



rideOn

NEWSLETTER OF THE EAST BAY BICYCLE COALITION

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BIKE TO WORK DAY



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Letter From The Saddle

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Design by Marian Chan



OUR FAVORITE DAY OF THE YEAR, here at the East Bay Bicycle Coalition, is just weeks away. What day is that? Bike to Work Day, of course! I know that you, our steadfast members and supporters are ready for the most successful BTWD the East Bay has yet seen.

We love Bike to Work Day for the obvious reasons, because we love seeing a sea of smiling cyclists stop by our hundred plus Energizer Stations throughout the East Bay. We love seeing our Mayors and elected officials out on their bikes talking about how biking is great for our East Bay cities. We love seeing businesses small and large showering their employees with praise and bagels for biking in to work. We love seeing packs of school children in "bike busses" on their way to school. And we love getting together with all of you at the end of the day to celebrate at our Bike Happy Hour party in Old Oakland.

The less obvious reason that we love Bike to Work Day is that this one day, more than any other, brings new cyclists to our streets. Between the San Francisco Bicycle Coalition and the EBBC, I have been a bicycle advocate for 16 years. In that time I have asked hundreds of people one of my favorite questions: "how did you start bicycling?" Over and over I have heard people say, "Oh, I rode on Bike to Work Day a few years ago..." or "a friend helped me get my bike ready for Bike to Work Day." This Bike to Work Day thing works. People try biking on one fine spring day and before they know it they are a part of a movement based on the simple joy of riding your bike to work, school, errands and play.

Recently I asked you all to complete our member survey. Thank you to all who responded. We appreciate your feedback and will use it to serve you better as our valued members. One theme that emerged from the survey resonates now: when we ask our members why they have joined the EBBC the top two reasons are 1) to be represented as a bicyclist; and, 2) to be part of the bicycling movement.

Think back to that BTWD when you first joined that trickle, stream or flood of smiling cyclists riding to work. You were once a new rider, and now you may be a seasoned pro, forgetting to roll your pant leg down all day (or is that just me?). This Bike to Work Day I challenge you to bring a few of your friends into our movement. Here are some ideas to get your friends involved:

- » Start a Team Bike Challenge Team and invite 4 friends or co-workers to join your team. See the facing page or go to www.ebbc.org/tbc.
- » Help a friend plan their first BTWD trip stopping at one of our Energizer Stations along the way. The full map will be in the East Bay Express on May 2nd or go to www.ebbc.org/energizer2012.
- » Bring a friend on one of the many "Pedal Pool" rides we are organizing for BTWD morning with our East Bay Mayors and council members, at www.ebbc.org/btwd_electeds.
- » Bring a friend or two to our free Bike Happy Hour Party in Old Oakland on BTWD from 5 to 8:30pm. See the back page for more details or go to www.ebbc.org/happyhour.
- » Ask three friends to join the East Bay Bicycle Coalition and have the chance to win a beautiful Novarra Buzz bike between now and Bike to Work Day. See details on the facing page or go to www.ebbc.org/donate.

Renee Rivera
Executive Director

BIKE TO WORK DAY

MAY 10, 2012



Get Involved with East Bay Bike Advocacy - JOIN A VOLUNTEER TEAM !

This spring, we're launching our new volunteer program. It's now easier than ever for you to get involved in bike advocacy in the East Bay! You'll work alongside a team of like-minded individuals who are making the East Bay a more bike-friendly place.

On our new volunteer page, you'll find a list of teams in different categories. Find one or more teams that seem like a good fit to you, and add your name to the list. You'll be notified whenever we have an opportunity for you to help out. Go to www.ebbc.org/volunteer to sign up.



Help a new rider have a great Bike to Work Day - Become a Bike Buddy Mentor!

The East Bay Bicycle Coalition is launching a brand new Bike Buddy program, just in time for BTWD. This program continues the good work started by our 1000 New Cyclists campaign. Our Bike Buddy Program helps people in the East Bay start riding their

bikes for everyday transportation. We do this by matching new cyclists with Bike Buddies, experienced riders who will support you in your efforts. A Bike Buddy provides new cyclists with needed support by:

- » Serving as a mentor by answering questions about anything ranging from how to pick a route, to what gear to buy, to how to take a bike on BART.
- » Serving as a riding companion by riding with a new cyclist on their initial trips and helping them pick safe routes and ride safely.

