



Ride On



Aerial view of Milvia Street in Berkeley temporarily redesigned for Bike to Work Day

WILL BERKELEY BECOME A WORLD-CLASS BIKE CITY?

On Bike to Work Day, Copenhagen Mayor Morten Kabell gave Berkeley some friendly pointers. "Infrastructure, infrastructure, infrastructure are the three most important things to make your city truly bike-friendly," Kabell told Berkeley Mayor Tom Bates.

Berkeley has been an early adopter of bicycle-friendly infrastructure, such as the city's network of bicycle boulevards. Today, Berkeley's bicycle mode share today approaches a healthy ten percent. Yet, this is a far cry from the Danish city of Copenhagen, where 45% of commuters go by bike on streets that are internationally renowned for their bicycle friendly design.

We can do better, but only by including world-class bicycle infrastructure in Berkeley's Bicycle Plan, which is being updated this year. To improve safety and encourage more Berkeley residents to bicycle, Bike East Bay is pushing for progressive designs like bus boarding islands, bike boxes, bike traffic signals, and more protected bike lanes, especially around the UC Berkeley campus and on Milvia Street in Downtown.

Our efforts in building better bike plans extend beyond Berkeley's borders. Berkeley is just one of 15 East Bay cities and unincorporated regions working on bicycle plans and complete streets designs this year. Bike East Bay is pushing for protected bike lanes across the East Bay, including on Richmond's Rumrill Rd., Walnut Creek's California Blvd. and Alameda's Central Ave. (page 11). With Alameda County's Measure BB funds now starting to roll in and Measure J (page 3) coming for Contra Costa County, 2015 is shaping up to be a big year for planning world-class bicycle infrastructure throughout the region. □

WHAT YOU CAN DO:

Join us **September 10, 2015, 6-8pm** for Bike East Bay's Berkeley Bicycle Plan Organizing Meeting at Sports Basement, Berkeley. Get involved and help us design, gain support, approve and build the family-friendly bikeways that will make Berkeley a truly world-class bicycling city.

BikeEastBay.org/BerkeleyBikePlan

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LETTER FROM THE SADDLE

Changing the World One Pop Up at a Time

These days it seems like pop-ups are, well, popping up all over. My neighborhood in Oakland has a pop-up sandwich shop in a convenience store, pop-up Japanese fried chicken in a Chinese restaurant, pop-up coffee stands, pop-up retail and more. I first heard of pop-up bikeways at a presentation on Guerilla Urbanism by Mike Lydon of the Street Plans Collaborative two years ago.

I was taken with the idea of transforming city streets overnight with spray chalk, planters, tape and other inexpensive and temporary materials. These urban interventions turn our cities into laboratories and allow us to quickly learn if a design will work. When it works you can have an immediate and direct experience of greater safety, greater ease and greater comfort. When bicyclists get to experience safe bikeways on the street, enthusiasm for change grows and we develop a constituency for change.

On Bike to Work Day 2014, Bike East Bay rolled out our first pop-up bikeway on Telegraph Avenue. A volunteer team led by our advocacy director Dave Campbell arrived at the 2700 block of Telegraph in the pre-dawn hours with a ready-to-assemble parklet, hand-painted cardboard art bollards, galvanized steel planters with plants and lots of tape and spray-chalk. By the time the crowds of happy bicyclists came through on their way to work, they were surprised and delighted by the brand new protected bikeway waiting for them.

That day, I rode through this protected bike lane with the Mayor of Oakland on Bay Area Bike Share bikes. Three of our Oakland City Council members rode through as well. A key member of the City of Oakland engineering staff, Vlad Wlassowsky, rode through and said, "I want one of these!"

Our efforts paid off. Last December the Oakland City Council approved protected bikeways for Telegraph Avenue, which will be installed later this summer, making this project the first to have curb-side parking protected bike lanes in Oakland. The idea has gone from our pop-up to becoming a permanent part of a key transportation corridor. The new bikeways will make a route that thousands ride each day much safer and more comfortable.

On Bike to Work Day this year, we organized two more pop-up bikeways, in Berkeley and in Castro Valley. Dave and his crew of crack volunteers were out transforming Milvia Street in front of Berkeley's City Hall and our local working group, BikeWalkCV, transformed Redwood Road at Castro Valley High School.

