



# RideOn

Volume 55, No.2 · Fall 2025



## Power in Numbers



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# LETTER FROM THE SADDLE

The movement for better biking is constantly growing in the East Bay. Achieving our vision for safe and inclusive streets and communities requires collective strength, and we know that we can only achieve the future we envision together. In this issue, we reflect on the **power in numbers** and how we see our impact multiplied through our diverse membership, deep partnerships, grassroots advocacy, and our own internal structures around shared leadership.



Recently, we announced Rebecca's transition from Bike East Bay's Development Director to Co-Executive Director of Development and Engagement. This shift aligns with our values of shared leadership and collaborative decision-making, and allows us to deepen our focus in key areas. Importantly, this new structure supports us as people: given that we are all parents of young children, having three co-EDs helps us navigate work-life balance and rely on each other for mutual support, rather than reaching the burnout that is so common in nonprofit leadership roles.

Our shared leadership model is not just an internal structural choice for sustainability; it's also a way to practice mobility justice within our movement. **We believe that by sharing power and building capacity within local communities, we grow our collective capacity to do our critical work—**building safe streets and connected, thriving communities where people come first. By demonstrating shared leadership at all levels of the organization, we hope to model deep collaboration that creates a stronger, more resilient force for change.

This "power in numbers" ethos manifests itself across our organization through our organizing, engagement, and education. Our approach is grounded in a firm belief that we are stronger together, and that there is room for everybody. We hope that within these pages you're inspired to find your own place in this movement.

A handwritten signature in black ink, appearing to read "Jill Holloway".

Jill Holloway  
Co-Executive Director  
of People & Operations

A handwritten signature in black ink, appearing to read "Justin Hu-Nguyen".

Justin Hu-Nguyen  
Co-Executive Director  
of Mobility Justice

A handwritten signature in black ink, appearing to read "Rebecca Saltzman".

Rebecca Saltzman  
Co-Executive Director  
of Development and  
Engagement



# e-bikes & the spirit of our times

by Nancy Hernandez



LET'S GO FURTHER TOGETHER

As e-bikes bring new speed and users to our shared paths, we know that opportunities and horizons expand, but the need for mutual respect also grows.

Whether you're on an e-bike or classic bike, in a car, or hoofing it—we can all practice more grace, patience, and care.



slowmorningsftw

**15**  
MPH

is a common speed limit set by local authorities for shared paths, but please only go as fast as conditions allow. Don't forget to slow down and call out or ring a bell when passing!

by the #'s

**16**

is the minimum age required to ride an e-bike whose motor assists the rider over 20 MPH.

**28**  
MPH

is the maximum-assisted speed for an e-bike. If the motor is able to provide assistance past that speed, it is no longer considered an e-bike under California law, making it illegal to ride on public streets without registration, a license, and insurance—or at all.



stop before the  
crosswalk!

"On your  
left!"

