BIKE TO WORK DAY

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05.10.12
**Letter From The Saddle**

**Spring 2012**

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Design by Marian Chan

## Our Favorite Day of the Year

Here at the East Bay Bicycle Coalition, it’s just weeks away. What day is that? Bike to Work Day, of course! I know that you, our steadfast members and supporters are ready for the most successful BTWD the East Bay has yet seen.

We love Bike to Work Day for the obvious reasons, because we love seeing a sea of smiling cyclists stop by our hundred plus Energizer Stations throughout the East Bay. We love seeing our Mayors and elected officials out on their bikes talking about how biking is great for our East Bay cities. We love seeing businesses small and large showing their employees with praise and bagels for biking in to work. We love seeing packs of school children in “bike buses” on their way to school. And we love getting together with all of you at the end of the day to celebrate at our Bike Happy Hour party in Old Oakland.

The less obvious reason that we love Bike to Work Day is that this one day more than any other, brings new cyclists to our streets. Between the San Francisco Bicycle Coalition and the EBBC, I have been a bicycle advocate for 16 years. In that time I have asked hundreds of people one of my favorite questions: “how did you start bicycling?” Over and over I have heard people say; “Oh, I rode on Bike to Work Day a few years ago...” or “a friend helped me get my bike ready for Bike to Work Day.” This Bike to Work Day thing works. People try biking on one fine spring day and before they know it they are a part of a movement based on the simple joy of riding your bike to work, school, errands and play.

Recently I asked you all to complete our member survey. Thank you to all who responded. We appreciate your feedback and will use it to serve you better as our valued members. One theme that emerged from the survey resonates now when we ask our members why they have joined the EBBC the top two reasons are 1) to be represented as a bicyclist; and, 2) to be part of the bicycling movement.

Think back to that BTWD when you first joined that trickle, stream or flood of smiling cyclists riding to work. You were once a new rider, and now you may be a seasoned pro, forgetting to roll your pant leg down all day (or is that just me?). This Bike to Work Day I challenge you to bring a few of your friends into our movement. Here are some ideas to get your friends involved:

1. Start a Team Bike Challenge and invite 4 friends or co-workers to join your team. See the facing page or go to www.ebbc.org/tbc.
2. Help a friend plan their first BTWD trip stopping at one of our Energizer Stations along the way. The full map will be in the East Bay Express on May 2nd or go to www.ebbc.org/energizer2012.
3. Bring a friend on one of the many “Pedal Pool” rides we are organizing for BTWD morning with our East Bay Mayors and council members, at www.ebbc.org/bwtd_elected.
4. Bring a friend or two to our free Bike Happy Hour Party in Old Oakland on BTWD from 5 to 8:30pm. See the back page for more details or go to www.ebbc.org/happyhour.
5. Ask three friends to join the East Bay Bicycle Coalition and have the chance to win a beautiful Novara Buzz bike between now and Bike to Work Day. See details on the facing page or go to www.ebbc.org/donate.

Renee Rivera  
Executive Director

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## Help a new rider have a great Bike to Work Day - Become a Bike Buddy Mentor!

The East Bay Bicycle Coalition is launching a brand new Bike Buddy program, just in time for BTWD. This program continues the good work started by our 1000 New Cyclists campaign. Our Bike Buddy Program helps people in the East Bay start riding their bikes for everyday transportation. We do this by matching new cyclists with Bike Buddies, experienced riders who will support you in your efforts.

A Bike Buddy provides new cyclists with needed support by:

- Serving as a mentor by answering questions about anything ranging from how to pick a route, to what gear to buy, to how to take a bike on BART.
- Serving as a riding companion by riding with a new cyclist on their initial trips and helping them pick safe routes and ride safely.

To sign up as a Bike Buddy, whether you are an experienced or new rider, go to www.ebbc.org/NewCyclists, click on the “Get a Bike Buddy” button and follow the instructions. By giving us information about your experience riding we can match you up as a mentor with a new rider or the reverse. Thank you for going this extra mile to make BTWD a success for new riders.

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## Join or Renew as a Member Today for a Chance to Win a Novara Buzz

This November, the voters of Alameda County will be asked to approve a plan that will shape the transportation future of the East Bay. As a result of the East Bay Bicycle Coalition’s advocacy work in 2011, this plan contains almost a billion dollars for bicycle & pedestrian projects over the next 30 years. This new transportation plan will allow us to complete the bicycle master plans of cities throughout the East Bay.

In our 40th year of representing bicyclists in the East Bay, we’re going to transform the region into the bike-friendly place that we all know it can be. It’s now easier than ever for you to get involved in bike advocacy in the East Bay! You’ll work alongside a team of bike-minded individuals who are making the East Bay a more bike-friendly place.

On our new volunteer page, you’ll find a list of teams in different categories. Find one or more teams that seem like a good fit to you, and add your name to the list. You’ll be notified whenever we have an opportunity for you to help out. Go to www.ebbc.org/volunteer to sign up.

