



EAST BAY
BICYCLE
COALITION

rideOn

NEWSLETTER OF THE EAST BAY BICYCLE COALITION

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**STRENGTHEN
ADVOCACY
IN YOUR CITY** PAGE 3

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Base map courtesy of John Coveney

ON DECEMBER 16TH I had the chance to cut the ribbon on the new Webster Street bike lanes in Downtown Oakland with Mayor Jean Quan and a great group of local elected officials, business people and bike advocates. The paint crews were actually striping the bike lanes as we held our press conference and we all rode over the still warm thermoplastic down Webster Street that day. New bike lanes are always a cause for celebration, and Mayor Quan brought up one cause for celebration that we don't always highlight – that making our city a great place to bike is not only good for our health, our environment, our safety, but it is also great for business.

As we gear up for Bike to Work Day this year on May 10th, the economics of bicycling is something we will be talking a lot about. Biking is great for business. Why is this? One reason is something Mayor Quan talked about at our ribbon-cutting, innovative businesses like Pandora and Sungevity want to locate where

they can find the best folks to work for them. And young talented workers want to live in cities where they can walk, bike and take transit to work and to play. Another reason was apparent right there at our press conference laying down the thermo - more bike projects equals more jobs. Because bike lanes and other street improvements like sharrows often involve just paint and resurfacing the budgets for these projects are higher in labor than materials, compared to other road projects.

Not only do more bikeways help attract businesses to our cities, and provide jobs, they also help local businesses to thrive. When you get on your bike to ride home at the end of the day you are more likely to stop in at your local bakery or produce market to grab some tempting goodies on your way home, and much less likely to go out to the nearest big box store. More people biking will keep more dollars in the local economy. Cyclists are even more tempted to stop and visit a bike-friendly business, like one of our past award winners the Actual Café. Actual's indoor bike parking makes it so easy to stop for coffee or a beer after work.

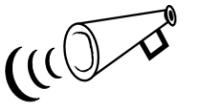
I will be presenting at the Progressive Opportunities Conference at the David Brower Center in Berkeley on Sunday, February 26th on "Bikenomics" exploring all the ways that biking helps our wallets, businesses and the local economy. To learn more about the conference and to register go to www.progressiveopportunities2012.com.

Our bike-friendly business award nominations open soon. Let us know who we should recognize this year, see page 4 to find out how to recognize your favorite business.

Renee Rivera
Executive Director



BE A PART OF THE EAST BAY BICYCLE COALITION'S NEW STRATEGY TO STRENGTHEN ADVOCACY IN YOUR CITY



IT'S A DRIZZLY SUNDAY EVENING IN ALBANY and a dozen neighbors in their socks are gathered inside a residential living room, huddled around a blueprint schematic laying on the carpeted floor and poring over details such as building entrances and the most efficient routes to and from the location.

No, they are not planning a bank heist. They are the Albany Strollers & Rollers and are discussing bicycle access to a proposed grocery and senior housing development in Albany.

The professionally developed access designs show a bike path looping around the back of the building, but not connected to any nearby thoroughfares. The group decides that a better option would be to construct an off-street cycle track in front of the store, and to drive this idea home one member is given homework to draw a map of the concept and present it to the city council, showing how their route is a critical link between multiple, yet-unbuilt parts of the official bicycle master plan.

ALL ABOUT GIVING CYCLISTS IN EACH CITY THE TOOLS AND SUPPORT YOU NEED TO BRING TOGETHER AND GROW A DIVERSE AND EFFECTIVE BIKE COMMUNITY.

Founded initially in 2004 to address a dangerous bike/pedestrian crossing of the I-580 on-ramp between the Buchanan Street Bridge and the Bay Trail, Albany Strollers & Rollers have since become a well-organized and visible champion of bicycle advocacy for Albany. Today, they have active members on city planning commissions, host yearly festival events, and help secure grant funding for bicycle infrastructure projects. The Albany Strollers & Rollers are a model for the type of local organizations that the East Bay Bicycle Coalition will be promoting and supporting throughout Alameda and Contra Costa counties in 2012 and beyond as part of the new initiative we are calling Local Advocacy Groups. This initiative emerged from our strategic planning retreat last summer and is now one of the East Bay Bicycle Coalition's key strategies over the next three years.

If you have ever felt that your voice as a bike advocate was not heard or your concerns were overlooked in your city's planning process, or if you wished your community was more bike-able but didn't know how to get involved and have a real impact, we want you involved!

