



# Ride On



photo: Pamela Palma Photography

## STRATEGIC PLANNING SUMMIT PLOTS FUTURE OF BIKING IN THE EAST BAY

Many thanks to the 120 members, volunteers, staff and partners who came out to the South Berkeley Senior Center on January 24 and 25 to plan our future as an organization and a movement. There was a buzz of excitement in the room about all the opportunities and possibilities for building a more bike-friendly East Bay.

Participants represented diverse groups, including our partner local groups like Bike Walnut Creek, Bike Concord,

Albany Strollers & Rollers, Bike Walk Alameda, Richmond BPAC, Walk Oakland Bike Oakland, BicyCal, TransForm, Cycles of Change. Others spoke on behalf of local nonprofits and social groups like Cycles of Change, the YMCA, Red Bike and Green, and Grizzly Peak Cyclists.

This summit was a rare opportunity for groups from different parts of the East Bay to meet each other and share successes and challenges.

*continued on page 6*

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# LETTER FROM THE SADDLE

## Partner and Collaborate for a Better Biking Future

As I write this letter we have just finished our two-day strategic planning summit where more than one hundred members, volunteers and partners participated. I am inspired by the incredible energy and passion that this group brought to our planning process. Strategic planning is not often described as enjoyable, but this high-energy and motivating weekend brought fun into the planning process. And, more than that, the two-day meeting built crucial relationships and connections that will benefit our work for years to come.

There is so much to say about this rich and dynamic summit and planning process, but I want to share here some personal reflections and the insights I have come away with.

As we were building the agenda for the summit, one of the key themes for me was to learn as much as possible about how to better serve our community. A process like this is a big investment for a nonprofit and I wanted to make sure we were not just getting input at this singular point in time, but actually building our capacity to listen and learn from our members, participants and supporters over the long term. I wanted to use this process to develop Bike East Bay's capacity to learn and grow as an organization.

A theme throughout the weekend was partnership and collaboration. Bike East Bay has grown fast over the past several years; we now have five full time staff, several part time staff, plus dozens of contractors providing classes, valet bike parking and more. But, as we seek to serve two counties and 50 cities and towns in the East Bay, the only way we can possibly reach into every community is through volunteer power, partnering with other groups and organizations and strong collaboration with aligned groups.

Our board and staff spent months reaching out to as many groups in the East Bay as possible. We included those we work with now and those we hope to work with in the future. This outreach paid off and many of the summit participants brought the voice of one or more groups to the table. The summit also provided a networking opportunity for those doing similar work (ie community bike shops, local working groups, social ride clubs, etc.) in different parts of the East Bay.

At the end of the day on Sunday, as we all looked at the set of action steps that came out of our weekend's work, the importance of partnership and collaboration was clear. Many of the action steps that received the most support from the group included these elements. I am very confident that the reach of our message and work will spread far and wide throughout the East Bay and will truly shift the conversation about our streets and transform our cities and communities into places that are a joy to ride.

For a more complete look at our summit, read the cover story in this issue and get the latest updates at [BikeEastBay.org/Summit](https://BikeEastBay.org/Summit). ●



photo: Lisa Beth Anderson

# A WHO'S WHO OF 2014

As a member and volunteer driven organization, Bike East Bay relies on the support, energy, and enthusiasm of thousands of community members every year.

Here are nine supporters who stepped up as local bike advocates in 2014 and pulled out all the stops to support Bike East Bay in the office and at events. Thank you!



**ADAM FOSTER** - Bike Concord initiator and all around advocacy and community champion



**JOANNE LAUER** - BikeWalkCV co-founder and community organizer



**JEFF FRENCH** - Park Boulevard bikeway supporter, husband and father



**JEN STAMPLEY** - Best ever beer pedalin' pixie and bringer of New Belgium love



**CHARLIE FERNANDEZ-HIBBARD** - Bike Theft Prevention Outreach and Bike Education Instructor



**KAVEH ASTANEH** - Bike Ambassador and spreader of goodwill on social media



**LUIS ZARATE** - MetWest High School Advocacy Intern



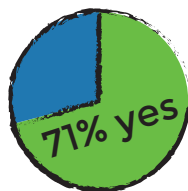
**YURI JEWETT** - Telegraph Avenue neighborhood outreach leader



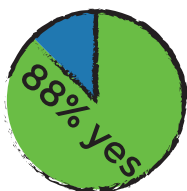
**OLIVIA SMARTT** - Volunteer photographer and Biketopia memory maker

