

BIKE TO WHEREVER DAY

Celebrating 30 years of BTWD in the East Bay with events, group rides, free bike classes and more fun!



Plus
East Bay Greenway Project Update
Contra Costa Thursday Night Rides
Pop Quiz: Test Your Bike Knowledge

BIKE EAST BAY STAFF

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Cover: *East Bay bicycle advocates in 1979; scans of past RideOns. Images from the Bike East Bay archive.*

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LETTER FROM THE SADDLE

In early 2023, we embarked on a strategic planning process through which we had conversations, workshops, and surveys to listen to and understand the needs and priorities of the Bike East Bay community and partners. Over the last few months we've been thrilled to share our revamped mission statement and strategic plan that still centers our commitment to foster thriving communities, while bringing a renewed emphasis on our active role in mobilizing for people-first streets.



Our updated mission is simple: **Bike East Bay mobilizes by bike to build thriving communities that are joyful, safe, and inclusive.**

At the heart of this mission lies the belief that riding a bike is more than a means of transportation; it's a transformative force that centers people's needs and brings them together.

Our strategic plan is the roadmap that guides us towards a future where people across the East Bay feel safe on their streets, no matter how they move. Over the next 5 years, the following strategic priorities will determine how we shape our work, engage our members, and create an impact across the East Bay:

- Grow an accessible, diverse movement to co-create safe, inclusive, and sustainable communities
- Lead through the lens of mobility justice for systems change in the East Bay
- Become a first-in-class nonprofit that is recognized for a thriving team

Within these priorities we have many strategic goals. One is to create a connected network for all ages & abilities in half of East Bay cities, and the East Bay Greenway is a major project that will help us accomplish this goal. Check out [page 3](#) for an update on the project.

Another strategic goal is to expand our impact in Contra Costa County: learn about what's already happening on the ground there on [page 6](#).

On [pages 9–11](#) you'll find our 2023 annual report including highlights from the year, a financial overview, and a huge thanks to our strongest supporters.

It's also the 30th Anniversary of Bike to Wherever Day. From a humble celebration of bikes to a movement of thousands joyfully riding, make your plans for the day on [pages 4–5](#). Let's get riding and see everyone on May 16th on Bike to Wherever Day!

Ride On,

Justin Hu-Nguyen & Jill Holloway
Co-Executive Directors

EAST BAY GREENWAY CAMPAIGN

Reimagining How We Can Make Our Streets Work for Us

By Robert Prinz

East 14th St / Mission Blvd is among the most significant corridors in the East Bay. Spanning 30 miles between Oakland and Fremont, it was designed in the 1890s for trolleys such as the Oakland, San Leandro, and Haywards Electric Railway (pictured). Efforts starting in the 1960s to convert it into a "Mission Freeway" thankfully failed, but today the straight and wide roadway still serves speeding drivers using it as a freeway alternative, to the detriment of local businesses and traffic safety.

Our East Bay Greenway Campaign aims to change how the corridor is oriented once again, this time in favor of people not cars. Along with facilities on E 12th St and San Leandro St through Oakland, this effort includes over a dozen protected bikeway and trail projects in various stages of development from multiple agencies. Below are just a few examples: visit our website for complete details, an interactive map, and a campaign sign-up form to receive updates and stay involved.



*A line of streetcars in Hayward, 1892
Photo from Hayward Area Historical Society*

Coliseum BART Trail Phase 2

Oakland is currently building a segment of the East Bay Greenway along San Leandro St north of Coliseum BART. This project includes an off-street bike/walk trail from Seminary Ave to 69th Ave, then bike lanes to 75th Ave connecting to an existing trail which continues to 85th Ave.

New pathway lighting, 70 new street trees, pedestrian crossing and traffic signal upgrades are also included. Construction began in March and is expected to wrap up by late 2024 or early 2025.