While sponsored by the East Bay Bicycle Coalition, the Local Advocacy Groups initiative is all about giving cyclists in each city the tools and support you need to bring together and grow a diverse and effective bike community. Each Local Advocacy

Group will be uniquely branded as a local bike advocacy coalition, such as for example "Bike Fremont." One of the first things that each Local Advocacy Group will do is strategize on a work-plan for the next year. These work-plans can include, for example, goals for setting up regular bike counts in your city, identifying key bikeways to focus on, establishing a city bike racks program, hosting bike rides with elected officials, and many more fun and engaging activities for advancing the cause of bicycling in your city.

Starting in March 2012 we will be selecting two groups spanning the two counties, to which we will roll out the first phase of this initiative. The amount of volunteer interest that we receive now will be instrumental in determining which cities will be chosen, so if you or anyone you know has a passion for bikes, a passion for livable neighborhoods, a passion for healthy communities, or is just tired of filling up the gas tank and looking for a viable and fun alternative, contact us to get involved: ebbc.org/lwg. Women and men of all ages, ethnicities, experience, education, and income levels are encouraged to apply.

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CALENDAR OF EVENTS WWW.EBBC.ORG/CALENDAR



HOW TO BUY A BIKE

Feb 18, 2:00-3:30pm
2208 Shattuck Ave. Berkeley

Gearing up for Bike to Work Day? Thinking about commuting but not sure how to do it? Confused by sizing, fit, parts, makes, models, materials, styles, or just where to start? Join the experts at the Berkeley Bike Station for this free class.

PROGRESSIVE OPPORTUNITIES CONFERENCE

Feb 26, 10:00am-6:00pm
David Brower Center in Berkeley
www.progressiveopportunities2012.com

EBBC Director Renee Rivera presents on 'Bikenomics'-how bicycling is good for business and the economy. This conference focuses on empowering people, protecting the planet, and increasing community wealth, while respecting justice, diversity, and equality.

BICYCLE BINGO AT THE ACTUAL CAFE -

A BENEFIT FOR THE EAST BAY BICYCLE COALITION
Mar 1 and Apr 5, 7:00-9:00pm
Actual Cafe, 6334 San Pablo Ave, Oakland
The Actual Cafe and the East Bay Bicycle Coalition are excited to announce the launch of a new fundraising event and party, starting Thursday, February 2nd. Bicycle Bingo is a weekly bingo game, hosted at Actual Cafe, and benefiting several not-for-profit organizations active in Oakland.

CLIMATE RIDE MEET & GREET

March 7, 2012, 7:00pm - 8:30pm
2208 Shattuck Ave, Berkeley
Join us to hear from past Climate Rider about last year's ride and tips on successful fundraising. We will provide food & drinks plus lots of great ideas to support your fundraising efforts.

BIKE TO WORK DAY OUTREACH TRAINING

Mar 15 and Apr 3, 6:30pm
Berkeley Bike Station, 2208 Shattuck Ave
ebbc.org/volunteer
Volunteer outreach is the most effective way to keep the EBBC community of cyclists growing, and Bike to Work Day is our biggest outreach event of the year. Learn how you can help

captain our efforts. The number of new members who sign up for better bicycling on May 10th will determine the scale of our advocacy work for the entire year. In 2012, our bike advocacy goals are bigger than ever - we're going to need your help to achieve.

DEADLINE FOR BIKE-FRIENDLY BUSINESS AWARD NOMINATIONS

Mar 25 5:00pm
ebbc.org/2012awards

Don't forget to nominate your favorite business that supports and promotes bicycling in the East Bay. Winners featured during Bike to Work Day and receive awards at our Bike Happy Hour Party on Bike to Work Day in Old Oakland.

CINDERELLA CLASSIC BIKE TOUR

Mar 31
www.valleyspokesmen.org
Join thousands of women riders on this popular supported ride through the Tri-Valley, and help raise money for many great causes.

BIKE COMMUTER OF THE YEAR AWARD NOMINATIONS OPEN: TEAM BIKE CHALLENGE SIGN-UP STARTS

Apr 1
ebbc.org/btwd
Start getting ready for Bike to Work Day this year by spotlighting a bike commute champion and by forming your teams for the super-fun Team Bike Challenge competition that is part of Bike to Work Day and runs all throughout the month of May.

EBBC MEMBER MEETING

April 18, 2012 - 7:30pm - 9:00pm
Rockridge Library, 5366 College Ave
Come to this general meeting to learn more about the EBBC's advocacy work and to meet other members.

