Strategic Success
EBBC Unveils Their New Long-Term Plan at September Member Meeting pg. 3

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Spectacle at Jack London Square pg. 6

EBBC Member Meeting
Wednesday, November 16, 7:30-9:00
Arbor Cafe, Telegraph & 42nd, Oakland
Renee Rivera, EBBC Executive Director

Change is afoot here at the East Bay Bicycle Coalition. In October our Board of Directors approved the first multi-year strategic plan for our organization. What does this mean? For the first time we, as an organization, have mapped out our strategic direction for the next three years, clearly defined our mission, vision and values, and have created action plans and measures to guide us along the way. This is a huge positive step forward for us as an organization.

Each of our goals focuses on one key change we are trying to effect in each of our work areas. For advocacy we challenge ourselves to focus on those improvements that will get the most people biking on our streets and roads because we know that the more people there are out there on bikes the safer and more enjoyable the ride is for everyone. We challenge ourselves to grow our bike safety education program to serve more people. We challenge ourselves to grow our active and engaged membership by achieving our membership goal 6,000 by end of 2014. We challenge ourselves to work for an organization with clear mission, vision, guiding principles and goals that we all agreed on, and with draft action plans for our goals.

How do you like the new look of our Ride On newsletter? We are working on improving the reach of Ride On, and bringing you more stories about bicycling here in the East Bay. One of the ways we are doing that is to start running announcements from the bicycle-friendly businesses who support our work. With this additional support we can add pages to our newsletter and distribute it to more people. If you are interested in advertising in Ride On please contact Renee at renee@ebbc.org or call (510) 845-7433 for more information.

From the September Member Meeting: Visioning Our Goals for the East Bay

• Education: Increase participation by 50% in bicycle safety and educational activities across the East Bay for people of all ages and backgrounds, to include safety trainings and awareness programs by 2014.

• Membership, Services and Volunteer Development: East Bay Bicycle Coalition’s active and engaged membership reflects the diversity of the East Bay, has doubled in size, and includes collaborating with diverse partners (membership goal 6,000 by end of 2014).

• Diversify Funding Sources through Creative Fundraising Events, Rides and Programs: Host fun and informative events, rides, and programs to build community engagement and financial support for our advocacy campaigns, providing 30% annual income by 2014.

• We are committed to improving access to biking, walking and transit for all residents of the East Bay, with particular attention to those communities and areas that have been historically underserved.

• We seek to increase bicycling to improve the health and quality of life of all residents, reduce environmental impacts and make our streets and communities vibrant places to live, work and play.

• We are passionate about increasing the number of people who ride bicycles safely, confidently & knowledgeably.

• We partner with diverse groups for effective change.

• We are fiscally, ethically, and environmentally responsible with our resources and in our work.

Ride On...
November 7th
- Emeryville Bicycle & Pedestrian Advisory Committee
- Emeryville City Hall
7:30-7:30 PM

November 7th
- Spokeland Basic Bicycle Mechanics Class
1121 64th St, Oakland
6:30-8:30 PM

November 10th
- Traffic Skills 101 Classroom Workshop
Kaiser Permanente, Pleasanton
6:00-9:30 PM

November 11th
- East Bay Bike Party
Frank Ogawa Plaza, Oakland
5:00-10:00 PM

November 12th
- Street Skills for the Cyclist - Intermediate
Dublin
8:00 AM

November 21st
- San Leandro City Council to Adopt "Bike Racks" Program
City Hall, San Leandro
5:30 - 7:30 PM

November 28th
- Alameda Countywide Bike/Ped Plan Working Group
1333 Broadway, Oakland
1:30 - 3:30 PM

December 26th to 30th
- EBBC Offices Closed, Holidays

Affiliated Organizations:
- Albany Strollers & Rollers
  - albanystrollroll.org
- Bay Trail Project
  - baytrail.org
- Bicycle-Friendly Berkeley Coalition
  - bbbc.org
- Bike Alameda
  - bikealameda.org
- California Bicycle Coalition
  - calbike.org
- Cycles of Change
  - cyclesofchange.org
- Greenbelt Alliance
  - greenbelt.org
- Richmond BPAC
  - richmondBPAC.org
- Transform
  - transformca.org
- Urban Habitat
  - urbanhabitat.org
- Walk Oakland Bike Oakland
  - walkoakland@bikewalkoakland.org
- Waterfront Action
  - waterfrontaction.org

Calendar of Events, Fall/Winter
Find Out More At Ebbc.org/calendar

News From Around The Bay

Join the EBBC in Calling for a Fair Share
Can you attend a Nov 17 meeting to help secure hundreds of millions of dollars for new bikeways in Alameda County over the next 30 years? Now is our opportunity to fully fund the Countywide Bicycle & Pedestrian Plans. EBBC wants up to 20% of Measure B committed to bike/ped projects as part of the Measure B Reauthorization.

Visit www.ebbc.org/fairshare

Come Celebrate a Year's Worth of Walking and Biking in the East Bay on December 1st!
More Information at ebbc.org/wonderland

Round 4 of Safe Routes to Transit recommends 3 projects in the East Bay:

The Safe Routes to Transit Program recommended funding for several great projects in the East Bay, which will make it much easier to ride and walk to East Bay transit stations. On the this for this 4th round of funding are:

- Gap Closure of the Richmond Greenway/Ohline Greenway crossing of San Pablo Avenue: this project closes a huge gap in one of the longest urban off-street bikeways in the East Bay. Funding will complete the pathway from the Ohline Greenway north of Del Norte BART Station, across San Pablo Avenue (at the Taco Bell) and complete the connection to the existing Richmond Greenway.
- Bicycle/Pedestrian improvements at the star intersection of San Pablo Ave & 40th St in Emeryville: this project funds many transit and pedestrian improvement at the complicated intersection of San Pablo Avenue-40th St and Adeline. Improvements include better transit facilities, safer pedestrian crossings and better bike access on 40th St, and
- Oakland Downtown Bike Station: this project funds a brand new Bike Station for Downtown Oakland at the 19th Street BART Station. The exact location is still being worked out, as there are two empty store front locations under consideration. The facility is being designed much like the Berkeley Bike Station and will safely park hundreds of bikes.