Downtown & South Hayward Bikeway

Originally proposed to continue straight down Mission Blvd, this facility was recently re-routed to side streets through Hayward. The project leads are still promising a high quality bikeway but we and our partners at Bike Hayward are petitioning to maintain the Mission Blvd alignment. Sign the petition at the QR code below, or at BikeEastBay.org/EBG

Mission Blvd Bikeway, Cherryland

Running through the unincorporated jurisdiction of Cherryland, Alameda County Public Works will construct a mile of raised, protected bikeway along Mission Blvd between the Hwy 238 underpass and Rose St, including two protected intersections, bus islands, and more. This project is currently in design, and will connect with another raised protected bikeway under construction now to the south.



Scan here or visit BikeEastBay.org/EBG to learn more and sign up for campaign updates! You'll also find petitions and other ways to take action and support these projects.



*E 14th Bikeway concept, Cherryland;
Concept illustration from Alameda County Public Works*

30 YEARS OF BIKE TO WORK AND WHEREVER DAY

By Caitlin Gleason

Traveling by bike can be hard: it's showing up sweaty to work, moving your body through a landscape designed for cars, locking your beloved bike outside for hours at a time, riding in the rain and avoiding potholes while you consider all that is ahead of you that day. It can be unforgiving, and your peers may not understand. But! Commuting by bike is leaving the office, hopping on your bike and feeling the wind on your face. It's blasting past snarled traffic with the feeling of victory. It's picking your kid up at school on your way home and hearing their own joy as the wind hits their face. It's a way to survive sitting all day at a desk, behind a counter, or on a computer.

This May marks the 30th anniversary of Bike to Work Day (BTWD) in the Bay Area, the annual celebration encouraging commuters to ditch their car and hop on their bike to work. Since helping kickstart the event in 1994, Bike East Bay has been the driving force behind BTWD across Alameda and Contra Costa counties. Each May, year after year, we have coordinated hundreds of energizer stations, passed out thousands of commemorative swag-filled bags, inhaled many carbs (shout out to the days of the pancake breakfast at

Oakland City Hall!), and rejoiced in a day where a simple ride to work felt like a holiday, and a way to be a part of a movement.

And yet, in the spring of 2024, we are in a very different place than 30 years ago, and honestly, a very different place than we were just five years ago in 2019. As we bravely dive into this new world of working from home, returning to the office, or anywhere in between, we encourage you to ride with us—because the joy of riding a bike remains. We encourage you to ride WHEREVER on May 16th: to feel the wind on your face, to enjoy the taste of a glazed donut at your favorite business's Energizer Station, to shuttle your kids to the playground in style (we recommend pinwheels and sparkly stickers).

And Bike East Bay will be here to make it happen. As the event's 30th iteration rolls around, we're anticipating a bigger event than ever: over 100+ energizer stations across our two counties, block parties and happy hours, pedal pools with elected officials, swag, snacks, and a super groovy bag design. Let's make this day feel like a movement, wherever you may go.

BTWD Frequently Asked Questions

Is it Bike to WORK Day or Bike to WHEREVER Day?

It's both! Until 2020 Bike to Work Day encouraged commuters to ditch their car and hop on their bike to work. In 2024, work looks very different for many people so we hope you will take this opportunity to ride wherever on May 16.

What is the deal with the Pledge to Ride?

Be a part of our growing bike movement! When you sign up, you'll receive a map of Energizer Stations, bike offers and discounts, and a limited edition 2024 messenger bag. It's also one of the ways that Bike East Bay records ridership on May 16, which then makes a real difference when reporting to our cities as we make the argument that biking MATTERS!

How do I find my closest Energizer Station?

Energizer Stations are volunteer community-run hubs where 10,000+ residents will pedal to visit on BTWD,

pick up bags, and celebrate the joy of biking. Bike East Bay hosts a digital interactive map on our website where you can plan out a ride to your favorite stations on May 16th!

What is a Bike Champion of the Year (BCOY)?

Every year, each of the nine Bay Area Counties selects their own Bike Champion of the Year. These champions are recognized for their dedication to promoting bicycling as a primary mode of transportation and for their ability to inspire others in their local communities. Nominations are made in March, with the BCOY awarded at the beginning of May as part of our Bike Month celebration.

I heard there was a Bay Area Bike Challenge happening in May – how do I join?

