

## 2010 Bike-Friendly Business Award Winners

To list all Bay Area bicycle friendly businesses, one would need to employ a device used by Jack Kerouac – the scroll. Area leaders who care about cycling also tend to care about liveable neighborhoods, being design-minded and creative, and getting things done through grit and gumption. Plans and profits don't suffer in the process. The winners not only meet the basic EBBC criteria such as providing secure bike parking, EBBC maps, pre-tax bicycle commuter checks, and discounts for cyclists. They also celebrate Bike to Work Day every day by encouraging lunchtime rides, showering at the office, conducting workshops, promoting safety, and including spandex as a new option for casual Fridays.



Actual Café (by Mike Wade: flickr.com/photos/mikewade)

Being active turns into activism at the **Actual Café**, this year's winner in the retail category. "The thing that I like about people in Oakland," says Sal Bednarz, 41-year-old, soul-patch wearing owner of the café, "is that we don't spend a lot of time talking about how much good we do. We just go out and do stuff."

Bednarz' Wild West hitching post design for bike parking was noted by the New York Times Bay Area Blog. He's also received attention for laptop-free weekends at the café. "Everything that I do," Bednarz says, "is about trying to integrate into the neighborhood in various ways. Cycling is only a small piece of that." Other pieces are donating food to Youth Spirit Artworks, and reaching out to nearby senior center elders (who frequent McDonald's) with low prices and small portions. Who knows, maybe one of them will try a vegan donut for the first time.

Bednarz hopes that the success of his Actual Café experiment will lead other businesses to "see cyclists as a potential revenue stream, instead of cheap people who get in the way of cars."

**Calthorpe Associates**, an urban planning firm with a focus on walkable, bikeable communities, is the winner in the small non-retail category. "The majority of our work right now is specifically oriented toward climate change," says Joe DiStefano, principal at Calthorpe, founding firm of Congress For the New Urbanism.

Garlynn Woodsong is a senior planner working exclusively on California projects. DiStefano and Woodsong are members of EBBC and various trails councils. DiStefano rides with the charmingly outfitted Knackered Tyres club and is on the board of Liveable Berkeley. Woodsong is a member of Walk Oakland Bike Oakland (WOBO).

Aside from being a leader in designing bicycle friendly communities around the world, Calthorpe meets EBBC's criteria for the award, including passing out federal bike vouchers. "I used mine for new tires," says Woodsong. When asked about caring for communities, neighborhoods and streets, they replied in unison, "That's all we do." DiStefano adds, "It's not an exaggeration to say we live, dream,

*(continued on page 6)*

### Next Member Meeting

For this month's member meeting you'll have the chance to find out everything you ever wanted to know about EBBC but were afraid to ask. Just in time for Bike to Work Month, it's the EBBC Outreach Training. If you've ever wanted to volunteer at the myriad events EBBC attends - club rides, streetside stations, festivals - then this training is a must! Come to the EBBC Outreach Training and learn ways to engage people, how to sign up new members, and more!

At the meeting, we'll also have a quick



Hard at Work: Acting Executive Director Rick Rickard and Outreach Coordinator Carrie Harvilla Tabling for Bike to Work Day 2009

report on Vehicle Registration Fees and how they can help bicyclists, and we'll hear from Jason Agar, EBBC's much-loved Lead Instructor for the Bicycle Safety Classes - our classes have expanded this year, and the results are inspiring.

Come on down to the Outreach Training - you'll get all this, and some yummy snacks, too.

**April 21, 7:30 - 9pm,  
Rockridge Library, 5366  
College Ave, Oakland**

## EBBC Announces Departure of Robert Raburn, Executive Director

The Board of Directors of the East Bay Bicycle Coalition officially announces the resignation of Robert Raburn, the executive director (ED) since 2002. Mr. Raburn left the Bicycle Coalition in order to pursue other projects.

Mr. Raburn joined the EBBC in 1992 and became the Chair of the Board of Directors in 1992. In 2002 he became the first ED of the Bicycle Coalition. During these 18 years, Robert Raburn worked tirelessly on a wide variety of bicycle-related advocacy efforts. He played a major role in building the Bicycle Coalition from a volunteer-run organization of 300 members to its present status with over 2500 members and four people on staff.

