

# rideOn

NEWSLETTER OF THE  
EAST BAY BICYCLE COALITION

WWW.EBBC.ORG  
VOLUME 41 NO. 4  
FALL 2011

## STRATEGIC SUCCESS

EBBC UNVEILS THEIR NEW LONG-TERM PLAN AT  
SEPTEMBER MEMBER MEETING PG. 3

## PAINT ON THE GROUND

NEW INFRASTRUCTURE AROUND THE EAST BAY PG. 5

## PEDALFEST

SPECTACLE AT JACK LONDON SQUARE PG. 6



EBBC Member Meeting  
Wednesday, November 16, 7:30-9:00  
Arbor Cafe, Telegraph & 42nd, Oakland





Renee Rivera, EBBC Executive Director

# Letter from the Saddle

the Alliance for Biking and Walking for a strategic planning grant to do this work. The grant was approved in 2010, but because of our change in leadership we were not able to get underway with our planning process until this year. In July we brought together our board, staff, and key partners in our community to spend two full days brainstorming and mapping out our direction for the next three years, facilitated by the very talented Jeremy Grandstaff from the Alliance. We came out of these two days with a mission, vision, guiding principles and goals that we all agreed on, and with draft action plans for our goals.

We then brought all of this to you, our membership, at our September Member Meeting. We got great feedback and ideas at this fun lively meeting from all of you, helping us to prioritize and refine our plans. After integrating the input from this meeting we approved the final strategic plan at our board meeting in October.

As a staff and board we are tremendously excited to have this strategic road map for the next three years. By involving so many people in the planning process we feel confident that we have a direction that you, our valuable members, will be excited to work on.

Personally, I am so excited to be working for an organization with clear and ambitious strategic goals that have the power to transform our communities here in the East Bay for the better. I look forward to working with all of you over these next three years to make our plans a reality, and to make the East Bay a place with many communities that are renowned for being bike-friendly and safe enjoyable places to ride.

Our mission, vision, guiding principles and goals are on the facing page. To learn more about our strategic plan and to find our action plans for each goal go to [www.ebbc.org/strategicplan](http://www.ebbc.org/strategicplan).



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[www.ebbc.org](http://www.ebbc.org)

From the September Member Meeting: Visioning Our Goals for the East Bay

## •EAST BAY BICYCLE COALITION STRATEGIC PLAN•

### Mission

The East Bay Bicycle Coalition works for safe, convenient and enjoyable bicycling for all people in the east bay.

### Goals

- Advocacy:** Increase the number of people who bike regularly in the East Bay by 50% by 2014. This will be achieved through local and regional campaigns increasing and improving the bikeways in and connecting our neighborhoods and communities.
- Education:** Increase participation by 50% in bicycle safety and educational activities across the East Bay for people of all ages and backgrounds, to include safety trainings and awareness programs by 2014.
- Membership, Services and Volunteer Development:** East Bay Bicycle Coalition's active and engaged membership reflects the diversity of the East Bay, has doubled in size, and includes collaborating with diverse partners (membership goal 6,000 by end of 2014).
- Diversify Funding Sources through Creative Fundraising - Events, Rides and Programs:** Host fun and informative events, rides, and programs to build community engagement and financial support for our advocacy campaigns, providing 30% annual income by 2014.

### Vision

Bicycling in the East Bay is routine, appealing and safe for residents and visitors of all backgrounds. The entire East Bay is easily accessible by bicycle on a robust and seamless transportation system. The East Bay is filled with people biking and walking on vibrant streets, which are the center of our rich and diverse communities.

### Guiding Principles:

- We are committed to improving access to biking, walking and transit for all residents of the East Bay, with particular attention to those communities and areas that have been historically underserved.
- We seek to increase bicycling to improve the health and quality of life of all residents, reduce environmental impacts and make our streets and communities vibrant places to live, work and play.
- We are passionate about increasing the number of people who ride bicycles safely, confidently & knowledgeably.
- We partner with diverse groups for effective change.
- We are fiscally, ethically, and environmentally responsible with our resources and in our work.



