



COMMUNITY ORGANIZING & COLLECTIVE GROWTH:

**TWO DECADES OF BETTER BIKING WITH
ADVOCACY DIRECTOR DAVE CAMPBELL**

Plus
Riding to Build Community
Education Program Benefits Thousands
50th Anniversary Zine

BIKE EAST BAY STAFF

EXECUTIVE DIRECTOR

Ginger Jui

OPERATIONS DIRECTOR

Jill Holloway

OPERATIONS COORDINATOR

Naomi Primero

ADVOCACY DIRECTOR

Dave Campbell

ADVOCACY DIRECTOR

Robert Prinz

COMMUNITY ORGANIZER

Stephen Marea

EDUCATION CO-MANAGER

Dan Hernandez

EDUCATION CO-MANAGER

Dani Solis

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Cover: Dave Campbell poses on the Bay Bridge bike-ped path. Photo by Bert Johnson at East Bay Express.

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LETTER FROM THE SADDLE

Fall is here, we're pulling out our warm jackets again to ride around town, and Bike East Bay is welcoming a season of change. As I prepare to leave my role as Executive Director in December, I am very excited to introduce Bike East Bay members to the many staff members who are stepping up to new leadership. You may already know some of them.

Robert Prinz, our long-time Education Director, will be putting on a new hat as Advocacy Director. As Education Director, Robert successfully grew the education program and developed a leadership pipeline for women and people of color to become League Certified Instructors. He will be taking these capacity building skills to grow our community organizing strategy. Robert is following in the footsteps and tire tracks of Dave Campbell, who has served the past 11 years as a staff member and will be departing after 20 years as a deeply committed volunteer, board member, and one of Bike East Bay's first paid staff. You can read about Dave's groundbreaking advocacy achievements on page 3.

My role this fall is to recruit a new face to the organization, the Co-Executive Director of Mobility Justice. Rather than rehiring a traditional Executive Director, I am very excited that Bike East Bay is centering both equity and shared leadership in crafting this position. The Co-ED will lead Bike East Bay's advocacy and movement building strategies, as well as partner with the Co-Executive Director of People and Operations on the big job of running our growing organization.

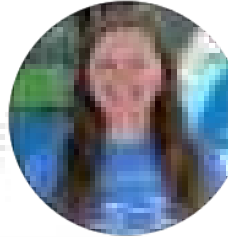
Stepping up to the other Co-Executive Director position will be current Operations Director Jill Holloway. Jill first found her calling as a bike advocate after moving to Concord and feeling uncomfortable riding on busy streets without safe bicycling infrastructure. Now a resident of Berkeley, she brings to Bike East Bay a background in environmental engineering, her entrepreneurial skills as the former owner of a zero-waste cafe in Oakland, and a strong commitment to sustainability. Jill says, "From community organizing to centering leaders of color to advocating for mobility justice, we are in a transformational moment. I'm excited about the role Bike East Bay will play in bringing about that change."

Thank you Bike East Bay members for your support during my tenure as Executive Director. I look forward to passing the handlebars to this awesome squad of leaders in the new year!

Ride On,

Ginger Jui
Executive Director

Wenwen Jui,
Co-Executive Director of
People and Operations



Bike East Bay staff share a bit about Jill:

"Jill is an excellent advocate leader. Her top 10 organizational skills are just a great illustration!"
—Dan

"Jill is a great advocate leader. Her top 10 organizational skills are just a great illustration!"
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COMMUNITY ORGANIZING & COLLECTIVE GROWTH

Two decades of monumental wins for better biking with Advocacy Director Dave Campbell

By Bike East Bay Staff & Board

It is with teary eyes and full hearts that we say goodbye to Advocacy Director Dave Campbell this fall as he moves on to his next adventure. Dave has been a staple in East Bay bike advocacy for nearly 25 years, first with the Bicycle-Friendly Berkeley Coalition, then as a board member and volunteer with Bike East Bay (then known as the East Bay Bicycle Coalition), and finally as a staff member for the last 11 years.

The East Bay is a safer and more enjoyable place to bike because of Dave's advocacy. Dave's accomplishments over more than two decades in East Bay bicycle advocacy have been far-reaching.

