

Renee Rivera starts work as your new Executive Director

Former Executive Director Robert Raburn to be honored at the Bridge the Bay Benefit

The Coalition is pleased to welcome our new Executive Director! As of February 1st Renee Rivera took the reins of the East Bay Bicycle Coalition.

Renee comes to the EBBC from a nine-month stint as the acting Executive Director of the San Francisco Bicycle Coalition where she filled in while Leah

Shahum was on sabbatical. During her tenure the SFBC had a very successful year with a record-breaking Bike-to-Work Day, 10 miles of new bike lines striped in San Francisco and the launch of a major new initiative, Connecting the City. We look forward to the passion and talent Renee will bring to bicycle advocacy, transportation policy, and fundraising in the East Bay.

East Bay Bicycle Coalition
and Fast Freddie Foundation

Bridge the Bay 2011 Benefit

To support a Bay Bridge Pathway for cyclists and pedestrians, and to make the East Bay more bicycle friendly.

Thursday
February 24, 2011
6:30 to 9:00 p.m.
David Brower Center
2150 Allston Way
Berkeley

with **Fast Freddie Rodriguez**
\$20 at the door for food, drinks, entertainment, live auction, and live interview with "Fast" Freddie Rodriguez, 3-time U.S. National Champion Cyclist and founder of the Fast Freddie Foundation, dedicated to getting kids on bikes for a healthy future.
See www.ebbc.org and www.fastfreddiefoundation.org.

Logos at the bottom: EAST BAY BICYCLE COALITION, GLOBE, FEHR & PEERS, VIVA BIKES WITH PASSION, DAHON, BACKROADS, yuba, mikes bikes, Proof cycling, DERO, and others.



Renee grew up in the Bay Area and has worked for many years in non-profit financial management and administration, including 10 years at the Exploratorium. She has utilized that background during five years on the SFBC Board of Directors where she provided strategic leadership that was instrumental in the recent growth and success of the 12,000 member organization, including leading the last strategic planning process.

Her position as our new Executive Director allows her to use her experience to make our East Bay communities thriving and delightful places to live, work and bike.

Renee is a resident of East Oakland who enjoys bicycling on the urban streets, and the beautiful back roads, of the East Bay. Look for her on the road and say "hi."

Oakland getting much more bike-friendly in 2011



Wet weather and cold temperatures curtailed 2010's already-too-short construction season, but, don't despair: City of Oakland bicycle program staff spent Summer and Fall getting a long list of projects ready for construction—2011 promises to be Oakland's biggest year ever for new bikeways.

Thirty-three miles of bike lane and sharrow projects are planned for construction in 2011. Key projects include new bikeways on 105th Ave, 27th St, 38th Ave, E 15th St/Foothill Blvd, MacArthur Blvd, San Pablo Ave, and Webster St/Franklin St in downtown Oakland. Oakland-style bike boulevards (center-lane sharrows and new signage with distance and directional information) will be installed on the Webster/Shafter corridor from downtown to the Berkeley border (where the facility continues north to UC Berkeley), and

along the 55th St corridor, which will connect to Webster/Shafter via Cavour St. The long-anticipated bike lane gap closure project on MacArthur Blvd (Park Blvd-Lincoln Ave) will be installed forming a continuous three mile bikeway (mostly bike lanes) on the MacArthur corridor from Lake Merritt to 35th Ave. With existing bike lanes on many streets and other pending-in-2011 bikeways, the robust bikeway network envisioned in Oakland's Bicycle Master Plan is beginning to take shape ... and we're very excited!

Go to www.oaklandbikes.info for progress updates on these exciting projects, including semi-annual newsletter and updated project maps.

by *Jennifer Stanley*
City of Oakland
Bicycle & Pedestrian Facilities



27th St at Harrison is getting bike lanes

Let bikeways be heard in the Regional Transportation Plan “Call for Projects”

March and April is our time to ask for big-ticket bike projects in the upcoming Regional Transportation Plan “Call for Projects.”

