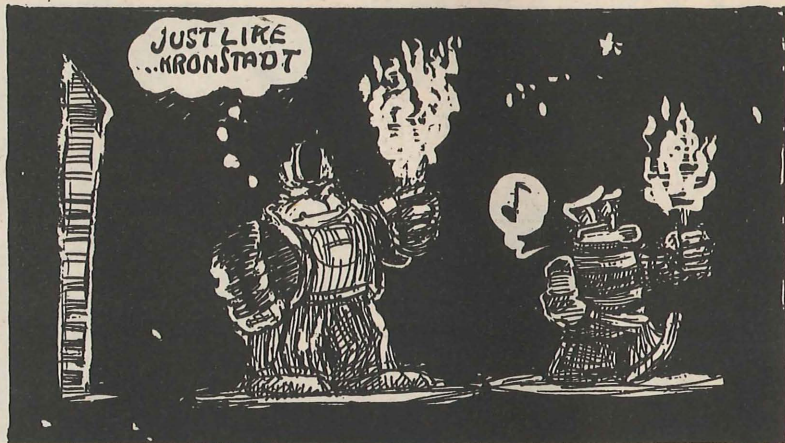
~ AH M, ~ LET US NOT FORGET, BROTHER ~~~ THE REAL ENEMY IS THE SYSTEM.

TIGHT-ASSED TROTSKYITE

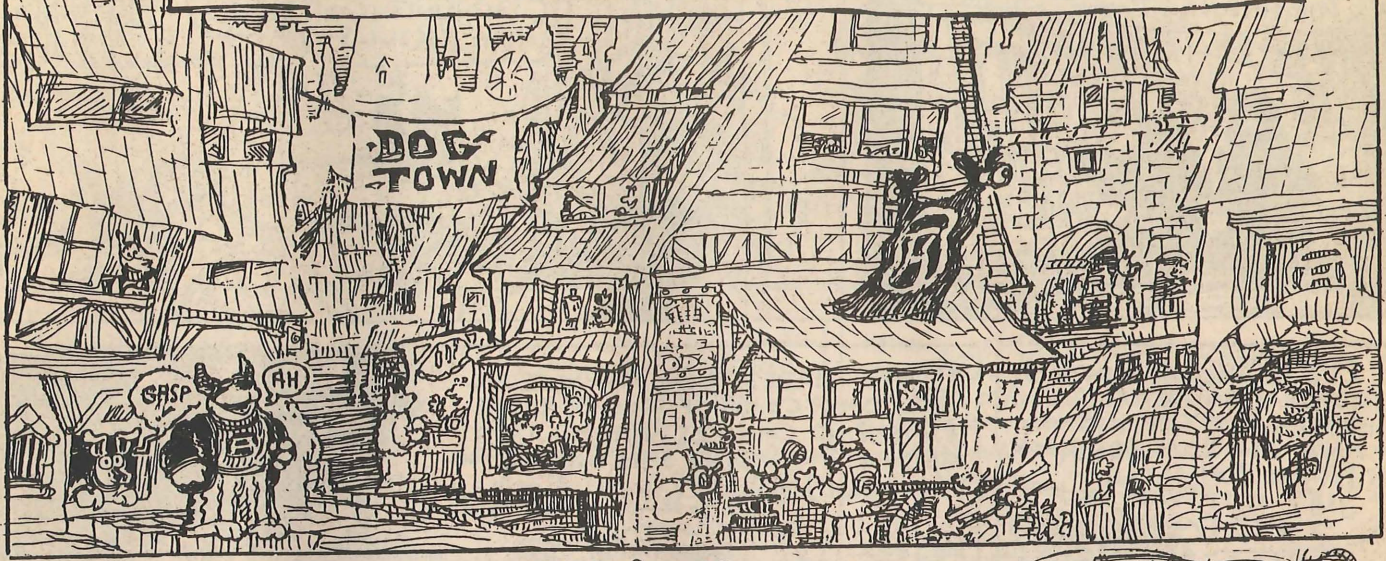
YES, YES, OF COURSE, COMRADE ~~~ SOLIDARITY, ABOVE ALL !!

WEENY.



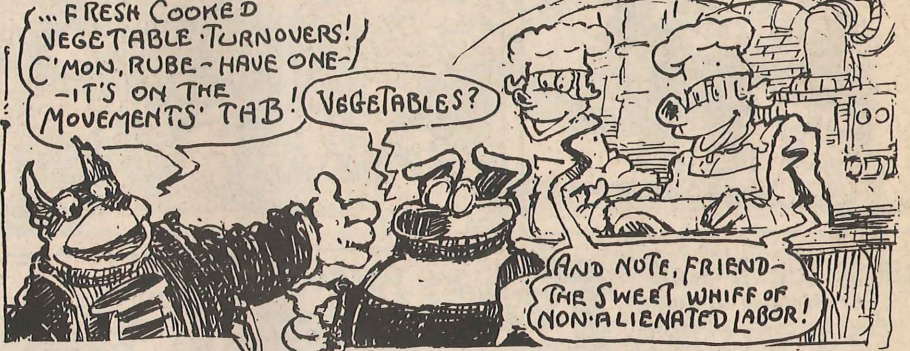


☆ **SALZBURG, A.D. 1526** ~ AN UPRIZING OF PEASANTS & MINERS HAS SPREAD TO THE CITY, FORCING THE ARCHBISHOP, WHO RULES THE TOWN TO RETREAT TO THE CASTLE!!  
 ~ THERE IS GAIETY IN TOWN, GOVERNED BY THE NEW SALZBURG ASSEMBLY ~  
 ~ OF WHICH EVERYONE IS A MEMBER!! ~



...SMELL THAT, BROTHER?

...UM... FREEDOM...  
 ...SOME SORT OF EARLY CAPITALISM... UH...  
 ...SOMETHING...



... FRESH COOKED VEGETABLE TURNOVERS!  
 C'MON, RUBE - HAVE ONE -  
 -IT'S ON THE MOVEMENTS' TAB!

VEGETABLES?

(AND NOTE, FRIEND -  
 THE SWEET WHIFF OF  
 NON-ALIENATED LABOR!)

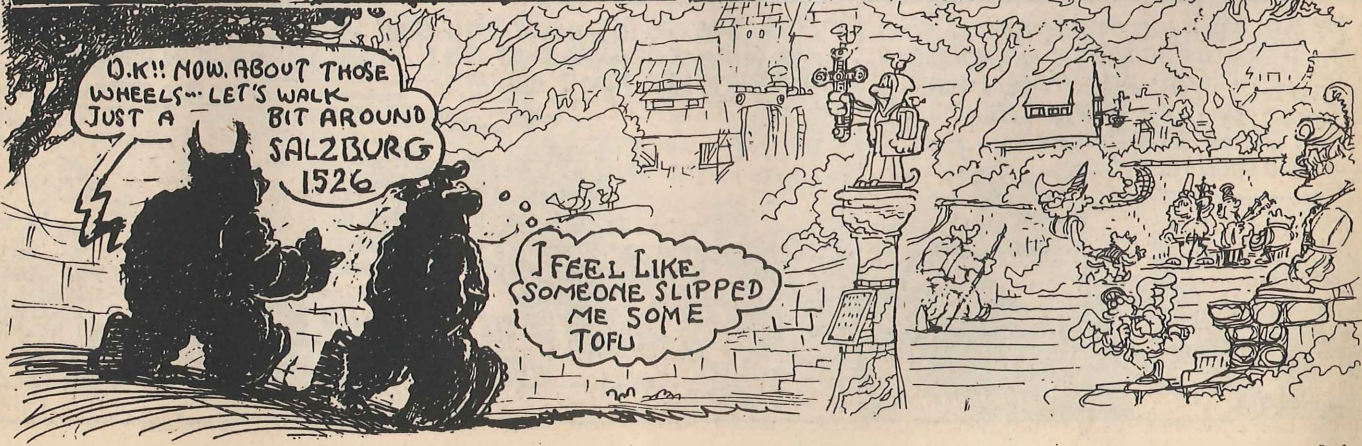
SMELL SMALL PRODUCTION BY LABORERS WHO FORM SELF-DIRECTED COÖPS; EACH COÖP FORMING STRONG TIES TO THE LOCAL COMMUNITY, ~ RESULTING IN COMPETITION, WITHOUT COMMODIFICATION!!!!



YUM YUM

...TASTES LIKE IT'S REALLY GOOD FOR YOU.

YOU BET!