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## Get Involved with East Bay Bike Advocacy - JOIN A VOLUNTEER TEAM!

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## Spring 2012

### Join a new team, add teammates to your existing team, find out more about this fun challenge. You can also learn about all of the great upcoming events that are part of BTWD events and drinks provided.

### Pleasanton - April 19, 5:30-7:30pm
El Balazo Restaurant, 2531 Hopyard Rd.

### Walnut Creek - April 24, 5:30-7:30pm
Sports Basement, 1881 Ygnacio Valley Rd.

### Oakland - April 25, 5:00-7:00pm
Awaken Cafe, 1429 Broadway

Sign up at www.teambikechallenge.com

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### Calendar of Events

**WWW.EBBC.ORG/CALENDAR**

#### Pancake Breakfast and Free Event: at Oakland City Hall
- **May 10th, 7am - 9am**
  - Free Pancake Breakfast and Bike Fix Your Bike Day at Oakland City Hall
- **May 11th, 5pm - 9pm**
  - Free Pancake Breakfast and Bike Fix Your Bike Day at Oakland City Hall

#### Bike to Lunch in Oakland’s Temescal District
- **May 10th, 12-2pm**
  - Free lunch in Temescal District

#### Bike Happy Hour Party
- **May 10th, 5pm - 8pm**
  - Free Bike Happy Hour Party in Temescal District

#### Ride for a Reason
- **May 12th, all day**
  - Free ride for a reason

#### Bike Donation Drive
- **May 12th, 11am - 3pm**
  - Free bike donation drive in Berkeley

#### Richmond Ride of Silence
- **May 16th, 2012 at 6pm**
  - Free Richmond Ride of Silence

#### Albany Art and Green Festival
- **May 6, 11am - 3pm**
  - Free Albany Art and Green Festival

#### Bike to Work Day
- **May 16, 2012 All Day, Everywhere**
  - Free Bike to Work Day

### News Briefs

#### Contra Costa Ready to Award $2 Million for Key Bikeways
Get ready for new bikeway projects in just about every city in Contra Costa County. The bicycle and pedestrian program of Contra Costa’s transportation sales tax measure is awarding its first round of funding to many great bikeway projects that will close key gaps in our regional bikeway network.

- **Richmond**: N. Nevin Avenue is being improved with a new BART station entrance area on the east side of the street, as well as streetcar improvements for bikes on the west side toward downtown.
- **El Cerrito**: full funding is now in place to complete the connection between the Ohlone Greenway in El Cerrito with the Richmond Greenway, across San Pablo Avenue. Once completed, these two combined pathways will form the 2nd longest urban pathway in the East Bay right after the Iron Horse Trail.
- **Pleasant Hill**: a much needed improvement of the intersection of the Oak Park Blvd/ Pleasant Blvd Intersection will provide safer, continuous bike access along the Oak Park bikeway.
- **Lafayette-Walnut Creek**: these cities will study a preferred alignment for a pedestrian/bicycle connection between Lafayette and Walnut Creek along Olympic Boulevard.
- **Alameda**: bike lanes will be added to Stone Valley Road.
- **Martinez-Crockett**: to match funding from the TIGER II grants that EBBC helped secure, the Carquinez Scenic Drive Bikeway is set to fix the washed out sections of one of the East Bay’s most beautiful bikeways.

#### East Bay Regional Parks District: $500,000/year to repave pathways
Many additional projects are funded as well. For full details, visit [www.ebbc.org/measureB](http://www.ebbc.org/measureB)

#### EBBC Proposes new Bylaws and Board Members at the April General Membership Meeting
At its meeting on March 21, the East Bay Bicycle Coalition Board of Directors approved two changes to be presented to the membership for a vote at the general membership meeting on Wednesday, April 18th. First, the EBBC Board approved the nomination of two new Board Members, Glenda Barnhart and Tom Willging. Second, the EBBC Board approved a draft of revised bylaws for the organization.

- **The East Bay Bicycle Coalition’s current bylaws were adopted in 1984. Since that time, the organization has grown from a small, volunteer-run group to a much larger organization with paid staff and a physical presence in our Berkeley office. The proposed revisions are intended to bring the bylaws in line with the needs of today’s EBBC.**

Read the candidate statements from our two board nominees, and learn more about the proposed bylaw revision by going to [www.ebbc.org/node/9603](http://www.ebbc.org/node/9603). A summary of the bylaw changes and the full text of the proposed bylaws are available at this page. And come out to our membership meeting on April 18th to vote for our new board members and bylaws.

### Fall Transportation Sales Tax Measure: Gaining Unanimous Support in Alameda County
As of April 17, twelve cities have unanimously approved support for a reauthorization of the Alameda County Transportation Sales Tax, as of today by the County Board of Supervisors, and the AC Transit Board. In addition, the entire East Bay Congressional Delegation is on board in support. We have won 11% of this measure for bike/ped projects, up from 3% currently so the East Bay Bicycle Coalition will continue the major Fall campaign to win the needed 2/3rds voter support for this measure to pass.