BEING KIND > BEING FAST

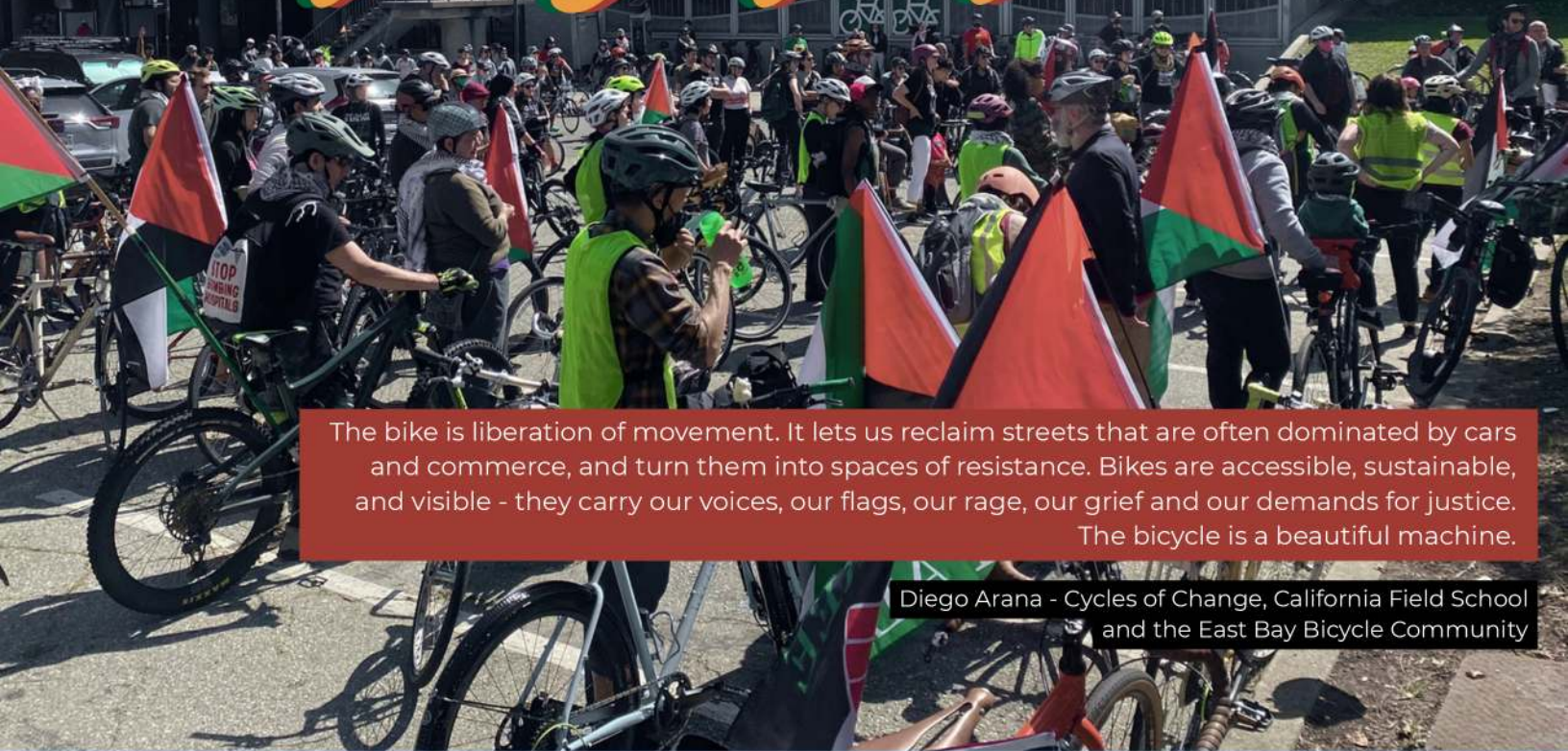
- ★ Did you know that there are
- ★ 3 legal classes of e-bikes in
- ★ California? Mopeds and dirt
- ★ bikes are NOT e-bikes!

Learn about the 3 different  
classes and so much more at:  
★ [BikeEastBay.org/e-bikes](https://BikeEastBay.org/e-bikes)



# Organizing By Bike

by Phil Yip



The bike is liberation of movement. It lets us reclaim streets that are often dominated by cars and commerce, and turn them into spaces of resistance. Bikes are accessible, sustainable, and visible - they carry our voices, our flags, our rage, our grief and our demands for justice. The bicycle is a beautiful machine.

Diego Arana - Cycles of Change, California Field School and the East Bay Bicycle Community

Together we show alliance. Together we see all of the negative things that are happening to communities, as well as all the positive work that is being done to improve it.

Carlos Torres - Outreach Manager at RICH CITY Rides



BikePHE changed the culture of our school. It's now a biking school whereas four years ago it was not. BikePHE was proud to be part of the change in Pleasant Hill that led to the adoption of a good Bicycle & Pedestrian Master Plan.

Cara De Jong - Founder of BikePHE and the weekly Walk N Roll program





# Why Membership?

## *Powering our Common Cause*

Bike East Bay has been rolling strong for over 50 years, guided by the commitment of our members. While I love highlighting member perks like bike shop discounts and exclusive events, the true strength of membership goes far beyond those tangible benefits.

