BIKE EAST BAY

Ride On

NEW SUMMER TRAILS

Pedalfest
Your Annual Report
The Art of Biking
Dear Members,

Bike East Bay is in an incredibly exciting moment in our history: the search for the next leader of our bicycle movement. As your Interim Executive Director, I am enormously proud to report that Bike East Bay has been going strong since René Rivera, our Executive Director for the past seven years, stepped down this April.

This May, Bike East Bay celebrated Bike to Work Day—our biggest event of the year—with over 21,000 people visiting Energizer Stations around the East Bay. And with Bike East Bay's Bike Happy Hour in Berkeley and nine other parties hosted by local advocacy groups, no one can accuse us of all work and no play on Bike to Work Day. Plus, more good news: over 500 people signed up as members on the big day. Welcome new members!

As members of Bike East Bay, you are the soul of our work for better bicycling. You inspire me every day with your passion, your support of the bike movement, and of course, your excellent adventures. This spring, Bike East Bay supporters took on epic challenges while raising funds for bike advocacy. Member Dan Leaverton rode from Reno, Nevada to the Mendocino Coast—on dirt roads, no less—while raising over $8,000 in less than a week. Read Dan’s story, as well as a report from Bike East Bay’s Climate Ride team, on page 9.

We’re continuing the fun this summer with Pedalfest, Bike East Bay’s festival of all things bike at Oakland’s Jack London Square on Saturday, July 28. My favorite part of the day is the amphibious bike race, featuring competitors from the world-famous Humboldt County Kinetic Sculpture Race. Come watch the racers splash down into the Oakland estuary!

In this issue of RideOn, you’ll also find Bike East Bay’s 2017 Annual Report. In the past year, our advocacy work resulted in world-class bike lanes across the East Bay, including the first protected bike lanes in the cities of Pleasanton and Albany. We’ve made big strides towards our equity goals by employing women and people of color to lead nearly 80% of our bike education classes. You’ll also see that Bike East Bay ended 2017 in a strong financial position, and prepared to hire your next Executive Director.

Guided by your staff and board of directors, Bike East Bay is taking this opportunity to make another leap forward for our organization. The search for a new Executive Director is being led by a committee of four board members and one staff member, with assistance from outgoing Executive Director René Rivera. Your board of directors expects to announce the next leader of our bicycling movement later this summer.

Stay tuned and keep on pedaling!

Ginger Jui
Interim Executive Director
THE ART OF BIキング

Artists brighten new bike trails with murals

By Ginger Jui and Susie Hufstader

The East Bay’s network of urban greenways has new connections in Emeryville and Richmond, bringing new car-free access to our bikeway network. While you ride and walk these paths this summer, enjoy colorful murals by local artists.

Emeryville Greenway

On Bike to Work Day, officials in Emeryville cut the ribbon on Peladeau Park, the newest segment of the Emeryville Greenway. This extension of the greenway puts the city one step closer to completing a continuous regional bike route linking Emeryville to Oakland and the Bay Bridge People Path. Peladeau Park features a ping-pong table, picnic area, and two new murals. Titled Ascend, the murals by artist Joey Rose depict native insects carrying passengers in flight.

While Peladeau Park is a beautiful new addition to the city, more needs to be done to create a safe connection for pedestrians and bicyclists. Currently, the park is an island, separated from the greenway by a steady stream of highway traffic at the intersection of Powell Street and Hollis Street. The northern entrance to the park faces a busy intersection without a traffic light or stop sign. To address these hazards, Bike East Bay is working with the Emeryville Bicycle and Pedestrian Advisory Committee to advocate for a bicycle and pedestrian crossing.

Richmond-Ohlone Greenway

The Richmond-Ohlone Greenway connector opened at the end of April, just in time for Bike to Work Day. Together, the Ohlone Greenway in El Cerrito and the Richmond Greenway now form one of the longest urban pathways in the East Bay, stretching from east Richmond to north Berkeley. The newest section of the greenway creates a safe crossing of San Pablo Avenue, restores watershed habitat along Baxter Creek, and offers a new vista of Richard Muro Salazar’s giant wave mural at the eastern portal of the Richmond Greenway. For years, Friends of the Richmond Greenway have worked to make a clean, beautiful resource for the community and continue to advocate for improved connections and new public art.

