



Ride On



Oakland's new protected bike lanes, Telegraph Avenue.

VOLUNTEERS ROLL OUT PROTECTED BIKE LANES

We all held our breath for the opening of new protected bike lanes on Oakland's Telegraph Avenue. This dramatic street redesign moved parking away from the curb to the outside of the bike lane, thereby protecting bicyclists from moving traffic. This would be Oakland's first deployment of parking protected bike lanes: would drivers and bicyclists figure it out?

Bike East Bay anticipated the new protected bike lanes would be a big change for drivers accustomed to parking next to the curb. To help everyone adjust, we stationed volunteers on Telegraph

during morning and afternoon commute hours to answer questions and hand out "good parking awards" to drivers who correctly parked outside the bike lane. Our volunteers also left notes on the windshields of drivers who continued to park by the curb, to inform them of the new parking configuration.

Ben Eversole (see page 11) was part of the volunteer team handing out awards. "Most people who mistakenly parked in the bike lane were happy to move," he said, once volunteers explained the new lane configuration to them.

Since Bike East Bay's campaign for protected bike lanes on Telegraph Avenue in 2013, we estimate that volunteers have dedicated over 500 hours to make this project a reality. In 2013, volunteers rode Telegraph to identify safety issues block by block. The next year, on Bike to Work Day, Bike East Bay and Walk Oakland Bike Oakland volunteers helped stage a pop-up protected bike lane for one block. More volunteers spent the summer of 2014 going door to door gathering over 100 signatures of support from KONO District businesses.

This grassroots effort and community

Continued on page 3

BIKE EAST BAY STAFF

EXECUTIVE DIRECTOR

Renee Rivera
Renee@BikeEastBay.org

ADVOCACY DIRECTOR

Dave Campbell
Dave@BikeEastBay.org

EDUCATION DIRECTOR

Robert Prinz
Robert@BikeEastBay.org

ADVOCACY MANAGER

Cynthia Armour
Cynthia@BikeEastBay.org

MEMBERSHIP MANAGER

Ginger Jui
Ginger@BikeEastBay.org

EVENTS MANAGER

Dave Mann
Dave.Mann@BikeEastBay.org

PROGRAMS ASSISTANT

Rachel Jacobson
Rachel@BikeEastBay.org

ADMINISTRATIVE MANAGER

Hansa Jacob-Martin

NEWSLETTER EDITOR

Laura McCamy

GRAPHIC DESIGNER

Design Action

HAZARD ELIMINATION

Ian McDonald
Ian@BikeEastBay.org

OFFICE

466 Water Street
Jack London Square
Oakland, CA 94607

MAILING ADDRESS

P.O. Box 1736
Oakland, CA 94604

BOARD OF DIRECTORS

Alden Mudge (President), Rick Rickard (Vice President), Rolland Jurgens (Treasurer), Tom Willging (Secretary), Glenda Barnhart, Curtis Buckley, Frank Castro, Jessica de Jesus, Sandra Hamlat, Morgan Kanninen, Kristi Marleau, Rosie Mesterhazy, Michael Orange, Kristin Tennesen, Nancy Warren and Corinne Winter



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LETTER FROM THE SADDLE

This May, during the week of Bike to Work Day, we celebrated four ribbon-cuttings on projects in four East Bay cities: Telegraph Avenue in Oakland, Fulton Street in Berkeley, Christie Avenue in Emeryville, and Grand Avenue in Oakland and Piedmont. What an amazing Bike to Work Day! The momentum we have right now for building great bikeways is something we have never seen before.

Two of the projects, Fulton Street and Telegraph Avenue, include parking-protected bike lanes. All of these projects show what is now possible in your city.

Fulton Street was completed in record time, with less than four months between when Bike East Bay sent a letter to the City of Berkeley in February following a serious collision to the final striping the evening before Bike to Work Day. We are standing up for bicyclists' rights to safe roads, and cities are listening.

