



RideOn

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BIKE
MONTH



Bike to Work Day - Lake Merritt - Bike Librarians

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INTERIM EXECUTIVE DIRECTOR

Ginger Jui

ADVOCACY DIRECTOR

Dave Campbell

COMMUNITY ORGANIZER

Susie Hufstader

EDUCATION DIRECTOR

Robert Prinz

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EVENTS MANAGER

Hyeran Lee

OUTREACH COORDINATOR

Yessica M. Ávila

ADMINISTRATIVE MANAGER

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LETTER FROM THE SADDLE

Dear Members,

Seven years have passed since I took the helm as Executive Director of Bike East Bay. Now, with great pride in all we have achieved together, I am stepping back from my role as Executive Director at the end of April 2018. I take this step with full faith and confidence that Bike East Bay is in great hands and has more than enough leadership to carry on the success of the past seven years.



This is a bittersweet decision because I have so much love for this organization and all the people who are a part of it. At the same time, I am excited to take some time off to discover my next leadership challenge.

Today, I want to thank you for what we have achieved together.

Seven years ago, I started as the first paid Executive Director for a scrappy band of bike advocates, then known as the East Bay Bicycle Coalition. In those days, it was just your Advocacy Director Dave Campbell and me working in a tiny back room of the Berkeley Bike Station. Seven years later, we have grown from two to nine staff and increased Bike East Bay's annual budget by five times from \$200K to just over \$1 million this year. Thanks to your support—the financial and political clout of 4,000+ members—we have secured amazing victories for a more bike-friendly region. We won full-time access for bikes on BART and opened the Bay Bridge People Path to Treasure Island. We have built protected bikeways in eight cities and added new segments to the Bay Trail, Iron Horse Trail, and East Bay Greenway.

One of my proudest achievements has been to advance Bike East Bay's commitment to equity and social justice. Last year, over 70% of our education classes were taught by women and people of color, creating an environment where women and people of color feel welcome and are visibly leading in the bike movement.

Looking forward, I am so excited for Bike East Bay's next phase.

In my remaining time, Bike East Bay will be updating our Strategic Plan to align with our statement of values for equity and social justice. Transportation justice is an essential part of our work as bike advocates. This update will ensure we continue building a collective voice for a more just and equitable transportation system.

As I step back from Bike East Bay, I know that all the elements are in place for staff, board, and members like you to step up and rise to new heights of success. Now is the time to keep up the momentum for building bike-friendly cities. As Bike East Bay takes on the search for your next Executive Director, you can grow the movement by joining or renewing your membership, making a donation, or volunteering. Thank you for all you do to support better biking.

Ride on,
René Rivera

BIKE EAST BAY SALUTES OUTGOING EXECUTIVE DIRECTOR RENÉ RIVERA



Bike East Bay staff on Dress Like Your Executive Director Day in 2016

In a letter to members this March, Executive Director René Rivera announced he'll be shifting gears to new adventures after seven years of leadership at Bike East Bay.

"We thank René for his outstanding commitment to building bike-friendly cities and more equitable communities in the East Bay," said Alden Mudge, chair of Bike East Bay's Board of Directors. "René leaves behind a dynamic and growing organization that has begun to tackle the big issues of sustainability, affordability, and equity in our region."

Starting May 1, Ginger Jui, currently our Communications Director, will step up as Interim Executive Director. Your Board of Directors and staff have initiated a search and transition committee to evaluate our organizational needs and the key qualities for the next leader of Bike East Bay.

We'll keep you updated with a public announcement on the next step of our search. If you have questions or suggestions regarding the search, please email René directly at

Rene@BikeEastBay.org.

Today, Bike East Bay continues to grow with strong financial reserves, robust funding streams, and a culture of shared leadership across our nine talented staff. Under René's leadership, Bike East Bay has achieved significant wins for a bike-friendly region, including lifting the bike ban on BART, building protected bikeways in eight cities, and growing the organization from two to nine talented staff.