# MEASURE BB OPENS THE DOOR TO BETTER BIKING

With 70.76% support at the ballot box last November (a comfortable margin over the two-thirds vote needed to pass), Alameda County voters showed they value new and improved bike/ped



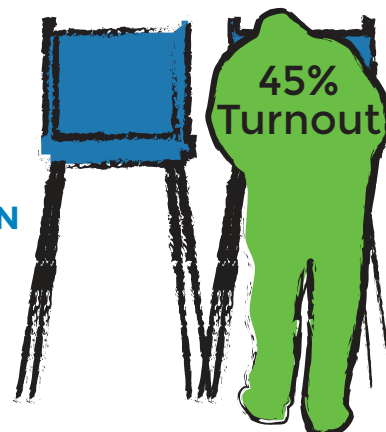
ALAMEDA COUNTY



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facilities and support Measure BB's strong 'complete streets' policy for all new projects. Cities are now deciding how to spend the funding they will receive from the one cent sales tax, which is dedicated to improving public roadways and sidewalks for all users. Cycle 1 of the new Measure BB funding is a five-year plan allocating \$350 million for cities to spend on projects to improve your bike commute. Bike

East Bay is working now with each city on its plan to spend these funds. Your city also needs to hear from you on what bike projects are most important where you live and work.

While Alameda County works to fulfill its promise to the voters, Contra Costa County gets going this Spring on a potential reauthorization of its own local transportation sales tax, Measure J. Details are still to be worked out

at the Contra Costa Transportation Authority, but we expect that Measure J will come to the ballot in November 2016 with new funding starting to flow in 2017. Bike East Bay's goal is to secure 15% of this funding for bicycle and pedestrian projects.

## BERKELEY BRINGS MEASURE BB HOME WITH NEW BICYCLE PLAN

If you live or work in Berkeley, now is a great time to get involved and make the most of the Measure BB funding opportunity as Berkeley is embarking on a major update to their Bicycle Master Plan in 2015.

"Berkeley's Bicycle Plan will be the best bike plan in America the day it is adopted," boasted Berkeley Mayor Tom Bates on Bike to Work Day 2013. Bike East Bay intends to hold him and his transportation staff to this promise.

We are hearing from our members in Berkeley that they want high-quality, all-ages friendly bike connections to popular destinations and safer bicycle boulevard crossings at busy intersections. Alta Planning is the lead consultant on the plan, bringing international expertise to the process. This is your chance to think big! Get



Berkeley Mayor Tom Bates at Bike to Work Day 2013

involved and make sure that Measure BB delivers a plan that will make Berkeley a much better place to bike.

**Get involved with Berkeley's Bicycle Master Plan process:** Take our survey on the types of projects you want prioritized in the Plan and get ready for an April kick off open house. [BikeEastBay.org/Berkeley\\_survey](http://BikeEastBay.org/Berkeley_survey)

## WHAT YOU CAN DO TO MAKE THE MOST OF MEASURE BB FUNDS IN YOUR COMMUNITY:

- **Contact your City Planner** directly and ask what is being done to get bike/ped projects ready for Measure BB monies. Offer to provide input to their grant applications.
- **Get involved in your local working group:** Bike Concord, Rich City Rides, Bike Walnut Creek, Bike Walk Alameda, Albany Strollers & Rollers, Walk Oakland Bike Oakland, P-Town Advocates, Bike Fremont and BikeWalkCV (Castro Valley)
- **Visit** [BikeEastBay.org/MeasureBB](http://BikeEastBay.org/MeasureBB) and [BikeEastBay.org/MeasureJ](http://BikeEastBay.org/MeasureJ)

## BIKE SHOP PROFILE

# THE LAUREL CYCLERY

## AN OASIS IN EAST OAKLAND'S 'BIKE SHOP DESERT'

Before The Laurel Cyclery opened in East Oakland's lively and diverse Laurel District in August 2014, there were no retail bike shops in Oakland east of Lake Merritt. The shop adds a much needed service to what owner Jason Wallach calls East Oakland's "bike shop desert." While local community shops like The Bikery and El Colectivelo provide affordable bike repair and education in East Oakland but they only have limited hours.

There is certainly demand for



more service in the neighborhood. Wallach says his repair racks have been filled since day one and most of his customers come from within a mile of the shop. Wallach is committed to being a part of the local bike community. The shop leads a First Friday bike ride, which in recent months has been joined by East Oakland's Scraper Bike crew. The Laurel Cyclery also recently hosted students from Bret Harte Middle School bike club. "They loved ringing all the bike bells," he reports.