How do you like the new look of our *Ride On* newsletter? We are working on improving the reach of *Ride On*, and bringing you more stories about bicycling here in the East Bay. One of the ways we are doing that is to start running advertisements from the bicycle-friendly businesses who support our work. With this additional support we can add pages to our newsletter and distribute it to more people. If you are interested in advertising in *Ride On* please contact Renee at [renee@ebbc.org](mailto:renee@ebbc.org) or call (510) 845-7433 for more information.



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# CALENDAR OF EVENTS, FALL/WINTER

FIND OUT MORE AT [EBBC.ORG/CALENDAR](http://EBBC.ORG/CALENDAR)

## November 7<sup>th</sup>

Emeryville Bicycle & Pedestrian Advisory Committee  
Emeryville City Hall  
5:30-7:30 PM

## November 7<sup>th</sup>

Spokeland Basic Bicycle Mechanics Class  
1121 64th St, Oakland  
6:30-8:30 PM

## November 10<sup>th</sup>

Traffic Skills 101 Classroom Workshop  
Kaiser Permanente, Pleasanton  
6:00-9:30 PM

## Affiliated Organizations:

**Albany Strollers & Rollers**

•[albanystrollroll.org](http://albanystrollroll.org)

**Bay Trail Project**

•[baytrail.org](http://baytrail.org)

**Bicycle-Friendly Berkeley Coalition**

•[bfbc.org](http://bfbc.org)

**Bike Alameda**

•[BikeAlameda.org](http://BikeAlameda.org)

**California Bicycle Coalition**

•[calbike.org](http://calbike.org)

**Cycles of Change**

•[cyclesofchange.org](http://cyclesofchange.org)

**Greenbelt Alliance**

•[greenbelt.org](http://greenbelt.org)

**Richmond BPAC**

•[richmondBPAC.org](http://richmondBPAC.org)

**Transform**

•[transformca.org](http://transformca.org)

**Urban Habitat**

•[urbanhabitat.org](http://urbanhabitat.org)

**Walk Oakland Bike Oakland**

•[walkoaklandbikeoakland.org](http://walkoaklandbikeoakland.org)

**Waterfront Action**

•[waterfrontaction.org](http://waterfrontaction.org)

## November 11<sup>th</sup>

East Bay Bike Party  
Frank Ogawa Plaza,  
Oakland  
7:30-10:00 PM

## November 12<sup>th</sup>

Street Skills for the Cyclist - Intermediate  
Dublin  
8:00 AM

## November 12<sup>th</sup>

Road Cycling Intermediate Course  
Castro Valley  
3:00 PM

## November 13<sup>th</sup>

Geared 4 Kids: Family Bike Ride  
Bushrod Park, Oakland  
10:30 AM - 1:30 PM

## November 16<sup>th</sup>

EBBC Membership Meeting  
Telegraph & 42nd, Oakland  
7:30 - 9:30 PM

## November 17<sup>th</sup>

Measure B Steering Committee - Help EBBC call for a Fair Share  
1333 Broadway, Oakland  
12:00 - 3:00 PM

## November 17<sup>th</sup>

Oakland Bicycle & Pedestrian Advisory Committee  
City Hall, Oakland  
5:30 - 7:30 PM

## November 21<sup>st</sup>

San Leandro City Council to Adopt "Bike Racks" Program  
City Hall, San Leandro  
5:30 - 7:30 PM

## November 30<sup>th</sup>

Alameda Countywide Bike/Ped Plan Working Group  
1333 Broadway, Oakland  
1:30 - 3:30 PM

## December 26<sup>th</sup> to 30<sup>th</sup>

EBBC Offices Closed, Holidays

Come Celebrate a Year's Worth of Walking and Biking in the East Bay on December 1<sup>st</sup>!  
More information at [ebbc.org/wonderland](http://ebbc.org/wonderland)



# NEWS FROM AROUND THE BAY

## Join the EBBC in Calling for a Fair Share

Can you attend a Nov 17 meeting to help secure hundreds of millions of dollars for new bikeways in Alameda County over the next 30 years? Now is our opportunity to fully fund the Countywide Bicycle & Pedestrian Plans. EBBC wants up to 20% of Measure B committed to bike/ped projects as part of the Measure B Reauthorization.

