2014 was a turning point for bicycling in the East Bay. Bike East Bay’s key wins and accomplishments this year point towards change that will truly transform the East Bay into the bicycle-friendly place we know it can be.

With the passage of Measure BB this November, our hard work paid off with a four-fold increase to funding for biking and walking in Alameda County. Protected bike lanes on Telegraph Avenue will set a new standard across the East Bay. And our strategic planning work in 2014 creates a roadmap to future growth and success for Bike East Bay.

Your generous support has made these wins possible. I am so grateful for our community of supporters who believe in and invest in our shared vision for safe and enjoyable bicycling in the East Bay. Thank you!

Renee Rivera, Executive Director
Strategic Plan
2014 was a year of strategic thinking and planning for future growth at Bike East Bay. Our board, staff and key volunteers engaged in a strategic planning process, culminating with a 2-day summit with 150 participants in January 2015. The result of this engaged process are goals and key action steps that will guide our work over the next five years.

Our goals are:
• Increase the number and diversity of people biking.
• Overcome barriers to bicycling via programs educating all road users.
• Build strong and collaborative relationships with representation from all East Bay communities.

The themes that emerged from our planning and summit were: getting more people biking through infrastructure improvements and education; increasing Bike East Bay’s reach into new audiences and communities and building the diversity of our bicycling movement; building Bike East Bay’s capacity to be a hub and network for city and neighborhood based groups; and cultivating new partnerships with businesses, law enforcement, affordable housing and other potential collaborators.

Teaching New Skills to Young and Old Alike

Bike East Bay has a long tradition of building the confidence people need to ride in our bustling cities and towns by offering free classes. Over the past 3 years we have educated over ten thousand people, giving them new skills to bike safely and responsibly.

“I’ve been biking for 50 years and I still learned some great stuff in this class. I would recommend this to anyone who bikes.”
Dan from Emeryville

Education Program
2012-2014

Participants 11,451
Free Classes 394
Instructors 22
Cities Served 22
Languages 3

Bike East Bay offers a variety of classes, including one-hour workshops at workplaces, bike rodeos for children, classes on urban cycling (classroom and road riding), and family bicycling.
Big Wins for Bikes in 2014

Bike East Bay’s key wins in 2014 will be paying off for East Bay bicyclists for years to come. Winning Measure BB, approval of protected bike lanes on Telegraph Avenue, and a record-setting Bike to Work Day in the East Bay are just a few of the many victories that are paving the way for a great future for bikes.

We Won a Billion Dollars for Bikes in Alameda County

Bike East Bay won “Campaign of the Year” from the Alliance of Walking and Biking for our Yes on BB Campaign. This win at the ballot box in November 2014 will result in an investment of a billion dollars in bicycle and pedestrian infrastructure in Alameda County over the coming decades. Measure BB will bring us new trail and bikeway projects throughout the county with a four-fold increase in available funding, giving Alameda County the highest per capita investment in biking and walking in the nation.

“Bike East Bay played a major role in passage of Measure BB ... Bike East Bay [provided] critical input, resulting in the inclusion of more than $1 billion in transportation investments that will support walking and biking in Alameda County.”

Art Dao
Executive Director
Alameda County Transportation Commission

Telegraph Avenue Protected Bike Lanes

Thanks to two years of campaigning by Bike East Bay staff and volunteers, Oakland’s City Council unanimously approved protected bike lanes on Telegraph Avenue. We rallied over one hundred corridor businesses to persuade the city’s planning department to bring protected bike lanes to this bustling commercial corridor. Today, we’re replicating this grassroots level advocacy to bring a network of safe and inviting bike ways to Richmond, Berkeley, Walnut Creek and many more cities around the East Bay.

20th Anniversary of Bike to Work Day

Bike East Bay, then the East Bay Bicycle Coalition, started our annual tradition of Bike to Work Day with a celebration at Oakland’s City Hall in 1994. San Francisco followed suit the next year and since then the event has grown into a region wide event. In this 20th anniversary year we saw a record-setting 21,000 people bike through one of our 126 Energizer Stations.

2014 Financial Summary

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
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</thead>
<tbody>
<tr>
<td>Net Income</td>
<td>Total Expenses</td>
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<table>
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<tr>
<th>Income</th>
<th>Expenses</th>
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<tr>
<td>Programs, 20%</td>
<td>Donations, 12%</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>Net Assets</th>
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Our Supporters Move us Forward
The members and supporters of Bike East Bay fuel our work to make bicycling in the East Bay safe and enjoyable. We are grateful for their generosity.

