

#### **BIKE EAST BAY STAFF**

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#### **COMMUNITY ORGANIZER**

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#### **EDUCATION DIRECTOR**

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**ENGAGEMENT** 

Rachel Jacobson

#### **EVENTS MANAGER**

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#### **OFFICE**

466 Water Street Jack London Square Oakland, CA 94607

#### **MAILING ADDRESS**

P.O. Box 1736 Oakland, CA 94604 (510) 845-7433



Facebook.com/BikeEastBay



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## LETTER FROM THE SADDLE

Dear Members.

Bike East Bay is in an incredibly exciting moment in our history: the search for the next leader of our bicycle movement. As your Interim Executive Director, I am enormously proud to report that Bike East Bay has been going strong since René Rivera, our Executive Director for the past seven years, stepped down this April.



This May, Bike East Bay celebrated Bike to

Work Day—our biggest event of the year—with over 21,000 people visiting Energizer Stations around the East Bay. And with Bike East Bay's Bike Happy Hour in Berkeley and nine other parties hosted by local advocacy groups, no one can accuse us of all work and no play on Bike to Work Day. Plus, more good news: over 500 people signed up as members on the big day. Welcome new members!

As members of Bike East Bay, you are the soul of our work for better bicycling. You inspire me every day with your passion, your support of the bike movement, and of course, your excellent adventures. This spring, Bike East Bay supporters took on epic challenges while raising funds for bike advocacy. Member Dan Leaverton rode from Reno, Nevada to the Mendocino Coast—on dirt roads, no less—while raising over \$8,000 in less than a week. Read Dan's story, as well as a report from Bike East Bay's Climate Ride team, on page 9.

We're continuing the fun this summer with Pedalfest, Bike East Bay's festival of all things bike at Oakland's Jack London Square on Saturday, July 28. My favorite part of the day is the amphibious bike race, featuring competitors from the world-famous Humboldt County Kinetic Sculpture Race. Come watch the racers splash down into the Oakland estuary!

In this issue of RideOn, you'll also find Bike East Bay's 2017 Annual Report. In the past year, our advocacy work resulted in world-class bike lanes across the East Bay, including the first protected bike lanes in the cities of Pleasanton and Albany. We've made big strides towards our equity goals by employing women and people of color to lead nearly 80% of our bike education classes. You'll also see that Bike East Bay ended 2017 in a strong financial position, and prepared to hire your next Executive Director.

Guided by your staff and board of directors, Bike East Bay is taking this opportunity to make another leap forward for our organization. The search for a new Executive Director is being led by a committee of four board members and one staff member, with assistance from outgoing Executive Director René Rivera. Your board of directors expects to announce the next leader of our bicycling movement later this summer.

Stay tuned and keep on pedaling!

Ginger Jui Interim Executive Director



Richmond resident Sequoia Erasmus rides by a new mural along the Richmond-Ohlone Greenway.

## THE ART OF BIKING

#### Artists brighten new bike trails with murals

By Ginger Jui and Susie Hufstader

The East Bay's network of urban greenways has new connections in Emeryville and Richmond, bringing new car-free access to our bikeway network. While you ride and walk these paths this summer, enjoy colorful murals by local artists.

#### **Emeryville Greenway**

On Bike to Work Day, officials in Emeryville cut the ribbon on Peladeau Park, the newest segment of the Emeryville Greenway. This extension of the greenway puts the city one step closer to completing a continuous regional bike route linking Emeryville to Oakland and the Bay Bridge People Path. Peladeau Park features a pingpong table, picnic area, and two new murals. Titled "Ascend", the murals by artist Joey Rose depict native insects carrying passengers in flight.

While Peladeau Park is a beautiful new addition to the city, more needs to be done to create a safe connection for pedestrians and bicyclists. Currently, the park is an island, separated from the greenway by a steady stream of

highway traffic at the intersection of Powell Street and Hollis Street. The northern entrance to the park faces a busy intersection without a traffic light or stop sign. To address these hazards, Bike East Bay is working with the Emeryville Bicycle and Pedestrian Advisory Committee to advocate for a bicycle and pedestrian crossing.