O.K!! NOW, ABOUT THOSE WHEELS... LET'S WALK JUST A BIT AROUND SALZBURG 1526

I FEEL LIKE SOMEONE SLIPPED ME SOME TOFU

LOOK AROUND YOU-HERE FOLKS MAKE ALL OF WOTEVER THEY NEED-SOAP, PAPER, EVEN BEER...-THEN, IN THE FALL, THEY HELP THE PEASANTS WITH THE HARVEST



YOU GUYS AT THE BIKE CO-OP CAN DO SOMETHING LIKE THIS- LOOK TO THE LOCAL COMMUNITY FOR PEOPLE WITH SKILLS



IT'S AMAZING WOT PEOPLE CAN DO, IF YOU GIVE THEM A CHANCE... AND... WE'RE HEADED FOR A PRIME EXAMPLE... JUST OUTSIDE THE CITY

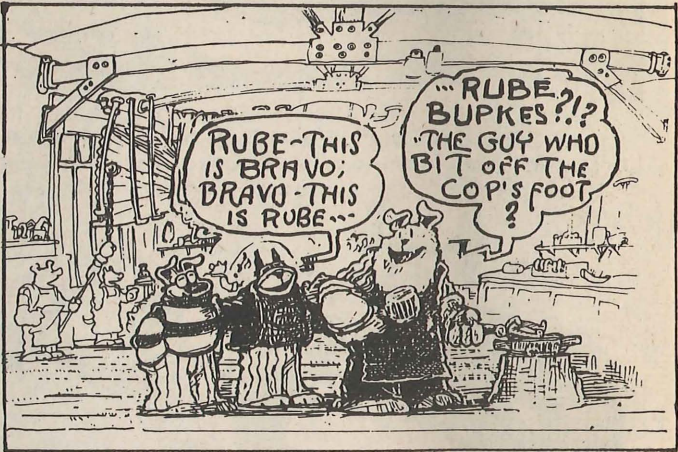


WE'RE HEADED TO THE DOG-FERRIER GUILD... A CO-OP OF IRON-BENDING & SMELTING CANINES, BANDED TOGETHER, PROVIDING SALZBERG (& THE MOVEMENT) WITH POTS, PANS, ETCETERA... (CONTINUES FYDO)

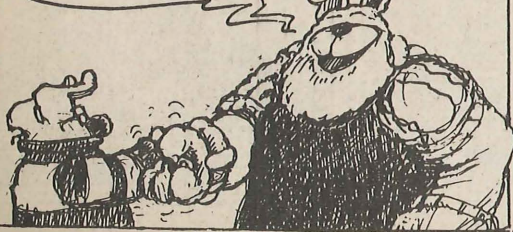


!HMM!! LOOK AT THAT! THEY'VE GOT SOLAR-COLLECTORS & RADIO!! Sigh... Y'KNOW, FYDO, I LIKE HUMANS AS MUCH AS THE NEXT DOG - BUT LOOK WOT WE CAN DO, ON OUR OWN!!!

-WELL- WAIT 'TIL YOU SEE WOT BRAVO'S THOUGHT UP-



FY DO TOLD ME MUCH ABOUT YOU!! YOU!! HEH! HEH!! QUITE AN HONDR!! -BIG GUY, YOU ARE!!! ME, I WAS OWNED BY SOME BARON, BUT I PISS IN HIS BOOT & LEFT... !! HEH!! HEH! HEH!



NOW, WE GO TO SHOW YOU OUR WHEELS... AND YOU MEET MY WIFE, SOPHIA!! SHE'S GOT MORE WHEELS. HEH, HEH!! HEH! BITE HIS FOOT OFF!!! (SEZ BRAVO)



'WHY YOU MUST BE THE FAMOUS RUBE BUPKES!!

~THE DOG THAT BIT RONALD REAGAN IN HALF & ATE HIS LIVER ON THE CRONKITE SHOW!!! I'M HONORED.

SOPHIA! SO NICE!! WELL- SO, COMRADE: NOTE THIS WHEEL-SOMETHING WE CAN MAKE AT OUR FOUNDRY-QUICK- OF INEXPENSIVE, TOUGH, CAST IRON.

AND-DUR WO- MAN'S DAMASK- STEEL GROUP MADE THIS

"YOU SEE, I'M PART SALUKI-MY ANCESTORS CAME OVER WITH THE SARACEN IN VASION ~ THEY BROUGHT OVER THE METHOD OF MAKING DA- MASK STEEL FROM NORTH AFRICA ~ IT'S SIMPLE, S TRONG & REALLY FLEXIBLE." WE JUST HEAT A BIG PIECE OF STEEL; BEND IT OVER, HEAT IT, & HAMMER IT FLAT; DO THIS OVER & OVER ABOUT FIFTY TIMES - AND- YOU'VE GOT LAMINATED STEEL!!

O YES-HEA-HEA-WE PUT IN NICE GROOVE FOR TIRE

EASILY 50 POUNDS

DON'T YOU LOVE THOSE SWIRLING PATTERNS, RUBE?!

COULD YOU MAKE MORE THAN 4 OF THESE IN A YEAR?

HMMmm, LET'S SEE, HERE I AM, OVER 450 YEARS FROM HOME, HELD HOSTAGE BY A BUNCH OF WELL-MEANING LUDDITES, & COMING DOWN WITH VEGETABLE POISONING...

Sigh.

FRIENDS!! AS I SEE IT-THERE IS RAT CONCIUSNESS, AND DOG CONCIUSNESS--IF YOU PUT A MILLION RATS IN A ROOM, EACH RAT THINKS TO HIMSELF: "I'VE GOT ONE CHANCE IN A MILLION OF MAKING IT--I'LL TAKE THE CHANCE, EVEN IF I KILL MYSELF." AH, BUT-PUT A MILLION DOGS IN A ROOM AND SOON ONE DOG WILL LOOK AROUND & SAY: "HEY! EVERYBODY! THERE'S A MILLION OF US!! LET'S DO SOMETHING!!!" ~ YOU FOLX HAVE SHOWN ME A WONDERFUL EXAMPLE OF DOG-THOUGHT. AND I INTEND TO COME RIGHT BACK HERE & WE'LL ALL ROLL UP OUR SLEEVES & GET TO WORK ~ BUT- I JUST REMEMBERED ~ I LEFT SOME BOMB-MAKING MATERIAL ON THE STOVE ~ BACK IN 1997 & I'VE JUST GOT TO GO HOME & TURN OFF THE STOVE & I'LL BE RIGHT BACK. THANK YOU & SEE YOU SOON.!!

O, RUBY! YOU ARE SO SWEET!! NO, RUBY, WE JUST WANTED TO SHOW YOU HOW GOOD LOCAL WORK CAN BE ~ FOR THE BEST TECHNOLOGY, YOU & FY DO GO TO THE NEXT APPOINTMENT WITH "RED" ROSA ~ BARCELONA, 1936 ~ SHE'S JUST OUTSIDE THE "PEOPLE'S SAUSAGE SHOP" ~ 2002 DANIEL DELEON STREET

SMART LEFTY WOMAN?! MEAT???

!! HEY!!! "FIDO" WISHES TO POINT OUT THAT THE "PEOPLE'S SAUSAGE SHOP" USES ONLY SOY PROTEIN!!

HEY! FIDO! ~ LAST ONE IN THE TUNNEL'S, A BACKSTABBING KERENSKYTE!!

THE END OF SWANG

# Serious CarSharing:

Interviews with Carsten Petersen (at right) & Markus Petersen, founders of Europe's largest carsharing firm, STATTAUTO Berlin.

By Danielle Janes & Greg Bryant  
(representing both the Eugene Car Co-op & RAIN)

*Thousands of carsharing members in Europe have opted out of the hassle and expense of private car ownership. Instead, they pay only for the time they actually drive. They use neighborhood-based carsharing vehicles when they need to drive. Ten to twenty members share each car. They end up driving less, thereby helping the environment. Parking demand is also reduced.*

*In the last issue of RAIN (Vol.14, No.4) we gave you a taste of what carsharing is all about. Inspired to create a carsharing operation ourselves, we found we had some more questions. Hopefully, others will find the results of the following interviews useful.*

**Danielle J: Does carsharing work in all situations?**

**Carsten P:** STATTAUTO has tried doing carsharing in the outer areas of Berlin. In Spandau. Twice. Some people there want it, but we weren't able to get enough... you need at least 30 people to open a station [of 2 cars and a check-out system]. Why? Where public transit is not good, people have difficulty getting to work in a reasonable time. In this case, you just can't do carsharing. Maybe then you should switch over to the political level to establish a good public transport system.

**DJ: At what point did you add bus passes?**

**CP:** In 1991, when we got the new safe system. In the beginning, we only had a normal safe system that could be used with a key. After that we had about 500 people and figured it would become too anonymous. So we developed the safe system with the [magnetic] access card... here, I'll show you the mobile card. One side was our side and for paying taxi rides; the other side was for bus pass stickers.

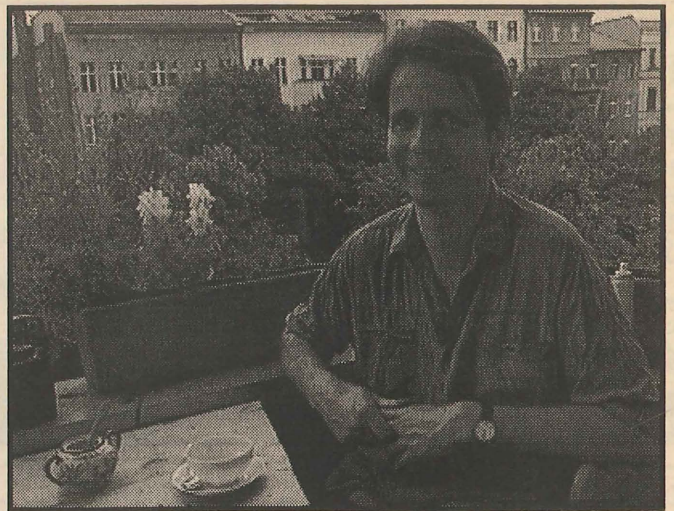
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*“They are members because they want just the possibility of using the cars.”*

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**DJ: Do you get the pass in the mail if you're a member?**

**CP:** No, not yet. Right now it's basically a symbol that connects the two. We could buy 2000 bus pass stickers to



give to our members, which would be economical for the bus company. But BVG is really an elephant, so maybe next year.