Through Ride with GPS, log your rides in May towards our collective goal of 30,000 miles for the 30th anniversary of Bike to Wherever Day as part of the Bay Area Bike Challenge. We can't do it without you! Ride with GPS log information can be found on BikeEastBay.org/BTWD.

Bike Month Events

New events are being added regularly! Visit BikeEastBay.org/BTWD for the latest info.

Bike To Wherever Day

Thursday, May 16, all day

Join over 10,000 East Bay bikers and ride with us on May 16th! There will be Energizer Stations, there will be donuts, and you know there will tote bags! Plan your day at BikeEastBay.org/BTWD

Bike to School Day

Thursday, May 16

Bike to School Day is a great opportunity for students and families to join their neighbors in the Bay Area in experiencing the joy of active commuting. Walking, biking, scootering, skating, or otherwise rolling to school builds a sense of community and school

spirit. On your ride to school, you may bump into a friend, see a neighborhood garden in bloom, and feel energized by the fresh air – just a few of the many reasons to get out there and get biking!

Bike Happy Hour

Thursday, May 16, 4pm-8pm
Old Oakland, 900-920 Washington St.
(Between 8th and 10th Streets)

Celebrate the Bike to Wherever Day in the streets of beautiful Old Oakland. Come together for Drake's Beer, a pedal-powered DJ set by Rock the Bike, and conversation with local bike and transportation-focused community members

and organizations. Co-presented with Walk Oakland, Bike Oakland, this event is free, and family friendly.

Birds, Bikes Brews Ride

Fruitvale BART to
Drake's Barrel House
Saturday, May 18, 11am-2pm

Join us for this classic Bike East Bay ride. Enjoy a flat, family-friendly ride along Oakland's Martin Luther King Shoreline. Explore the Bay Trail and learn about the birds that live in this coastal habitat. Continue to Drake's Barrel House in San Leandro for post-ride snacks and brews outside.

TAKE A CLASS!

Join us at one (or more) of our free Bike Education classes, found all across the East Bay. New classes are added regularly: find more info and RSVP at BikeEastBay.org/Education

Adult Learn-to-Ride

May 26, 10am-1pm (Fremont)

Whether you want to learn how to ride a bike or need a refresher, come learn the basics of balancing, pedaling, and steering. Limited bikes available for rental.

Family Cycling Workshops & Rodeos

May 19, 10am-12:30pm (Pleasanton)

May 25, 1-4pm (Concord)

This outdoor class is for parents and kids (approx. grades 2-6) who are able to ride a bike and are ready to take to the roads and pathways. Bikes & helmets required for both parents and kids.

Fix-a-Flat Workshop

May 14, 6:30-7:30pm (Berkeley)

A Bike East Bay League-certified instructor will review the basic process of fixing a flat and inner tube patching, as well as strategies to avoid flats. 1-hour, workshop for adults and teens, no bike required.

Urban Cycling 101

May 11, 10am-12pm (Dublin, Day 1)

May 12, 10am-3:30pm (Dublin, Day 2)

Take a deep dive on rules of the road, how to equip your bicycle, fit your helmet, avoid bike theft, ride after dark, and prevent common crashes. Day 2 is outdoors and requires a bike and helmet.

THANKS FOR YOUR SUPPORT



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UC Berkeley Parking & Transportation Dept. • City of San Pablo • Port of Oakland

AN INVITATION THAT LAUNCHED A LOCAL MOVEMENT

How Concord's Thursday Night Rides Came to Be

By Dani Lanis

Contra Costa County has a vibrant, growing bicycling community, and it's energizing to hear about all the work happening on the ground, from the bike bus at Pleasant Hill Elementary, to the new Mokelumne Trail Bike and Pedestrian Bridge connecting walkers and rollers between Antioch and Brentwood, to the budding clubs we're building at Olympic, Mount Diablo and Ygnacio Valley High Schools in Concord.

One of the most exciting events for cyclists is Concord's Thursday Night Rides, which has been running since June 2023. We chatted with Justin and Jess Hess, the married duo behind the rides to learn more about why community-building matters to them.

