



# Ride On



## WELCOME TO BIKE EAST BAY

*Welcome, one and all, to Bike East Bay!*

After four exciting, successful decades as the East Bay Bicycle Coalition, we are reemerging with a new name and identity. We will carry all the history, savvy, skills, relationships, and experience we have gained over the past 42 years into a new form that we hope will re-energize our work and inspire new people from many different communities all over the East Bay to get involved.

In choosing the name Bike East Bay, our board and staff wanted to find a name that expressed the active, dynamic, and engaging nature of our work and would appeal to as many different kinds of people as possible.

For those of us involved in bicycle advocacy in the Bay Area, it often seems that “Bicycle Coalition” is what all such groups are called. Almost all the prominent groups use that in their names: San Francisco Bicycle Coalition, Silicon Valley

*continued on page 7*



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## LETTER FROM THE SADDLE

In the first hours of this New Year, 2014, I found myself on a BART train with my bike. Having not gone into the City for New Year's in a long time, I didn't realize how foolhardy it was to try to get one of the last trains back to the East Bay with a bicycle on New Year's Eve. I got on the last car of a Dublin/Pleasanton train at 16th Street in the Mission at about 2:00 a.m. and, almost immediately, the car filled to capacity with very drunk revelers returning to their East Bay homes.



photo: Lisa Beth Anderson

When I got to my stop at Lake Merritt station, there was a solid wall of drunken bodies between my bike and the open door. I, politely, but loudly, announced that I needed to get my bike off the train. Immediately a chant started up at that end of the car: "bike... bike... bike..." And, miraculously, the drunken crowd parted like the Red Sea and there appeared a bikes-width channel for me to wheel out the door.

I looked back into the packed car and everyone was smiling and waving and wishing me a Happy New Year. I grinned and waved and yelled back a Happy New Year. My heart could have burst with good will and gratitude towards my fellow BART riders at that moment.

I tell this story because, for me, this is not just about simple human kindness (though it is that); it is also about a sea change that has happened around biking. We saw this in our win this past year of full-time access for bikes on BART. In the process we discovered a broad understanding that people, even those that don't bike, support biking and think it is a positive movement. We saw this too when the new San Francisco-Oakland Bay Bridge Bike Path opened. In the past a pathway all the way to San Francisco was a pipe dream; now, it is an inevitability. Of course we will be able to bike all the way across the bridge. What reasonable person would not want it so?

In light of this sea change, I am delighted to announce that we are going through our own sea change as an organization: at the East Bay Bicycle Coalition we are re-launching ourselves as Bike East Bay.

Why change the name, and why now? It is because the world has changed. When our founders chose the name East Bay Bicycle Coalition in 1972, the media was very different. Where that first newsletter went out to 40 people via a typewriter and mimeograph, our current e-newsletter goes out to nearly 9,000 people via the internet, email, Facebook and Twitter. Also, as my New Year's experience shows, attitudes about bicycling have changed dramatically.

In this new world of rapid electronic communication and popular embrace of bicycling, we need a name that is short, simple and accessible to as many people as possible. We want a name that is active and invites everyone to join us. See pages 6 and 7 for more on our name change and the 40-year history that we bring with us as we grow and change.

I invite and welcome you to Bike East Bay! Join me in making our movement relevant and accessible to everyone.

# WHAT DOES 2014 HOLD FOR BIKE EAST BAY?

The year 2013 held many big wins for us, including all-hours access for bicycles on BART, the opening of the new San Francisco-Oakland Bay Bridge Bike Path, many miles of bikeways including our first green lanes, and much more.

Here are a few exciting plans in 2014 for Bike East Bay:

- Launching our new name and identity: with this newsletter you hold in your hands, we are reintroducing ourselves to our community. A major focus this year will be to tell the story of our new name and increase our visibility. Read more about this on pages 6 and 7.
- Expanding advocacy at the local level: we are launching a major push to train local volunteer advocates in cities across the East Bay by hosting a Winning Campaigns training and a Cities for Cycling Road Show this spring. Details are on pages 4 and 5.
- Measure B1 returns to the ballot: in 2012 Alameda County narrowly missed the 2/3rds margin (by 700 votes) needed to approve \$1 billion for bicycle infrastructure. This November, Measure B1 will be on the ballot with the same generous allocation of funding for bicycle and pedestrian projects, and this time we plan to win.
- A new strategic plan for Bike East Bay: the strategic plan approved by our board in 2011 has guided our work the past three years and given our staff the focus it needs to be effective with limited resources. This summer and fall, we will be revisiting and revising this plan, with your input. See the sidebar on this page for more.
- Building our internal staff capacity: With the new year we are excited to announce a new key staff member, Deb Janes, our new Development Director. Deb will spearhead our efforts to build the long-term funding needed to increase our team of staff advocates and educators over the coming years, so we have the capacity to serve every part of the East Bay.
- Continue our national leadership in bicycle education: In 2013 we educated 4,400 adults and children in our free classes and workshops. This makes Bike East Bay one of the largest and most successful bicycle education providers in the country. We will continue and expand on this success in 2014.
- Engage more members and volunteers: You provide the pedal-power to keep our advocacy work moving ahead. In 2014, we aim to get even more of our members involved as volunteers. Our hundreds of trained

volunteers stay engaged with our fun community events like Bike to Work Day, keep our office humming along, lead advocacy campaigns throughout the East Bay, and much more. If you're not already part of this vibrant community of volunteers, we invite you to do so at [bikeeastbay.org/volunteer](http://bikeeastbay.org/volunteer) or call Elena at 845-7433, extension 1.

Thank you for supporting our work as a member. Without you we could not do all that we do to make the East Bay a better place to bike every day. We are looking forward to another successful year of bicycle advocacy with your help. ●

## BIKE EAST BAY STRATEGIC PLAN UPDATE

In 2011, Bike East Bay created our first ever multi-year strategic plan. You can view the strategic plan for 2011-2014 at [bikeeastbay.org/mission](http://bikeeastbay.org/mission). This year, the board and staff will create new goals and strategies for even better East Bay bicycling in the coming three-to-five years. This month, the board will designate a team to lead this process, with the goal of approving a new strategic plan before the end of 2014.

This team will develop the scope of our strategic planning process and will schedule the meetings with board, staff, members, and other stakeholders.

One of the key strategies that emerged from our first strategic plan is the need to build advocacy at the city level. We are excited that a core group of members and volunteer advocates from cities across the East Bay can use this year's Winning Campaigns Training and Cities for Cycling Road Show to build a foundation for stronger local advocacy.

After these two crucial trainings, we will have a core group of committed volunteers with the skills to win better bikeways in their cities, people who have learned about cutting-edge design and innovative treatments. This is an integral part of Bike East Bay's long-term strategy as an organization. The resulting number of people trained and actively engaged in bicycle advocacy in all our cities and communities could double or even triple the number of people biking in the East Bay in the coming years.



# BUILDING A VOICE IN EVERY NEIGHBORHOOD

Your bike commute deserves a great bikeway, and your neighborhood can be even better for walking. With a series of upcoming trainings, Bike East Bay will give you the tools you need to create the change you want.

The Albany Strollers & Rollers are effective at getting improvements built for walking and bicycling in their city, seemingly at every turn. So is Bike Walk Alameda, which won an innovative two-way cycle track on Shoreline Drive, which will be under construction this spring. Volunteers with Bike Lafayette and Bike Fremont are getting organized to make similar bike-friendly improvements in their cities. And in cities such as Dublin, San Leandro, and Concord, many residents are ready for more bike and pedestrian improvements. Bike East Bay members in many cities are recognizing the need for a stronger voice to accelerate these type of improvements in their towns and cities.

Whether your city enjoys a long-standing, energetic group of local advocates or is now ready to begin pressuring decision makers, Bike East Bay is ready to help you ramp up your volunteer energy for 2014. This can be a year we campaign for more ambitious, innovative bike-friendly street improvements — and win!

## Build a Winning Campaign in March

You are invited to participate in our Winning Campaigns Training: a three-day workshop March 21-23 in Jack London Square, designed to show you and your collaborators how to create a winning strategy for new bike and pedestrian projects or programs. Teams of local volunteers and leaders will be joined by advocates from around California and national bike and pedestrian advocacy experts from the Alliance for Biking & Walking. At the

workshop, your team will brainstorm needed bike and pedestrian improvements, develop a plan to win the most important one, and strategize how to do it in a way that creates the capacity to win even bigger victories in the future. In three days, you will learn key organizing tactics to prioritize, organize, and conduct campaigns that transform the transportation landscape in your city. Your team at Bike East Bay will be right there with you, working on these campaigns at the workshop, and supporting your continuing work to achieve victory.



