



Pamela Palma

Annual Report 2014



Lisa Beth Anderson

2014 was a turning point for bicycling in the East Bay.

Bike East Bay's key wins and accomplishments this year point towards change that will truly transform the East Bay into the bicycle-friendly place we know it can be.

With the passage of Measure BB this November, our hard work paid off with a four-fold increase to funding for biking and walking in Alameda County. Protected bike lanes on Telegraph Avenue will set a new standard across the East Bay. And our strategic planning work in 2014 creates a roadmap to future growth and success for Bike East Bay.

Your generous support has made these wins possible. I am so grateful for our community of supporters who believe in and invest in our shared vision for safe and enjoyable bicycling in the East Bay. Thank you!

Director

Renee Rivera, Executive

Strategic Plan

2014 was a year of strategic thinking and planning for future growth at Bike East Bay. Our board, staff and key volunteers engaged in a strategic planning process, culminating with a 2-day summit with 150 participants in January 2015. The result of this engaged process are goals and key action steps that will guide our work over the next five years.

Our goals are:

- Increase the number and diversity of people biking.
- Overcome barriers to bicycling via programs educating all road users.
- Build strong and collaborative relationships with representation from all East Bay communities.

The themes that emerged from our planning and summit were: getting more people biking through infrastructure improvements and education; increasing Bike East Bay's reach into new audiences and communities and building the diversity of our bicycling movement; building Bike East Bay's capacity to be a hub and network for city and neighborhood based groups; and cultivating new partnerships with businesses, law enforcement, affordable housing and other potential collaborators.



Pamela Palma

Teaching New Skills to Young and Old Alike



Robert Prinz

Bike East Bay has a long tradition of building the confidence people need to ride in our bustling cities and towns by offering free classes. Over the past 3 years we have educated over ten thousand people, giving them new skills to bike safely and responsibly.

“I’ve been biking for 50 years and I still learned some great stuff in this class. I would recommend this to anyone who bikes.”

Dan from Emeryville

Bike East Bay offers a variety of classes, including one-hour workshops at workplaces, bike rodeos for children, classes on urban cycling (classroom and road riding), and family bicycling.

**Education Program
2012-2014**

**Participants
11,451**

**Free
Classes**

**Cities
Served
22**

394

Languages

3

**Instructors
22**

**English, Spanish,
Cantonese**

Big Wins for Bikes in 2014

Bike East Bay’s key wins in 2014 will be paying off for East Bay bicyclists for years to come. Winning Measure BB, approval of protected bike lanes on Telegraph Avenue, and a record-setting Bike to Work Day in the East Bay are just a few of the many victories that are paving the way for a great future for bikes.

We Won a Billion Dollars for Bikes in Alameda County

Bike East Bay won “Campaign of the Year” from the Alliance of Walking and Biking for our Yes on BB Campaign. This win at the ballot box in November 2014 will result in an investment of a billion dollars in bicycle and pedestrian infrastructure in Alameda County over the coming decades. Measure BB will bring us new trail and bikeway projects throughout the county with a four-fold increase in available funding, giving Alameda County the highest per capita investment in biking and walking in the nation.

“Bike East Bay played a major role in passage of Measure BB ... Bike East Bay [provided] critical input, resulting in the inclusion of more than \$1 billion in transportation investments that will support walking and biking in Alameda County.”

Art Dao
Executive Director
Alameda County Transportation Commission



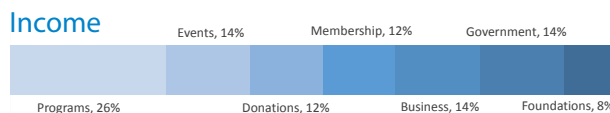
Telegraph Avenue Protected Bike Lanes

Thanks to two years of campaigning by Bike East Bay staff and volunteers, Oakland’s City Council unanimously approved protected bike lanes on Telegraph Avenue. We rallied over one hundred corridor businesses to persuade the city’s planning department to bring protected bike lanes to this bustling commercial corridor. Today, we’re replicating this grassroots level advocacy to bring a network of safe and inviting bike-ways to Richmond, Berkeley, Walnut Creek and many more cities around the East Bay.

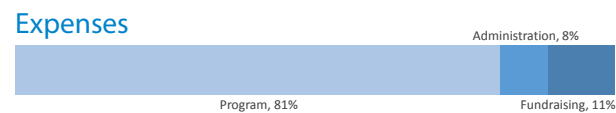
20th Anniversary of Bike to Work Day

Bike East Bay, then the East Bay Bicycle Coalition, started our annual tradition of Bike to Work Day with a celebration at Oakland’s City Hall in 1994. San Francisco followed suit the next year and since then the event has grown into a region wide event. In this 20th anniversary year we saw a record-setting 21,000 people bike through one of our 126 Energizer Stations.

2014 Financial Summary



Net Income \$ (4,338) Total Expenses \$ 741,169 Total Income \$ 736,831



Beginning Net Assets \$ 192,444 Ending Net Assets \$ 188,106



Bike East Bay promotes healthy, sustainable communities by making bicycling safe, fun and accessible.

Bike East Bay Staff

Renee Rivera
Executive Director

Dave Campbell
Advocacy Director

Robert Prinz
Education Director

Cynthia Armour
Project Manager

Ginger Jui
Membership and Volunteer
Manager

Rachel Jacobson
Programs Assistant

Hansa Jacob-Martin
Administrative Manager

Board of Directors

Alden Mudge

Bill Pinkham

Bob Bodnar

Doria Robinson

Glenda Barnhart

James Van Dyke

Jenny Oh Hatfield

Kristi Marleau

Kristin Tennessen

Maggie Smith

Morgan Kanninan

Raymond Pajek

Rick Rickard

Rolland Jurgens

Rosie Mesterhazy

Sandra Hamlat

Tom Willging

Our Supporters Move us Forward

The members and supporters of Bike East Bay fuel our work to make bicycling in the East Bay safe and enjoyable. We are grateful for their generosity.

FOUNDATIONS AND BUSINESS SUPPORTERS

\$10,000+

Bayer HealthCare
Climate Ride
Craigslist Charitable Fund
Kaiser Permanente
Law Office of Daniel H. Rose
New Belgium Brewing Company

\$5,000-\$9,999

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Management District
Bay Area Bicycle Law
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Fremont Bank
GIEL Accident Attorneys
Grizzly Peak Cyclists
Hacienda Owners Association
OSI Soft
Sungevity
Union Bank of California
Whole Foods Market

\$1,000-\$2,499

Citizens for Alternative
Transportation Solutions
City Car Share
Clorox Company Foundation Fund
Downtown Oakland Association
Finelite
GU Energy
KW Engineering
Lake Merritt Uptown
District Association
Missing Link
Sun Light and Power
University of California, Berkeley

\$500-\$999

Alameda Bicycle
Alta Planning + Design
Bay Area Bikes
Beer Revolution
Brewers Supply Group
Fehr and Peers
Fremont Freewheelers
Fusionstorm
Johnson Ohana
Charitable Foundation

Jumping Fences
Kittelson and Associates, Inc.
L.J. Kruse Company
Law Office of Frederick L Goss
Mclean Breweries
New Parkway Theater

\$250-\$499

Dero Bike Rack Co
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Lost and Found
Moore Iacofano Goltsman, Inc.
Rose Foundation for Communities
and the Environment
San Francisco Randonneurs

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Anonymous Donor
Marilyn Langlois

\$2,500-\$4,999

Rick Rickard
Rolland Jurgens

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Renee Rivera
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\$250-\$499

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Mike Ansell
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Morgan Kanninen
Myra Chachkin
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