Concord Thursday Night Rides are social, party-pace rides, consistently attracting 40 to 80 riders on a weekly basis. Custom cruiser bikes steal the show, and it's typical to see people of all ages.

These rides built upon a rhythm that naturally fit into Jess and Justin's lives: they'd bike to Todos Santos Plaza, where they would enjoy the farmers market and summer music festivals. They loved it so much, they began inviting family members, and soon after even more friends.

"The first week we had 20 people— everyone was a friend of ours. Over the summer Justin made a new flier based on the band coming to farmers market and we started hearing people say 'I don't care who's playing, I'm just trying to ride and hangout!' And then they started bringing friends, too."

As the farmer's market was winding down there were considerations on whether to continue or shift to pop-up rides, but **"people were like 'if you keep it going we'll keep coming!'"** said Jess.

So that's exactly what they did. Every Thursday, a fleet of cyclists meets up at Pleasant Hill BART before launching off on 15-20 mile rides. **"When we leave the house we don't want it to be for less than double digit miles. We like nice long rides, around Concord, Pleasant Hill, Walnut Creek,"** Jess added.

"The friendship and camaraderie that's come from these people that we see regularly [is the best part of all this]. And you see cool bikes! On Thursdays our messages blow up with 'Hey it's Thursday, can't wait to get together!' 'Super excited for tonight, where are we eating today?!' You can

tell it's something everyone looks forward to and it's people that you may have not necessarily met any other way."

Riding a bike is an amazing thing— it's even better when it can be shared with others. Justin and Jess set a great example of how sometimes sending an invitation is all you need to start a local movement. If you're looking for next steps to do something similar in your community, Bike East Bay hosts Ride Leader Trainings so you can learn best tips and tricks to create fun, inclusive and safe rides in your cities too.



All are welcome to join Thursday Night Rides! The crew meets at Pleasant Hill BART at 5:30pm every Thursday.

Find weekly updates and other themed rides throughout the year on their Facebook Page "Concord: Thursday Night Rides."



Thursday Night Ride organizers Justin & Jess Hess ride in style





Ready to test your cycling knowledge? Dive into our Bike Education Quiz and discover how much you know about biking in California. Whether you're a seasoned cyclist or just starting out, this quiz is perfect for brushing up on important laws and safety tips.

- 1 True or False: Cyclists in California are always required to use a bike lane where one is available.
- 2 Under CA law, what is the minimum distance a car should maintain from a bicycle when passing?
- 3 True or False: A driver may not enter a bike lane under any circumstances.
- 4 Under California law, a bicycle helmet:
 - a) is required whenever operating a bicycle
 - b) is required only if riding on state-owned roads
 - c) is required for those under the age of 18
 - d) is not required
- 5 True or False: Cyclists are required under California law to have a front white light and rear red light when riding in dim riding conditions.
- 6 True or False: Under California law, cyclists are prohibited from riding on sidewalks.
- 7 A "Dutch Reach":
 - a) is an emerging two-way bike lane design from the Netherlands
 - b) allows cyclists to treat a red light as a stop if unable to activate motion sensors
 - c) can prevent drivers from causing a dooring crash
- 8 True or False: Beginning January 1st, 2026, all new bicycles in the state of California will require registration upon purchase.
- 9 True or False: People on bikes can cross an intersection when the walk sign turns on.
- 10 True or False: Under California law, cyclists are permitted to treat a stop sign as a yield sign.

Quiz answers here!

Welcome!

Meet Bike East Bay's newest staff



Phil Yip (he/him)
Operations Coordinator

Phil joined Bike East Bay as Operations Coordinator in November, 2023. He's been a member since 2008 and first got involved by leading a series of fundraising rides with friends. In 2021, he received his bicycle instructor certification and has since taught with Bike East Bay and the San Francisco Bicycle Coalition. Phil has a background in engineering, and worked over a decade in the bicycle industry. He leads the Bike Bus to his child's school and runs monthly kids bike parades. Phil strongly believes that when people ride together, communities are stronger, we are healthier, and our air is cleaner. He's excited to be a part of an organization that is improving mobility for our neighborhoods and making our streets safer.



