

www.BikeEastBay.org



WOMEN BIKE, WOMEN LEAD

Bike East Bay's new Women Bike program is making a splash with recurring monthly events and unique one-off events this spring. Members are stepping up to lead women-specific rides like East Bay HerStory and CycloFemme. We've partnered with Walk Oakland Bike Oakland (WOBO) to host monthly Oakland happy hours.

For the inaugural meeting of our Women Bike Book & Film Club, we discussed *Joyride* by Mia Birk, the story of her twenty-year crusade to integrate bicycling into daily life in Portland. Bike East Bay's Education Program is offering women-focused classes this May and June, and supporting WOBO's Ride Like a Girl workshop and ride series.

Bike East Bay's Women Bike program joins local initiatives emerging from coast to coast in providing women with tools, inspiration, and encouragement to overcome the barriers they face to riding. In particular, we recognize that women encounter a range of personal and social challenges that may keep them from biking.

Why the need for women-specific events? Women are underrepresented in the biking community: in the United States and in most areas of the East Bay, only one in three bicyclists identifies as a woman. At the same time, bicycling is growing in popularity and national polls show 80% of women have a

CALENDAR OF EVENTS

Women Bike Book & Film Club - 2nd Sundays

Women Bike Happy Hour, with WOBO - 4th Thursdays

CycloFemme rides - May 8 (Mother's Day)

Women-focused classes -May 21 in Dublin & June 4 in Fremont

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LETTER FROM THE SADDLE

In February, I was heartbroken to learn our member Megan Schwarzman was hit and terribly injured on Fulton Street in Berkeley. We have worked for over a decade to bring bike lanes to this gap in Berkeley's bike network around the UC campus. Following this crash, we demanded that Berkeley make Fulton Street safe for Megan and for all bicyclists. Thanks to pressure from Bike East Bay and other bicycle advocates, the City of Berkeley has



From left: Executive directors Renee Rivera (Bike East Bay), Shiloh Ballard (Silicon Valley Bicycle Coalition) and Margaret McCarthy (San Francisco Bicycle Coalition).

agreed to complete this long-delayed project by Bike to Work Day.

This crash showed how important it is to create this separate space for bikes on Fulton Street. Bike East Bay asked the City of Berkeley to upgrade their plans so that the bike lanes on these two blocks are parking-protected to prevent other riders from suffering the kind of injuries that Megan did. I believe that if Megan had been riding in a protected bike lane that afternoon she would not have been hit.

We have also worked hard over the past two years to bring protected bike lanes to Telegraph Avenue because we know that if we can make Telegraph safe and welcoming for men and women, for kids and grandmas, for people of all abilities to walk and bike, then we have a shining example that shows how even our busiest streets can truly serve everyone. That example will help us bring truly safe bicycle infrastructure to cities throughout the East Bay.

When I think about making our East Bay streets work for everyone, I think first about the experience of women on bikes. For me, our mission to make the streets safe and comfortable for everyone isn't achieved until I see as many women as men riding here. As you will read in our cover article about our new Women Bike program, the East Bay is not there yet.

This is what we do to get women on bikes: we change the streets to make sure they work for everyone. Studies have shown that safety is by far the top concern that prevents women from hopping on a bike. When our streets are safe and welcoming to all, regardless of experience, age, and ability, women will ride in greater numbers here in the East Bay.

This is why I'm so proud of Bike East Bay's Women Bike program, which builds a culture of bicycling for women in the East Bay through socials, fun rides, classes, and more. I am also proud that Bike East Bay, and our sister organizations, the San Francisco and Silicon Valley Bicycle Coalitions are all led by women. Sitting down with these two fellow Executive Directors recently I was inspired by their savvy leadership and passionate commitment to our cause. I hope that Women Bike will help inspire more women to become leaders in our movement.

Read more in our cover article, encourage the women in your life to get on a bike for Bike Month this May, and find our events at BikeEastBay.org/WomenBike.

Ride on,

Renee Rivera, Executive Director.

MY FAVORITE THING ABOUT BIKE TO **WORK DAY IS...**



LIZA LUTZKER

Berkeley. Public Health Researcher and mother of two. Her children bike to school along Milvia Street.

"...that it builds support for projects that allow my kids to feel safe riding on the street"



DONNA CHANG

San Leandro. Co-founder of Bike Walk San Leandro. Acupuncturist.

