



Ride On



6th-graders at Southgate Elementary hold up the Golden Sneaker they won

GROWING THE BICYCLE COMMUNITY, ONE STUDENT AT A TIME

At Southgate Elementary, in Hayward, the students have a motto: “Lead by Example”. The 6th graders pictured above, with guidance from their teacher Danielle Freels, are doing just that. They won a Golden Sneaker award from Alameda County’s Safe Routes to Schools program, for having the highest number of students using active or shared transportation to get to their school.

“When we won the Golden Sneaker, I was really proud of our class,” said Yessenia Sanchez-Reyes, one of the 6th graders. “Our average of students biking [carpooling, riding the bus] and walking for 2 weeks was 95%.” The class will host a Bike to School Day event on May 14th. Before then, the Bikemobile will come to

the school to fix up students’ bikes. Many of the students were not riding to school, mainly because of flat tires or issues with their chain and brakes. Yessenia learned how to fix a flat the last time the Bikemobile came to visit. She’s eager to be riding again.

“When I grow up I want to be either a baseball or a basketball player, or a construction worker like my dad. I hope I can build bike roads,” said another classmate, Jose Romero. “There would be less pollution if we rode our bikes to work.” Next year, the 6th graders will be moving on to middle school, and the next generation of students will step up to lead by example. ●

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LETTER FROM THE SADDLE

Taking Action Together

Spring is here with green hills, abundant wildflowers, and the promise of new beginnings. This is my favorite time of year to ride our East Bay backroads. Ironically, I usually don't spend as much time as I would like pedalling for the pleasure of it, but this spring I am training for our Climate Ride team. Those hours in the saddle are a great chance to think big about where Bike East Bay is going next.

Our key actions are laid out on Page 4. For more on our strategic plan, including a description of our process, participants, and the Strategy Framework adopted by our Board in February, see last issue of our Ride On newsletter or go to BikeEastBay.org/summit.

The strategies we use to make the East Bay an ever better place to ride a bike over the coming years are important. The people who join us in taking those actions is equally important to us at Bike East Bay. The biggest shift I see after our Strategic Summit is a focus on increasing diversity and access among all the communities across the East Bay. It's a shift I'm excited to implement.

In my letter from the saddle in the last issue, I talked about the key theme of partnership and collaboration that came out of our Summit. We are also committed to shifting our work to be inclusive, diverse, and equitable. This commitment to being a diverse and inclusive organization is built into all parts of our new strategic plan.

On the first day of our Summit, we brought together a panel of four community partners: Binky Brown from Cycles of Change; Jenna Burton from Red, Bike & Green; Chema Hernandez Gil from the San Francisco Bicycle Coalition; and Wilson Tai from Rock the Bike. I asked them to offer us advice on how to lean in to relationships with communities that we haven't reached successfully in the past, especially low income communities and communities of color. We got great advice from the group, captured in a video posted on BikeEastBay.org/summit.

What I took away from the panel was the need to listen and learn from the diverse communities we work with in the East Bay. We won't assume everyone feels the same way we do about bikes. For instance, not everyone aspires to a car-free lifestyle. We are ready to engage in conversations about more than bikes, conversations about how to meet the complex needs of specific communities. We hope to learn from these dialogs better ways to elevate bicycling in underserved neighborhoods. We want bicycling to be part of the conversation about how to make the East Bay not just bike-able but truly a more just, equitable, and sustainable place to live.

On my spring rides I relish the chance to spend hours on two wheels enjoying the natural beauty of the East Bay. I am also meditating on how new relationships with more diverse communities give us the opportunity to increase the reach of our message for better bicycling by connecting with a broader set of values and perspectives. Spring is also the time for Bike Month and Bike to Work Day. We are looking forward to more participation than ever from across the region and are counting on our great local working groups to bring more bikeway pop-ups, happy hours and events to the East Bay as a whole. By making our movement more diverse we have the opportunity to be far more successful. ●



photo: Lisa Beth Anderson

WHY WE RIDE

We asked East Bay bicyclists why they choose to ride, whether it's to school or work and once a month or everyday. Here are their answers.



SCOTT ZENGEL,
SIGNATURE
DEVELOPMENT GROUP,
OAKLAND

"I don't like driving the car,
I like to be outside and I
think it's great exercise."



RUE MAPP,
FOUNDER OF OUTDOOR
AFRO, OAKLAND

"It helps me feel connected
to my community."