*City leaders in New York, Boston and San Francisco are tackling bicycle advocacy issues head-on*

photos: nacto.org



### Make Your Campaign Innovative in April

This April, Oakland is hosting recognized transportation planning professionals from Chicago, New York and Boston, at a NACTO Cities for Cycling Road Show on April 10-11. These innovative traffic engineers and planners are transforming cities into great places for bicycling and walking. The speakers will share stories of exciting street improvements in their cities.

We have reserved some of their time for you, to share your campaign ideas and plans with them and get feedback on how to keep your city on top of best practices for walkable, bikeable streets.

### Prioritize Your Campaign with Bike East Bay this Fall

In the second half of 2014, Bike East Bay will draft a strategic plan for the next three years. We want our priorities to reflect your local priorities. Your campaigns are a big part of our strategic process and will inform the direction of our near-term advocacy work in the East Bay. See sidebar on page 3 for more details.

**To get started, sign up for our Winning Campaigns Training this March. [bikeeastbay.org/wct](http://bikeeastbay.org/wct)**

## LOCAL LEADERS COMING TOGETHER FOR WINNING CAMPAIGNS TRAINING

### Winning Campaigns Training

**March 21-23, 2014**

### Jack London Square, Oakland

Join Bike East Bay and Walk Oakland Bike Oakland for a Winning Campaigns Training advocacy workshop this March, brought to you by the Alliance for Biking & Walking. This multi-day workshop is a great opportunity for your organization or group to work with other advocates from around California to create strategies to make your community more walkable and more bikeable. It will also help you develop a comprehensive plan for implementing key bicycle or pedestrian campaigns in a way that will build the capacity of your team to grow and become even more effective. Registration is \$75. Contact [dave@bikeeastbay.org](mailto:dave@bikeeastbay.org) for information about scholarships.



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# EBBC HISTORY

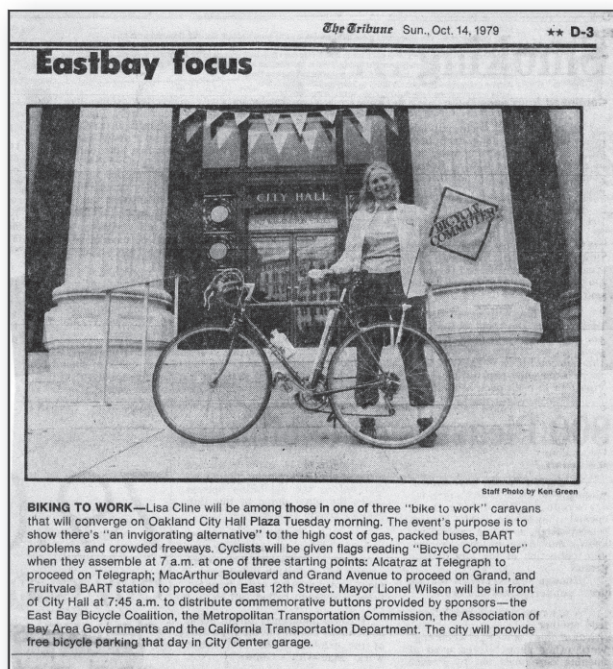
On **March 20, 1972**, **16 hard-core bicyclists** met at Westlake Junior High School in Oakland to form the East Bay Bicycle Coalition. The number one goal of the organization, as laid out in the first issue of *rideOn* that summer, has remained true for all **42 years** of our advocacy: to promote bicycling as a non-polluting means of transportation for work, shopping, and other daily errands.

For **four decades**, EBBC has campaigned for bicycle access to streets, roads and trails. Our members helped conceive and plan the **Bay Trail**, organized the first **Bike to Work Day** in Oakland in **1994**, mapped out the safest **East Bay bicycle routes**, and witnessed the number of bicyclists in the East Bay grow exponentially.

Part of the impetus behind EBBC's formation was the exclusion of bicycles from the newly-opened BART system. In **1975**, we scored our first **major victory** when BART agreed to allow bicycles on the trains. Nearly 40 years later, in **2013**, after years of working with BART management, we celebrated another huge **BART victory** as the transit system agreed to allow bikes on all trains, with no time restrictions.