“The EBBC and cyclists throughout Alameda and Contra Costa Counties have benefited greatly from Robert’s hard work over many years,” said Tom Ayres, the current Chair of the Board. “We will miss his knowledge, insight, and enthusiasm. We are fortunate that the Bicycle Coalition has a dedicated staff, board and volunteers to carry on our bicycle advocacy work.”

According to Robert Raburn, “We have come a long way together in building a

strong organization that has influenced billions of dollars in transportation funding and helped guide even State and National policies to favor bicyclists. The role of the bicycle advocate has evolved to the point where we now often find our goals integrated within the jurisdictions and agencies we urge to make improvements for bicycle access and safety. I am pleased to leave the East Bay Bicycle Coalition in an unprecedented position of membership strength and financial solvency.”

The Board plans to review the organizational structure, and may seek a new full-time ED in the future. In the meantime, the Board has appointed Rick Rickard as the Acting Executive Director to represent the Bicycle Coalition and to oversee operations. Rick has a long history with the Bicycle Coalition. An active member since 1999, he has served on the Board for the past six years and represents the Bicycle Coalition on Oakland Measure DD Coalition.

Founded in 1972, East Bay Bicycle Coalition is a membership-based, non-profit, tax-exempt 501(c)3

organization dedicated to promoting bicycling as an everyday means of transportation and recreation. Safeguarding the interests of bicyclists in thirty-three cities in Alameda and Contra Costa counties, the Bicycle Coalition makes bicycling in the East Bay safer, easier and more enjoyable.



*Cheers to Robert!*

## EBBC Goes to Washington

*Why did three East Bay members of Congress sign on in support of pro-bicycle legislation in March? Perhaps it was because the East Bay Bicycle Coalition paid them a visit at the Capitol.*

On March 9, over 700 bicycle advocates from around the country descended on Washington, D.C. for the League of American Bicyclists’ 10th Annual National Bike Summit. The East Bay Bicycle Coalition was on the scene with 4 delegates from East Bay bike groups and several industry representatives.

The Summit was packed with excitement, from the launch of the new “People For Bikes” campaign to remarks from Rep. Earl Blumenauer about the Active Communities Transportation Act to the demo of Google’s new online bike mapping functionality. And despite all the national hubbub, the East Bay did not go

unrecognized: Walk Oakland Bike Oakland was awarded the Alliance for Biking and Walking’s Campaign of the Year Award for their efforts to put bike lanes on Broadway.

However, the biggest highlights of the Summit were reserved for day three, when we hit the halls of Congress to speak with our Representatives and Senators. EBBC met with all five East Bay Congressional offices as well as Senator Boxer’s staff. The top ask for the Summit was the Active Communities Transportation Act (see sidebar), but other topics such as Safe Routes to School and the Bay Bridge Bike Path were also part of our discussions. We are proud that Reps. George Miller,

Barbara Lee, and Pete Stark signed on as co-sponsors of the Active Communities Transportation Act – please thank them if you live in their districts!

After an exhausting day of meetings, Summit participants gathered together to celebrate our efforts with a Congressional Reception. There must have been something special in the air (or in the wine): Secretary of Transportation Ray LaHood climbed atop a table to thank us for our work, and to assure cyclists that “you have a full partner in Ray LaHood.” We couldn’t believe it – until the U.S. Department of Transportation issued a new policy directive to consider bicycling and walking as equals with other transportation modes the following week.

*(continued on page 6)*

## We Are Traffic:

### Learn to drive a bicycle at Traffic Skills 101 classes

What road rules apply to cyclists? Why is a flashing light more visible than a steady one? How do you know whether a bicycle is the right size for you?

Bicycle Coalition member Laura McCamy found the answers to these questions and many more in the “Traffic Skills 101” classes sponsored by the East Bay Bicycle Coalition. The free classes, offered throughout the East Bay, include a 3.5-hour classroom workshop and a daylong road skills class.

“The majority of people who take the class feel much more confident,” said Diane Serafina, an EBBC certified safety instructor, which allows them to have a better riding experience.