To sign up as a Bike Buddy, whether you are an experienced or new rider, go to www.ebbc.org/NewCyclists, click on the "Get a Bike Buddy" button and follow the instructions. By giving us information about your experience riding we can match you up as a mentor with a new rider or the reverse. Thank you for going this extra mile to make BTWD a success for new riders.

WIN!



Join or Renew as a Member Today for a Chance to Win a Novarra Buzz

This November, the voters of Alameda County will be asked to approve a plan that will shape the transportation future of the East Bay. As a result of the East Bay Bicycle Coalition's advocacy work in 2011, this plan contains almost a billion dollars for bicycle & pedestrian projects over the next 30 years. This new transportation plan will allow us to complete the bicycle master plans of cities throughout the East Bay.

In our 40th year of representing bicyclists in the East Bay, we're going to transform the region into the bike-friendly place that we all know it can be. But we can't do it without your support as a member.

When you join or renew your membership today, you'll be entered to win a Novarra Buzz (\$599), a beautiful commuter bike generously donated by REI Berkeley. Please, help to transform the East Bay into a more bike-friendly place — join or renew your membership today by going to ebbc.org/donate, or by filling out the membership form in this issue.



TEAM BIKE CHALLENGE

Start Forming Your Team for the Team Bike Challenge

Gather your friends, neighbors, and coworkers and pedal to win. It's a fun and easy way to see just how much biking does for your health, budget, and the environment. Bike to Work Day is Thursday, May 10, 2012, but the Team Bike Challenge goes on all month long during May and is a great opportunity to take advantage of all the new bike lanes that cities have striped in the East Bay.

Join us for an afterwork get together in April to learn more about Team Bike Challenge and meet others interested in forming teams. If you are interested in participating in this year's Team Bike Challenge for BTWD, come and meet other teams, join a new team, add teammates to your existing team, and find out more about this fun challenge. You can also learn about all of the great upcoming events that are part of BTWD. Drinks and snacks provided.

Pleasanton - April 19, 5:30-7:30pm
El Balazo Restaurant, 5331 Hopyard Rd.

Walnut Creek - April 24, 5:30-7:30pm
Sports Basement, 1881 Ygnacio Valley Rd.

Oakland - April 25, 5:00-7:00pm
Awaken Cafe, 1429 Broadway

Sign up at www.teambikechallenge.com

Calendar Of Events

WWW.EBBC.ORG/
CALENDAR

GENERAL MEMBERSHIP MEETING April 18th, 2012 - 7:30pm - 9:00pm

Rockridge Library 5433 College Avenue, Oakland
Meet your fellow EBBC Members, learn more about our advocacy campaigns and how you can get involved. Vote on new board members and bylaws for our organization. Food & drink provided.

FREE FLAT TIRE REPAIR CLINIC May 5th, 10:30am - 12:30pm, Dublin

Iron Horse Trail at Amador Valley Blvd intersection
Get your bike ready for BTWD with a safety check from City Staff and Dublin Cyclery, including proper helmet fitting, flat tire fixes, and other basic bike maintenance.

BLESSING OF THE BIKES May 5th, 11am - noon

MLK, Jr Civic Center Park, MLK Jr Way between Allston Way and Center Street
To launch National Bike Month this May, the EBBC will host its first-ever Blessing of Bicycles. Bring your bike to be blessed by interfaith clergy and spiritual teachers. Mayor Tom Bates and EBBC director Renee Rivera will present. Bike bells and cameras encouraged. Free event.

SUSTAINABLE SOLUTIONS FAMILY-FRIENDLY BIKE TOUR May 5th, noon - 5:30pm

MLK, Jr Civic Center Park, meet by the fountain
Take an inspiring bike tour to help save our schoolgardens and support local businesses. Co-sponsored by the EBBC, Buy Local Berkeley, Transition Berkeley and the Save Our School Gardens. Free event w/suggested donation of \$10.

ALBANY ART AND GREEN FESTIVAL May 6, 11:00am - 3:00pm

Veterans Memorial Park
1331 Portland Avenue, Albany
Albany Strollers & Rollers will offer free Bicycle Valet Parking, and Street Level Cycles will be providing free or low cost bike tune-ups to get your bike ready for BTWD.

BIKE TO WORK DAY

May 10, 2012 All Day, Everywhere

Join thousands of other Bay Area residents and commute via bike on this annual one-day event! See page 3 for more events or www.ebbc.org/btwd.

