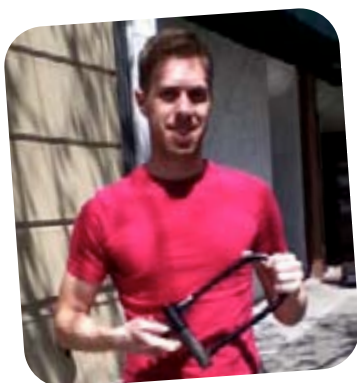


Faces of Bike to Work Day



Jason Hollick, Alameda County
Bike Commuter of the Year, and
his younger brother Justin



Adam Beerman
Volunteer of the Month

Letter from the Saddle

I hope you all are as excited as I am about kicking off Bike Month. As I write this column we are working like Santa's elves, here at the East Bay Bicycle Coalition, putting together a month's worth of fun bike activities. Check out our events page for the full list. With Bike to Work Day coming up fast, on Thursday May 12th, we want to introduce you to some of the people who will be biking with you here in our East Bay cities this year.

Over the last three years we have seen a 250% increase in the numbers of people biking on Bike to Work Day. This is phenomenal! As a member of the East Bay Bicycle Coalition you are a part of a movement that is exploding here in the East Bay. Over the last few months I have talked with dozens of our members and volunteers about why they joined the East Bay Bicycle Coalition. What I have heard over and over again is that they joined to be part of a movement, because they see the Bicycle Coalition and our partners making a real difference on our streets and because they have the chance to come out on a day like Bike to Work Day and be a part of change in their own lives and the lives of others.

cont. on page 2



Kymba A'Hearn, one of our
many 1000 New Cyclists



Al Lim, Contra Costa County
Bike Commuter of the Year



**Over 100 Energizer Stations
all around the East Bay**
check out our online map for the one nearest you:
www.ebbc.org/btwd
Map also in the May 4 edition of the East Bay Express



Letter from the Saddle

continued from page 1

In this issue we have a few of these inspiring stories of how bicycling changes peoples lives for the better. First, let me introduce you to our Bicycle Commuter of the Year Award winners. Jason Hollick, our Alameda County winner, is a 6th grader who has inspired his whole family to bike to school and work every single day. Jason started biking four years ago on Bike to Work Day, and now the Hollicks have a fun healthy way to spend time together every day. Al Lim, our Contra Costa county winner has proven that it is possible to effect culture change in the last place you would expect it. Learn more about Al and Jason on page 3, and come out to our Bike Away from Work Party in Old Oakland from 5:30 to 8:30 on Thursday May 12th to cheer for them.

Another great inspiration is one of our awesome volunteers, Adam Beerman, who shares how he got started biking to work and why he supports the EBBC (at right). Adam doubles his volunteer and financial support of EBBC through his employer's matching grant program. The next person I want to introduce you to is Kymba A'Hearn, an Emeryville resident who has been inspired by our 1000 New Cyclists campaign to effect healthy change in her own life. Read her story (at right). And then we come to my personal favorite change agent, the Bike Elf of Alameda, who is inspiring children across the island of Alameda to ride their bikes to school every day (page 7).

What are you doing to inspire change this Bike to Work Day? How about sharing some bike routes tips with your co-workers, or getting your workplace to spring for fruit and bagels that morning for everyone who bikes in? How about signing up for Team Bike Challenge? How about offering to ride in to work with a friend who is new to cycling, and encouraging them to sign up as one of our 1000 New Cyclists? There are so many ways we can inspire change.

See you on our streets on Thursday May 12th. Every one of you, our members and volunteers, are a part of our movement for a better ride here in the East Bay.

Ride on!

Renee Rivera
Executive Director

Volunteer spotlight: Adam Beerman

1) How did you get involved with the East Bay Bicycle Coalition?

At Bike to Work Day in 2009, I was leaving the Richmond BART station to bike to work at the Richmond Refinery, and couldn't resist the tote bag! A member

convinced me to join on the spot. Honestly, I was most excited for the member discounts at local retailers.

2) What do you enjoy most about volunteering?

The satisfaction of being a part of a movement that is changing things for the better. Volunteering is a great way for me to feel like I am making a difference, to have a lot of fun doing it and meet great people along the way. I'm also fortunate to work for a company that gives matching donations for the time and the money I contribute to the EBBC. So it's been nice to see my employer give to the EBBC for



every hour and dollar I donate. It makes my contribution go much farther.

3) What's your favorite part about bicycling in the East Bay?

