



# INTRODUCING EXECUTIVE DIRECTOR INGERJUI

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ADVOCACY DIRECTOR Dave Campbell

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# WELCOME EXECUTIVE DIRECTOR GINGER JUI

After a rigorous search, the Bike East Bay Board of Directors unanimously confirmed Ginger Jui as the organization's next Executive Director at the June 20, 2018 board meeting.

Ginger brings exceptional leadership experience and a long, demonstrated commitment to Bike East Bay's mission and values. As Bike East Bay's communications director and former membership manager, Ginger has consistently guided Bike East Bay in broadening our reach and strategic growth. A dedicated leader and bicycle advocate, Ginger embodies the values,



principles, and practices at the heart of our work.

Our Search and Transition Task Force conducted an extensive three-month search for Bike East Bay's next Executive Director. The task force, composed of four board members and a staff member, conducted a thorough review of Bike East Bay's leadership needs and the essential qualities required of the organization's next leader.

"Our search included the priceless opportunity to reflect on Bike East Bay as an organization and define our next leader," said Rolly Jurgens, Bike East Bay board member and leader of the task force. "Passion, strategic leadership, and experience growing Bike East Bay's programs made Ginger the stand-out candidate. We are thrilled to select Ginger as a deeply committed leader to continue our momentum for better biking in the East Bay."

While communications director for the past two years, Ginger led rapidresponse communications campaigns that resulted in big advocacy wins across the region. Ginger played a key role in shaping Bike East Bay's Statement of Values for Equity and Social Justice, and overall communication positioning. As membership manager, Ginger initiated Bike East Bay's bike ambassador program which led to increases in Bike East Bay membership. Ginger also serves on the board of directors at Cycles of Change, a people of color-led bicycle collective in Oakland's Fruitvale neighborhood, and on the Metropolitan Transportation Commission's Adaptive Bike Share Technical Advisory Committee.

"I'm excited to lead Bike East Bay as we work to make bicycling an important part of a more just and sustainable transportation system," Ginger said.

Ginger steps into the position following René Rivera, Bike East Bay's first paid Executive Director who moved on to his next professional adventure in May 2018. The Bike East Bay Board of Directors sincerely thanks René for his years of service and continued assistance during the search and transition process.

Ride on, Alden Mudge Chair, Bike East Bay Board of Directors

# UPDATED STRATEGIC PLAN TACKLES TRANSPORTATION INEQUITY

By Ginger Jui

The East Bay's increasing challenges of income inequality, affordability, and displacement are driving transportation inequity. As a result of growing inequality, communities of color and people with fewer resources overwhelmingly must travel farther to work, school, and community services. Our marginalized communities continue to lack safe streets for biking and walking and access to reliable public transit.

When seeking to transform our cities for better bicycling, we must ensure that the benefits are shared by everyone. To address these challenges, Bike East Bay's board and staff updated our strategic plan this year to reflect the rapidly changing social and economic landscape of bicycle advocacy in our region. We have set ambitious two-year goals for advocacy, education, and community engagement in order to achieve rapid gains in transportation equity.

## Advocacy

Bike East Bay's advocacy program will increase the number and diversity of people biking as part of an equitable and just transportation system. Our advocacy will focus on developing an extensive and seamless network of bike facilities that integrate bicycling into public spaces, serve multiple needs, and reflect community character. We will promote a community-driven transportation planning process with a special focus on building partnerships with community groups organizing around social justice issues, including displacement, disinvestment, and health disparities.



## Education

Bike East Bay will continue to provide free and easily accessible bicycle education programs, with a particular focus on people of color, people with fewer resources, immigrants, families, and communities suffering health disparities. In order to reach these communities, we will grow our successful partnerships with affordable housing, community health organizations, libraries, and employers. In addition, we will continue to grow the number of classes taught by women and people of color, and ensure class instructors are familiar with and represent our many East Bay cities.