One of the reasons I am so excited about these projects is that they give us all a chance to experience protected bikeways firsthand, whether we are new to biking or longtime riders. We talk about the difference safe bike lanes make, but until you actually ride them, the benefits can seem abstract.

Now when I bike on Telegraph Avenue through the KONO district, I feel more relaxed. I ride Telegraph several times a week because it is the most direct route from the Bike East Bay offices in Jack London Square to North Oakland and Berkeley. When I rode the new parking-protected lanes for the first time a month ago, I experienced a dramatically different ride. Instead of hammering down the travel lane, looking constantly over my shoulder, hypervigilant for merging cars, I was able to take a deep breath, feel my shoulders lower an inch or two, and enjoy the ride. By the time I got to my destination, I had a big grin on my face. That grin is only going to grow in the years to come, when I'm riding on a complete network of protected bike lanes.

You can help us make bike lanes that are safe for everyone, ages eight to eighty, the new normal on our streets. What is it going to take to make protected bikeways the standard on our busy streets? What is it going to take for cities to speed up the process of change on our streets? And most of all, what can we do with your help to make that happen?

Read on to learn how volunteers have made a difference in these projects, and how you can get involved. In this issue, we are sharing our 2015 annual report. I am so proud to share our accomplishments with you, and my gratitude for all the members and supporters who have made this work possible is greater than I can express in words. The generosity of our members is one of the things that keeps us going. Not only do you help keep the lights on and make it possible to have full-time bike advocates on staff, your belief in our work lifts us up and inspires us to do our best every day.

Biking is growing by leaps and bounds in the East Bay and we can't wait to celebrate with you on July 23rd at the sixth annual Pedalfest, our festival of all things bicycle. The best part of Pedalfest is seeing the sheer diversity of bike culture in the East Bay. Bringing together everything from home-built tall bikes to pedal-powered entrepreneurs, Pedalfest is the day that tens of thousands of people come together to share the bike love in the East Bay.

Ride on,
Renee Rivera, Executive Director ●



photo: Lisa Beth Anderson

**VOLUNTEERS ROLL OUT PROTECTED BIKE LANES,
CONTINUED FROM PAGE 1**

outreach was crucial in securing the support the Oakland City Council needed to hear to approve the ambitious new street design. After hundreds of supporters turned out at community meetings in support of protected bike lanes, the project was approved unanimously by the City Council in December 2014. Telegraph was repaved in October 2015, and the new protected bike lanes were installed this April.

Next Steps for Telegraph Avenue

Both Bike East Bay and the City of Oakland recognize that the Telegraph Avenue protected bike lanes are not yet perfect. For bicyclists, the lanes are incomplete and merge back into moving traffic at intersections. Drivers continue to occasionally park in the bike lane. As shoppers and residents in Oakland's KONO District adjust to the new street design, Bike East Bay has begun tackling the next phase of the project: adding physical elements to the buffers, fixing the intersections, and extending Telegraph bike lanes north to Berkeley. We have successfully helped Oakland and Berkeley secure \$10 million in additional funding to extend Telegraph bikeways into the Temescal District and continue all the way to UC Berkeley. That funding, plus the voices of our members and the outreach efforts of our volunteers, are the ingredients that we need to complete this key bikeway between Oakland and Berkeley.

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LESSONS FROM TELEGRAPH FOR FULTON STREET

Our work on Telegraph Avenue taught us that community and volunteer support is the crucial lever for moving cities to build ambitious bicycle projects. This February, Bike East Bay leapt into action after a member was struck while riding her bike on Fulton Street in Berkeley. We called on our members and volunteers to demand a protected bike lane on the street. A Fulton Street bike lane had been planned for 16 years but never built. While Bike East Bay negotiated behind the scenes, our members signed petitions, wrote letters, and turned out over 30 supporters at a crucial Berkeley City Council meeting.