I love biking on smooth pavement on a warm, sunny day! I'm excited to hear that the Milvia Street Bicycle Boulevard in Downtown Berkeley is getting repaved this year. That will help with lots of my bike trips. I also enjoy the casual communication and interactions that can be made with other bicyclists while riding. I like it more than the car driver's attempt at communication, which often involves the horn or finger.

4) What part of cycling in the East Bay would you most like to see improved?

More bike parking! I'm not a fan of seeking out a non-existent bike parking post. It should really be more abundant than car parking if we are serious about cutting our carbon emissions and making our cities more livable. I'd also like the East Bay to evolve into a place where a cyclist shouldn't have to go out of their way just to be a cyclist. Biking should be more mainstream; it shouldn't be the exception.

Kymba A'Hearn joins the 1000 New Cyclists Campaign

Kymba A'Hearn signed up last February to be one of our "1000 New Cyclists" after checking out the program's useful website: www.1000newcyclists.org.

Kymba rode off and on for a few years, and not at all after September 2010, until discovering the 1000 New Cyclists Campaign at a neighborhood bike shop. Now, she rides to work and to the grocery store and for many errands around town.

"If it wasn't for my bike, I'd be driving a car or truck, but I really can't justify driving 4 miles to work - it's just too close, and gas costs just enough now that public transit would cost less than driving," explains Kymba. "I really don't like waiting on someone else or hustling to meet an arbitrary schedule. When I bike to work, I'm on my own schedule, and

that feels pretty good. Even better, I get almost an hour of low impact exercise per day - for free! I can't beat that offer!"

Encourage your friends new to cycling to join Kymba as part of the Campaign.



Al Lim of Brentwood and Jason Hollick of Berkeley: 2011 Bike Commuters of the Year

Alameda County: Jason Hollick

Meet Jason Hollick, a Berkeley resident and 6th grade student at Longfellow Middle School in West Berkeley. Possibly the youngest nominee ever for the East Bay Bicycle Coalition's Bicycle Commuter of the Year Award, Jason's accomplishments are an inspiration to cyclists of all ages!



Four years ago when Jason was in the 2nd grade at Berkwood Hedge School he participated in Bike to School Day and was so excited about his ride to school that he began a persistent and passionate household campaign to turn his family into bicycle commuters.

At first, Jason's parents, Sharon and Jay, doubted that they could get their family, including Jason's then 4-year old brother, Justin, safely from their Grizzly Peak neighborhood down the hill to work and school, and then back up again at the end of the day. But Jason's desire to ride bikes, breathe fresh air, and help out the environment just didn't go away. After a year of non-stop campaigning Sharon and Jay made the commitment to overcome the physical and geographical challenges that bicycle commuting presented for their family. Today the Hollicks ride together as a family in the morning to drop off Justin (now 8-years-old) at Berkwood Hedge School, and then ride to drop off Jason at Longfellow Middle School. Finally Jason's parents arrive at UC Berkeley where they are both professors in the Biology Department. Collectively, the family commutes daily anywhere from 4-8 miles round trip. Because of Jason's activism and his parents' support, the Hollicks continue to

commute by bicycle nearly everyday to work and school. Jason is an inspiring model of how youth have the power to help their families and communities recognize how bicycling can be a fun way for a family to spend time together being healthy and helping the environment in the midst of their busy lives. The East Bay Bicycle Coalition is proud to award Jason the Alameda County Bicycle Commuter of the Year award.

Contra Costa County: Al Lim

"Our man Al commutes on his bikes, including fixed gears, in all weather conditions and against many challenges - including darkness, strong head winds and several difficult intersections," says



Michael Thomas, Al's cycling companion and the person who nominated Al for Contra Costa Bike Commuter of the Year. "Humility is true about everything Al does and because of this he is an inspiration to all who know him."

Every day, Al's commute takes him from his home in Brentwood on the far east side of the State Route 4 Bypass, eastward along the Delta De Anza Trail, to the west side of Bay Point where Al works as the General Manager of Criterion Catalysts & Technologies, making products that allow petroleum products and fuels to be cleaner. An employee at the plant, who now regularly bicycles to work, had told Al that at his previous employer, bicycle commuting

would not have been considered acceptable. But since the boss was now doing it every day, it legitimized bicycle commuting at Criterion. "When our staff saw that their boss bicycled to work, it showed them that it was OK to do," says Al. "When I started work at Criterion, I was the only one who biked. Now, several of our staff have regularly bicycled to work, from homes in Oakley, San Ramon and Oakland." Al takes a lot of pride in the fact that Eastern Contra Costa is more bikeable every year. When friends from out of state visit, Al always seems to fit in a bike ride and he delights when his out of town guests marvel at the Bay Area's great weather and the many bike lanes and bike trails in the East Bay.