News From Around The Bay
Noticed the new bikeways in Oakland?

New bike lanes on E. 12th Street at Fruitvale BART. These new bike lanes connect with the 38th Ave bikeway, which is currently being striped all the way to MacArthur Blvd.

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- The City is striping sharrows on 24th St and Washington Ave in the Jack London District and is restriping the Broadway bike lanes on either side of 27th Street.
- Some of the most important bike lanes to date in the City are coming to Downtown Oakland on Franklin and Webster Streets.
- The City has also signed bike lanes this Fall on 53-54th Street, connecting Emeryville to Rockridge; on Broadway, 14th to 41st St; on MacArthur Blvd, Lake Shore to Beale St; and coming soon signage on the San Pablo/27th/32nd/Hollis St bike route connecting to Emeryville.

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Striping bike lanes on 38th Ave
Berkeley ranks second in California and fourth in the US, with 8% of workers commuting by bicycle, according to 2010 census data tracking bicycle commuting. Davis was number one in California and the US, with a 22% mode share (proportion of commuters who choose the bicycle as their primary commute transportation). The League of American Cyclists has collected the data on other US cities on their blog at http://blog.bikeleague.org/blog/2011/09/2010-bike-commuting-data-released/. Some of the most dedicated cyclists in Berkeley are parents and school-aged kids. Hopping in a car is understood to be tempting to harried parents, but many in Berkeley find cycling with their children a wiser choice.

Amber Evans’ son, Kyle Troll, bicycles by himself to school now that he is in 6th grade. She was impressed with how quickly he learned to navigate the route on his own. Kyle got started biking to school at Thousand Oaks Elementary, where there is a strong culture of cycling. Parents organized Bike Trains: groups of children riding together with adult supervision, creating safety in numbers. On a recent morning, a bike train set out for Thousand Oaks with Enno, 10, Theo, 9 and their moms, Mimi and Allison. Theo has been riding the 1.5 miles uphill to school on his own wheels since kindergarten. Asked how Enno and Theo feel about riding home on their own this year, Allison says, “They LOVE it.”

4th graders Theo, 9, Enno, 10, and moms Mimi and Allison in the Bike Trains on the way to Thousand Oaks Elementary School

Through bicycling, young people get a much greater measure of independence than they do when they have to rely on an adult to drive them everywhere. Amber relates how Kyle recently had a play date where a friend rode to their house on her bicycle and the two of them rode to 4th Street. “He initiated and had his own adventure,” she says. “I expect that to be much more the norm in the future.”

Cameron McCrae, 14, a current Berkeley High student, appreciates “all the bike lanes and bike paths in Berkeley. It’s easy to get around.” He and his sister, Amelia, 17, have been riding to school for years, since their mother, Linda Currie decided to put the family on a low carbon diet. Now, at an age where previous generations might have seen getting a driver’s license as a rite of passage, she doesn’t see the need for a car. “I feel that I can get anywhere that I need to using BART and bike and walking,” Amelia says, adding, “I like that bike riding sometimes ends up being a lot faster than driving.” In an era where gas is expensive and most of her friends don’t have cars, the allure of the gas-guzzler has lost its luster.

In Berkeley, where bicycling culture is flourishing on strong roots and infrastructure, the next generation has already discovered the delight and independence of getting around by bicycle. As Amber Evans notes, bicycling is “a joyful way to get around” this beautiful little city.

A Bicycle-Powered Move Edward Skinner

I moved recently from Berkeley to Oakland, a distance of only three and a half miles, but managed to move all my belongings by bicycle. Many thanks to EBBC for lending me the ultra-long bicycle trailer that made this possible. As part of moving to my new place I bought a 65-pound, twin-bed-size tatami mat on Solano ave. and when I was loading it on the bicycle trailer parked on the sidewalk a gentleman asked me “Are you going to carry that with your bicycle?” I said that indeed I was. He shook my hand and said “congratulations.” Just that made the whole effort worthwhile. After all what is possible with the bicycle, I wanted to challenge the premise that one needs to rent or borrow a truck or car in order to move. Now when I think of acquiring a piece of furniture I first figure out if I can carry it on the bicycle trailer.
The East Bay Bicycle Coalition and Walk Oakland Bike Oakland invite you to Walking and Wheeling Wonderland - our year end member party and fundraiser! Join us at an exciting new Uptown location for the bike party of the season. You do not want to miss this chance to have a great time with all your cycling friends, while helping to raise funds for our bicycle advocacy work.

On Thursday, December 1st come join us for good food and drink, including beer poured by our friends at New Belgium Brewing, music by DJ Crimson, a silent auction with great deals on bikes, accessories, local restaurants and other local attractions. Check out our fun activity stations including henna tattoos, DIY t-shirt printing and button-making, and much more.

When: December 1st, 2011, 6:30-9:30 PM
Where: The New Commodity, 474 24th St. at Telegraph, Oakland

Admission for members is $10 including one drink ticket. Not yet a member? Your $30 admission gets you membership in both EBBC and WOBO and a drink ticket.

A big thank you to all our generous sponsors, including our presenting sponsor, the bicycle accident attorneys at the Law Office of Daniel H. Rose.