



# 2024 Impact Report

At Bike East Bay, we improve your ride through fierce advocacy, fun events and accessible bike education. While it's impossible to capture all the accomplishments, challenges, firsts and lasts of a year, we are proud to present a snapshot of the impact we were able to make together for safe, thriving streets in 2024!

## 30 Separated Bikeways Built

We set a new record for East Bay separated bikeways, with **30** built across **11** cities in 2024. This brings the total to **110** projects now installed in the East Bay.

## Relaunched Bike Valet

We parked **1,568** bikes at **62** community events (including all **50** home games for the Oakland Ballers), and look forward to offering our bike valet program at Oakland Roots games in 2025!

## 1,158 Bike Education Participants

Over one thousand people brushed up their bicycle skills at our free workshops hosted across **24** East Bay cities. We were especially proud to host Spanish-language classes for new participants.



## Advocacy



**2,882** signatures  
on our Richmond-San Rafael  
Bridge path petition in 2024



**25** local groups  
are supported by our funding  
and technical assistance



**109** community  
advocates  
joined our Green Mobility  
Ambassador training series



**201%** growth  
of our advocacy email lists  
(over 3,000 new people!)

## Bike Education

**1,158** participants joined our free classes in 2024



**24%**  
come from  
low-income  
households



**61%**  
self-identify  
as women or  
non-binary



**50%**  
self-identify as  
Black, Indigenous,  
or a Person of Color



**80%** of our classes were hosted  
with a community partner  
including libraries, community/rec centers,  
affordable housing developments, and schools

**100+** giveaways such as helmets, light sets,  
multi-tools, and patch kits to equip  
participants with tools to ride safely

After taking a class with us,

**65%**

of participants said they would  
increase how often they ride a bike



"I used to have my own bike but because I have been struggling with housing, I wasn't able to keep my bike and I've since stopped cycling. I didn't realize that **there were resources available to me** so that even without my own bike, I could still cycle and get around! I really appreciate the resource now that I know it's there and **I can be more mobile and connected to Oakland.**"

- Participant from our Bike Share 101 workshop in July 2024

## Events & Engagement



We have members in

**32 of 33**

East Bay cities!

**324**  
volunteers



**724**  
hours

**2,064**

families and  
individuals donated  
to Bike East Bay

**276**  
participants

joined us  
across 8  
group rides



1,000+ joined us at Biketopia and Pedal Brew Fest!

**541**

new members  
joined our  
movement



★ Bike to Wherever Day ★

**1,602** people pledged  
to ride

**115** Energizer Stations  
were hosted across  
the East Bay



## Member Spotlight: Tom Yamaguchi

“My first bike commuting was in San Diego, and I was constantly frustrated by the lack of interest in bicycling by the local government. There were few safe places to bicycle, and the bike lanes that existed were poorly maintained. They were never swept, and I constantly had to dodge broken glass. Moving to Berkeley, I found a well organized community in support of cycling as a serious form of transportation. I want to support that in every way I can. Supporting Bike East Bay helps me to keep my sanity as I bike in these crazy times.”

## Strategic Plan Update

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. In 2024, we launched our new strategic plan which centers this vision, and have already made so much progress toward these ambitious goals:

### Grow an accessible, diverse movement: co-create safe, inclusive and sustainable communities

- Added over 6,000 new contacts to our email list
- Made the Bike East Bay website available in 8 languages
- Held four bike education classes and Green Mobility Ambassador (GMA) trainings in Spanish

### Lead through the lens of mobility justice

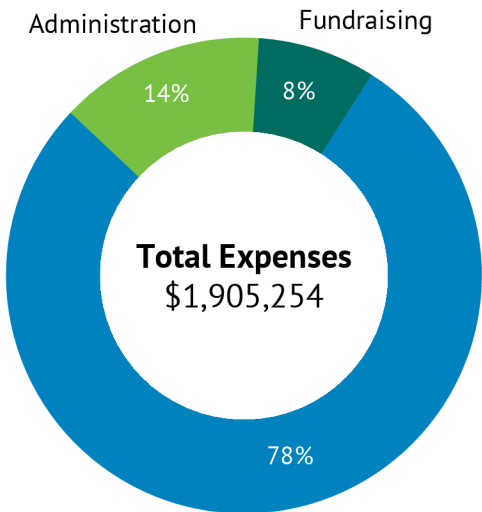
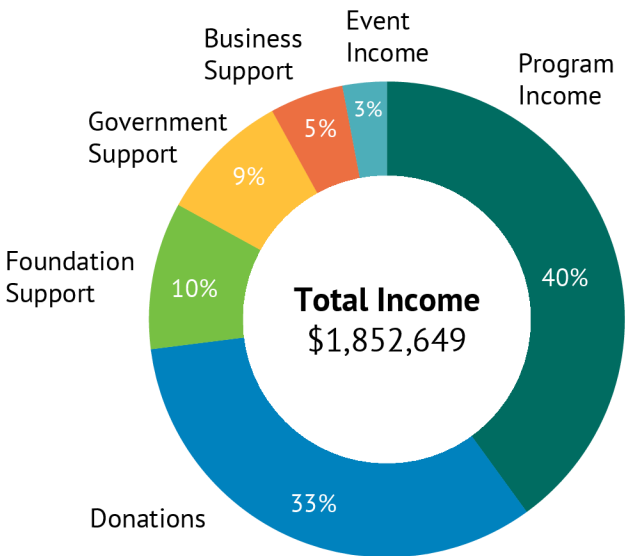
- Hired West Berkeley GMA, expanded GMA program to Concord
- Pleasant Hill, San Leandro, and Livermore completed their bike/walk plan updates while Albany, Berkeley, Caltrans Bay Area, Fremont, Newark, Pinole, and San Ramon bike plan updates are in progress

