



Dear Bike East Bay friends,

We are thrilled to share Bike East Bay's 2023 Annual Report. It comes on the heels of releasing our new Strategic Plan, the culmination of an almost year-long process. Through all the big wins, losses, and strategic planning work in 2023, we've seen more support than ever for streets and communities that prioritize people over cars. Thank you!

Through a collaborative strategic planning process with our staff and board, and thanks to your feedback, we developed an updated mission statement: **Bike East Bay mobilizes by bike to build thriving communities that are joyful, safe, and inclusive.** Riding a bike is more than a means of transportation, it's a transformative force that centers people's hopes and needs and brings us all together.

Creating this updated strategic plan was an excellent way to build shared leadership and energy around our vision and goals for the future. With support from the Ross Collective's Dr. Renee Rubin Ross and Veronica Anderson, we gathered feedback from almost a thousand people in our community to form the bedrock assumptions, strengths, and opportunities for the strategic plan. Read more about the plan at [BikeEastBay.org/StrategicPlan](https://BikeEastBay.org/StrategicPlan).

Throughout last year's planning process, we also continued to deliver excellent programs and advocacy wins as we have for decades.

- **Green Mobility Ambassadors:** We launched this program in 2023 to train and empower people with the tools and knowledge to advocate in their neighborhoods and to grow a more diverse movement. Through sessions on bike infrastructure, civic engagement, and mobility justice, we hosted 105 attendees from across the East Bay in our first year of this program.
- **Protected Bikeways:** On July 18 we celebrated the approval of three protected bike lane projects in three different cities in the East Bay (Oakland, Emeryville, Alameda). These designs are a huge safety improvement for bikes on popular routes, and many include pedestrian and transit improvements. In addition we saw a dozen new protected bikeways open across the East Bay, including in the cities of Pleasanton, Newark, San Leandro, Concord, and Hayward.
- **Youth Bike Builds:** Almost a hundred volunteers helped us assemble 63 kids bikes to give out in partnership with local organizations, including Lincoln Recreation Center, Waterside Workshops, DeFremery Recreation Center, and ASCEND School. Our instructors also ran a bike rodeo so the kids could practice skills on their new bikes.

- **Lakeshore Quickbuild:** After a fatal crash in August 2023, we stood with the victim's family and our local partners to urge the Oakland Department of Transportation (OakDOT) to take fast action to make Lakeshore Ave safer. Through our joint advocacy, OakDOT agreed to improve their original plan and install a two-way, concrete protected bikeway along the west side of Lakeshore Ave from E 18th to El Embarcadero. Construction is expected to start in 2024 and be completed in 2025, a record timeline for such a robust upgrade in Oakland.
- **New Website & Database:** In June, we rolled out our new website which provides a more mobile-friendly, intuitive, and useful hub of resources for our members, supporters and thousands of others who visit our site. We also migrated to a new database which enables us to more thoughtfully and sustainably engage with members and donors.

These were not only big successes for the organization and the community, but they are part of the first steps of the new strategic plan. As we write to you now, having wrapped up the first quarter of 2024, we're building on these wins and have more exciting things ahead for this year:

- **Bike Valet Re-launch:** We are excited to announce the return of our bike valet program. This is a vital community resource that helps us support the growth of our diverse movement by offering free and secure bike parking to thousands of cyclists across the East Bay.
- **Supporting Bike Plans Everywhere:** We're advocating for every city to adopt a bike plan that includes an all ages and abilities bikeway network. We celebrated Pleasant Hill's adoption of their first-ever bike plan earlier this March and are excited by all the protected infrastructure included in Newark's proposed updated bike plan!
- **Expanding Bike Education:** Thanks to a donor's generosity, we were able to secure enough funding to continue offering classes in Contra Costa County. This funding will also enable us to develop new relationships with community partners and curriculum in Spanish that will create the foundation for future bike education in the County.
- **Investing in our Staff:** A thriving team is vital to making sure we can accomplish all these exciting goals and projects. This year we've introduced a sabbatical program and paid parental leave, and increased our professional development budget among other strategies to prioritize a supportive and joyful workplace.

Your sustained support is what will help us accomplish our ambitious strategic plan over the next three to five years and build a movement for safe streets and connected, thriving communities where people come first, not cars. Thank you for always being along for the ride and we're looking forward to more advocacy, bike education, and chances to hop on our bikes with all of you in the coming year.