AYANA, 11 YEARS OLD, HAYWARD: "I want to ride around
the lake with my mom and feel the wind in my hair."

KEVIN, 12 YEARS OLD, HAYWARD: "I like doing tricks on
bikes. And I like racing my two older sisters" (he didn't say who
won).



JANET JOHNSON,
ECONOMIC
DEVELOPMENT
ADMINISTRATOR,
RICHMOND

"It's exercising without the
time and expense of going
to the gym. It's the physical,
the financial, the fresh air,
and the planet. So it's a win,
win, win, win!"



JORDAN ATKINS LORIA,
MUSIC PRODUCER
AKA DJ LUCKY DATE,
OAKLAND

"The whole world opens up
for me when I bike!"



BRITTANY MONET
MORALES, REGISTERED
NURSE, WEST OAKLAND

"It's a fun way to travel
around the East Bay. And
Measure BB is going to
make it even safer to ride.
I'm excited about that."



ROGELIO LANDAVERDE,
BARISTA AND BEATBOX
PERFORMER, OAKLAND

"It's a good ice breaker. I just
started riding in November
and I like earning my way
and pulling my own weight."

TELL US WHY YOU RIDE ON TWITTER @BIKEEASTBAY

NAMING OUR KEY STRATEGIC ACTIONS FOR THE NEXT 5 YEARS



Our Strategic Planning Summit in January culminated with a dynamic action planning session that set our strategic direction for the coming years. In addition to the key actions below, we also identified measures of success. For a more detailed look at the actions plans go to

BikeEastBay.org/actionplans

For the past two months, our staff has been digesting the input we received from the more than 120 summit participants and putting together action plans to guide our work in the coming years. Focusing concretely on the outcomes we want to achieve, the strategies to get there, and the ways we will measure our success has generated a great deal of buzz and energy around our office. We are ready to spring into action!

COMMUNITY ENGAGEMENT

- Build capacity and **support local community and volunteer** groups by serving as a network, hub and connector.
- **Engage businesses** as advocates and supporters through a business member program.
- Engage people who don't think of themselves as cyclists through **shared values** such as decreasing injuries and fatalities (**Vision Zero**), improving health outcomes, and economic development.

ADVOCACY

- **Secure new funding** for walking and biking in the East Bay and **ensure** funding already approved, such as Measure BB in Alameda County, is used for innovative, safe, effective projects.
- **Approve, fund, and implement** new bikeway networks that serve all ages and connect to transit, and other key destinations.
- **Engage** low income **communities** and communities of color through projects serving the needs of these communities, such as developing **safe routes to affordable housing**.

EDUCATION

- **Increase public awareness** of bicycling in the East Bay through media and other campaigns directed at all road users.
- Build partnerships with law enforcement to **decrease bike theft, improve safety, and promote education**.
- Provide abundant **free programs** that are responsive to local needs and engage participants using instructors who are representative of our communities.

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BIKE SHOP PROFILE

UPTOWN BIKE STATION

The Uptown Bike Station opened this February, bringing free valet bike parking to Oakland's 19th St BART station. The brightly lit storefront offers parking attendants, repairs, and a retail space stocked with bike commuter gear. It is also encouraging more local residents to ride.

Station mechanic Thomas Denesha says, "They had heard horror stories of bikes getting stolen at BART but started riding again because they heard of the station's services."

The Uptown Bike Station joins two other Bikes Stations in Downtown

Berkeley and Fruitvale offering valet bike parking services next to BART. Many more are in the works. Free service, ease of use, and convenient locations are all part of the BART Bike Station plan to get more people riding their bikes to transit.

One indicator of success for Bike Stations is the number of women cyclists who park their bikes. Bike station managers find that the gender split amongst people who use their valet service is almost even. It is a striking number, given that women account for only one-third of all bicycle trips in Alameda County. This means that Bike Stations are attracting and encouraging women to ride -- and that women may be more likely to seek out secure places to park their bikes.