The Regional Transportation Plan (RTP) is a long-range policy document that guides transportation funding decisions for the nine county Bay Area transportation system over a 25-year horizon. This includes bike projects for both Contra Costa and Alameda Countywide Transportation Plans—and guides what gets built. For example, all projects requesting state or federal funding must be consistent with this Plan.

The Metropolitan Transportation Commission (MTC) will issue an open “Call for Projects” for the RTP on March 1, 2011, with project submittals due April 29, 2011. City staff in your city will be submitting projects and the Bicycle Coalition is going to ask that bike projects be included. We have leverage, because “performance reviews” will be done for each project, assessing how well

they reduce the number of vehicle miles traveled on our roadways.

Now is the time to contact our local city planners and ask for bike projects in the Plan. We have many bikeway projects in the East Bay that have gone through the planning phase and are ready (or close to ready) for funding. The money is coming, we need to ask for it!

Here is a list of projects that would complete many crucial bikeways:

Projects:

1. **Richmond:** Richmond-Ohlone Greenway Connection \$1,560,000 Joel Camacho 510.620.5482 joel_camacho@ci.richmond.ca.us
2. **Walnut Creek/Concord:** Pleasant Hill BART Short Cut Path, Jeremy Lochirco 925.943.5899 ext 2251 lochirco@walnut-creek.org
3. **Albany:** Gilman St to Buchanan \$1.5 million, Aleida -Andrino-Chavez achavez@albanyca.org, 510.528.5759
4. **Union City:** Dumbarton Bridge Link \$1 million

4. **Oakland:** LAMMPS Project \$15,000,000 Iris Starr 510.238.6229 istarr@oaklandnet.com
5. **Berkeley:** Ninth St Bicycle Boulevard Connection Matt Nichols mnichols@ci.berkeley.ca.us
6. **San Leandro:** Greenway continuation \$35,000,000 Reh-Lin Chen 510.577.3438 rchen@ci.san-leandro.ca.us
7. **Fremont:** Fremont Blvd to Dixon Landing (highest priority project in their bike plan) \$535,700 Rene Dalton 510.494.4535 rdalton@ci.fremont.ca.us
8. **San Ramon:** Iron Horse Trail overcrossings. Darlene Amaral 925.973.2655 damaral@sanramon.ca.gov

Please contact the listed planner and ask that these projects “be included in the countywide transportation plan Call for Projects.”

ebbc.org/callforprojects

City of Oakland readies Caldecott Fourth Bore bikeway improvement projects



The City of Oakland is getting closer to implementing major road and intersection improvements for cyclists in the Berkeley/Oakland hills near the Caldecott Tunnel.

The changes have been advocated by the Fourth Bore Coalition (FBC), a group of neighborhood and civic organizations including EBBC. www.fourthbore.org.

The City of Oakland received an \$8 million settlement for pedestrian, bicycle, and public transit projects in the vicinity of the Caldecott Tunnel and Berkeley \$2 million as a result of a lawsuit filed against Caltrans by FBC. The purpose of



the lawsuit was to hold Caltrans accountable for the effect on the nearby community of increased traffic from the new fourth bore tunnel. Walking tours of the affected areas provided the basis for several proposed improvement projects. A community meeting was held in November 2010 to review preliminary design concepts and allow for public feedback. Additional information on the history of the lawsuit and settlement can be obtained at ebbc.org/caldecott.