Thanks to EBBC and other bicycle advocacy groups, all of the Bay Area's **bridges** will soon have bicycle access. In 2013, the **San Francisco-Oakland Bay Bridge Bike Path** opened on the new eastern span. A continuous bike and pedestrian path on the San Francisco-Oakland Bay Bridge is being planned and bicycle access to the Richmond/San Rafael Bridge has also been promised. The EBBC won access for bicycles on the Antioch (1978), Dumbarton (1984), Carquinez (2006) and the Benicia-Martinez (2009) Bridges.

It is on the foundation of EBBC's **fantastic forty years** of celebration, community, and advocacy that we grow into our **future** together, as **Bike East Bay**. ●



Alex Zuckermann leads early advocacy ride focused on the Bay Trail



WELCOME, *continued from page 1*

Bicycle Coalition, Marin County Bicycle Coalition, and so on. In the East Bay that is not so much the case, with our partners such as Bike Walk Alameda, Walk Oakland Bike Oakland, and Albany Strollers & Rollers. Also as we look across the country, we see many groups are named in this more active form, including some clever local variations like Bikemore (Baltimore) and Bike Easy (New Orleans).

As we go about achieving our strategic goals here in the East Bay, we believe the new name, Bike East Bay, best serves us. Our top priority is simply to get more people on their bikes for all kinds of trips, for fun and for everyday transportation. To do this, we created the most accessible identity, the broadest tent to encourage more people to try biking. We know from experience that, once they try it, many will stick with it.

One of the challenges of our old name, East Bay Bicycle Coalition, was that, given the length of the name, almost everyone shortened it to EBBC. Acronyms by their very nature can be exclusionary. You have to be “in the know” to understand what it stands for. It was never our intention to exclude anyone — quite the opposite. By changing to Bike East Bay, we have a name that is just three syllables (shorter than our old acronym, EBBC), is easy and fast to say, and will resist being turned into an acronym.

The partnership nature of our work is not getting less prominence just because we are dropping the word “Coalition” from our name. In fact, we are giving this higher priority as we integrate with the new local working groups incubating across our East Bay cities. We already have a strong group in Walnut Creek called Bike Walnut Creek, in anticipation of our name change. We have groups forming now that follow this same format: Bike Fremont, Bike Lafayette, and more. By using the same naming convention, we are able to show the relationship between the local groups and our regional organization, Bike East Bay, while at the same time showing the difference and independence of the local groups.

This issue of our 40-plus-year-old print newsletter is not the last you will hear of the East Bay Bicycle Coalition. In fact, we are so proud of our storied history as the longest continuously operating bicycle advocacy group in the Bay Area that we will continue to share our full history as we move forward as Bike East Bay. This history is integral to who we are and to our success.

We hope you will embrace our new name and identity and share the good word about the work we are doing to make your city and neighborhood a safe and enjoyable place to bike and the community we are building around biking in the East Bay. Bike East Bay welcomes you and everyone in the East Bay to come be a part of our movement. BIKE EAST BAY! ●

## HOW DID WE COME UP WITH THE NEW NAME?

Renaming an established organization like ours is no small task, and it has come about over time and with the input of many different people. Over the past two years, the board and staff have been exploring an update to the logo, which EBBC had been using for several decades. While there was much fondness for and attachment to the stylized bicycle logo, it was starting to feel out of date. In 2013 our board launched a process to develop a new brand identity, including a new logo and possibly a new name. A task force of board and staff was created to investigate further and to hire a designer to create the new logo. The task force selected a local company called Design Action to create the logo and identity.

In considering the question of the all-important name of our beloved organization, the board and staff came together to analyze the pros and cons of the name change, including the value of the name we have had for the past 40 years. We also analyzed the key groups we are trying to reach including current members (you!), potential members, funders, and key partners and looked at which potential names might appeal to each. One candidate — Bike East Bay — showed up on the list of appealing names for every audience group we identified.

Once we settled on a name, we looked at preliminary logos and gathered feedback. The final logo design was approved by our board of directors at its October meeting. At Biketopia, our fundraising event in November, we previewed the newly-approved name and logo to cheers from the hundreds of members and supporters at the party.





# CALENDAR of EVENTS

## URBAN CYCLING 101 CLASSROOM WORKSHOPS

Learn how to bike with confidence and have fun on every ride! Topics include cyclist rights and responsibilities, how to equip your bicycle, avoid theft, fit your helmet, avoid crashes, and more. For adults and teens, no bike needed.