In community,



**Jill Holloway & Justin Hu-Nguyen**  
Co-Executive Directors  
Bike East Bay



# Annual Report 2023

# THANK YOU!

During 2023, 94 businesses, foundations, and ride clubs, and more than 1,889 families and individuals made a financial contribution to strengthen Bike East Bay. We are grateful for your generosity.



Photo: Pamela Palma

## \$15,000+

James & Janet Foster  
Eric Huppert  
Nicholas Josefowitz

## \$5,000-\$14,999

Steven Dunbar  
Brit Harvey  
Marc & Gabrielle Hedlund  
Alan B. Amos Lans  
Liza & Bobby Lutzker  
Benjamin Metcalf &  
Melissa Garcia  
James Paxson  
Sharon Piekarski  
Peter Rumsey

## \$2,500-\$4,999

Corey Busay  
Max Davis  
Robin Dean  
Sally Goodman  
Kristi & Peter Marleau  
Howard & Nancy Neal  
Rick Rickard  
Sam Schuchat &  
Ilana DeBare  
Tom & Judith Willging

## \$1,000-\$2,499

Naomi Black  
Stephen Blair  
Phillip Bokovoy  
Travis Brooks &  
Taska Sanford  
Curtis Buckley  
Kevin Burke  
John & Colleen Busch  
Christy Canida  
Ryan & Marian Chan

## INDIVIDUAL SUPPORTERS

Peter Colijn  
Maxwell Davis  
Rachel Donovan  
Simon Ellgas  
Benjamin Eversole  
Pauline Fox  
Phillip Garrison  
Daniel Hellebusch  
Willow Idlewild  
Reed Idlewild  
Charles Klinedinst  
Daniel Leaverton  
Lisa Lestishock  
David Madson  
Larry Matarazzi &  
Natalie Mallinckrodt  
Dylan McReynolds  
Rob Merker  
Eric Monek Anderson  
Philip Morton  
Alden Mudge & Mari Loria  
Brian Pecson &  
Ouahiba Laribi  
Matthew Raimi  
John Sanders & Patti White  
Michael Santero &  
Marla Erojo  
Igor Serebryany  
Mark Smith  
Denyse Trepanier  
Randy Wu & Lorraine Chao  
Allen Zhou

## \$500-\$999

Kim Allen  
Chris Allison  
Marie Atterbury  
Tim Beloney  
Brittany Blackmon  
Keith Bouma-Gregson  
Kuan Butts  
Dave Chiu & Yolanda  
Hippensteele  
Catherine Coates  
Neil Cole-Filipiak  
Edgar Crowley  
John Cunha  
John Ewing  
Ben Gerhardstein  
Neil Gilfedder &  
Tracy Soriano  
Jill Holloway  
Brett Hondorp  
Geoff House  
Mandy Hu  
Susie Hufstader &

Aliza Gazek  
Ben Keller  
Ryan Kraft  
Patrick Lea  
Amanda Leahy &  
Cait Collins  
Ellen Leng  
Douglas Letterman  
Brad Lhotsky  
Zachary Loebel-Begelman  
Hugh Louch  
Kevin Martin  
Patricia McGowan &  
Daniel Bain  
R. C. Mercer  
Greg Merritt  
Gregory Michalec  
Ernesto Montenero  
Kent & Ann Moriarty  
Miranda Morris  
Dan Newman & Belinda  
Lyons-Newman  
Erik Olague-Llamas  
Scott Owades  
Robert & Patricia Raburn  
Gerald & Andrea Ramiza  
Tom Reicher  
Irene Cynthia &  
Frank Saltzman  
Kaitra Sbragia  
Dan Schaefer  
Anne Schonfield  
Carrie Schulman  
Stephen Solnit &  
Maryann Sargent  
Robert Sonderegger  
Ann Speyer &  
Christopher DeJong  
Robert Stewart &  
Sandra Wasson  
Will Stubbs  
Karl Sveinsson  
Geoff Sylvester  
Alexander &  
Jacqueline Teran  
Christopher Thompson  
Dhyan Valle  
Henry Andrew Watterson  
Jerry Weintraub & Melody  
Howe Weintraub  
Mike Zorn

## \$250-\$499

Heike Abeck & Jim Sanetra  
Simon Alejandrino  
Rob Allen

Louise Anderson &  
Syed Jafar Zaidi  
Jeffrey Baker  
Heather Ball  
Stephanie Barrales  
Courtney Barrett  
James Bartlett  
John Beem  
Christine Beier  
Bruce Bennett  
Tommy Bensko  
Shosh Blachman &  
Joel Biatch  
Natalie Bonnewit &  
Matthew Myers  
Christopher &  
Debora Booth  
Jamie Bramwell  
Justin Brodowski  
Dawn & James Brown  
Bruce Brubaker &  
Nancy Malone  
Mark Brueckman  
Bruce Burkhalter  
Wendel Caldwell  
Joel Caloudes  
Cinnie Chou