Because of this tremendous show of community support, the Berkeley City Council unanimously approved the construction of protected bike lanes on Fulton Street and met Bike East Bay's deadline for finishing the lanes by Bike to Work Day on Thursday, May 12. The Council gave final approval to the project on May 10, just two days before Bike to Work Day. The lanes were installed the next day.

At the ribbon cutting on the morning of

Bike to Work Day, Advocacy Director Dave Campbell addressed the crowd, which included four Berkeley councilmembers and the executive directors of the two adjacent business districts. He said that the Fulton Street bike lanes broke "the land speed record" for turnaround from approval to installation of a bike project.

Fulton Street is a remarkable design that showcases best practices for protected bike lanes. It minimizes conflicts with turning cars by omitting mixing zones and right turn pockets. This design keeps bicyclists protected the full length of the bike lane. Bike East Bay will use this project as a model as we pressure the City of Oakland to upgrade Telegraph Avenue during Phase 2 of that project.

"I love Fulton Street's new bike lane," said Kent Chen, an Applied Mathematics major at UC Berkeley. "I feel a lot safer and secure and cars don't honk at me anymore."

Learn more about Bike East Bay's protected bike lane campaigns in 15 East Bay Cities at BikeEastBay.org/Campaigns.



The protected bike lane on Fulton Street was built by Bike to Work Day

FIRST IMPRESSIONS OF TELEGRAPH AVENUE

One week after parking protected bike lanes were installed on Oakland's Telegraph Avenue, Streetsblog reporter Melanie Curry got some first impressions. Excerpt from "Oakland's New Parking Protected Bike Lanes are Challenging to Some," published May 4, 2016 on Streetsblog SF.



"I love the idea," said Izzy Ahmed, who owns Burrito Express in the heart of the new section. "But I don't think they thought it all the way through."

Izzy and his brother, Ahmin, also think it is harder for cars to pull out from side streets. "They can't see cars coming," said Ahmin. Izzy pointed to a car that was pulling out to turn right onto Telegraph. The original stop line was well back from the curb, in line with the buildings, so even with the old configuration a driver could not have seen very far down the street. Here, though, the driver had to pull out past the crosswalk and into the bike lane to crane around to see whether there were cars coming towards him.

"See that? They can't see around the cars. I've seen so many near-accidents because people can't see what's coming," he said.

But a while later, a bike rider named Molly pointed out almost the exact same situation, and she interpreted it very differently. "See that car?" she said, pointing to another one that was slowly creeping out from a side street. "The driver is forced to look in both directions before he can pull out. They never did that before! It's so much safer this way."

Tom O'Shaugnessy, who owns Econo Jam Records, says he is excited about the new bike lanes and thinks that they are much safer for bike riders. He also says it is easier for people to cross the street, though he acknowledges that change is hard. "It will take a little time," he said.

A blurred image of a cyclist riding on a city street, likely Telegraph Avenue. The cyclist is in the foreground, moving from left to right. The background shows a city street with a white line and a bicycle symbol painted on the pavement. The advertisement includes the following text:

- * ADVOCATING FOR CYCLISTS SINCE 1995
- * FREE, PROMPT, NO OBLIGATION CASE REVIEW
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Pamela Palma



Bike East Bay

Annual Report 2015



Pamela Palma Photography

Big Wins for Bikes in 2015

Bike East Bay moved cities to build better bikeways this year and secured funding for ambitious projects in years to come. By adding new staff members in 2015, we took on more bike advocacy campaigns and helped our local leaders attain infrastructure wins in cities across the East Bay.

Bridge Access for Bikes

After our decades-long campaign, the Metropolitan Transportation Commission gave the thumbs up in September 2015 to add bike lanes to the Richmond/San Rafael Bridge and awarded a design contract for developing feasible options for a pathway on the West Span of the Bay Bridge.

