



## VICTORY! STATEWIDE POLICY SUPPORTS BICYCLING

Environmental Impact Reports to include transportation guidelines that encourage bicycle facilities

Reform of the California Environmental Quality Act's "Transportation Guidelines" is on the way! This momentous policy change was an EBBC campaign with other organizations like the San Francisco Bicycle Coalition and the Planning and Conservation League. The resulting reforms promise to literally pave the way for bicyclists--especially in congested built-up areas near transit.

Current environmental policies for transportation protect driving while creating legal barriers to build new bikeways, widen sidewalks or create dedicated bus lanes. Ironically, CEQA keeps cities from installing new bike lanes near Smart Growth and transit.

It sounds crazy, but it's true. CEQA requires projects that have an effect on traffic to evaluate future roadway capacity in the year 2035. This absurd policy has thwarted many bikeway installations!

On April 18, 2009, EBBC's **Dave Campbell** and **Robert Raburn** traveled to the State



*New pavement on Oakland's Lakeshore Ave is marked for bike lanes. To overcome CEQA protections for roadway capacity on Lakeshore Ave, EBBC first lobbied voter support for Measure DD in 2002 (\$196m bond), then we fought to get city council approval of a "statement of overriding consideration" to add bike lanes. Future improvements should be easier!*

Capitol to testify in support of the proposed amendments that strikeout the "capacity" barrier.

*"The changes will allow local cities to design their roadways so that they work for everyone,*

*including bicyclists. No longer will the safety of bicyclists be ignored when cities consider new developments and related roadway*

*"CEQA Reform" cont. p.2*

### Next Meeting

EBBC's Annual Meeting will take place to nominate officers on Tuesday, November 17, 7:00-9:30pm at the **Rockridge Branch Library**, 5366 College Avenue in Oakland.

### Volunteer

Are you passionate about increasing bicycling in the East Bay? EBBC is seeking board members for 2010. You can contribute and help EBBC flourish working alongside other committed bicyclists. See [www.ebbc.org/board](http://www.ebbc.org/board) for details. Nominations are due Nov. 9th.

**EAST BAY BICYCLE COALITION**

**Map 1: West of the Hills**

Featuring:

- Western Alameda County
- Western Contra Costa County

- Commuting
- BART
- Touring
- Recreation
- Bike-Friendly Transit
- Bridges
- Off-Road Paths & Trails
- Everyday Transportation

[www.ebbc.org](http://www.ebbc.org) (510) 533-RIDE

### EBBC Office

at Fruitvale Village, 3301 E12th St, Suite 143, Oakland is the place where you can renew your membership at \$5 off the Sustaining Membership level and receive a brand new **Map 1: West of the Hills (2009)**. EBBC just took delivery of two pallets!

The new map depicts bicycle facilities and connections (as well as warnings) that extend from Crockett in the north to Fremont in the south. It reflects important changes like the addition of bike lanes on Oakland's Lakeshore Ave, directions between the Carquinez Strait Bridge path in Vallejo and the new Benicia-Martinez Bridge path, and progress on the Bay Trail bike-way. Of course we include updates on bicycle-friendly transit and even the locations of our growing list of Supporting Shops that offer discounts to EBBC members.

## Bright Ideas

### Albany Strollers & Rollers encourage youth to ride

One year ago, Albany Strollers & Rollers received a \$300 donation from Grizzly Peak Cyclists. As an organization comprised of volunteers and without membership fees or dues, AS&R hadn't had this much money to spend before and thought long and hard about how to use it to make a difference in the community.

We used GPC's donation, along with money from the City of Albany and Safe Routes to School to purchase rear blinking bike lights. A company called Fun Source, LLC runs "Project Community Safe," in which for every rear bike light an organization sells, they give the group an equal number to distribute free to children in the community. They're terrific products, and by AS&R sell-



*Volunteers install taillights on bikes at Ocean View Elementary in Albany.*

ing them for \$8 each (two for \$15), they were an impulse item that many people seemed to need! By the end of September we had sold over 150 rear safety lights - just in time for school.

Wednesday, October 7th was International Bike & Walk to School Day, so AS&R members and **Councilmember Farid Javandel** were stationed

at Albany's three elementary schools and the Middle School. Working feverishly as the kids arrived, we installed lights on the bikes (and some scooters) of 150 Albany students. Kids, parents, teachers, school administrators and city officials were all thrilled with the program and the free lights.

As you may have guessed, with the success of the light distribution at IBWSD, we are now back at the beginning of the cycle, so need to sell more in order to sustain the program and give more students lights in the future. As the days get shorter and the holidays approach, please consider purchasing some lights, so we can accrue more free lights to distribute to students in our next giveaway. You can contact either of us to do so, or visit our website at [www.albanystrollroll.org](http://www.albanystrollroll.org)



## Bike Hoppin' on Linden Street

**Adam Lamoreaux** founded the Linden Street Brewery in Oakland and started brewing beer last June. Not only is he committed to re-establishing Oakland's rich brewing tradition, but he wants to contribute to another old tradition--cargo bikes. His newest toy is a Dutch-style Long John cargo bike, on which kegs of beer will be delivered to local restaurants and bars.

"Hopefully, this bike is the first of many cargo bikes for my business, which is all about sustainability," Adam explained. "California farmers should be growing hops again, I want to use reusable containers in our packaging, and cargo bikes for distribution, all part of our zero waste solution."

