



# **GROWING FUTURE LEADERS: YOUTH BIKE EDUCATION IN CONTRA COSTA COUNTY**

*Plus*  
Centering Mobility Justice  
Concrete is Coming  
Your Annual Report

## BIKE EAST BAY STAFF

### EXECUTIVE DIRECTOR

Ginger Jui

### OPERATIONS DIRECTOR

Jill Holloway

### ADVOCACY DIRECTOR

Dave Campbell

### COMMUNITY ORGANIZER

Stephen Marea

### EDUCATION DIRECTOR

Robert Prinz

### EDUCATION MANAGER

Dan Hernandez

### EDUCATION MANAGER

Dani Solis

### DEVELOPMENT DIRECTOR

Rebecca Saltzman

### DATABASE MANAGER

Marissa Deitz

### MEMBERSHIP COORDINATOR

Philip Whitfield

### COMMUNICATIONS MANAGER

Teo Octavia Saragi

### BOARD OF DIRECTORS

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Cover: A group of bicyclists gather at Lake Merritt in Oakland.

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Oakland, CA 94604



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# LETTER FROM THE SADDLE

Bike East Bay's staff and board of directors are both sad and excited to share that Executive Director Ginger Jui will be leaving their position at the end of the year. While we will sorely miss Ginger's big laugh and enthusiastic leadership over the past eight years (including the last four as Executive Director), we don't have to say goodbye yet. Ginger will remain Executive Director through December 2022 and play a crucial role in supporting the organization's leadership transition.

Rather than rehiring a traditional Executive Director, Bike East Bay will transition to leadership by Co-Executive Directors (Co-EDs). We will hire a brand new position, the Co-ED of Mobility Justice, and promote current Operations Director Jill Holloway to the position of Co-ED of People and Operations. This leadership transition is an opportunity for Bike East Bay to deepen our commitment to transportation justice and racial equity in bicycle advocacy while also investing in stability and resilience as an organization.

The Co-ED of Mobility Justice will add new expertise to the advocacy team's core strengths of leading campaigns for safe bicycling infrastructure, transportation funding ballot measures, and bicycle-friendly policies. As Bike East Bay members and supporters, you understand and are passionate about urgent regional issues that intersect with bicycle advocacy – including housing, displacement, climate change, and racially biased police enforcement. In the coming months, we're excited to bring on a talented new leader to continue our momentum in advocating for equitable and sustainable mobility in the East Bay.

And what will Ginger get up to next?

Ginger says, "I look forward to taking time off and hitting up my many friends at Bike East Bay and beyond for bike camping, rock climbing, and many more fun adventures in the mountains. I hope to return stoked for another crack at nonprofit leadership!"

Next steps:

- Help Bike East Bay search for a new mobility justice leader by sharing the Co-Executive Director for Mobility Justice job description, available at [BikeEastBay.org/jobs](https://BikeEastBay.org/jobs).

Ride on,

Kirsten Fagnan  
Board President

Bike East Bay is hiring for a  
**Co-Executive Director of  
Mobility Justice**



[BikeEastBay.org/jobs](https://BikeEastBay.org/jobs)



# CENTERING MOBILITY JUSTICE THROUGH CO-EXECUTIVE DIRECTORS

## Executive Director Ginger Jui departs this December after eight years with Bike East Bay

By Ginger Jui

When I leave my post as Bike East Bay's Executive Director this December, I will be passing the handlebars to two new leaders: a Co-Executive Director of People and Operations and a Co-Executive Director of Mobility Justice. This change represents two innovations for our bicycle advocacy nonprofit. First, we are investing in a mobility justice lens at the highest level of the organization. Second, we are aligning our staff structure with Bike East Bay's values for shared leadership and collaborative decision-making.

### **Mobility Justice through Intersectional Bicycle Advocacy**

Bike East Bay is well-known for its advocacy for building great bike lanes to get around town. Yet there is so much more to safe urban mobility than bikeways and safer streets.