**Monday, Mar 3** - Berkeley

**Saturday, Mar 8** - Oakland

**Monday, Apr 7** - Berkeley

**Saturday, Apr 12** - Oakland

**Saturday, April 12th** - Pleasanton

**Saturday, April 26th** - Dublin

**Tuesday, Apr 29** - Oakland

## CLIMATE RIDE TRAINING RIDES

This is a multi-ride series leading up to the 2014 California Climate Ride. Everyone is welcome to join us for this ride, whether you are planning on participating in the Climate Ride or not.

**Saturday, Feb 15** - Oakland to Fremont

**Saturday, Mar 4** - Tunnel Road and Grizzly Peak

**Sunday, Mar 16** - Three Bears

**Sunday, Mar 30** - Mt Diablo

**Sunday, Apr 13** - East Bay Hills

## TELEGRAPH TALKS: A series of events as part of our Telegraph Bikeways Campaign

**Friday, Feb 7** - Morning Coffee at Barkada

**Saturday, Feb 22** - Oasis Food Market

**Wednesday, Feb 26** - Afternoon Beer at Lost & Found Beer Garden

**Saturday, Mar 1** - Shop Talk at Temescal Produce Market

**Friday, Mar 14** - After work drinks at Commonwealth Cafe & Pub

## "BREAKING AWAY" AT THE NEW PARKWAY: RIDE FOR A REASON BENEFIT

**Sunday, Feb 9** - 12:00pm–3:00pm

## RICHMOND BICYCLE & PEDESTRIAN ADVISORY COMM MEETING

**Monday, Feb 10** - 5:00pm–7:00pm

## WALNUT CREEK WEST DOWNTOWN PLAN PUBLIC MEETING

**Wednesday, Feb 12** - 7:00pm–9:00pm

## BIKE WALNUT CREEK MONTHLY MEETING

**Thursday, Feb 13** - 6:30pm–8:00pm

## EMERYVILLE BICYCLE & PEDESTRIAN ADVISORY COMM MEETING

**Monday, Mar 3** - 5:30pm–7:30pm

## WINNING CAMPAIGNS TRAINING

**March 21** - March 23, all day

## THE 38TH CINDERELLA CLASSIC WOMEN'S RIDE

**Saturday, April 5** - 7:00am–5:00pm

## VALLEY SPOKESMEN ANNUAL BICYCLE SWAP MEET

**Sunday, April 6** - 1:00pm–4:00pm

## CITIES FOR CYCLING ROADSHOW – OAKLAND

**April 9** - April 11 all day



[BIKEEASTBAY.ORG/CALENDAR](http://BIKEEASTBAY.ORG/CALENDAR)



## ADVOCATE PROFILE

# DORIA ROBINSON:

## RICHMOND POWERHOUSE AND BIKE EAST BAY BOARD MEMBER

Doria Robinson was born and raised in Richmond. When she was a child, she'd ride her bike through the neighborhood from her home to her grandmother's house, church, and after school programs. "Cycling freed me and my brother from being confined to our block," says Robinson. Today, she is working to make sure that Richmond residents can do the same and more. She has a lifetime experience of working toward our guiding principles of increasing the number of people who ride bicycles, to improve the health and quality of life of all residents, to reduce environmental impacts, and to make our streets and communities vibrant places to live, work and play. With Doria's membership on our board, Bike East Bay is looking forward to positive changes for Richmond in the near future.

It starts by increasing the city's bicycle infrastructure and the visibility of current riders. Studies show that, in the U.S., 40 percent of all urban trips are two miles or less. Ninety percent of those trips are made by car. Women are an indicator when it comes to bicycling: when women bike, not only is it testament to the safe and plentiful network of bikeways, but it also has a trickle-down effect and inspires more new cyclists to take to the road. In addition, more than half of American women (53%) say more bike lanes and bike paths would increase their riding. We should be doing all we can to offer those who want to ride the opportunity to do so within their comfort zone.

Bike East Bay is working to make the streets in Richmond physically safer for bicyclists, something you may have noticed already happening. Richmond is one of four East Bay cities that inaugurated a green bike lane in 2013. And not only is Mayor Gayle McLaughlin vocally pro-bicycle, but "city staff is becoming really supportive and the BPAC is coming together nicely," said Doria, making positive change more possible than ever. Goals for 2014 include getting a permanent line item for bicycling in the city's budget and persuading the city to hire a staff person dedicated to bike and pedestrian improvements. Doria has a long list of priorities: bike



parking programs, better signage, education programs, downtown revitalization, and a community center focused around bikes along the Richmond Greenway. With her energy and creativity, Richmond's bicycling future is bright.