This Bike To Work Day, Fruitvale, 19th St and Downtown Berkeley Bike Stations will all be hosting Energizer Stations. You'll also be able to join or



The Uptown bike station at 19th St. BART station is now open

renew your Bike East Bay membership at these locations. Whether you already bike to BART and want to try it out this Bike to Work Day, come on down! ●



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CONTRA COSTA COUNTY MOVES TOWARD MEASURE J REAUTHORIZATION

At its March 18 board meeting, Contra Costa Transportation Authority (CCTA) decided to start an 18-month process leading up to the reauthorization (and possible expansion) of its local transportation funding source, Measure J. The goal is to increase from the 1/2 cent sales tax under the current Measure J to a full cent of funding for complete streets, to match Measure BB in Alameda County. The CCTA will place the measure on the ballot in November 2016 if public support is favorable.

Randy Iwasaki, Executive Director of CCTA, has reached out to Bike East Bay for our help. We will be part of a community advisory committee to develop an expenditure plan for Measure J, as we did for Measure BB in Alameda County. Our goal is 15% for bicycling. We'll need you for a robust get-out-the-vote campaign to convince voters to invest in a better transportation

system than the car-focused system that currently exists in Contra Costa County. However, the first step is to create a Measure J expenditure plan we can support.

Polling done in 2013 and 2014 shows good support for augmenting Measure J, with emphasis on improved transit, better traffic flow on existing roadways, maintenance of streets and roads, and improved pedestrian and bicycle paths. This polling is consistent with regional trends toward driving less, as Bay Area residents seek to live and work in walkable, bikeable neighborhoods served by good transit.

We have a lot of work to do. The long-range Countywide Transportation Plan is heavily focused on increasing capacity for driving. We need your involvement to convince decision-makers at the CCTA that voters want better BART service and more walking and biking improvements. We expect a draft expenditure plan for Measure J to be released this Summer, which doesn't leave a lot of time.

Bike East Bay is working with Save Mount Diablo, the Sierra Club, Transform, the Greenbelt Alliance, the Central Labor Council, Public

New buffered bike lane on
Contra Costa Blvd



WHAT YOU CAN DO

- **SIGN UP** on our Measure J mailing list to stay informed
- **GET TRAINED** as a Measure J outreach volunteer
- **COME TO MEETINGS** of the Expenditure Plan Development Committee and show support for more bike projects in Measure J

**BIKEEASTBAY.ORG/
CAMPAIGNS/MEASUREJ**

Advocates, and many other community groups to ensure that the plan includes a focus on walking, biking, good transit, affordable housing, and a strong urban growth boundary. ●



JOIN OR RENEW
April 15 - May 31
for a chance
TO WIN
THIS BIKE!



photo: publicbikes.com

WHEN IT COMES TO PLANNING FOR BIKES, IS YOUR CITY WORLD CLASS?

Next time your city updates its bicycle plan or complete streets policy, how good will it be? *Focus on Cycling* is Copenhagen's bikeway design guide and has helped Copenhagen achieve 50 percent of all trips by bicycle, making it the top cycling city on the planet. The innovative bikeway designs in Copenhagen's manual could be in your city's next bicycle plan. A number of East Bay cities will be drafting new bicycle plans in the next year or two, including Berkeley, Moraga, Livermore, Hayward, Concord, El Cerrito, Newark, and Oakland.

If your city's bike plan includes innovative bikeways and best practices from around the world, it will take years off the time needed to develop a safe, comfortable, and attractive bicycle network connecting the East Bay. Isn't this worth an investment of your volunteer time? Imagine being joined on your bike commute by family members of all ages, neighbors, elected officials, and people who you've only ever seen drive to get around. Imagine quadrupling the number of people bicycling, while at the same time making your streets into great community spaces.

To get started, come meet Copenhagen Mayor Morten Kabell, the man responsible for making the Danish capital the most bike-friendly city in the world. He is Bike East Bay's special guest at Bike Happy Hour on Bike to Work Day, May 14, at Sports Basement Berkeley. When you meet him, ask how your city can become a great bicycling city like Copenhagen. We believe that, if Copenhagen can do it then your city can too. And bring a traffic engineer or City Council Member with you to join the discussion.

With the fourth highest bike commute mode share in the country, Berkeley has a head start at becoming one of

the world's great cities for bicycling. We believe Berkeley is ready to set an inspiring example for other East Bay cities to follow. If you live and work in Berkeley, the bike plan update kicks off April 27. Get involved and help us work with business groups, neighborhood organizations, and UC Berkeley to build support for a world-class bike plan. If

you live and work elsewhere, come to one of Berkeley's public meetings and learn how your city too can adopt an innovative bicycle plan, maybe one that's even better than Berkeley's.