#### **Richmond-Ohlone Greenway**

The Richmond-Ohlone Greenway connector opened at the end of April, just in time for Bike to Work Day. Together, the Ohlone Greenway in El Cerrito and the Richmond Greenway now form one of the longest urban pathways in the East Bay, stretching from east Richmond to north Berkeley. The newest section of the greenway creates a safe crossing of San Pablo Avenue, restores watershed habitat along Baxter Creek, and offers a new vista of Richard Muro Salazar's giant wave mural at the eastern portal of the Richmond Greenway. For years, Friends of the Richmond Greenway have worked to make a clean. beautiful resource for the community and continue to advocate for improved connections and new public art.

Members of the Friends of Richmond Greenway include Richmond Bicycle and Pedestrian Advisory Committee, Rich City RIDES, and Groundwork Richmond.

#### The East Bay Greenway

In Oakland, the Scraper Bike Team collaborated with artist Desi Mundo to add colorful murals to two BART columns facing 75th Avenue, where the East Bay Greenway extends south from Coliseum Station. A generous grant from Rails-to-Trails Conservancy paid for the artwork. Even though this greenway segment isn't new, more trail is coming. Bike East Bay is supporting the Alameda County Transportation Commission as well as the cities of Oakland, San Leandro, and Hayward as they pursue a vision for a complete East Bay Greenway running parallel to BART in central and southern Alameda County. This path and many others are becoming canvases for community art and public expression as cities build out networks of car-free greenways.

Check out a mural and greenway near you this summer!

## **NEWS BRIEFS**

# Protected Intersection Connects the Bay Trail in Richmond

A gap in the San Francisco Bay Trail in Richmond has been upgraded with a protected intersection at Central Avenue and Rydin Street. The trail upgrades help people walk and bike the trail safely in the Point Isabel area. The design of the intersection was inspired by a similar Bike East Bay-led project in Pleasanton that closed a gap in the Iron Horse Trail.

Bike East Bay encouraged the Contra Costa Transportation Authority (CCTA) to redesign this intersection with dedicated bike crossings. CCTA agreed to a "quick-build" protected intersection, using inexpensive, easy-to-install materials to improve safety sooner at this busy location. Because the bike crossing was completed quickly, there are still some kinks in the design to work out. Have you

ridden this new Bay Trail connection? Email your feedback to Advocacy@ BikeEastBay.org.

# San Leandro Bike Plan Passes with a Vision

On March 19, the San Leandro City Council voted unanimously to approve the city's updated Bicycle and Pedestrian Master Plan. Bike East Bay and Bike Walk San Leandro members turned out to support the final plan for a family-friendly bikeway network in San Leandro.

During the planning process, San Leandro members and local leaders spoke out to advocate for a highquality plan with a network of lowstress bikeways. Thanks to your letters and over 200 responses to an online survey, the final plan now recommends either protected bikeways or protected bikeway studies on high-traffic streets, including Bancroft Avenue, Williams Street, and Doolittle Drive.

San Leandro is working to add bike routes during upcoming repaving projects, including the city's first protected bike lane on Fairmont Drive near Bay Fair BART. Stay tuned on advocacy and events at BikeEastBay. org/SanLeandro.

#### RM3 to Fund Transportation Improvements

In June, voters passed Regional Measure 3 which increases bridge tolls to provide funding for transit improvements and \$150 million for walking and bicycling projects. As a region-wide measure, all bridge users will pay the increase and all communities will benefit from projects.



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# **Urban Cycling 101**

Learn to ride in the city! Bike East Bay's Urban Cycling 101 starts in the classroom and then takes you on the road with League Certified Instructors.

Sign up for a free class today!

BikeEastBay.org/Education







### IRON HORSE TRAIL, PLEASANTON

The City of Pleasanton built the **Tri-Valley's first protected intersection** after Bike East Bay's successful campaign to fix a major gap along the Iron Horse Trail. After a tragic bicycle collision at the intersection of Stanley Boulevard and Valley Avenue in 2016, Bike East Bay and local ride groups rallied to push the City of Pleasanton to make the trail safer for people walking and riding. The redesigned intersection makes it safer and easier for local residents to access a nearby bike park and connect to BART.