Members of the Friends of Richmond Greenway include Richmond Bicycle and Pedestrian Advisory Committee, Rich City RIDES, and Groundwork Richmond.

The East Bay Greenway

In Oakland, the Scraper Bike Team collaborated with artist Desi Mundo to add colorful murals to two BART columns facing 75th Avenue, where the East Bay Greenway extends south from Coliseum Station. A generous grant from Rails-to-Trails Conservancy paid for the artwork. Even though this greenway segment isn’t new, more trail is coming. Bike East Bay is supporting the Alameda County Transportation Commission as well as the cities of Oakland, San Leandro, and Hayward as they pursue a vision for a complete East Bay Greenway running parallel to BART in central and southern Alameda County. This path and many others are becoming canvases for community art and public expression as cities build out networks of car-free greenways.

Check out a mural and greenway near you this summer!
NEWS BRIEFS

Protected Intersection Connects the Bay Trail in Richmond

A gap in the San Francisco Bay Trail in Richmond has been upgraded with a protected intersection at Central Avenue and Rydin Street. The trail upgrades help people walk and bike the trail safely in the Point Isabel area. The design of the intersection was inspired by a similar Bike East Bay-led project in Pleasanton that closed a gap in the Iron Horse Trail.

Bike East Bay encouraged the Contra Costa Transportation Authority (CCTA) to redesign this intersection with dedicated bike crossings. CCTA agreed to a “quick-build” protected intersection, using inexpensive, easy-to-install materials to improve safety sooner at this busy location. Because the bike crossing was completed quickly, there are still some kinks in the design to work out. Have you ridden this new Bay Trail connection? Email your feedback to Advocacy@BikeEastBay.org.

San Leandro Bike Plan Passes with a Vision

On March 19, the San Leandro City Council voted unanimously to approve the city’s updated Bicycle and Pedestrian Master Plan. Bike East Bay and Bike Walk San Leandro members turned out to support the final plan for a family-friendly bikeway network in San Leandro.

During the planning process, San Leandro members and local leaders spoke out to advocate for a high-quality plan with a network of low-stress bikeways. Thanks to your letters and over 200 responses to an online survey, the final plan now recommends either protected bikeways or protected bikeway studies on high-traffic streets, including Bancroft Avenue, Williams Street, and Doolittle Drive.

San Leandro is working to add bike routes during upcoming repaving projects, including the city’s first protected bike lane on Fairmont Drive near Bay Fair BART. Stay tuned on advocacy and events at BikeEastBay.org/SanLeandro.

RM3 to Fund Transportation Improvements

In June, voters passed Regional Measure 3 which increases bridge tolls to provide funding for transit improvements and $150 million for walking and bicycling projects. As a region-wide measure, all bridge users will pay the increase and all communities will benefit from projects.
As bike share launched in Oakland, Berkeley, and Emeryville, Bike East Bay worked to make this new transportation system available to underserved communities. We joined TransForm, Cycles of Change, and Oakland’s Scraper Bike Team to remove barriers to using bike share by negotiating deeply discounted memberships for low-income people and signing up individuals at community events. As a result, over 2,811 people have signed up for discounted memberships in the Bay Area, and the majority of people using it are in the East Bay.

The City of Pleasanton built the Tri-Valley’s first protected intersection after Bike East Bay’s successful campaign to fix a major gap along the Iron Horse Trail. After a tragic bicycle collision at the intersection of Stanley Boulevard and Valley Avenue in 2016, Bike East Bay and local ride groups rallied to push the City of Pleasanton to make the trail safer for people walking and riding. The redesigned intersection makes it safer and easier for local residents to access a nearby bike park and connect to BART.