Look for updates for your city's bicycle plan and complete streets plan and get ready to make change happen! ●



CALENDAR of EVENTS

OAKLAND PUBLIC LIBRARY "BIKE TO BOOKS" EVENTS

Many events throughout May

Check OPL's website for Scraper Bike events, Bike Mobile visits, and Bike-themed story-times. oaklandlibrary.org/BikeToBooks

LAFAYETTE EARTH DAY FESTIVAL

Sunday, April 26, 9:30am-3pm

Bike Rodeo at Stanley Middle School at 9:30, 11am ride to the festival at Lafayette Library

ANNUAL BIKE SAN LEANDRO RIDE

Sunday, May 3, 9:30am

Enjoy a 5-mile Downtown family ride or a 13-mile Lake Chabot ride

COMMUNITY BIKE REPAIR TENT

Thursday, May 7, 5:30-8pm

Visit Bike Concord's weekly tent at the Todos Santos Farmers Market for a free bike tune-up

EAST BAY BIKE PARTY

Friday, May 8, 7:30pm

Meet at Ashby BART for this monthly evening street ride. Check EBBPs website for the costume theme

CYCLOFEMME YEAR IV, OAKLAND

Sunday, May 10, 1pm

Mosswood Park: Mother's Day ride celebrating womanhood on bikes

BIKE TO WORK DAY

Thursday, May 14, 7-9am

EVERYWHERE!

BIKE TO WORK DAY HAPPY HOUR PARTIES

Thursday, May 14

Celebrate bikes in Oakland, Berkeley, Concord and other cities! Visit BikeEastBay.org for a full list of times and locations

7TH ANNUAL RIDE FOR A REASON

Saturday, May 16

All-day ride from Oakland to Sacramento, advocating for public school funding

AFFORDABLE HOUSING BIKE RIDE

Saturday, May 16, 10am-1pm

Tour of affordable housing organized by [East Bay Housing Organizations](http://EastBayHousingOrganizations)

CALIFORNIA CLIMATE RIDE 2015

Sunday, May 17 - Thursday, May 21

Five day ride to raise awareness and funds to support bicycling and solutions to the climate crisis

NATIONAL BICYCLE GREENWAY RIDE

Tuesday, May 19, 10:30am-3pm

Join riders following a segment of the Greenway from Union City to Oakland

RICHMOND RIDE OF SILENCE

Wednesday, May 20, 5pm

A slow and quiet ride to honor those who have been hurt or killed while bicycling

3RD ANNUAL NORCAL SESSIONFEST

Saturday, May 17, 1-5pm

Jack London Square: Tasting beers that don't get you blitzed, with all proceeds benefiting Bike East Bay

LOVE OUR NEIGHBORHOOD DAY

Saturday, May 30

Oakland: Enjoy a car-free San Pablo Ave, featuring a bike-powered stage and bike-blender smoothies

UPCOMING FREE BIKE EDUCATION CLASSES

Visit BikeEastBay.org/Education for full details and registration.

URBAN CYCLING 101: CLASSROOM WORKSHOP

Learn new skills to bike with confidence. For adults and teens, no bike required. Free reflective vest for participating at some classes.

Berkeley: May 4, 6:30-8:30pm;

June 1, 6:30-8:30pm

Dublin: April 18, 10am-noon

Fremont: May 18, 6-8pm;

June 15, 6-8pm

Oakland: April 22, 6-8pm; May 3, 2-4pm (Cantonese); May 9, 10am-noon; June 4, 6-8pm; June 13, 10am-noon

URBAN CYCLING 101: ROAD CLASS

Learn bike handling skills and crash avoidance maneuvers. For adults and teens, bikes and helmets required. Prerequisite: Urban Cycling 101 Classroom.

Pleasanton: May 2, 10am-3:30pm

ONE HOUR WORKSHOP

Go in-depth with one of our certified instructors on a specific topic. For adults and teens, no bike required.

Oakland: April 19, 1-4pm (women-only class); April 23, 7-8pm (group riding); May 5th, 6-7pm (theft prevention); May 9, 1-2pm (family biking); May 12, 6:30-7:30pm (theft prevention); May 20, 4-5pm (theft prevention); May 23, 11:30am-12:30pm (family biking); May 27, 3:30-4:30pm (theft prevention); May 28, 6-7pm (theft prevention)

Pleasanton: May 6, noon-1pm (lunch & learn);

FAMILY CYCLING WORKSHOP

Learn about biking together as a family. For parents and kids in grades 2-6, bikes and helmets required.