- As part of the Bicycle-Friendly Berkeley Coalition (BFBC), Dave helped design and later operate the **first bike parking station**, which opened in 1999 at Downtown Berkeley BART. BFBC later merged with Bike East Bay and this concept has grown to 14 Bike Stations serving BART and Caltrain riders across the Bay Area.
- As a volunteer, board member and contractor with Bike East Bay, Dave helped secure funding for and lead the organization's first **bicycle education, bike valet and Bike to Work Day programs**. We finally hired Dave to become one of the first paid staff at the organization in 2011.
- In 2014, Dave led the successful campaign office for **Measure BB**. He rallied staff and volunteers in a get-out-the-vote effort, leading voters to approve \$1 billion to fund bicycle infrastructure and programs in Alameda County over 30 years.
- Dave pioneered the **"pop-up to permanent protected bikeway"** strategy, where Bike East Bay

uses temporary materials to build demonstration bikeways and then convinces neighbors and cities to build them for real. Dave's popups have led to the construction of permanent protected bike lanes on Hearst Avenue and Milvia Street in Berkeley and in both the KONO and Temescal neighborhoods in Oakland.

- In response to the George Floyd protests in 2020, Dave played a key role in Oakland's Reimagining Public Safety Task Force to guide recommendations for **equitable traffic safety enforcement**. Oakland City Council later approved the recommendation to move forward with removing armed police from traffic safety.

Truly, most new biking improvements in the East Bay—including the bridges connecting the Bay Area—have had Dave's thumbprints on the project. Board Chair Chris Cassidy shares a story about first meeting Dave and his lasting impact on the organization.

Dave is a force of nature whose work with Bike East Bay has been utterly remarkable. My family and I live in Fruitvale, which Dave seized upon several years ago, as the City of Oakland considered whether to paint a bike lane on Fruitvale Ave. My son Juan Luis and I joined Dave at a community meeting to support the idea.

Almost seven years later, Juan Luis and I bike that uphill bike lane weekly. And now there's also a downhill bike lane we regularly enjoy.

Bike East Bay is fortunate to have an amazing staff who are stepping up in leadership to continue this work. Robert Prinz (formerly Education Director) is stepping into the role of Advocacy Director and joins Community Organizer,

Stephen Marea, on the advocacy team.

Bike East Bay staff, board and members gratefully thank Dave for his long service and advocacy on behalf of all our biking communities.



Photo 1: 2012 Climate Ride teammates, courtesy of Rick Rickard.

Photo 2: Dave speaks at Biketopia 2017.

Photo 3: Celebrating the passage of Alameda County's Measure BB in 2014.

POP-UPS, QUICK BUILDS, AND DIRECT ACTIONS

Moving quickly to effect change after severe injuries and fatal crashes

By Robert Prinz

From our pop-up protected bikeway on Oakland's Telegraph Ave in 2014 to our most recent San Leandro cycletrack pop-ups, our advocacy program has been helping people envision and tangibly experience for just one day what a bikeway upgrade could look like in their community, via installations using temporary materials.

The ability to act quickly and effect change has also been a priority in response to severe injury or fatal crashes on our streets. We interviewed two Oakland groups working on these responses: the community Rapid Revolt group dedicated to memorializing and raising awareness of these incidents, and the Department of Transportation's Rapid Response team which delivers quick-build mitigations at crash sites.

How was your program/group first organized?

Rapid Revolt: A vigil effort was going on in SF through Safe Street Rebel. We were also inspired by Black Panther traffic safety actions in the 1960s, and protests in the Netherlands that kicked off the safe streets movement there. A bicycle collision happened at an intersection we travel almost every day, so we took things learned by participating in Safe Street Rebel and did an Oakland version of that.

OakDOT Rapid Response: About three years into the formation of the new Department of Transportation (OakDOT), the department launched a Rapid Response program focused on immediate action following roadway fatalities and serious injuries as it became an obvious need to complement the department's overall strategic approach. OakDOT seeks to build trust and demonstrate empathy and sense of responsibility to the community we serve in times of tragedy.

What is the process to organizing a response, after a crash?

Rapid Revolt: The hardest part is knowing that it happened. We use group chats, Twitter, Slack, and Signal to collect info and organize. Then we put out flyers to notify people in the area.

Rapid Response: When a fatal crash occurs, OakDOT is notified by OPD with preliminary crash information, then coordinates a call soon after to learn about the crash circumstances based on the OPD investigation. Based on the information available, OakDOT advances the implementation of identified near-term engineering improvements, coordinates improvements with current projects, or identifies a future capital project.

What has the response been from the public to your activities?

Rapid Revolt: We were going to stand on the corner and hold out a couple signs and that was going to be it. But a lot of people in the community have been coming out and made sure this wasn't just a one time thing. They all have their own stories of crashes and close calls to tell us, and ideas about how to fix it.

