



The RSR Bridge Saga Continues

Bridge bikeway advocates met with State transportation officials as a follow-up to our success at gaining a resolution of support for bridge access from the Bay Conservation and Development Commission (BCDC) in October 2002

(motion made by Wayne Bell). The meeting was the first between advocates and Bijan Sartipi, appointed as the Caltrans District 4 Director in November 2002.

Despite the clout of the BCDC decision, Caltrans seems intent on stalling bicycle access in the superfluous third lane until 2010. According to Sartipi, Caltrans will embark on preparing a Project Initiation

Document (PID) to identify the bike-way project scope, cost and to assess alternatives. The PID is required to program transportation funds—money that we were reminded is in short supply. Nevertheless, Caltrans plans to follow the current seismic retrofit project with a bridge deck replacement project that will extend through 2010.

Marin County Bicycle Coalition Director Hubsmith replied that multiple RSR Bridge bikeway studies have already assessed safety, alternatives and estimated a cost of under \$2m — a figure that could be readily raised for this regional project. “We want access now,” she stated. Raburn reminded the group that the EBBC’s Safe Routes to Transit proposal for the Bridge Toll increase included a request to fund the project from the toll increase.

Sartipi promises to continue the discussion and commented, “we are trying to look for a solution.”

Although we thought we already found the solution — certainly the BCDC felt a solution was near following a lengthy and focused discussion initiated in 1997 — we will press Caltrans to quickly complete the PID and open the bridge to bicyclists.

-Robert Raburn



Richmond-San Rafael bridge bikeway advocates at the toll plaza with State transportation officials on 21 January 2003. (L to R) Andrew Fremier, Chief Deputy District 4 Director; Janet McBride, ABAG Bay Trail Executive Director; Wayne Bell, Deputy Secretary and General Counsel, State of California's Business, Transportation and Housing Agency; Laura Thompson, ABAG Bay Trail; Robert Raburn, EBBC Executive Director; Debbie Hubsmith, MCBC Executive Director, and Bijan Sartipi, Caltrans District 4 Director.

NEXT MEETING

begins at 7:30pm on February 18 (third Tuesday) at Oakland's Rockridge Branch Library, 5366 College Ave, at Manila. Starting at 8:30pm we will welcome Jeff Hobson from the Transportation and Land Use Coalition (TALC). Jeff will review the many projects that TALC is working on in the Bay Area, plus comment on their upcoming March 22 Summit that will feature a keynote address from US Senator Barbara Boxer. Of particular interest to bicyclists are TALC's efforts to reduce sprawl; create a fair share in CoCoCo's Measure C transportation sales tax expenditure proposal for bike/ped access and safety; and encourage significant transit, bike and pedestrian expenditures in the proposed bridge toll increase. In this last regard, TALC has been extremely helpful as we crafted a Safe Routes to Transit plan for the toll increase. Please join us to meet Jeff and learn more about TALC. As Jeff said when we embarked on our successful Measure B campaign in Alameda County, "we win when we work together."

Cycles of Change

Have you encountered a group of kids on bikes in the East Bay hills lately?

Cycles of Change is a non-profit collaborative of three after-school youth bike programs located in East Oakland. Since starting our first program five years ago in the vacant woodshop at Roosevelt Middle School in Oakland's San Antonio District, we have added a tutoring and youth bicycle program at the Midtown Community Center in the Fruitvale District, and a program at Bret Harte Middle School in the Laurel District.

We lead youth on bicycle field trips several times each week using only bicycles and/or public transportation to interesting and educational places around the Bay Area. We also conduct drop-in, free youth bike shops where students can join a class to learn how to fix a bike, get credit towards earning a free bike, or borrow

tools to fix their own bikes. A few times each year, we also take our students on adventurous local bike camping trips, to places like Sunol, Marin Headlands, Tilden, and Lake Chabot. Volunteers contribute to the development of a fun, supportive, and safer community of cycling youth. With the assistance of our program, kids are learning to appreciate, understand, and explore the world they live in from the seat of their bikes.