Protected Bike Lane Funding

Bike East Bay helped local cities secure \$26 million in Active Transportation Program, including funding for protected bike lanes on Oakland's Telegraph Avenue, San Pablo's Rumrill Blvd, and safe street crossings at the Richmond Greenway and Delta de Anza Trail. Working together with local partners, we advanced protected bike lane projects on Berkeley's Hearst Avenue, Oakland's Harrison Street and Fruitvale Avenue, East 14th Street in Ashland, Walnut Creek's Treat Boulevard, and Alameda's Central Avenue.

“Protected bike lanes create greener, safer, less-expensive and easier ways for my son and I to get around.”

Rosie Mesterhazy, Oakland

Local Leaders

Following your guidance as members and stakeholders at January's Strategic Planning Summit, we invested hundreds of staff hours towards growing city-level groups. By providing our expertise and support to grow local leaders, these groups secured significant infrastructure wins in 2015.

- Bike Walk Alameda celebrated the construction of protected bike lanes along the full length of Shoreline Drive in Alameda.
- Bike Orinda responded to a dangerously narrow bike lane striped at the freeway on-ramp to Highway 24 and won an extension of the bike lanes with green paint.
- Bike Concord won buffered green bike lanes on Detroit Avenue, a first for the city of Concord.
- BikeWalkCastroValley won three grants totalling \$1 million from the statewide Active Transportation Program to build sidewalks as safe routes to schools projects.



Pamela Palma Photography



Overcoming Barriers to Bicycling

Bike East Bay offers free classes for all ages and skill levels to help people build the confidence to ride in our bustling cities and towns. Over the past five years we have empowered over twenty thousand class participants to bike safely and have more fun on every trip.



“This changes everything.”

*Amy Benson, Oakland
on learning to ride a bike*

Education Program 2011-2015

Free
Classes
611

Cities
Served
22

Instructors
25

Languages

3

English, Spanish,
Cantonese

Participants
18,243

Adult Learn-to-Ride

In 2015 we helped 76 adults learn to ride a bicycle, some for the first time ever. These classes were our most diverse, bringing people from many backgrounds together with our certified instructors in a secure environment to learn the basics of balancing, pedaling, and steering.

Bike Traffic School Bill

Throughout 2015 we worked with our state partners at the California Bicycle Coalition to draft and promote new legislation making it legal for people ticketed while bicycling to take a class and have their fine reduced. We are now coordinating with local police departments to set up “bicycle traffic school” programs around the East Bay.

Family Cycling

In 2015 we led 21 family cycling classes in 14 cities with 896 youth and adult participants. We taught our first-ever classes in Pittsburg, where we helped families get excited about bicycling at community events at the Old Town Farmers Market and the Pittsburg Library, and the Bay Area BikeMobile also provided free bike repairs.

Bike East Bay offers a variety of other classes, from one-hour workshops on biking after dark or theft prevention, to bike rodeos for children, and classroom and road classes on urban cycling.



2015 Financial Summary

Net Income
\$69,298

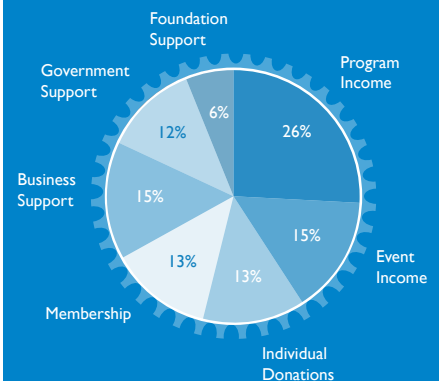
Beginning Net Assets
\$188,106

Ending Net Assets
\$264,054

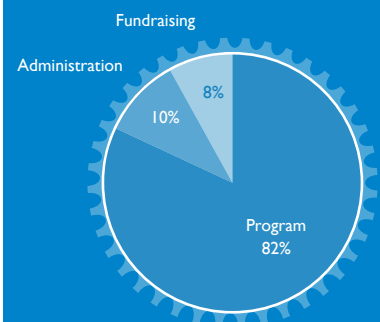
Total Income
\$816,814

Total Expenses
\$747,516

Income



Expenses





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

Staff

Renee Rivera
Executive Director

Dave Campbell
Advocacy Director

Robert Prinz
Education Director

Cynthia Armour
Advocacy Manager

Ginger Jui
Membership & Volunteer Manager

Dave Mann
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Bike East Bay
(510) 845-7433