“It really helped me understand better how bicycles can ride in the lane of traffic without being inconvenient for drivers,” says Jennifer Ryan, who was taking the class for the first time. She said she felt the knowledge she gained would make her a more responsible car driver as well as a better cyclist.

Bonnie Wehmann, another EBBC certified safety instructor, said, “I thought I knew everything” about cycling before she took the course herself.

The Bicycle Coalition recently offered its first all-women workshop. More than 30 women showed up to learn about road rules, proper helmet fit and more from instructors Serafina and Wehmann.

Why a women’s only class? “We want to fill the streets with safe and confident cyclists and to do this we need to do a better job in teaching to all our students, and we feel that this new addition to our class offerings will help us improve our other classes,” says Jason Serafino-Agar, EBBC’s lead instructor. “The most common reason that women cite for attending our classes is to increase their confidence. We also know that men and women are conditioned differently around physical activity and that a male dominated teaching environment can be intimidating to new female cyclists. We are working to shift that dynamic with this effort,” Agar added.

#### ~UPCOMING SAFETY CLASSES~

Saturday, April 17  
1:00-4:30pm  
Albany YMCA annex  
1216 Solano Ave, Albany

\*\*\*

Thursday, April 22  
6:00-9:30pm  
Kaiser Richmond Medical Center  
601 Nevin Ave, Conference Room C3

\*\*\*

Thursday, April 29  
5:30-9:00pm  
Dublin Civic Center Library  
Dublin City Hall

Armed with this information, McCamy’s fear of riding in the door zone overcame her fear of riding with car traffic. And an amazing thing happened: “When I rode farther from parked cars, I became more visible to drivers and had fewer scary run-ins. Instead of coming home to relate the latest trauma of the driver who “almost ran into me,” I rode in a smooth and easy way and made it home feeling calm and relaxed,” McCamy confidently shared with us.

This is a step toward a different future, one in which we get around using more earth-friendly transportation. “We’re not just providing a service,” says Serafino-Agar. “Building and promoting bicycle culture is one of the most satisfying things I can do personally. Transportation is so important. It’s where our society functions and dysfunctions.”

He adds, “We have so much energy and money tied up in our transportation system now. What would we be able to spend that on if we had a different transportation infrastructure?”

***Start building your own alternative transportation infrastructure – learn how to drive a bike!***

***Sign up for FREE classes at:  
[www.ebbc.org/safety](http://www.ebbc.org/safety)***





### Bike Commuter of the Year Award Nominations Open

Do you know someone who is a dedicated cyclist and an inspiration to others in their community? Does this person personify the health, environmental, social and economic benefits of bicycling? Share how this individual is committed to making every day "Bike to Work Day". Visit [www.youcanbikethere.com](http://www.youcanbikethere.com) to nominate them for the Metropolitan Transportation Commission's Bike Commuter of the Year. Nominations close April 19th. A winner will be

selected for Alameda and Contra Costa Counties. Last year Jeff Kent from Lafayette and Laura McCamy from Emeryville were the winners. Who will win this year?

### Take the Challenge!

It's time to break out your bike, oil the chain and gather your friends for Team Bike Challenge 2010! Join hundreds of teams from all corners of the Bay Area in a competition to ride their bikes for the most trips to work, school and errands. The Team Bike Challenge sign-ups start April 1st and the competition starts May 1st, 2010. Gather your friends, colleagues or neighbors to form teams and pedal during the month of May. Earn points for each day any team member rides, and compete against teams across the Bay Area to win the most points. Points are awarded for riding to work, school, or errands. (Sorry, no points for recreational rides.) The team with the most points at the end of the month wins a grand prize! Sign up at [www.youcanbikethere.com](http://www.youcanbikethere.com).

\*\*\*

New this year is the addition of the Team BART Challenge! Start or join a Team based on a BART station and you have a chance to win a \$50 BART Ticket.

### Come out and play at these events benefiting the East Bay Bicycle Coalition!

WHOLE FOODS MARKET® PRESENTS

## "BIKE-IN" MOVIE NIGHT DOUBLE FEATURE

Feast your eyes on a collection of films about our food supply and the visionary people who are making it better, one bite at a time.