Bike East Bay partnered with AC Transit to redesign Bancroft Way to prioritize safety and dedicate space for walking, biking, and taking public transit. Completed in fall 2017, the new Bancroft Way benefits everyone with shorter crosswalks, a two-way protected bike lane, and dedicated bus lanes. The Bancroft Way bikeway now connects to the existing protected bike lane on Fulton Street, making these the first connected protected bike lanes in the East Bay.

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Bike East Bay improves your ride through advocacy, education, and fun events. Our mission is to promote healthy, sustainable communities by making bicycling safe, fun, and accessible. Through grassroots organizing, we empower members, volunteers, and community leaders to become champions for better bicycling and a more equitable transportation system. Find out more about our campaigns and sign up for a free urban cycling class at BikeEastBay.org.

**WHAT WE DO**

**ADVOCACY**

- **$100 million** programmed for modern bikeways, including bike routes to affordable housing*
- **10** protected bike lanes built in 7 cities**
- **2,811** people using Bike Share for All low-income discount program

**EDUCATION**

- **3,536** attendees at 146 classes
- **150** adults learned to ride a bike
- **78%** paid instructor opportunities held by women and people of color

**ENGAGEMENT**

- **21,300** people rode on Bike to Work Day in the East Bay
- **2,224** bikes parked at bike valet
- **40** women bike events

*Through Alameda County’s Measure B and BB funds, plus additional grants tracked and reviewed by Bike East Bay
**Alameda, Albany, Berkeley, Emeryville, Fremont, Oakland, and Pleasanton

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**2017 FINANCIAL SUMMARY**

<table>
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<tr>
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<td>Total Expenses</td>
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<tr>
<td>Net Income</td>
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**INCOME**

- Program Income 27%
- Foundation Support 7%
- Government Support 9%
- Event Income 11%
- Membership 13%
- Donations 17%

**EXPENSES**

- Program 82%
- Core Mission Support
  - Fundraising 7%
  - Administration 11%
- Business Support 18%
Thank you! During 2017, more than 2,474 individuals, 85 businesses, and 7 foundations made a financial contribution to strengthen Bike East Bay. We are grateful for your generosity.

Foundations and Business Supporters

$10,000+
Apple
Bay Area Bicycle Law
Climate Ride
craiglist Charitable Fund
Jack London Square
Kaiser Permanente
Law Office of Daniel H. Rose
Naches fun Gaybn
Fund at the East Bay Community Foundation
Union Bank of California

$5,000-$9,999
Bayer HealthCare
Dolan Law Firm
Drake’s Brewing Co.
Freemont Bank
Gig Car Share
Google
Hacienda Owners Association
Humboldt Creamery
John Muir Health
Law Office of Walkup, Melodia, Kelly & Schoenberger
Motivate
Oakland Central Panoramic Interests
Rockridge Fund at the East Bay Community Foundation
Trek Bicycle of Berkeley
Western Digital

$2,500-$4,999
Alameda County Public Works Dept.
Bay Area Air Quality Management District
California State University, East Bay
Del Monte Foods, Inc.
GIEL
Grizzly Peak Cyclists
Groundworks Office Inc.
OSI Soft
Signature Development Group
Veeva Systems, Inc.
Whole Foods Market

$1,000-$2,499
American International Group (AIG)
Capitol Corridor
eLock Technologies LLC
Fehr & Peers
GU Energy
HTNB Corp.
Kittleson & Associates
Lennar Multifamily Communities
L.J. Kruse Plumbing Co.
 monument Impact
Moore Iacofano Goldsman, Inc.
Opticos Design, Inc.
People for Bikes
PlaceWorks, Inc.
Rahman Law
Sports Basement
State Farm
Sunpower Foundation
Sustainable Technologies University of California, Berkeley
Zinn Law Firm

$500-$999
Alta Planning + Design
Arkin Tilt Architects
Dero Bike Racks
Eisen | Letunic
First 5 Contra Costa
Hewlett Packard Enterprise
Law Offices of Frederick L. Goss
Nelson/Nygaard
Perforce
PG&E
Yelp, Inc.