### **Mutuality in Action**

When you become a member, you're joining a supportive, region-wide community committed to building a thriving, connected East Bay. Our members aren't just donors, but also local advocates, volunteers, commuters, and everyday riders across Alameda and Contra Costa counties. There's power in numbers, and membership is a declaration that we're showing up for each other. When we win on issues like safer streets and lowering car dependency, our efforts benefit everyone.

### **People Over Transactions**

A membership model puts people first. While member donations provide the essential, grassroots funding that makes our work possible, they represent much more than a transaction. We plan our programming and respond to needs that arise from the communities we serve, ensuring a two-way conversation. By fostering a relationship-based and interdependent approach, membership provides a stable foundation for long-term impact, regardless of shifts in political winds or funding trends.

**Thanks for being in community. We're so much stronger together!**

## 5 FACTS ABOUT BIKE EAST BAY'S BOARD

by Rebecca Saltzman

Bike East Bay is a people-first organization; as Elka outlined above, our strength lies in the many diverse voices and perspectives that make up our membership. And from our membership, flows our strong Board of Directors. Here are some things you might not know about the Board:



- 1 Our board members are active in our community:** you might have seen them at our annual member meeting, a Bike to Wherever Day energizer station, or at Biketopia. They may have even led or swept a community ride you joined!
- 2 It's important that our board members represent the diversity of the East Bay** - in terms of background, geographic location, race/ethnicity, gender, and more.
- 3 Every board member helps with fundraising,** through donating, phone banking, soliciting auction items, and more.
- 4 Our board has responsibilities:** members attend quarterly board meetings to vote on policies, approve and monitor our budget, and help set our strategic priorities. They also serve on either the Advocacy, Finance, Fundraising, or Executive Committee.
- 5 You don't need to have served on a board or be a non-profit expert to join ours.** Some of our current and past members came to us from local bike advocacy, and others have relevant professional experience - law, finance, planning, fundraising, etc.

**Interested in joining our Board?**

Applications open in the fall, though we recruit all year. Members serve up to two 3-year terms.

**[BikeEastBay.org/Board](https://BikeEastBay.org/Board)**



By Elka Lee-Shapiro



# THE POWER OF OUR

For over 50 years, Bike East Bay has been mobilizing by bike to build thriving communities that are joyful, safe, and inclusive. Look around the East Bay today, and you can see the tangible results of this enduring commitment—but these victories were not won by a single person or by Bike East Bay alone. They are the direct result of our collective movement, whose power comes from our deep connections, our diversity, and our unwavering belief that streets should prioritize **people over cars**.

Bike East Bay is part of what we call the **bike ecosystem**: a collection of people and organizations all working together to create a people-powered force for change. We have a **small but mighty staff of 12**, but our super power lies in our larger network, which acts as a force multiplier. This network includes everyone from our bike education instructors and bike valet attendants to local advocates and community partners to bike shops. It's the combined energy of this ecosystem that allows us to accomplish so much more than we could alone.

## EMPOWERING LOCAL LEADERSHIP

Bike East Bay can't be everywhere all the time, nor should we be. Our capacity as one organization is limited, and more importantly, we believe the most effective change happens when we center the expertise of the people who live and ride in their neighborhood every day.