...seeing more people riding, and especially the camaraderie between people who ride. It's really lovely. There's such

enthusiasm and support for actually riding a bike! I wish it happened more than once a year."



ALEX CORTEZ, FREMONT

Fremont BPTAC member and bike builder. Alex worked as a mechanic on previous BTWDs providing free bike repairs.

"...fixing 100s of bikes. I enjoyed the interaction with people; they're so excited about getting their bikes fixed

up for free"



TOM YAMAGUCHI

Berkeley resident and long time participant in Bike to Work Day.

"...that it gives visibility to the growing support for biking infrastructure. It shows strength in numbers. I also

like the diversity. It shows there are so many different types of people supporting bike infrastructure."



ANDY CLIFFORD

Oakland, via Wellington, New Zealand. Outdoor educator. On his experience of Bike to Work Day in

before work. It's super cool having breakfast with a load of people who just like biking. It's a high-profile "normal people are doing this" day."





HOURIG AYANYAN MCCRAY

Concord. Architect and member of Bike Concord.

"... the celebration. The whole atmosphere was very positive

- it's when I met a lot of the people from Bike Concord, and it was the catalyst of my involvement with them."

BIKE AMBASSADORS GROW THE MOVEMENT

Member Joe Ferrera volunteered for the first time as a Bike Ambassador at Love Our Lake Day last fall. Joe is a soft-spoken young man with a big smile. Even after signing up three new members on his first day, he emphasizes, "I'm definitely not a salesman by nature."

Joe says, "I know that as a bicyclist, the more bicyclists I get involved, the more things will improve around me. It's not something just a few people can do on their own."

If you are passionate about growing the movement, Bike Ambassador training will connect you directly with Bike East Bay's membership and advocacy work. Over 80 members have attended a Bike Ambassador training since the program was launched in 2014.

When asked how he felt after signing up his first member, Joe replied, "It felt like I was growing a community."

Joe will be helping out this Bike to Work Day as part of one of over 20

outreach teams at Energizer
Stations around the East Bay.
Thanks to our dedicated Bike
Ambassadors,
May 12th will be Bike East
Bay's biggest day of the year for memberships.
To attend a Bike



Bike Ambassador Joe Ferrera

Ambassador training or sign up for an outreach station, go to BikeEastBay. orq/Volunteer.

You don't have to be a Bike Ambassador to help grow the vibrant bicycle community in the East Bay. Volunteers of all stripes are needed on Bike to Work Day and throughout Bike Month.

Sign up to volunteer at BikeEastBay.org/Volunteer



NEW TEAM BIKE CHALLENGE APP ROLLS OUT FOR BIKE MONTH

One of our favorite parts of Bike Month is participating in Team Bike Challenge and getting some healthy competition going with friends and co-workers. Last year we had fun egging on the City of Oakland to a victory over San Jose by thousands of bike commute miles.

This year, a brand new Team Bike Challenge app will add to the fun. It is easy to use and gives you lots of new ways to set up teams and run side competitions via hashtags.

To get started, visit
TeamBikeChallenge.com, and download the app for iPhone or Android.
Then track all of your trips from May 1 to May 31 using Strava, Endomondo or manual input and earn points for each ride.

TeamBikeChallenge.com



TWO DECADES OF PANCAKES IN DOWNTOWN OAKLAND

Downtown Oakland has been serving up a pancake breakfast to bike commuters since the East Bay's very first Bike to Work Day in 1994. Robert Raburn, then Chair of the Board of the East Bay Bicycle Coalition, recalls, "I used a funky Cannondale trailer to haul pancake mix, syrup, butter, and juice from Smart and Final." Volunteers cooked all morning in the kitchen at the nearby First Unitarian Church and shuttled trays of pancakes down the street using work bikes and trailers. Oakland City Hall was still closed after the Loma Prieta earthquake, so bicyclists gathered on the sidewalk across the street from what is now Frank Ogawa Plaza.

"Pedal Pools" of elected officials and community members biking to City Hall on Bike to Work Day morning is also a tradition that has been with us from the beginning. In 1994, then Oakland Mayor Elihu Harris and several councilmembers pedaled from Rockridge, undeterred by a morning rainstorm. After tackling the steep climb up to Alta Bates Medical Center, Mayor Harris joked with reporters, "I nearly had a cardiac on Pill Hill!" Today, Bike to Work Day has expanded to all nine counties in the Bay Area. And Bike East Bay continues to organize mayors and city staff across the East Bay to experience their cities by bike.