Rapid Response: These responses are reactions to tragic loss of life on our city's streets. Public reaction has been generally positive where we have been able to implement improvements, though OakDOT knows and the community clearly communicates to us that there is so much more we need to do to ensure safe streets. OakDOT recognizes a clear demand to pair our rapid response work with preventative safety efforts as well.

What outcomes does your program/group hope to achieve via this work?

Rapid Revolt: Walking around the neighborhood should be a pleasant experience, but for many people the street in front of their house is a moat that they won't cross. Holistic community

"Holistic community safety involves knowing and talking to our neighbors, and this happens more when traffic speeds go down."

-Rapid Revolt

safety involves knowing and talking to our neighbors, and this happens more when traffic speeds go down.

Rapid Response: Eliminating traffic deaths will require much more than rapid responses – including coordination across government agencies and community partners - which is why we launched the Safe Oakland Streets initiative last year in partnership with the City Administrator's Office, OPD and the City's Department of Race and Equity.

What recommendations do you have for others thinking about organizing in their community?

Rapid Revolt: No action is too small, and there are many reasons to do an action. If it's just you and a friend standing on a street corner with a sign, you will talk to neighbors and get honks from supportive drivers. Someone's life was remembered and people got to talk about it, and that was needed.

Rapid Response: We would recommend starting with the resources available and using the approach to build partnerships and increase capacity to prioritize resources to save lives.

Follow them each on Twitter and Instagram: [@OakDOT](#) and [@RapidRevolt](#)

RIDING TO BUILD COMMUNITY

Education, access, and safety on Bike East Bay's Fall & Spring Ride series

By Phil Whitfield

Bike East Bay is always looking for the best ways to engage our community. One program Bike East Bay hosts is our two ride series: the Spring & Fall Ride Series. Although Bike East Bay is primarily an advocacy and educational organization, we currently organize about 12 rides every year, spread over the two series. While each series is geared toward different audiences, the values of education, accessibility, and safety are at the forefront of our planning for each of the rides. We try to cater to riders that are beginning their bike journeys, or who are looking to get involved but are not yet ready for a ride club.

Measuring our impact

Over the last year, over 250 riders have participated in our rides. Many people who have picked up cycling over the course of the pandemic have used our rides to learn the safest routes to scenic destinations around the Bay, get comfortable riding on roads, and build the confidence to take on longer and longer rides.

Fall Rides

With an eye towards growing advocacy and awareness in areas traditionally less focused on, our Fall Ride Series sticks to routes outside of the core East Bay area surrounding Oakland. Choosing rides in Fremont, Richmond, Antioch, and Livermore allows us to highlight work that is being done to improve these areas, and learn about the gaps that still need to be addressed. It encourages cycling supporters in the area to get a chance to participate in an easy-going ride, or even just to see a group of cyclists out in their area enjoying the infrastructure.

Spring Rides

Our Spring Ride Series is a training series. Every year, Bike East Bay participates in Climate Ride, a multi-day, charitable bike ride, and the Spring Ride Series is intended to prepare Bike East Bay's Climate Ride team for the event. The public is invited to participate in training with the team (or join the team themselves!) as they start with a

moderate, flat ride and progressively work their way up to an 80 mile ride with climbing to Davis, CA.

Participant journeys

Many people who begin in the Fall Ride Series move on to the Spring Ride Series. The theme is always that nobody gets left behind. Community and accessibility remain core to these rides. Pacing is modest and staff and support are always there to help out. Maybe you are, or maybe you know someone, just starting out. Maybe you just finished a learn-to-ride class and are wondering how to get involved next, or maybe you've been wanting to get out and ride for a long time but just don't know how to get started. Keep a lookout for our rides: they might be for you!

For questions regarding engagement opportunities, email Membership@BikeEastBay.org.



"...education, accessibility, and safety are at the forefront of our planning. Over the last year, over 250 riders have participated in our rides."

RIDING ACROSS THE RICHMOND-SAN RAFAEL BRIDGE

E-Bike ride series highlights advocacy and education work

By Teo Octavia Saragi

Have you taken a ride across the Richmond-San Rafael bridge?

Thanks to a collaboration with Metropolitan Transportation Commission (MTC) and Rad Power Bikes, Bike East Bay hosted a Summer Ride Series of group e-bike rides across the Richmond-San Rafael Bridge! Known for the contentious struggle to maintain access to its pedestrian and bicycle path, the Richmond-San Rafael Bridge serves as both a key connection point and recreational facility for riders throughout the Bay Area.