The City of Oakland and their transportation consultants, Fehr & Peers and Eisen/Letunic, are currently reviewing community feedback and selecting projects for further study. EBBC has advocated for the projects most beneficial to bicyclists, and as a result of our efforts, the following projects are currently being considered:

- **Tunnel Road/SR-13/ Hiller Drive Intersection Improvements** – Major overhaul of the intersection to increase safety of bike turns at freeway on-ramp.
- **Bicycle Facilities on Caldecott Lane/Tunnel Road** – Addition of bike lanes in both directions due to high traffic speeds on freeway frontage road.
- **Caldecott Lane/Kay Overcrossing Intersection Improvements** – Addition of bike lanes in both directions and traffic signals at both ends of the bridge to accommodate safer bike turning.
- **Bike Facilities on Broadway from Brookside Avenue to Kay Overcrossing** – Addition of bike lanes in both directions due to high traffic speeds on freeway frontage road.
- **Broadway/Keith Avenue Intersection Improvements** – Major overhaul of the intersection to increase safety of bike turns at freeway off-ramps and 5-way intersection.
- **College Avenue/Keith Avenue Intersection Improvements** – Addition of a bike lane on Keith Avenue due to one-way direction and high traffic, and addition of a pedestrian/bike crossing signal at the traffic light.
- **Bicycle Route Signage at Rockridge BART** – Addition of bike route signage and new bike lanes.
- **Rockridge BART Bicycle Parking** – Increased bicycle parking, either high-density or lockers.
- **On-street Bicycle Parking in Rockridge and Temescal Areas** – Addition of parking areas in the street



Broadway at Keith Ave



Tunnel Rd at SR 13

as a means to decrease traffic speed and increase sidewalk area.

- **52nd Street/51st Street/SR-24 Ramps/Shattuck Avenue Intersection Improvements** – Major overhaul of the intersection to increase safety of bikes across freeway on-ramp.
- **Telegraph Avenue/Claremont Avenue/52nd Street Intersection Improvements** – Major overhaul of the intersection to increase safety of bikes going straight at right turn.
- **Telegraph Avenue/56th Street/EB SR-24 On-ramp Intersection Improvements** – Major overhaul of the intersection to increase safety of bikes going straight at right turn.

This is a success! Once the final projects are selected, the next steps will include finalizing engineering designs.

Stay tuned for when this goes to City Council.

by **Matt Ayers**
Bicycle Coalition volunteer

Nominations open for 2nd Annual Bike-Friendly Business Awards

Is there a business that goes an extra mile to encourage bicycling? Give them the recognition they deserve. All you have to do is...

Submit Your Nomination Today!
ebbc.org/awards

Some companies do a great job of encouraging their employees to bike to work, others provide convenient bike parking for customers. When they do, they should be recognized.

Each winning company receives an award certificate from the Bicycle Coalition recognizing their company as an official "bicycle-friendly business," as well as great prizes and acknowledgement at the Bay Area's largest Bike Away from Work Party May 12, 2011.



3 easy steps to move people on bikes

Have you noticed how safe and comfortable it feels when you are biking along with other cyclists? Our campaign 1,000 New Cyclists is all about bringing new folks out on our East Bay streets on their bikes, making all of our rides even more safe and fun. Are you one of our "1,000 new cyclists?" Or one of their mentors or bike buddies? Take the next step and encourage your employer or school to support the cause of active transportation. Here are three easy steps any business can take:

1. display a Bicycle Coalition [bike transportation map](#) at your offices/school;
2. host a free [Lunchtime Bike Commute Workshop](#); and
3. encourage your company to offer [Commuter Checks](#)

Volunteer Spotlight: Neela Kale

Neela started volunteering at the Bicycle Coalition about a year ago. She's been a pleasure to work with since then, helping out with various projects and data entry, making everything in the office run just a little bit more smoothly. Neela grew up in Portland, has done some long-distance bike touring around the U.S., and currently lives car-free in San Pablo. To get involved as a volunteer (and hang out with the staff and Neela in the office!), email EBBC Outreach Organizer Rebecca Stievater at rebecca.stievater@ebbc.org.

1) How did you get involved with the East Bay Bicycle Coalition?

Ever since I went off to college and could no longer ask to borrow my mom's minivan, I have been commuting exclusively by bike and transit and never looked back. But when I took a job in West County three years ago I felt like I had moved beyond the pale of everyday commuter cycling. My colleagues and friends out there all seem to think I'm crazy. So I got involved with EBBC both with the idea

of meeting some people who don't think I'm crazy (or don't mind if I am!) and with the hope of helping to build a world where it doesn't seem crazy that one would use a bicycle as primary transportation.