René's commitment to social justice led to launching Bike East Bay's statement of values for equity and social justice in January 2017. These values have been crucial in guiding Bike East Bay's advocacy work as we rise to meet the challenge of building bike-friendly cities in a region with deep income inequality, skyrocketing costs of living, and widespread displacement of Black and Brown communities.

Today, Bike East Bay's staff and Board of Directors are working to ensure René's legacy by aligning our current five-year Strategic Plan with our equity values. By embedding strong equity

goals, this ambitious document will continue to guide our work in a rapidly changing region.

René's snappy fashion sense, genuine vision for shared leadership, and strong values for social justice have buoyed Bike East Bay for the past seven years. As René steps down on April 30, 2018, we salute him for creating a strong foundation as Bike East Bay's first paid executive director.

In true Bike East Bay style, we'll be celebrating our transition to a new Executive Director with a big party this summer. It will be a chance to ring the cowbell with René and your fellow members. Stay tuned for a party invite after Bike to Work Day.

Bike East Bay is passing around a thank you card for members and supporters to show your appreciation. We'd love for you share your thoughts and thanks. Use the included envelope on page 7 or go online at BikeEastBay.org/ThankYouRene.

PARTNERING WITH AFFORDABLE HOUSING FOR MORE KIDS ON BIKES



Credit Dianne Yee

Youths test ride their new bikes at Ambassador Housing in Emeryville

By Robert Prinz

Since 2016 Bike East Bay has partnered with Resources for Community Development and the Fast Freddie Foundation to facilitate bike classes and giveaways at affordable housing locations across the East Bay, including locations in Pittsburg, Ashland, and Oakland.

Our most recent event was in February 2018 at Ambassador Housing, a 68-unit development on the Emeryville/Oakland border with environmentally-sustainable features such as solar power, drought-tolerant landscaping, and recycling and compost chutes on every floor. The Ambassador opened in 2014, for families earning 30% to 50% of the Area Median Income.

The day started with a family biking discussion led by Bike East Bay instructor Dan Hernandez. The talk covered topics of concern for residents

including bike storage, theft prevention, and riding safely in the street. Youth bike recipients and their parents were required to attend, but other residents also joined the workshop, receiving reflective gear, bike maps, and information about affordable bike share membership programs.

The following weekend a group of Bike East Bay instructors and volunteers returned to build and deliver 25 new bikes, courtesy of the Fast Freddie Foundation. Volunteers and residents worked together to learn how components are attached and adjusted using basic tools. Once each bike was ready to ride, it was sent out to the courtyard where the youth recipient learned about helmet fitting and bike handling skills by playing fun games with our group of certified Bike East Bay instructors. By the end of the day, all of the riders were up and rolling on two wheels, some for the very first time!

"I didn't believe that all of these kids

would leave here today able to ride, but they were. Every kid who got a bike knew how to ride their free bike! Thank you Bike East Bay and Fast Freddie," said June Cummings, Ambassador Housing resident services manager.

We look forward to returning to the Ambassador Housing community again soon for a helmet and bike decorating party, checkups to make sure the bikes are still running smoothly, and eventually a neighborhood ride to explore new bike lanes being installed near this location later in 2018.

These classroom and on-the-bike instruction opportunities are made possible via Measure BB funding provided by the Alameda County Transportation Commission. To learn more about affordable housing partnerships and how you can get involved, visit BikeEastBay.org/Education.

NEW OUTREACH COORDINATOR

Please welcome your new Outreach Coordinator Yessica Ávila to the Bike East Bay team. We first met Yessica as a field organizer on our Contra Costa County Measure X campaign in 2016, where she specialized in outreach to Latinx communities. In her new role, she will manage the volunteer program and support the education program, with a focus on developing outreach and leadership in communities of color.