You can best support the work that we do by donating bikes that are in good condition. We can also use bikes that are worthy of repair that can be fixed and earned by our students, or sold to support our programs. Experienced bicycle mechanics who would like to work with students during our "shop" days should also contact us.

-Barry Luck
Cycles of Change Collaborative
Voice Mail: (510)595-4625
cyclesofchange@yahoo.com



Fourteen triumphant Roosevelt Middle School students regroup on MacArthur Blvd with *Cycles of Change* ride leader Seng Saeliew following a January 14th after school ride to Oakland's Mormon Temple.

Interview with Joe Breeze

California living legend Joe Breeze co-invented the mountain bike back in the '70's. Now Breeze, who's long been an advocate for utilitarian cycling, and his partner John Doidge have introduced a new line of town bikes designed to make everyday travel by bike more convenient. The unveiling of these bikes at the Interbike trade show was recently featured in a New York Times story. Joe recently sat down with the California Bicycle Coalition to discuss these bikes and his vision of bicycling in America.

CBC: What was your motivation in producing this line of bicycles?

JB: I've long been an advocate of using bicycles for transportation. Bicycling is by far the most efficient mode of personal transport known. That is, for a quantity of energy, it gets you farthest down the road. Additionally, the energy is a renewable resource and a by-product is health. Bicycling is a great way to get healthy while getting somewhere. It's fun and saves time.

CBC: What are the advantages of buying a bicycle with generator lights, fenders, racks, chainguard and kickstand included?

JB: Fully equipping bikes makes them useful for daily needs. They're ready when needed, like a car, day or night, rain or shine. I designed these Breezers with their transportation features integrated, not as an afterthought. This saves the buyer time, weight and money. Also, having fully-equipped bikes available on the sales floor makes them accessible to scads more people. Only the hardcores will piece together a useful bike. And a useful bike gets used.

CBC: How could the widespread use of these bikes transform bicycling in America?

JB: By my estimation, the people out riding today represent only 10 percent of the potential ridership. Fully equipped bikes are the bikes for the other 90 percent. These are people who need physical activity, but can't find it any other way than to incorporate it into their daily lives, as in getting to work or doing errands. And naturally, some users of everyday bikes will also tend to engage in recreational or sport cycling.

CBC: Can the bicycle really be a tool for creating safer, healthier and more livable communities?

JB: Absolutely. The positive health implications of bike transportation are immense. This

SHORT REPORTS

ROAD I – We only had sufficient funding to conduct four sessions of this popular League of American Bicyclists skills course. Be assured that the EBBC will be looking for additional ways to offer the free class. Our instructor, the affable John Ciccarelli, has garnered extraordinary acclaim. One graduate, Joyce Webber, wrote a testimonial about how she employed the “quick turn” maneuver to avoid colliding with a car that turned in front of her on Redwood Road! Ciccarelli offers valuable skills for everyone — ride leaders, Cinderella riders, commuters, and even accomplished know-it-alls. The final scheduled classroom session will be from 5 to 9pm on February 20, with the on-road session from 9am to 4:30pm on February 22. To register please, contact Dave Campbell at dcampbel@lmi.net or 510/549-7433.

IVAN ILLICH 1926-2002 – Joe Breeze notes that Illich’s ideas helped shape his view of bicycles. Following are a few quotes from “Energy and Equity” in *Toward a History of Needs* (1978):

The model American male devotes more than 1,600 hours a year to his car. ...[earning money to buy it, to pay for fuel, tolls, insurance, taxes and tickets.] He spends four of his sixteen waking hours on the road or gathering his resources for it. ... So he puts in 1,600 hours to get 7,500 miles; less than 5 miles per hour. ... Bicycles let people move with greater speed without taking up significant amounts of scarce space, energy, or time.”