466 Water St
Oakland, CA 94607

P.O. Box 1736
Oakland, CA 94604

Info@BikeEastBay.org

Our Supporters Move us Forward

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

FOUNDATIONS AND BUSINESS SUPPORTERS

\$10,000+

Climate Ride
craigslist Charitable Fund
Kaiser Permanente
Law Office of Daniel H. Rose

\$5,000-\$9,999

Bayer HealthCare
Dolan Law Firm
Hacienda Owners Association
New Belgium Brewing Company
Panoramic Interests
Sunpower Foundation
Whole Foods Market

\$2,500-\$4,999

Bay Area Air Quality
Management District
Clif Bar
Grizzly Peak Cyclists
Fremont Bank
John Muir Medical Center
Oakland Central
OSI Soft
Realtex Apartments, LLC
Scranton Law Firm
Signature Development Group
Sungevity
Union Bank of California

\$1,000-\$2,499

Beer Revolution
Clorox Company Foundation Fund
Cubic Organization
Downtown Oakland Association
GenZe
Google Matching Gifts Program
GU Energy
HNTB Corporation
Jewish Community Endowment Fund
Kittelson and Associates, Inc.
L.J. Kruse Company
Missing Link
Motivate
Opticos Design
Paragon Machine Works
Rockridge Fund
Romak Iron Works
Suffolk Construction Company
Sustainable Technologies
University of California, Berkeley
Valley Spokesmen Bicycle Club
Zinn Law Firm

\$500-\$999

American International Group
Arkin Tilt Architects
Bay Area Bikes
Dero Bike Rack Co
Hikanbyke
HOPE Collaborative
Law Office of Frederick L Goss
Levitch Associates Inc.
Madison Marquette

McLean Breweries
Moore Iacofano Goltsman, Inc.
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Peet's Coffee
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Tom Sullivan

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\$250-\$499

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Benjamin Fortin
Benjamin Stein
Brett Hondorp
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Christopher Booth
Cyndy Johnsen and Michael Sullivan
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David Epstein
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Erin Padavana
Esther van Beers
Glenn Wenig
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Jacqueline Erbe
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Jeffrey Baker
Jeffrey Johns
Jennifer Stanley
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Jonathan Ungar and Stephanie
Cunningham
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NEWS BRIEFS

EAST BAY RECEIVES BETTER BIKE SHARE PARTNERSHIP GRANT

Thanks to a grant from the Better Bike Share Partnership, Bike East Bay will be hitting the streets this fall to ensure that the Bay Area Bike Share expansion to the East Bay benefits people in low-income communities and communities of color. In order for bike share to be truly successful in the Bay Area, we believe it must extend to and serve all of the people living and traveling here. Some key elements are already in place for this to happen, including the development of a low-income membership with monthly installments and the placement of 20 percent of stations in neighborhoods identified by the Metropolitan Transportation Commission as having a high percentage of minority and/or low-income residents.

Studies point to the lack of marketing and outreach to low-income communities as a key factor in low ridership from those communities. Bike East Bay is pushing for more inclusive and diverse outreach and community engagement to take place before bikes hit the ground to ensure the system's successful adoption.

That's why we've partnered with the statewide transportation advocates TransForm to encourage equity in access when the Bay Area Bike Share system brings bikes to the East Bay. The Better Bike Share Partnership has awarded a grant of \$75,000 to a proposal to conduct intensive, community-based outreach led by TransForm. Look for street teams in Oakland and Berkeley later this year as we work to help build a bike share system that serves all residents of the East Bay.