These days, we don't flip all the pancakes ourselves. Bike East Bay partners with businesses, community organizations, city staff, and neighborhood groups to fill over 120 Energizer Stations in Alameda and Contra Costa counties with goodies for morning bicycle commuters. Over 20,000 people are expected to stop by Energizer Stations in the East Bay on May 12.



Pancake breakfast at Frank Ogawa Plaza on Bike to Work Day. Photo credit Morgan Bellinger

This year, Bike East Bay is partnering with Walk Oakland Bike Oakland and the City of Oakland to bring the pancake breakfast to Frank Ogawa Plaza for its 22nd year. It remains a favorite stop on Bike to Work Day, with nearly 100 members joining or renewing at

this station every year. Member Foresta Sieck-Hill says, "It has a really big impact on me to see all the different types of people who ride bikes in one place at Frank Ogawa. You realize there's a place for everybody in bike culture."

Get a Bigger Bag on Bike to Work Day

Join or renew your Bike East Bay membership to get the most out of Bike to Work Day. Everyone who joins or renews at Frank Ogawa Square or at over 20 other select Energizer Stations will get a special membership perk: a BIGGER Bike to Work Day Bag! The bigger bag also includes a Chinook Book, which gives you discounts with local, sustainable businesses (\$20 retail value). Your membership supports bicycle advocacy in the East Bay and pays for itself with discounts at over 70 local bike shops and retailers.

For a full list of the 20+ Energizer Stations where you can join as a member and get a bigger bag, go to BikeEastBay.org/Energizer.

CALENDAR of EVENTS

SAN LEANDRO BIKE FESTIVAL AND RIDE

Sunday, May 1, 9am-11:30am

A 6-mile downtown family ride or a 13-mile Lake Chabot ride followed by a free festival

PLEASANTON BIKE TO MARKET Saturday, May 7, 9am-1pm

\$1 voucher for parking your bike at the free bike corral parking in the farmer's market

BICYCLE CAREER DAY AT OAKLAND'S 81ST AVE LIBRARY Saturday, May 7, 1pm

Meet amazing people who created rewarding careers through their love of bicycles

CYCLOFEMME Sunday, May 8

Two rides, one in Concord and one in Oakland/Berkeley celebrating womanhood on bikes

BIKE TO WORK DAY Thursday, May 12, 7-9am and after work

The biggest biking day of the year! Visit BikeEastBay.org/BTWD

EAST BAY BIKE PARTY Friday, May 13, 7:30pm

A monthly mobile street party for all riders! Check EBBP's website for start location

RIDE FOR A REASON

Saturday, May 14, 7:30am All-day ride from Oakland to

Sacramento, raising money for six Oakland public schools

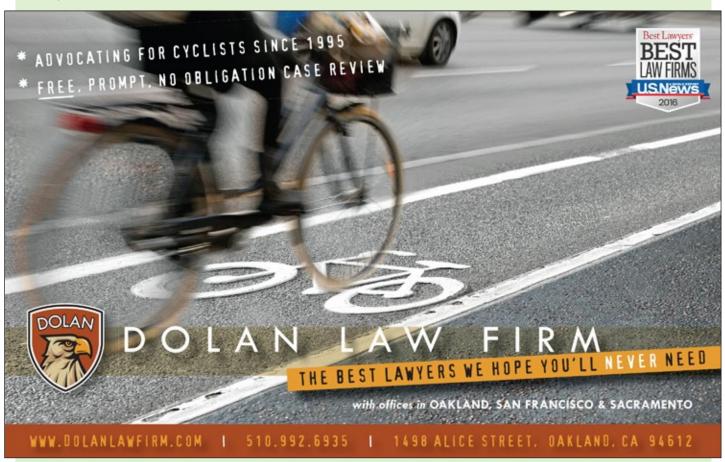
DOWNTOWN HAYWARD BIKE FESTIVAL AND CYCLEPATH BMX STREET JAM

Saturday, May 14, 11am-4pm

Open street event featuring a kids bike rodeo, vendors, and food

DUBLIN & PLEASANTON COMMUNITY BIKE RIDE Sunday, May 15, 9:30am-Noon

A scenic ride visiting various bike trails and lanes in both cities



RICHMOND RIDE OF SILENCE Wednesday, May 18, 5pm

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

OAKLAND MUSEUM OF CALIFORNIA BIKE TOUR Sunday, May 21, 10am

A docent-led community ride exploring historic Oakland neighborhoods

NORCAL SESSION BEER FEST Saturday, May 21, 1-5pm

Oakland: 40 craft breweries share beers that don't get you blitzed, raising funds for Bike East Bay's advocacy work