2) What do you enjoy most about volunteering?

I enjoy helping with bike parking and outreach – anything that has to do with encouraging others to ride and to get involved. But because my work schedule is irregular you'll more often find me helping out in the office during the day. I appreciate the opportunity to contribute in whatever way I can. In the process, I am also learning about transportation advocacy issues and EBBC's many projects. And of course I always enjoy meeting other bicyclists and making new friends.

3) What's your favorite part about bicycling in the East Bay?

Although I do enjoy recreational riding, most of my day-to-day cycling is for transportation. There are so many beautiful places to ride in the East Bay that it's easy to turn an ordinary errand into a scenic excursion. Whether I head up into the hills or follow the shoreline, there are always breathtaking views to admire and colorful neighborhoods to discover. I can't imagine getting around this area any other way.



by **Rebecca Stievater**
Outreach Coordinator

Riding in epic weather and everyday

Riding in epic weather conditions – snow, rain, sleet, and cold – is what cyclocross is all about. As I've focused on racing cross this season, I've been forced to admit that the Bay Area is a little limited in its supply.



There is no snow or ice here. We have rain and mud sometimes during the winter, but if you're not determined you can miss even these altogether. In fact, I'm pretty sure that is what a lot of cyclists here do.

Before I moved to California I lived in Portland, Oregon for nine years, where it is either raining or threatening to rain for about seven months out of the year. For two or three months in the middle of winter, it's typically raining and 33-40 F, the worst kind of bone-drenching cold condition there is. An ice storm comes through about once a year, freezing the streets for a week. Every self-respecting cyclist in Portland has rain pants, raincoat, bright lights, booties, warm socks, insulated gloves, and full fenders, and keeps riding through it all, whether for a grocery run or a 4-hour base mile training ride.

Here in the Bay Area, we are often ill equipped to ride in bad weather. We slack on preparing for wet weather because it is

not so frequent. Many of us do not own what would be considered the basic essentials in Portland. Some shops don't stock much rainy-weather gear, and many mechanics insist that full fenders cannot be installed on a modern road bike. As a consequence, I am convinced that cyclists in the Bay Area skip more days of riding than those in Portland. It is easier than you think to ride in the rain.

In December, I traveled back to Portland and Bend for some major races. I rode in deep mud, slush, ice, sleet, and big puddles one foot deep and fifty feet long. It was so much fun. The discipline of cyclocross requires me to take an interest in riding in a variety of difficult elements, and to find grace and comfort in the practice. In NorCal we are, as I said, a

little limited in the variety of weather we have access to. We have no opportunity to go slip-sliding on icy roads, or to harden our resolve by riding in 35 degree rain as feet and fingers go numb, then ankles, calves, and hands. But do get a bit of balmy rain, the kind that turns plants green and brings out their fragrance and growth, and there is no reason we shouldn't maximize this limited resource.

I say we should enjoy all the sunny weather we get during spring and summer, and equip ourselves to soak up the rains when they come next winter. We all can learn to endure and enjoy the local elements, every day, all year round.

*Emily Thurston, racer
Missing Link/ 3rd Rail Cycling Team*

Safe Routes to School: Albany

"I can't believe I'm riding my bike on the street!" yelled a 1st grader as she peddled toward Marin Elementary School in Albany, CA. The girl was one of five students, ages 4-9 years, riding to school with the support of a bike train.

Other students rode a bike for the first time during the 4th and 5th grade Safe Routes to School (SR2S) grant funded bike education P.E. program. For two weeks in October, Cycles of Change brought bikes and safety instructors to the Marin campus and engaged students in bicycle and pedestrian safety topics and activities. One dad commented, "My son loved the off-campus field trip to the park. He didn't have a bike before and now he wants everyone in our family to ride instead of drive."