PANCAKE BREAKFAST AND PRESS EVENT AT OAKLAND CITY HALL

May 10th, 7am - 9am
Frank Ogawa Plaza at Oakland City Hall
The City of Oakland and the EBBC invite you for pancakes on BTWD morning. Come to the biggest energizer station in the East Bay and hear from the Mayor and other electeds. Valet Bike Parking provided all day.

BIKE TO LUNCH IN OAKLAND'S TEMESCAL DISTRICT

May 10th, 12-2pm

48th and Telegraph, North Oakland
A Temescal intersection of bikes and food hosted by Tip Top Bike Shop featuring Nick's Breakfast Truck. Free event.

BIKE HAPPY HOUR PARTY

May 10th, 5pm - 8:30pm

Old Oakland at 9th and Washington Streets
The EBBC and New Belgium Brewing Co. bring you a fun and activity filled community gathering in the streets of Old Oakland. Enjoy music, awards, good food and drink, games and more. See the back page for more info.

EAST BAY BIKE PARTY

May 11th, 7:30pm

Meet at West Oakland BART
Get comfy for this month's East Bay Bike Party "pajama party" theme.

RIDE FOR A REASON

May 12th, all day

Support our Public Schools on this supported ride from Oakland to the State Capital. Register at www.rideforareason.dojiggy.com

BIKE DONATION DRIVE

May 12th, 11am- 3pm

REI Dublin, 7099 Amador Plaza Road, Dublin
Bring your gently used bicycles to REI Dublin and turn them into a tax-deductible donation, where they will be repaired, polished, and distributed for use in local youth programs and to disadvantaged residents throughout Alameda County.

RICHMOND RIDE OF SILENCE

May 16th, 5pm, Richmond City Hall Plaza

450 Civic Center Plaza
Join the Richmond Bicycle Pedestrian Advisory Committee for this second annual ride to honor those seriously hurt or killed while bicycling, and to demonstrate for improvements for safe cycling. Details at www.richmondbpac.org/ROS

BIKE TO THE MARKET

May 17th, 4 - 8pm, Dublin

Emerald Glen Park, 4201 Central Parkway
Bike to the Dublin Farmer's Market - the first 50 cyclists to visit the City booth will earn a \$5 Carrot Cash Voucher (good at any booth at the market). In order to receive your Carrot Cash, you must visit the Dublin Bikeways booth with either your bicycle or helmet as proof that you biked. No limit per family!

Free Bicycle Safety Classes

Coming Soon Near you!

Every year, EBBC offers dozens of bicycle safety classes to teach people the skills they need to ride safely on our streets. These classes are free and open to the public thanks to support from the Alameda County Transportation Commission. You can read about the courses offered below:

Traffic Skills 101: This fun and entertaining 3.5 hour workshop is taught by one of our bicycle safety instructors certified by the League of American Bicyclists. Learn basic rules of the road, how to share the road with cars on busy streets, equip your bicycle, fit your helmet, use transit, fix a flat, and avoid crashes by riding predictably, visibly, and communicating with motorists by your actions and signals. No bike required. The EBBC is now teaching our class in English, Spanish and Cantonese - check our website below for dates and locations.

Traffic Skills 101: Road Class:
Once you've taken Traffic Skills 101, join us for a half-day of bike riding! We'll cover on-road, on-your-bike practice sessions, working in small groups with our certified instructors to improve your handling skills, emergency maneuvers, and ability to confidently and safely share the road with other traffic. A functional bike is required, drinks and snacks provided.

Family Cycling Workshops: Join the East Bay Bicycle Coalition's League Certified safety instructors for a day of fun games, safety drills, skills building, and a neighborhood ride. This workshop is for kids able to ride a bike and who are ready to ride on the roadways with their parents. Parents and kids must attend together and should bring their own bikes. Each child receives a free red blinky light for participating!