Friday April 23rd, Doors open at 6pm, 230 Bay Place, Oakland, 94612

FEATURED FILMS: *FOOD, INC* AT 8PM, AND *SILENT RUNNINGS* AT 10PM

\$5.00 per person. 50% of the proceeds will be donated to The East Bay Bicycle Coalition  
For more information visit [letsretakeourplates.com](http://letsretakeourplates.com)

**EAST BAY EXPRESS** **OAS** **EAST BAY BICYCLE COALITION** **WHOLE FOODS**

## BEER, BIKES, and BIG WHEELS

Berkeley, CA  
May 2nd

[WWW.URBANASSAULTRIDE.COM](http://WWW.URBANASSAULTRIDE.COM)

**Meet some of the pedalers powering Bike to Work Day!**

**Kim Lucas**

*What are you doing for your internship?*

I'm organizing Bike to Market Day. I've been contacting local markets and asking them to participate with 10% discounts for anyone who rides a bike on May 22nd... we've been pretty successful! I'll also be manning one of the outreach tables at Bike to Market Day. And on Bike to Work Day, I'll be volunteering at an energizer station in Berkeley.



*What do you like about your internship?*

It's fun to be contacting markets that are really on board because they have customers and employees that are bicyclists.

*What are you most looking forward to for Bike to Work Month?*

I'm excited about the Bike Away from Work Party - I haven't been before. And of course, I'm looking forward to discounts on Bike to Market Day, just like every other cyclist.

**Wendy Nishikawa**

*Why do you like to bike around town?*

I have been a bike commuter since moving here in July 2008 and really like the strong bike community we have here. It's great to get more involved in it through this internship.

*What are you doing for Bike to Work Day 2010?*

I am organizing the Alameda County energizer stations (roughly 60 of them). Also helping with product donations, marketing, and bag stuffing parties.

*What are you looking forward to for the big day?*

I participated in the event last year (as a rider) and I'm looking forward to helping make it a successful event this year!



**Anne Wellington**

*How did you help out at Bike To Work Day last year?*

I designed the back of the T-shirts for Bike-to-Work Day.



*What's the best part of volunteering for Bike to Work Day?*

Knowing that I am contributing to getting cars off the road and bicycles on the road. Also knowing that this event encourages an attitude of acceptance for those of us who forego autos and use our bikes as serious transportation - not just as recreational vehicles.

*Any favorite moments of Bike to Work Day 2009?*

On Bike to Work Day, I was heartened at the number of cyclists honoring that day, and have been encouraged with the steadily rising numbers of cyclists regularly riding. This increase, I believe, is due in no small part to the Bike-to-Work Day events in our local communities.

**Bob Okumura**

*What's the best part of volunteering for Bike to Work Day?*

Aside from the satisfaction I get from contributing to something worthwhile and that will ultimately be beneficial to us all, these volunteer events are fun and you get to hang with a bunch of really nice like-minded people.

*Any favorite moments of Bike to Work Day 2009?*

The bike parking was right on Telegraph Avenue and we'd wave over bikers passing by to stop and join the party. Quite a few people didn't know about it and seeing the smiles come over the faces when I told them about all the great stuff going on at the party was priceless. Oh, and Cyclecide was hilarious.



*What are you looking forward to for Bike to Work Day 2010?*

Even more people biking to work!

**You can make Bike to Work Day roll, too... call 510-533-RIDE or email [carrie.harvilla@ebbc.org](mailto:carrie.harvilla@ebbc.org) to help out!**

## Bike Friendly Business Awards *(cont. from page 1)*



*Joe and Garlynn of Calthrope Associates*

breathe, work the non-auto world.”

**Innovative Interfaces**, a library software company based in Emeryville, is the winner in the large non-retail category. Gene Shimshock, vice president of marketing, says, “We are the second largest employer of librarians in the state. They are a very socially aware group.” Among other benefits, they supply a large covered bike cage that is often full. They also



participate in the commuter check program. “Innovative doesn’t deduct this money from our paychecks,” Andy Cohen, 49-year-old software engineer says, “they just give it to us – free money.” Andy rides his bike to work five days a week. On non-rainy, non-cargo days, he rides a tinkerer’s dream, a rowbike, literally a rowing machine on wheels. “If I didn’t ride to work, I

wouldn’t get any exercise at all,” he says. “I really appreciate how Innovative removes the barriers to doing that.” Andy, also fifth place winner in the geared bikes with trailers category of the Supermarket Street Sweep Race, appreciates all that EBBC does for bike commuters, “allowing people to have fun, exercise, save money and keep the environment clean.” When asked about his priorities, Andy says, “If it weren’t fun, none of the others would happen.”

