

BRIDGING EQUITY & SAFETY

Plus
Winter Riding Tips
Building Community through Classes & Rides
Your Annual Report

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Cover: Nas Berry rides down Telegraph Ave. Photo by Tim Courtney.

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LETTER FROM THE SADDLE

Bike East Bay is committed to emerging from the pandemic with a stronger, more just transportation system. With the support of members like you this year, Bike East Bay advocates won significant victories to build new bikeways, keep public transit running, reimagine traffic enforcement, and fund community bike shops.

Bike East Bay's major street campaign this year successfully saved the protected bike lanes on Oakland's Telegraph Avenue. As Advocacy Director Dave Campbell reports on page 3, your advocacy convinced Oakland city council to vote unanimously to save the project. The resounding support from the city councilmembers showed decisionmakers around the East Bay that safe bikeways are essential for a sustainable and equitable future.

I am grateful for your continued financial support. On page 5, you'll find Bike East Bay's Annual Report for 2020. During the emotionally and financially difficult pandemic year, Bike East Bay members and donors like you stepped up to keep bike advocacy rolling. You collectively increased your giving even as our overall budget shrunk by 30% and other funds for bike advocacy dried up. As you'll see in this annual report, Bike East Bay is well positioned to reopen crucial programs and campaigns, including urgent projects to build safe biking infrastructure in Oakland, San Leandro, Fremont and many other East Bay cities.

With car traffic growing again post-pandemic, it is crucial that we maintain support for safe biking and walking in our neighborhoods. This is especially important as Black and Brown people are more likely to be seriously injured or killed by traffic violence compared to all other racial groups. And yet communities of color are frequently ignored by mainstream transportation planning.

With the pandemic restrictions gradually lifting, Bike East Bay is joyfully returning to in-person community organizing. On the path forward, we're tackling the intersecting issues of transportation justice, climate change, the housing crisis, and racial inequality, all of which have been exacerbated by the pandemic. We're getting to know our members, volunteers, and neighbors in person again, renewing relationships and rebuilding community power.

Your support kept bike advocacy rolling through the pandemic. And we're ready to tackle the challenges ahead. Thank you for growing the movement.

Ride on,

Ginger Jui
Executive Director



Photo: Malcolm Wallace Photography

BRIDGING EQUITY AND SAFETY

Learning from the story of Telegraph Ave

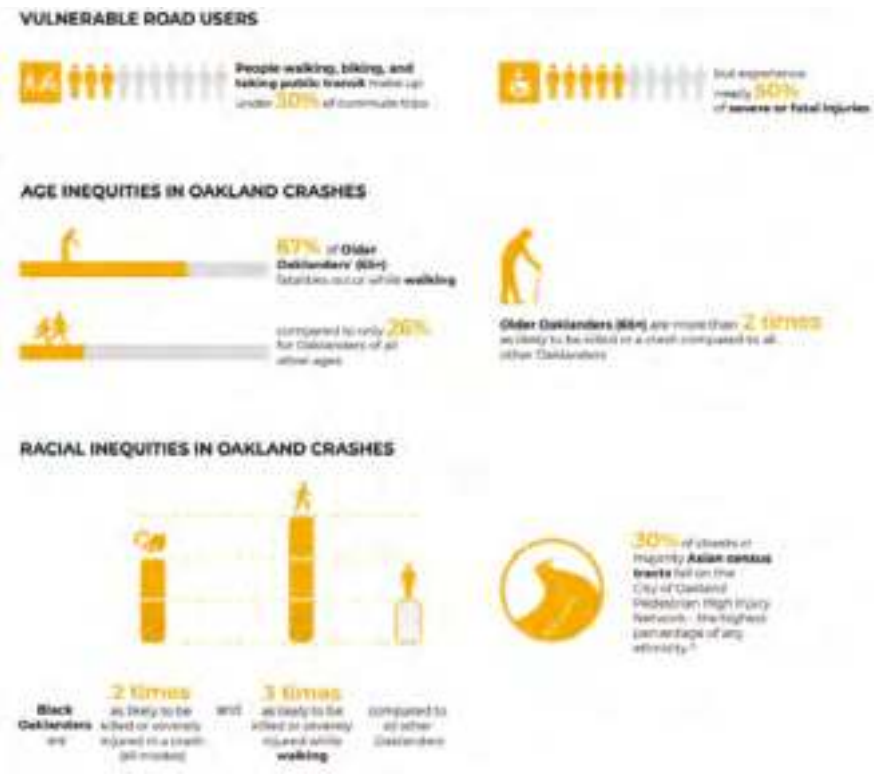
By Dave Campbell and Ginger Jui

In June of 2021, Oakland's Department of Transportation proposed to downgrade the protected bike lanes on Telegraph Ave in the KONO district—and Bike East Bay leapt in to save the project for people biking and walking. These safer protected bike lanes, which separate people biking from moving traffic with a barrier of parked cars, were installed in 2016 after a successful campaign led by Bike East Bay and members in partnership with the KONO business district. This project was needed because Telegraph Avenue is designated a high-risk corridor, where many people biking and walking have been seriously injured or killed in traffic.