Individual Supporters

$10,000+
Nicholas Josefowitz
Westley Hamm

$5,000-$9,999
Anonymous Donor
Bill Moseley & Ann Mohler

$2,500-$4,999
Alden Mudge & Mari Loria
Anonymous Donor
Corinne Winter & Andy Ball
Roland Jurgens
Sally Goodman
Shanna O’Hare
Tom & Judith Willing

$1,000-$2,499
Achim von Neefe
Ben Gerhardtsein
Cheryl Jerzolal & Luke Misnheimer
Curtis Buckley

Daniel Duvall
Daniel Leaverton
David Madison
Howard & Nancy Neal
Jason Nace
Jessica de Jesus
John & Colleen Busch
John Sanders & Patti White
Kristi & Peter Marleau
Laura Wallbridge
Matthew Lewis
Nicholas Rieges
Nick & Sarah
Swanson-Hysell
Nick Garofalo
Paul Lettieri & Debra Dryden
Randall G. Block & Catherine Egelhoff
Rick Rickard
Rob Merker
Robert Frichtel
Sibyle Bacon
Solomon & Grace Waters
Stephen Blair
Steven Dunbar

$250-$499
Alec Flett
Andrea Campbell
Andrew Wan
Anne Williams
Anthony Petti
Brett McHughon-Guss
Brian Weiss
Brooke Dubose
Bruce Dughi
Bryan Culbertson
Bryce & Britt Tanner
Catherine Coates
Chandler Hoffman
Charles Tyler
Chris Abess
Christopher Booth
Christopher Kintner
Christopher Paul
Claudia Polsky & Seth Mermin
Cyndy Johnsen & Michael Sullivan
Dan Schaefer
Daniel Rose
Darrin Ward
David Chiu & Yolanda Hippensteile
David Pepper
David Schlessinger & Karin Cooke
David Swafford
Denise Martini
Dominic Ng
Doug Lettermann
Eileen and Brent Housteau
Elaina Mann and Linda Zitzner
Eilen Simms & Tom Colton
Emily Weak
Eric Eidlin & Renae Waneka
Esteban Sardera
Frank Castro
Gail Yothers
Gerald & Andrea Ramiza
Ginny Paton
Glenn Wenig
Grant Gerlach & Carla Boifeselle
Gregory Barneil
Henry Bratt
Isaac Satzman
James Downing
Jamie Parks
Jerry Koch
Jessica & Sean McKinley
Jim Robson
John & Delia Taylor
John Houston
John Tallarida
Joseph Ledbetter

Josh & Jill Johnson
Joshua Dapice
Joshua Rodman
Kathryn Morton
Kenneth Pon
Kevin Funkhouser
Kevin Martin
Larry Matarazzi
Lawrence Kolb
Leslie Griep & Priya Kandasswamy
Louise C. Anderson
Lynne Jones
Mary & Will Phillips
Mary Prisco
Matthew Janopaul
Max & Robin Hunter
Michael Ho
Michael Hyatt
Michael Kved
Michael Lee
Michael Steila
Mike Wilson & Meg Schwarzman
Natalie Lu
Neil Gilfedder & Tracy Soriano
Nilab Shastry
Paul Fogel & Ventura
Yvette Chalom
Paul Herzhark & Sheila McCormick
Peter Kinne
Phil Morton
Philip & Kristine Klotzbach
Rachelle Sessions
Ralph Raj
Rich Cohen
Rob Hawks
Rob Miles
Robert C. Mercer
Rodney Simmons
Russell Bayba
Sandra Castano
Shanna Nasiri
Stephan Ritter
Stephen Colwell
Steve Croft
Steve Gaadden
Steven Coblledick
Suzanne Mah
Tandra Ericson
Tawana Guillaume
Theo Armour
Thomas Lurquin
Todd Mills
Tom Low
Vicki Woolorth & Michael Leadbetter
Victor Lewis

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(510) 845-7433 | Info@BikeEastBay.org

BIKEEASTBAY.ORG

BIKE EAST BAY
TEAM BIKE EAST BAY

By Rachel Jacobson

Excellent Adventures for Advocacy
Bike East Bay members are adventurous, passionate people who love to explore our beautiful region under our own power. Here are three members who turned their adventures into an advocacy opportunity by fundraising for Bike East Bay.