Chelsey Prewitt (she/her)
Communications Manager

Chelsey joined the Bike East Bay team in January 2024. She grew up in San Jose and spent the last 6 years building out comms strategies and organizing for affordable housing, dignified jobs, and quality education alongside her neighbors. Her intersecting interests in placemaking and racial justice led her to Oakland and Bike East Bay, where she is excited to co-create a movement that welcomes ALL people as they bike, walk and move throughout their community. Outside of work, you can find her reading, daydreaming, or eating her way across Oakland.

Want to learn more about rules of the road and about bicycle education in general? See what upcoming classes we have at: BikeEastBay.org/Education— all of our classes are free!

Answers: 1) False. Cyclists can leave the bike lane if moving at the same speed as traffic, avoiding hazardous conditions, passing, or making a left turn. 2) As of 2023, drivers must change lanes to pass a cyclist if available. Otherwise, drivers must pass with at least 3-ft clearance. 3) False. Drivers are required to merge into a bike lane when making right turns and can enter the bike lane within 200 feet from the turn. 4) C. And for those riding a Class 3 e-bike. But still recommended for all! 5) False. California law requires a front white light, but only a red reflector, among other required reflectors. A rear light is recommended for greater visibility. 6) False. Varies by local jurisdiction. 7) C. When opening the car door with the hand furthest from the door, your body automatically rotates and allows you to check if somebody is passing by on a bike. This is called the Dutch Reach, share it with others you know! 8) False. But we do recommend registering your bike with Bike Index or another free, national registration index to help recover your bike in the event of bicycle theft. 9) True as of January 1st, 2024. 10) False. Although the stop-as-yield is legal in other states, the "Bicycle Safety Stop Bill" has not yet been passed in CA.

EXPLORE THE EAST BAY BY BICYCLE

Whether your style is safe and slow, or scenic and challenging, we've got a ride for you. Celebrate Bike to Wherever Day with a ride across the Richmond-San Rafael Bridge. Ride with Bike East Bay on our popular birds, bikes, brews ride from Fruitvale BART to Drake's Barrel House in San Leandro. Grab your bikes and visit the continuous Iron Horse Trail segment from Concord to Dublin/Pleasanton. Check out the rides below and tag Bike East Bay in your adventures @BikeEastBay! Have a favorite route you'd like to share? Reach out to us at Media@BikeEastBay.org.



Richmond BART to San Rafael Bridge

This moderately difficult ride will take you west from the Richmond BART station along the Richmond Greenway path, then on protected bike lanes to beautiful Point Richmond. From there you will continue up and over the scenic Richmond-San Rafael bike/walk path, then follow the Bay Trail north.

Difficulty Level: ●●●●●

Distance: 21.3 mile loop

Perfect for: spectacular Bay & Bridge views, some elevation challenge on the bridge

The Richmond-San Rafael Bridge is at risk! After decades of advocacy to build this incredible bikeway, some want to convert it into a car breakdown shoulder. Get the full story, and take action at BikeEastBay.org/RSRPathAtRisk



Birds, Bikes & Brews

Enjoy a flat, family-friendly ride along Oakland's Martin Luther King Shoreline. Explore the Bay Trail and learn about the birds that live in this coastal habitat. Continue to Drake's in San Leandro for post-ride snacks and brews outside.

Difficulty Level: ●●●●●

Distance: 10 miles

Perfect for: families, bird-enthusiasts and bird-fans, beer-lovers, cyclists of all skills levels

We're organizing a group ride for this route on Saturday, May 18 from 11am-2pm. Sign up to join us at BikeEastBay.org/2024-ride-series



Iron Horse Trail

Wanna keep off the roads? No problem! This continuous trail segment runs all the way from Dublin/Pleasanton BART to Walnut Creek BART station. Ride fast or ride slow and take in the scenery as you enjoy the scenery along this low-stress, car-free route through the heart of the East Bay.