Al makes a point to ride to work dressed in normal attire, because "that's what bicyclists do" but Al is also inspired by how colleagues at Criterion's European affiliates view and utilize bicycles. They think of their bikes quite differently. "Here, bicycling is a pastime and a bike is a possession that you take care of."

In Europe, everyone rides a bike to get where they are going and it would be a joke to wash your bike. It would be like washing your hammer-a bike is tool." And there are more bike facilities in Europe on which to commute to work. On that note, Al is looking forward to the re-connection of the Mokelumne Trail at the State Route 4 Bypass, which severed the bike trail several years ago. "Before the bypass, it was much better and safer to bicycle down Lone Tree Way," Al recalls. "Now, Lone Tree is a dangerous street. The re-connected bike trail would open up the shopping centers to the residential neighborhoods for short trips to places like Trader Joe's, and get more people biking to work."

Because of his commitment to bicycling and his inspiration to co-workers, friends and family, Al Lim is our Bike Commuter of the Year in Contra Costa County.

Congratulations Jason and Al!

Calendar of Events

May 9–20: Bike to School Days



Free event

Various times and dates at participating schools in the East Bay. Go to www.ebbc.org/energizer2011

May 12: Bike to Work Day

Free event

Morning and afternoon energizer stations all around the East Bay. Online map at: www.ebbc.org/energizer2011 and in May 4 East Bay Express.



Get registered at: www.youcanbikethere.com

May 12: Oakland Pancake Breakfast

Free event

7–9am

City Council rides to work: press event
Frank Ogawa Plaza
14th & Broadway
Downtown Oakland

Join the Oakland City Council as they ride to work, enjoy a free pancake breakfast and celebrate Bike to Work Day with thousands of cyclists in downtown Oakland. Bike valet by the East Bay Bicycle Coalition.



May 12: Bike Away from Work Party

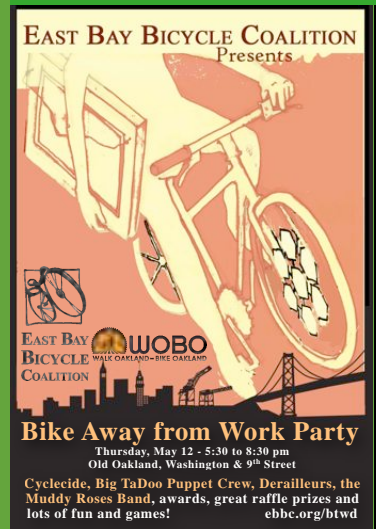
Free event

5:30–8:30pm

Old Oakland, Washington & 9th St

Celebrate with the East Bay Bicycle Coalition, Walk Oakland Bike Oakland and all your cycling friends.

Cyclecide heavy pedal bike rides, The Derailleurs fire show, Big Tadoo Puppet Crew's bike safety show, awards, raffle prizes, great food and drink, and live music by The Muddy Roses.



May 13: Fix the Cycle presents: "The Fastest Bike Racer in the World"

Free event

6–8pm

Nevin Community Center

598 Nevin Ave, Richmond

Come celebrate the life and accomplishments of Major Taylor, the first African-American professional cyclist.

May 13: East Bay Bike Party

Free event

7:30–10pm

Location: t.b.d.

The East Bay Bike Party follows up on Bike to Work Day with a celebratory ride through the streets of the East Bay. For info: eastbaybikeparty.wordpress.com

May 14: Pleasant Hill Kids Bike Rodeo

Free event

12:00–4:00 PM

Pleasant Hill Library, 1750 Oak Park Blvd

A team of youth cycling instructors from Cycles of Change will teach kids about bicycle safety. Sign up at: www.ebbc.org/safety

Bike Month

May 14: Tour de FAIR

Free event

11am–2pm

Saul's Cafe, 1475 Shattuck Ave

Learn where to buy fair trade in Berkeley and meet other Fair Trade supporters on a flat, friendly-paced bike tour of Berkeley, a Fair Trade Town.

May 15: Bike San Leandro Festival

Free event

1–3:30pm

Parrot St at Washington

Downtown San Leandro

Bike fun for the whole family with a family cycling workshop and interactive bike activities for the kids.