CoCoCo Draft Countywide Bicycle and Pedestrian Plan - The Contra Costa Transportation Authority (CCTA) is seeking your comments on the recently released Draft Contra Costa Countywide Bicycle and Pedestrian Plan. Our notice about the three workshops between January 30 and February 13 did not allow for notification via this newsletter. Over 300 EBBC members in CoCoCo received a “Special Edition” of *rideOn* in late January. We want to hear from you! Please send comments to the EBBC at robert-traburn@csi.com. The CCTA hopes to receive comments by the beginning of March. To read the draft report, check the CCTA website at www.ccta.net/GM/html/cbpdraft.htm. To request a copy, please contact Brad Beck of the CCTA at 925/256-4726 or via e-mail at bbeck@ccta.net.

Please note that this \$277m plan will be meaningless without a significant spending proposal for

bicyclists and pedestrians in the \$1.6b Measure C sales tax reauthorization. For more information about late February meetings to discuss this important proposal, see the accompanying article by Jeff Hobson in this issue.

OAKLAND TELEGRAPH AVENUE – The City of Oakland has hired Kimley-Horn Associates to plan and conduct public hearings on extending the bikeway on the remainder of Telegraph Avenue and creating safe routes to MacArthur BART. The hearings may begin during the first week of March. If so, the EBBC will need to notify bicyclists in the area on short notice once we learn the meeting dates. Volunteers will be crucial to our success (phone tree, flyer, email). In the meantime, Oakland bicyclists should contact your councilmember to voice support for completion of the already funded Telegraph Ave bikeway: Jane Brunner, District 1 (Berkeley to 40th) and Nancy Nadel, District 3 (40th to downtown). Written support from constituents commands the greatest attention. Mail letters to 1 Frank Ogawa Plaza, 94612.

RICHMOND BAY TRAIL - TRAC, the Trails for Richmond Action Committee, is fighting to include the planned Bay Trail spur and shoreline access near the Breuner Marsh as part of the Edgewater Technology Park proposal. The EBBC has provided written support for the Bay Trail components. On January 21 Richmond’s Environmental Assessment Panel put off a decision on certifying the FEIR for the Breuner/Edgewater projects. Whatever way the decision goes, appeals will follow and your support can help. In 2002 Richmond reached a milestone by completing half of its planned Bay Trail. With four miles of trail built during 2002, Richmond now has 18 miles of Bay Trail. Check out their map at www.ci.richmond.ca.us/trac/ and contact Bruce Beyaert, TRAC Chair at 510-235-2835.

ROUTE 84 EXPRESSWAY - Fremont BTAC Chair Michael Graff reports that Fremont has come up with alternatives to the proposed Route 84 “Parkway” project that Union City wants to build. Fremont is proposing to spend the \$140 million in ACTA monies on various road widening projects, including Decoto Rd and Mowry.

CALDECOTT 4TH BORE - The EBBC has submitted comments on plans for the proposed 4th bore. Options such as the existing fresh air duct above the 3rd bore were not evaluated in the Final Report. Nor were proposals to provide access in a separated facility or an enclosed path adjacent to the proposed new travel lanes. In fact, the easiest solution for direct bicycle access may be to offer two-way shoulder access in the proposed 4th bore and maintain the existing Orinda to Caldecott Tunnel access along SR24 (this, of course, is a very minimal solution and precludes pedestrian access). The Final Report also ignored Indirect Access; i.e. providing new transit services that would make it easier for cyclists to travel the corridor. For example: safe-routes to BART stations, bike parking, and 24-hour transit service. Rather than build a new bore, the EBBC favors improving the existing Route 24 corridor to handle more transit passengers.

EBBC Online Resources

The EBBC Online

To keep up with the latest news and happenings, subscribe to the EBBC online mailing list. Mailing lists are a great way to quickly notify lots of EBBC members of important meetings, hearings, etc.

To subscribe to the list, send email to:

ebbc-talk-request@idiom.com

with the following in the **body** of the message:

subscribe

Submissions to *ebbc-talk* are archived at <http://www.ebbc.org/list.html>.