Over the past several years, we have seen the need to grow our policy expertise and coalition partnerships to address urgent regional issues. Mobility justice recognizes and amplifies the fact that racism and white supremacy, sexism, classism and able-ism all interact to segregate and exclude members of society from opportunity. Our advocacy team is constantly considering how our campaigns for safe and bikeable streets interact with disability access, public transit, housing and displacement, racially-biased police enforcement, and sustainability.

Systemic barriers need systemic solutions. And here is where Bike East Bay's grassroots member base makes us unique in the local advocacy ecosystem. Whether gathering for a bike ride or turning up at city hall, Bike East Bay's members and supporters naturally come together around bicycling as a community organizing tool.

Bike East Bay's new Co-Executive Director of Mobility Justice will take this community organizing to the next level. We hope to leverage expertise in mobility justice to connect with new partners and coalitions to tackle systemic barriers to healthy, sustainable mobility. Sharing the joy of bicycling is not only an end goal. We are mobilizing by bike for transportation justice, which means more and better biking for everyone.

### **Leading Together**

In sharing the executive role across two Co-Executive Directors, Bike East Bay is following in the footsteps of other organizations in the social justice space that have made the shift to co-leadership models. Two factors are driving this change across the sector: to make the Executive Director role more sustainable, and to promote anti-oppressive practices through shared leadership.

Bike East Bay is led by our values for equity and social justice. Our positive and supportive staff culture is rooted in collaboration. Far from being a single voice for the bike movement, Bike East Bay is a hub that facilitates thriving partnerships across the regional advocacy ecosystem. We actively collaborate in decision-making across staff, members, volunteers, and our partners in the community.

In partnership with Jill as our Operations Director (and future Co-Executive Director of People and Operations), I am building working systems for co-leadership to support the incoming Co-Executive Director of Mobility Justice. Together, these two roles will lead the organization in an equity-centered bicycle advocacy strategy based on three core values:



*Photo: Malcolm Wallace Photography*

Transportation Justice, Community Organizing, and Leadership by People of Color.

I am excited to put theory to practice over the next several months as Bike East Bay searches for a new mobility justice leader to propel its work.

With your support as members, Bike East Bay is excited to grow the people- and pedal-powered movement for a more sustainable and equitable transportation system.

*Editor's note: A version of this article was originally published on Streetsblog California.*

# GROWING FUTURE LEADERS

## Youth Bike Education in Contra Costa County

By Dani Solis

This summer, Bike East Bay's Education program launched our highly anticipated West Contra Costa Walk and Bike Leaders for Clean Air (WABL) program with funding from Contra Costa Health Services (CCHS). Partnering with Rich City Rides to kick start bike and walk clubs at seven different high schools and to provide bike safety workshops and trainings, we are thrilled to support and engage youth who will become sustainability leaders in their West County communities.

In May, staff members from Rich City rides, CCHS, and Bike East Bay tabled at Kennedy High School in Richmond to share information about the Walk and Bike Clubs. The amount of student interest was astounding—over 80 students in the 40 minute lunch period signed up to learn more about the clubs. Dani Lanis, Program Manager at Rich City Rides, describes the energy of the event as 'contagious enthusiasm': "It felt great. It was almost overwhelming, we had lines of people asking and inquiring about it. Even people who couldn't fully understand the main message that we were providing in English were calling

their friends to ask them to translate. I love the inclusivity of the clubs and the potential of diversity of the clubs. I think that can bring unity that is much needed."

Youth empowerment and leadership development is at the core of the WABL programming's values. Not only does the program offer opportunities for physical activity, but it also encourages students to serve as "role models and ambassadors for change," says Davis Okonwo, Senior Health Education Specialist at CCHS. In an interview with Davis, he illustrates how an 'active transportation culture' can be supported through programs such as WABL: "If we can start at this grassroots stage of working with youth, we're hoping it would lead to life changing circumstances that would then allow them to also impact that knowledge on future generations. It's very, very important, especially for young people of color."