With the Berkeley Bicycle Master Plan kicking off, we need your help making these one-day demonstrations of protected bikeways a permanent part of Berkeley's streets. See our cover article on how to get involved. The goal is to make our city streets safe for everyone from 8 to 80 to ride a bike. We will get there, one pop-up bikeway at a time!

Ride on,
Renee Rivera, Executive Director. ☐



photo: Lisa Beth Anderson

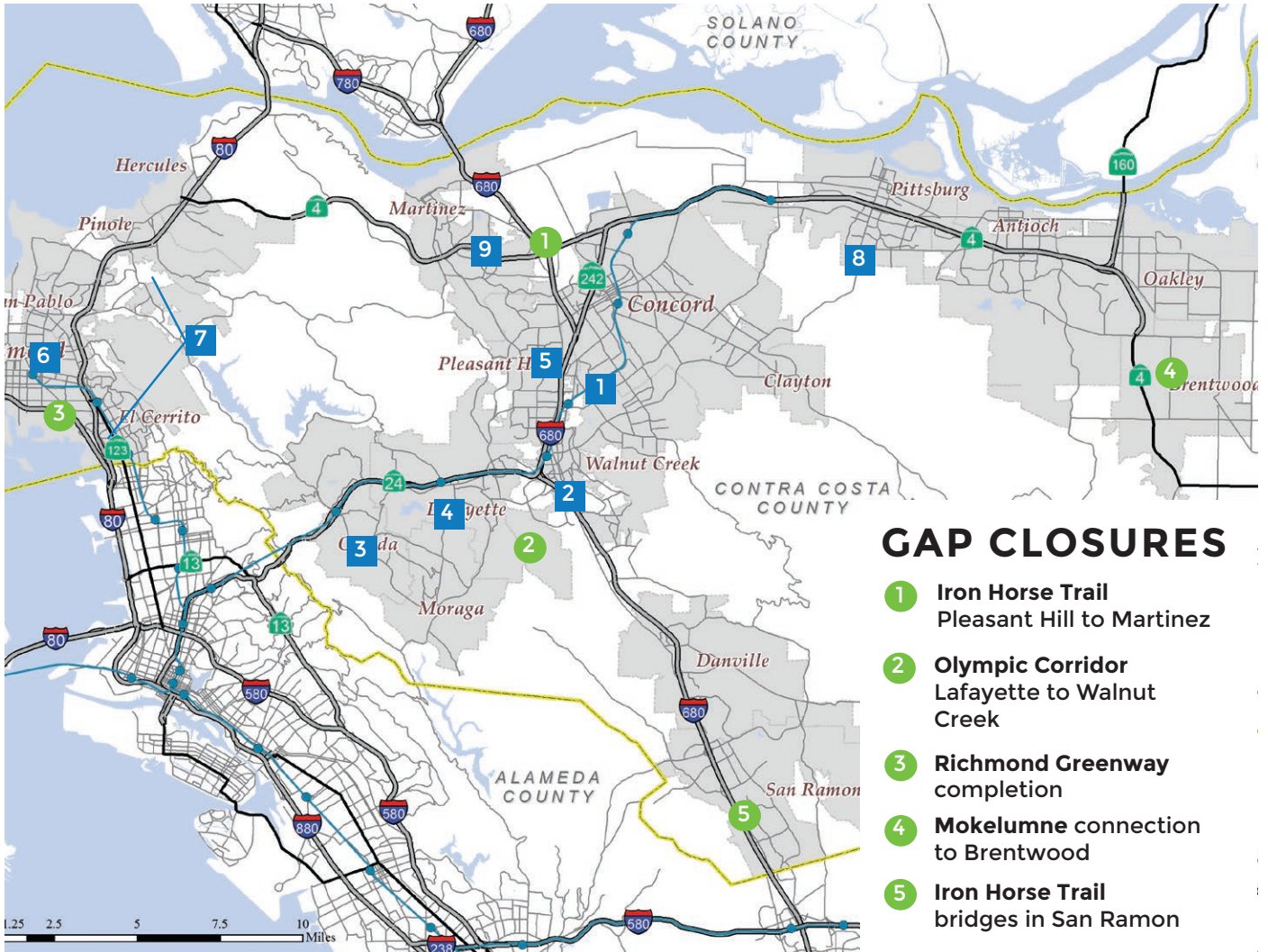
MEASURE J: WHAT WE WANT

AS CONTRA COSTA COUNTY CREATES A NEW MEASURE J, BIKE EAST BAY IS WEIGHING IN. OUR BIG ASKS ARE:

Complete Streets projects on major arterial streets that people use every day.