Participants from our Summer Ride

Series shared their perspectives of riding across the Bridge, many of them who were new to the experience:

"Great class! It was great to go over the Bridge with a group and try an eebike with experts on hand. It was a lot of fun!"

"It's nice to see different scenery such as the Richmond-San Rafael Bridge."

"Great ride, warm introduction of guides. I really enjoyed it! Thank you."

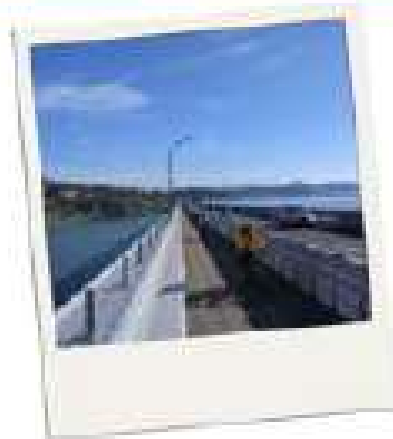
The rides were also made possible by our trained class instructors. One of the instructors who led the rides reflected on their experiences:

"We got lots of positive feedback from riders about the route. People liked the off-street bike paths and the ride in Marin along the shoreline. People commented that it was cool to get to try out the Rad Power e-bikes' fat tires on some dirt."

For advocacy updates and ways to get involved, stay tuned online at BikeEastBay.org/RSRBridge or send an email to Advocacy@BikeEastBay.org.



**Thank you, Metropolitan Transportation Commission (MTC)
and Rad Power Bikes!**



EDUCATION PROGRAM BENEFITS THOUSANDS

Program grows with new cargo van, classes, and partnerships



By Dan Hernandez and Dani Solis

With former Education Director Robert Prinz moving over to his role as the Advocacy Director, he has left the program in the capable hands of Dani Solis, former Education Coordinator, and Dan Hernandez, former Lead Instructor and newly-certified League of American Bicyclist LCI Coach.

In alignment with our organization's values of shared leadership, co-management of the Education Program allows each to focus on different and vitally important aspects of the program. Dani will focus on building partnerships and collaborating with community organizations to increase our class offerings and participation, while Dan will focus on ensuring that our instructors and class offerings are experienced and engaging. Together, Dan and Dani will bridge their experience to build off of the handiwork that Robert has forged for the Education Program.

Two months into their new roles, the new Education "Pod" or team has already identified goals that they want to work towards to make the program the best version of itself—both from the participant angle and the instructor teaching experience. Included in those are evaluating and updating class curriculum and building leadership pathways for POC staff. Increasing cross-pod collaboration

with Advocacy Pod and Engagement so that the Bike East Bay community can stay activated and engaged with our spheres of work is also a top priority, as Co-Manager Dan Hernandez envisions below:

"It's useful to know what each pod is working on so we can collaborate more. For instance, what if when we wrapped up a class, each of our students got an engagement update and an invitation to become a member, volunteer, or attend a ride or class? Or, an advocacy update and invite (local to national legislation, campaigns, infrastructure...)? Imagine if the thousands of students we have worked with could become involved in these ways."

We are grateful for the time and energy that Robert has contributed into making the program what it is today. Robert first started his journey at Bike East Bay as a volunteer after encountering a pothole in his community and reporting it via our Hazard-Report page. When he noticed that it was actually fixed, his excitement led him to become more involved with Bike East Bay, first as an intern and a League-Certified Instructor, and then eventually as the first full-time staff member the Education Program had seen!

During Robert's time as Education Director, the program earned many

achievements, including the League of American Bicyclists first Women and People of Color LCI certification seminar ever in 2016 hosted at our office, an increase of classes taught in Spanish and Chinese languages to reach more communities, and an increase of free class offerings with affordable housing developments, libraries, and schools. As Robert passes the torch over to Dan and Dani, we want to give him a big "thank you" for his dedication to the Education Program.

2022 has been an exciting year for the Bike Education program with the purchase of a cargo van, new class offerings, and partnerships. And just recently Cleary Bikes donated an entirely new kids bike fleet to use at Family Cycling classes and rodeos! We're energized to keep on rolling into 2023 and plan for over 100 bike education classes, all completely free to the community, for over 1000 class participants from those learning to ride for the first time to families learning to ride together. Our classes are often the first time someone learns about Bike East Bay and we hope to develop strong connections with our class participants throughout their biking journeys.