These free classes are available in the coming months in the following cities:

**FREMONT • OAKLAND • PLEASANTON
BERKELEY • DUBLIN • HAYWARD
ALAMEDA • SAN PABLO**

For a full listing of upcoming classes and to sign up go to: www.ebbc.org/safety

News Briefs

Contra Costa Ready to Award \$20 Million for Key Bikeways

Get ready for new bikeway projects in just about every city in Contra Costa County. The bicycle and pedestrian program of Contra Costa's transportation sales tax measure is awarding its first round of funding to many great bikeway projects that will close key gaps in our regional bikeway network:

- » **Richmond:** Nevin Avenue is being improved with a new BART station entrance area on the east side of the station, as well as streetscape improvements for bikes on the west side toward downtown;
- » **El Cerrito:** full funding is now in place to complete the connection between the Ohlone Greenway in El Cerrito with the Richmond Greenway, across San Pablo Avenue. Once completed, these two combined pathways will form the 2nd longest urban pathway in the East Bay, right after the Iron Horse Trail;
- » **Pleasant Hill:** a much needed improved intersection of the Oak Park Blvd/ Patterson Blvd Intersection will provide safer, continuous bike access along the Oak Park bikeway;
- » **Lafayette-Walnut Creek:** these cities will study a preferred alignment for a pedestrian/bicycle connection between Lafayette and Walnut Creek along Olympic Boulevard;
- » **Alamo:** bike lanes will be added to Stone Valley Road
- » **Martinez-Crockett:** to match funding from the TIGER II grants that EBBC helped secure, the Carquinez Scenic Drive Bikeway is set to fix the washed out sections of one of the East Bay's most beautiful bikeways.

- » **East Bay Regional Parks District:** \$500,000/year to repave pathways

Many additional projects are funded as well. For full details, visit www.ebbc.org/measurej

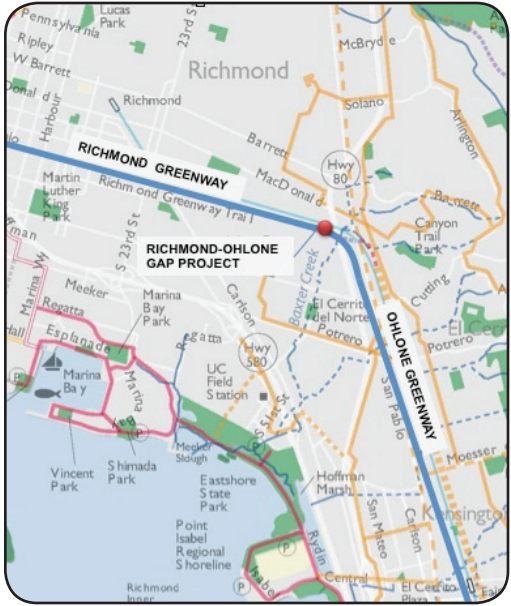
EBBC Proposes new Bylaws and Board Members at the April General Membership Meeting

At its meeting on March 21, the East Bay Bicycle Coalition Board of Directors approved two changes to be presented to the membership for a vote at the general membership meeting on Wednesday, April 18th. First, the EBBC Board approved the nomination of two new Board Members, Glenda Barnhart and Tom Willging. Second, the EBBC Board approved a draft of revised bylaws for the organization.

The East Bay Bicycle Coalition's current bylaws were adopted in 1984. Since that time, the organization has grown from a small, volunteer-run group to a much larger organization with paid staff and a physical presence in our Berkeley office. The proposed revisions are intended to bring the bylaws in line with the needs of today's EBBC.

Read the candidate statements from our two board nominees, and learn more about the proposed bylaw revision by going to www.ebbc.org/node/9603. A summary of the bylaw changes and the full text of the proposed bylaws are available at this page. And come out to our membership meeting on April 18th to vote for our new board members and bylaws.

General Membership Meeting
April 18, 2012 - 7:30pm - 9:00pm
Rockridge Library
5433 College Avenue, Oakland
Food and drink will be provided.



Fall Transportation Sales Tax Measure Gaining Unanimous Support in Alameda County

As of April 17, twelve cities have unanimously approved support for a reauthorization of the Alameda County Transportation Sales Tax, as have the Alameda County Board of Supervisors, and the AC Transit Board. In addition, the entire East Bay Congressional Delegation is on-board in support. We have won 11% of this measure for bike/ped projects, up from 5% currently so the East Bay Bicycle Coalition will be launching a major Fall campaign to win the needed 2/3rds voter support for this measure to pass.

We need your help for two final key decision-makers: the BART Board takes up Measure B on April 26, 9am and the City of Berkeley has scheduled this for the May 29 council meeting.

What you can do:

- **Contact your BART Board Rep and ask him/her to support Measure B**
- **If you live in Berkeley, contact your City Councilmember and ask them to vote for Measure B at the May 29 Council meeting.**

Go to: www.ebbc.org/MeasureB for information on your BART Board Representative and Berkeley City Councilmember.