The shop has an airy and welcoming feel thanks to extensive work opening up its high ceilings and exposed rafters. Muralist Mona Caron, the artist behind SF's Duboce Bikeway mural, painted a blackberry bramble climbing up the shop's cheery yellow walls. "If you're a gardener, you know how tough it is to dig out a blackberry," says Wallach. "We're rooted in this community. It's a symbol of how tough it will be to get us outta here."

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# STRATEGIC PLANNING SUMMIT

CONTINUED FROM COVER

Major themes for the summit were partnership, collaboration and increasing the diversity of our organization and movement. A highlight of the weekend was our panel on Collaborating, Partnering, and Building a Better Bicycling Reality for the East Bay featuring Jenna Burton of Red Bike & Green, Binky Brown from Cycles of Change, Chema Hernandez Gil from the San Francisco Bicycle Coalition and Wilson Tai of Rock the Bike. This panel dug into the question of how Bike East Bay can better engage and partner with underserved communities. For advice from each panelist to Bike East Bay on how to, as Jenna put it, “lean in” to these relationships check out a 6 minute video from Metrotuned on our website.

Most importantly, we received feedback on our strategic framework and, together, built action plans for each of our goals to carry our work forward in the coming years. For the revised strategic framework document that incorporate summit participant feedback, see sidebars. The group formulated top priority action steps, which will be compiled and shared on our website in the coming weeks.

Over the coming month, we will compile all of the feedback we received and put together a draft strategic plan to bring to our Board of Directors for approval. Check back at [BikeEastBay.org/summit](http://BikeEastBay.org/summit) for the latest update. ●



Summit attendees work together to outline their ideas and vision for Bike East Bay.

photo: Pamela Palma Photography

## BIKE EAST BAY STRATEGIC FRAMEWORK 2.0

### MISSION

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

### VISION

The East Bay is a leader for innovative and accessible bikeways and streets that meet the needs of all users. Bicycling is a mainstream, comfortable and safe choice for all people, of all cultures, ages, abilities, and backgrounds. Bicycles are well integrated into the transportation system and are a key part of our thriving communities.

### GUIDING PRINCIPLES

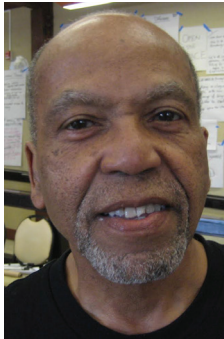
1. We commit to improving access to biking, walking and transit, with particular attention to communities and areas that have been historically underserved.
2. We promote bicycling as a way to improve the health, economic vitality, and happiness of our communities.
3. We work in partnership with the private and public sector to make our streets and communities strong, sustainable and accessible.
4. We are passionate about increasing the number of people who ride bicycles safely, confidently and knowledgeably.
5. We foster collaboration, inclusion and capacity building within communities, work with diverse groups for effective change, and value ongoing listening and learning from our community stakeholders.
6. We are fiscally, ethically, and environmentally responsible with our resources and in our work.

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

# WHY DID YOU ATTEND THE SUMMIT?



*"I'm here because I represent, and Grizzly Peak Cyclists represents, a broad range of cyclists... It's important to build facilities that aren't going to add additional conflict points."*  
**-Sheri "Mama Bear" Reineman, President of Grizzly Peak Cyclists**



*"I'm impressed with the sensitivity of all the participants... [the] desire to look beyond just riding a bike in the bike lane and look at the larger impacts of riding a bike in urban areas."*  
**-Fred "Phoenix" Mangrum, Cycles of Change**



*"I'm excited to meet people from other organizations who are working on these issues....I want to know more about what's going on elsewhere in the East Bay."*  
**-Maggie Smith, Bike East Bay Board Member**



*"I'm trying to get better cycling in Castro Valley...so that children and older people feel safe."*  
**-Bruce Dughi, Bike Walk Castro Valley**



*"I feel like we've had a really great group discussion... We all came from really different perspectives."*  
**-Janice Li, San Francisco Bicycle Coalition**

photo: Pamela Palma Photography

## BIKE EAST BAY STRATEGIC FRAMEWORK 2.0

### STRATEGIC GOALS

#### Advocacy

Increase the number and diversity of people biking.

#### Education

Overcome individuals' barriers to bicycling via programs educating all road users.