#### Photo by Pamela Palma

## **Community Engagement**

Bike East Bay is committed to building a collective and powerful voice for a more just and equitable transportation system. Our new initiatives will center the voices of people historically excluded by bicycle advocacy, including people of color, people with fewer resources, and women. We will provide training and support for members in advocacy, community organizing, and fundraising to promote grassroots leadership. Through strong, collaborative relationships across staff, board, members, and volunteers, we will build financial sustainability and political clout to support bicycle advocacy.

Visit BikeEastBay.org/Mission for more details on our updated strategic plan.

# BIKE PROJECTS AT RISK WITH GAS TAX REPEAL

# Vote No on Proposition 6

## By Dave Campbell

On November 6, you'll see Proposition 6 on the ballot. This measure seeks to repeal SB1, a 2017-approved gas tax increase that provides needed funding for public transportation improvements and to fix crumbling roads. Please vote no on Proposition 6. SB1 doubles funding for the State Active Transportation Program (ATP) to build more bike lanes, bike bridges, and pedestrian safety improvements. It also provides funding to buy new AC Transit buses and BART cars. SB1 is already being put to work repaving streets in your city and the ATP is funding these important projects.

# ATP projects in progress or opening soon:

- MacArthur Blvd. sidewalk and bike lane improvements, Oakland
- East Bay Greenway, Oakland-San Leandro-Hayward
- Cross Alameda Trail, Alameda
- Telegraph Ave., Oakland
- 9th St. connection, Berkeley

## ATP projects under development and coming in the next few years:

- Bicycle-pedestrian bridge at I-80 interchange and Gilman St., Berkeley
- 20th St., Oakland

- Central Ave., Alameda
- Walnut Ave., Fremont
- Bailey Rd., Pittsburg
- Yellow Brick Rd., Richmond
- Rumrill Blvd., San Pablo
- 14th St., Oakland

To learn more about these projects, visit BikeEastBay.org/NoProp6.



Stop the Attack on Bridge & Road Safety!





Najari Smith speaks to crowds outside the courthouse after charges against him were dropped. *Photo by Malcolm Wallace* 

# **#BikingWhileBlack**

## **Biking While Black is Not a Crime**

### By Ginger Jui

Creating safe streets means more than just adding bike lanes, traffic calming, and sidewalks. Black people and people of color must be free to travel without fear of being stopped for minor traffic violations. Yet, according to Oakland police department's 2015 traffic stop data, biking while Black means you are disproportionately at risk for being stopped and—as in the case of Richmond bicycle activist Najari Smith—handcuffed and jailed.

Najari Smith, a Black resident of Richmond and leader of community cycling organization Rich City Rides, was arrested during a peaceful group bike ride in Oakland this August. The ride was organized by Black-led cycling organizations Rich City Rides, Red Bike & Green, and Oakland's Scraper Bike Team in memory of Nia Wilson, a Black woman fatally stabbed at MacArthur BART Station in July. While the ride was passing through Oakland's First Friday street festival, police officers stopped Najari for playing music too loudly. Despite turning down the music and complying with all requests, Najari was handcuffed, arrested, and held for two nights in jail.

The community was outraged by this case of excessive police escalation against a Black man. Hundreds of people signed Rich City Rides' petition asking that all charges be dropped and Richmond Mayor Tom Butt wrote a letter in support of Najari. While the Alameda County District Attorney's office has dropped all charges, Najari's arrest highlights the ongoing bias in police enforcement against Black people, including Black people on bikes. "The traumatic effects of police targeting black, brown, and poor people is a public health issue because it forces upon us a spiritual deficit that we never asked for or deserved," Najari wrote in an email to the community. He asked the bike community to continue pushing for positive changes in the police system and police behavior.

Bike East Bay is now working closely with Red Bike & Green, the Scraper Bike Team, and Rich City Rides to support effective policy change around group bike rides and bicycle programs, and to mitigate racial bias in policing of people on bikes. Bike East Bay joins our community partners in demanding that the Oakland Police Department cease and desist in targeting the Black community for minor traffic violations, and to update its heavy-handed crowd management policy to accommodate group bike rides.

Bike East Bay supports Najari and Rich City Rides, as well as our fiscally sponsored groups Red Bike & Green and the Scraper Bike Team, because Black lives matter and Black joy matters. We want more Black people and people of color on bikes, without the fear of being stopped by the police for celebrating, being loud, and being ourselves.