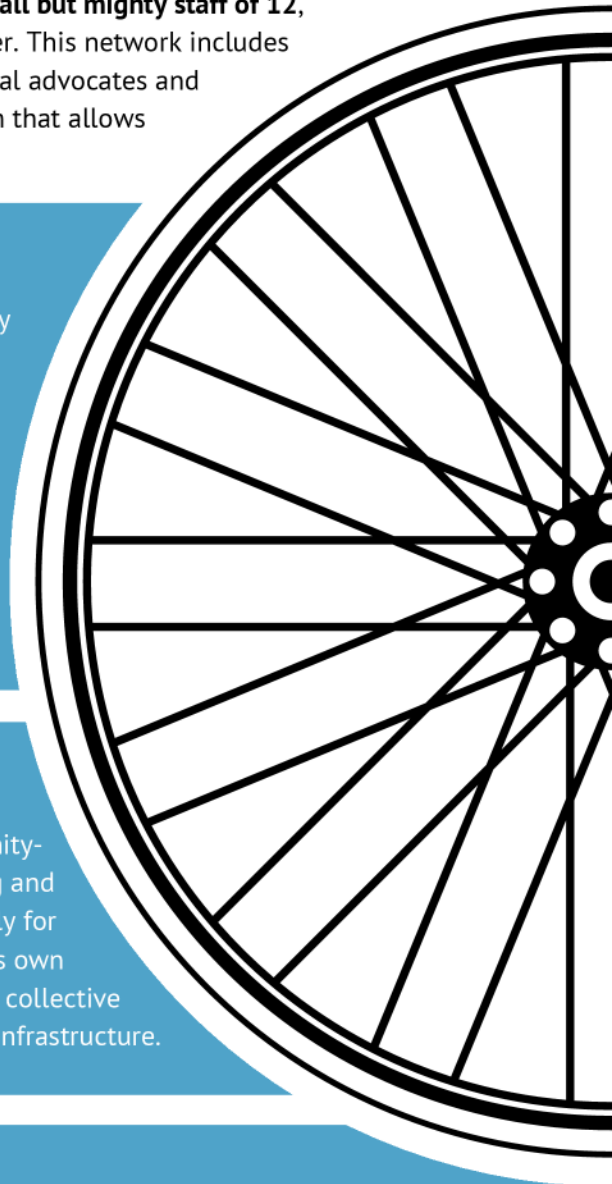
Our **Green Mobility Ambassadors** program is designed to train and empower local champions, giving them the tools and knowledge they need to advocate in their communities. The more voices speaking out in support of safe, convenient, and connected infrastructure, the more cities and elected officials must listen.

## FISCAL SPONSORSHIP

Building a nonprofit is time-consuming and challenging. We support community-based groups by serving as their **fiscal sponsor**, which removes overwhelming and costly administrative burdens and enables them to accept donations and apply for grants under our 501(c)(3). **Bike Walk Alameda** recently decided to dissolve its own nonprofit to be fiscally sponsored by Bike East Bay. This model multiplies our collective impact by freeing local leaders to build community and fight for people-first infrastructure.

## COLLABORATIVE FUNDING

In the nonprofit world, funding can sometimes feel competitive. We recognize that there are only so many resources available, but we aim to lift up and support community partners in the fight with us. Our strategy is to expand the pie, so there's more funding available for everyone. A key example of this is our successful advocacy with the Alameda County Transportation Commission, where **we fought to add funding for education programming in equity priority communities**. This funding now goes directly to our partners Waterside Workshops, Cycles of Change, Spokeland, and Red, Bike and Green who run critical programs in their communities.





## FROM GRASSROOTS TO GRASSTOPS

Not only is building and fostering this broad grassroots movement vital to achieving our goals, we must also work effectively at the grasstops level. Bike East Bay has spent over 50 years building essential relationships with city staff, elected officials, and decision-makers across the region. This is where we focus on coalition building, advocating for regional bikeways, advancing state legislation, and shaping local policy.

This grasstops work allows us to bring our knowledge—developed over decades of advocacy—to the table, **connecting local advocates with City staff to foster projects and facilitate community-based solutions.** We don't have a secret formula for every scenario, but we know what is often effective and are committed to sharing that knowledge and best practices across the ecosystem.

## BUILDING A BIKE CULTURE

To truly shift transportation habits and create a thriving bike culture in the East Bay, we need groups addressing all aspects of the cycling experience, and welcoming more people on bikes.

Partners like **Red, Bike and Green** host weekly rides for the Black and African community. **Bike Concord** runs the Bike Kitchen and free bike repair tent where they fix up people's bikes. **Albany Strollers & Rollers** offers bike valet parking at community events, and **Spokeland** pairs folks with professional mechanics to learn to repair and build bicycles. We know that to get more folks on bikes, we need groups that address the social, educational, and cultural barriers alongside the infrastructure challenges.