Infrastructure, however, is only half the battle — but the second half is a lot more fun. We are working with RICH City Rides to make bicycle advocacy "more of a social thing — not just about infrastructure" Doria said. "We will address the reasons why people are hesitant to ride, and we're going to make it fun." In 2013, there were several

bike rides, including holiday rides, bike parties, and other events that attracted many new Richmond riders. In May of 2013, Richmond's Bike to Work Day events boasted a 19% increase in bike counts from 2012 (almost 600 bicyclists at six stations), demonstrating the growing number of bicyclists in this East Bay city. Doria is also working on building new partnerships with family-based organizations to grow those numbers even more.

Doria's work starts at home: her eleven-year-old twins, Innua and Kai, have both followed their mother's footsteps and love riding. Kai met Tyrone from the Scraper Bike crew recently, and Tyrone showed him how to decorate his bike, Scraper style. "Kai loved it," says Robinson, "Now they both want road bikes with panniers." Together the three of them ride to school, ride to bowling, and go on Red Bike and Green rides. "We're a riding family," she says.

Doria is no stranger to longer touring rides either. Last August, she participated in a 250-mile ride from Washington D.C. to Brooklyn, retracing the paths of five African-American women in 1928 who set out for nothing more than their love of the great outdoors. "Those five women set this platform for dopeness," says Zahra Alabanza, an organizer of Red Bike Green's Atlanta chapter and another participant in the ride. Of Red Bike and Green, Doria said "There's nothing else like it. RBG is like family."

Continue this conversation with Doria Robinson at our board events and on this year's Bike East Bay Team participating in the Climate Ride. ●



# WORKING TOWARDS BIKETOPIA



Last November's Biketopia bash was a mix of old and new, as we celebrated a number of historical events while highlighting our plans for the future. Biketopia is Bike East Bay's way of sharing a vision of an East Bay where our local neighborhoods are welcoming, thriving centers of life in which bicycles are easy, safe, everyday transportation.

This is an East Bay with overflowing on-street bike corrals, groups of children biking to school together and people of all ages and all backgrounds enjoying streets that are friendly and lively gathering places. This is the vision that you help us celebrate and strengthen every year at Biketopia.

A highlight of the evening was Steve Heminger, the Executive Director of the Metropolitan Transportation Commission, announcing that "not only will we go all the

way to San Francisco, but we're also going to get a bike path on the Richmond/San Rafael bridge."

The silent auction raised more than \$10,000 to support our advocacy work for 2014, while our members got great deals on fabulous auction items. A big thank you to the many local businesses whose wonderful donations made the auction such a great success.

Biketopia has come to life every year because of our fantastic supportive East Bay Bicycle Coalition community. Here's to many more for Bike East Bay! Our deepest gratitude goes to our generous sponsors, without whom a ballroom bash for bicycles would not be possible. Thank you for helping us finish 2013 smoothly and launching our 2014 efforts. ●

*The Biketopia Presenting Sponsor*

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### Across

2. Not straight; Right or left \_\_\_\_.
4. Handle \_\_\_\_.
5. Bike riding prevents the waste of \_\_\_\_.
6. Street from Berkeley to Oakland.
8. A shared lane marking.
11. Cyclists should ride in the bike \_\_\_\_.
13. Adjust your seat to prevent \_\_\_\_ injury; singular.
14. Bike security prevents \_\_\_\_.

### Down

1. On multi-speed bicycles, you \_\_\_\_ through gears.
2. A type of tire mainly used for racing; '80s surfer slang.
3. Use your left hand to \_\_\_\_ a turn.
7. A metal piece that you grip to steer.
9. Always wear a \_\_\_\_.
10. Bike to \_\_\_\_ Day.