~Terri Saul

### ***Congratulations to the 2010 Bicycle Friendly Business Awards winners!***



*Amy, Gene, and Andy of Innovative Interfaces*

## EBBC Goes to Washington *(cont. from page 2)*

It seems that a decade of bicyclists in Washington is starting to have an impact. The EBBC is proud to have been part of the 2010 National Bike Summit, we look forward to continuing to partner with our national allies at the League and Transportation For America to keep bikes high on the priority list for our federal decision-makers.

### **WHAT YOU CAN DO**

*The Active Communities  
Transportation Map of 2010  
(H.R. 4722)*

Introduced on March 2, 2010 by Rep. Blumenauer (D-OR), the Active Communities Transportation Act would create a competitive grant program for communities to complete bicycling and walking transportation networks, with awards ranging from \$5-\$15 million. Visit [www.railstotrails.org](http://www.railstotrails.org) for more information and to get updates.

*Call your Representative about the Active Communities Transportation Act*

-Say thanks for co-sponsoring the bill and encourage them to get their colleagues to co-sponsor:

- Rep. George Miller: 707-645-1888
- Rep. Barbara Lee: 510-763-0370
- Rep. Pete Stark: 510-494-1388

-Ask them to co-sponsor the bill because it would help make the East Bay safer and more navigable for bicyclists:

- Rep. John Garamendi: 925-932-8899
- Rep. McNerney: 925-737-0727



*EBBC Board Member Dave Favello (L) with Ray Posey, Jr., owner of Ray's Cycle*

### ***The U.S. DOT Policy Directive on Biking and Walking***

On March 15, the U.S. Department of Transportation issued a policy directive encouraging states and local government agencies to consider “walking and biking as equals with other transportation modes.” Not surprisingly, there has been some pushback from the auto lobby and their allies in Congress, so we need to speak up and show support for Secretary LaHood!

*Read the full statement online at <http://www.dot.gov/affairs/2010/bicycle-ped.html>, and then write a letter to the editor of your local paper.*

~Shannon Tracey

**VOLUNTEER**

Spring into volunteering! To help out at any of these events, email [carrie.harvilla@ebbc.org](mailto:carrie.harvilla@ebbc.org) or call 510-533-RIDE. There's sure to be an event and volunteer shift that works for you.

If you complete a shift for one or more of our spring outreach events, you'll be invited to a special volunteer appreciation party in June, with food, drinks and prizes for our wonderful volunteers. Thanks - we couldn't do it without you.

4/13 EBBC Volunteer Night, EBBC office, Fruitvale Village 5-8p (Free dinner)

4/23 Bike-In Movie Night at Whole Foods, Oakland, 6-11p

5/1 & 5/2 Oakland Museum of California Reopening, 11a-6p

5/2 Urban Assault Ride, Berkeley, 7:45a-3:30p (free beer, food and a T-shirt for volunteers!)

5/2 Bike SL, San Leandro Time TBD

5/3 Bike To Work Day Bag Stuffing, Berkeley REI, 3-9p (free burritos)

5/4 Bike to Work Day Bag Stuffing, Berkeley REI, 10a-2p (free burritos)

5/13 Bike to Work Day Energizer Stations 7-9a (various locations)

5/13 Bike Away From Work Party, Uptown Oakland, 4:30-9:30p

**EBBC EVENTS**

4/12 New Member Meet & Greet (see back page)

4/21 EBBC Outreach Training, Rockridge Library, Oakland 7:30-9p

4/23 Bike-In Movie Night at Whole Foods, Oakland, 6-11p\*

4/27 40th Street Bike Lane Organizing Meeting, Temescal Creek Cohousing, 322 45th St, Oakland, 630-8p