[www.ebbc.org/fairshare](http://www.ebbc.org/fairshare)

Recent public polling supports bike/ped projects. Steering Committee members Kris Worthington of Berkeley, Ruth Atkins of Emeryville, Supervisor Keith Carson, Supervisor Nate Miley, Rebecca Kaplan of Oakland and Mark Green of Union City are supportive of funding bike/ped projects, like the East Bay Greenway. There are many competing demands, including costly freeways and BART extensions. Your voice can make a huge difference.

Contact your Steering Committee representative and tell them you want to fully fund the Countywide Bicycle & Pedestrian Plans in Measure B. Attend the Steering Committee meeting and join EBBC members as we speak up for our fair share of funding.

Thursday, November 17

12noon-3:00pm

Alameda CTC offices, 1333 Broadway, Suite 300

Downtown Oakland at 14th & Broadway

The Measure B reauthorization could bring in \$7.7 billion in new transportation dollars. Initial cost estimates for the projects in the Countywide Bicycle & Pedestrian Plans range up to \$3 billion to complete. Historically, bike/ped projects have been short-changed and received a small percentage of funds. With a strong voice, we can change that and help Alameda County complete its bikeway network through your neighborhood. Can you help?

## Noticed the new bikeways in Oakland?

New bike lanes on E. 12th Street at Fruitvale BART. These new bike lanes connect with the 38th Ave bikeway, which is currently being striped all the way to MacArthur Blvd



On MacArthur Blvd between Park and Lincoln, brand new bike lanes on the street - closing a gap before entering the Dimond District

•New bike lanes are coming soon on 27<sup>th</sup> Street, from Bay Place to MLK Jr. Way, connecting with current bike lanes on 27<sup>th</sup>.

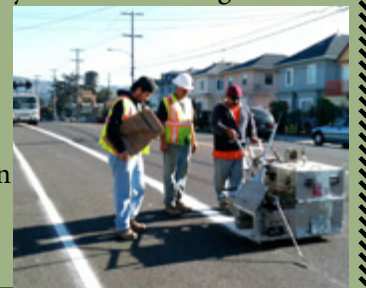
•Some of the most important bike lanes to date in the City are coming to Downtown Oakland on Franklin and Webster Streets.

•The City is striping sharrows on 2<sup>nd</sup> St and Washington Ave in the Jack London District and is restriping the Broadway bike lanes on either side of 27<sup>th</sup> Street.

•In addition, the City has also signed bikeways this Fall on 53-54<sup>th</sup> Street, connecting Emeryville to Rockridge; on Broadway, 14<sup>th</sup> to 41<sup>st</sup> St; on MacArthur Blvd, Lakeshore to Beale St; and coming soon signage on the San Pablo/27<sup>th</sup>/32<sup>nd</sup>/Hollis St bikeway route connecting to Emeryville.

The East Bay Bicycle Coalition will soon be celebrating these new bikeways in a big way. Look for details soon in an upcoming eblast.

Striping bike lanes on 38th Ave



## Round 4 of Safe Routes to Transit recommends 3 projects in the East Bay:

The Safe Routes to Transit Program recommended funding for several great projects in the East Bay, which will make it much easier to ride and walk to East Bay transit stations. On the this for this 4th round of funding are:

•**Gap Closure of the Richmond Greenway/Ohlone Greenway crossing of San Pablo Avenue:** this project closes a huge gap in one of the longest urban off-street bikeways in the East Bay. Funding will complete the pathway from the Ohlone Greenway north of Del Norte BART Station, across San Pablo Avenue (at the Taco Bell) and complete the connection to the existing Richmond Greenway.

•**Bicycle/Pedestrian improvements at the star intersection of San Pablo Ave & 40th St in Emeryville:** this project funds many transit and pedestrian improvement at the complicated intersection of San Pablo Avenue-40th St and Adeline. Improvements include better transit facilities, safer pedestrian crossings and better bike access on 40th St.; and

•**Oakland Downtown Bike Station:** this project funds a brand new Bike Station for Downtown Oakland at the 19th Street BART Station. The exact location is still being worked out, as there are two empty store front locations under consideration. The facility is being designed much like the Berkeley Bike Station and will safely park hundreds of bikes.