Regional bikeway network projects that close gaps.

Major increase in funding for walking and bicycling projects.



VOLUNTEER TO MAKE IT HAPPEN: BIKEEASTBAY.ORG/MEASUREJ



FRESH PAINT

New bike lanes are rolling out all around the East Bay

ABOVE: Rachel Jacobson, Bike East Bay's programs assistant, rides down new buffered bike lanes on **17TH STREET** in downtown Oakland - one of many new bikeways that Oakland Planners rolled out this Spring. Construction on even safer, protected bike lanes on Telegraph Avenue will begin in August.



LEFT: Bruce Dughi, a leader of BikeWalkCV, and his two daughters Anna and Maya, enjoy new green, buffered bike lanes on **FOOTHILL BLVD** on their way to swim practice. BikeWalkCV is pushing for more of these in Castro Valley.

BELOW: Greg Haet, leader of our newest local working group Bike Orinda, enjoys new buffered bike lanes on **CAMINO PABLO**. Bike Orinda is working to complete these bike lanes to Orinda BART.



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Pamela Palma

Annual Report 2014



Lisa Beth Anderson

2014 was a turning point for bicycling in the East Bay.

Bike East Bay's key wins and accomplishments this year point towards change that will truly transform the East Bay into the bicycle-friendly place we know it can be.

With the passage of Measure BB this November, our hard work paid off with a four-fold increase to funding for biking and walking in Alameda County. Protected bike lanes on Telegraph Avenue will set a new standard across the East Bay. And our strategic planning work in 2014 creates a roadmap to future growth and success for Bike East Bay.

Your generous support has made these wins possible. I am so grateful for our community of supporters who believe in and invest in our shared vision for safe and enjoyable bicycling in the East Bay. Thank you!

Renee Rivera, Executive Director

Big Wins for Bikes in 2014

Bike East Bay's key wins in 2014 will be paying off for East Bay bicyclists for years to come. Winning Measure BB, approval of protected bike lanes on Telegraph Avenue, and a record-setting Bike to Work Day in the East Bay are just a few of the many victories that are paving the way for a great future for bikes.

We Won a Billion Dollars for Bikes in Alameda County

Bike East Bay won "Campaign of the Year" from the Alliance for Biking and Walking for our Yes on BB Campaign. This win at the ballot box in November 2014 will result in an investment of a billion dollars in bicycle and pedestrian infrastructure in Alameda County over the coming decades. Measure BB will bring us new trail and bikeway projects throughout the county with a four-fold increase in available funding, giving Alameda County the highest per capita investment in biking and walking in the nation.

"Bike East Bay played a major role in passage of Measure BB ... Bike East Bay [provided] critical input, resulting in the inclusion of more than \$1 billion in transportation investments that will support walking and biking in Alameda County."

*Art Dao, Executive Director
Alameda County Transportation Commission*



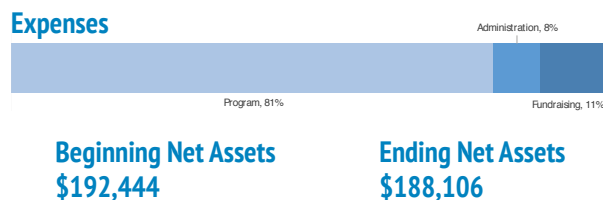
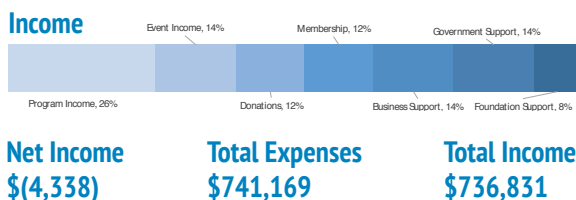
Telegraph Avenue Protected Bike Lanes

Thanks to two years of campaigning by Bike East Bay staff and volunteers, Oakland's City Council unanimously approved protected bike lanes on Telegraph Avenue. We rallied over one hundred corridor businesses to persuade the city's planning department to bring protected bike lanes to this bustling commercial corridor. Today, we're replicating this grassroots level advocacy to bring a network of safe and inviting bikeways to Richmond, Berkeley, Walnut Creek and many more cities around the East Bay.