Keith Rides the Coast
This year, Keith Hermanstyne signed up for the 300-mile California North Coast Climate Ride from Fortuna to San Francisco. Before becoming a Bike East Bay member, Keith had never ridden long distances. In 2017, he attended spring rides led by Bike East Bay. He learned a lot about long group rides, from pacing and bike repair to camaraderie and collaboration. After a 70-mile haul from Pleasant Hill to Davis, Keith thought, "Well, if I can do all this, maybe I should add in fundraising!"

He took his 2018 training rides seriously, sharing each new feat and inviting friends and family to support him with a donation.

Climate Ride is a great way to try a multi-day ride while supporting Bike East Bay. This May, our Team Bike East Bay crew of seven riders raised over $15,000 for Bike East Bay.

Susie Runs Oakland
Susie Hufstader, Bike East Bay’s community organizer, is a seasoned marathoner. From the New York Marathon to the Boston Marathon, she has run a lot of miles.

This year, she decided to bring it home by participating in the Oakland Marathon to connect her passion for running with her work in transportation advocacy. While she trained and built her knowledge of local street conditions, she ran every street in Alameda. By appealing to family, friends, and community, Susie raised $2,000 for Bike East Bay. During the race, her supporters biked around to cheer her on.

Next year, Susie wants to lead training runs for other folks who want to participate in the Oakland Marathon (with courses from 5K to marathon) and fundraise for Bike East Bay.

Dan Bikes Across California
Dan Leaverton is a longtime Bike East Bay member, volunteer, community advocate, and fundraiser. "I want to see more people biking and walking through town," Dan said, "and my favorite nonprofit, Bike East Bay, does too."

Though he mostly bikes with his family, Dan likes an intense adventure ride from time to time. In 2014 and 2015, Dan connected his love of a good challenge ride with his commitment to his community by joining Climate Ride. Dan and Team Bike East Bay raised a whopping $25,000 for Bike East Bay.

This May, Dan was at it again: he rode with a small, independent crew from Reno to Mendocino and raised $9,000 for Bike East Bay in just 10 days.

Dan doesn’t know what his next adventure will be, but he knows he’ll be supporting Bike East Bay again soon.

SAVE THE DATE
Calling all future Team Bike East Bay members! Thinking about doing Climate Ride? Ready to run with Susie? Brewing up your own adventure and ready to layer on some fundraising? Meet Team Bike East Bay alumni, celebrate their journeys, and get in on 2019 at our Team Bike East Bay Party on Wednesday, September 12 from 5:30-7:30pm.
BikeEastBay.org/TeamBikeEastBay
JULY - SEPTEMBER

I CAN HANDLE THAT: PRE-RIDE CHECK
Wednesday, July 25, 6-8pm
Spokeland, 813 37th St., Oakland
Learn to do a pre-ride check in a low-pressure, supportive environment. Introductory hands-on workshop for women and gender nonconforming folks.

44TH ANNUAL SOLANO AVENUE STROLL
Sunday, September 9, 10am-5pm
Solano Avenue, Berkeley/Albany
The East Bay's largest street festival, complete with entertainers, artists, local nonprofits, free bike valet, and a parade. SolanoAvenueAssn.org

BIKE EAST BAY VOLUNTEER NIGHT
Fourth Tuesdays, 5-8pm
466 Water St., Oakland
Volunteer with Bike East Bay and meet fellow members and supporters. Snacks and dinner provided.
BikeEastBay.org/Volunteer

GOLDEN WHEEL AWARDS
Thursday, July 26, 6:30-9pm
Green Room, 401 Van Ness Ave., SF
The Golden Wheel Awards honor individuals and groups who are making a difference in transforming San Francisco into a more people and bike-friendly place.
SFBIke.org/Golden-Wheel-Awards