Across town at Ocean View Elementary, students walking together as a walking school bus arrive at the intersection of Buchanan and Jackson. This intersection is scheduled to receive pedestrian and safety improvements through a \$270,000 SR2S grant. The grant also includes funding for school assemblies, Walk and Roll to School days, giveaways and contests to encourage students to walk or ride to school.

These, and other SR2S programs work to make walking and biking to school safe and fun for students. But, there are tremendous environmental, health, economic, academic, and social benefits, too, including reduced traffic congestion and transportation costs, increased physical activity which has been linked to



reduced stress, weight loss, and positive classroom behavior. A Marin parent acknowledged the many benefits, adding, "My son and I have the best conversations on the way to school. We also get to meet our neighbors, appreciate the scenery, and talk about how to safely cross the street," Her son added, "It's cool to ride to school!"

More info: www.TransformCA.org

by Heather Cunningham

Survey shows Traffic Skills 101 courses are not only fun but increase confidence and reduce crashes

Over the past five years, the East Bay Bicycle Coalition has taught traffic skills classroom workshops and road classes throughout Alameda County. The courses are offered several times a year for free and are led by League of American Bicyclists certified instructors. They provide cyclists with tips, strategies, and the rights and responsibilities of riding safely on busy streets.

To evaluate the effectiveness of the classes, the Coalition surveyed cyclists who had attended a class within the last two years. 150 cyclists responded with a lot of great information. The goal of the survey is to improve the classes by better understanding the needs of cyclists and how to help them become more confident and safer riders.

The results show that the Traffic Skills courses are very beneficial for the majority of participants. Respondents reported the class increased their awareness of road rules and safety techniques and gave them more confidence to take more and longer bike trips. After taking the class, 49 percent reported the number of bike trips they take increased and 30 percent of the respondents' round-trip bike trips are replacing an auto trip. Participants took 1.2 more bike trips and biked 8 more miles per week after taking the course.

Cyclists also report feeling more confident, safer and more aware while bicycling after taking the class. "The class gave me the confidence to truly embrace a biking lifestyle after no longer owning a car for a year and experimenting with biking for 9 months. I gained confidence that I can get out there on my bike to go where ever I need to regardless of my age and the weather," stated one participant.

Seventy-nine percent feel more confident riding their bikes on busy streets as well as on calm streets after taking the class. "I am so glad I took the class. I feel more safe when I ride, make better decisions, and quite frankly I am riding more responsibly," stated another respondent. Participants also take extra safety precautions, with 58 percent equipping

their bicycle with a tail light and 48 percent adding a head light.

An impressive 76 percent said they are more likely to ride outside of the door zone, and 46 percent avoided collisions because of what they learned in the class. "I am much more conscious of the door zone and stay out of

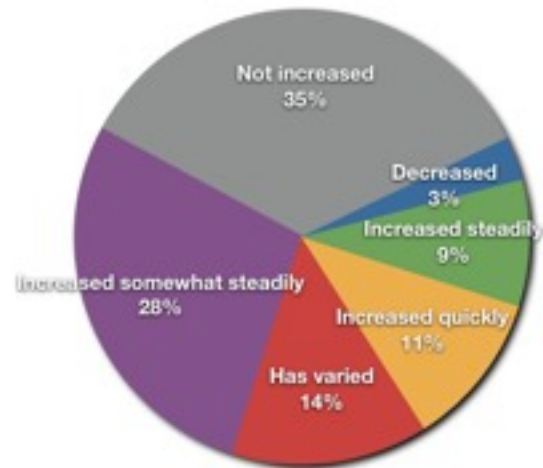
it. I try to ride in a logical spot on the road where cars will see me and behave predictably. This has improved my cycling experience very much. It is now rare that I have scary run-ins with cars; I ride every day and used to get rattled a lot. Now I have a better experience, I'm more confident and I worry much less. I am very glad I took the class and look forward to taking it again in the future to buff up my skills!" said another respondent.

80 percent of those who took the class felt it benefited them so much that they were motivated to encourage others to take the course. Also, 88 percent encouraged others to ride a bike after taking the course. Analysis over time indicates that cyclists who take the courses are increasing their trips by bike over time.