To get involved in our work to reduce racial bias in traffic enforcement, email Advocacy@BikeEastBay.org.



Photo by Malcolm Wallace

# **E-BIKE LOVE**

# Rediscovering the Joy of Bicycling

## By Ashley Rose

It's noon on Monday when I meet Erica near the Luxo Lamp on Pixar's campus. She's brought her Gazelle e-bike, knowing that I want to take photos for the story. Before I get set up, she insists on putting on her helmet and fluorescent safety vest to show everyone what she really looks like when she's riding to work.

Erica lives in Richmond and rides the Bay Trail and bicycle boulevards to and from her job at Pixar three to four times a week. After hearing rumors that some people want to ban electric bikes on the Bay Trail because of speed concerns, Erica reached out to Bike East Bay to share her story.

E-bikes, or electric bicycles, are bicycles with pedal assistance powered by rechargeable batteries. While bicyclists can reach any speed they're physically capable of pedaling to, e-bikes stop providing assistance at 20 or 28 mph. In California, e-bikes capable of reaching 28 mph are allowed in bike lanes and, unless prohibited by local laws, low-power 20 mph e-bikes are allowed in bike lanes and on bike paths.

Erica started biking to work three years ago after seeing the impact cars have on the environment at a film festival. At first, Erica did the 9-mile commute by non-electric bike. Arriving at work exhausted and sweaty, Erica decided it wasn't the solution. "I'm not that athletic and to have that challenge twice a day; I just couldn't do it," said Erica. She considered riding the bus, but didn't want to add another hour to her 40-minute commute. Then she discovered e-bikes.



Adorned in her safety vest and helmet, Erica poses with her e-bike.

"I swear the first time you get on the bike as an adult and start biking, you get back into the child-like feeling of freedom," said Erica.

As a documentary film maker, Erica has discovered that her morning commute is an important part of her creative process. "It allows stories you're working on to unwind," said Erica, "so I'm always stopping and taking notes on my bike ride."

Biking has improved Erica's health and her morning commute overall. "You see people and you say hi. You ride by a homeless community and you see people waking up and you have compassion," said Erica, "and you see animals, which is such a joy."

Erica worries that her life would change dramatically if e-bikes were banned on the Bay Trail. "The Bay Trail is the most direct route and I don't think I could get on a regular bike and do the whole commute," said Erica, "I work really long days from 8am to sometimes 9pm and biking is my exercise time, my chill time, and a good part of life."

Some residents in Richmond's marina want to ban e-bikes on their stretch of the Bay Trail. If applied citywide, an e-bike ordinance would force bicyclists to ride next to traffic in areas that are less secure. Bike East Bay met with Bay Trail representatives and the City of Richmond, and worked out an agreement that speed limits will be set and more educational materials distributed to explain responsible path usage.

For now, Erica is thrilled to continue commuting her favorite way — with the wind in her hair and her seat in the saddle.

# **BOARD MEMBER PROFILE: MIMI TORRES**

# From Member to Super-Volunteer to Busy Board Member

## By Rachel Jacobson

Meet Mimi Torres, fundraising extraordinaire and all around bicycling badass. She's a four-time Climate Rider, regular Bike Party participant, and everyday bike commuter. She spends her vacations tackling ambitious bike tours, and her weekends eating the best vegan food around and doing fun rides. From leading mystery rides for friends, to planning a route to write out a word representing what she's most stoked about (like Climate Ride!) on her Strava map, to attempting to ride a century just around Lake Merritt, Mimi loves biking and being a little silly.

Mimi has been a Bike East Bay member for nearly ten years. She joined after using Bike East Bay's free bike valet service at an event in downtown Oakland. "I was amazed by the free secure bike parking, and enjoyed chatting with the volunteers, who even helped fix my bike!" said Mimi, "I also learned I could become a member. I signed up on the spot."

