



# Ride On



Photo by: Karl Nielsen

## SUMMER OF CYCLING

The East Bay is fortunate to have great bicycling weather year round. Whether your preference is to ride in the hills, in the dirt, on the Bay Trail or through city streets, you can do so in any season. But there's a special place in a bicyclist's heart for those long summer days when, from sunrise to sunset, our days are packed with endless opportunities to get out and ride.

Kian McQuaid Co, pictured above, was recently showing off his cyclocross bike mount skills in Berkeley's Strawberry Park. He will be turning five this fall and, when asked what he likes best about the summer, he said, "Being in the water and riding my bike fast up and down hills." Kian, we couldn't agree more.

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# LETTER FROM THE SADDLE

I am very pleased to share Bike East Bay's first ever annual report with you, our members. The center pull-out section of this newsletter is the annual report, which shares our victories and accomplishments from 2013. The past year held many big wins for us, including full time access for bicycles on BART, the opening of the new Bay Bridge path, many miles of bikeways, our first green lanes, and much more.

As you read this newsletter I hope you will join me to raise a glass, or a teacup, to toast a great year for Bike East Bay and for biking all across our region. Please also join me in thanking the generous donors and sponsors who have made our work possible. Without these individuals and businesses we would not have grown to a six-person staff, nor would we have the reach and clout necessary to effect change.

I wish we could include each and every one of you in our annual report. Every gift and membership contribution we receive makes a real difference in our work and keeps us pumped up, knowing you are behind us. Thank you!

Our momentum continues as 2014 is shaping up to be another strong year for East Bay bicycling. Bike to Work Day was a great success this year with a 35% increase in the East Bay, and Bike to School Day saw double the numbers of kids participating. We have won funding to bring Bay Area BikeShare to the East Bay. And we are far from done.

Summer is upon us and we have some fun events for you and your whole family to enjoy. Come out to Love our Neighborhood Day on July 12, Pedalfest on July 26, the Clips Beer and Film Tour on August 9, and more. Check our Summer of Cycling guide for more on these fabulous celebrations of bicycle culture in the East Bay.

With the June election behind us we are now gearing up for our biggest push of 2014, winning Measure BB and \$1 billion for bicycle and pedestrian improvements in Alameda County. This year is a turning point for our transportation choices. With a Measure BB win in November, we will pave a smooth bikeway towards a future where walking, biking and transit are easy and seamless travel options and where our cities and neighborhoods have the investment to thrive.

We need you to make this future a reality. Read more on page 4 about our strategies for winning this important ballot measure and how you can help make that happen. As we gear up for the Measure BB campaign, your support is more crucial than ever. When you renew your membership or make a special one-time gift, your contribution will go further than ever, helping us win \$1 billion for bicycling and secure the future of alternative transportation in Alameda County.

*Renee Rivera, Executive Director*



photo: Lisa Beth Anderson

# MEASURE BB IS BACK AND WE NEED YOUR HELP TO WIN \$1 BILLION FOR BIKES

In life, we rarely get a second chance. Happily, Alameda County voters will get another opportunity to support Measure BB at the ballot box on November 4th. After 18 months of hard work Bike East Bay, in partnership with many groups who want to build the transportation infrastructure of the future, has helped return to the voters a measure to reauthorize the county's Transportation Expenditure Plan which supports bicycle facilities, pedestrian improvements, public transit upgrades, and road repair. The funding provided by this measure will benefit all road users and provide an additional \$1 billion for building better bicycling infrastructure.

The day after election day November 2012, we woke up to find that your transportation ballot measure was 700 votes short of the 66.67% supermajority it needed to become law. The vote was so close, in fact, that the county called for a recount. We kept our hopes up for weeks, but finally had to face the reality that the measure we had worked so hard for fell short of winning by a mere eighth of a percent.