Alameda: April 25, 9-11:30am; June 6, 9-11:30am

Berkeley: April 26, 10am-12:30pm

Dublin: May 9, 10am-12:30pm

Emeryville: May 3, 1-3:30pm

Pleasanton: April 25, 10am-12:30pm

FAMILY BIKE RODEO

Learn about biking together as a family. For parents and kids in grades 2-6, bikes and helmets provided or bring your own. Each child takes about ½ hour to go through course.

Alameda: Apr 25, noon-3pm

Berkeley: April 26, noon-3pm

Hayward: May 16, 11am-1:30pm

VISIT BIKEEASTBAY.ORG/CALENDAR FOR DETAILS AND EVEN MORE EVENTS AND CLASSES

DOWNLOAD AND SHARE

copies of these postcards on biking and driving tips in English, Spanish, and Chinese online at BikeEastBay.org/tips, or stop by the Bike East Bay office to pick some up and help distribute!

DRIVE SMART! 6 QUICK TIPS:



Before opening your car door, check behind for bicyclists every time, even when there is no bicycle lane. CA Vehicle Code (CVC) 22517



Merge into a bicycle lane or toward the curb before every turn, after signaling and yielding to bicyclists in the lane. (CVC 21717, 22100)



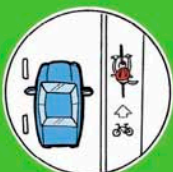
Slow down. Even 5 or 10 miles over the limit can mean the difference between an injury and a fatality in a crash with a bicyclist. (CVC 22352, 22350)



Pass bicyclists with at least a 3-foot buffer (CVC 21760). On multi-lane streets change lanes to pass whenever possible. If there is no room, hang back and wait.



Signal continuously for 100 feet before turning or changing lanes, so bicyclists can position themselves around you appropriately. (CVC 22107, 22108)



Bicycle lanes are travel lanes. Stay out of them unless you are entering a parking spot or preparing for a turn. (CVC 21209)

BIKE SMART! 6 QUICK TIPS:



Look and yield to pedestrians or other road users with the right of way at intersections and crosswalks, even when there is no stop sign or signal. CA Vehicle Code (CVC) 21950



Ride your bicycle with, not against, the direction of traffic (unless there is a bicycle facility designed for this purpose). (CVC 21650)



Complement a required white front light and red rear reflector (CVC 21201) with additional ones on the front, rear, and sides of your bicycle and clothes.



Let other road users know where you are going by pointing right or left before a turn (CVC 21208), or down and to the left to indicate "stopping".



Sidewalk cycling is illegal in some cities (CVC 21206), so ride your bicycle in the street whenever reasonable, and walk it when on the sidewalk.



Keep at least a full bicycle width of space between yourself and parked cars to avoid being hit by an opened door.

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NEWS BRIEFS

DANVILLE CASE MAY SET PRECEDENT FOR BIKE SAFETY

In summer 2014, the Honorable Judge Steven Austin of the Contra Costa County Superior Court ruled that the Magee Ranch Development in Danville failed to comply with CEQA by not studying the development's potential impacts on bicycle safety on Diablo Road. Such a ruling could be the first of its kind in the State of California.

The project proposes 69 new homes off of Diablo Road, which everyone admits will add traffic to an already crowded street. The developer's traffic experts never considered bicycle safety in their report to the Town of Danville. At trial, the developer argued that, since Diablo Road is already dangerous for bicycling, making it more dangerous is not a significant impact in need of further study. The court disagreed.

Bike East Bay is joining CalBike to file an Amicus Brief in the case, which is now on appeal. If the trial court's ruling is upheld, it sets a precedent for future projects that add traffic to the streets you ride. Developers and cities need to take bicycle safety into consideration and mitigate, if feasible, any safety impacts.

BikeEastBay.org/DiabloRd

MEET MATT NICHOLS, MAYOR SCHAAF'S NEW TRANSPORTATION POLICY DIRECTOR

Oakland Mayor Libby Schaaf has added transportation specialist Matt Nichols to her staff with a goal of reorganizing Oakland's outdated approach to delivering street improvements.