20th Anniversary of Bike to Work Day

Bike East Bay, then the East Bay Bicycle Coalition, started our annual tradition of Bike to Work Day with a celebration at Oakland's City Hall in 1994. San Francisco followed suit the next year and since then the event has grown into a region wide event. In this 20th anniversary year we saw a record-setting 21,000 people bike through one of our 126 Energizer Stations.

2014 Financial Summary



Strategic Plan

2014 was a year of strategic thinking and planning for future growth at Bike East Bay. Our board, staff and key volunteers engaged in a strategic planning process, culminating with a 2-day summit with 150 participants in January 2015. The result of this engaged process are goals and key action steps that will guide our work over the next five years.

Our goals are:

- Increase the number and diversity of people biking.
- Overcome barriers to bicycling via programs educating all road users.
- Build strong and collaborative relationships with representation from all East Bay communities.

The themes that emerged from our planning and summit were: getting more people biking through infrastructure improvements and education; increasing Bike East Bay's reach into new audiences and communities and building the diversity of our bicycling movement; building Bike East Bay's capacity to be a hub and network for city and neighborhood based groups; and cultivating new partnerships with businesses, law enforcement, affordable housing and other potential collaborators.

Teaching New Skills to Young and Old Alike



Robert Prinz

Bike East Bay has a long tradition of providing training and encouragement for people riding in our bustling cities and towns by offering free classes. Over the past 3 years we have educated over ten thousand people, giving them new skills to bike confidently and responsibly.

"I've been biking for 50 years and I still learned some great stuff in this class. I would recommend this to anyone who bikes."

Dan from Emeryville



Pamela Palma

Bike East Bay offers a variety of classes, including one-hour workshops at workplaces, bike rodeos for children, classes on urban cycling (classroom and road riding), and family bicycling.

**Education Program
2012-2014**

Participants

11,451

**Free
Classes**

394

Instructors

22

**Cities
Served**
22

Languages

3

*English, Spanish,
Cantonese*



Bike East Bay promotes healthy, sustainable communities by making bicycling safe, fun and accessible.

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Advocacy Director

Robert Prinz
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The members and supporters of Bike East Bay fuel our work to make bicycling in the East Bay safe and enjoyable. We are grateful for their generosity.

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Brewers Supply Group
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DULCEY REITER

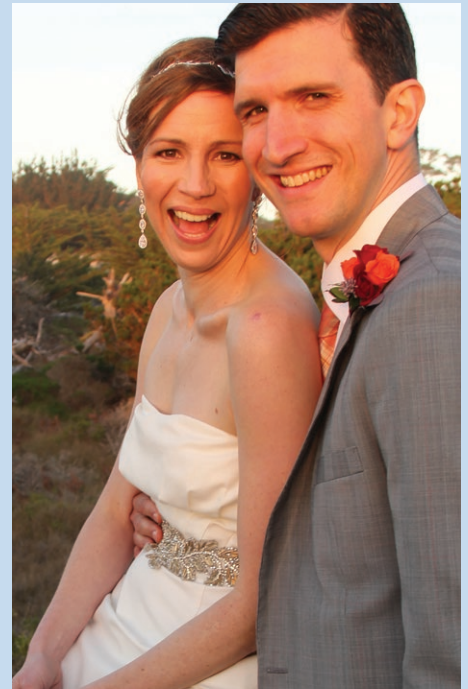
There's deep down dark and bright white light in the reasons Dulcey Reiter decided to make a donation to Bike East Bay.

First the dark: On an August 2011 triathlon training ride with a friend in the Oakland hills, Dulcey descended onto a section of road that was cratered like the moon. On numerous occasions Bike East Bay along with several other individuals had reported the horrible condition of the street to the city. Dulcey hit one of the potholes and was pitched from her bike head first into the asphalt. She had major injuries that required doctors to put her into a medically-induced coma for five days. She has had eight major surgeries and 10 procedures by two different medical teams since the accident to reconstruct her face. The final procedure was in June.