## STRONGER TOGETHER

Our movement is like a bike wheel; **every person and organization is a spoke, supporting each other and making the whole stronger.** Over the last 50 years, we've gained incredible momentum as we roll forward, welcoming more advocates, local groups, and community partners into our mission.

Our projects today reflect the strength of our ecosystem. We don't have to fight quite as hard for the half mile stretch of bike lane in many cities, and are able to shift some of our focus and energy to major regional connectors, like San Pablo Ave, the East Bay Greenway, and the Bay Bridge. These are campaigns we only dreamed about in 1972.

It's through our collective voices in this growing movement that we're seeing positive change take shape in and by our communities. **You are these voices, you are building the thriving communities where people come first.**



# BIKETOPIA

by Chelsey Prewitt

Thank you to all who joined us on September 17 for Biketopia. Over **300 guests** gathered at the stunning Preservation Park in downtown Oakland, and helped us raise over **\$100,000** for our advocacy and bike education programming. Other highlights of the evening included remarks by **Liam O'Donoghue** (creator and host of the *East Bay Yesterday* podcast) during our VIP reception, our **130+ item** silent auction that included everything from brand new bikes to transit art, delicious food and beverages that flowed all night, and the runaway hit: our “Name That Bike Part”

game which had everybody in friendly competition trying to decipher a cotter pin from a quill stem! During the stage program, our Co-Executive Directors and Board celebrated our victories this year, and reflected on the challenges ahead. While we've made incredible progress, together with our members we will continue our work to transform unsafe streets into ones where people can move with confidence and joy.

**Save the date: the next Biketopia will be Wednesday, September 16, 2026 at the same venue!**

## 2025 Biketopia Award Winners

### Best Community Advocacy

El Cerrito/Richmond  
Annex Walk and Roll



### Best Bike Project

Fruitvale Avenue's raised  
protected bikeway  
*Accepted by Oakland's  
Department of Transportation*



See more photos and read about  
our Biketopia Award winners at  
[BikeEastBay.org/Biketopia](https://BikeEastBay.org/Biketopia)

Photos by Olivia Smartt





# Hayward on two Wheels

## PROJECT UPDATE

by Robert Prinz

Earlier this year in the Spring RideOn edition we launched our Hayward on Two Wheels initiative (aka HOT Wheels), intended to increase local engagement in transportation advocacy, “level up” local advocates with new skills and resources, and help community members overcome common barriers to bicycling.

Since then we have been busy with a lot of events and activities. Read about this work below and what’s coming next. Then visit [BikeEastBay.org/H2W](https://BikeEastBay.org/H2W) and sign up for our notification list to receive event info and ways to get involved!

## Wins

### Green Mobility

#### Ambassador Workshops

We partnered with Eden Youth to host a bilingual advocacy training series with topics like the history of urban planning, pothole reporting, & making public comments at city meetings. **74 folks** joined these free classes!



### Bike Repair Tent

We and Bad Business Model Bikes set up a free repair tent at the S Hayward Market for 5 weeks, & fixed **94 bikes** for community members! This served a critical need in Hayward, which has only one bike shop for a population of 163k. Thanks to PeopleForBikes for the financial support.



### New Separated Bikeways

New separated bikeways on Winton/D St & on Industrial Pkwy were installed through routine paving projects, along with a number of other painted bike lane upgrades! Paving projects can be the fastest and cheapest way to improve street safety. We appreciate the city staff that made this happen!



### Bike Hayward

Our friends at Bike Hayward signed on as a “sponsored project” with Bike East Bay. This formal relationship allows them to accept tax-deductible donations & take on contract work to advance their goals. We’re excited to support their great work organizing for safe streets.



## Setbacks

**Tragic Crashes:** Despite all this progress, Hayward continues to experience traffic safety challenges. In May a city employee named Mike Rayback was struck and killed by a driver while he was biking home from work. Hayward Councilmembers honored Mike with a moment of silence at a city meeting, but these tributes must also be accompanied by meaningful change.

### Hayward Blvd Bikeway Denied:

A proposal for a separated bikeway on Hayward Blvd connecting to the Cal State East Bay campus was voted down by City Council. Car traffic congestion and emergency response needs were cited as concerns, despite a staff report and study indicating that the bikeway would not exacerbate these issues.