This heart-breaking loss caused Bike East Bay and the broad coalition backing the measure to take a hard look at why we came up short. Two key insights emerged: first, the clause keeping the measure in perpetuity was a poison-pill for some allies and second, key areas in the Tri-Valley and South County had not supported the measure.

The ballot measure is back this year with an even broader coalition of supporters and all the lessons learned since 2012. We plan to win this time. Why is this so important? The protected bikeways, family-friendly routes to school, and regional bikeway network needed to encourage thousands more people to try bicycling will be funded through this augmented Measure BB. Funding for infrastructure from state and federal transportation sources is dwindling, with no signs of bouncing back up to levels seen in previous decades. Measure BB will provide more revenue by increasing the current transportation tax from a half cent to a full cent, and increasing the share of funds allocated to walking and bicycling projects from 5 percent to 11 percent. The bottom line: Measure BB will provide Alameda County cities and towns with more than four times as much current funding for projects that make our streets safer for all users.

Internationally, when we look to cities that have significant bicycle mode share, we know investment in infrastructure is key to that mode shift. With Measure BB, the per capita spending in Alameda County will increase to almost \$20 per

person, far above most U.S. cities and counties. This will not only provide money to complete major projects like the Bay Trail and East Bay Greenway and build bikeways throughout our communities; it will also help cities and towns invest in the infrastructure they need to be vibrant walkable and bikeable places where people love to live and work.

How do we make sure that we win this time and avoid a repeat of our heart-breaking 2012 loss? First, the perpetuity clause has been removed and endorsements for the measure are already coming in strong. Second, we are working now with the other backers of Measure BB to lay out a plan with a solid get-out-the-vote field campaign that reaches all parts of the county, especially Fremont and the Tri-Valley, where support was weakest in 2012.

In order to reach every city and neighborhood, we are building a robust network of volunteer leaders - and we want you to be part of this vital campaign to build a better future for Alameda County. As a Measure BB neighborhood leader, you will be asked to distribute lawn signs, postcards and flyers, attend meetings of neighborhood groups, and join other Bike East Bay volunteers at streetside outreach events. You'll be part of a broad coalition of active transportation enthusiasts to convince voters to improve BART, fix potholes, increase reliable bus service, and create good quality local jobs.

Volunteer as a Measure BB Neighborhood Leader at [BikeEastBay.org/MeasureBB](http://BikeEastBay.org/MeasureBB). ●



*People of all ages volunteered during the 2012 campaign.*

# ACTION ALERTS

## CALL FOR NEIGHBORHOOD CHAMPIONS

Bike East Bay needs your help to win more comfortable, inviting and safe bikeways in your neighborhood. Our advocacy work is more effective in cities with leadership from local champions who know the lay of the land in their communities and who can connect us with their friends and neighbors who support better bicycling. They say all politics is local, and that's even more true for bicycling. That's where Neighborhood Champions come in.

As a Neighborhood Champion, you will be our point person for a specific bikeway campaign near where you work or live. You will work with Bike East Bay staff, interns, and volunteers to do outreach to residents, businesses, and other neighborhood stakeholders to build public support for great street improvements that will connect your neighborhood to more destinations in your city. Here are some of the neighborhoods where we are looking for Champions:

- El Cerrito: San Pablo Avenue and adjacent neighborhoods
- Dublin: Dublin Boulevard area between Village Parkway and San Ramon Road
- Concord: Downtown neighborhood near Todos Santos Park
- Fremont: Neighborhood around Fremont BART station
- Oakland: Temescal District, Koreatown Northgate, Lower Park Blvd

Sign up to champion better biking at [BikeEastBay.org/Champions](http://BikeEastBay.org/Champions). ●

## ARE PROTECTED BIKEWAYS COMING TO WALNUT CREEK?

The City of Walnut Creek is currently studying several opportunities for adding protected bikeways to local roads, such as the Olympic Corridor Study and West Downtown Specific Plan. Additionally, protected bikeways are being discussed under the auspices of increasing pedestrian safety. In preliminary discussion of the city's first Pedestrian Master Plan, there is talk about the possibility of adding a two-way protected cycle track on North Main Street.