Bike East Bay is grateful for the collaboration opportunity, and we resonate with Dani Lanis' excitement to "develop the future leaders of our world."

For more information and updates, visit [BikeEastBay.org/Richmond](https://BikeEastBay.org/Richmond).



*Photo: Students at Kennedy High School in Richmond stop by the Rich City Rides tent to learn more about the Walk and Bike Clubs. Photo by Davis Okonkwo.*

submit an application to set up

# FREE BIKE EDUCATION CLASSES

[BikeEastBay.org/ClassApplication](https://BikeEastBay.org/ClassApplication)

**Bike East Bay is proud to offer free educational workshops to companies, schools, and other community organizations around the East Bay, providing everyone with an engaging way to learn important skills for smart cycling.**



# CONCRETE IS COMING

## Fighting for safer bikeways across the East Bay

By Dave Campbell & Robert Prinz

A complicated story has evolved on Oakland's Telegraph Avenue over the past decade involving how to build a safe bikeway on a busy street. Thankfully, we are encouraged that the story will have a good ending. Back in 2014, Oakland was discussing two design options for Telegraph Avenue: protected bike lanes, like the lanes now on the section of Telegraph in the Temescal District, and buffered bike lanes, like the lanes now on the section between 29th Street and 37th Street. Neither would have a curb.

Due to a variety of issues, Oakland's final proposal, made late in 2014, was to go with buffered bike lanes. Thanks to hundreds if not thousands of voices from Bike East Bay, Walk Oakland Bike Oakland, and with support from the KONO Business District and Northgate Neighborhood Council, Oakland was convinced to pilot protected bike lanes in the section between 20th-29th Streets, as part of a repaving project. The pilot was built in 2016 with paint and proved successful in slowing traffic and increasing pedestrian safety, and sales at local businesses went up. But cars parked all over the bike lanes, and the intersections remained daunting. Years of efforts to try things to keep cars out of the bike lanes had limited success. Until now—concrete is arriving.

Ride down Telegraph Avenue, from the Oakland-Berkeley city line and you can experience the whole spectrum of infrastructure. From no bike lanes, to regular 5ft wide painted lanes, to post protected bike lanes in Temescal, to buffered bike lanes with bus boarding islands between 29th and 37th Streets, to now concrete curb protected bike lanes in KONO. One thing you will likely notice is no more cars in the bike lane in KONO. Curbs work!

In a few months, Telegraph Avenue in KONO will get protected intersections too—curbs within the intersections—and when that happens, you can test out a high-quality bikeway on a busy street.



Where else can you look for these improvements?

- Fremont has built a fully separated bikeway with protected intersections on Walnut Avenue.
- In Alameda, W. Atlantic Avenue has top notch curb protection. Alameda also has curb protected two-way cycle tracks on Fernside Drive and Clement Avenue.
- Up in Berkeley, Milvia Street just got curbs, not everywhere, but for much of the project, and a protected intersection at University.
- In Richmond on Marina Way South there is a brand new planted curb protected two-way bikeway.
- Down in Ashland on E.14th Street there is a new curb protected northbound bike lane with bike signals.
- Oakland just approved curb protected bikeways on 14th Street.
- At least 15 more are in development and construction.



These are the types of safer bikeways we fight for on your behalf. We will continue to push for protected intersections with these projects. East Bay communities have always placed a curb between cars and pedestrians. Now you deserve curbs for bikes. We welcome your feedback to keep improving designs.

For questions regarding advocacy updates, email [Advocacy@BikeEastBay.org](mailto:Advocacy@BikeEastBay.org).





# Annual Report 2021



# THANK YOU!

During 2021, 64 businesses, foundations, and ride clubs, and more than 2,154 families and individuals made a financial contribution to strengthen Bike East Bay.

We are grateful for your generosity.