## What’s Next

### Bike Rack Inventory

We’re mapping Hayward’s existing bike racks, so city staff can use the data to decide where to install new ones. Volunteer to help us! Tutorial and info at [BikeEastBay.org/GMA](https://BikeEastBay.org/GMA)

### Bike Giveaways

The City is giving away 1500+ bicycles, helmets, and locks to adult and youth residents in need. Stay tuned: we’ll need help with bike builds and distribution.

### Advocacy for Ruus Road

A proposed 2-way protected bikeway on Ruus Rd past the Eden Youth campus is at risk because it impacts curbside car parking. We must prioritize safety for all road users.

### Even More!

Group bike rides, free bike repairs, bike education classes, and more are in the works. Sign up at [BikeEastBay.org/H2W](https://BikeEastBay.org/H2W) to stay in the know!



# MULTIPLYING THE BICYCLE MOVEMENT

Why our LCI seminars launch more instructors than anywhere in the country by Kelly Dunlap

Many of us remember the exhilarating feeling of riding a bike for the first time: a world of possibilities opened up ahead of us, and our confidence in navigating the world grew. The joy of riding a bike is at the heart of our advocacy, and it's **why we invest in free, accessible bicycle education as a strategy for growing our movement.**

To get more people on bikes, we need confident, effective teachers who will meet folks where they're at, and connect their bicycle riding to our broader movement for safe streets. **That's where our LCI Seminars come in.**

Since the 1970s, the League of American Bicyclists (LAB) has offered a League Cycling Instructor (LCI) certification, which has become the national standard for bike instruction. An LCI certificate opens a wide range of career opportunities, but the barriers to entry deter many from pursuing this path.

The first obstacle is finding a place to get certified: while they have become more common in the last decades, LCI Seminars are still few and far between. Last year, there were only six in the entire state of California. There are several prerequisites to even apply for a seminar, including comprehensive knowledge of the LAB Smart Cycling curriculum and some minor bike mechanics skills. For many applicants, this means a long lead time and lots of planning before they can attend an LCI Seminar.

In response to these challenges, **we're proud to offer an LCI Seminar on an annual basis** that ensures Bay Area leaders can always have a reliable pathway to certification. Apart from offering the standard League curriculum, we make certification more accessible by:

- Doing targeted outreach to ensure we have a diverse pool of applicants who reflect our East Bay communities (that means prioritizing young people, women, and BIPOC who traditionally aren't represented as LCIs)
- Offering full scholarships for up to 16 qualified participants (who would typically have to pay \$600 out of pocket)
- Providing meals during the seminar
- Coordinating the seminar over two weekends, rather than an exhausting three days, to make it easier for candidates to participate by spreading out the homework and giving them a chance to practice their on-bike skills.
- Hosting the prerequisite classes as frequently as possible throughout the year
- Making ourselves available to answer questions for applicants and participants alike

**We've certified 68 LCIs** since 2016, through one of the most prolific seminar programs in the United States. Our graduates have gone on to work with advocacy organizations like Silicon Valley Bicycle Coalition and San Francisco Bicycle Coalition, some have started their own bike businesses, and others have launched hyperlocal programs like bike buses. Many graduates also become paid instructors with Bike East Bay: **with over 30 LCIs employed, we're able to run the largest free adult bicycle education program in the country. We offer over 100 classes a year, and have supported over 28,000 people** in their biking journey since 2011.

If you're interested in transforming lives through bicycles, consider becoming an LCI with us. **Our next seminar in the spring of 2026!** You can check out [BikeEastBay.org/teach](https://BikeEastBay.org/teach) for updates and learn more about becoming a League-certified instructor.