Bike Walnut Creek is hard at work gathering support for these bikeways. Volunteer leaders are meeting with local citizens and businesses, elected officials, city staff, the

Walnut Creek Downtown Business Association, and other allied organizations. "There is a lot of education involved in this process. Most people, even traffic engineers and city staff, are unfamiliar with the concept of protected bikeways," says Bike Walnut Creek member Danny Milks.



"It makes sense that protected bikeways are beneficial for pedestrians and drivers, not just cyclists," adds Alma Schiefer, a local bike commuter and recreational rider. "Everybody should have their own designated place on the street."

Bike Walnut Creek can use your help to bring protected bikeways to Walnut Creek and Contra Costa County. Contact them at [BikeWalnutCreek@gmail.com](mailto:BikeWalnutCreek@gmail.com) or visit [BikeWalnutCreek.org](http://BikeWalnutCreek.org) to learn more. ●

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## DONOR PROFILE

# ERNESTO MONTENERO:

## CONVERTING PASSION AND VALUES INTO BIKE-FRIENDLY COMMUNITIES

Oakland resident Ernesto Montenero's life is devoted to reducing our society's reliance on fossil fuel. He is living his vision. His company, Sustainable Technologies, offers environmental improvement services, including installing solar panels to fuel agricultural irrigation pumps. And he spends nearly all his free time on his bicycle.

For Ernesto, 48, his vision includes ensuring that Bike East Bay has the financial resources it needs to make the roads safer and more convenient for bicyclists. Helping people switch from car to bicycle transportation is a mission he shares with his favorite bicycle advocacy organization.

"We need to change the infrastructure of how we get transported. We need to figure out how to make it better for bikes. Not enough resources are allocated for that, so I make sure I allocate my money for that," Ernesto said. He added "I like that Bike East Bay is at the table with



city officials representing bicyclists."

In 2001 he moved from San Francisco to the East Bay. Within two months he became a member of Bike East Bay and has made significant gifts to support our work ever since.

"I recently increased my giving to Bike East Bay because there are more results now, more members, more staff, more events, and more visibility," he said. "It's really gaining momentum."

When Ernesto is not running his successful business, he is in the saddle on his bike. He frequently rides with the Berkeley-based club Grizzly Peak Cyclists and with the racing team his business sponsors, Team Oakland Cycling. He likes to spend the entire day (and sometimes night) on his bike by participating in double centuries, as well as 400+-mile randonneurs rides.

We are grateful to Ernesto and all of our supporters who combine their passion with their values to support our advocacy for bike-friendly communities in the East Bay. ●

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# CALENDAR of EVENTS

## BIKE TENT AT CONCORD'S MUSIC & FARMER'S MARKET

Free bicycle tune-ups all summer long. Stop by to meet fellow local bicyclists and get your bike ride-ready. Every Thursday.

**Thursday, July 10** - 5:00-8:30pm  
**Todos Santos Square, Concord**

## LOVE OUR NEIGHBORHOOD DAY

Play in the streets of North Oakland's Golden Gate neighborhood and Emeryville with this first ever multi-city Open Streets event.

**Saturday, July 12** - 11:00am-3:00pm  
**San Pablo Avenue, 65th St, Doyle Street, and 55th St**

## LEGENDS OF CYCLING

Bicycling greats Gary Fisher, Freddie Rodriquez, Jacquie Phelan, Ryan Leech and Nelson Vails will share stories over beer.

**Friday, July 25** - 6:00-9:00pm  
**Jack London Market Hall - 55 Harrison St, Oakland**

## PEDALFEST

This fantastic outdoor festival brings out the best in cycling - with contests, games, a kids bike rodeo and shows all day long.