BikeEastBay.org/BikeShare



Over thirty Bay Area Bike Share stations will be installed in Emeryville, Berkeley and Oakland starting this winter. Photo credit: TransForm and Ken Gutmaker

PILOT PROTECTED BIKE LANE PROJECTS A FEATURE OF NEW MEASURE J

After months of negotiation, Bike East Bay has ensured that \$58 million of Contra Costa County's new Measure J Transportation Expenditure Plan will be allocated to four pilot Complete Streets projects with protected bike lanes. We will know whether Measure J has made it onto the November ballot by this July.

If passed by voters in November, Measure J funding will give each of

Contra Costa's four regions an opportunity to redesign a major arterial street with modern, protected bike lanes, as well as improved transit, smart parking management, an improved walking experience, and the funding needed to build all of it. We call this 'Complete Streets' but you can also think of it as a street designed from the ground up for accommodating all users, not just for moving more cars.

Overall, the new Measure J plan in Contra Costa more than triples funding for bike projects as well as providing \$290 million for Complete Streets, \$64 million for Safe Routes

to Schools, and \$300 million for new BART cars. Crucially, the final measure also includes a policy commitment that all projects must be designed to accommodate the needs of bicycle riders. In fact, Measure J's language is even stronger than the Complete Streets policy included in Alameda County's Measure BB.

BikeEastBay/MeasureJ

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CALENDAR of EVENTS

GALS WITH GEARS – ROSIE THE RIVETER MUSEUM RIDE

Sunday, July 17 – 10am

North Berkeley BART

Out and back ride along the Bay Trail from Berkeley to the Rosie the Riveter Museum in Richmond. RSVP at BikeEastBay.org/calendar.

PINOLE SOCIAL RIDE

Monday, July 18 – 6pm

Park View Plaza, Old Town Pinole

After-work social ride led by Bike East Bay volunteers. Come out for a friendly, no-drop, easy-paced ride.

BIKES, WRENCHES AND BREWS

Tuesday, July 19 – 6-8pm

Whole Foods Market, Dublin

REI is providing free bike maintenance tips and tools along with beer and food at happy hour prices! Hang out and get your bike moving smoothly.

PEDALFEST

Saturday, July 23 – 11am-6pm

Jack London Square, Oakland

Come enjoy pedal-powered food, daredevil stunts, pedal-powered music, a kid's bike rodeo, and an amazing collection of art bikes.

CLIPS BEER & FILM TOUR

Friday, August 19 – 7:30pm

Mosswood Park, Oakland

New Belgium Brewing's road show features small-batch beer tastings and a free film viewing. Proceeds benefit Bike East Bay!

42ND ANNUAL SOLANO AVENUE STROLL

Saturday, September 11

– 11am-6pm

The East Bay's largest street festival, complete with entertainers, artists, local non-profits, free bike valet, and a parade.

TOUR DE FAT SAN FRANCISCO

Sat, September 17 – 10am-5pm

Lindley Meadow, Golden Gate Park

San Francisco Bicycle Coalition benefit, sponsored by New Belgium Brewing, featuring a costumed parade and eclectic entertainment.

RECURRING SUMMER EVENTS

COMMUNITY BIKE TENT

Every Thursday – 5-8pm

Todos Santos Plaza, Concord

Bike Concord is giving free tune-ups at the farmers market! Every Thursday until October.

SPORTS BASEMENT CASUAL GROUP RIDES

Every Wednesday – 6-7:30pm

Every Sunday – 9-11am

Berkeley Sports Basement

A weekly social ride, averaging 16-18 miles. Expect to socialize with riders over a beer or coffee from time to time, too!