### BIKE SHARE FOR ALL

As bike share launched in Oakland, Berkeley, and Emeryville, Bike East Bay worked to make this new transportation system available to underserved communities. We joined TransForm, Cycles of Change, and Oakland's Scraper Bike Team to remove barriers to using bike share by negotiating deeply discounted memberships for low-income people and signing up individuals at community events. As a result, over 2,811 people have signed up for discounted memberships in the Bay Area, and the majority of people using it are in the East Bay.



## WHAT WE DO

Bike East Bay improves your ride through advocacy, education, and fun events. Our mission is to promote healthy, sustainable communities by making bicycling safe, fun, and accessible. Through grassroots organizing, we empower members, volunteers, and community leaders to become champions for better bicycling and a more equitable transportation system. Find out more about our campaigns and sign up for a free urban cycling class at BikeEastBay.org.

#### **ADVOCACY**



\$100 million programmed for modern bikeways, including bike routes to affordable housing\*



10 protected bike lanes built in 7 cities\*\*



**2,811**people using Bike Share for All low-income discount program

#### **EDUCATION**



**3,536** attendees at 146 classes



**150** adults learned to ride a bike



**78%** paid instructor opportunities held by women and people of color

#### **ENGAGEMENT**



**21,300** people rode on Bike to Work Day in the East Bay



**2,224** bikes parked at bike valet



**40** women bike events

\*Through Alameda County's Measure B and BB funds, plus additional grants tracked and reviewed by Bike East Bay

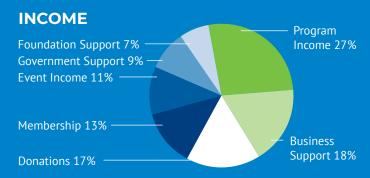
## **2017 FINANCIAL SUMMARY**

**Beginning Net Assets** \$288,343

Ending Net Assets \$291,073

Total Income \$1,075,207 **Total Expenses** \$1,072,478

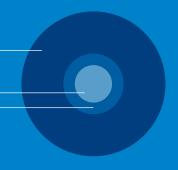
Net Income \$2,729



### **EXPENSES**

Program 82%

**Core Mission Support**Fundraising 7%
Administration 11%



<sup>\*\*</sup>Alameda, Albany, Berkeley, Emeryville, Fremont, Oakland, and Pleasanton

## **THANK YOU!**

During 2017, more than 2,474 individuals, 85 businesses, and 7 foundations made a financial contribution to strengthen Bike East Bay. We are grateful for your generosity.

## Foundations and Business Supporters

#### \$10,000+

Apple
Bay Area Bicycle Law
Climate Ride
craigslist Charitable Fund
Jack London Square
Kaiser Permanente
Law Office of Daniel H.
Rose
Naches fun Gaybn
Fund at the East Bay
Community Foundation
Union Bank of California

#### \$5,000-\$9,999 Bayer HealthCare

Dolan Law Firm Drake's Brewing Co. Fremont Bank Gig Car Share Google Hacienda Owners Association **Humboldt Creamery** John Muir Health Law Office of Walkup, Melodia, Kelly & Schoenberger Motivate Oakland Central Panoramic Interests Rockridge Fund at the East Bay Community Foundation Trek Bicycle of Berkeley Western Digital Foundation

#### \$2,500-\$4,999

Alameda County Public
Works Dept.
Bay Area Air Quality
Management District
California State University,
East Bay
Del Monte Foods, Inc.
GJEL
Grizzly Peak Cyclists
Groundworks Office Inc.
OSI Soft
Signature Development
Group
Veeva Systems, Inc.
Whole Foods Market

#### \$1,000-\$2,499

American International Group (AIG) Capitol Corridor eLock Technologies LLC Fehr & Peers **GU** Energy HNTB Corp. Kittleson & Associates Lennar Multifamily Communites L.J. Kruse Plumbing Co. Monument Impact Moore Iacofano Goltsman, Opticos Design, Inc. People for Bikes PlaceWorks, Inc. Rahman Law Sports Basement State Farm Sunpower Foundation Sustainable Technologies University of California, Berkelev Zinn Law Firm

#### \$500-\$999

Alta Planning + Design Arkin Tilt Architects Dero Bike Racks Eisen | Letunic First 5 Contra Costa Hewlett Packard Enterprise Law Offices of Frederick L. Goss Nelson\Nygaard Perforce PG&E

#### Individual Supporters

#### \$10.000+

Yelp, Inc.