We need your help for two final key decision-makers: the BART Board takes up Measure B on April 26, and the City of Berkeley has scheduled this for the May 29 council meeting.

What you can do:
- **Contact your BART Board Rep and ask him/her to support Measure B**
- **If you live in Berkeley, contact your City Councilmember and ask them to vote for Measure B at the May 29 Council meeting.**

Go to: [www.ebbc.org/measureB](http://www.ebbc.org/measureB) for information on your BART Board Representative and Berkeley City Councilmember.
SunPower, Sungevity and Arbor Cafe
Win 2012 Bike-Friendly Business Awards!

Here at the East Bay Bicycle Coalition we are excited to announce the winners of our 3rd Annual Bike-Friendly Business Awards. SunPower of Richmond is the winner in the large business category; Sungevity of Oakland is the winner in the medium-size business category; and Arbor Cafe in the Temescal District is the winner in the small business category.

One theme we saw this year in our Bike-friendly Business award nominations is that alternative-energy companies like SunPower; Sungevity, and last year’s award winners, Sun, Light & Power; are living up to their mission by providing great support to their employees who bike.

SunPower

SunPower’s office in Richmond is among the most bike-friendly in the East Bay. Accessibility for bicycle commuters and proximity to public transportation were key criteria for selecting its current location. SunPower’s CEO and COO are both avid road cyclists, and part of the organization’s culture is to support bicycling. The Richmond office provides showers, lockers, a bicycle tool station, and dedicated indoor parking for bicycle commuters. It maintains a bike loaner program and offers $20 bike Commuter checks to cyclists. EBBC received multiple nominations this year from SunPower employees. One wrote, “The management of this company goes out of its way to accommodate SunPower’s many cyclist commuters. We speak BIKE!”

SUNGEVITY

Our Bike-friendly Business award winner in the medium-sized business category is a solar company with 200 employees located in Oakland’s Jack London Square, a location chosen for its proximity to transit and increasing miles of Oakland’s bikeways. We heard from dozens of Sungevity employees who valued the company culture where biking is an integral part of a solar-powered, human-powered, “no fossil-fuel” mission. Sungevity encourages their employees to bike through awards where winning teams get to give $500 to a charity of their choice, Taco Bike lunch days, and bike commute lunchtime workshops. One employee reported that he has biked to work at Sungevity over 400 consecutive workdays. That may be a record!

ARBOR CAFE

This spacious cafe at 42nd & Telegraph is less than a year old but has already been discovered by hordes of people enjoying the Temescal by bike. No doubt they appreciate the many indoor bike racks and delicious coffee delivered every Wednesday by the Bicycle Coffee Company. “We were inspired to install bike racks inside the cafe by other similar establishments such as Actual Cafe (Winner of the 2010 Bike-Friendly Business Award),” says Christopher Marquez, co-owner with his brother Eric of Arbor Cafe.

Full story at: www.ebbc.org/2012awards

Membership pays for itself
Join or Renew today and you will enjoy discounts at over 70 bike shops and supporting businesses throughout the East Bay. Full list of bike shops: ebbc.org/support

Membership Type
- Sustaining $30
- Household/ Half-Century $50
- Century $100
- Other generous amount ($___)

- New
- Renew

**please don’t share my info w/ others**
- I’m cool with sharing my info with other groups that support us

Full story at: www.ebbc.org/2012awards
**Unwind from a Great Bike to Work Day at the Bike Happy Hour Party in Old Oakland!**

**May 10th, 5-8:30pm**

Here in the East Bay we have a tradition of taking to the streets to celebrate the end of another great Bike to Work Day. This year’s Bike Happy Hour Party will be the biggest and most talked about Bike to Work Day after party in the Bay Area, and we want you to be a part of the festivities. The East Bay Bicycle Coalition will bring this fun and activity filled community gathering to the streets of Old Oakland for the second year in a row.

The Bike Happy Hour Party will fill the streets of Old Oakland with attractions and activities that will appeal to our broad community including a music stage, performers, beer garden, parklets, pinball parlour, craft zone, fun bike games like slow roll and bike sumo, food trucks, tequila tasting and much more.

From the stage at 9th and Washington Streets DJ Olga T will be spinning the tunes from 5 to 7pm. At 7pm the East Bay Bicycle Coalition will be presenting the 2012 Bicycle-friendly Business awards and the Bicycle Commuter of the Year awards. We will cap the evening off with a dance party with local band Planet Booty.

Come raise a glass to a great Bike to Work Day and then grab a bite to eat at Old Oakland restaurants open late that night including brand new District, Cosecha, Food Coma, Caffe 817, Ratto’s, B Restaurant, Tamarindo, Liege and Pacific Coast Brewery.

Bike Happy Hour, Thursday May 10th from 5pm to 8:30pm in Old Oakland at 9th and Washington Streets. New Belgium Brewing will be pouring tasty brews with all proceeds benefiting the East Bay Bicycle Coalition.