Getting a piece of a \$1.6 billion pie

Measure C in Contra Costa County

By Jeff Hobson, TALC

When Contra Costa voters approved a half-cent transportation sales tax in 1988 ("Measure C"), it devoted only 0.3% of its funds towards bicycle and pedestrian projects. This stands in stark comparison to the \$71 million, or more than 5% of the funds, that EBBC and the Transportation and Land Use Coalition (TALC, formerly BATLUC) together were able to win in Alameda County's Measure B.

Now the Contra Costa Transportation Authority (CCTA) is starting to make plans to ask voters to renew the existing tax on the November 2004 ballot. The new plan, if passed, would provide about \$1.6 billion over 20 years.

With a recently adopted Countywide Bicycle and Pedestrian Plan, there is a good blueprint for bike-ped advocacy.

Deciding what to include in the sales tax offers Contra Costa County an unprecedented opportunity to choose investments and policies that will expand our transportation choices, rein in sprawl, and build a safer and more livable county.

Experience shows that the plan will only receive the 2/3 majority it needs to pass if it is developed with an extensive public process that succeeds in drawing the full and unani-

mous support of interested community members.

Though the measure will only be on the ballot in 2004, NOW is the time to get involved before the decisions have already been made.

Come join other bicyclists along with environmentalists, labor unions, social justice groups, and concerned citizens for **Measure C Strategy Sessions**. These sessions are sponsored by TALC, EBBC, Sierra Club, Greenbelt Alliance, Contra Costa Central Labor Council, League of Women Voters-Diablo Valley, and many other groups. The meetings will highlight the potential opportunities in Measure C, discuss how you can influence the process, and work together to develop a draft platform of recommendations to present to CCTA.

Join us! The meeting times are as follows:

Central and South County: Wed. February 26 6pm-8pm Concord Senior Center, 2727 Parkside Circle, Concord.

West County: Thurs. February 27 6pm-8pm Easter Hill United Methodist, 3911 Cutting Blvd, Richmond.

East County: Thurs. March 6 6:30pm-8:30pm Boilermakers Union Hall, 2191 Piedmont Way, Pittsburg.

For more information, please visit TALC's website at www.transcoalition.org or contact Jeff Hobson or Sita Chokkalingam at 510-740-3150 or sita@transcoalition.org.

Minutes of the EBBC Annual Retreat/ Meeting at Port Costa

Warehouse Restaurant

Robert Raburn opened by asking people to comment on what they want to focus on in the coming year. Ideas included:

- Incorporating bike lanes in the planning process.
- Improve EBBC's organizational skills: operate less ad-hoc and delegate more responsibilities to volunteers and committees.
- East County focus: Measure C
- Safe-Routes to Transit
- Increase membership. Increase outreach to Cherry City/Newark/Fremont. Entice EBBC members to participate more in the organization.
- Bike parking
- East-of-Hills Map.
- Advocacy rides.

Year in Review -

Dave Campbell summarized this year's accomplishments for the EBBC:

- EBBC & BFBC joined databases. The new database has the ability to locate members by city to help mobilize them.
- Membership now over 1000 (now combined w/BFBC - 200 or so unduplicated - & EBBC).
- New bridges: Berkeley and the new one over Hwy (SR) 92. 3 on tap: Ashby Overpass, Treat Blvd. overpass & Coliseum BART to Bay Trail. Zampa (Carquinez Bridge) will have one for new bike path.
- Oakland Criterium Races - big success again.
- Safe Routes to Transit: Developing success!
- 30th Anniv. party lots of fun.
- Valet parking at Cal Football games very successful. Oakland As turned us down. Ala County Fair too. Event parking helps increase EBBC's visibility.