**DJ: So not all the members have the bus pass sticker?**

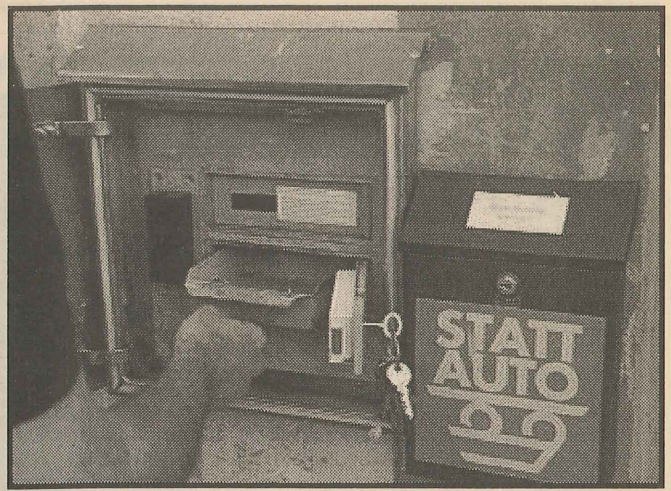
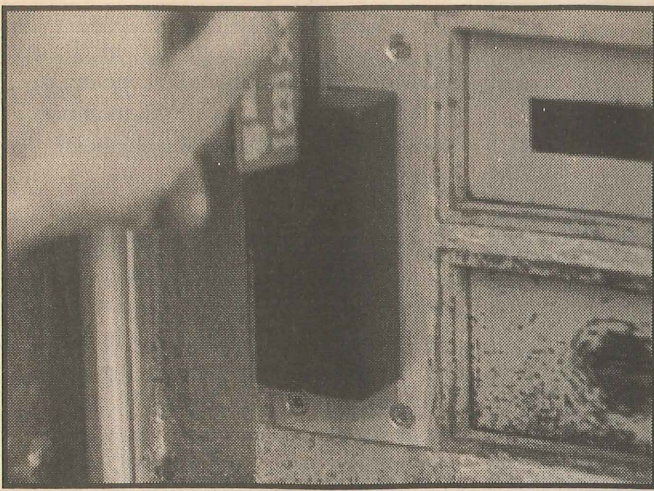
**CP:** I don't know. In the summer, some people don't get a pass. Anyway, then we step by step added the taxi and trains to the Mobile card.

**DJ: Does that mean members get billed monthly for their taxi use? What can you do with the Mobile card?**

**CP:** You can use STATTAUTO, get a BVG bus pass, ride in a taxi, get railway tickets by phone and charge it to your Mobile card. In autumn 1995, we will have another thing: a delivery system by which you can get food delivered from the grocery store. Many people did not want to join STATTAUTO because they wanted to drive to shop for food. Many parents can't carry all the food by bus or foot. But the delivery service will be only for organically grown (Biological) food, and only food that comes from the local region. This comes from special shops here called Brandenburg shops, created by an organization that helped local farmers after the falling of the wall. Also, we wanted to increase awareness that buying local food helps the environment.

**DJ: Tell me about the requirement that members not own cars.**

**CP:** In the beginning, we said that only members could join if they did not own a car. This was to avoid people having more cars than they had before joining. Everyone, especially the media, was very interested in that point. In the contract, people had to say that they didn't own a car. Everyone thought this was an important ecological and political point and we were very fond of the point because everyone applauded that point. But after a year we realized it was really an idiotic point, because if you own a car, why would you pay 10DM per month to use another one? So you must not forbid it... it's an empty law. We gave up the point. I realized that everyone was so fond of this point, that moral



systems are in a way very strong but also completely useless. People love to be moral even if there is no point to it. It is really strange. So we changed our marketing. We stopped saying you have to get *rid* of something, and started to say we *offer* you something.

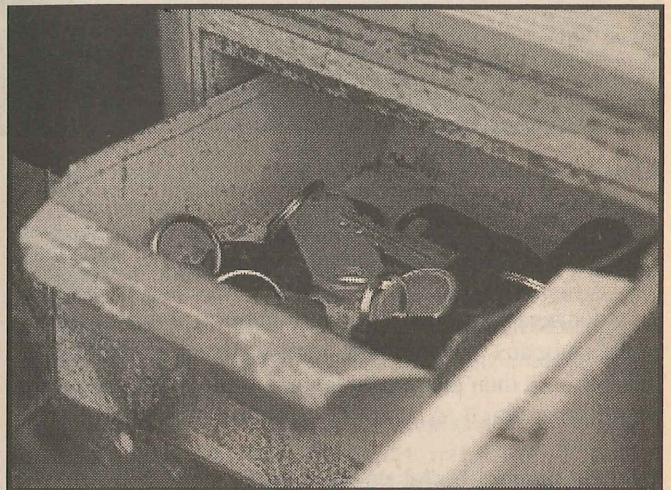
Our segment in the market really changed from the beginning when we had very ecologically advanced people, young, highly educated, who really thought about things. And now we are getting to the more normal people. We really have to do that, because ecological people usually don't have a car anyway. So we really want normal people. We just want to reduce the cars.

**DJ: So if I were to become a member, what kind educational material would I get?**

CP: The education is done by economic forces. If you're a member, you will use the car when you need it. You will see on your bill that one drive is pretty expensive, and *not* driving is cheap. If you own a private car, it is just the other way around: car owning is pretty expensive and car driving is cheap. Most of the costs of the car is in buying it, losing the worth, paying taxes, and insurance. The most important thing is the loss of worth each month. If you buy a car it loses 300DM in one month, just being parked. You have 300DM less in one month. And you can drive pretty far with STATTAUTO for 300DM... and you don't have the stress, you don't go to the garage, you don't do anything. You just drive. When you drive it is pretty expensive but when you go by bus it is very cheap. So after you get your first STATTAUTO bill, people who had private cars will phone and say I never thought that STATTAUTO was so expensive! We tell them, we told you and you had the price list and car driving is a luxury. Drive less and you'll pay less... and then they do. This is the educational process.

**DJ: So, no education about bus or train schedules?**

CP: No. We don't have time. The people in Cologne do this, but they get money from the city. And it is really not necessary. Why should the people call *you* if there are bus and train employees whose job it is to tell you the schedule?



*Photos. A typical carsharing station's key access box mounted on the side of a building. A magnetic membership card and key allow access to a locked drawer that contains all the station's car keys. After a drive, you put your time/mileage logsheet in the STATTAUTO mailbox.*

**DJ: Tell us about your members' group.**

CP: They don't do very much. Sometimes they have monthly meetings, but last month, they didn't meet. We had a meeting for all of them four weeks ago, because we have a contract with the users that when we change prices we have to ask them. And once a year, we ask them and then it is always a big discussion.

**DJ: Do you lose members every time you raise prices?**

CP: Yes, because there are 3 possibilities to raise prices. Either you raise 1) membership fees, 2) time charges or 3) kilometer charges. Every year you hit somebody too hard. This year we raised the membership fees and now people are quitting who drive very, very little. They are members because they want just the possibility of using the cars. Of course this possibility is worth something, but if the price goes up... .

The new membership fee is 14DM per month. Last year, we raised kilometer fees. Then the people who drive





*Above. This carsharing station of 2 cars is located near apartments, offices, grocery stores, a bus stop and bike lanes. You can get a better look at the solar, stand alone lock box behind the car from the photos on the next page.*

long distances quit, because they can go to a normal car rental company. And the year before, we raised the time charges, and then the people going for *short* distances quit. So however you do it, you lose somebody.

**DJ: You haven't found the best one to raise?**

CP: Switch from year to year which you raise. Of course, every year you have to argue to get the increase. We said this year that the density of the stations is much better. People really have the station close by and the stations are really expensive. You have to pay for the parking space and the cost is there whether people drive or not.

**DJ: What is the joining fee?**

CP: It is at least 800DM and you get it back when membership ends. And yes, we raise that as well. We tried to raise it to 1300DM once, so we could get rid of debts. But this was too much for people, no one joined. A new member can pay 800DM but gets no interest on his deposit, or he can pay 1300DM and get 3.5% interest or if he pays over 1600DM he gets 4.5% interest. In the mixture, some people have that much money, and one doesn't get those kind of interest rates elsewhere.

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*“We are kind of  
a green bank.”*

---

In the beginning, we took out 11% loans from the banks. So 4.5% is a lot less and it is much better for us. And there is a political movement against banks in Germany

because of their involvement in arms and war. We are kind of a green bank. People know it is better to give their money to STATTAUTO because of the members' association and because the financial books are very open.

**DJ: How is STATTAUTO structured?**

CP: As a GMBH, which is like a limited corporation. If STATTAUTO does some big mistake like not filling the brake fluid, any lawsuit would be paid by the company, not individuals. With 130 cars, things happen. In Germany, limited corporations must have 50,000DM for protection to use to pay off any harmed party... you don't have that in the U.S.?