BIKE DOWN AROUND TOWN
Friday, July 27, Evening
Fruitvale BART Station, Oakland
Join Cycles of Change on a full-moon fundraiser ride celebrating the 25th anniversary of their bike education programs.
CyclesOfChange.org/Bike_Down

I CAN HANDLE THAT: CLEANING YOUR BIKE
Saturday, August 4, 1-4pm
Spokeland, 813 37th St., Oakland
Learn to clean your bike in a low-pressure, supportive environment. Introductory hands-on workshop for women and gender nonconforming folks.
BikeEastBay.org/Calendar

EAST BAY BIKE PARTY
Friday, August 10
Start location TBD
Ride ends in Telegraph Business Improvement District in Berkeley, with a street party celebrating new bike lanes and bike share.
Facebook.com/groups/eastbaybikeparty

RECURRING EVENTS

CONCORD FARMERS’ MARKET BIKE TENT
Thursdays, 5-8pm
Todos Santos Plaza, Concord
Get free bike tune-ups with Bike Concord at the farmers market every Thursday until October.
BikeConcord.org

WOMEN BIKE BOOK CLUB
First Thursdays, 6-7:30pm
Golden Gate Library, Oakland
Everyone is invited to discuss biking, feminism, and the intersection of the two.
BikeEastBay.org/WomenBike

ALBANY’S BIKE ABOUT TOWN
Third Fridays, July-September, 6:30pm
Bikes on Solano, 1554 Solano Ave.
Join City of Albany staff for a leisurely ride around town featuring a raffle with prizes from local businesses.
AlbanyStrollRoll.org

OAKLAND MUSEUM OF CALIFORNIA BIKE TOUR
Third Sundays, May-October, 1pm
Golden Gate Library
Walk Oakland Bike Oakland leads bike tours of Oakland history with a special theme each month.
MuseumCA.org/Events

BIKE EAST BAY EDUCATION CLASSES

Bike East Bay is proud to offer free workshops in the East Bay, providing everyone with an engaging way to learn skills for smart cycling.

Urban Cycling 101 Classroom Workshops
Indoor classes with info on the rules of the road, equipping your bike, and having fun on every ride.

Urban Cycling 101 Road Classes
On-the-bike practice sessions covering bike handling, hazard avoidance, and biking confidently on any street.

1-Hour Workshops
In-depth classroom sessions on topics like riding after dark, commuting basics, or bike-friendly driver classes.

Learn to Ride for Adults
For adults or teens who have either not yet learned to ride a bike, or need a refresher.

Family Cycling Classes
On-the-bike workshops for kids to learn to ride roads and pathways with their parents.
Visit BikeEastBay.org/Education for a full list of classes or go to BikeEastBay.org/ClassApplication to set up a class at your location. Instruction available in English, Spanish, and Cantonese.
Presented by
Bay Area Bicycle Law
Drake’s Brewing Company

Amphibious Bike Race +
Pedal-Powered Live Music +
BMX Stunt Show + And More!

BIKE EAST BAY
BikeEastBay.org/Pedalfest

SATURDAY, JULY 28
11AM - 6PM | JACK LONDON SQUARE

BICYCLISTS ARE EVERYWHERE.
LET’S KEEP IT THAT WAY.

DOLAN LAW FIRM
THE BEST LAWYERS WE HOPE YOU’LL NEVER NEED

DOLANLAWFIRM.COM | 510.992.6935 | 1498 ALICE STREET, OAKLAND, CA 94612
Become a Monthly Supporter!

Starting at $10/month, you’ll sustain long-term campaigns to build protected bike lanes, the Iron Horse Trail, and the Bay Bridge People Path.

1. **Sign up online at BikeEastBay.org/Join**  
   Choose the Monthly Supporter option

2. **Call us at (510) 845-7433**  
   Ask to become a Monthly Supporter

**SATURDAY, JULY 28, 2018**

**11AM - 6PM | JACK LONDON SQUARE**