May 21: Bike to Market Day

Shop by bike and save! Free event



All day at participating markets.

Many markets around the East Bay participate in Bike to Market Day by offering discounts and free goodies and coupons to

customers who come by bike. Just be ready to show your bike gloves, leg strap, helmet, etc.

www.ebbc.org/market for the full list of participating markets.

May 24: Bike-In Movie Beijing Bicycle

\$8

7–9:00pm

Rialto Cinemas Cerrito

10070 San Pablo Ave, El Cerrito

Great prizes, bike valet by Richmond Spokes.

May 13: Bike-in Movie: With My Own Two Wheels

\$5

7:30–10pm

Trumer Pils Brewery, 4th St at Camelia, Berkeley

An evening of bike shorts, brewery tours, good food and drinks, and our feature presentation. Join the East Bay Bicycle Coalition, the Bicycle-Friendly Berkeley Coalition and the Albany Strollers & Rollers. Event benefits your Bicycle Coalition.



Bike-in Movie Night



With My Own Two Wheels

A film about the bicycle as a vehicle for change

Date: Friday, May 13th, 2011

Location: Trumer Pils, 1404 4th St., Berkeley



EAST BAY
BICYCLE
COALITION

Time: Gates at 7:30 PM
Brewery Tour at 7:45 PM
Short Films at 8:30 PM
Feature Presentation at 9:15 PM
Q&A with the filmmaker after screening

\$5 Admission, \$5 Trumer Pils beer. Join or renew your East Bay Bicycle Coalition membership at the door and get in free! Bring layers, blankets, and something to sit on!

Take the Next Pedalstroke and support [World Bicycle Relief](http://WorldBicycleRelief.org)

www.ebbc.org

For a more complete description of events during
Bike to Work Month, see

www.ebbc.org/btwd

West Street Pathway needs your support: Act now!

Neighborhood opposition has risen to the completion of the West Street Pathway in Berkeley and the City needs to hear from EBBC members that completing the pathway connection is important.

Berkeley is proposing a well-designed multi-use pathway along the West Street alignment from Delaware St to the Ohlone Greenway. The project also includes a segment along the property immediately adjacent the Montessori School at University Ave. Design details include lighting, improved crossings at Delaware and other side streets, and signage, like the existing path.



The West St. Pathway ends at Delaware St. Your support is needed to complete the Pathway to the Ohlone Greenway.

Once completed, you will get to enjoy a bikeway from Strawberry Creek Park at Bancroft to the Ohlone Greenway near North Berkeley BART. From there, you can ride north all the way up to Richmond and soon will be able to connect to the Richmond Greenway across San Pablo Ave.

While there is much public support for the project, several outspoken neighbors expressed concerns over the width of the

pathway, among other issues, at the April 23 Bicycle Subcommittee Mtg.

What you can do:

Please help us add a key bikeway connection in West Berkeley by voicing your support for a well-designed path to:

Eric Anderson
Bicycle & Pedestrian Planner
phone: 510-981-7062
email: eanderson@ci.berkeley.ca.us

Calls for 'big ticket' bikeways are being heard

The Bay Area's update to the Regional Transportation Plan is coming together in both Alameda and Contra Costa Counties, with many 'big ticket' bike bridges and needed gap closures included in each County's local plans. Your calls to local bike/ped planners have helped in a big way, as cities such as Fremont, Hayward, San Leandro, Richmond and Brentwood listed projects we have asked be included.

In Alameda County, \$599 million in bike and pedestrian projects was submitted, with a doubling of funding for all programs to \$7 billion over the 25-year plan. The City of Berkeley submitted its entire Bicycle Plan as a project.

In Contra Costa County, planners are still compiling their project lists, but to date West Contra Costa has submitted \$95 million in bike projects, led by Richmond including all of their top bike projects from Richmond's Bicycle Plan.

Your continued support is needed as both Counties finalize their Countywide Transportation Plans for final adoption in May.

What you can do: Please plan on attending key countywide meetings:

Contra Costa TA Board: May 18, 6pm,
2999 Oak Road, Suite 110, Walnut Creek
Alameda CTC Board: May 26, 2:30pm,
1333 Broadway, Suite 300, Oakland.

The East Bay Bicycle Coalition thanks all of our generous sponsors, supporters and coalition partners who are making Bike to Work Day 2011 an amazing event



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EAST BAY EXPRESS



Edison Elementary gets Walking and Rolling!