#### Community Engagement

Build strong and collaborative relationships with representation from all East Bay communities, neighborhoods, and their organizations, which increase support and resources from our dedicated volunteers, members, donors, and partners.



*Plotting the course for the future of bicycling in all parts of the East Bay.*



photos: Pamela Palma Photography

# CALENDAR of EVENTS

## **SOUTHSIDE BIKEWAYS AT BERKELEY TRANSPORTATION COMMISSION**

**Thurs. Feb. 19, 7-10pm**

**North Berkeley Senior Center, 1901  
Hearst Avenue**

Advocacy event: the commission will discuss plans to make Bancroft and Durant complete streets with bike lanes or cycle tracks.

## **BIKEWALKCV PLANNING**

**RETREAT Sat. Feb. 28, 12-4pm**

**Castro Valley Library,  
600 Norbridge Avenue**

Join BikeWalkCV (Castro Valley), a Bike East Bay local working group, for their first full-scale planning retreat.

## **BAY AREA VALET BICYCLE PARKING CONFERENCE**

**Fri. March 6, 9:00am**

**Rackspace – 620 Folsom Street, SF**

SF Bicycle Coalition is organizing what may be the first ever bike valet conference. Come share and learn best practices in the field of valet bike parking in a roundtable setting.

## **BIKEWALKCV BIKE RIDE WITH SUPERVISOR MILEY**

**Wed. March 11, 2:30-3:30pm**

BikeWalkCV will lead a bike ride with Alameda County Supervisor Nate Miley.

## **BIKE VALET SUPERVISOR PARTY**

**Sun March 15, 3-5pm**

**Bike East Bay offices, 466 Water  
Street, Oakland**

Valet supervisor appreciation party and orientation - open to interested and potential bike valet supervisors. Discuss the future of the bike valet program!

## **OPENING DAY FOR TRAILS**

**Sat. March 28, all day**

Celebrate our local trails with rides, walks and fun activities all over the East Bay. Go to [BikeEastBay.org/trails\\_openingday](http://BikeEastBay.org/trails_openingday)

**VISIT [BIKEEASTBAY.ORG/CALENDAR](http://BIKEEASTBAY.ORG/CALENDAR)  
FOR EVEN MORE EVENTS AND CLASSES**

## **CONCORD CITY-WIDE WORKSHOP**

**Weds. April 8, 5:30-8pm**

**Willow Pass Center, 2748 East Olivera  
Road, Concord**

The first of a series of workshops organized to discuss Concord's Bike and Pedestrian Master Plan. Open-house format focusing on community needs and the built environment.

## **BERKELEY BIKE PLAN KICKOFF**

**Early April**

Come learn how you can help make Berkeley the most bike-friendly city in America as Bike East Bay pushes for a world-class bike plan.

## **UPCOMING FREE BIKE EDUCATION CLASSES**

Visit [BikeEastBay.org/Education](http://BikeEastBay.org/Education) for full details and registration.

## **URBAN CYCLING 101: CLASSROOM WORKSHOP**

Learn new skills to bike with confidence. For adults and teens, no bike required. Free reflective vest for participating at certain classes.

**Berkeley: March 2, 6:30-8:30pm;**

**March 14, 2-4pm (Cantonese);**

**April 6, 6:30-8:30pm**

**Dublin: April 18, 10am-noon**

**Hayward:**

**Feb. 28, 10am-noon (Spanish);**

**April 4, 10am-noon (Spanish)**

**Oakland: Feb. 14,**

**10am-noon;**

**March 14,**

**10am-noon;**

**April 11,**

**10am-noon; April**

**22, 6-8pm**

**Pleasanton: March**

**28, 10am-noon**

## **URBAN CYCLING 101: ROAD CLASS**

Learn bike handling skills and crash avoidance maneuvers. For adults and teens, bikes and helmets required. Prerequisite: Urban Cycling 101 Classroom.

**Berkeley: March 28, 10am-3:30pm**

**Pleasanton: May 2, 10am-3:30pm**

## **FAMILY CYCLING WORKSHOP**

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

**Alameda: April 25, 9-11:30am**

**Berkeley: April 26, 10am-12:30pm**

**Dublin: May 9, 10am-12:30pm**

**Livermore: Feb. 21, 10am-12:30pm**

**Pleasanton: April 25, 10am-12:30pm**

## **KIDS BIKE RODEO**

Kids learn safe cycling skills with our certified instructors. Bikes and helmets provided, or bring your own! Course takes about half an hour for each child to complete.