Through the years, she has volunteered with Bike East Bay at community events, on advocacy campaigns, and in the office. An active Bike Ambassador, Mimi recruits members at Bike to Work Day and year round. "Nonprofits need money to do the work," she said, matter-of-factly, "and membership is important because it's unrestricted, grassroots, and right from the people who want to see the change." In fact, when it comes to fundraising, Mimi's attitude is simple: "I love it." In 2017, she joined the Fundraising and Membership Committee to contribute to making Bike to Work Day and Biketopia—her favorite Bike East Bay events—successful. She said, "I had so much fun and I got really into asking for auction items for Biketopia!" Volunteering on the committee bolstered Mimi's confidence to apply to the board.

"I wanted to be on the board as a cyclist and daily advocate for riding on the streets," said Mimi. "I struggled with feeling like I had enough professional experience to join a board, but my time with the Fundraising and Membership Committee solidified that I was ready to make meaningful contributions as a board member."

Since joining the board at the beginning of this year, Mimi has contributed energy and excellence to fundraising and governance. "I am so into efficiency and effectiveness," said Mimi. "I have been involved with boards as an executive assistant in the past, and it was great exposure to board structures and what boards need to be highly successful."

Mimi has appreciated the support the board and staff provide in her personal and professional development. "I feel encouraged to step up to leadership roles, and supported by trainings on topics like facilitation." For Mimi, being a Bike East Bay member, and now board member, is all about creating meaningful change and having fun in the process.



Board Member Mimi Torres on Climate Ride.

In 2019, Bike East Bay is seeking energetic, committed board members. The Board of Directors works to guide Bike East Bay's long-term strategy, ensure the health of our organization, and raise much-needed funding. Your work will directly contribute to building a more equitable and sustainable transportation system. Board service is an opportunity to contribute your skills and expertise to Bike East Bay while also helping you achieve your professional development goals.

We seek board members who represent the diversity of the people of the East Bay and the geographic communities of Alameda and Contra Costa Counties. People of color are especially encouraged to apply. Bike East Bay seeks candidates with experience in nonprofit management; fundraising, grant writing, and foundation support; social, environmental and racial justice; communications and marketing; and the bike industry.

Your board will be elected at our annual member meeting on December 5 at Sports Basement in Berkeley.

# CONNECTING



OakDOT's proposed design for a protected bike lane on Telegraph Ave.

## By Chris Corral

Thousands of people walk, bike, and scoot along Oakland's Telegraph Avenue every day. Despite its popularity (and maybe because of it) there are sections of Telegraph Ave. in desperate need of repair. The pavement is cracked and rough, crosswalks are faded, drivers speed, and on the stretch north of the Koreatown-Northgate district (KONO), this speeding problem is even worse and endangers bicyclists with whom drivers share the road. Bike East Bay helped bring protected bike lanes to KONO in 2016, and we are now working to bring these improvements north on Telegraph Ave., through Temescal, and up to Berkeley.

The Oakland Department of Transportation (OakDOT) heard the cries of businesses and residents in the Temescal district and has committed to repaving Telegraph Ave. to 52nd St. This is an outstanding opportunity to improve safety, comfort, and access for the most vulnerable road users. Eliminating craters that currently pockmark the road surface will be a serious improvement to the experience of people on bikes. Pedestrians will benefit from wellmarked, more vibrant crosswalks that bring attention and shorten the amount of space to cross. There will also be timed traffic lights to help buses and everyone move through quickly and smoothly.

This summer, Bike East Bay and Walk Oakland Bike Oakland collaborated with OakDOT to create a protected bike lane designed to maximize safety and comfort. A survey conducted by the department about users' experiences and priorities says that 70% of respondents want protected bike lanes. OakDOT has committed to putting a bike lane on Telegraph Ave., and we want to make sure that the city considers the safety of all users in the design of this street. Success in a campaign like this requires drumming up support of residents and business owners in the area. so we took the conversation to the street. In the early stages of the campaign, volunteers taped tags to bikes parked in the area to tell residents and visitors about the project. Street ambassadors met with business owners to educate them on the benefits of protected bike lanes and hear their concerns. Volunteers tabled outside businesses and the bustling MacArthur BART Station with a clear goal: reach out to people actually using the street, listen to their stories, and help them share their thoughts with the city.