NORTH COAST CLIMATE RIDE Sunday, May 22 - Thursday, May 26

Five day fully supported ride to raise funds for Bike East Bay and other organizations addressing the climate crisis

DUBLIN BIKE TO MARKET Thursday, May 26, 4-8pm

\$5 voucher for riding your bike to the farmer's market

RODANDO EN LA HABANA: BICYCLE STORIES

Thursday, May 26, 6:30-8:30pm

Meet filmmaker Jennifer Hosek and see her documentary on bicycling in Havana

LOVE OUR NEIGHBORHOOD DAY Saturday, June 4, 11am

Enjoy Open Streets on a car-free stretch of San Pablo Ave in Oakland's Golden Gate neighborhood



UPCOMING FREE BIKE EDUCATION CLASSES

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

URBAN CYCLING 101: DAY 1, CLASSROOM WORKSHOP

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

Oakland: Apr 27, 6-8pm; May 7, 1-3pm

Berkeley: May 2, 6:30-8:30pm; Jun 6, 6:30-8:30pm

Fremont: May 24, 6:30-8:30pm; Jun 4, 2:30-4:30pm (womenfocused class)

Pleasanton: Jun 11, 10am-Noon

URBAN CYCLING 101: DAY 2, ON-THE-BIKE ROAD CLASS

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

Fremont: Jun 25, 10am-3:30pm

VISIT BIKEEASTBAY. ORG/CALENDAR

for details and even more events and classes

ONE-HOUR WORKSHOP

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

Oakland: May 10, 12:30-1:30pm (theft prevention)

Berkeley: May 16, 6:30-7:30pm (bike commuting)

Dublin: May 21, 9-11am (womenfocused class on mechanics and finding the right bike)

Fremont: Jun 18, 3:30-4:30pm (theft prevention)

Albany: Jun 25, 2-3pm (theft prevention)

ADULT LEARN-TO-RIDE

Learn the very basics of balancing, pedaling, and steering a friendly, non-judgmental environment. For adults and teens.

Oakland: May 14, 10am-1pm

FAMILY BIKE RODEO

Kids and parents learn safe cycling skills with our certified instructors. Bikes and helmets provided, or bring your own! Course takes about half an hour for each child to complete.

Fremont: April 23, 11 am-2pm Pittsburg: April 30, noon-3pm Hayward: May 14, 11am-2pm Concord: May 28, Noon-3pm; May 29, Noon-3pm

LOCAL LEADER SUMMIT CREATES A VISION FOR REGIONAL BIKE ADVOCACY

We're incredibly grateful to the community leaders who participated in the Bike East Bay Local Leader Summit in San Lorenzo this February. Over 50 attendees crowdsourced a vision and a path to success for regional bicycle advocacy in the East Bay.

We're looking to expand the ways in

which Bike East Bay can encourage and lift up the work of our community members through grassroots advocacy, collaboration, and opportunities to share resources. Great ideas came out of the summit, including recommendations for new online tools for collaboration - an improved and more powerful calendar, for example - more

training from experts for our local leaders and opportunities for us to celebrate the volunteer advocates that lead the way in our East Bay cities.

The Summit pointed to several next steps that Bike East Bay is already working hard to accomplish. We're hiring a new Community Organizer to help us bring these recommendations to life and to increase Bike East Bay's capacity to support our local groups and leaders. We are actively seeking funds to support the recommendations of the group. Last but not least, we continue our monthly calls with Local Leaders and will organize more opportunities to plug in as we grow an East Bay bike community that is vibrant, busy, and powerful.

See the full recommendation matrix and our progress on implementation at BikeEastBay.org/Local-Leader-Summit.



After a hard day's work a group of leaders biked along the magically beautiful Bay Trail from San Lorenzo to San Leandro for a well-deserved beer.

WOMEN BIKE, CONTINUED FROM PAGE 1

positive view of bicycling, and 67% say that their communities would benefit if bicycling were safer and more comfortable.

Bike East Bay members buck the national statistics that show one quarter to one third of cyclists are female: women make up a full 40 percent of our membership. For members under the age of 45, the gender split is almost exactly even.