Photo: Pamela Palma

## INDIVIDUAL SUPPORTERS (continued)

Susan & Ronald Choy  
Edward Chun  
Thomas Colton  
Martie &  
Christopher Conner  
Margaret Corrigan  
Jan Crosbie-Taylor  
Bryan Culbertson  
Francesca Cunningham &  
Ann Harvey  
Tony Dang  
David Eifler &  
Rachel Morello  
Tess Eisenberger  
Phil & Connie Erickson  
Tandra & Peter Ericson  
Kjersten Fagnan  
Ryan Flores  
Paul Fogel &  
V. Yvette Chalom  
Thomas Foor  
Bex Fortin  
Elizabeth Fraser  
Hydeh Ghaffari  
Steve Gladden  
Hilary Goldman &  
Manning Sutton  
Kent Green  
George & Mary Hake

Jim Hanson  
Joshua Hawn  
Julie Hayes  
Justin Huang  
Andrew Jae  
George Jenkins  
Cyndy Johnsen &  
Michael Sullivan  
Sadie Joy  
Jeremy Kaplan &  
Stephanie Hanor  
David Kellert  
Hans Kellner  
Kevin Keys  
Kathy Kizer  
Akos Kokai  
Cathy Kora  
Michael & Leslie Koved  
Felix Kramer  
Marilyn Langlois  
Brian Lassiter  
Joanne Lauer  
Tom Lent & Martha Crusius  
James Levine  
Victor & Sharon Lewis  
David Lichtenstein  
Miles Lincoln  
Steven Lybeck  
Heath Maddox &

Julian Foley  
Jeremiah Maller  
John McCabe  
Ryan McCormick  
Alain McLaughlin  
Erin McMillan  
Kevin McTighe  
Randall Mellin  
Todd Mills &  
Kim Dung Nguyen  
John Minot  
Peter Moore  
Matthew Morse  
James Mullesch  
Margaret Norman &  
Geoffrey Holton  
Liam O'Suilleabhain &  
Anat Razon  
Karen & Daniel Parolek  
Joseph Pasquariello  
Patrick Phelan  
Harrison Pollak &  
Natalie Friedman  
Charlie Ream  
Mark Rhoades  
Joe Rice  
Joseph Rice  
Russ & Claudia Riley  
Molly Rose  
Jack Sawyer  
David Schlessinger &

Karin Cooke  
Mark Schoenrock  
Peter Skarpelos  
William & Fran Smith  
James Sontag  
Nathan Spindel  
Rebecca Stanek-Rykoff  
David Stanley  
Philip Stark  
Liam Staskawicz  
Benjamin Stein &  
Marie Hsu  
David Stein  
Den Stephens  
Joyce Stephenson  
E.O. Stinson  
Brady Thomas  
Edward Thometz  
Shannon Tracey &  
Peter Jarausch  
Russell Wagner  
Kenya Wheeler  
William Wheeler  
Scott Wikstrom &  
Joy Villafranca  
Mike Wilson &  
Meg Schwarzman  
Wladimir Wlassowsky  
Jude & Nicky Yuen  
Maggie Zhou

## COMMUNITY SUPPORTERS

### \$10,000+

Ava Energy  
Bay Wheels • Lyft  
Bayer West Berkeley  
Community Resiliency  
Fund  
Blackberry Creek  
Foundation  
Chan Zuckerberg Initiative  
City of Berkeley  
City of Fremont  
City of Oakland  
Climate Ride  
Dolan Law Firm  
Hellman Foundation  
Metropolitan  
Transportation  
Commission  
The Glass Half Full Fund  
The Skyline Foundation

### \$5,000-\$9,999

Alameda Bicycle & Bike  
Hub  
Alameda County  
Transportation  
Commission  
Bay Area Bicycle Law  
Bayer Healthcare  
Chrisp Company

City of Dublin  
City of Emeryville  
City of Livermore  
City of Pleasanton  
City of Richmond  
City of San Leandro  
City of Union City  
Fremont Bank Foundation  
Hacienda Business Park  
San Francisco Bay Ferry  
Water Emergency  
Transportation Authority