Adam worked with local bike manufacturer **Michael Cleaver** of *Cleaver Bikes*



in West Oakland to build the Dutch-style work bike. Adam intends to show that his cargo bike is an integral part of the brewery. "We want to show people that if a local brewery can be delivering kegs, what could other people be doing? I hope when people see our cargo bike bopping around town it is not only going to make them chuckle a little to see a bike that can carry two kegs, but also open up a new way of thinking."

Join the East Bay Bicycle Coalition at the Linden Street Brewery, 95 Linden Street on Sunday, November 15, from 12 noon to 3pm to check out the *Cleaver Cargo Bike* and for an afternoon of brewing for EBBC's

upcoming Velo Wonderland event (see invitation, p.4). Enjoy lunch and either beer or sodas on us as thanks for helping to hauling kegs and mash wort. 🚲

### "CEQA Reform" continued p.1

*improvements. This is a great shift in the right direction. I want to particularly thank the Alameda County Congestion Management Agency for their support."*

- Dave Campbell, EBBC Chair

The most critical proposed change in the *Transportation Guidelines* is the removal of the word "capacity." The concept of capacity has acted to guard and promote automobile traffic to the detriment of any other mode of travel. In place of this unhealthy fixation we can look forward to an inclusive consideration of "the performance of the circulation system, taking into account all modes...."

The **Public Comment Period** ends on Nov. 10, 2009 at 5pm. Written comments supporting the proposed amendments can be sent to the **Natural Resources Agency** at: <http://ceres.ca.gov/ceqa/guidelines/>

You can also find background information at:

<http://www.ebbc.org/?q=CEQA> 🚲

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**AFFILIATED RIDE CLUBS**

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**Cherry City Cyclists** Steve Yoder 510-357-3045  
<http://www.cherrycitycyclists.org>  
**Delta Pedalers** Dave Stoeffler 925-634-1793  
<http://www.deltaped.org>  
**Diablo Cyclists** <http://www.diablocyclists.com>  
**Different Spokes** Derek Liecty 510-339-2345  
**Fremont Freewheelers** Jeff Girard  
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**Bay Trail Project** <http://www.abag.ca.gov>  
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**BikeAlameda** <http://www.bikealameda.org>  
 Lucy Gigli 510-595-4690

**Bicycle-Friendly Berkeley Coalition (BFBC)**  
 Phil Morton [www.bfbc.org](http://www.bfbc.org)  
**CA Association of Cycling Organizations**  
<http://www.cabobike.org/index.htm>  
**California Bicycle Coalition (CBC)** [www.calbike.org](http://www.calbike.org)  
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**Cycles of Change** [www.cyclesofchange.org](http://www.cyclesofchange.org)  
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**Urban Ecology** [www.urbanecology.org](http://www.urbanecology.org)  
**Walk Oakland Bike Oakland (WOBO)**  
[www.walkoaklandbikeoakland.org](http://www.walkoaklandbikeoakland.org)  
**Waterfront Action** [www.waterfrontaction.org](http://www.waterfrontaction.org)

**COMMUNITY REPS & ADVOCATES**

**BART Bicycle Advisory Task Force**  
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**EAST BAY BICYCLE COALITION annual membership form**

Keep current! Send your tax-deductible donation to **EBBC, PO Box 1736, Oakland, CA 94604**  
 EBBC's accounting methods assure that your early payment will extend your membership by a year.

\_\_\_\_\_

Name \_\_\_\_\_

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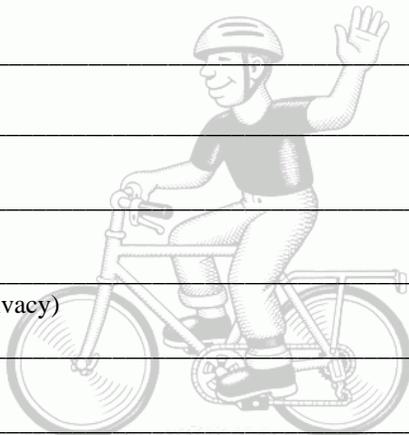
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Workplace/City \_\_\_\_\_



**Membership Type**

- Sustaining (\$25)
- Household (\$40)
- Half-century (\$50)
- Century (\$100)
- Introductory (\$12)
- Living Lightly (\$6)
- Endow (\$\_\_\_\_\_)

- New
- Renewal

- Never share my name with others
- Only share with EBBC affiliates

Commuter  Utility  Recreation  Touring  Transit User Other bicycling interests?

# Family Bicycling Workshop FREE Bike Safety Classes

Sunday, November 15

10:00am-12pm

Rosa Parks Elementary

920 Allston Way

Berkeley

Join other parents and kids for a morning of fun, drills, games and a neighborhood ride. Bring bikes, helmet, and dress for relaxed 2 mile bike ride. Limited number of loan bikes available. Parents and kids in 2nd to 5th grades learn and ride together. Absolutely free blinky lights will be provided for every kid.



Register today at:  
[www.ebbc.org/safety](http://www.ebbc.org/safety)



EAST BAY BICYCLE COALITION  
[www.ebbc.org](http://www.ebbc.org)



Safe Routes to Schools  
Alameda County  
ACTIA

East Bay Bicycle Coalition presents

Velowonderland

Bike and Art Party  
Friday, December 4th, 6-10pm  
Uptown Body & Fender 401 26th Street, Oakland  
Art curated by Margo Rivera-Weiss  
[www.ebbc.org/velowonderland](http://www.ebbc.org/velowonderland)

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Newsletter Notes: *rideOn* is published monthly by the East Bay Bicycle Coalition, a non-profit tax-exempt organization dedicated to promoting bicycling as an everyday means of transportation and recreation throughout Alameda and Contra Costa counties since 1972. Logo design by Martha McNulty.



EBBC membership card

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