As the Walk and Roll chair at my son's elementary school I had the privilege of scheduling a couple of events to get families out of their cars and on their bikes. I found that it's not hard at all to motivate kids to walk, bike, scooter or skateboard to school. They love it! The challenge can be motivating some parents to change their morning routine of driving kids to school on the way to work. I found the answer. Offer something the kids really want as a reward and they will motivate their parents for you.

With the help of my Safe Routes to School Site Coordinator, Carrie Harvilla I was able to offer the entire school two fun events. In March we ran the **Golden Sneaker Contest**. Each class competed against each other for the highest percentage of students who walked, rolled or carpooled to school. The winning class received a golden sneaker trophy and pizza party. Who won you ask? The special needs class! One of the 5th grade

classes came in second place at 93% and also got a pizza party. The kids begged their parents not to drive, rain or shine.

The second event was called the **Bike Elf Program**. I informed the families that the bike elf would be visiting our bike parking area for two weeks on random days and leave different colored ribbons on the bikes of each kid who rode to school that day. Every kid receiving a ribbon would be invited to an ice cream party complete with milkshakes made on a bicycle blender. Our bike parking jumped from 15 bikes/day before the program to 50-85 bikes/day during the program. Kids could not wait to see what color ribbon was tied to their handlebars. One mom said to me "My daughter is so excited to ride her bike to school. She's even got me taking the bus to work because I don't have time to walk back to the house to get the car." Mission accomplished!

Bonnie Wehmann, Education Director



EBBC Team

Executive Director.....Renee Rivera
renee@ebbc.org
 Outreach Coordinator..Rebecca Stievater
rebecca.stievater@ebbc.org
 Program Director.....Dave Campbell
dave.campbell@ebbc.org
 Education Director.....Bonnie Wehmann
bonnie.wehmann@ebbc.org
 Hazard Elimination.....Ian McDonald
ian@roymcdonald.com
 Map Distribution.....Derek Liecety
spoker@sbcglobal.net
 Office: Berkeley Bike Station
 2208 Shattuck Ave, Berkeley

Affiliated Organizations

Albany Strollers & Rollers
www.albanystrollroll.org
 Bay Trail Project www.abag.ca.gov
 Bicycle-Friendly Berkeley Coalition
www.bfbc.org
 BikeAlameda www.BikeAlameda.org
 California Bicycle Coalition
www.calbike.org
 Cycles of Change
www.cyclesofchange.org
 Greenbelt Alliance www.greenbelt.org
 Richmond BPAC
www.richmondbpac.org
 Transform www.transformca.org
 Urban Habitat www.urbanhabitat.org
 Walk Oakland Bike Oakland
www.walkoaklandbikeoakland.org

Membership pays for itself

Join or Renew today and you will enjoy discounts at 59 bike shops and many supporting businesses throughout the East Bay. For a full list of bike shops and discounts, go to:

ebbc.org/support

mail to:

EAST BAY BICYCLE COALITION
 P.O. Box 1736
 Oakland CA 94604

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City, State, Zip Code _____

Phone _____

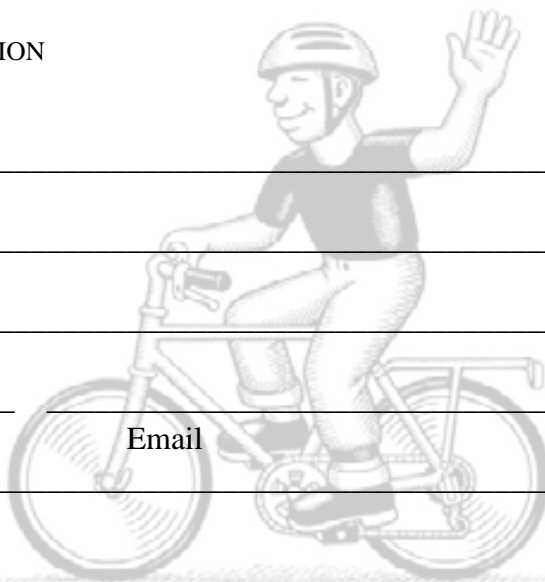
Email _____

Workplace/School/City _____

☐ I want to volunteer

Membership Type

- ☐ 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

Bike Away from Work Party

Thursday, May 12
5:30-8:30pm
Old Oakland
Washington & 9th

Cyclecide Heavy Pedal Bike Rides, Big Tadoo Puppet Crew, Derailleurs Fire Show, awards, prizes, fun, and games

Newletter notes: *rideOn* 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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