### Become a first-in-class nonprofit: recognized for a thriving team

- Rolled out a new parental leave benefit and sabbatical policy, both utilized by staff this year
- Implemented a transparent pay system based on equity
- Converted to a 38-hour workweek with light Fridays and monthly staff social activities



## 2024 Financial Summary



**Net Income\***    **Net Assets**  
-\$52,605        \$732,835

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

Programs  
Education 39%  
Engagement 36%  
Advocacy 25%



**Thank you to our donors: your steady support fuels this movement and empowers a growing community advocating for safe streets.**

### **Individual Donors**

**\$10,000+** Anonymous Donor ★ James & Janet Foster ★ Marc & Gabrielle Hedlund ★ Eric & Amber Huppert ★ Liza & Bobby Lutzker ★ Margaret McCarthy & Raphael Lee ★ William Pinkham ★ Randy Wu & Lorraine Chao **\$5,000-\$9,999** Steven Dunbar ★ Sharon Piekarski **\$2,500-\$4,999** Curtis Buckley & Anne Hill ★ Corey Busay ★ Ryan & Marian Chan ★ Kevin Crane ★ Brit Harvey ★ Kristi & Peter Marleau ★ Rick & Allyson Rickard ★ Tom & Judith Willging **\$1,000-\$2,499** Tim Beloney ★ Naomi Black ★ Brittany Blackmon ★ Stephen Blair ★ Gary Bramwell ★ Kevin Burke ★ John & Colleen Busch ★ Tarmigan Casebolt ★ Susan Stewart ★ Catherine Coates ★ Raines Cohen & Betsy Morris ★ Peter Colijn ★ Edgar Crowley ★ Max Davis ★ Robin Dean ★ Rachel Donovan ★ Simon Ellgas ★ Benjamin Eversole ★ Pauline Fox ★ Phillip Garrison ★ Ben Gerhardstein ★ Hyde Ghaffari & Rick McCracken ★ Sally Goodman ★ Manish Goregaokar ★ Daniel Hellebusch & Maria Schriver ★ Willow Idlewild ★ Charles Klinedinst ★ Daniel Leaverton ★ Lisa Lestishock & Alfonso Estrada ★ David Madson ★ Larry Matarazzi & Natalie Mallinckrodt ★ Dylan McReynolds ★ Rob Merker ★ Eric Monek Anderson ★ Philip Morton ★ Alden Mudge & Mari Loria ★ Howard & Nancy Neal ★ Will Newman ★ Erik Olague-Llamas ★ Jan Overgoor ★ Brian Pecson & Ouahiba Laribi ★ Janet Byron & Steven Price ★ Robert & Patricia Raburn ★ Matthew Raimi ★ Irene Cynthia & Frank Saltzman ★ Dan Schaefer ★ Sam Schuchat & Ilana DeBare ★ Igor Serebryany ★ Mark Smith ★ Andrew Judd & Meghan Weir ★ Mike Wilson & Meg Schwarzman ★ Allen Zhou **\$500-\$999** Kim Allen ★ Jacob Aronson & Rachel Foodman ★ Marie Atterbury ★ Heather Ball ★ John Beem ★ Keith Bouma-Gregson ★ Travis Brooks & Taska Sanford ★ Dave Chiu & Yolanda Hippensteele ★ Susan & Ronald Choy ★ Tyler Compton ★ John Cunha ★ Brandon Curtis ★ David Eifler & Rachel Morello ★ Tess Eisenberger ★ John Ewing ★ Joel Fajans & Karen Zukor ★ Paul Fogel & V. 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