**Alameda: April 25, noon-3pm**

**Berkeley: April 26, noon-3pm**

**Hayward: May 16, 11am-1:30pm**

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# NEWS BRIEFS

## PRESENTING THE EAST BAY'S BIKESHARE TEAM

We're excited to introduce Kevin Mulder, Kara Oberg and Carlos Hernandez. These three new East Bay transplants will be working to bring Bikeshare to the East Bay. Oberg and Hernandez are the new Bike Share Coordinators for the cities of Berkeley and Oakland respectively, and Mulder is the regional Program Coordinator for MTC. Look forward to hearing more about these three as they begin their community outreach process, start planning station locations, and develop a plan for bike share in the East Bay.

## BART PROGRAM CRACKS DOWN ON BIKE THEFT

Our free bike education program focuses on helping people make more of their daily trips by bike. This can be pretty difficult if your bicycle gets stolen. That's why we are partnering with BART through June 2015 to crack down on bike theft. We will be tabling at stations around the system, providing the following:

- Free starter cards for the secure BikeLink lockers and rooms
- Vouchers for discounted bike locks at participating shops
- Information about free bicycle registration services
- Best practices for securely locking your bicycle

Find out where we will be tabling and when, and learn more about how to keep your bike safe from theft, at [BikeEastBay.org/BARTBikeTheft](http://BikeEastBay.org/BARTBikeTheft). Sign up to help out at these outreach events as part of our Bike Ed Volunteer Team at [BikeEastBay.org/volunteer](http://BikeEastBay.org/volunteer).

*New Bike Share Coordinators  
Kevin Mulder,  
Kara Oberg  
and Carlos  
Hernandez*



## BIKE CONCORD TAKES OFF

Though it is less than a year old, Bike East Bay's local working group Bike Concord already has a significant success under its belt: the city's first buffered bike lanes will be built on Detroit Avenue starting this summer, with the Concord's first use of green paint in conflict zones. The project is slated to be completed by the end of the year. We can't wait to see these improvements on the ground, which should set the example for Concord's bike-friendly future.

In addition, Bike Concord held its first organizational retreat in January to plan the year's goals and establish its mission. Look for free bike repair at the Thursday Farmers Market, a strong advocacy presence during the Bicycle and Pedestrian Master Plan process, and more rides and events than ever.

Follow these projects and more at [BikeConcord.org](http://BikeConcord.org) or join the conversation on our Bike Concord facebook group.

## BIKES ON BRIDGES

This year is already shaping up to be one where we make significant progress in getting bicycle access on our major bridges. This summer, the Alex Zuckermann Bicycle Pedestrian pathway on the East Span of the Bay

Bridge will finally reach Yerba Buena Island. Thousands of people on bike and on foot have been using this bridge each week and now they will have somewhere to go beyond the bridge itself. We are also excited to be working with engineering firm ARUP and their team to create a fundable plan for a pathway on the the West Span. The ability to bike all the way from the Oakland to San Francisco seemed like a pipe dream not so long ago. It is now on its way to becoming a reality.

Bike East Bay has been in discussion with staff at Caltrans and the Bay Area Toll Authority (BATA) about plans for a separated path for bicyclists and pedestrians on the Richmond-San Rafael Bridge. Our proposal, created with help from fellow advocates at CalBike, Marin County Bicycle Coalition, the Trails for Richmond Action Committee (TRAC) and the Bay Trail Project, is for a multi-year trial of a 10-foot separated pathway. While there is not yet official endorsement of this design, discussions are positive and we hope that an official announcement will come at the February BATA commission meeting. A new protected path on the north shoulder of the freeway will accompany the bridge bikeway, providing safe access from Richmond to Point Molate as well as the bridge.

# NEWS BRIEFS

## SAVE THE PLANET WITH A GREAT BIKE ADVENTURE

Do your New Year's resolutions involve biking more and doing your part to combat climate change? If so join our Executive Director Renee Rivera and Team Bike East Bay on the adventure of a lifetime: the California Climate Ride.

The California Climate Ride is a five-day ride that takes you through beautiful scenery during the day, and brings you engaging speakers at night. Topics range from renewable energy and climate science to sustainability and bicycle infrastructure. Riders need only to focus on riding 40-60 miles per day, while the experienced Climate Ride staff takes care of meals, snacks, bike support, luggage transport and all other logistics.