By a strict safety measure, the project has been a success. Following installation of the protected bike lanes, average traffic speeds are now below the posted speed limit of 25mph. This safety outcome is also important from an equity standpoint. Data from the City of Oakland shows that Black, Asian and senior community members suffer the highest risk of serious injury or death from traffic collisions (see graphic). The Telegraph Avenue project is a safer street that protects our most vulnerable and marginalized communities.

However, over the years, many issues have come up in the project, including drivers continuing to park in the bike lane and local businesses feeling their customer and delivery parking needs were not met. The City of Oakland had an opportunity to fix these issues in the next phase of the project. During the review process, the city also put a priority on evaluating whether the project was serving the needs of Black and Brown businesses and community members.

A major issue that came up was equity. During the design and implementation of the project, were Black and Brown voices heard? Are Black and Brown businesses that are struggling through



the pandemic being adequately supported?

While the city got feedback from some key stakeholders during this process, Bike East Bay also deployed our volunteers to gather feedback and support from a much broader segment of the local community. Our volunteers found that among Telegraph businesses, employees, and folks who use the bike lanes, there was a mix of support and a variety of concerns. Volunteers heard from local businesses in KONO who are supportive of protected bike lanes and safer bicycling. They also heard from other businesses who have concerns about the current project design.

At the end of the evaluation, the city proposed to downgrade the project to buffered bike lanes in order to move car parking back to the curb. At Bike East Bay, we see that safety is an equity issue and urged Oakland City Council to preserve the protected bike lanes as the safest option for the street.

Thanks to Bike East Bay volunteers, the City Council heard from a broad range of people using the street and living in the neighborhood, and from more local businesses, that safety was a high priority. In the end, the City Council and AC Transit Board of Directors unanimously voted to save the protected bike lanes. And next spring, the city will move forward with improving the project by adding concrete curbs and protected intersections.

While this campaign was a victory for safe streets, we still have more work to do to ensure that Black, Brown and marginalized communities stay deeply and continuously engaged in street projects from the start. Safe mobility is a crucial part of building equitable streets and neighborhoods, and we will work hard to make sure traffic changes reflect the needs of local communities.

Learn more and get involved at BikeEastBay.org/Telegraph

Graphic by City of Oakland, Department of Transportation, 2018
Citywide Crash Analysis – Who is most impacted by crashes?

BUILDING COMMUNITY THROUGH CLASSES & RIDES

In-person activities resume

By Dani Solis and Philip Whitfield

As we slowly begin to transition out of the pandemic, Bike East Bay invites you to join one of our in-person activities to get to know folks in your community, learn something new, and have fun! Online platforms have served us well over the past year, and we also recognize the value of connecting with our peers in-person. We've missed you, and are excited to share some ways to get reacquainted with your biking community.

Take a free class

This fall, Bike East Bay's Education Program celebrated our first in-person, indoor class since the beginning of the pandemic. Don't worry—we're still offering plenty of webinar classes for folks to tune into from the comfort of their own homes! Our Education program is excited to bring back more (sanitized) hands-on, human connection-centered teaching that makes our classes so fun, memorable, and for many, life-changing!

For League of American Cyclist Certified Instructor (LCI) Anthony DiSalvo, his love for bicycling shines through when he is instructing an in-person class. Anthony is able to move freely around the classroom and can read participant engagement cues when he teaches in-person. Anthony shared, "In the classroom, I can move around, look at different people, use more props, and bring a whole bicycle as opposed to pictures or pieces. They get a better idea of what I'm talking about. Having in-person classes opens up a whole world of teaching."

Like instructors, Education Program participants were excited to get back into action at our in-person classes to gain hands-on experience with bicycling topics and to connect with peers. As a participant, María Ochoa, longtime Hayward resident, community elder, and new Bike East



Map and group photo of one of the Fall Ride routes, "Bikes, Birds, and Brews"

Bay member, had a blast at her first Adult Learn to Ride Class this October. María mentioned, "I saw that Bike East Bay had a free workshop for adult cyclists, so I signed up. I was a little intimidated at first because I'm 70 years old and I'm always worried about falling. Part of why I want to cycle is to work through the stereotypes in my head and socially others may have about what it means to be an elder."