BERKELEY EARTH DAY

Apr 21, noon-5:00pm
Berkeley Earth Day celebrates the environmental movement and what better way to do so than on bike. Join EBBC as the bike valet corral, volunteer to help with our Bike to Work Day outreach, and enjoy great music, dances and many entertaining cultural performances.

NOMINATIONS OPEN FOR 3RD ANNUAL BIKE-FRIENDLY BUSINESS AWARDS: DEADLINE MARCH 25, 2012



Know a business that goes the extra mile to promote bicycling? Are you a business owner or manager who makes your workplace a welcoming place for your employees to bike to work?

Here at the East Bay Bicycle Coalition we celebrate the most bike-friendly businesses in the East Bay every Bike to Work Day. We need your help to find these great business, so please submit your nomination today at ebbc.org/2012awards.

Each winning company will receive an award certificate from EBBC recognizing their company as an official "bike-friendly business," as well as great prizes and recognition at the Bay Area's largest Bike Happy Hour Party on May 10, 2012.

Ways that businesses can be bicycle-friendly:

- ▶ Provide secure bike parking
- ▶ Display EBBC's Bicycle Transportation Maps
- ▶ Join the Federal Bike Commuter Program
- ▶ Offer your customers a discount (5-10%) for bicycling to your business.
- ▶ Provide shower/locker facilities
- ▶ Host a Lunchtime Commute Workshop
- ▶ Encourage your bike commuting employees and staff to take a bicycle safety class

Learn more at ebbc.org/workplaces.



▶ Berkeley Bowl West provides great bike parking for customers.

NEWS BRIEFS

TEAM EBBC IS GAINING MOMENTUM FOR A GREAT 2012 CLIMATE RIDE



We have a great team shaping up for the 2012 California Climate Ride this September. Now is the time to join the six team members who have signed up in the last few weeks. What does it mean to be part of our team? We will be organizing team training rides and a special Climate Ride fundraising workshop.

You could be a part of Team EBBC this September, enjoying an amazingly scenic 5-day ride from Eureka to San Francisco, getting inspired by the advocacy work of your fellow riders, and knowing that you are making a difference for biking and for climate change.

Each rider raises a minimum of \$2,400 for the charity of their choice, and you can choose the East Bay Bicycle Coalition. When you choose us as your beneficiary a portion of every dollar you raise for the Climate Ride will go to support EBBC's work to make your ride better everyday. We will also support you in your fundraising efforts.

Go to tiny.cc/teamebbc and then select "Join this Team" and you will be taken through the Climate Ride registration process. Be sure to select East Bay Bicycle Coalition as your beneficiary when you register so that the funds you raise go to make the East Bay a great place to ride a bike. Go to ebbc.org/climateride to learn more.

HELP US SIGN UP HUNDREDS OF NEW MEMBERS THIS BIKE TO WORK DAY



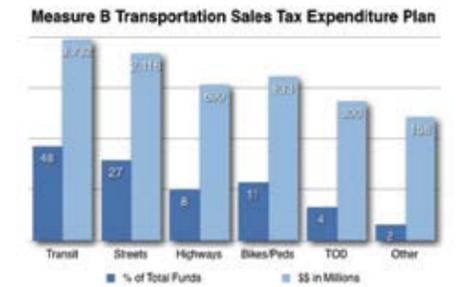
Do you remember how it felt to get back into bicycling as an adult? When asked that question, most bike riders tend to respond the same way -- "It made me feel young again." On Bike to Work Day this May, thousands of commuters are going to experience that exuberance when they get back in the saddle for the first time in years. We need you -- as an EBBC member -- to step up as an Outreach Captain and share with these new riders how every day can be Bike to Work Day!

Volunteer outreach is the most effective way to keep the your cycling community growing, and Bike to Work Day is our biggest outreach event of the year. More new members signing up for better bicycling on May 10 allows us to expand key advocacy campaigns for the year, which of course means more bike lanes. In v 2012, EBBC's bike advocacy goals are bigger than ever - and with your help we will achieve them. Just a few hours of your time as a volunteer outreach captain can make a real difference. If you enjoy working with enthusiastic and passionate cyclists, and love chatting up bicycling with new riders, visit ebbc.org/volunteer today!

LET US KNOW HOW WE CAN BETTER REPRESENT YOU BY TAKING OUR MEMBER SURVEY

We love hearing from you, our members, on the issues that are important to you and how we can serve you better as your Bicycle Coalition. This month we are asking for your feedback on a host of issues including our advocacy campaigns, communications, membership benefits and much more. Please take a few minutes to fill out our online survey at ebbc.org/survey. The survey will be open from Feb 21 to March 10. Let us have your two cents on the work we do and have the chance to win fun prizes!