There are five days of riding and each one is a new adventure. You'll pedal under towering redwoods along Humboldt's Avenue of the Giants, climb the infamous Leggett Hill on your way to spend two full days on California's rugged North Coast, then take a spin through verdant wine-country vineyards on your way to San Francisco.

The California Climate Ride is more than a bike trip – it's an inspiring

journey with like-minded people who are united by their passion for sustainability, renewable energy, and bicycles, the ultimate carbon-free form of transportation.

Not only will you enjoy a beautiful, fully-supported ride with 200 or more new friends, you will also raise much needed funds for our advocacy work. Help us reach our goals for a bike-friendly East Bay by choosing Bike East Bay as your beneficiary. All proceeds of the Climate Ride go to their beneficiaries, after the cost of putting on the ride, and all donations are tax-deductible.

We will be leading training rides starting now through the start of the ride in May that will get you more than ready for your bicycling adventure and connect you with other Climate Riders. Go to [BikeEastBay.org/ClimateRide](http://BikeEastBay.org/ClimateRide) for the full list of upcoming rides, or see below.

We are assembling a team of people who are riding to support our advocacy work. When you join us, you get hands on support for your fundraising from our staff and a built-in community great bike supporters on the ride. Go to [bike.climate ride.org/team/](http://bike.climate ride.org/team/) [BikeEastBay.org](http://BikeEastBay.org) to sign up as part of Team Bike East Bay for the 2015 Climate Ride.

## BIKE EDUCATION IN YOUR NEIGHBORHOOD

Our free Education Program has class opportunities this spring for people of all ages and abilities, in multiple languages. We provide classroom and on-the-bike classes for adults, family sessions, kids' bike rodeos, learn-to-ride sessions for adults, and one-hour workshops on many topics. Our theft prevention initiative is also expanding, with bicycle registration drives, BikeLink locker card giveaways, and bike security outreach to every corner of the East Bay.

This year we have updated our classroom presentations and online resources to include more local information and tips, and to reflect the great feedback we have received from class participants. This includes new outreach materials like our "Quick Tips" postcard with information on safely sharing the road for people driving cars as well as those on bicycles.

We encourage everyone to sign up for a free class at [BikeEastBay.org/education](http://BikeEastBay.org/education), bring a friend, check out our new material, and start having more fun every time you ride your bike! We are also accepting class requests from around the East Bay at [BikeEastBay.org/ClassApplication](http://BikeEastBay.org/ClassApplication), and we have a new Bike Ed Volunteer Team sign-up at [BikeEastBay.org/volunteer](http://BikeEastBay.org/volunteer). Contact us today and help spread the bike love in your neighborhood.

### CLIMATE RIDE TRAINING RIDES

This is a multi-ride series designed to get our team ready for the 2015 California Climate Ride May 17 to 21. Everyone is welcome to join us for these rides, whether you are planning on participating in the Climate Ride or not. Go to [BikeEastBay.org/ClimateRide](http://BikeEastBay.org/ClimateRide) for more info.

**Saturday, February 21 - Oakland to Fremont**

**Saturday, March 7 - Tunnel Road and Grizzly Peak**

**Sunday, March 21 - Three Bears**

**Sunday, April 4 - Mt Diablo**

**Sunday, April 18 - East Bay Hills**



# A YEAR (and party) TO REMEMBER



Photos by  
Olivia Smartt



**THANK YOU** to the more than 300 members who joined us at Biketopia in November to celebrate our accomplishments in 2014. We're so glad to have an event where we can connect with that many of you and have a great time together.

Many thanks to our presenting sponsor, the Law Office of Dan Rose, which helped us throw the biggest East Bay indoor bike party of the year, to our crew of volunteers and to the businesses that donated auction items. Biketopia is more than just a party - it is a fundraiser to support our advocacy work in the 50 cities and towns we serve in the East Bay. Everyone who bid in the auction, bought bikes, purchased drinks, and rocked out on the dance floor was doing so for a good cause.



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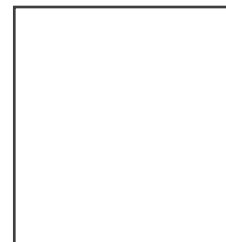
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## THREE REASONS TO JOIN OR RENEW YOUR MEMBERSHIP IN BIKE EAST BAY TODAY:



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**3.** **CONNECT** with over 4,000 members and nine local working groups across the East Bay.

**BikeEastBay.org/Join**