Now the light: When she came out of her coma Dulcey says, "I was so euphoric and grateful simply to be alive." And that gratitude sustained her throughout the grueling regimen of surgeries; that and a magnificent support network – her parents and friends and her swim team amongst others. She quickly realized that she "couldn't mourn the loss of something I couldn't do anything about. That wasn't going to be useful and it wasn't going to help me in my recovery."

Since her body took the brunt of her fall, ironically, her bike survived unscathed. So when she had healed enough, she got back on the bike, deciding "I'm too young to be afraid of bikes." Between surgeries she unexpectedly met the man she married last October. She recently got a new job. "It's been a pretty crazy journey these last couple of years," she says. And actually laughs!

"Bike East Bay has a genuine commitment to bike safety, for advocating for bikers, and for making roads safer," Dulcey says. "After what I've been



Dulcey and her husband on their wedding day last October.

through I have a huge appreciation for that. It sounds very clichéd, but I made my donation to Bike East Bay so that others don't have to endure what I've been through." ●

JULY 25TH : PEDALFEST

Have you been hankering for a ride in the Whiskeydrome? Wondering when you will be next surrounded by tens of thousands of bicycle lovers of all stripes? Longing for the thrills of watching high-flying riders perform death-defying stunts? Looking for a chance to show off your art bike, vintage bike, tall bike, cycling chic, or tire repair speed? Ready to quaff a cool New Belgium brew while supporting your favorite bicycle advocacy organization and grooving to the sounds of Rock the Bike's pedal-powered music stage? Never fear, Pedalfest is here!

On Saturday, July 25th, from 11am to 7pm, bike love will take over Oakland's Jack London Square and turn it into



A young Pedalfest attendee rocks the Whiskeydrome during Pedalfest 2014.

a rolling celebration of the bicycle: Pedalfest. New this year: bike-welding from the Crucible, an e-bike test track, unicycle vs. two-wheeled bike polo

and more! Bring the whole family out for a full day of biking fun on the waterfront. More info at BikeEastBay.org/Pedalfest ●

CALENDAR of EVENTS

COMMUNITY BIKE TENT

Every Thursday - 5pm to 8pm

Todos Santos Plaza, Concord

Bike Concord is giving free tune-ups at the farmers market! Recurring event, every Thursday until October.

PEDALFEST

Sat, July 25 - 11am to 7pm

Jack London Square, Oakland

Come out for bicycle oddities and fun: tricks, trikes and tunes and more. Join us on for this celebration of everything bike.

CONCORD BIKE MASTER PLAN 2ND COMMUNITY WORKSHOP

Thurs, July 30 - 5:30 to 7:30pm

Centre Concord, 5298 Clayton Rd

Concord's second Community Workshop to discuss policies that will guide the Bike, Pedestrian and Safe Routes to Transit Master Plan.

ART + SOUL FESTIVAL/FREMONT ART & WINE FESTIVAL

Both August 1, all day, with free bike valet provided by Bike East Bay.

Art + Soul features the Oaktown Throwdown BBQ Competition, organized by Advocacy Director Dave Campbell. Fremont Art & Wine is a popular event in south county.

OAKLAND ON TWO WHEELS

Sun, August 16 - 10am

Meet at 1000 Oak Street, Oakland

Guided ride through diverse Oakland with the Oakland Museum of California. Third Sunday of the Month.

BIKE ABOUT TOWN

Fri, August 21 - 6:30pm to 7:30pm

Bikes on Solano, 1554 Solano Avenue, Albany

City of Albany and Albany Strollers & Rollers explore Albany by bike. All levels are welcome.

BERKELEY BICYCLE PLAN ORGANIZING MEETING

Thurs, September 10 - 6pm to 8pm, Sports Basement, 2727 Milvia St.

Help develop a plan to make Berkeley the most bike-friendly city in America.

SOLANO STROLL

Sun, September 13 - 10am to 6pm

Bike Valet at 1800 Solano (Wells Fargo Lot) and 1245 Solano

Albany Strollers & Rollers will be providing Free Bike Valet Parking at two locations this year so you can enjoy East Bay's largest street festival.