Ride with us

Another great way to safely return to in-person activities this year was our Fall Ride Series. Focused on easy riding, these slow-paced rides are mostly on paved paths and family-friendly. The series focused on communities that are made up of more Black and Brown folks than where rides typically occur. More than 100 people participated in the series this year.

We caught up with two ride participants to hear how they felt after their rides: "In terms of being guided and safe, it was

wonderful to park your brain and just ride," said Michael Gregory, former San Leandro city councilmember. "It was also great to enjoy the parks that are opening up as we speak."

"I like that it is designed around everybody," said Holly Vezina, a long-time member and volunteer with Bike East Bay. "Everybody is welcome. It was a ride that I knew if I showed up I wouldn't feel like I was straggling behind, or like maybe I wouldn't feel welcomed. I saw families. I saw people like me. I saw all ages."

We are really excited to see folks out again. Whether you're a beginner, learning, or riding all the time, it's important to feel connected to community. As we gradually leave the pandemic behind, in-person events will be essential for us in building a safe, people-powered biking community for all.

Join us for classes and rides at BikeEastBay.org/Calendar

"I like that [the ride] is designed around everybody... Everybody is welcome. I saw people like me. I saw all ages."



Annual Report 2020

WHAT WE DO

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

ADVOCACY



490,000+

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



16

protected bike lanes built in 8 cities



16

active local advocacy groups

EDUCATION



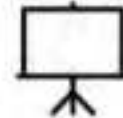
1,555

attendees at 91 classes



85

different cities represented among class attendees



15

different class topics

ENGAGEMENT



1,506

people pledged to ride on Bike to Wherever Day



330

attendees at Biketopia and the annual member meeting



12

Women Bike events

2020 FINANCIAL SUMMARY

Total Income
\$876,093

Total Expenses
\$820,739

Net Income
\$55,354

Net Assets
\$509,735

INCOME



EXPENSES

PROGRAM SUPPORT EXPENSE

Administration 27%
Fundraising 7%

PROGRAM DIRECT EXPENSE 66%



THANK YOU!

During 2020, 66 businesses, foundations, and ride clubs, and more than 2,174 families and individuals made a financial contribution to strengthen Bike East Bay.

We are grateful for your generosity.



INDIVIDUAL SUPPORTERS

\$10,000+

Eric Huppert
Nicholas Josefowitz

\$5,000-\$9,999

Alan B. Amos Lans
Anonymous
Bill Moseley & Ann Mohler
Mark Purser
Sally Goodman

\$2,500-\$4,999

Brit Harvey
Curtis Buckley
Howard & Nancy Neal
Kristi & Peter Marleau
Liza & Bobby Lutzker
Lou Pappalardo
Phil Morton
Rick Rickard
Sharon Piekarski
Steven Dunbar
Tom Willging

\$1,000-\$2,499

Alden Mudge & Mari Loria
Anne Schonfield
Ben Gerhardstein
Brendan Smith
Charles Klinedinst
Daniel Hellebusch
Daniel Leaverton

Daniel Neumayer
David Madson
Evan Lovett-Harris
Jacqueline Erbe
Jake Teitelbaum
James & Janet Foster
John & Colleen Busch
John Sanders & Patti White
Kevin Martin
Kjersten Fagnan
Michael Santero & Marla
Erojo
Nicholas Riegels
Peter Rumsey
Phillip Garrison
Rob Merker
Robin Dean
Ryan & Marian Chan
Shanna O'Hare
Sophia Cui
Stephen Blair
Travis Brooks & Taska
Sanford

\$500-\$999

Alex Vandiver
Allen Zhou
Bhima Sheridan
Booth Haley
Brett Hondorp
Brian Aldrich & Janet Noble
Brian Pecson
Carter Shoop
Christy Canida
Corinne Winter & Andy Ball
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Donna Heinle
Dylan McReynolds
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Geoffrey Sylvester
Gregory Michalec
Hilary Goldman
Ian McDonald
Jacob Thiede
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Calk
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Mark Rhoades
Max Davis
Meghan Weir
Meredith Nielsen
Michael James Shepherd
Mike Zorn
Nicky & Jude Yuen
Paul Herzmark & Sheila
McCormick
Pauline Fox
Richard Robinson
Rick Raffanti
Roger Miller & Jennifer
Jackson
Steven Lybeck
Tim Beloney
Tom Reicher
Tommaso Boggia
Tootie Tatum
Wladimir Wlassowsky