SUPPORTING BUSINESSES

- **Hank & Frank Bicycles** 3377 Mt. Diablo, Lafayette
- **Missing Link** 1988 Shattuck Ave, Berkeley
- **The Pedaler** 3826 San Pablo Dam Rd, El Sobrante
- **Palmer Group** <http://www.bikeparking.com>
- **Cycle City** 1433 High St., Alameda
- **Stone's Cyclery**, 2320 Santa Clara Ave, Alameda
- **Sharp Bicycle**, 969 Moraga Rd., Lafayette
- **Dublin Cyclery**, 7001 Dublin Blvd, Dublin
- **Cycle Sports** 3241 Grand Ave, Oakland
- **Left Coast Cyclery** 2928 Domingo Ave, Berkeley

- BART Bike access plans: Landmark plan! 2 vol., 14 stations identified. Can show your local jurisdiction that we will help them slip into their own general plan. Easily downloaded, or Robert will burn you a CD.
- BART Access plan (cont) - e-lockers on demand; already at Lake Merritt. Magnetic key fob opens locker. Bike Garage going in to El Cerrito station. New & groundbreaking! Should be at TransBay bus stops, City Carshare, parking garages, etc. Designs call for stair channels. Biggest challenge is getting past ADA requirements (handrails etc). Berkeley has good signage, esp. logos on pavement.
- Measure DD includes \$193 mil, including bikeway over Lake Merritt dam (14th St).
- Ken Bukowski (Emeryville Mayor) mentioned success of Doyle St. bikeway being connected in Emeryville.
- Mandela Pkwy central median path not a good idea (increases traffic speed & danger), but will still have on-street bike

lane. Median going on "Freeway Footprint" and EBBC was unable to convince West Oakland residents/planners that it is more dangerous. But at least bike lane will be installed.

- Dave Favello said go to BART Airport Extension ribbon cutting w/your bike! Prob. mid-March. If load factor below 1.1, then bikes allowed. Will be doing studies.
- Oakland Awarded Bike/Ped conference - October 15 (?) - Good Kudo.

Calendar of Events:

- Family Bridges event: Held in Chinatown.
- Feb 9 BFBC Bike Film Fest
- March: BART extension ribbon cutting
- TALC summit will have Barbara Boxer as keynote speaker
- Cinderella Ride: 2,500 female cyclists. We'll have booth. Swapmeet following day. Start @ Camp Parks.
- Earth-Day events in April (unfortunately, the event in Concord has been cancelled).

- May: 5/5 Cinco de Mayo:
- Solano Stroll
- GPC Century
- Bike-to-Work Day: Lost RIDES as major organizer. Burden has fallen mainly on the EBBC without much support or money.
- LAB Conf. in Portland June 4-6.

Treasurer's report:

Debbie gave treasurer's report: Good year of contributions. Plus 3 separate grants: Road 1 course donation (\$4,200); Grant for Bike Safety Quiz translations; and Diversion Training Workshop that we held.

Treasurer had 3 comments: 1) How to keep dues & contributions at this level, 2) are we applying for grants? 3) - how to get map income to continue?

Eric suggested treasurer or a budget committee applying for grants. Very detail oriented and would require treasurer's input.

East of the Hills map will be redone, and we will get more \$ as the sales start rolling in. \$15k is set aside, plus \$15k will come from grant.

Dave C discussed EBBC's donations to other groups. TALC and Rail2000 groups added to donations list.

Website: Eric said disk usage for website grows. 150 MB now. We get billed for anything over 20mg. + traffic. Eric's been paying \$35-40/mo. Extra out of own pocket. Asked it be shifted over to be EBBC. Point #2- website low tech. Need to re-vamp. Buy software or for \$400 buy a web designer template. Or get volunteer. Jennifer Stanley volunteered to work on it. Motion made to fund Eric's expenses & possible \$400 web expenses. Consensus that entire issue needs study; while price is important, we can't jeopardize web presence with lack of reliability of ISP.

Credit cards: Cannot be made for membership. Only donations! Website needs to be clarified. Looking at another credit card service too.

Meeting adjourned @4:35pm.



The route to the retreat took riders on a crumbling roadway. Here Yehuda Sherman and Ole Ohlson must dismount to go around gate barring automobile traffic on the Carquinez Scenic Highway between Martinez and Crockett. The East Bay Regional Park District is studying how to improve access and repair the "wheel swallowing" longitudinal cracks in the old roadway, part of the Bay Trail.