Nicholas Josefowitz Wesley Hamm

#### \$5,000-\$9,999

Anonymous Donor Bill Moseley & Ann Mohler

#### \$2,500-\$4,999

Alden Mudge & Mari Loria Anonymous Donor Corinne Winter & Andy Ball Rolland Jurgens Sally Goodman Shanna O'Hare Tom & Judith Willging

#### \$1,000-\$2,499

Achim von Neefe Ben Gerhardstein Cheryl Jerozal & Luke Misenheimer Curtis Buckley

Daniel Duvall Daniel Leaverton David Madson Howard & Nancy Neal Jason Nace Jessica de Jesus John & Colleen Busch John Sanders & Patti White Kristi & Peter Marleau Laura Wallbridge Matthew Lewis Nicholas Riegels Nick & Sarah Swanson-Hysell Nick Garofalo Paul Lettieri & Debra Dryden Randall G. Block & Catherine Egelhoff Rick Rickard Rob Merker Robert Frichtel Sibley Bacon Solomon & Grace Waters Stephen Blair Steven Dunbar

#### \$500-\$999

Ann Lyons Anonymous Donor Ben Gould Brett Hondorp Brian Aldrich & Janet Noble **Brit Harvey** Charles Klinedinst Karen & Dan Parolek David & Karen Eichler Gary Shoyama & Chia Zau Jacqueline Erbe Jeffrey Baker Jim Van Dyke Joyce Stephenson Kana Voelckers Lisa Ratner Liza & Bobby Lutzker Manuel Mejia Marilyn Chin Nancy Warren René Rivera Rick Raffanti Robert & Patricia Raburn Robert Stewart & Sandra Wasson Ryan & Marian Chan Ryan Trammell Sam Gross Sinead O' Sullivan Tom Reicher Travis Brooks & Taska Sanford Virginia & Steve Porter

William Schrader

#### \$250-\$499

Alec Flett Andrea Campbell Andrew Wan Anne Williams Anthony Petti Bret McHuron-Guss **Brian Weiss** Brooke Dubose Bruce Dughi Bryan Culbertson Bryce & Britt Tanner Catherine Coates Chandler Hoffman Charles Tyler Chase Latta Chris Abess Christopher Booth Christopher Kintner Christopher Paul Claudia Polsky & Seth Mermin Cyndy Johnsen & Michael Sullivan Dan Schaefer Daniel Rose Darrin Ward David Chiu & Yolanda Hippensteele David Pepper David Schlessinger & Karin Cooke David Swafford Denise Martini Dominic Na Doug Letterman Eileen and Brent Housteau Elaina Mann and Linda Zitzner Ellen Simms & Tom Colton **Emily Weak** Eric Eidlin & Renae Waneka Esteban Sardera Frank Castro Gail Yothers Gerald & Andrea Ramiza Ginny Paton Glenn Wenig Grant Gerlach & Carla Boffeselle Gregory Barnell Henry Bratt Isaac Satzman James Downing Jamie Parks Jerry Koch

Jessica & Sean McKinley

John & Delia Taylor

Jim Robson

John Houston

John Tallarida

Joseph Ledbetter

Josh & Jill Johnson Joshua Dapice Joshua Rodman Kathryn Morton Kenneth Pon Kevin Funkhouser Kevin Martin Larry Matarazzi Lawrence Kolb Leslie Griep & Priya Kandaswamy Louise C. Anderson Lynne Jones Mary & Will Phillips Mary Prisco Matthew Janopaul Max & Robin Hunter Michael Ho Michael Hyatt Michael Koved Michael Lee Michael Stella Mike Wilson & Meg Schwarzman Natalie Lu Neil Gilfedder & Tracy Soriano Nilabh Shastri Paul Fogel & Ventura

Yvette Chalom Paul Herzmark & Sheila McCormick Peter Kinne Phil Morton Philip & Kristine Klotzbach Rachelle Sessions Ralph Rais Rich Cohen Rob Hawks Rob Miles Robert C. Mercer Rodney Simmons Russell Bayba Sandra Castano Shanna Nasiri Stephan Ritter Stephen Colwell Steve Croft Steve Gladden Steven Cobbledick Suzanne Mah Tandra Ericson Tawana Guillaume Theo Armour Thomas Lurquin Todd Mills