Matt Nichols, Oakland's new transportation policy director

For the past 13 years, Nichols has been Berkeley's Senior Transportation Planner. He knows transportation planning in the East Bay inside and out and has gotten right to work.

"I felt like Mayor Libby Schaaf's campaign was really remarkable how much she talked about transportation policy, including some things I think are really critical--parking policy and livable streets," Matt Nichols shared with us on why he came to Oakland.

Currently, multiple different groups in Oakland's Public Works Department have responsibility for street work, and they don't always communicate with each other. Nichols has been tasked with fixing this and improving project delivery, using his experience from Berkeley Public Works.

Oakland is in the middle of a two-year budget cycle and, while the budget forecast is bleak, Measure BB has blessed the city with an opportunity to bring on more staff to complete infrastructure projects. Nichols will be directly involved in the effort to make road repairs - and Oakland's roadways - smoother. Bike East Bay knows Nichols well and is looking forward to working with him closely.

OPEN STREET EVENTS EXPAND

Cities around the East Bay are becoming more receptive to the idea of frequent open street events to encourage walking, biking, and enjoying the outdoors. Walk Oakland Bike Oakland has partnered with the Downtown Berkeley Association, Golden Gate neighbors in North Oakland and Downtown Oakland Business Improvement District to produce three open streets events in the East Bay in 2015. Bike East Bay is working with Rich City Rides and other local partners to lay the groundwork for a 2016 Ciclovía event in Richmond.

Mark your calendars for the second Love Our Neighborhood Day, Saturday, May 30, a joint Oakland and Berkeley Open Streets event on San Pablo Ave between Ashby and Stanford Avenues. On September 20, Love Our Lake Day returns for a third year to Lake Merritt and promises to be the biggest yet, as Oakland's new mayor elevates the importance of transportation and place-making in Oakland. The biggest of them all returns October 18 to Downtown Berkeley. This will mark the fourth year Sunday Streets Berkeley fills Shattuck Avenue with car-free activities and fun.

Kids having fun at last year's Love Our Neighborhood Day



BIKE TO WORK DAY IS THURSDAY, MAY 14

It's our favorite day of the year: Bike to Work Day. On May 14, be prepared to smile ear-to-ear as you are greeted with applause and appreciation by 120+ energizer stations and their fantastic hosts. Bike East Bay is working to bring pop-up demonstrations of protected bike lanes to Berkeley, Castro Valley and Walnut Creek. Last year's demo was a crucial part of our Telegraph Ave campaign. Pop-ups are an effective way of sharing innovative bike lane designs with civic leaders and neighbors alike.

We're excited to say we're also changing up our Bike Happy Hour this year. We've encouraged and collaborated

with new partners and local working groups to organize many events in different cities! Here's the line-up for this year, all taking place on the evening of Thursday, May 14:

FIND A BIKE HAPPY HOUR NEAR YOU

Join Pedal Express and Berkeley Sports Basement for this year's biggest Bike Happy Hour party! New Belgium will be bringing its hangout zone, there will be food trucks, music, games, discounts and beer. The mayor of Copenhagen will also be stopping by, so come with your best Danish bike questions from 5 to 9pm at 2727 Milvia Street in [Berkeley](#).

Bike [Concord](#) is organizing a Bike to Work Day After Event at Todos Santos Plaza. They're closing down part of Salvio Street from 5:30 to 8pm to host live local music, a bike safety tips tent, happy hour at Hop Grenade, and much more.

From 3pm to 7pm, Walk Oakland Bike Oakland (WOB) welcomes bike commuters to get happy at The Half Orange, a local gem serving craft beer, great wine and meals tucked neatly in the [Fruitvale](#) BART station plaza. The Half Orange owners, Jay and Katie, will also donate a portion of proceeds to WOB!

The brand new Bike Station at [19th and Broadway](#) in Oakland is celebrating their first Bike to Work Day with a party!

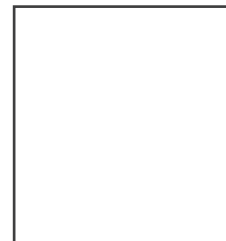
For more information on the protected bikeway demos, the after-parties, and our map of energizer stations, visit [BikeEastBay.org/BTWD](#)

THANK YOU TO OUR 2015 BIKE TO WORK DAY SPONSORS





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BikeEastBay.org/Join