(DJ:) **No.** (CP:) Well, that is pretty unsafe for the public! This corporation is owned completely by me and Markus. Users have a Registered Association, and they

can be a member of that. You can be a participant in the corporation and a member in the association. If you're a member in the association, you can vote in the yearly meeting, and make general decisions monthly. You decide important questions like: what cars we want; how/if we take on a food delivery service because it costs money and I have to organize it and it takes time and everything. Some said no on the delivery service because it might take business from neighborhood stores, but others wanted it because of the organically-grown food.

There is a contract between the corporation and the association and in this contract are 3 essentials:

1. Open books for the association monthly and yearly.
2. The corporation may not change the prices and the kind of usage without asking the member association.
3. No part of the corporation is to be sold without asking the association.

So they have pretty big rights in the corporation. We think this is important. They are better with our cars than with a rental agency like Hertz's or Europcar's cars.

Only about 1/4 of the participants are members of the association. Total association membership is 400. At the last annual meeting there were 80. At the monthly meeting, 10-12 really interested members attend: those that often work in transport or political, green party activity. So you see the interest is not too big. For the members it is important to have the security that they *could* look in the corporation's books. But they never do. This is a virtual thing. But they have more rights.

**DJ: How quickly can I become a member?**

CP: You could phone and there is an answering machine where you can leave your name and address. And then we send you a letter. The first step is we send you a letter and a brochure. Then you know how the system works and where the stations are. Every week, we have 2 days when people

can come to a meeting to learn about the system. Which takes about an hour. There are always about 10 to 20 new people who come, and they learn about everything and the next day they can start using the cars.

**DJ: Can I come to your office and join any day?**

CP: No, you always must come to one of the twice a week meetings to join. Because we don't want to have to explain it all day. We have other work, so we only have 2 days a week. In the beginning, it is not as convenient as other rental agencies, but then after the first meeting you never have to come again. You only have to come once. And then it is much *more* convenient, of course.

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*“For the insurance company it is ok because the accident rate is much lower with our people than with car rentals.”*

---

**DJ: How did you first begin working with insurance companies to do this? What was the system before and what is it now?**

CP: This is not very difficult. In the beginning, it was the same as a car rental so they knew that system. We had to pay the same fees. And after some years through the European CarSharing Association (ECS), we managed to deal with them, so that we can take over the private insurance contracts of the people (participants) which is much cheaper. So we pay very little now. For the insurance company it is ok because the accident rate is much lower with our people than with car rentals. Of course, the insurance is lower as well so you don't have to pay much. So it is not very complicated.

**DJ: I know with Auto-com Quebec, they used a local insurer and got a per kilometer rate, so they only pay when the cars are being used.**

CP: That is not possible in Germany. The industry is very regulated.

**DJ: Do you have all new cars?**

CP: Yes. After 2 years they get sold. In the ECS carsharing standards, you have to keep the cars for more than one year.

**DJ: We are creating a North American CarSharing Association [NACSA]... (GB:) So, what is European CarSharing organization's (ECS's) history?**

CP: ECS was founded in 1991 in Switzerland. At that point, carsharing was much stronger and wider in Switzerland than in Germany. And now we have 35 organizations that are members in ECS. They come from Switzerland, Austria, Germany and the Netherlands. ECS established ecological and social standards for carsharing. User control of the carsharing corporations is fixed in the standards. So you



*Above. This is the sign for the main STATTAUTO Berlin Headquarters, now in "East" Berlin. Before there were businesses here, the building was squatted "illegally." The government decided to give the building to the squatters to fix up and now it is a transportation center for several taxi groups, a driving school and Stattauto.*

have to do this. We did this, of course, to exclude Avis. We knew they would never do it. ECS wrote the International Standard Organization (ISO) to define what carsharing is and we will fix it so that you must have user democracy. If we can do this, Avis can't say they are doing carsharing... and carsharing is pretty famous right now.

Normally ISO is for products not services... now it is open for services, as well. We tried to come with ECS standards to the ISO. Now we are the most advanced carsharing organization, so maybe we have the power to come in and really establish an ecological standard not just a financial standard, not just a service definition. Normally services are described by how you do them, but we want to describe the ecological or social issues.

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*“We have 31 stations now in Berlin and at every station we have one participant who takes care of the cars.”*

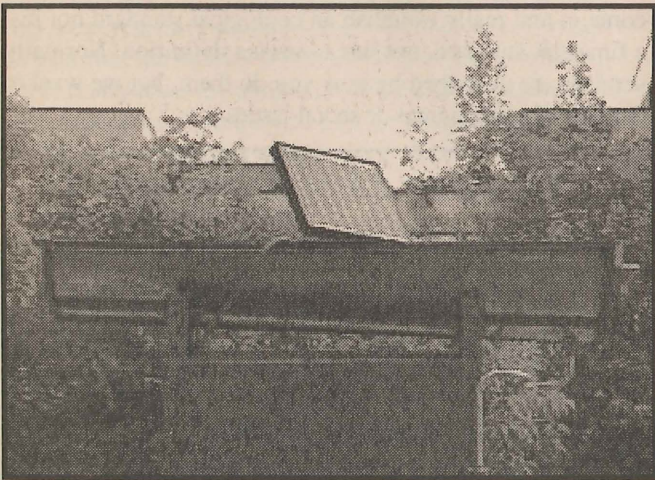
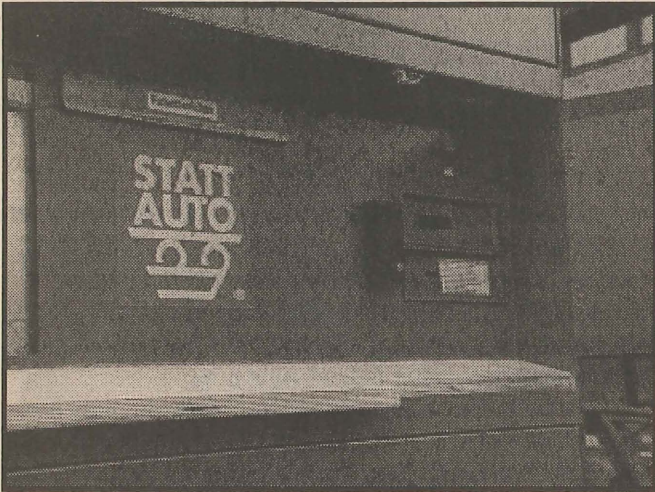
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**DJ: We'd like to adopt your standards...**

CP: Of course. It says in our ECS standards.

1. You have to keep the cars for more than one year. So you cannot become a hidden car-selling organization like Europcar, that just takes the cars and sells them after 6 months. It is owned by VW, and Avis is owned by Opel/GM, so they are just selling organizations. They never earn anything out of car rentals. They buy for 30% discount off the list price, and after half a year it is still worth the list price and then they sell it. And we don't want to do that so you have to keep the cars for more than one year.

2. You have to have user democracy.



*Above, STATTAUTO's stand alone key access box. Inside the modernistic box are roof racks and baby/children's car seats that may be used in the carsharing cars. The electronic key access system uses energy from the solar collector and water is collected in the roof basin for washing one's hands.*

3. You have to allow hourly rental.
4. You have to charge for every kilometer or every mile. You can't say 500 km are included in a price which is normal for car rental agencies...

The ECS did other things: like make contracts with the insurance companies and make a contract with Opel-GM for buying cars at better rates. And ECS communicated with people like you in the US, Scandinavia, Japan and all over to spread the idea. The first aim of ECS is to spread carsharing. And we had the contract with the railway system for an ACTION WEEK in Germany. This was a contact to other mobility systems... another important aim of the ECS. We want to do another ACTION WEEK in Autumn 1996 again with the railway system, but this time not only in Germany, but in Switzerland, Austria, and the Netherlands, all in one week. The railway companies are interested and they will finance it again.

Letting members use carsharing cars from other cities was organized from the beginning. For every user it is important. We are not a big company all over Europe like Avis. We are local. It was not so easy because of insurance... so we built a special contract with a lawyer. Members do this very often. They call us and we make sure the car is waiting for them in the other city. The billing is done via the companies, not via the user. So if a Berlin user wants to drive in Cologne, he phones us and we fax to the Cologne people saying Mr. X is coming. He drives the Cologne car and the Cologne carsharing group charges STATTAUTO Berlin, not him. We charge him, because we know him. If he doesn't want to pay, we can do something. Cologne doesn't know him and it would be very difficult for them to reach him and get the money. And for the consumer/user, it is better to pay it in the normal bill. He has one mobility bill with the railway tickets, taxi rides, and the use of the car in another city.

**DJ: How do users pay?**

CP: Most users allow us to take the money from the Postbank or bank. If they don't, they get a normal bill. It is not a big problem because we have 1000DM of theirs [the deposit]. We always have something.

**DJ: If they don't pay, their membership gets cut off and you take it out of the deposit?**

CP: Yes, of course. Next time they want to call, the reservations people tell them they are no longer a member.

**DJ: How do you take care of the cars?**

CP: We have 31 stations now in Berlin and at every station we have one participant who takes care of the cars. He fills out the kilometer sheets and sends them to us. He washes the car weekly and looks after the car. He is a participant who lives very near, so he can look when he goes shopping or something. And he gets a little money for that, 60DM per month per car. He has a list every week of what he has done, and he looks after the oil and all that. When a car has damage he just phones us. Twice a year, he brings the car to

a garage for a general check-up. He is not to *do* much, but he is there to inform us. And we pay him directly, we don't take it off his bill.