### FOUNDATIONS AND BUSINESS SUPPORTERS

**$10,000+**
- Bayer HealthCare
- Climate Ride
- Craigslist Charitable Fund
- Kaiser Permanente
- Law Office of Daniel H. Rose
- New Belgium Brewing Company

**$5,000–$9,999**
- Chintu Gudiyana Foundation
- Dolan Law Firm
- Jamba Juice
- Local Initiatives Support Corp
- Panoramic Interests
- Sunpower Foundation
- Zinn Law Firm

**$2,500–$4,999**
- Akonadi Foundation
- Alliance for Biking and Walking
- Bay Area Air Quality Management District
- Bay Area Bicycle Law
- California State University, East Bay
- Fremont Bank
- GIEL Accident Attorneys
- Grizzly Peak Cyclists
- Hacienda Owners Association
- OSI Soft
- Sungevity
- Union Bank of California
- Whole Foods Market

**$1,000–$2,499**
- Citizens for Alternative Transportation Solutions
- City Car Share
- Clorox Company Foundation Fund
- Downtown Oakland Association
- FineLine
- GU Energy
- KW Engineering
- Lake Merritt Uptown District Association
- Missing Link
- Sun Light and Power
- University of California, Berkeley

**$500–$999**
- Alameda Bicycle
- Alta Planning + Design
- Bay Area Bikes
- Beer Revolution
- Brewers Supply Group
- Fehr and Peers
- Fremont Freewheelers
- Fusionstorm
- Johnson Ohana Charitable Foundation
- Jumping Fences
- Kittelson and Associates, Inc.
- L.J. Kruse Company
- Law Office of Frederick L. Goss
- Mclean Breweries
- New Parkway Theater

**$250–$499**
- Dero Bike Rack Co
- Dublin Cyclery
- Hop Grenade
- Lost and Found
- Moore Iacofano Goltsman, Inc.
- Rose Foundation for Communities and the Environment
- San Francisco Randonneurs

### INDIVIDUAL SUPPORTERS

**$5,000 - $9,999**
- Alan B. Amos Lans and Annie Goglia
- Anonymous Donor
- Marilyn Langlois

**$2,500–$4,999**
- Rick Rickard
- Rolland Jurgens

**$1,000–$2,499**
- Alden Mudge and Mari Loria
- Charles Klinedinst
- Corinne Winter and Andy Ball
- David Arkin and Anni Tilt
- Ernesto Montenero
- Jim van Dyke
- John Sanders and Patti White
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- Sally Goodman
- Shanna O’Hare
- Terrence McGrath
- Tom and Judith Willging

**$500–$999**
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- Cheryl Jerozal
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- Paul Lettieri and Debra Dryden
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- Philip Klotzbach
- Renee Rivera
- Robert and Patricia Raburn
- Ryan Chan
- Ryan Leong

**$250–$499**
- Adam Cohen and Amy Lyons
- Alan Morcos
- Ann Harvey and Francesca Cunningham
- Ben Gerhardstein
- Benjamin Stein
- Brett Hordor
- Bryce and Britt Tanner
- Christina Vicky
- Daniel Leaverton
- Dave Campbell
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- Hippensteel
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- David Neumark
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- Howdy Goudy
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- Jessica and Sean McKinley
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- Peter van Wesp
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- Samuel Schuchat
- Sandy Emerson
- Sarah Law
- Sonja Wong
- Steve Croft
- Steven Gobledick
- Susie Renner
- Theo Armour
- Tim Wong and Amy Wang
- Tom Tomkins
- Toshi Takeuchi
- Virginia Paton

Bike East Bay Staff
- Renee Rivera, Executive Director
- Dave Campbell, Advocacy Director
- Robert Prinz, Education Director
- Cynthia Armour, Project Manager
- Ginger Jui, Membership and Volunteer Manager
- Rachel Jacobson, Programs Assistant
- Hansa Jacob-Martin, Administrative Manager

Board of Directors
- Alden Mudge
- Bill Pinkham
- Bob Bodnar
- Doria Robinson
- Glenda Barnhart
- James Van Dyke
- Jenny Oh Hatfield
- Kristi Marleau
- Kristin Tennesen
- Maggie Smith
- Morgan Kanninan
- Raymond Pajek
- Rick Rickard
- Rolland Jurgens
- Rosie Mesterhazy
- Sandra Hamlat
- Tom Willging

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