5/2 Urban Assault Ride, Berkeley 9a-3:30p\*

\*Your participation benefits EBBC

For a full listing of bicycle related events in the East Bay, see [ebbc.org/calendar](http://ebbc.org/calendar)

**EBBC STAFF**

Acting Executive Director. . . .Rick Rickard  
510-533-7433 [rick.rickard@ebbc.org](mailto:rick.rickard@ebbc.org)

Outreach Coordinator . . . .Carrie Harvilla  
510-533-7432 [carrie.harvilla@ebbc.org](mailto:carrie.harvilla@ebbc.org)

Program Director . . . . .Dave Campbell  
510-701-5971 [dave.campbell@ebbc.org](mailto:dave.campbell@ebbc.org)

Program Associate. . . . .Erik Jensen  
510-533-7433 [erik.jensen@ebbc.org](mailto:erik.jensen@ebbc.org)

Education Coordinator. . . . Isaac Rodriguez  
510-533-7432 [isaac@ebbc.org](mailto:isaac@ebbc.org)

**EBBC VOLUNTEERS**

Hazard Elimination Reports Ian McDonald  
510-832-6300 [ian@roymcdonald.com](mailto:ian@roymcdonald.com)

EBBC Map Distribution Derek Liecny  
510-339-2345 [spoker@sbcglobal.net](mailto:spoker@sbcglobal.net)

**AFFILIATED ORGANIZATIONS**

Albany Strollers & Rollers [www.albanystrollroll.org](http://www.albanystrollroll.org)

Bay Area Bicycle Coalition [www.bayareabikes.org](http://www.bayareabikes.org)

Bay Trail Project <http://www.abag.ca.gov>

BikeAlameda <http://www.bikealameda.org>

Bicycle-Friendly Berkeley Coalition (BFBC)  
[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)

Cycles of Change [www.cyclesofchange.org](http://www.cyclesofchange.org)

Greenbelt Alliance [www.greenbelt.org](http://www.greenbelt.org)

Richmond BPAC [www.richmondbpac.org](http://www.richmondbpac.org)

TransForm <http://www.transcoalition.org>

Urban Habitat <http://urbanhabitat.org>

Walk Oakland Bike Oakland (WOBO)  
[www.walkoaklandbikeoakland.org](http://www.walkoaklandbikeoakland.org)

Waterfront Action [www.waterfrontaction.org](http://www.waterfrontaction.org)

**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 \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

E-mail Address (EBBC guards your privacy) \_\_\_\_\_

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

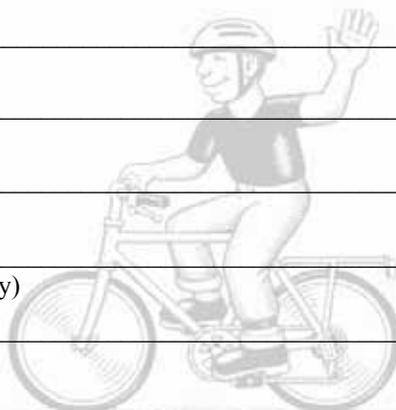
Commuter Utility Recreation Touring Transit User Other bicycling interests?

**Membership Type**

- Sustaining (\$25)
- Household (\$40)
- Half-century (\$50)
- Century (\$100)
- Introductory (\$12)
- 4hr Pledge (\$6)
- Endow (\$ \_\_\_\_\_)

- New
- Renewal

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



# NEW MEMBER MEET AND GREET!

April 12, 2010

6-830pm : 5514 Doyle St, Emeryville



Enjoy food and drinks with fellow members at the home of Alameda County's 2009 Bike Commuter of the Year. Learn about this year's campaigns and projects, and find out about ways to get involved with your bike coalition!

~please RSVP to [info@ebbc.org](mailto:info@ebbc.org)

EAST BAY BICYCLE COALITION :: [WWW.EBBC.ORG](http://WWW.EBBC.ORG)

Printed on 100% recycled paper.



**Newsletter Notes:** *rideOn* is published 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

EAST BAY BICYCLE COALITION  
POST OFFICE BOX 1736  
OAKLAND, CA 94604



Non-Profit  
US Postage  
PAID  
Oakland, CA  
Permit #847