**DJ: How often are the cars stolen?**

CP: Very seldom do our cars have accidents where we don't know who was at fault. We had one car stolen. It was stolen by a member. We know it, but it wasn't possible to prove it. The border police saw him, but the thief said he had brought it back. We had the key. He imitated the key and then put the original key back in the box. So it was normal stealing to the insurance company. So we got the money. But we know he did it. So the car is in Poland, and we never got it back. Now it is better because we have this [magnetic] access control card, so you can't take the key without being known. So now it is not a problem.

**DJ: How often are there accidents?**

Every day ... no not *every* day. But at least two a week. We have 2-3 technical employees that deal only with that.

**DJ: Two accident per week, isn't that overwhelming?**

CP: We have 10 people working for us. The software helps a lot. You should have the software. And we send the cars to a garage, we don't repair them ourselves! There are about 150 movements at any time: safes, cars, sheets, station watchers ... In the first three years, we went up to 20 cars without any software. (They have around 3,500 members).

**DJ: What kinds of things are in the cars?**

CP: Nothing. But you can get a baby seat or roof rack for bikes out of the station box near the car. At one station right now the station chief has to get these to the members. The city doesn't help much with space for these things.

**DJ: Do you have work bicycles? Do other cities?**

CP: Yes... two. Nobody uses them. We have 2 boxes for the workbikes, but they are not used very often. This summer, we are getting a third. We don't charge anything for them. They are good for shopping, but normally not heavy loads. Maybe they're good for open markets. People don't need them. They are pretty heavy things. All participants in STATTAUTO have their own bicycles with racks. It is too complicated for people to use the big workbikes. No other groups have bikes as part of their program. In Berlin, we have many grocery stores, so shops are never very far.

**DJ: Auto-com Quebec has 3 different types of membership... long distance and frequent users pay differently. What do you think of that?**

CP: I'd never do that for economical reasons. Because we earn our money with a mix. The most money we earn is from people who drive long distances. To take a car for one hour and drive 5km, we earn 5DM and the effort we have to make is the same as if someone takes the car for 3 weeks and drives 5000km. Short distances are just a service. It is a very important marketing instrument. Of course, because

people are used to taking the car for 2 hours shopping, and because it is so convenient, they take us as well for holidays. Even if it would be more economical to switch to another rental company, people don't.

**DJ: Auto-com appears to be telling members, if you go over a certain amount, you should switch to another company. What do you do with everyone wanting the car on the weekends? How do you limit use?**

CP: Never put any limitations on car use. You want it to be as convenient as a private car. The virtual reality of a car is much more important than the reality itself. This is a virtual product. German cars are used one hour a day. I know it. German cars are used one hour a day and stand around 23 hours. But people really love it, to have it in front of their houses, not to use it but to be able to have the possibility. They really pay a lot for not doing, but for being able to do. As a carsharing group, you sell virtual reality. You have to. This the worth of the car.

So, you never start with one car: at least two. Because when you have 20 or 30 people you have a better chance that the people don't always want to go on Saturday and Sunday because you'll have a mix of students and seniors and so on. The bigger you are, the better chance you'll have.

In the beginning, to avoid the problem of everyone wanting the car on the weekend, of course you have to try to have contracts with companies, to balance. And so we have special offers: 20% cheaper than the normal price. These member companies can use the cars from Monday morning to Friday noon, but not on weekends.

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*“These member companies can use the cars from Monday morning to Friday noon, but not on weekends.”*

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**DJ: What kind of companies join STATTAUTO?**

CP: Bakeries, groceries, architects, urban planning bureaus, journalists. Mostly little companies working with 5-10 people, not big companies because they have their own cars. Small companies don't really need their own cars. For example, an architectural firm has to bring plans maybe, and then once a week moves something big. And we have another system, a price system to balance usage. It is cheaper in the morning than in the afternoon because more people have time in the afternoon. So poorer people, who may have more time, do their errands in the morning.

**DJ: How did you approach Opel/GM to get a discount?**

CP: We checked all the dealers in Berlin for the best discount for buying 30 cars a year. And we went with the one that gave the best rate. By chance most of the carsharing organizations in Germany came to use Opel. Opel builds some cars that have weak motors and therefore

are more ecological than other companies. When there were so many carsharers using Opal, we got a general contract discount up to 80% of the price. We buy 100-150 cars each year in the German network.

**GB: Can people outside Germany use the German network's relationship with Opal?**

CP: No, because of import/export things. Maybe Austria, because it is in the European Union, but not Switzerland. Austria only has 25 cars so they can't reach the same discount. They are in 10 cities, including Salzburg, Vienna, Graz, Linz and Innsbruck. But in Switzerland, carsharing is very strong.

**GB: When you help new groups start-up, what are the common problems, and solutions?**

CP: Now when we establish a new group it is very organized. We have 4 things to offer:

1. Computer software. We go and install it and teach them to use it. When you teach the software, this covers most of the problems.
2. Safes with electronic access control. We explain how it works, how to repair them and how to use them.
3. A box of 100 formulas, contracts, everything written down, everything you need for the people and the organization. So that you have control lists and everything you need.
4. Teaching. Three times for 3-4 days over the course of 3 months, we go and teach them. So you have 2 phases, one pre-start and one starting. So after 10 months, the thing runs, and they learn how it works — parking spaces, insurance ... and it works pretty good.

In the beginning, we couldn't offer a real schooling or teaching because we ourselves didn't know how it worked. So we just went there one afternoon and explained how to do this and that, and then they had to have their own experiences... so it took them 3 years to get running.

We had to invent everything ourselves. Two parts:

1. marketing , 2. financial, inner workings, control.

Carsharing organizations must know that they have to reach car usage of 50%. If they don't, they can't do it. We have to teach controlling, how to make contracts with the insurance, how to buy the cars, how to affix the logo, how to speak with the station chief that looks after the car... And the other part is how to go to the public: convincing people to sell their cars and join is a special mixture of political, ecological, and economical reasons. Tell them that they use the car only one hour per day and it's cheaper to have a collective car. It is important to say this in the right way, with not too much political and ecological reasoning because people don't want to hear it. They are interested in money. So you have to tell them something about money.

In the beginning, we made this mistake because in our heads, ecological reasons were the most important. We weren't interested in money. Then we realized we could reduce traffic with this system. You need to have markets if you want thousands of car drivers reducing driving.

So we changed a bit, we reduced the number of

ecological and political arguments. In the recent leaflet you can read very little about ecological reasons, just that STATTAUTO is convenient, STATTAUTO is cheap, STATTAUTO is better for everybody. In the older ones we said how pollution was killing people and forests, how many tons of pollution every year ...

I think it is very important to train a group to the right arguments because normally idealistic people start carsharing. It is hard to get this into their heads. Many did not want to surrender their ideas in favor of using the market to make it work. There are so many grassroots groups that hope to convince people by telling the truth. But truth is cheap ...

**DJ: Is there a point when you have to tell eco-people that STATTAUTO is *still* eco? Are there environmental groups that don't think carsharing is environmental?**

CP: Yes, there are some who don't want to support STATTAUTO. The Berlin Green Party says they don't want to support STATTAUTO because we are dealing with cars. We tried to tell them, they are naive because car-using isn't a phenomenon they can just deny. It doesn't help to deny it. But we can't convince them.

There is a more realistic wing of the Greens in other parts of Germany. In Berlin, we have a more fundamentalist wing of the Greens. They say that with our system there are people who join who couldn't afford to drive a car before. But *many* scientific surveys really have proven that some people who couldn't afford a car join, but there are so many people that sell their cars that there is a benefit. One STATTAUTO car pushes 5 cars away.

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*“Collective car using is the modern form of car using where there is good public transit.”*

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**GB: Now, when you campaign, how do you explain STATTAUTO?**

CP: Collective car using is the modern form of car using where there is good public transit. Collective car using is the modern form because in cities, cars are used only one hour a day and are standing around, using space 23 hours a day. And so, it is possible to have more people using one car without any reduction in their mobility. Then it is so reasonable, we are convinced that people will do it.

The problem now is not that everyone wants to *own* a private car but that he wants to be able to *use* the car whenever he wants. So he owns the car to get the possibility of driving. If we guarantee the possibility of driving without the car-owning, then I think this is the key to reducing car traffic. Because this gets rid of the emotional contact of people to their cars. And I think this emotion is not strong enough to hold the private car owners to their cars. There have to be rational reasons for breaking the relationship, so we offer the same opportunities as private car ownership.

With the emotional contact gone, the irrational use of cars will be weakened.

Well, we have the experience of more and more people really being interested in collective car use. Because there is no reason to own a car if you have the same service without, and it is cheaper, *and* it is ecologically conscious. People in Germany are becoming more ecologically aware and say "I'd rather do something for my kids than living in such luxury that I always must have my own car." I don't know if this is important in the US, but here it is. The Green Party is in third place here. In 3 years, when we have the next election, I'm convinced there will be a red-green coalition government. Then we will have laws supporting carsharing and reducing car owning, or raising taxes for car owning. So I think this is the future.