# EDUCATION UPDATES

## AC TRANSIT DRIVER TRAINING

In November of 2013 we hosted our first ever bus driver class for AC Transit, providing instruction to 33 drivers-in-training on how to interact safely with bicyclists. The curriculum also included encouragement for the trainees to try biking more themselves, giving them first-hand experience with the challenges cyclists face. A whopping 93% of participants said that their behavior behind the wheel would change as a result of this workshop, and 37% of them even said they would ride a bicycle more themselves. We are now working with AC Transit to turn this seminar into a quarterly training to reach every new bus driver they hire and to encourage their employees to participate in 2014's Team Bike Challenge. ●

## FIGHTING BACK AGAINST BICYCLE THEFT

Bicycle theft is a huge problem in the East Bay. The solution involves greater attention from law enforcement as well as diligence by cyclists in securing their property and reporting thefts. With this in mind, we began a collaboration with local police and flea market operators to cut down on the number of stolen bicycles being sold, starting with the Sunday Laney College market. We are happy to report that the number of bikes appearing at this market has already decreased dramatically, and any unregistered vendors selling around the periphery of the market are being shut down by Oakland Police officers.

You can assist in these efforts by writing down the serial number and description of each bicycle you own (use the form provided at [bikeeastbay.org/theft\\_prevention](http://bikeeastbay.org/theft_prevention)) and reporting this info to the police in the event of a theft. Doing so will increase the likelihood of recovering your bicycle and encourage the police to take bicycle theft seriously.

Bike East Bay now offers a fun and interactive one-hour presentation on strategies for avoiding bicycle theft. To set up a free class for your Alameda County business, school, place of worship, or other community organization, please contact our Education Director at [robert@bikeeastbay.org](mailto:robert@bikeeastbay.org). Or visit our website at [bikeeastbay.org/education](http://bikeeastbay.org/education) for a full list of the free adult, youth, and family classes we have to offer all around the East Bay. ●

# ACTION REPORTS

## BIG CHANGES IN THE WORKS FOR DOWNTOWN BERKELEY

Berkeley has started work redesigning its downtown plaza, sometimes referred to as Constitution Plaza, and the starting point for many critical mass rides and East Bay Bike Parties. The improvements will mostly be pedestrian-related, but the project is part of a much bigger plan to reconfigure downtown streets and create more public space, both of which will make bicycling safer. Right up the street is our Hearst Avenue Complete Streets Project, which will connect downtown with the north side of UC Berkeley.

Bike East Bay is looking for a volunteer who lives in or near downtown Berkeley to be our representative on a working group for the plaza

redesign. The volunteer commitment is expected to include three to four meetings over the next several months to provide input on design options and reporting back to our members with project updates. Our Advocacy Director, Dave Campbell, will assist with this. If you are interested, please email [dave@bikeeastbay.org](mailto:dave@bikeeastbay.org). ●

## BIKE FREMONT GETS A START

A double boost of energy hit Fremont last October, when Aytug Karalar and Michael Joss reached out to Bike East Bay to start a local advocacy group. Bike Fremont has begun holding meetings and is focusing on bicycling improvements around the Fremont BART Station as part of Fremont's City Center Plan. "I hope to put Fremont on the map as a more relaxed,

human-scale community, where people bike to town for shopping, commuting and enjoyment," says Joss. Karalar adds, "If we give bike paths to our community, people will use them."

In December, the City of Fremont hired Bryan Jones as its new Public Works Director. Jones sits on the California Transportation Commission's Traffic Control Devices Committee as one of our two bike and pedestrian representatives. "I am ready to hit the ground running and riding and would love to hear from local advocates what the issues and challenges have been," said Jones, in response to a welcome from Bike East Bay.



For more information, join Bike Fremont's Meet Up Group: [www.meetup.com/Bikeways-for-Fremont/](http://www.meetup.com/Bikeways-for-Fremont/) ●





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## THREE REASONS TO JOIN OR RENEW YOUR MEMBERSHIP IN BIKE EAST BAY TODAY:



- 1.** Membership pays for itself. With discounts at more than 70 local businesses, from bike shops to chiropractors, your Bike East Bay membership is the best deal in town.
- 2.** Strength in numbers. Political leaders listen to Bike East Bay's 4,000 members, as bicycle advocates have been speaking up for better bikeways in cities across the East Bay. In 2014, will we speak for you?
- 3.** Bridging the gap. Last year the opening of the San Francisco-Oakland Bay Bridge Bicycle Path happened because of the tireless advocacy of Bike East Bay and our sister advocacy organizations. We plan to witness many more milestones in the years ahead – and we will get there, with your help.

**BIKEEASTBAY.ORG/JOIN**