**Saturday, July 26** - 11:00am-7:00pm  
**Jack London Square, Oakland**

## FAMILY RIDE - ALAMEDA BICYCLE

Slow cruise around Alameda which ends with free ice cream. Groups are split up to ensure a good pace for all. Helmets required.

**August 3** - 10:00am - 12:00pm  
**Alameda Bicycle - 1522 Park St, Alameda**

## CLIPS BEER AND FILM TOUR

New Belgium's traveling short film show is coming to Berkeley. Esoteric beer paired with inspiring short films. Proceeds benefit Bike East Bay.

**Saturday, August 9** - 7:30pm  
**Civic Center Park, Berkeley**

## BIKE THEFT PREVENTION WORKSHOP

Learn the basics of bicycle theft prevention: locking techniques, bike registration, secure parking options, and how to try recovering a stolen bike.

**Saturday, August 9** - 1:00-2:00pm  
**Weekes Branch Library - 27300 Patrick Ave, Hayward**

## KIDDICAL MASS

Geared 4 Kids and Rich City Rides are hosting a family-friendly bike party just for kids. Sunday, July 20 - 9:00am-12:00pm

**Saturday, August 9** - 10:30am-2:00pm  
**Richmond BART station**

## TOUR DE FAT

A costumed bike parade that winds through Golden Gate Park followed by music, yo-yo performers, bike contests and vaudeville acts.

**Saturday, September 13** - 10:00am-5:00pm  
**Golden Gate Park, San Francisco**

## URBAN CYCLING 101: CLASSROOM WORKSHOP

Learn new skills to help bike with confidence, ride safely in all conditions, and have more fun on your bike. For adults and teens, no bike required. Free reflective vest for participating. Register at [BikeEastBay.org/education](http://BikeEastBay.org/education).

**Saturday, July 19** - 10:00am-12:00pm  
**Richmond PAL Conference Room, 2200 Macdonald Ave**

**Monday, Aug 5** - 3:00-5:00pm  
**UC Berkeley, University Hall, Room 150**

**Saturday, Aug 9** - 10:00am-12:00pm  
**Tassafaronga Rec Center, 975 85th Ave, Oakland**

**Saturday, Aug 16** - 10:00am-12:00pm  
**Richmond PAL Conference Room, 2200 Macdonald Ave**

**Monday, Aug 18** - 6:00-8:00pm  
**Fremont Main Library, 2400 Stevenson Blvd, Fukaya room**

**Saturday, Aug 23** - 1:00-3:00pm  
**Weekes Branch Library, 27300 Patrick Avenue, Hayward**

## LOCAL BICYCLE AND PEDESTRIAN ADVISORY MEETINGS

Regular monthly meetings which review city bikeway/development plans and advise staff on funding/planning proposals. All are open to the public for participation

**Richmond: Monday, July 14** - 5:30-7:30pm  
**City Hall, 450 Civic Center Plaza, Pt. Molate Room (2nd floor)**

**Oakland: Thursday, July 17** - 5:30-7:30pm  
**City Hall, Hearing Room 4 (2nd floor)**

**Pleasanton: Monday, July 28** - 6:30-8:30pm  
**Pleasanton Senior Center, 5353 Sunol Boulevard**

**Emeryville: Monday, August 4** - 5:30-7:30pm  
**City Hall, Garden Room (basement floor)**

FOR MORE EVENTS AND DETAILS, VISIT  
[BikeEastBay.org/Calendar](http://BikeEastBay.org/Calendar)

SUMMER, *continued from cover*

Make this summer the one where you make it to the top of that hill, where you take on more miles than ever before, and where you reward yourself with great community events, parties and open streets. Let Bike East Bay help you make the most of the summer months with a diverse set of fun, family-friendly, and bicycle-centric events.