Photo: Malcolm Wallace Photography

## INDIVIDUAL SUPPORTERS

Amber Beebe  
Tim Beloney  
Stephen Blair  
Travis Brooks & Taska Sanford  
Curtis Buckley  
Ryan & Marian Chan  
Catherine Coates  
Peter Colijn  
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Robin Dean  
Kjiersten Fagnan  
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Hilary Goldman  
Marc Hedlund  
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Nicholas Riegels  
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Miranda Morris  
Joseph Pasquariello  
Roger Pritchard  
Rick Raffanti  
Tom Reicher  
Mark Rhoades  
Michael Sanders  
James Sederberg & Tracy Calk  
Igor Serebryany  
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Sky Tandberg  
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Louise Anderson  
Theo Armour  
Karen Axelsson  
Corinne Winter & Andy Ball

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Michael Batie  
Russell Bayba  
Christine Beier  
Bruce Bennett  
Naomi Black  
Brittany Blackmon  
Natalie Bonnewit & Matthew Myers  
Jessica Bosanko  
Nathan Brennan & Kathleen Anne McNamara  
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Justin Brodowski  
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Miles Cooper  
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John Crossley  
Maxwell Davis  
James Downing  
Mary Dunagan  
David Eifler & Rachel Morello-Frosch

### \$10,000+

Anonymous Donors  
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Sally Goodman  
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JoAnne Lauer  
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Howard & Nancy Neal  
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### \$2,500-\$4,999

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James & Janet Foster  
Brit Harvey  
Daniel Leaverton  
Kristi & Peter Marleau  
Margaret McCarthy  
Rick Rickard  
Peter Rumsey  
Brett Thurber  
Karen Wiener

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

Tavish Armstrong  
Elaine Beale



Photo: Malcolm Wallace Photography

## INDIVIDUAL SUPPORTERS *(continued)*

Phil & Connie Erickson  
Tandra Ericson  
Scott Fay  
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Natalie Friedman & Harrison Pollak  
Armond Gauthier  
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Jerry & Melody Howe Weintraub  
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Ginger Jui

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Ryan Kraft  
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Mimi Torres  
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Russell Wagner  
Lynda Winslow  
Kenji Yamada  
Mike Zorn

## COMMUNITY SUPPORTERS

### \$10,000+

Bayer  
City of Berkeley  
City of Oakland  
Dolan Law Firm  
DoorDash Inc.  
Fremont Bank  
Hellman Foundation  
John Muir Health  
Rockridge Fund at the East Bay Community Foundation  
State of California

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

Bay Area Bicycle Law  
Crisp Company  
City of Fremont  
City of Hayward  
East Bay Community Energy Authority  
Hacienda Owners Association  
Lyft  
Tarbell Family Foundation  
Sports Basement  
Yellow Chair Foundation  
VeoRide, Inc.  
Zinn Law

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

Alameda Bicycle & Bike Hub  
Alameda County Public Works Dept.  
Bird Rides Inc.  
Blackberry Creek Foundation  
Capital Corridor  
City of Dublin  
City of Emeryville  
City of Livermore  
City of Newark  
City of Pleasanton  
City of Richmond  
City of San Leandro  
Downtown Oakland Association  
Fremont Bank  
Lake Merritt Uptown District Association  
Law Office of Walkup, Melodia, Kelly & Schoenberger  
Regional Parks Foundation  
Signature Development Group  
Spin Scooter



Photo: Malcolm Wallace Photography

Tranzito  
Washington HealthCare System

PlaceWorks  
Port of Oakland

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

Berkeley Bicycle Club  
City of Pittsburg  
City of San Pablo  
Community Focus  
Fehr & Peers  
General William Mayer Foundation  
HNTB Corporation  
Kittelson & Associates  
Phillip E. Garrison Fund

### \$500-\$999

Arkin Tilt Architects  
Toole Design

### \$500-\$1,000

Eisen Letunic Transportation  
Environmental & Urban Planning  
Intuit



# 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](https://BikeEastBay.org).

## ADVOCACY



**564,400+**

trips by people who bike and walk on the Richmond-San Rafael, Carquinez, Dumbarton, Benicia-Martinez, and Bay Bridges



**58**

protected bike lanes built in 14 cities



**17**

active local advocacy groups

## EDUCATION



**1,480**

attendees at 93 classes



**15**

different class topics

## ENGAGEMENT



**107**

people who joined 5 group rides



**70**

volunteers who engaged in community events



"It's really impressive how Bike East Bay is involved at the table, and it's great to hear from folks about how much they appreciate the opportunity to connect with others through the ride series."