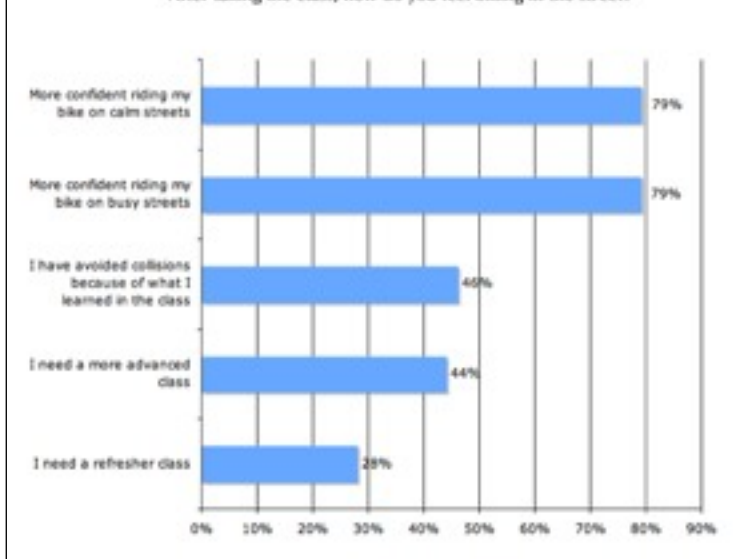
While the courses gave cyclists confidence to bike more, the majority of cyclists reported many deterrents to bicycling. Respondents would bike more if there were more bike lanes (83%), if motorists were more aware of cyclists and yielded more often (81%), if there were more physically separated bike paths (81%), and if there were more secure bike parking spaces (74%).

by **Janel Sterbentz**
Bicycle Coalition member

Since taking the class how has the number of bike trips you take changed?



After taking the class, how do you feel biking in the street?



Upcoming Events

ebbc.org/calendar

February 14: UC Berkeley Bicycle SubCommittee mtg, 1:30-3:00

February 16: EBBC Board Meeting, (no regular membership meeting in Feb) 7:30-9:30pm
Rockridge Library

February 17: Put the Brakes on Climate Change, Free Climate Change Workshop, 7-9pm
Berkeley Bike Station

February 24: Bridge the Bay Benefit, 6:30-9:00pm, David Brower Center, Downtown Berkeley

February 26: Bike to Work Day Photoshoot comes to Berkeley, Mike's Bikes Berkeley, RSVP to photoshoot@youcanbikethere.com

February 27: Pleasant Hill Advocacy Bike Ride, 10:00am-1:00pm, meet at Pleasant Hill BART Station

March 16: EBBC Membership Meeting, 7:30-9:30, Oakland Rockridge Library

March 29: A Frugal Cyclist's Guide to the Universe: Travels with Willie Weir, 7-8:30pm REI Berkeley

Traffic Skills 101 Schedule:

ebbc.org/safety

Feb 19: Classroom Workshop, Albany YMCA, 1-4:30pm

March 15: Classroom Workshop, Union City, 6-9:30pm

March 26: Road Course, MTC Offices, Oakland
10am-3:30pm

April 6: Classroom Workshop, Oakland, Kaiser Medical Center, 6-9:30pm

April 8-10: LCI Instructor Certification Course, Alameda, \$200

April 9: Family Cycling Workshop, Oakland, Madison Middle School

April 21: Classroom Workshop, Dublin Civic Center, 5:30-9pm

EBBC Team

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Affiliated Organizations

Albany Strollers & Rollers www.albanystrollroll.cog
Bay Area Bicycle Coalition www.bayareabikes.org
Bay Trail Project www.abag.ca.gov
Bicycle-Friendly Berkeley Coalition www.bfbc.org
BikeAlameda www.BikeAlameda.org
California Association of Bicycling Organizations
www.cabobike.org
California Bicycle Coalition www.calbike.org
Cycles of Change www.cyclesofchange.org
Greenbelt Alliance www.greenbelt.org
Richmond BPAC www.richmondbpac.org
Transform www.transformca.org
Urban Habitat www.urbanhabitat.org
Walk Oakland Bike Oakland
www.walkoaklandbikeoakland.org
Waterfront Action www.waterfrontaction.org