Berkeley Ranks Among the Top US Cities  
for Bicycle Commuting

Laura McCamy



Amelia McCrea, 17, and Cameron McCrea, 14, on their way to Berkeley High School

Berkeley ranks second in California and fourth in the US, with 8% of workers commuting by bicycle, according to 2010 census data tracking bicycle commuting. Davis was number one in California and the US, with a 22% mode share (proportion of commuters who choose the bicycle as their primary commute transportation). The League of American cyclists has collected the data on other US cities on their blog at <http://blog.bikeleague.org/blog/2011/09/2010-bike-commuting-data-released/>. Some of the most dedicated cyclists in Berkeley are parents and school aged kids.

Hopping in a car is understandably tempting to harried parents, but many in Berkeley find cycling with their children a is a better choice.

Amber Evans’ son, Kyle Troll, bicycles by himself to school now that he is in 6th grade. She was impressed with how quickly he learned to navigate the route on his own.

Kyle got started biking to school at Thousand Oaks Elementary, where there is a strong culture of cycling. Parents organized Bike Trains: groups of children riding together with adult supervision, creating safety in numbers. On a recent morning, a bike train set out for Thousand Oaks with Enno, 10, Theo, 9 and their moms, Mimi and Allison. Theo has been riding the 1.5 miles uphill to school on his own wheels since kindergarten. Asked how Enno and Theo feel about riding home on their own this year, Allison says, “They LOVE it.”



4th graders Theo, 9, Enno, 10, and moms Mimi and Allison in the Bike Train on the way to Thousand Oaks Elementary School

A Bicycle-Powered Move  
Edward Skinner

I moved recently from Berkeley to Oakland, a distance of only three and a half miles, but managed to move all my belongings by bicycle. Many thanks to EBBC for lending me the extra-long bicycle trailer that made this possible. As part of moving to my new place I bought a 65-pound, twin-bed-size tatami mat on Solano ave. and when I was loading it on the bicycle trailer parked on the sidewalk a gentleman asked me “Are you going to carry that with your bicycle?” I said that indeed I was. He shook my hand and said “congratulations.” Just that made the whole effort worth it. After all I just wanted to extend the mindset of what is possible with the bicycle, I wanted to challenge the premise that one needs to rent or borrow a truck or car in order to move. Now when I think of acquiring a piece of furniture I first figure out if I can carry it on the bicycle trailer.

Through bicycling, young people get a much greater measure of independence than they do when they have to rely on an adult to drive them everywhere. Amber relates how Kyle recently had a play date where a friend rode to their house on her bicycle and the two of them rode to 4th Street. “He initiated and had his own adventure,” she says. “I expect that to be much more the norm in the future.”

Cameron McRae, 14, a current Berkeley High student, appreciates “all the bike lanes and bike paths in Berkeley. It’s easy to get around.” He and his sister, Amelia, 17, have been riding to school for years, since their mother, Linda Currie decided to put the family on a low carbon diet. Now, at an age where previous generations might have seen getting a driver’s license as a rite of passage, she doesn’t see the need for a car. “I feel that I can get around anywhere that I need to using BART and bike and walking,” Amelia says, adding, ““I like that bike riding sometimes ends up being a lot faster than driving.” In an era where gas is expensive and most of her friends don’t have cars, the allure of the gas-guzzler has lost its luster.

In Berkeley, where bicycling culture is flourishing on strong roots and infrastructure, the next generation has already discovered the delight and independence of getting around by bicycle. As Amber Evans notes, bicycling is “a joyful way to get around” this beautiful little city.

Our Community is Growing Faster than Ever

The number of bicyclists sharing the lane has grown steadily over the past few years, and our community of members has grown alongside it. We kicked off our Fall Membership Drive in September by bringing our 3000th member into the coalition. Now, we’re proud to report that the Membership Drive was a huge success, exceeding our goal of 500 new and renewing members! The voice calling for better bicycling in the East Bay has never been stronger.