WOMEN BIKE: MEET-AND-GREET

First Tuesdays (July 5, August 2, Sept 6) – 6-7pm

Bay Area Bikes, 2509 Broadway, Oakland

A brief talk followed by questions and informal discussion and social time. Bring any biking related questions.

WOMEN BIKE BOOK CLUB

Second Sundays (July 10, August 14, Sept 11) – 4-6pm

Bike East Bay office

Discuss books and films by and about influential women. Champagne optional!

WOMEN BIKE: HAPPY HOUR

Fourth Thursdays (July 28, August 25, Sept 22) – 5:30-7pm

Locations TBD

Spend some quality, off-the-bike time with other women who bike over a cold drink. Any level of rider and all women, trans and femme folks are warmly welcome.

FREE BIKE EDUCATION CLASSES

Our award-winning Bike Education Program is rolling into summer with more free classes for all ages and abilities. These include sessions for youth, families, and adults, from beginner learn-to-ride lessons all the way up to advanced bike handling classes. Learn new skills for making all your bike trips more fun.

Find the full class schedule with dates and locations at BikeEastBay.org/Education, or submit a request to bring a free class to your school, company, or other community organization at BikeEastBay.org/ClassRequest.

VISIT BIKEEASTBAY.ORG/CALENDAR

for details and even more events and classes

PEDALFEST RETURNS TO JACK LONDON SQUARE ON JULY 23

Summer is here, and that means Pedalfest is just around the corner! Come celebrate on Oakland's waterfront with thousands of fellow bicycle enthusiasts. The festival is packed with fun activities for folks of all ages and interests. You'll find fabulous art bikes, high-flying stunt riders, beautiful bike accessories, dizzying antics in The Drome, a kid's bike parade, Rock the Bike's pedal-powered stage and more. Plenty of New Belgium beer will be on tap and food trucks will serve up delicious fare all day. Get in on the bike love at Pedalfest.

Pedalfest is held in Jack London Square, Oakland, on Saturday, July 23th, from 11am to 6pm. Bring the whole family out for a full day of biking fun on the waterfront.

More info at BikeEastBay.org/Pedalfest



Art bikes of all shapes and styles show off at Pedalfest

VOLUNTEER PROFILE: BEN EVERSOLE

New volunteer Ben Eversole first observed bike-friendly changes in the East Bay when he moved back to Castro Valley, his hometown, after going to college in New York. He immediately noticed the new bike lanes on Castro Valley Boulevard. Ben says, "I'm excited to see its continued improvement."

He adds, "I'm comfortable riding on streets with lots of cars, but I know lots of people need better lanes to feel comfortable riding."

Ben became a member of Bike East Bay and started volunteering just six months ago, and boy has he hit the ground running. From handing out "good parking awards" on Telegraph Avenue to promoting Fruitvale Avenue bike lanes and helping out at Session

Fest, Ben seems to be everywhere these days. On Bike to Work Day, he was stationed at the new protected bike lanes on Telegraph with signs directing bicyclists to the pancake breakfast at Frank Ogawa Plaza. "Bike to Work Day was a ton of fun," he says, "getting to see the mayor and elected officials riding, lots of music, and everybody celebrating."

Ben tells us he volunteers with Bike East Bay because "it affects my life and [you're] doing great work in my community." We last saw Ben washing out a huge stack of buckets after Session Fest and there's no question he will be back for more. Join Ben as a volunteer at Pedalfest this July.

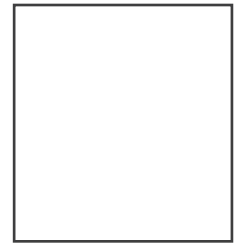
Volunteer with Bike East Bay!
BikeEastBay.org/Volunteer ●



Volunteers Lauryn Menard and Ben Eversole (right) on Bike to Work Day.



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info@bikeeastbay.org



**Saturday
July 23, 2016
11am - 6pm**

on the waterfront at
Jack London Square

pedalfest

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1

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