THE EAST BAY BICYCLE COALITION WINS A STRONG SHARE OF ALAMEDA COUNTY'S TRANSPORTATION FUNDING MEASURE



We are delighted to report to you that we have won a four-fold increase in funds for bicycle and pedestrian projects in the reauthorization plan for Measure B, the Alameda County transportation sales tax measure. The Board of the Alameda County Transportation Committee approved on January 26 a total of \$883 million for bike/ped projects in this plan for the next 30 years. With your help we have been calling for a fair share of funding for bikes in this new plan, and we got it!

Over eleven percent all funds in the \$7.8 billion Plan are dedicated to biking and walking, and in today's dollars that amounts to approximately \$22 million/year for bikes and pedestrians, more than four times what the current Measure B allocates. The Board also committed to a student bus pass and a full alternatives analysis for BART to Livermore.

Art Dao, the Executive Director of the Alameda CTC, emphasized that Measure B's eleven percent for bike/ped projects is the highest of any transportation sales tax in the region. Mr. Dao also provided a unique perspective on funding priorities: Measure B will allocate more money for bike/ped projects than highway projects - a first!

To win this funding we will need two-thirds voter approval of this measure come November 2012. You will be hearing a lot more about this "Yes on Measure B" campaign from us as we get closer to election season, including how you can help.

A REFURBISHED BIKE, SOME GEAR, SAFETY TRAINING, COMMUTE ADVICE AND MORE:

THE BIKE-GO-ROUND'S FULL-SERVICE BIKE PROGRAM



THE EAST BAY has a really cool Bike-Go-Round program, run by our partner Cycles of Change, helping hundreds of low-income residents enjoy the benefits of cycling. The Bike-Go-Round program recovers, restores, and distributes bicycles for use by low-income residents who commit to use bicycling and transit as their primary transportation to work, school, shopping, and other daily needs. In addition to receiving a refurbished bike, program participants complete an urban cycling safety course and receive personal transportation consultation, which enables them to plan and conduct their daily activities using bicycles and transit.



"I am learning to be free of a car and saving money. It is a challenge to ride my bike long distances... Nevertheless it is a good daily exercise and I have noticed some persons ask me with a tone of surprise about my bike as a way of transportation." -Rosa Sanson of Fruitvale

The Bikes-Go-Round program truly



is a full-service bike station and a model for others, operating out of The Bikery, a Neighborhood Bicycle Center on International Blvd. The program distributes bikes and services in West Oakland, Central/East Oakland and West Alameda and from 2009-2011 has benefited 440 adults. The great work of the Bike-Go-Round program was recently highlighted by the Metropolitan Transportation Commission as an example of "best practices." The East Bay Bicycle Coalition is excited to partner with Cycles of Change on this successful program in 2012. The goal this year is to provide 600 low-income adults with a refurbished bike, safety education and riding tips.

"[Bike-Go-Round] helped me lose 10 pounds and get to the store and park without driving." -Shavonne Scott of West Oakland

Each participant receives a restored mountain or commuter bike, equipped with a cargo rack, safety lights, a U-lock, and a helmet. They also receive a four-hour safety training including on-road training, basic traffic laws and basic bike maintenance. With a newly refurbished bike and safety training in hand, a new Bike-Go-Round member is ready to hit the streets with a new transportation option. Six weeks after this training, participants return for a follow-up survey and consultation to find out how often they are riding, and discuss any outstanding concerns.

"Being able to ride has allowed me to slow down and appreciate life in a different sense. This is such a bike friendly city and I appreciate being able to be a better steward of the planet." - Nacole Predom of West Oakland

One way you can support this groundbreaking program, and get more folks on bikes, is to donate bikes, parts, tools, and accessories to The Bikery. Do you have a garage full of bikes you rarely ride? Instead of gathering dust your bike could be helping someone who really needs it to get to work. Find out more about the Bike-Go-Round program at:

www.cyclesofchange.org/programs/bike-go-round



► Refurbished bikes for the Bike Go Round Program



BERKELEY BECOMES SECOND CITY IN THE NATION TO PASS BICYCLIST ANTI-HARASSMENT ORDINANCE

ON JANUARY 17TH, the Berkeley City Council approved a Bicyclist Anti-Harassment Ordinance, joining the City of Los Angeles as one of two cities in the nation to provide specific civil recourse for harassed and assaulted bicyclists.