Yessica is a Los Angeles native from Huntington Park and has lived in the Bay Area for two years. She graduated from California State Polytechnic University, Pomona where she received a BFA in Graphic Design. After graduating in 2012, she began advocacy work as a volunteer for the Pomona Valley Bicycle Coalition, a local chapter of the Los Angeles Bicycle Coalition.

Yessica's family and personal story as first-generation immigrants from Mexico is her motivation for advocacy work for the undocumented and immigrant community. She centers her work around equity for cyclists of color and underrepresented communities. Her professional experience is grounded in community grassroots organizing against gentrification and displacement.

During her spare time you can find Yessica visiting her family in Los Angeles or hanging out at a local coffee shop reading and listening to new beats from Pan Caliente. She's a huge José José fan and loves her cumbias/reggaeton.

Meet Yessica at upcoming Bike Ambassador trainings and volunteer events. **[BikeEastBay.org/Volunteer](https://bikeeastbay.org/volunteer)**



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Sign up for a free class today!
[BikeEastBay.org/Education](https://bikeeastbay.org/education)

CALENDAR of EVENTS

SPRING RIDE: PLEASANTON BART TO DAVIS

Saturday, May 5

Join Bike East Bay's final spring ride from Pleasanton BART to Davis. Few hills, 73 miles, returning via Amtrak train. Free and open to all.

BikeEastBay.org/SpringRides

BIKE SL

Sunday May 6, 9:30am

384 West Estudillo Ave., San Leandro
Family-friendly community bike ride with free raffle and lunch.

SanLeandroDowntownAssociation.org/Events

BIKE TO WORK DAY

Thursday, May 10

Find your Energizer Station, Bike to School events, and Bike Happy Hour near you.

BikeEastBay.org/BTWD

EAST BAY BIKE PARTY

Friday, May 11, 7:30pm

A monthly mobile street party with thousands of riders.

EastBayBikeParty.Wordpress.com

PIEDMONT CYCLE FEST

Saturday May 12, 10:00am-2:00pm

Beach Elementary School, Piedmont
Family festival with free bike repair, kid's bike rodeo, and bike-blended smoothies.

ALAMEDA BIKE FESTIVAL AND RODEO

Saturday May 12, 12pm-4pm

Ruby Bridges Elementary School
Family-friendly bike festival with free classes and bike tune-ups.

AlamedaBikes.com

CYCLOFEMME

Sunday, May 13

Mother's Day

Bike East Bay rides joining women around the globe in creating community on bikes.

BikeEastBay.org/CycloFemme

AFFORDABLE HOUSING BIKE TOUR

Sunday, May 13, 10am-4pm

2220 Sacramento Street, Berkeley
Tour of affordable community housing neighborhoods as part of Affordable Housing Week. Lunch included.

EBHO.org

ALBANY KIDS BIKE RODEO

Saturday, May 19, 10am-1pm

Cornell Elementary School, Albany
Family-friendly event with free helmets, bike-blended smoothies, and BMX demos. AlbanyStrollRoll.org

DUBLIN & PLEASANTON COMMUNITY BIKE RIDE

Saturday, May 19, 10am-noon

Mike's Bikes, Pleasanton

A scenic ride highlighting local bike trails in Pleasanton.

BIKE TOUR WITH WALK OAKLAND BIKE OAKLAND

Sunday, May 21, 10am

Oakland Museum of California
Explore Oakland's diverse and rich patchwork of neighborhoods. Registration required. Lunch included.

MuseumCA.org/2018/Bike-Tour-May

CLIMATE RIDE

May 20 - 24, 2018

Bike East Bay's Climate Ride team will bike the California coast from Fortuna to San Francisco. Make a donation to support bike advocacy at BikeEastBay.org/ClimateRide

DUBLIN BIKE TO MARKET

May 24, 4-7pm

Emerald Glen Park, Dublin
\$5 "carrot cash" for people who ride to the farmer's market.