Well, it *has* to be the future. If we organize our mobility for many more years in the way we do, we will really have tremendous damage, global-warming storms and acid rains. This year the Rhine flooded with billions in damages. It will be the same effect in the whole western world, I'm convinced. So, it is very good to reduce traffic by collective cars: otherwise, if you say we have to forbid car owning or things like that, the lobby is so strong against it that you can't win. But if you say we don't want to take your mobility, your car driving, but we only want to organize it better, then it is a real offer. You always win if you start with an offer.

Car owning is pretty expensive, is the point. Of course, millions of people would never break this strong contact with their car, and you can never reach them. But you can hope. Private cars are very neurotic things in our communities, and you can only hope neurotic behavior will weaken. You can't solve those problems, but you can tell people it is not *so* important and after awhile they say they don't really need one.

**DJ: Is it true that there's a full-time carsharing promoter in the Dutch government ?**

CP: The state did a lot to help carsharing there, installing the thing, making surveys, and everything. But I'm not sure they did it in the right way because when the state becomes interested in something, you have at least 50 institutes that want money and don't want to do anything. They just want to write things. We don't need people to write things! We need them to organize some things! Nobody does, so the movement there is pretty weak, but the flow of money is pretty strong. So something is wrong.

**DJ: Would you prefer to not have a national German coordinator of carsharing?**

CP: The government should *do* something, not give away money. A law that gives carsharing cars free parking spaces.

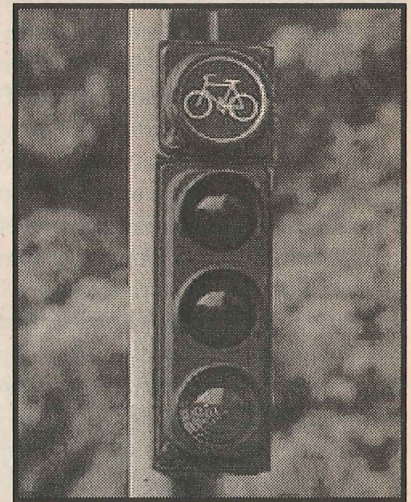
They can do it. The city government could do that. The argument for that is that taxis have reserved spaces in the public street where they can stand and wait for customers. We argue that carsharing is very similar, it's just taxis without a driver. The whole structure is very similar. You have to phone and you pay only for the using, not for the car. All costs are paid by the driving, which is the same for taxis. But you have a chauffeur, that you don't have with carsharing. It is proven that it is ecological and very good for the traffic in a city. It reduces car movements and frees up parking spaces.

**DJ: Bremen, Germany had a building development that doesn't have private car parking. They use carsharing cars instead.**

CP: Yes. They want to do this in Berlin. There is quite a big quarter in Berlin where if you want to rent an apartment or buy one, you will have to sign that you are not owning a car, otherwise you wouldn't come there. And there are no streets, just walking, biking, emergency access. Normal cars can't come in. There is a bus and subway station there and if you can't manage without a car there will be a carsharing station nearby.

**DJ: Is this available yet?** CP: No, it is built in Bremen. 200 apartments. But just planned in Berlin and Tübingen, where the French troops moved out and now they have the space for about 5,000 apartments.

*Below. Berlin's large sidewalks contain clearly marked bike paths. Different colored pavement shows bikes what space is theirs.*  
*Right. Bike traffic light.*



Interview with: **Markus Petersen**, Chief Financial Officer.

**Greg B: How do you calculate the number of cars that will meet the demand?**

Markus P: The most important point is experience. We have data about the last 4 years from which we can see how the firm's capacity developed. We have the hours in a day that the cars were booked so we know a lot about the relation of the members to cars. We have a very important season: the better the weather the more people drive. Also, people need STATTAUTO for rides on the weekend and to transport big things that they can't move with bicycles.

STATTAUTO's money comes from the spare time events, like barbecuing out of town. We know how holidays effect the firm, a very important thing. We learned the learning curve/function — the longer they are a member, the less they drive. You have a participant who had a private car, where driving more didn't cost much more. So they are not educated by money. So what happens is they get our first invoice, and it's very high. It depends on how much property they had in other cars before joining, whether they owned a private car, shared a car, rented cars or only used taxis. The higher the investment in car property, the more they drive. In the beginning with STATTAUTO cars there is more of a learning effect. Every drive or every ride is listed, so they begin to think, "this car trip was not necessary, we could have taken the train" and "this other trip was not necessary, we had a bicycle". So they begin to drive less. So this is very good for the environment, and not bad for STATTAUTO.

What we do is just run more people per car. So we began with 12 people per car. That was an average number for the first year. Today we have 25 people per car. This is why it is very important to know about the learning function. This function is not homogeneous, it is changes because participants learn a lot about preventing transport, preventing the buying of services that are far away, say 10 km. They don't do that anymore. They get another store. What they don't like to reduce is spare time rides, so there they learn less. This is bad for STATTAUTO because the business structure has to adjust. Our problem is that people drive only on the weekends, because they learn to prevent driving during the week. Therefore, we need other people ... so we give a discount to businesses on weekdays.

The Art of growing a carsharing firm is to plan for: 1) the annual season, 2) the holiday season, and 3) the learning curve. And to plan for growth. That is Carsten's problem: as marketing boss, he has to bring in the people. He must say that \$50,000 will bring 1000 new members. That is the goal in his department. He has to do that. And I have to make sure that the number of cars grows only with heavy use. My goal is that the cars get used 12 hours per day. Normally, we reach our goals. In 1995, Carsten was suppose to bring in 1100 people. He is almost 3 months ahead. I've had better years. Last year was very good. 1994 was very good. 1993 was not. We broke even. We haven't lost money since 1992. That's ok. We are financially balanced.

**GB: How do you structure prices?**

MP: Price policy is planned by the management, in this case, Carsten and myself with the input from employees. Then we have a very complicated and a very good semi-democratic process for implementing new prices. The firm needs to be financially balanced, stable. It doesn't have to make profit but it has to be stable. You have to differentiate prices, and the other problem is how to finance the firm. Where do you get the money to buy or have 140 cars, or to finance the office?

The first problem: price structure. We propose to the STATTAUTO Verein [*membership consumer union*]. GMBH is the corporation... we are sitting in the GMBH's offices. The Verein doesn't have any money, it has some number of members. Participants can be a member in the union. When participants want to control the corporation, they can join the union, but they don't have to. As long as they think everything is wonderful, the prices are ok and the service is good, they don't have time to be a member of the union, don't have time to go to the general assembly meeting, and don't want to be a Verein member.

So now we have 500 members of the Verein and STATTAUTO has 2800 participants. So we propose new prices to the Verein. The Verein has a board and we have a contract with the Verein. The board controls the STATTAUTO corporation, that means that there are no secrets concerning the performance of the firm. The monthly statements that the computer gives are sent to them. They know as much as I know about financial stuff. They may not pay as much attention to it, but they watch over to make sure there is a balance. That the firm is stable. The Verein makes sure we don't lose the money that they gave us. With these numbers, we can always argue for price increases, like "the insurance has gone up", "we got more cars", "we have a new, more expensive office", "the salaries have gone up", etc.. They see the point. They don't want us bankrupt. So we don't have fights with them.

Now we come to the second part: how to finance the firm. In Germany, you can do it with the cooperative, but this is very slow. You have a general assembly which is very powerful, which is the capital. They are the capital and can kick management out. In our model, they can't. A general assembly of 2,800 people would be a very slow body. If you want something new like a new product, or you want to save money, or you want to invest something, or have a new campaign, or you want to plan losses in the firm... You want to say next year we are going to lose money and it doesn't matter because after that things improve because of this and that. To explain that to a risk-averse body is almost impossible. They are cautious, don't want to invest their money in something they don't understand because they don't know what is happening. They only meet with the general assembly one time a year. So, firms with this structure get very slow. We have colleagues that have this problem. They have management that always wants to do things, invent things and grow and get rid of private cars. And they can't do things because they don't have the power to do them.

So we say we have no information deficits because the Verein knows everything. They can ask as much as they want. Every day they can come and say lets have some control here and investigate some numbers. *But they can't interfere with decisions.* Therefore management is very strong in STATTAUTO, and the firm grows a lot. We are the fastest pace firm. So, information must be available, but the decision-making process should not be with the clients. The clients want to buy a certain service. They like the service. They like the idea that someone controls the management, that their money is safe and the profits allow us a little reserve for the years that we make mistakes and lose money. You don't want to go bankrupt because of a little mistake. They see that point.

Just two weeks ago, we had the annual meeting. So we increased the monthly membership fee and they didn't like that. Because they said we pay money monthly and we don't have any service for that as long as we don't book the cars. This isn't true, because they *have* the feeling that they can book the cars at the next corner. It costs a lot of money to have this possibility. So they finally saw the point and our proposal passed. So that's a little of how it works.

Concerning finances we don't have a big problem because they give us 1000DM per person. So we don't have any finance problems. In fact, we could have less money because the bigger the firm the easier it is to lease cars instead of buying them so sometimes we have too much money. In the beginning, when you are very small, you have the problem that you have 20 people and \$20,000 and you want to buy the next car. Well, where do you have the next \$20,000. You have to lease it. Nobody leases the car to you because you are very small. But when you have 100 cars then you can lease them. I can say give me 40 cars for the summer season; afterwards I'll give them back. Then I don't have the selling problem ... I don't want to sell cars. I want to rent them and administer them. We are specialists in carsharing, not dealing. I just sold some, but it is not our business in fact.