Membership pays for itself

Join or Renew today and you will enjoy discounts at 59 bike shops and many supporting businesses throughout the East Bay. For a full list of bike shops and discounts, go to:

ebbc.org/support

mail to:

EAST BAY BICYCLE COALITION
P.O. Box 1736
Oakland CA 94604

Name _____

Address _____

City, State, Zip Code _____

Phone _____

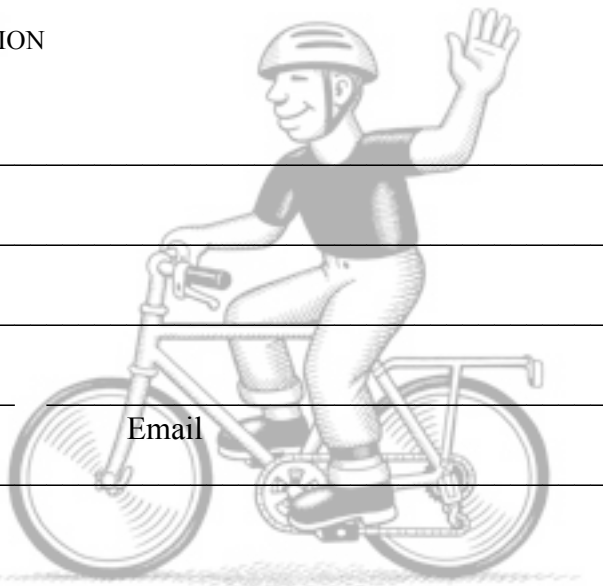
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Workplace/School/City _____

☐ I want to volunteer

Membership Type

- ☐ Sustaining \$30
- ☐ Household/Half-Century \$50
- ☐ Century \$100
- ☐ Endow (\$____)
- ☐ New
- ☐ Renew
- ☐ please don't share my info w/ others
- ☐ I'm cool with sharing my info with other groups that support us



Bridge the Bay Benefit

**Thursday,
February 24
6:30-9:00pm**

**David Brower Center
Downtown Berkeley**
**bike parking at the
Berkeley Bike Station
until 9:30pm**

Come meet our new Executive Director Renee Rivera from Oakland and our new board member Fast Freddie Rodriguez while supporting the East Bay Bicycle Coalition's work to "Bridge the Bay" connecting Oakland to San Francisco

with a world-class pathway on the Bay Bridge. Mingle with decision-makers from across the East Bay, hundreds of your bike friends and bid on some great auction items at the David Brower Center in Downtown Berkeley.

New auction bikes include the Trek Allant commute bike and a Raleigh Retro Special, and beautiful bike photograph prints of Linda Svenson. Bid on the chance to take a private bike tour of the East Bay hills with Tour de France racer Freddie Rodriguez.

Enjoy Daniel Yasmin, the bike rapper and virtuoso drummer, who entertains accompanied by Paul Bertin with their homemade bicycle part band. Hear from Mayors Mark Green of Union City and Tom Bates of Berkeley about the future of bicycling in the East Bay. All we need

is you to make this the most talked about bike party of the season.

\$20 admission
Tickets on sale now!
ebbc.org/fundraiser



"Fast" Freddie Rodriguez



FEHR PEERS



VIVA
BIKES WITH PASSION



DAHON

GLOBE

yuba



DERO



BACKROADS



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Newletter notes: rideOn is published by the East Bay Bicycle Coalition, a non-profit tax-exempt organization dedicated to promoting bicycling as an everyday means of transportation and recreation throughout Alameda and Contra Costa Counties since 1972. Logo design by Martha McNulty.

EBBC membership card

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