DRAKE'S SESSION BEER

Saturday, May 26, 1-5pm

Jack London Square, Oakland
Sample session beers from 30+ local craft breweries. Benefits Bike East Bay. SessionFest2018.EventBrite.com

RIDE LIKE A GIRL BIKE CAMPING

June 9-10

Camping at Pt. Pinole with Walk Oakland Bike Oakland and Bike East Bay. WOB0.org/Ride-Like-A-Girl-2018

WOMEN BIKE

Join women and gender nonconforming folks in a supportive environment.

BikeEastBay.org/WomenBike

Women Bike Book Club

First Thursdays, 6-7:30pm

Co-hosted with the Oakland Public Library.

Oakland Happy Hour

Fourth Thursdays, 5:30-7:30pm

Co-hosted with Walk Oakland Bike Oakland.

San Leandro Happy Hour

Third Thursdays, 5:30-7:30pm

Co-hosted with Bike Walk San Leandro.

RECURRING EVENTS

VOLUNTEER NIGHTS

Fourth Tuesdays, 5-8pm

466 Water St., Oakland

Volunteer with Bike East Bay and meet fellow members and supporters. Snacks and dinner provided.

WALNUT CREEK FIRST WEDNESDAYS

First Wednesdays May-October, 5:30-8:30pm

Cypress Street, between Main Street & Locust Street. Valet service for the monthly street festival.

BikeWalnutCreek.org

CONCORD FARMERS' MARKET BIKE TENT

Thursdays, 5-8pm

Todos Santos Plaza, Concord

Free bike repair with Bike Concord every Thursday evening at Todos Santos Farmers' Market.

MONTHLY SUPPORTERS

PEDAL-POWERED LIBRARIANS

By Rachel Jacobson

Books and bikes are the new peanut butter and jelly, thanks to librarians like Dan Beringhele and Erin Sanders. This biking power couple is integrating bicycle programming into library offerings as one way they're helping keep libraries vital and relevant in the internet age.

Dan Beringhele is a reference librarian at Berkeley Public Library. He built their bike library, which he pedals out every week to reach community members who have a hard time getting to a regular branch. Libraries are transforming their roles and service models, serving as community and social service hubs to bring people and resources together, and thinking outside library walls.

Erin Sanders is the branch manager at the Golden Gate Branch of the Oakland Public Library (OPL), and is involved with OPL's fleet of bike libraries (that's right, they have three). She also organizes speakers, film screenings, and craft activities at her library to share a wide range of bicycling experience.

Dan and Erin both partner with Bike East Bay's Education Program to offer our free bicycling skills classes, hosted at their libraries. They noted, "Bike East Bay is an inclusive organization offering workshops and activities for many types of riders, people from all walks of life, and all over town." They love partnering with us to offer programming that fits with their library values and priorities for equitable access to information and community-focused programming.

Erin has taken the book-bike love a step farther. After attending a film screening hosted by Bike East Bay's Women Bike Book Club in 2015, Erin and colleague Emily Weak offered to collaborate on the book club. The Women Bike Book Club now meets on first Thursdays at the



Golden Gate branch to discuss feminism and bicycling, and is open to everyone.

Erin and Emily find gems from graphic novels and short story collections to old-timey titles that are surprisingly hilarious. As part of OPL's "Read it. Love it. Pass it on." program, the library provides books that are free for you to take. Best of all, copies remaining after book club are added to the bike libraries.

In addition to being bike librarians, Dan and Erin are dedicated bicycle commuters, fans of bike camping and long distance riding, and active Bike East Bay members. When Bike East Bay added a monthly donation option in 2016, Dan and Erin were among the first to sign up as Monthly Supporters.

Dan said, "Giving monthly seemed like a good deal. Just give double, but spread it out over the year, and you don't even notice."

Dan had a career in organizing before becoming a librarian. He said, "It takes money to do organizing!"

The couple reflected, "It's important for organizations to have the resources to get work done."