**DJ: How were the tasks divided in the beginning?**

MP: First I began alone. I wrote a dissertation with STATTAUTO as the experimental, empirical part. So I just bought one car and to administer one car is not that hard. Everyone does that with their private cars. I had the administration of the members too, but there were 20 members so it wasn't too bad. And then we had to invent all these things, especially for example the computer program, which is a very special carsharing program. And not only that, *how* to found the firm ... well we had to invent that like every employer. So the problem was not how to divide the work. The problem was and is always for STATTAUTO to get the normal work done daily, to pay everybody and on the other hand, do all of these development things, plus public relations.

Carsten, for example, this morning, first had the national TV here for three hours. Wonderful for STATTAUTO, but three hours? Don't forget that. Because

the *daily* process of the firm, he didn't do anything for it. He didn't get any members. Well, he gets members by TV but sometimes you have American or Finnish TV and you don't get any members. So the problem for STATTAUTO is always to develop things, and to present things. For such a *small* firm the ratio of doing free work in relation to general revenues is very, very big ... We are much smaller or more famous than our revenues.

**DJ: ... we've run into that problem in the US. The national media takes up too much time in relation to the small return that generates for us locally.**

MP: Yes, it takes too much energy. Yes, at this point we always say it is better to stop the media. Don't attend the phone for the media sometimes. Because, for example, ADAC, the German equivalent of AAA, after a year, the media went to them and said why don't you do carsharing, you are much bigger. ADAC said it doesn't work, it doesn't even exist! They are so powerful with the media that the media wrote, "STATTAUTO doesn't exist." This is obviously not the case. We had maybe 10 cars. We were a very *small* firm, but we *existed*...

So now, after 7 years, they say in Berlin, "STATTAUTO exists, but they are not professional, they are alternative, crazy guys..." So, in fact, it is very important to do media. If not, they will lose interest after a certain time and write you off as crazies. They will say that private cars are the only ones that work, it's been a hundred years and it works. So we always had these times when the media was pushing us, and sometimes we told the media to go away.

**DJ: You need time to grow the business.**

MP: Yes, it is very important to keep the business going. The media is not that important. It is very important to grow, but don't overdo it with the media, especially in the US! In Oregon you're not interested in members in Texas obviously.

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*"So because the media power of Greenpeace is something, we had these 750 people within one month."*

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**DJ: How do you handle this quick growth? Carsten said recently 430 people signed up at the Climate conference?**

MP: Yes, that was good. We did the same thing last Fall. We had 750 people in one month. They were "testers". They tested the firm. Most of them left the firm afterwards. 300 or 270 stayed. That was because they had to pay an entrance fee. At the last conference, the Climate Summit, we didn't have that problem because we waived the entrance fee. We said well, during the Summit conference, you don't have to pay the entrance fee. Therefore, we had



this wonderful success and we handled that easily. Then it's mainly a thing of planning the cars. Well, we were overloaded, some people didn't get any cars. That was a problem.

The infrastructure of the office handled it, some additional people, not a big problem. Everybody was a bit overworked, but then we said afterwards everything will be a bit better. We are going to have more money if we can administer these people. They will give us money because they'll rent cars. And now the service in the firm is much better because we are able to lease an extra 30 cars for those 450 people. So this season is going to be a perfect season for the clients. Much better than the last ones because the firm is so big that it can lease these cars. Last year it couldn't.

In the summer last year, they didn't get any cars. We said we're full - not very good service! This summer is much better because we got 450 people in one step, not gradually. So now we could buy or in this case lease cars. Normally you could get the cars, but in the summers we were overloaded. This year for summer it is not the case, we can lease another 20 cars for 10 weeks.

**DJ: Is there a minimum time that members must remain?**

MP: No, because of the good experience of the "testing" experiment. The "testers" were through Greenpeace. We did not make the campaign. That was a success because Greenpeace said officially in the public, they said "CarSharing is great, test it. We have a deal with STATTAUTO that you can test it. You just pay when you use the cars. You don't pay a membership fee. You don't pay an entrance fee." So because of the media power of Greenpeace is something, we had these 750 people within one month. That was really incredible, we had an extra office, we had an extra telephone service firm to handle the calls. That was great. So they tested for 30 days.

So like one guy would enter the first day, September 1, 1994, when the campaign began and he could test for 30 days. After that we would write him a letter that if he would like to stay, he would have to pay the entrance fee. If not, he would just call us and send back the Mobile Card and then we wouldn't take the amount from his account.

So after that good experience, Carsten and I changed the policy. We said, "Everybody who wants to come in can test it for 30 days. For 30 days, you don't pay an entrance fee. You don't pay a membership fee. If you like the firm, if you like the product: it worked, you got the car, the car was clean, it was ok, people were friendly and so on, then you stay obviously and then you pay the entrance fees. So after the Greenpeace campaign, we changed the policy last month (April 1995). That is very good, I recommend that.

**DJ: Are some people saying I don't want to test it, I just want to join?**

MP: It is very new. It is only 30% or 20% of the people who are coming to the information evenings here that say

ok I'll test it. Most of them, they have already decided. They say "we've waited 2 years, we now know because we have so many friends that are members that we go for it. We'll stay anyway, so here, you have the fees."

**DJ: Who runs the informational meetings/evenings?**

**Employees?** MP: Yes, employees. Carsten and I did it for the last seven years, but now we have somebody.

**GB: You started with old cars? How did you manage to jump from old cars to new?**

MP: It's in my dissertation, let me show you. You should have a copy of this... It is a wonderful book because everything I'm telling you is in here. It's not available in English. Here you have development of members, car, revenues, balance sheets and profits. In our first year, 1988, we had only one car and in 1989, we had 3 cars, 40 members and then it's here in quarters.

As first we thought old cars were right. We don't have any money, so we'll buy cheap stuff. It was funny, when I founded the firm, I bought a car. It cost 2,800DM. I bought a computer for 5,000DM then I bought an answering machine. In Germany, answering machines were very expensive and it cost 2,000DM because of the Tele-com monopoly. So I had 7,000DM in information systems and 2,800DM to make the money, which is a crazy relation.

Now I don't know, we have 2 million DM in cars and maybe 200,000DM in computers. That is a better relation. Then it was funny... Back then, one time the brakes didn't work, but luckily I was driving the car at the time. That was very bad service. We sold the car at a profit for 4,000DM. ... when the wall came down and all the prices went up all the East Germans wanted to buy *wonderful* western cars... the prices went crazy and we sold the car, and that saved the firm in fact. We sold all of our used cars because the prices were crazy in those days. The value just doubled. And so that saved STATTAUTO because we had so many losses and the firm was too small to take them. I was giving up because all of my private money went into this stupid STATTAUTO. Anyway, we saved it with the wall coming down, so the communists they saved us, and afterwards we bought only new cars.

We then had this argument. We said, "There is a big difference between members and people who are not members." Important because obviously the people who aren't members are the majority. People who still drive private cars...

What you want is not the low-budget student, you want the people who have the private cars because they are the guys who produce the emissions. You don't want people who can't buy a car. So therefore, you have to have very good service -- 24 hour service with many stations. STATTAUTO has many stations in Berlin now. We have a very good image. That means "it works", first of all. It is not a stupid idea, it works, that's the point. And we did that. That is the very good work of my brother that he pushed the point that STATTAUTO works. It's expensive, but it works.

Cars are there. Cars are cleaned, new, safe. So people sell their cars, and they trust that STATTAUTO works.

You need all this to get people from the private car to STATTAUTO. With old, junky cars you won't. Because people have enough money to buy nice private cars. They just don't like the idea of having to service a private car. Every 6 months they go to the emissions test or to the inspection at the garage, all this stuff. The gasoline price goes up, they get in a bad mood. With STATTAUTO, they just drive less. Insurance went up like hell in Germany, 50% in the last two years because of cars being stolen. So people don't worry anymore, and they just know they drive less with STATTAUTO.

What they like is the service. Some people say when you buy new cars that is bad because the production of new cars is greater. That is just wrong because it depends on how many cars you buy, what you do, and how long you keep them. We keep them two years. Normal car rental firms keep them 6 months. Why do they do that? Because they get a 30-40% discount on the new cars. Say the cars are very new, like if you keep them only one day theoretically: then you see it. You buy it with a 40% discount, you sell it with only a 30% discount, so you make 10%. That is how normal rental firms live. Normal rental firms are car dealers.

The production does not go up because somebody buys a new car. When you have a hundred Americans, and I think it is the case you have 100 cars. Well, everybody buys one car, obviously. Say person #1 buys all of these 100 cars because he has such a wonderful discount and sells them to the other 99, one day later. Car buyers will obviously buy it from the first person because they don't want to pay the full price from the manufacturer. They want the discount, so the production does not go up. But we take people away from the car market. If ten people use one car, you remove demand for 10 cars. You need new cars to attract more people to this system, then many less cars are made.

When car-sharing firms are big, they can say to the manufacturer, "well, we don't like," for example, "this metallic paint. It is an ecological waste." And also they will say we want cars that go 1 million kilometers instead of the current 100,000 kilometers until they break down. When you have market power, you will change the car. You will say we want a good car, not a throw-away car. We want cars to last for 50 years, saving resources. It is possible. No problem for engineers. It is just the market that wants every year a new model, and everything is thrown away. We should buy all cars and be the biggest car dealer, because then we can say which cars are on the market. That's how it works. Not people thinking, "we buy new cars and the production goes up." That is not true. VW or Opel... They probably produce in one minute what we need in a year...