Difficulty Level: ●●●●●

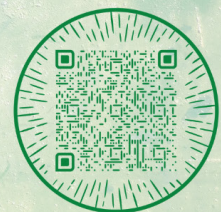
Distance: 20 miles

Perfect for: safe, moderately-paced, weekend riding

CHEER ON OUR CLIMATE RIDE TEAM!



14 people will be representing Bike East Bay in Petaluma May 17-19. This annual ride raises money to fight climate change and celebrates cycling.



Scan the QR Code to donate to any of our team members

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

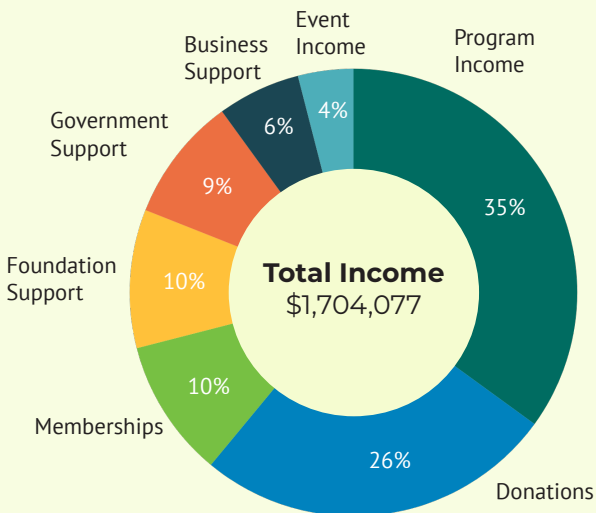
transformed my life, turning me into an avid bike commuter and strong proponent of safer streets. So, in 2023, I decided to get involved with Bike East Bay as a volunteer, to give back and pay forward that gift. Since then, the organization has gradually become a big part of my life and community, between 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

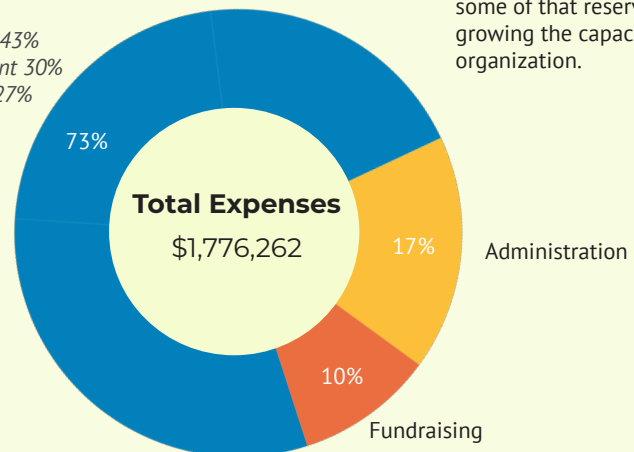
Net Income*
-\$72,185

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%



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

INDIVIDUAL SUPPORTERS

\$15,000+

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Eric Huppert
Nicholas Josefowitz

\$5,000-\$14,999

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Brit Harvey
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Natalie Mallinckrodt
Dylan McReynolds
Rob Merker
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Philip Morton
Alden Mudge & Mari Loria
Brian Pecson &
Ouahiba Laribi
Matthew Raimi
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Randy Wu & Lorraine Chao
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\$500-\$999

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Neil Cole-Filipiak
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John Cunha
John Ewing
Ben Gerhardstein
Neil Gilfedder &
Tracy Soriano
Jill Holloway
Brett Hondorp
Geoff House

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Susie Hufstader &
Aliza Gazek
Ben Keller
Ryan Kraft
Patrick Lea
Amanda Leahy &
Cait Collins
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Sandra Wasson
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Karl Sveinsson
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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

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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
Kjiersten Fagnan
Ryan Flores
Paul Fogel &
V. Yvette Chalom
Thomas Foor
Bex Fortin
Elizabeth Fraser
Hydeh Ghaffari
Steve Gladden
Hilary Goldman &
Manning Sutton
Kent Green
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Beer tasting tickets will be available for purchase for guests 21+

JULY 20, 2024

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