*A photo of our 2025 cohort of LCIs!*



# RICHMOND-SAN RAFAEL BRIDGE TRAIL

## Campaign Update: A difficult loss, trail access schedule, and bike shuttle info by Dani Lanis

On August 7th, 2025, the Bay Conservation and Development Commission (BCDC) made an unprecedented and backwards decision to revoke access of the Richmond-San Rafael Bridge Trail Mondays-Thursdays in order to accommodate a breakdown lane. This decision goes against:

- BCDC's own guiding principles of providing maximum feasible access to the Bay.
- The UC Berkeley PATH study that shows no conclusive evidence supporting closure of the trail.
- The recently published Caltrans Bike plan that recommends 24/7 access to the trail.
- The long-term Bay Trail plan of a continuous 500-mile loop circumventing all 9 counties of the Bay Area.
- Unanimous resolutions from the cities of Richmond, Berkeley, Albany as well as West Contra Costa Transportation Commission and the Bay Trail Board of Directors supporting access.

The decision has major consequences for people who walk or roll the Trail, as it will now be closed for most of the week. Take extra precaution when planning a trip across the bridge.

RSR Trail schedule beginning October 27	
CLOSED	OPEN
Sundays at 11pm through Thursdays at 2pm, RSR Bridge only accessible by motor vehicle	Thursdays at 2pm through Sundays at 11pm and some <b>holidays</b> (see schedule below)
<ul style="list-style-type: none"><li>• Open until 11pm on Monday for the following holidays: Memorial Day, Fourth of July, Labor Day</li><li>• Thanksgiving week: open Weds 2pm - Sun 11pm</li><li>• Christmas and New Year week: open the entire two weeks from the Thursday before Christmas (12/25) at 2pm through the Sunday following New Year's Day (1/1) at 11pm</li></ul>	









### How do we cross the bridge when the trail is closed?

There is a free shuttle + trailer that can fit 10 passengers and their bikes. The trailer can accommodate adaptive cycles, although the van itself is not ADA accessible. The shuttle runs 6am-8pm Mon-Wed and 6am-2pm on Thursdays. There's also the paid Golden Gate 580 bus that runs ~6AM till ~10PM. Meaning **there is no way to cross the RSR Bridge between the last bus and the first shuttle other than by car.**

For more details and regular updates on our continued advocacy, head over to [BikeEastBay.org/RSR](https://BikeEastBay.org/RSR) 🌟

ATTENTION

Public access to this essential connection has been reduced, in order to prioritize cars and their disruptive and frequent breakdowns. If having freedom to move matters to you, please only ride your bike during the designated posted hours.

MON	TUE	WED	THU	FRI	SAT	SUN
 WE ANTICIPATE CAR CRASHES	 MORE CAR LANES = MORE CARS ON THE ROAD = WHAT COULD GO WRONG	 THE BRIDGE ISN'T BIG ENOUGH FOR PEOPLE ON BIKES, TOO	 NOBODY BIKES TO WORK ANYWAY <b>2PM</b>  BIKE LANE OPEN	 BIKE LANE OPEN	 BIKE LANE OPEN	 BIKE LANE OPEN <b>11PM</b>

6 YEAR ANNIVERSARY RIDE

The RSR Bridge Trail opened in November 2019 and is turning 6! Join us to celebrate the journey and continue the fight for access. We'll meet at **Richmond BART on Sunday, November 9 at 10am** (roll-out 10:30am). Optional happy hour afterwards at Armistice Brewing.





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GIVING  
TUESDAY

December 2, 2025

Donate to Bike East Bay on Giving Tuesday and your gift will be doubled. Your gift will power our advocacy, bike education, and fun events!

### Bike East Bay's Winter Hangout



KICKSTAND

THURSDAY, DEC. 4  
6-8PM  
HAYWARD

KICKBACK

Meet people Family friendly Snacks provided Bike parking

Save the  
Date

**Bike to Wherever Day** will be **Thursday, May 14, 2026**. Join us for group rides, block parties, free tote bags, and the Bay Area's biggest celebration of all things bicycle!

**Biketopia** will be **Wednesday, September 16, 2026** at Oakland's Preservation Park. Join us for our annual fundraiser and silent auction.

RideOn  
Your Membership Magazine

IN THIS EDITION...

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\* BIKETOPIA RECAP

\* RICHMOND-SAN RAFAEL  
BRIDGE TRAIL UPDATE

\* WHY MEMBERSHIP?

...AND MORE!