SunPower, Sungevity and Arbor Cafe
Win 2012 Bike-Friendly Business Awards!

HERE AT THE EAST BAY BICYCLE COALITION we are excited to announce the winners of our 3rd Annual Bike-Friendly Business Awards. SunPower of Richmond is the winner in the large business category; Sungevity of Oakland is the winner in the medium-size business category; and Arbor Cafe in the Temescal District is the winner in the small business category.

One theme we saw this year in our Bike-friendly Business award nominations is that alternative-energy companies like SunPower, Sungevity, and last year's award winners, Sun, Light & Power, are living up to their mission by providing great support to their employees who bike.

SUNPOWER



SunPower's office in Richmond is among the most bike-friendly in the East Bay. Accessibility for bicycle commuters and proximity to public transportation were key criteria for selecting its current location. SunPower's CEO and COO are both avid road cyclists, and part of the organization's culture is to support bicycling. The Richmond office provides showers, lockers, a bicycle tool station, and dedicated indoor parking for bicycle commuters. It maintains a bike loaner program and offers \$20 bike Commuter checks to cyclists. EBBC received multiple nominations this year from SunPower employees. One wrote, "The management of this company goes out of its way to accommodate SunPower's many cyclist commuters. We speak BIKE!"

SUNGEVITY

Our Bike-friendly Business award winner in the medium-sized business category is a solar company with 200 employees located in Oakland's Jack London Square, a location chosen for its proximity to transit and increasing miles of Oakland's bikeways. We heard from dozens of Sungevity employees who valued the company culture where biking is an integral part of a solar-powered, human-powered, "no fossil-fuel" mission. Sungevity



encourages their employees to bike through awards where winning teams get to give \$500 to a charity of their choice, Taco Bike lunch days, and bike commute lunchtime workshops. One employee reported that he has biked to work at Sungevity over 400 consecutive workdays. That may be a record!



ARBOR CAFE

This spacious cafe at 42nd & Telegraph is less than a year old but has already been discovered by hordes of people enjoying the Temescal by bike. No doubt they appreciate the many indoor bike racks and delicious coffee delivered every Wednesday by the Bicycle Coffee Company. "We were inspired to install bike racks inside the cafe by other similar establishments such as Actual Cafe (Winner of the 2010 Bike-Friendly Business Award)," says Christopher Marquez, co-owner with his brother Eric of Arbor Cafe.

Full story at: www.ebbc.org/2012awards

Advertisement for the Law Office of Daniel H. Rose, Bicycle Injury Attorneys. It includes the text: 'LAW OFFICE OF DANIEL H. ROSE BICYCLE INJURY ATTORNEYS', 'Over 25 Years Experience', 'Proven Track Record Representing Bicycle Accident Victims', 'Free Personal Consultation With An Attorney', '415-946-8900', '101 California Street, Suite 2450, San Francisco', and 'www.danroselaw.com'.

Thank you to our generous sponsors of Bike to Work Day 2012



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. Full list of bike shops: ebbc.org/support

Form for membership registration with fields for: mail to: EAST BAY BICYCLE COALITION, P.O. Box 1736, Oakland CA 94604; Name; Address; City, State, Zip Code; Phone; Email; Workplace/School/City; and a checkbox for 'I want to volunteer'.

Membership Type

- Membership options: 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.

EAST BAY BICYCLE COALITION PRESENTS:
A free street party in Old Oakland celebrating Bike to Work Day

BIKE HAPPY HOUR PARTY

THURSDAY, MAY 10, 2012
5:00 TO 8:30PM
OLD OAKLAND, 9TH & WASHINGTON STREETS

FREE ADMISSION! ALL DRINK AND RAFFLE PROCEEDS BENEFIT THE BIKE TO WORK DAY OF THE EAST BAY BICYCLE COALITION

BIKE TO WORK DAY
MAY 10, 2012

Pinball Bike Sumo
Tequila Tasting
Fun Raffle Prizes
Slow Roll contest
New Belgium Beer Garden
Live music by Planet Booty
Vintage Arcade Games
DJ on the Turntables

CITY CAR SHARE
Get Mobilized! A Bay Area Nonprofit

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FEHR & PEERS

Bike Happy Hour, Thursday May 10th from 5pm to 8:30pm in Old Oakland at 9th and Washington Streets. New Belgium Brewing will be pouring tasty brews with all proceeds benefiting the East Bay Bicycle Coalition.

Newletter notes: *ndeo* 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.



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