Erin likes seeing bike infrastructure expand rapidly. She said, "I used to think bike lanes fell out of the sky from a benevolent god." She knows now that good access comes with high-quality, connected infrastructure, which often takes long campaigns to achieve. Since steady progress comes from steady effort, she's happy to give steady support.

As Monthly Supporters, Dan and Erin power Bike East Bay with the resources it takes to build bike-friendly cities. Become a Monthly Supporter at BikeEastBay.org/Join.

SPECTACULAR RIDING COMING TO LAKE MERRITT



Credit Oakland Department of Transportation

A tree-lined median will separate people biking from traffic

By Dave Campbell and Ginger Jui

Thanks to your letters of support, Oakland City Council unanimously approved upgrading the new protected bike lanes around Lake Merritt on March 6. The newly-approved construction change-order will add concrete planted medians to the project being built on Lakeside Drive and Harrison Street.

Bike East Bay and Walk Oakland Bike Oakland successfully campaigned to upgrade the project from paint-only bike lanes to protected bike lanes in 2016. The new tree-lined planted medians will beautify the street, better protect bicyclists from traffic, and add 35,000 square feet of recreational space. Over 40 supporters sent letters to city council and several council members noted the show of support before the vote. Both Children's

Fairyland and the Lake Merritt/Uptown Business Improvement District supported the upgrade. Construction of the protected bike lanes is in progress and Oakland's Department of Transportation says the upgraded project will be ready to ride this August.

The new protected bike lanes will make space for even more people walking, jogging, and biking around Lake Merritt. Currently, narrow paths around the lake make it difficult to accommodate everybody. Families with kids and people new to biking stick to the paths to avoid riding on busy streets. The new protected bike lanes will reduce bike and pedestrian conflicts and attract more riders overall.

The Lake Merritt protected bike lanes will include better crosswalks for pedestrians and extra bike-friendly treatments at intersections. You'll find

bike traffic signals at the beginning and end of the protected bike lanes, helping stop traffic so you can enter and exit the bikeway.

The protected bike lane on Harrison Street and Lakeside Drive will be the first completed section of a mini-biking network centered on the intersection of Grand Avenue and Harrison Street. By 2020, the city plans to add a protected intersection and extend the protected bike lanes north to 27th Street, east to Bay Place near the entrance to Children's Fairyland, and west on 20th Street all the way to Broadway next to the 19th Street BART station.

Like what you see? Give Oakland's Department of Transportation your feedback on Oakland's Bike Plan update at [LetsBikeOakland.com](https://letsbikeoakland.com)

NEWS BRIEF

East West Connector Hits Wall of Opposition

Union City has hit a wall in attempting to divert millions of dollars away from biking, walking, and public transit. After hearing strong opposition from the community, the Alameda County Transportation Commission declined to transfer \$210 million of voter-approved public funding to Union City for building a highway feeder road, the East West Connector.

Bike East Bay joined the Sierra Club, Greenbelt Alliance, Transform, Save Our Hills, Rethink East West Connector, Friends of Caltrain, and local residents in opposing the misdirection of public funds. The proposed East West Connector to feed the I-880 freeway would spend all 27 years of the city's share of Measure BB funds designated for biking and walking improvements. It would also potentially halt plans to develop Union City BART station into a multi-modal transit hub.

While the project is on last legs, it's not dead yet. The Alameda County Transportation Commission gave Union City \$2.5 million to conduct a traffic analysis and finalize cost estimates for the East West Connector. Bike East Bay expects the traffic analysis to confirm that a new high-way connection will not achieve the city's stated goal of improving walking, biking, and transit.

Bike Path, Not Car Lane

Bike East Bay is pushing back against threats to limit upcoming bike access on the Richmond-San Rafael Bridge. Officials want to turn the soon-to-open bike path on the upper deck into a car lane. While the Metropolitan Transportation Commission agreed to study this change, the bike path will still open by early 2019. We continue to meet with officials in Marin and Contra Costa counties to ensure the path remains open 24/7 for people walking and biking as planned for the

four-year pilot project. Instead of more car lanes, we support the MTC's efforts to study smart options to reduce traffic volumes, including open tolling so drivers don't have to slow for toll booths, high occupancy vehicle lanes, and expanding express bus service.