**Mimi Torres**

Bike East Bay member since 2009

## 2021 FINANCIAL SUMMARY

**Total Income**  
\$1,397,358

**Total Expenses**  
\$1,013,476

**Net Income**  
\$383,882

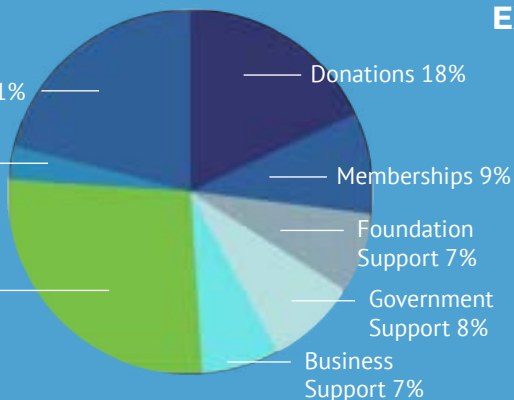
**Net Assets**  
\$893,617

### INCOME

PPP Loan Forgiveness 21%

Event Income 3%

Program Income 27%



### EXPENSES

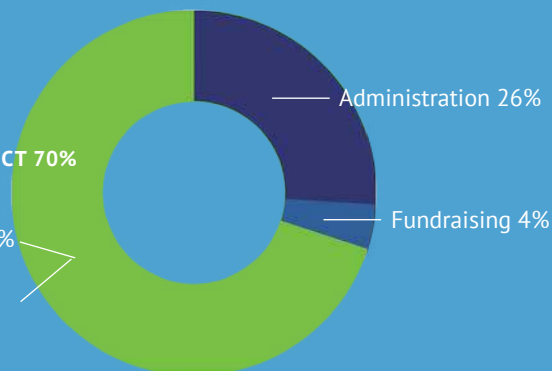
**PROGRAM DIRECT 70%**

Advocacy & Engagement 64%

Education 36%

Administration 26%

Fundraising 4%



# EQUITY AND INCLUSION IN PRACTICE

## Strengthening our values 50 years in and beyond

By Teo Octavia Saragi

As we mark our 50th anniversary as an organization, we reflect on the ways you have supported us in cultivating community and leaning into our equity and inclusion values throughout our education, engagement, and advocacy work.

So far this year, our Bike Education program has worked with over 1,300 class participants and has brought a wide range of class offerings throughout the East Bay. The Bike Education program serves adults as well as children and families, offering an innovative approach to learning tips for urban cycling, biking after dark or in the rain, bike commuting, learn-to-ride basics, and much more. After attending an Adult Learn-to-Ride Class in Oakland, one participant named Jeannie Wong shared, “Thank you so much for offering this free class! It’s organizations like yours that help make our community so vibrant by encouraging and teaching and being a trusted resource.”

This summer 2022, Bike East Bay also launched a series of group rides across the Richmond-San Rafael Bridge with funding from the Metropolitan Transportation Commission and partnership with Rad Power Bikes. The unique aspect about these group rides is that they were all powered by e-bikes—each rider in the group had the opportunity to try a Rad Power e-bike for the day. This electric pedal-powered experience was also a crucial point in our advocacy for maintaining the Richmond-San Rafael bridge bicycle and pedestrian path. When the group rides were first advertised, they filled up within the day with many interested riders joining our waitlists. In this way, our Education program intersected tangibly with our advocacy work and community engagement.