"Breezer" continued p. 2

country has an alarming obesity epidemic that is accelerating health problems such as heart disease and diabetes. In our post-industrial society most of us don't have physically active jobs, so we have to look elsewhere to get adequate exercise. More physical activity results in better physical and mental health and lower health costs. Bicycle transportation is such an obvious solution.

We have been very encouraged by employer and municipality interest in Breezer Town bikes for work-based bicycle fleets. Progressive employers realize that encouraging cycling during the workday is an instant win for employees and employers. Beyond building bikes, Breezer is working with our dealers to assist employers, housing cooperatives, universities and cities to implement successful fleet programs that include bike maintenance and street riding education.

As more cycling infrastructure has been built, it is clear that infrastructure for cycling is less expensive than that for motor vehicles, and it's a better use of tax dollars. When people walk or bicycle, they relax and feel a greater connection to their community. Living an active life and using sustainable transportation contributes to personal health and community well-being.

CBC: Your new bikes debuted at the industry trade show in Las Vegas this past October. How's the dealer response been?

JB: It reminds me of twenty years ago with the beginning of mountain biking. Receptivity is strongest outside the industry. There are those who GET IT immediately and those who don't see it at all. This isn't just about selling a bicycle, but selling the idea of making better transportation choices on a daily basis. We have had extraordinary media interest in the idea we are promoting. I believe transportation-ready bikes (call them Metro Bikes, City Bikes, what have you) will get many more people in the US on bikes than the mountain bike did. Yet, a common reticent dealer response is, "We don't see bikes like that around here", or "we don't get many requests for bikes like that." Same thing was said about the mountain bike once upon a time. Dealers who embrace the idea of bicycle transportation and are not waiting for transpor-

MINUTES of the General Meeting of Tuesday, January 21, 2003, held at the Rockridge Branch of the Oakland Public Library.

CHAIR was Craig Hagelin.

ANNOUNCEMENTS: 1. Alex Zuckermann has regained consciousness and was very pleased to see Robert Rabum a few days ago. He is at Kaiser intensive care facility in San Leandro 2. Family Bridges event in Oakland Chinatown, Sun, Jan 26, 2003, where we will distribute our new Chinese language bicyclists' quiz. 3. Bike-Friendly Berkeley Coalition film festival Sun, Feb 9, 2003, 4-9 PM, at La Pena Cultural Center, Berkeley. 4. Free Pedestrian Map of Oakland, in color, with bike lanes, distributed by Jason Patton.

INFORMATION ITEMS: 1. Safe Routes to Transit (SR2T) grant proposal, in collaboration with TALC, (Transportation & Land Use Coalition), submitted to the State Senate Toll Bridge Sub-committee headed by Sen Don Perata (Ala Co). 19 page document wherein we are asking for \$200 million in proposed bridge toll increase funds. Our proposal contains projects that which will reduce bridge congestion. Letters needed to convince politicians of the merits of our proposal. 2. TALC annual summit meeting, Sat, March 22, 2003, 10 AM to 4:00 PM at Laney College. Sen Barbara Boxer will speak. Members are urged to support TALC because they have helped us much. 3. CalTrans District 4 BAC must remain active. It has suffered due to the absence of Alex Zuckermann. Next meeting will be at CalTrans bldg, 111 Grand Av, Oakland, room 8-20 on 12th floor, at 1:30 PM on Tue, April 8, 2003. (This group, EBBC, and REBAC were all formed by Alex Z.) 4. Measure B in Alameda Co will have Rochelle Wheeler as its non-motorized transportation director. Measure C re-newal in CoCoCo has resulted in the creation of EPAC or Expenditure Plan Advisory Committee, on which will be Ole Ohlson, Dick Anderson, and Yehuda Sherman of EBBC representing non-motorized transportation. Monthly meeting dates and times keep changing, as do their locations. Feb meeting will be Tues, Feb 25, 3 PM, somewhere. 5. Richmond-San Rafael Bridge: Rabum reported on meeting earlier today trying to get CalTrans to go along with BCDC ruling giving OK for bike lane.