Vicki Woolworth & Michael Leadbetter Victor Lewis

Tom Low

# TEAM BIKE EAST BAY

By Rachel Jacobson



#### **Keith Rides the Coast**

This year, Keith Hermanstyne signed up for the 300-mile California North Coast Climate Ride from Fortuna to San Francisco. Before becoming a Bike East Bay member, Keith had never ridden long distances. In 2017, he attended spring rides led by Bike East Bay. He learned a lot about long group rides, from pacing and bike repair to camaraderie and collaboration. After a 70-mile haul from Pleasant Hill to Davis, Keith thought, "Well, if I can do all this, maybe I should add in fundraising!"

He took his 2018 training rides seriously, sharing each new feat and inviting friends and family to support him with a donation.

Climate Ride is a great way to try a multi-day ride while supporting Bike East Bay. This May, our Team Bike East Bay crew of seven riders raised over \$15,000 for Bike East Bay.

#### **Excellent Adventures for Advocacy**

Bike East Bay members are adventurous, passionate people who love to explore our beautiful region under our own power. Here are three members who turned their adventures into an advocacy opportunity by fundraising for Bike East Bay.



#### Susie Runs Oakland

Susie Hufstader, Bike East Bay's community organizer, is a seasoned marathoner. From the New York Marathon to the Boston Marathon, she has run a lot of miles.

This year, she decided to bring it home by participating in the Oakland Marathon to connect her passion for running with her work in transportation advocacy. While she trained and built her knowledge of local street conditions, she ran every street in Alameda. By appealing to family, friends, and community, Susie raised \$2,000 for Bike East Bay. During the race, her supporters biked around to cheer her on.

Next year, Susie wants to lead training runs for other folks who want to participate in the Oakland Marathon (with courses from 5K to marathon) and fundraise for Bike East Bay.



#### Dan Bikes Across California

Dan Leaverton is a longtime Bike East Bay member, volunteer, community advocate, and fundraiser. "I want to see more people biking and walking through town," Dan said, "and my favorite nonprofit, Bike East Bay, does too."

Though he mostly bikes with his family, Dan likes an intense adventure ride from time to time. In 2014 and 2015, Dan connected his love of a good challenge ride with his commitment to his community by joining Climate Ride. Dan and Team Bike East Bay raised a whopping \$25,000 for Bike East Bay.

This May, Dan was at it again: he rode with a small, independent crew from Reno to Mendocino and raised \$9,000 for Bike East Bay in just 10 days.

Dan doesn't know what his next adventure will be, but he knows he'll be supporting Bike East Bay again soon.

#### **SAVE THE DATE**

Calling all future Team Bike East Bay members! Thinking about doing Climate Ride? Ready to run with Susie? Brewing up your own adventure and ready to layer on some fundraising? Meet Team Bike East Bay alumni, celebrate their journeys, and get in on 2019 at our Team Bike East Bay Party on Wednesday, September 12 from 5:30-7:30pm.

BikeEastBay.org/TeamBikeEastBay

# CALENDAR of EVENTS

#### **JULY-SEPTEMBER**

# I CAN HANDLE THAT: PRE-RIDE CHECK

Wednesday, July 25, 6-8pm Spokeland, 813 37th St., Oakland

Learn to do a pre-ride check in a lowpressure, supportive environment. Introductory hands-on workshop for women and gender nonconforming folks.

#### pedalfest

## Saturday, July 28, 11am-6pm Jack London Square, Oakland

Bike East Bay's festival of all things bike! Enjoy daredevil stunts, pedal-powered music, art bikes, an amphibious bike race, and more. BikeEastBay.org/Pedalfest

#### GOLDEN WHEEL AWARDS Thursday, July 26, 6:30-9pm Green Room, 401 Van Ness Ave., SF

The Golden Wheel Awards honor individuals and groups who are making a difference in transforming San Francisco into a more people and bike-friendly place.