We’d like to thank Wheels of Justice Cyclery, whose gifts of Chinook Books and discounted service encouraged over 150 bicyclists to sign up as members on PedalFest. We also owe a huge debt of gratitude to all of the volunteers who made this possible, especially our Outreach Volunteers got the word out about EBBC’s great work, and Randy Grimm for working diligently every week to get our membership kits in the mail. And of course, thank you for supporting us as a member. We brought dozens of miles of bike lanes to the East Bay this year, but we couldn’t have striped a single inch without our members. Thank you so much for making this Membership Drive a success. 2012 is going to be a great year to ride a bicycle in the East Bay.



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. For a full list of bike shops and discounts, go to: [ebbc.org/support](http://ebbc.org/support)

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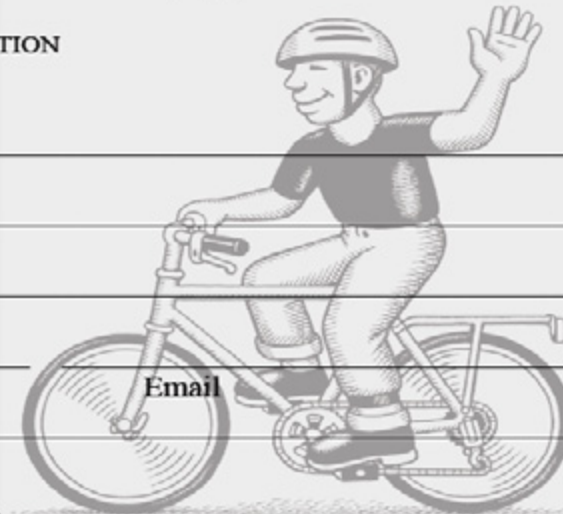
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City, State, Zip Code

Phone

Workplace/School/City

☐ I want to volunteer



Membership Type

- ☐ Sustaining \$30
- ☐ Household/Half-Century \$50
- ☐ Century \$100
- ☐ Other generous amount (\$\_\_\_\_)
- ☐ New
- ☐ Renew
- ☐ please don’t share my info w/ others
- ☐ I’m cool with sharing my info with other groups that support us

PEDALFEST

On Saturday, October 22nd, EBBC teamed up with Walk Oakland Bike Oakland, Jack London Square, and New Belgium Brewery to bring you the biggest celebration of the bicycle in regional history. Riders from all over the Bay rolled out to the waterfront for a terrific day of pedal-powered music, food, rides and more.

The first annual PedalFest was successful in every sense – over 18,000 people came out for the festival. The 13 entertainers on five stages were all huge hits, from the Rock the Bike soundstage to the daredevils on the Whiskeydrome and BMX stunt jumps. We raised more than \$17,000 to benefit bike and pedestrian advocacy in the East Bay. PedalFest was a success in ways that can’t be summed up in numbers, too. Seeing thousands of riders having a great day together down at Jack London, it was clear that the bicyclists of the East Bay are developing into a real community. Thank you all for rolling out, and we’ll look forward to seeing you out at PedalFest 2012!





The East Bay Bicycle Coalition and Walk Oakland Bike Oakland invite you to Walking and Wheeling Wonderland - our year end member party and fundraiser! Join us at an exciting new Uptown location for the bike party of the season. You do not want to miss this chance to have a great time with all your cycling friends, while helping to raise funds for our bicycle advocacy work.

On Thursday, December 1st come join us for good food and drink, including beer poured by our friends at New Belgium Brewing, music by DJ Crimson, a silent auction with great deals on bikes, accessories, local restaurants and other local attractions. Check out our fun activity stations including henna tattoos, DIY t-shirt printing and button-making, and much more.

**When:** December 1st, 2011, 6:30-9:30 PM

**Where:** The New Commodity, 474 24th St. at Telegraph, Oakland

Admission for members is \$10 including one drink ticket. Not yet a member? Your \$30 admission gets you membership in both EBBC and WOBO and a drink ticket.

A big thank you to all our generous sponsors, including our presenting sponsor, the [bicycle accident attorneys at the Law Office of Daniel H. Rose](#).

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Newsletter notes: *nbcn* 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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