ACTION ITEMS 1. Caldecott Tunnel. Rabum reported on the great difficulties in creating a bikeway thru the tunnel due to steep

climb, unstable earth, auto exhaust, cost, etc. However, there will be \$20 million in planning funds, and we should try to get "mitigation" funds to create secure bike parking at BART and bus terminals, better access to BART & bus, 24 hour bus service carrying bikes, etc. A motion was passed to support alternative measures of getting bikes thru the tunnels. 2. Bike to Work Day (BTWD) will be Thur May 15, 2003. Monthly planning meetings are the 2nd Thurs at 10 AM. We must develop insert for shoulder bags, bike quiz, T-shirt design, etc. 3. EBBC-BFBC membership linkage was discussed. We should also try to get Bike Alameda and Laf Bike Network to join. \$25 or more gets you all newsletters. 4. Credit card problems: We can use credit cards for donations without a fee, but not for membership renewals. 5. Bay Trail in Richmond still needs work. We will try to get ABAG & EBRPD to join in the task.

PROGRAM was a slide show by Doug Cross of his recent trip to Europe, featuring bikeways in Holland and Denmark. In some places they are able to have bike lanes in center of streets.

NEXT MEETING will be Tues, Feb 18, 2003, 7:30 PM at the Rockridge Library in Oakland.

Respectfully submitted by Yehuda Sherman, sec'y.

Newsletter notes:

Take a moment to look at the mailing label on the back of your newsletter to find the expiration date of your subscription.

If your subscription is about to expire (or if the label says **expired**), please renew now.

EAST BAY BICYCLE COALITION

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<http://www.deltaped.org>

Diablo Cyclists <http://www.diablocyclists.com>

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Fremont Freewheelers Ben Lee 510-651-2448
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Grizzly Peak Cyclists Al Forkosh 510-655-4221
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Oakland Yellowjacket
 Recorded Message 510-986-9011
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Santa Rosa Cycling Club
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EAST BAY BICYCLE COALITION membership form

Send your tax-deductible donation to EBBC, PO Box 1736, Oakland, CA 94604

For EBBC information & messages, call (510) 433-RIDE (433-7433)

Name

Address

City, State, Zip

Phone/Fax

E-mail Address

Workplace/City

Interests

Membership Type

- ☐ Sustaining (\$25)
- ☐ Half-Century (\$50)
- ☐ Century (\$100)
- ☐ Shop/Club (\$40)
- ☐ Introductory (\$12)
- ☐ Living Lightly (\$6)

- ☐ New
- ☐ Renewal
- ☐ Please do not share my name with other mailing lists.

"Breezer", continued p. 6.

tation customers to cross their threshold will be the successful bicycle retailers of tomorrow.

CBC: Is it OK for bicyclists to encourage their local dealers to carry these bikes?

JB: As bicyclists we have experienced the joy of cycling and understand the many personal benefits of cycling. There is an opportunity now for all of us to adopt daily transportation practices that include or make the bicycle a primary transportation choice. We need to be sharing this secret with everyone we love and with our communities. Perhaps the greatest favor you will ever do for your preferred dealer is to encourage him or her to get involved in bicycle transportation by being an advocate, providing great service to everyday cyclists, being supportive of new cyclists and carrying transportation products such as Breezer bicycles. It's probably one of the biggest opportunities for bicyclists to affect life for the better. Editorial note: You can take that as a "YES!"

Learn more about Breezer Bikes at, you guessed it, www.breezerbikes.com



Newsletter Notes: *rideOn* is published monthly by the East Bay Bicycle Coalition, a non-profit tax-exempt organization dedicated to promoting bicycling as an everyday means of transportation and recreation. Logo design by Martha McNulty.

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