### \$2,500-\$4,999

AC Transit  
Alameda County Public  
Works Department  
Amtrak San Joaquin  
Bicycle Coffee Co.  
BKF Engineering  
Capitol Corridor  
City of Alameda  
City of El Cerrito  
City of Hayward  
City of Newark  
Fehr & Peers  
HNTB Corporation  
Law Offices of Walkup,  
Melodia, Kelly &  
Schoenberger



Photo: Pamela Palma

Oakland Athletics  
Sports Basement  
Washington Hopital  
Healthcare System  
Zinn Law Firm

### \$1,000-\$2,499

Arkin Tilt Architects  
Berkeley Bicycle Club  
City of San Pablo  
Downtown Oakland  
Association  
Eisen-Letunic  
Transportation Planning  
Grizzly Peak Cyclists  
Groundworks Office  
GU Energy  
Kittelson & Associates, Inc.  
Lake Merritt Uptown  
District Association

Marin Cyclists  
Nelson/Nygaard Consulting  
Associates, Inc.  
Paceline Law  
PlaceWorks  
Port of Oakland  
Signature Development  
Group  
UC Berkeley Parking &  
Transportation

### \$250-\$999

Autodesk Foundation  
Dokkaebier  
On the Trail Financial  
Planning  
San Francisco Randonneurs  
Seamless Bay Area  
Year of the Fistmas

# ANNUAL REPORT

Bike East Bay believes in a future where streets are safe for everyone. We mobilize by bike to build thriving communities that are joyful, safe and inclusive. Through education, advocacy and engagement we empower members, volunteers, and community leaders to become champions for better bicycling and a more equitable transportation system.

## ADVOCACY



**2.5 million** trips by people who bike and walk on the Richmond-San Rafael, Carquinez, Dumbarton, Benicia-Martinez, and Bay Bridges (since counts started)



**78** protected bike lanes built in 18 cities



**\$500MM** in funding for local active transportation



**105** attendees at our Green Mobility Ambassador training series

## EDUCATION



**1,291** attendees at 109 free classes in 14 cities



**63** bikes built and given away to kids in the East Bay

## ENGAGEMENT



**395** members support our work through our Monthly Giving Circle



**11,200+** attendees at signature annual events

## Member Spotlight Priyanka Altman



"I used to be terrified of riding, following a traumatic childhood crash. In 2022, Bike East Bay's "Adult Learn to Ride" and other bike education classes completely

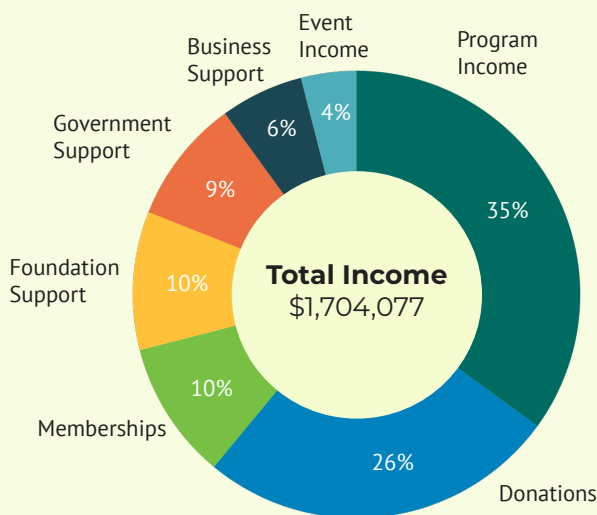
transformed my life, turning me into an avid bike commuter and strong proponent of safer streets. So, in 2023, I decided to get involved with Bike East Bay as a volunteer, to give back and pay forward that gift. Since then, the organization has gradually become a big part of my life and community, between Green Mobility Ambassador trainings helping me better understand the political advocacy involved in safer bike infrastructure, tabling at events such as the Niles Canyon Stroll & Roll to get more people aware of and interested in Bike East Bay, and the League Cycling Instructor seminar, which will allow me to teach the same classes that were so invaluable to me as a student! Above all, I'm most grateful to Bike East Bay for connecting me to a community of wonderful, like-minded folks who care about equitable active transport as much as I do."

## 2023 FINANCIAL SUMMARY

**Net Income\***  
-\$72,185

**Assets**  
\$785,440

\*We had a planned operating loss this year. During the pandemic, we built up our reserves and have started strategically spending down some of that reserve by growing the capacity of the organization.



**Programs**  
Education 43%  
Engagement 30%  
Advocacy 27%