Another way we lead the way here in the Bay Area is by having so many women in leadership positions in our organizations. Bike East Bay, the San Francisco Bicycle Coalition and Silicon Valley Bicycle Coalition are all led by women as Executive Directors. Many of the local advocacy groups within

the East Bay, like WOBO, Bike Walk Alamada, Bike Walk Castro Valley, and more, also have strong female leadership.

By lifting up women to positions of leadership in bicycle advocacy we can change our movement for the better. Women are good at seeing diverse perspectives, at bringing the needs of a wider set of stakeholders to the table, at collaborating and building lasting partnerships for success. Through Women Bike we hope to find new leaders for our pedal-powered movement here in the East Bay.

This Bike to Work Day, we're asking you to pledge to ride (BikeEastBay. org/Pledge). But you, dear reader, are among the most likely to be riding

anyway! Instead, pledge to help get someone else riding this Bike to Work Day. What can you do to connect with a woman in your life who is interested in biking but has some concerns?

In addition to encouraging her to ride on Bike to Work Day, introduce her to Women Bike. Partner with us to expand the program. to your neighborhood Would a coffee hour, picnic, or social ride be the right way to gather active and interested women in your community? We invite you to lead the way. Whether you identify as a woman, trans or femme individual, or as an ally, Women Bike is a catalyst. We need you to start the reaction.

BikeEastBay.org/WomenBike

NEW BIKE EDUCATION INSTRUCTOR SPOTLIGHT

We are excited that two of our partners from Bike Concord have received their League of American Bicyclists education instructor certification, helping us meet the demand for Bike East Bay's quickly growing Education Program. One of these instructors, Ady Olvera, had been volunteering with Bike Concord for about a year but was fairly new to biking for transportation; she had hardly ridden since childhood. As she got more involved, she realized there was "so much to learn here besides getting on a bike and going."

Ady found out about our free classes by attending a bike theft prevention workshop, then took our Urban Cycling course series to continue building her confidence and learning new skills. With these courses under her belt, Ady signed up for a three-day instructor training in San Francisco, along with fellow Bike Concord member Smitty Ardrey.

Ady was interested in the training as

an opportunity to help build leadership in the Concord community. Her goals include working with Bike Concord and Monument Impact to provide more free classes in Spanish, so everyone has the same opportunity to take advantage of information about safe biking. Ady expected the training to be techincal, but much of it was about presentation skills and preparing for classes. She enjoyed meeting folks from other bicycle organizations and hearing about the work they are doing in their communities.

To anyone considering attending a training, Ady says "Do it, even if you think you don't have the practical bike skills. Just make sure to attend the Urban Cycling classes and do some self-study. That and passion for your community are all you need."

Learn about our free Education Program at BikeEastBay.org/Education, and read about instructor certification at BikeLeague.org/RideSmart.



Ady Olvera at Todos Santos Plaza in Concord

LONG DELAYED FULTON ST. BIKE LANE APPROVED IN BERKELEY

In response to a terrible crash in February and Bike East Bay's advocacy, the Berkeley City Council approved new bike lanes on Fulton Street. The project is on track to be completed by Bike to Work Day on May 12, 2016. Just six weeks after a serious collision involving a Bike East Bay member, we pushed through a project approval that has been delayed for 16 years.

Through fast action and support from a large and energized community, we moved the city to action, after years of delays and excuses for failing to complete a project that has been in the City's Bicycle Master Plan since 2000. While Bike East Bay negotiated behind the scenes, our members signed petitions, wrote letters, and turned out at City Council meetings. The victory of the long-delayed bike lane on Fulton Street belongs to the united voices of residents and advocates.

Two days after City Council approval, city staff unveiled an accelerated timeline for delivering the bike lane and shared that they had already begun work. Bike East Bay is now working with the city to turn this into a protected bike lane project, which will make this busy stretch of road safer and more inviting to people who bike.

We look forward to celebrating this new protected bike lane on Fulton Street this Bike to Work Day. For the latest on Fulton Street go to BikeEastBay.org/Campaigns/BerkeleyBikeways.

NEWS BRIEFS

\$217 MILLION FOR COMPLETE STREETS IN ALAMEDA THANKS TO MEASURE BB

Thanks to voter approval of Measure BB in 2014, the Alameda County Transportation Commission has just released its first major round of funding for capital projects throughout the county. A total of \$217 million was awarded to 28 projects, including multi-modal complete streets in several cities, new interchanges with bike access, the Oakland Army Base, and bike and pedestrian access to Warm Springs BART.