Sign up for a class at BikeEastBay.org/BikeEdOnline.



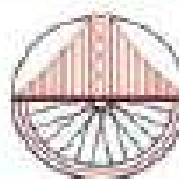
Shout out to everyone who celebrated at

BIKETOPIA 2022

Bike East Bay's 50th Anniversary party!

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1972

celebrating



years of
Bike East Bay

March 20, first meeting is held of what was first known as the



EAST BAY BICYCLE COALITION
(Bike East Bay) at Westlake Junior High School near Lake Merritt in Oakland.



1975

Bike East Bay wins bike access on BART, but with significant restrictions. Bikes were only allowed on the last BART car, during non-commute hours and you had to purchase a permit...which was only available at Lake Merritt BART station between 10am and 12pm on alternate Thursdays!



A rendering from the 1975 Bike East Bay proposal for accommodating bicycles on BART.

1987

Bike East Bay becomes one of six organizations on the Bay Trail Project Steering Committee. Today, you can enjoy biking, walking, birding and more along 350 miles of the planned 500-mile bicycle and pedestrian trail around San Francisco Bay.

1994

Bike East Bay celebrates the first Bike to Work Day in the East Bay with a group ride and pancake breakfast in downtown Oakland.

2002

Bike East Bay receives a \$4,200 grant from the City of Oakland, which was used to organize three League of American Bicyclist courses. This was the genesis of our free Bike Education program.



2013

Nearly 40 years after the 1975 major victory when BART agreed to allow bicycles on trains, Bike East Bay celebrates another huge BART victory as the transit system agrees to allow bikes on all trains, with no time restrictions. This came after years of working with BART management.



2022

Bike East Bay celebrates five decades of better biking in the East Bay! For decades, we have campaigned for bicycle access to streets, roads, trails, and transit. It is on the foundation of Bike East Bay's fantastic fifty years of celebration, community, and advocacy that we grow into our future together. We intend to foster deeper relationships and train fierce leaders for transportation justice.



*Thank you for supporting
this organization and
returning to the world!*

Bike East Bay

Bike East Bay



FOSTERING A PASSION FOR BIKE INSTRUCTION, ADVOCATING FOR MOBILITY JUSTICE

Introducing Dan Hernandez and Naomi Primero

We are excited to introduce you to our new Education Co-Manager, Dan Hernandez!

Dan began bike commuting while attending schools in eastern and central US, which culminated in a Masters in Ecology. After working ten years domestically and internationally in conservation, he began teaching outdoor recreation.

Now 15 years into his second career Dan is convinced of the power of recreation to change lives, ecosystems, and communities. With certifications in sea kayaking and rock climbing, his favorite 'work' still involves cycling because of the far reaching positive effects of bike transportation. Becoming a bike instructor in 2005, our lead instructor in 2016, and a LAB Coach in 2022, Dan is happily co-managing the bike education program.



We are also excited to introduce you to our new Operations Coordinator, Naomi Primero!

Naomi joined Bike East Bay as the Operations Coordinator in August 2022. They have a background in the food industry, ranging from food accessibility to beverage service, and in legal administration. They see mobility justice and food justice as inextricably related and are excited to work behind the scenes to make riding accessible for their neighbors and community members.

Naomi continues to support operations/admin in the legal and food industry worlds. Outside of work, they could be found running around the parks of Oakland or testing drink recipes with tea.

Join the Monthly Giving Circle

You'll sustain
long-term projects
including:

- Pedestrian paths on the Bay Bridge to San Francisco
- In-town biking networks in your neighborhood
- Leadership trainings and community bike education classes
- And more!



[BikeEastBay.org/
MonthlyGiving](https://BikeEastBay.org/MonthlyGiving)

MEET YOUR DEDICATED STAFF OF BIKE ADVOCATES

Thanks to member support, Bike East Bay's team is growing

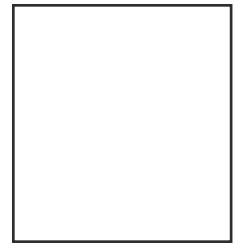


*Top row, left to right: Dave Campbell, Robert Prinz, Marissa Deitz, Stephen Marea, Phil Whitfield, Dan Hernandez
Bottom row, left to right: Ginger Jui, Jill Holloway, Dani Solis, Rebecca Saltzman, Naomi Primero, Teo Octavia Saragi*

Not pictured: League-Certified Instructors with the Bike Education Program



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Ambitious Projects Start Today

- A connected, protected San Pablo Avenue
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Let's move forward.