\$250-\$499

Abbey Myszk
Alain McLaughlin
Alan Meier
Alec Flett
Alex Rivadeneira
Amanda Leahy
Andreas Kadavanich
Ann Speyer
Arman Catterson
Armond Gauthier
Beck Ranchero
Ben Kozlowicz

Billy Bradford
Brett Levay-Young
Brian Lassiter
Brian Weiss
Brooke Dubose
Bryce & Britt Tanner
Celeste McCartney
The Chin-Keinath Family
Christine Beier
Christine Windsor
Christopher & Debora
Booth
Cody Little
Csilla Kenny
Daniel Levy & Jinhee Ha
Danielle Christianson
David Chiu & Yolanda
Hippensteele
David Eifler & Rachel
Morello-Frosch
David Kellert
David Schlessinger & Karin
Cooke
David Simpson
David Stanley
Douglas Letterman
Edward Thometz
Ellen Simms & Tom Colton
Eric Monek Anderson
Erin Padavana
Gerald & Andrea Ramiza
Ginger Jui
Gordon Mackenzie
Greg Merritt
Gregory & Polly Ikonen
Hans Kellner
Hugh Louch

continue 



INDIVIDUAL SUPPORTERS

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Jamie Parks
Jeffrey Baker
Jeremy Kaplan
Jerry & Melody Howe
Weintraub
Jessica Bosanko
John Bauters
John Beem
John Heck
John McCabe
John Stanec
Jonathan Carter
Justin Weber & Rosanne
Scholl
Katie Krolkowski & Cindy
David
Kevin McTighe
Kevin Morsony
Kitty Whiteside
Larry Matarazzi

Laura Hayden
Liam Staskawicz
Louise C Anderson
Mark Schoenrock
Mark Walstrom
Martie Conner
Matthew Lewis
Michael Koved
Michael MacDonald
Michael Sullivan
Mike Wilson & Meg
Schwarzman
Mimi Torres
Miranda Morris
Neil Gilfedder & Tracy
Soriano
Nick & Sarah
Swanson-Hysell
Pam Mei Harrison
Patricia McGowan
Patrick Phelan
Peter Holst & Marisa Melo

Phillip Fitzwater
Ralph Rajs
Rich Manalang
Richard Coffin
Richard Sheng
Richard Wilson
Robert Sonderegger
Rolland Jurgens
Roy Crisman
Russell Wagner
Shannon Tracey & Peter
Jarausch
Simon Alejandrino
Simon Ellgas
Stephen Skala
Stephen Solnit & Maryann
Sargent
Stephen Thomas
Steve Gladden
Supreet Singh
Susi Marzuola
Tandra Ericson

Terry Nicol
Theo Armour
Todd Mills
Tom Ayres & Lucy
Rodriguez
Tom Hertenstein
Tom Lent & Martha Crusius
Toshi Takeuchi
Victoria Eisen & David
Wampler
Warren Wells

Every time I attend a public meeting about anything tangentially related to transportation, I find a Bike East Bay staff member there giving voice to residents who by need, choice, and values move around our cities by foot, transit, or bike.

Tommaso Boggia

Bike East Bay monthly donor, with Executive Director Ginger Jui



Photo: Melissa Wallace Photography

FOUNDATIONS AND BUSINESS SUPPORTERS

\$10,000+

Bayer HealthCare
City of Berkeley
City of Fremont
City of Oakland
Dolan Law Firm
East Bay Community
Energy Authority
Hellman Foundation
John Muir Health
Lyft BayWheels

\$5,000-\$9,999

Alameda County Industries
of San Ramon, Inc
Alameda County Public
Works Department
Bay Area Bicycle Law
City of Hayward
City of Richmond
City of Union City
Flyhomes
Hacienda Owners
Association
Law Office of Walkup,

Melodia, Kelly &
Schoenberger
The New Wheel
Oakland Athletics
Union Bank

\$2,500-\$4,999

Cal State East Bay
City of Dublin
City of El Cerrito
City of Livermore
City of Pleasanton
City of San Leandro
Downtown Oakland
Association
Fehr & Peers
Lake Merritt Uptown
District Association
OSI Soft
Rahman Law
Regional Parks Foundation
Rockridge Fund at the
East Bay Community
Foundation



Photo: Melissa Wallace Photography

\$1,000-\$2,499

City of San Pablo
Climate Ride
HNTB Corp.
Lennar Multifamily
Communities
NCE
Spare the Air, Tri-Valley
UC Berkeley Parking &
Transportation

\$500-\$999

Blue Heron Bikes

RIDE CLUBS

\$500-\$1,000

Berkeley Bicycle Club
Grizzly Peak Cyclists
VeloRaptors Cycling Club

BOARD MEMBER PAM MEI HARRISON

Biking for a just and joyful future

By Ginger Jui

“Biking is about feeling freedom and feeling your own power,” says board member Pam Mei Harrison. A Bike East Bay member since 2019, Pam Mei joined the board of directors in 2020 and brings to the organization her vision of a radical future where bicycles help us break out of a fossil fuel economy.