**GB: How did you make the relationship for buying cars at a discount?**

MP: Well, we were pretty stupid actually. The first thing you do is go to all the dealers in town. You write them a

letter and say I want to buy two cars and who wants to give me a discount? And so most of them, they don't even answer, but now there is a big recession in Germany and so all of them answer you back. They will say, I will give X discount. Soon you will find out that the maximum is about 20% in Germany, and that is really the maximum using this method. It depends on the car: cheap cars get more discount and cars like Mercedes get less. Because you sell it after some time and the difference between the buy and sell price is the amount you have to pay. We said we have two cars to buy and ended up with Opel/GM. Actually, they gave the best discount. The car was ok for our purposes.

And so we did not have a liaison with GM. It just gave the best discount. So then with all the media coverage the cars were getting, we told Opel, you need to give us an extra discount, because we are improving your image. Because STATTAUTO is concerned with being an intelligent and ecological product, and it is connected to Opel only because you gave us this discount. Any day we could go to VW, no problem, so they gave us an extra press/media discount. And then it turned out that I should have done that in advance! But you never know. Now, we are serious so they talk to us. Five years ago, nobody talked to us.

Recently some people came that were part of a group of firms buying cars together. It's like a buying cooperative for cars. They get huge discounts. And they said when we become a member we can have them too. So I said, wonderful, no problem, because I don't have a problem with getting a discount from the manufacturer. The manufacturers didn't like that very much because now we can buy all cars with these wonderful discounts. So that shouldn't be a problem. I am sure that these buying cooperatives exist in the States. Because all firms that buy 50 cars a year, which is nothing for a big firm, they have that problem. They want to buy at a discount, so they have these groups.

*These interviews were edited for grammatical correctness and reading ease. Great care was taken not to delete any important information. The full interview on VHS videotape contains more questions and answers. It will be available from RAIN in September 1996. (Order form is on page 57).*



# More CarSharing Resources:

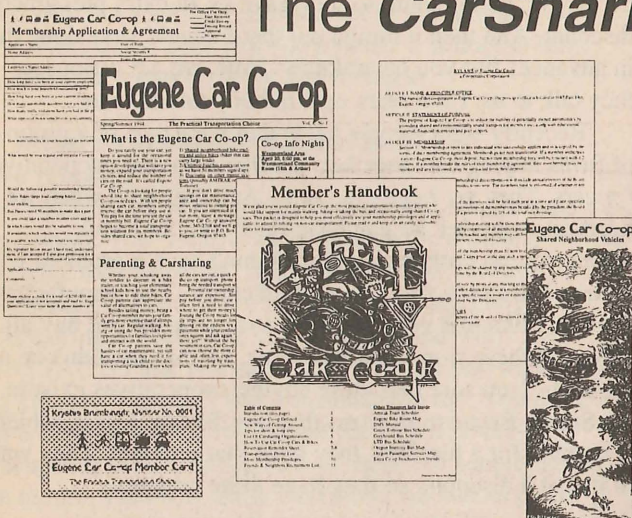
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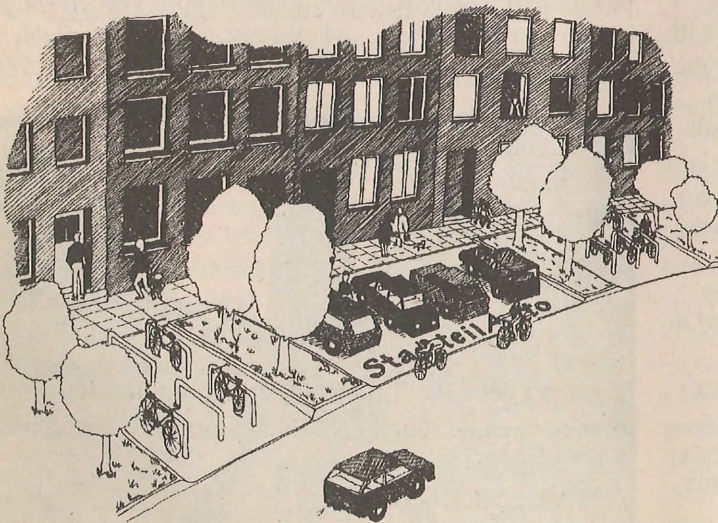
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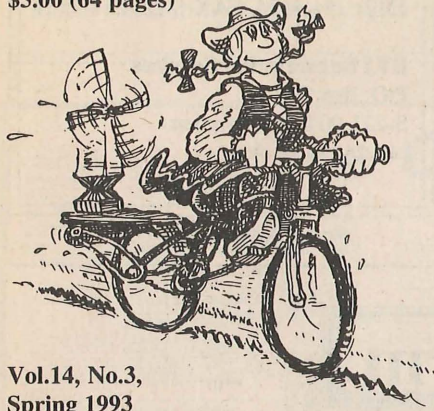
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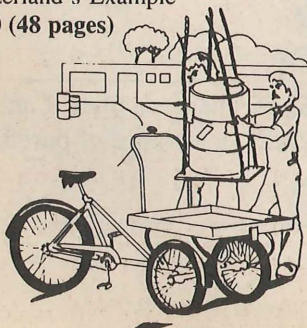
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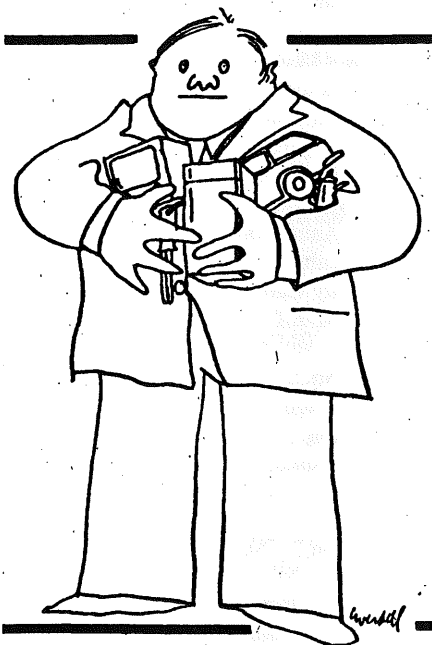
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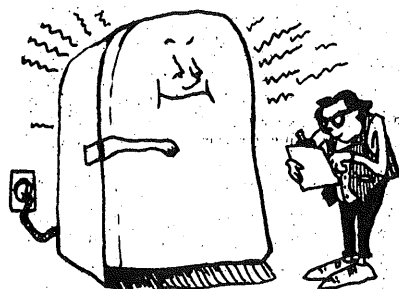
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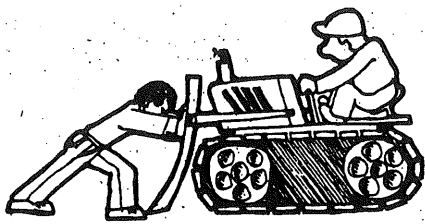
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## A NOTE TO OUR SUBSCRIBERS

We had hoped to get on a quarterly publishing schedule last issue, but many projects, including earning the money to support this magazine, have interfered with our publishing plans.

Aside from taking care of life's many transitions, we've spent time on the Eugene Community Trust (a non-profit development group), the Eugene Car Co-op, two documentaries (on carsharing and on sustainable architecture) and a host of local issues that stubbornly demanded attention.

To all of you who support us through all of this and who just enjoy the magazine when you get it — a fond thank-you! Whereas other small publications cease due to similar problems, the RAINmakers will get you all the magazines that you paid for no matter how long it takes!

## A NOTE TO LIBRARIANS

The last issue, Volume 14, No.4, was published in 1994. We missed out on publishing in 1995 and this is the first issue for 1996. To help you in your cataloging, we have decided to continue to the next volume for this issue, Volume 15, No.1. We will continue to use a new Volume number after every four issues, even if that does not reflect a new year.

## Contributor's Guidelines

### Readers are always welcome to submit:

1. Notices, press releases, announcements, access to resources in areas of interest, and items for review.
2. Articles of any length on *existing, successful* projects and initiatives of community-scale. This means something that any group of people can just get up and *do*. This means *no*: poetry, fiction, speculative futures, grand political schemes, state-reform legislation, authoritarian programs, or corporate public relations. Please try to pry principles from the experience that will make the piece useful to other activists and community members. No public relations pieces: we want honest, though uplifting, accounts. Since we don't find market capitalism very inspiring, no eco-businesses unless focusing upon some useful methods or appropriate technologies. We do not consider articles on the hypothetical wonders of modern technology. Please query before embarking on writing. Articles may be heavily edited, depending on the quality received. Author should obtain photos.





## Early Bikes-On-Rails Program

*From the 1930's: Murielle D'Azama was an accomplished musician, conductor, and ardent bicyclist. In Austria studying music, she often biked and hitch-hiked around Europe. She biked from Boston when she was hired to conduct an orchestra in Macon, Georgia. While biking to the Chicago World's Fair in 1933, at the height of the depression, she resorted to railroad boxcars when necessary. In 1934, she founded the Portland's Women's Symphony Orchestra, an organization she led for many years. Oregon Historical Society Photograph Collection, OrHi 27044.*

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