SFBike.org/Golden-Wheel-Awards

#### BIKE DOWN AROUND TOWN Friday, July 27, Evening Fruitvale BART Station, Oakland

Join Cycles of Change on a full-moon fundraiser ride celebrating the 25th anniversary of their bike education programs. CyclesOfChange.org/Bike\_Down

#### I CAN HANDLE THAT: CLEANING YOUR BIKE Saturday, August 4, 1-4pm Spokeland, 813 37th St., Oakland

Learn to clean your bike in a low-pressure, supportive environment. Introductory hands-on workshop for women and gender nonconforming folks.

BikeEastBay.org/Calendar

#### EAST BAY BIKE PARTY Friday, August 10 Start location TBD

Ride ends in Telegraph Business Improvement District in Berkeley, with a street party celebrating new bike lanes and bike share.

Facebook.com/groups/eastbaybikeparty

## 44TH ANNUAL SOLANO AVENUE STROLL

Sunday, September 9, 10am-5pm Solano Avenue, Berkeley/Albany

The East Bay's largest street festival, complete with entertainers, artists, local nonprofits, free bike valet, and a parade. SolanoAvenueAssn.org

#### RIDE LIKE A GIRL!

Sunday, September 9 Laurel Cyclery, Oakland

This women's bicycling workshop will help you find the perfect bike for you. Hosted by Walk Oakland Bike Oakland. WOBO.org/Ride-Like-A-Girl-2018

#### RECURRING EVENTS

# CONCORD FARMERS' MARKET BIKE TENT

Thursdays, 5-8pm Todos Santos Plaza, Concord

Get free bike tune-ups with Bike Concord at the farmers market every Thursday until October. BikeConcord.org

#### WOMEN BIKE BOOK CLUB First Thursdays, 6-7:30pm Golden Gate Library, Oakland

Everyone is invited to discuss biking, feminism, and the intersection of the two. BikeEastBay.org/WomenBike

#### ALBANY'S BIKE ABOUT TOWN Third Fridays, July-September, 6:30pm Bikes on Solano, 1554 Solano Ave.

Join City of Albany staff for a leisurely ride around town featuring a raffle with prizes from local businesses.
AlbanyStrollRoll.org

# OAKLAND MUSEUM OF CALIFORNIA BIKE TOUR

Third Sundays, May-October, 1pm Golden Gate Library

Walk Oakland Bike Oakland leads bike tours of Oakland history with a special theme each month.

MuseumCA.org/Events

## BIKE EAST BAY VOLUNTEER NIGHT

Fourth Tuesdays, 5-8pm 466 Water St., Oakland

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

BikeEastBay.org/Volunteer

#### **WOMEN BIKE HAPPY HOUR**

Fourth Thursdays, 5:30-7:30pm Oakland, Location Varies

Third Wednesdays, 5:30-7:30pm The Cooler, 1517 E 14th St., San Leandro

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

BikeEastBay.org/WomenBike

# BIKE EAST BAY EDUCATION CLASSES

Bike East Bay is proud to offer free workshops in the East Bay, providing everyone with an engaging way to learn skills for smart cycling.

#### **Urban Cycling 101 Classroom Workshops**

Indoor classes with info on the rules of the road, equipping your bike, and having fun on every ride.

#### **Urban Cycling 101 Road Classes**

On-the-bike practice sessions covering bike handling, hazard avoidance, and biking confidently on any street.

#### 1-Hour Workshops

In-depth classroom sessions on topics like riding after dark, commuting basics, or bike-friendly driver classes.

#### Learn to Ride for Adults

For adults or teens who have either not yet learned to ride a bike, or need a refresher.

#### Family Cycling Classes

On-the-bike workshops for kids to learn to ride roads and pathways with their parents.

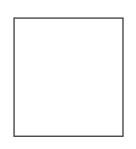
Visit BikeEastBay.org/Education for a full list of classes or go to BikeEastBay.org/ClassApplication to set up a class at your location. Instruction available in English, Spanish, and Cantonese.







PO Box 1736 Oakland, CA 94604 BikeEastBay.org (510) 845-7433 info@bikeeastbay.org













SATURDAY, JULY 28, 2018 11AM - 6PM | JACK LONDON SQUARE

# pedalfest



## **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 People Path.

- 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