There are many opportunities to improve these projects with better walking and bicycling access, as most are in an early design phase. We are particularly excited about complete street projects on Telegraph Avenue, San Pablo Avenue, University Avenue, Dublin Boulevard and Ashby Avenue. A big thank you to all our members and volunteers for your help in passing Measure BB. Contra Costa members turned out to help us pass this important funding measure in Alameda County; now Contra Costa needs all of our help to pass Measure J to bring more bicycle infrastructure improvements to the East Bay.

BikeEastBay.org/MeasureBB

PRESSURE NEEDED NOW FOR CONTRA COSTA BICYCLE AND PED FUNDING

As of press time, Bike East Bay and a team of local leaders have been successful in getting a promise of approximately \$267 million in



funding for projects to improve bicycling plus a strong complete streets policy as part of Measure J in Contra Costa County. The final ballot measure will go to voters in November. Big turnouts March 9 by Bike Concord and Bike Walnut Creek

and March 25 by Rich City Rides pushed leaders to include more money for bikes. We are still pushing for \$320 million, about 13% of funds, as well as broader policy reform to transform how Contra Costa plans transportation.

Measure J's draft plan goes to city councils for feedback in April and early May. Your attendance at these meetings is key. The Contra Costa Transportation Authority expects to approve a final plan May 18 and then the Contra Costa County Supervisors will approve it in July. Mark your calendar to attend the meeting on May 18.

BikeEastBay.org/MeasureJ

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FIND YOUR LOCAL BIKE HAPPY HOUR

Finish your Bike to Work Day with a blast! Visit one of the eight happy hours around the East Bay on May 12.

BERKELEY - SPORTS BASEMENT

Sports Basement and Bike East Bay are hosting a street party featuring Rock the Bike, food trucks and tasty New Belgium beer. Everyone who joins Bike East Bay gets a free drink, and Sports Basement is offering discounts on gear during the party.

2727 Milvia St, Berkeley 5:30-8:30pm

CONCORD - TODOS SANTOS PLAZA

Bike Concord celebrates all things bikes at Todos Santos Plaza, just blocks away from the Concord BART station.

5:00-8:00pm

OAKLAND - MLK CAFE

Join Walk Oakland Bike Oakland for a party celebrating the opening of a new parklet in front of MLK Cafe.

3860 M.L.K. Jr Way, Oakland 5:00-9:00pm

OAKLAND - 19TH ST BIKE STATION

Do you BART to downtown Oakland? Park your bike at 19th St Bike Station and join staff for complimentary brews and bites in the evening.

1775 Broadway, Oakland 5:00-8:00pm

ALAMEDA - SPEISEKAMMER RESTAURANT

Bike Walk Alameda celebrates Bike to Work Day at this classic German beer garden with one free drink per attendee.

2424 Lincoln Ave, Alameda 5:30-7:30pm

CASTRO VALLEY - ENDLESS CYCLES

Endless Cycles and The Cherry City Cyclists team up for Castro Valley's first Bike Happy Hour. Come for music, food and drink, discounts, children's activities and raffles plus meet friends from Bike Walk San Leandro and Bike Walk CV.

20825 Nunes Ave, Castro Valley 4:00-8:00pm

PLEASANTON - NEW LEAF COMMUNITY MARKETS

New Leaf hosts a brand new Bike Happy Hour in Pleasanton. Stop by for food, drinks, prizes and giveaways. 3550 Bernal Ave, Pleasanton 4:00-7:00pm

AMTRAK CAPITOL CORRIDOR

All aboard for our first "in transit" Bike Happy Hour! Board northbound train 542 or southbound Train 543 and make your way to the Café Car for giveaways, complimentary food, and discounted drinks.

BikeEastBay.org/ **BikeHappyHour**



























HACIENDA







UnionBank













SUNPOWER*

















EL CERRITO

















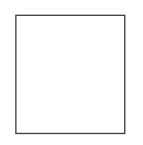








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Are you a Monthly Supporter?

Starting at \$10/month, your support will build more bike lanes year-round. Become a Monthly Supporter by May 31 and you'll receive a **FREE Chinook Book!**

BikeEastBay.org/Join