ALAMEDA CENTRAL AVENUE COMMUNITY WORKSHOP

Thurs, September 17 - 6:30 to 8:30pm Encinal High School, 210 Central Ave.

Third community workshop and opportunity to secure a commitment to a friendly bikeway on Central Ave.

TOUR DE FAT SAN FRANCISCO

Sat, September 19 - 10am to 4pm

Lindley Meadow, Golden Gate Park

SF Bicycle Coalition benefit, sponsored by New Belgium Brewery. Costumed parade and eclectic entertainment.

OAKLAVIA: LOVE OUR LAKE DAY

Sun, September 20 - 11am to 4pm

Lake Merritt, Oakland

Two mile car-free loop around Lake Merritt. Walk Oakland Bike Oakland and partners 350.org, Bay Area Bicycle Music Festival and the 11th Annual Oakland Grand Prix Bike Race.

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.

Albany: Jul 22, 5:30-7:30pm

Berkeley: Aug 3, 6:30-8:30pm; Aug 18, 6-8pm

Dublin: Sep 26, 10am-12pm

Oakland: Aug 8, 10am-12pm; Sep 12, 10am-12pm; Sep 24, 6-8pm

Union City: Nov 8, 2-4pm

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.

Oakland: Aug 22, 10am-3:30pm

San Leandro: Oct 24, 10am-3:30pm

FAMILY CYCLING WORKSHOP

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

Fremont: Aug 15, 10am-12:30pm

Union City: Aug 29, 11:30am-2pm

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NEWS BRIEFS

CENTRAL AVE. NEXT CHALLENGE FOR ALAMEDA

The City of Alameda is facing pressure from a pro-driving group to compromise on safety and comfort for cyclists on Central Avenue. Bike East Bay supports two family-friendly options: 1) parking-protected bike lanes on both sides of Central Ave or 2) a two-way cycle track (pictured). However, the pro-driving group is vocally opposing reduction in car travel lanes and parking, which are necessary to these biking and walking-friendly designs.

Voice your support for protected lanes on Central Avenue at the upcoming Sept. 17 community workshop, 6:30 pm at Encinal High School Cafeteria (210 Central Avenue) and take the online survey of preferred options at <https://BikeEastBay.org/CentralAveMeeting3>



One of the Central Avenue options

NEW BIKESHARE ROLL-OUT PLAN WITH MOTIVATE

This spring, the Metropolitan Transportation Commission (MTC) unanimously voted to approve a public/private partnership with Motivate International. The new plan will expand the existing Bay Area Bike Share program from 700 bikes to 7,000, with locations in Berkeley, Emeryville, Oakland, San Francisco, and San Jose and with all the costs picked up by Motivate.

Jay Walder, CEO of Motivate, warned Bay Area residents; "In the blink of an eye. [...]"

you won't be able to remember when the Bay Area did not have bikeshare as part of its urban fabric." Suggest or vote on bike share station locations at suggest.bayarea-bikeshare.com.

BIKE TO WORK DAY COMES OF AGE

On May 14, we celebrated our 21st Bike to Work Day with close to 130 Energizer Stations greeting over 17,000 bicycle commuters in Alameda and Contra Costa Counties. In addition our partners at Safe Routes to Schools counted over 3,000 students biking to class.

The event has helped get tens of thousands of people riding year after year - and we see more new bicyclists on the streets every day. Now, on Bike to Work Day, we celebrate the growth of our bicycling community and all that we have achieved and reflect on the growing need for better streets for bicycling. Thank you to the hundreds of hosts, volunteers and participants who helped make it happen!



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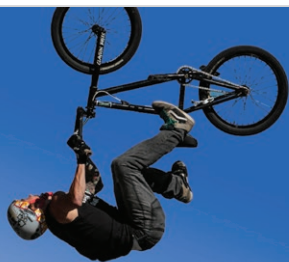
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Saturday
July 25, 2015
11am - 7pm

on the waterfront at
Jack London Square

pedalfest
a celebration of bikes, cycling, family, food and fun!

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2. Support a staff of **BICYCLE ADVOCATES** working for better bicycling in your neighborhood.
3. **CONNECT** with over 4,000 members and ten local working groups across the East Bay.



RIDE WITH US!

BikeEastBay.org/Join