Why is this ordinance needed? It may be hard to fathom for those who rarely ride a bicycle, but there are drivers out there who will harass or even assault bicyclists simply because they are using the road. That's what happened in Mandeville Canyon in 2008 when a driver slammed on his brakes in front of two bicyclists, sending them through his rear windshield and to the hospital because they needed to be "taught a lesson." That's what happened to me in 2010 when I was forced into a row of parked cars by a woman in an SUV screaming that I needed to "get on the sidewalk."

It happens to countless bicyclists every day when someone tries to intentionally startle them from behind with a horn blare, threateningly revs their engine, or throws an object at them. It's real. It happens. And

for the vast majority of these assaults, the driver faces no consequences. Equally frustrating, many drivers are unaware that their behavior is wrong.

Berkeley's new ordinance allows victimized bicyclists to take a driver to court. A bicyclist may bring suit against a driver who:

- Assaults, or attempts to assault, a bicyclist;
- Threatens to physically injure a bicyclist;
- Injures, or attempts to injure, a bicyclist;
- Intentionally distracts a bicyclist with the intent to cause injury; or,
- Intentionally forces a bicyclist off the roadway.

Everything listed above is already illegal. This ordinance doesn't create new rights, but rather addresses the difficulty of seeking recourse. There is a lower burden of proof for civil cases as the penalties are financial and remedial. Making this harassment a civil offense also puts legal tools directly in the hands of bicyclists, letting them bring suit rather than having to go through the City Attorney's office in a criminal case.

In the case of a successful civil suit for harassment of a cyclist, a driver will be required to pay:

- Three times the damages incurred from the offending incident or \$1,000, whichever is larger;
- The attorney's fees of the plaintiff; and,
- Any other damages awarded by a civil judge or jury

Berkeley has taken another step towards securing bicyclists' rightful place on our streets, creating a bicycling environment that is encouraging to all, and providing bicyclists with a real tool to discourage the harassment and assault that happens far too regularly today. We hope that Berkeley's recent adoption of a Bicyclist Anti-Harassment Ordinance will inspire other cities to follow suit.

Christopher Kidd, LADOT Bike Blog, and ran the media campaign for the Los Angeles Bicyclist Anti-Harassment Ordinance along with Tony Arranaga from Councilmember Bill Rosendahl's office.

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

mail to:

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Membership Type

- Sustaining \$30
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- Century \$100
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- Renew
- please don't share my info w/ others
- I'm cool with sharing my info with other groups that support us

WET WEATHER?

TIPS ON RIDING SAFELY IN THE RAIN



Riding safely and comfortably in the rain and the wet takes more skill, time, and effort than cycling in dry, sunny weather but it is relatively easy using some common sense, advance preparation, your street skills, and some additional gear.

Here are basic wet-weather riding tips:

- ▶ **Stay dry:** a weatherproof shell will keep the wind and water out. Don't wear cotton underneath when it's cold, wet, or windy.
- ▶ **Know your bike:** adapt, equip, and maintain your bike for rain: add fenders and frequent bike care. A comfortable, well-maintained bike helps you maintain good balance and bike control at all times.
- ▶ **Ride predictably:** use your street skills. Slow down, give yourself more time and anticipate road hazards and others' mistakes and remember that motorists' visibility is reduced as well.

▶ **Be extra-visible:** when choosing your rain gear pick high-visibility colors like yellow or orange with retro-reflective highlights. Also use your lights even in the daytime when the rain or fog is heavy.

The San Francisco Bicycle Coalition produced a great video with many additional suggestions for riding safely in the wet. You can watch or download it here: http://www.sfbike.org/?wet_weather.

Jon Spangler, EBBC and League Cycling Instructor

FREE BICYCLE SAFETY CLASSES

FAMILY CYCLING WORKSHOPS

Saturday, March 3rd, 12:00-2:30pm
Dublin Heritage Park and Museums
6600 Donlon Way, Dublin, CA 94568

Saturday, April 21st, 10:00am-12:30pm
Vallejo Mills Elementary
38569 Canyon Heights Dr, Fremont, CA

TRAFFIC SKILLS CLASSES

Thursday, April 17th, 6:00-9:00pm
Dublin Heritage Parks and Museum
6600 Donlon Way, Dublin, CA 94568

Monday, April 23rd, 6:00-9:30pm
Kaiser Medical Center
3701 Broadway, Oakland, CA

Thursday, June 7th, 6:00-9:30pm
Kaiser Medical Center
3701 Broadway, Oakland, CA

To register and find more free classes, visit ebbc.org/safety

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Newletter 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.

East Bay Bicycle Coalition membership card

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