Richmond-Ohlone Greenway

You'll finally be able to seamlessly walk and bike between the Richmond and Ohlone greenways when a new connection opens this spring. By connecting the two popular off-street biking and walking trails, you'll be able to ride from Richmond to North Berkeley entirely free from traffic. The Richmond-Ohlone Greenway connector includes a new crossing of San Pablo Avenue just north of El Cerrito Del Norte BART and a bridge across Baxter Creek. Other green features include rehabilitating a natural creek and revegetating with native plants.

BikeEastBay.org/Campaigns



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BAY AREA BIKE TO WORK DAY

PRESENTED BY   MAY 10, 2018



Credit Fernando Munguia

PLEDGE TO RIDE ON BIKE TO WORK DAY

Join the fun on the biggest bike day of the year! Bike East Bay is bringing you over 150 Energizer Stations located throughout Alameda and Contra Costa counties. Energizer Stations are open during your morning commute with refreshments, free Bike to Work Day canvas bags, and high fives for everyone riding by.

Pledge to Ride

Pledge to ride on Bike to Work Day and tell your city that bikes count. Sign the pledge and you'll be entered in a drawing to win a Bike East Bay hoodie. You'll also get a map of Energizer Stations before the event, so you'll know where to get your free Bike to Work Day bag and renew your membership.

Join or Renew at Energizer Stations

Join or renew your Bike East Bay membership on Bike to Work Day for special perks: a BIGGER Bike to Work Day bag, Chinook Book with discounts at local businesses, and a free drink at the

Berkeley Bike Happy Hour. Sign up at Bike East Bay's tent at Oakland's Frank Ogawa Plaza, select Energizer Stations, or at Berkeley Bike Happy Hour.

Pancake Breakfast at Frank Ogawa Plaza

If you live or work in downtown Oakland, start your day at the Frank Ogawa Plaza Energizer Station. Everybody is welcome to a free pancake breakfast hosted by Walk Oakland Bike Oakland (WOBO). Ride in with friends or in a pedal-pool with WOBO and city council members. Park your bike with Bike East Bay's free and secure bike valet until 6 pm.

Bike Happy Hour

Pedal away from work to Bike Happy Hour, the Bike to Work Day after-parties happening across the East Bay. Join Bike East Bay's block party at Sports Basement Berkeley from 5:30pm to 8:30pm. During the party, the store will offer a 20% discount on merchandise. Come on down for

live music by Bicicletas por La Paz on a pedal-powered stage, food trucks, and drinks from Drake's Brewing. Join or renew your membership for a free drink!

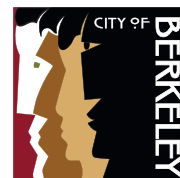
In addition to our party in Berkeley, there will be Bike Happy Hours happening in cities across the East Bay. If you live or work in downtown Oakland, make sure to stop by Walk tOakland Bike Oakland's block party in Latham Square. Rich City Rides will also host an outdoor celebration right around the corner from Richmond BART. Fremont and Pleasanton will both see new gatherings this year, and Amtrak Capitol Corridor returns with two rolling happy hours on north- and southbound trains.

Take the pledge, find your Energizer Station, and locate a Bike Happy Hour near you at BikeEastBay.org/BTWD.

BERKELEY BIKE HAPPY HOUR



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Become a Monthly Supporter!

Starting at \$10/month, you'll sustain long-term campaigns to build protected bike lanes, the Iron Horse Trail, and the Bay Bridge Bike Path.

- 1 **Sign up online at BikeEastBay.org/Join**
Choose the Monthly Supporter option
- 2 **Call us at (510) 845-7433**
Ask to become a Monthly Supporter