Gabriela Rodriguez Herrera is a long-time San Rafael resident who's looking forward to some quality time on the sunny side of the Bay this summer. "Pedalfest is on my birthday," she says. "I'm going to get my twin sister and family to join me there." She's relatively new to bicycling but dove right in, starting with mountain biking. Then, in May, she took a free urban riding skills class through Bike East Bay's education program and started commuting by bicycle. "I think it's going to be a busy summer," says Gabriela. "I try to be outdoors as much as I can. Biking, hiking, kayaking with friends, and the East Bay is great for that." Meet Gabriela and other Bay Area bicyclists at these fantastic events.

### Love Our Neighborhood Day

Saturday, July 12 - 11:00am-3:00pm  
San Pablo Avenue, 65th Street, Doyle Street, and 55th Street

After the very successful Love our Lake day in 2013, Walk Oakland Bike Oakland is back with a new Open Streets event, with a route that circles through Oakland's Golden Gate neighborhood and Emeryville. Connect with your community at this Oaklavia Without Borders and experience San Pablo Avenue liberated from cars and beautifully occupied by bicyclists, walkers, dancers and skaters.

### Legends of Cycling

Friday, July 25 - 6:00-9:00pm  
Jack London Market Hall - 55 Harrison St, Oakland

This year for the first time, Bike East Bay is organizing a pre-Pedalfest event. Legends of Cycling brings Gary Fisher, Freddie Rodriguez, Jacquie Phelan, Ryan Leech and Nelson Vails together on one stage. You will have the opportunity to rub shoulders with cycling legends and hear them speak of their career highlights and battle stories at this unique program.

Advance tickets available at [BikeEastBay.org/Legends](http://BikeEastBay.org/Legends). All proceeds benefit the advocacy work of Bike East Bay.

### Pedalfest

Saturday, July 26, 11:00am - 7:00pm  
Jack London Square, Oakland

Combine daredevil bicycle stunts, a bicycle-powered soundstage, pedal-powered food, a children's rodeo and bike park, and a dazzling collection of new, vintage, and handmade bikes and what do you get? Why, Pedalfest of course!

- Whiskeydrome: cycling daredevils
- New Belgium Beer Garden
- Bicycle vendors, artisans and more
- Anti-theft registration photo booth
- Oaklandish bicycle parade
- Kids bike rodeo and Bike tune-ups
- Cyclecide pedal-powered carnival rides
- Bike Folding Race
- Free Bike East Bay bike valet

### Clips Beer and Film Tour

Saturday, August 9, 7:30pm  
Civic Center Park, Berkeley

Clips Beer and Film Tour is a beer-toting, film-showing, non-profit-benefiting show that travels coast-to-coast. This summer, for the first time, New Belgium Brewing is bringing the show to Berkeley. Strap a blanket to your bike and come watch short films created by fans while enjoying food and delicious beer.

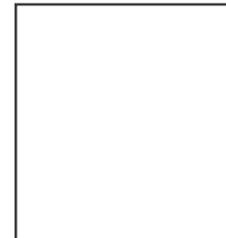
Our volunteers are the key to the success of these events, so we are looking to you for help. Visit [BikeEastBay.org/Volunteer](http://BikeEastBay.org/Volunteer) today to see what volunteer opportunities are available and how to get involved. Volunteers have more bike fun!



Photo by: Frank Chan



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## THREE REASONS TO JOIN OR RENEW YOUR MEMBERSHIP IN BIKE EAST BAY TODAY:



- 1.** Membership pays for itself. With discounts at more than 70 local businesses, from bike shops to chiropractors, your Bike East Bay membership is the best deal in town.
- 2.** Strength in numbers. Political leaders listen to Bike East Bay's 4,000 members, as bicycle advocates have been speaking up for better bikeways in cities across the East Bay. In 2014, will we speak for you?
- 3.** Bridging the gap. Last year the opening of the San Francisco-Oakland Bay Bridge Bicycle Path happened because of the tireless advocacy of Bike East Bay and our sister advocacy organizations. We plan to witness many more milestones in the years ahead – and we will get there, with your help.

[BikeEastBay.org/Join](http://BikeEastBay.org/Join)