City council will vote on the project in November, and it is expected to be on the ground in 2019. Bike East Bay will be supporting the project and pushing for the vision of a safe, comfortable, and continuous protected bikeway on Telegraph Ave. Stay tuned for how you can help.

# TELEGRAPH



This stretch of Telegraph Ave. at 49th St. is notorious for the terrible quality of pavement. Protected bike lanes, timed traffic lights, transit improvements, efficient loading and drop offs can make this section of Telegraph Ave. more comfortable for everyone.



Since the introduction of protected bikeways and crosswalk improvements in 2016, KONO has seen a 9% increase in retail sales, and no pedestrian crosswalk collisions for the first time in 5 years [i].



Many intersections along Telegraph Ave. are undeveloped, like at 29th St. where the bike lane ends and people on bikes are tossed out into wide travel lanes. Abrupt changes in lanes make the street harder to navigate for drivers and people on bicycles alike.

[i] "Telegraph Ave Progress Report" http://www2.oaklandnet.com/oakca1/groups/pwa/documents/report/oak062598.pdf

# CALENDAR of EVENTS

# **OCTOBER - DECEMBER**

# **BIKETOPIA**

Thursday, November 8, 6:30-10pm Ed Roberts Campus 3075 Adeline St., Berkeley

Join your best bike friends at Bike East Bay's annual member party and silent auction fundraiser presented by the Law Office of Daniel H. Rose. Come bid on the 100+ piece auction and raise a glass to our big advocacy wins in 2018! Benefits better biking in the East Bay. BikeEastBay.org/Biketopia

## GIVING TUESDAY Tuesday, November 27 All day, everywhere!

Kick off the giving season and help make the East Bay even more bike friendly 2019 with a donation to Bike East Bay on Giving Tuesday. It's an international movement—ride with us! BikeEastBay.org/Donate

# BIKE EAST BAY ANNUAL MEMBER MEETING

Wednesday, December 5, 6:30-8pm Sports Basement 2727 Milvia St., Berkeley

Meet your fellow members and cast your vote for Bike East Bay's 2019 slate of board members. All members will receive a 20% discount at Sports Basement. BikeEastBay.org/MemberMeeting

## TAMALES & BIKES FEST Saturday, December 1, 3-7:30pm Todos Santos Plaza 2175 Willow Pass Rd., Concord

Bike Concord's annual celebration and fundraiser returns! Bring the whole family for bike decorating, raffle prize baskets, and legendary tamale plates. The event is coordinated with the city's holiday celebration and tree lighting ceremony. BikeConcord.org

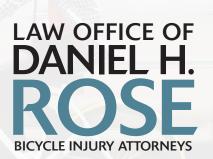


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# **RECURRING EVENTS**

### VOLUNTEER NIGHT October 23, November 15, November 27

Tackle group projects while getting to know your fellow Bike East Bay volunteers. BikeEastBay.org/Volunteer

## 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

# BIKE EAST BAY EDUCATION CLASSES

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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. BikeEastBay.org/Education

## 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.

# BIKE EAST BAY AND THE LAW OFFICE OF DANIEL H. ROSE PRESENT:



# **NOVEMBER 8, 2018 | 6:30-10:00PM** MEMBER PARTY | FUNDRAISER | SILENT AUCTION ED ROBERTS CAMPUS\* | 3075 ADELINE ST. BERKELEY

**Tickets:** \$50 advance, \$55 at the door **Bike East Bay Members:** \$20 advance, \$25 at the door All proceeds benefit Bike East Bay's advocacy work.

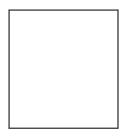
# **BIKEEASTBAY.ORG/BIKETOPIA**

\*Please refrain from wearing scents. The ERC is a fragrance-free space.





PO Box 1736 Oakland, CA 94604 BikeEastBay.org (510) 845-7433 info@bikeeastbay.org





NOVEMBER 8, 2018 | 6:30-10:00PM MEMBER PARTY | FUNDRAISER | SILENT AUCTION ED ROBERTS CAMPUS | 3075 ADELINE ST. BERKELEY BIKEEASTBAY.ORG/BIKETOPIA



# **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