So far in 2022, we’ve held 7 rides with 150 folks who attended in total. In 2022, we also welcomed 192 new members. Renewing member Tom Sherman, who won the Rad Power e-bike during the Bike Month membership drive in May, renewed his membership to “be part of a biking community and support biking improvements in the East Bay.” For Tom, “The future of biking has never looked brighter!”

Another important aspect of our work this year has been our efforts to bring funding to community bike organizations and shops. From Spokeland to Waterside Workshops, this advocacy work has been focused on building out human infrastructure and people-to-people services. Binky from Spokeland reflected on our partnership with the Alameda County Transportation Commission (ACTC) in a public comment at the ACTC meeting on June 23: “With the funding we received from ACTC, Spokeland has been able to offer culturally relevant and representative programming. The first mentees in our mechanic mentorship program were able to become teaching assistants. With this funding, Oakland has a grassroots multicultural organization that offers bicycle mechanic safety by and for underrepresented people.”

Over the last year we have been increasingly focused on our community-focused funding and engagement model that centers equity and fosters deep relationships and active participation. Encouragement and engagement, in addition to education and safety, is vital to conducting the work of transportation justice. There are many people who have made the past 50 years of our work possible, and we are looking forward to growing and learning with our community more deeply.

## Join the Monthly Giving Circle

You’ll sustain long-term projects including:

- Pedestrian paths on the Bay Bridge to San Francisco
- In-town biking networks in your neighborhood
- Leadership trainings and community bike education classes
- And more!



[BikeEastBay.org/MonthlyGiving](https://BikeEastBay.org/MonthlyGiving)

SAVE THE DATE FOR BIKE EAST BAY'S 50TH ANNIVERSARY CELEBRATION  
SATURDAY, OCTOBER 8, 2022 | 3-6PM | OAKLAND





# DEVELOPMENT DIRECTOR REBECCA SALTZMAN

## Creating greater safety and access across the East Bay

We are excited to introduce you to our new Development Director, Rebecca!

Rebecca joined Bike East Bay as the Development Director in June 2022, bringing two decades of non-profit and campaign fundraising and campaign management experience to the position.

Rebecca has spent the past fifteen years working to make it safer and easier to bike, walk, and take transit in the East Bay. She began working on transportation issues as a volunteer, supporting AC Transit's bus rapid transit project and serving on Oakland's Bicycle and Pedestrian Advisory Committee. At the California League of Conservation Voters (now California Environmental Voters), she worked on state level transportation, environmental justice, and smart growth issues. As an elected member of the BART Board of Directors, she worked with advocates and board members to repeal BART's

rule prohibiting bikes during peak hours, and she has worked to invest in bicycle and pedestrian access to BART stations. Rebecca also serves on the Capitol Corridor Joint Powers Authority and the Alameda County Transportation Commission.

Rebecca shares, "I've loved working with Bike East Bay for over a decade as a transit, bicycle, and pedestrian advocate, a non-profit leader, and as a BART Director. I'm excited to have the opportunity to work more closely with our team and community to advance transportation justice and to make the East Bay a place where everyone is safe and feels comfortable biking. My wife, toddler, and I have had far too many scary experiences with car drivers nearly hitting us, even when walking with a very visible stroller, so I want to ensure all children, families, and people can safely get where they need to go without cars."



*Photo: Rebecca Saltzman*

Join Bike East Bay's

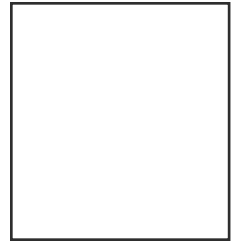
## FALL RIDE SERIES

[BikeEastBay.org/Fall-Rides](https://BikeEastBay.org/Fall-Rides)





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



**SAVE THE DATE FOR BIKE EAST BAY'S 50TH ANNIVERSARY CELEBRATION**  
**SATURDAY, OCTOBER 8, 2022 | 3-6PM | OAKLAND**

**BIKET**  **PIA**