“I would love to see biking infrastructure that opens the possibility for human-powered transportation that’s centered around our own joy. In a car, you’re sealed off and your mentality is you against the world. On a bike, there’s an opportunity for healing and connecting with everything around you,” says Pam Mei.

Pam Mei grew up multiracial and frequently was the the only family in town with Asian descent. This experience informs her intersectional understanding of transportation and racial justice. For example, in her

PhD dissertation at UC Berkeley, she highlighted the intersectional need for better biking, walking and public transit connections to increase access to city parks in the East Bay for women of color.

As a board member, Pam Mei hopes to advance Bike East Bay’s regional work in advocacy and education. She plans to step up in leadership next year as Vice Chair and actively participates in the board’s Advocacy Committee. Pam Mei also brings her skills as Senior Grants Manager at the Asian Pacific Environmental Network. Her knowledge of the field has helped Bike East Bay write stronger grant applications and connect to new foundation grant opportunities.

Her advice to anyone interested in joining Bike East Bay’s board of directors? Talk to one of the board members, come to an event, do some of the rides, get involved and support!



INTERESTED IN JOINING OUR BOARD OF DIRECTORS?



Apply to join the board at

BikeEastBay.org/Board_Application

Our board of directors provide strategic and financial oversight for the organization. Board members play a key role in fundraising and supporting staff as volunteers and advisors.

We are seeking new board members with skills in organizational development, foundation fundraising, financial strategy, and human resources. Board members are committed to social justice and racial equity issues in relation to transportation and urban planning.



thanks to everyone who came to
BIKETOPIA 2021
our annual member party & fundraiser!

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GOLD SPONSOR

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SIGNATURE
DEVELOPMENT
GROUP



BRONZE SPONSORS



HNTB



Photos: Joyce Xi / IG @joycexiphotography

WINTER RIDING TIPS

by Robert Prinz

The Bay Area may be known for near-perfect biking weather all year round, but the winter months can bring added challenges in the form of shorter days, more rain, chilly temperatures, and wind. Consider each of these factors on its own and in combination before you hit the road, to stay safe and have more fun on every ride.

Cold



Take care to keep your hands and feet warm. Pack an extra pair of shoe covers, socks, and gloves with your bike kit just in case.

Wind



Biking in breezy conditions or downhill can multiply the effects of rain or cold. Pack a windshell to keep your core warm, and be prepared to take more time when biking into a headwind.

Dark



Use a combination of lights and reflectors to highlight your silhouette from the front, rear, and sides in dark or dim conditions.

Rain



Brakes and tires become less effective in wet weather, so slow down and give yourself more time when stopping or turning.

Visit BikeEastBay.org/EducationResources for more tips on these and other topics. Attend a free class for webinar or in-person learning, and request a free class for your East Bay organization or community group at BikeEastBay.org/BikeEdOnline.

BIKE EDUCATION CLASSES

Free workshops in the East Bay taught in multiple languages, providing everyone with an engaging way to learn skills for smart cycling. Complete details on these classes and more at BikeEastBay.org/Education

Adult Learn-to-Ride

For adults or teens who have either not yet learned how to ride a bike, or did a long time ago but want a refresher on the basics of balancing, pedaling and steering. 3-hour workshop for adults and teens, bike and helmet required.

Family Cycling Workshops

This class is for kids who are able to ride a bike and ready to take to the roads and pathways with their parents. Parents and kids attend together. Outdoor workshop for adults and youth in grades 2-6 (approx.)

1-Hour Workshops

These sessions go in-depth with one of our certified instructors on a specific topic such as bike mechanics, avoiding bike theft, riding after dark, and more. 1-hour, indoor or online webinar workshop for adults and teens, no bike required.

Urban Cycling 101 (Adults & Teens)

This 2-part series starts with a 2-hour "Day 1" classroom session (online webinar or in-person, no bike required), then continues with an optional 5.5-hour "Day 2" on-the-road class (outdoor, bike and helmet required).

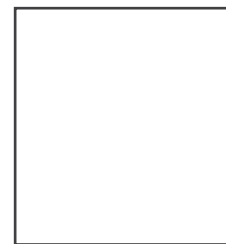
Want to set up a class for your school, business, or community organization?



Submit an Application at BikeEastBay.org/ClassRequest



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



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BikeEastBay.org/Donate

