



THE BIKEALAMEDA CYCLIST

Bike To Work Day 2010 . . .

by Jeff Cambra

Co-Chair, Bike To Work Day Committee

As a professional event producer, I don't usually measure the success of the events I run by the number of people who attend. However, in the case of BTWD '10, it is hard to ignore the numbers. In 2009, about 500 cyclists were counted at our energizer stations. This year, more than **800 residents** cycled by one of BikeAlameda's EStations. A 60% increase!

In planning this year's BTWD, the main focus was to create awareness of cycling as an everyday form of transportation for those functional trips around town. My goal was to generate enough advance publicity to alert people that BTWD was happening and to give them time to plan for the day. Fortunately the great folks at the Alameda Sun were as committed to supporting BikeAlameda and helping **get the BTWD word out**. Eric Kos designed the insert and the Sun distributed 13,000 copies to Alameda residents. Did you notice the BTWD banner over Central Ave and the posters at the local bike shops and coffee houses?



Many thanks to Mike Corbett's team at Alameda Towne Centre and Alameda Bicycle for sponsoring "Gear Up for BTWD." Mike made a major commitment to BikeAlameda and bike mechanic extraordinaire George (*left*) field-checked 20 plus bicycles!

Under the category of "inadvertent discovery", many regular (non-cycling) Peet's and Starbucks customers became aware of cycling to work as the result of the **BikeAlameda EStation** at the corner of Park Street and Central Avenue. Notable visitors included Alameda County District 3 Supervisor Alice Lai-Bitker and Alameda City Council Members Lena Tam and Marie Gilmore.

Motorists using Webster Street to access the Posey tube also observed the value of BTWD. Our **EStation at Hawthorn Suites** was staffed by the West Alameda Business Association and was very visible. Thanks to WABA for their support.

Rather than have a Bike Away from Work EStation in a parking lot, BikeAlameda partnered with Havana, the Cuban Restaurant at the corner of Park Street and Webb Avenue and offered half price mojitos to anyone cycling to the restaurant.



The result was 38 cyclists enjoyed mojitos, ginger lime scallops, and other Havana treats. More important, these residents now know that cycling to the local pub is easy, fun, and one less trip in the car.

Ditto for the **Bike to the Movies** event co-sponsored by BikeAlameda and the Alameda Theater. Twenty-one theater patrons chose to ride their bicycles rather than drive their car and took advantage of BikeAlameda's free, secure, valet bike parking, discounted admission, and a special concession package. The objective: The opportunity to participate in a fun event and demonstrate that it isn't a big deal to get on a bike and cycle to the theater. The result: One less car trip.

The Miller Sweeney (Fruitvale) Bridge Bike Lane Project provided the City with the first count of cyclists using the bridge during commute hours. The importance of this corridor is obvious. It is the main

In This Issue

Slow Rides • Chickens+Bicycles • Survey Results • Bike Classes • Oaklavia

route to get to the Fruitvale BART station a regional transit hub. How those numbers translate into an action plan will be determined over the next few months. I want to send a big shout out to Obaid Kahn from the City of Alameda Public Works Department for his efforts in making the bridge bike lane project happen.

Finally, many thanks to all the volunteers that kept all the moving parts of BTWD running smoothly with special thanks to my co-chairs Bonnie Wehmann and Lorann Snow. And, thanks to EBBC for their financial contribution, Peet's for the great coffee, **Dan's Produce for the fruit**, all the bike shops in town, and the list goes on and on. Simply put: THANK YOU ALL!



BikeAlameda Board Members Joyce Mercado and Jeff Cambra accept the Bike to Work Day Proclamation from Mayor Beverly Johnson

Team Alameda Second Sunday Slow Ride

by Barbara DiSalvo

On the **second Sunday of each month** a friendly group of bicyclists who prefer to ride slow meet on the steps of the Kaiser Center on Central near Park in Alameda. Lead by Anthony & Barbara DiSalvo the outings are easy going, gentle and safe. Barbara, the original Slow Rider, plans the routes and Anthony, a League Certified Instructor through the League of American Bicyclist, leads the way.

The rides always have a theme; many are unique but some popular rides are repeated. The Garage Sale and the Jack London Farmer's Market rides are favorites, and the shoppers return home with their baskets full. On cool days the riders keep moving to keep warm by following the trail around the Martin Luther King Jr. Regional Shoreline, cruising to the Hornet & back, or circling around the Bay Farm Island Loop. The slow riders have toured the Alameda West Lagoon when it was full and when it was lowered. They enjoyed the **Nursery & Garden ride** and the shoreline rides along the **Estuary & the Bay**. From time to time new slow bike tours are mapped out to explore various neighborhoods with input from the slow riders themselves. The definitive source of safe routes and cyclist-friendly information is the **Bike Alameda "Bicycle & Walking Map of Alameda."** The slow rides provide opportunities to become more comfortable cycling on the street by building confidence and practicing riding safely with a group.



The only requirements for the Slow Ride are a bike and a helmet. At the rider's request, an experienced Slow Rider will provide a quick bike safety check and helmet adjustment. This ride is reassuring for those who are nervous about riding on the street, as the group always stays together and safety tips are given along the route. The rides are not very long; they start at nine o'clock and finish up before noon. The Team Alameda Slow Riders are a friendly supportive group. Don't miss the opportunity to join a casual morning ride once a month on the Second Sunday.

Bicycle Survey Results

In 2001, BikeAlameda created a survey to collect information on bicycling in Alameda. The goal of the survey was to determine what would get more people to use the bicycle for transportation, particularly to work. A total of 157 surveys were collected.

In 2010, BikeAlameda conducted a follow-up to the 2001 survey. Surveys were distributed electronically.

A total of 165 surveys were answered. Here are the results.

Bicycle Ownership: 98% already own bicycles

Encouraging Factors for Commuting by Bike:

Clearly designated/marked bikeways

Secure/sheltered bike storage at work site with showers

What would encourage you to bicycle to work:

43% “clearly designated/marked bikeways” 22% “secure/sheltered bike storage at work” 19% “work-site showers and lockers”

What would encourage you to allow your children bike to school:

43% “designated/marked bikeways”

30% “traffic calming around school”

26% “kids bicycle safety training”

23% “secure/sheltered bike storage facilities at school”

What are the biggest Obstacles to commuting by bicycle:

91% “personal safety issues”

93% “weather conditions”

Distance is an obstacle to commuting by bicycle:

68% are willing to ride 2-10 miles to their workplace, but only

49% actually live within 2-10 miles of their workplace.

Transportation: While just 33% have taken their bike on the bus, 53% have taken their bikes on BART and 52% on the ferry. However, almost all (90%) **bicyclists responding who had taken their bikes on public transportation would do it again.**

Posey Tube: 39% of respondents said they had ridden through the Oakland/Alameda Tube (Posey Tube). **Just 15% said they would do it again.**

While these surveys do not give us statistics for the general public, they are very telling for those who already own bicycles and use them for recreation or transportation.

These results tell us that there are still many things that we as advocacy and education group and the City of Alameda can do to get more bicyclists on the road and therefore reduce the number of car trips.



Become a BikeAlameda Facebook Member

Go to www.bikealameda.org home page and click on blue **F** on the left side to see our Facebook page and become a member for

free. See photo albums of our events. Get up-to-the-minute information



and invitations to our events. All things related to Alameda biking can go on our Facebook page. Post your thoughts and opinions with other BikeAlameda members.

Second Annual Alameda Chicken Coop Bicycling Tour

by Ann Naffziger

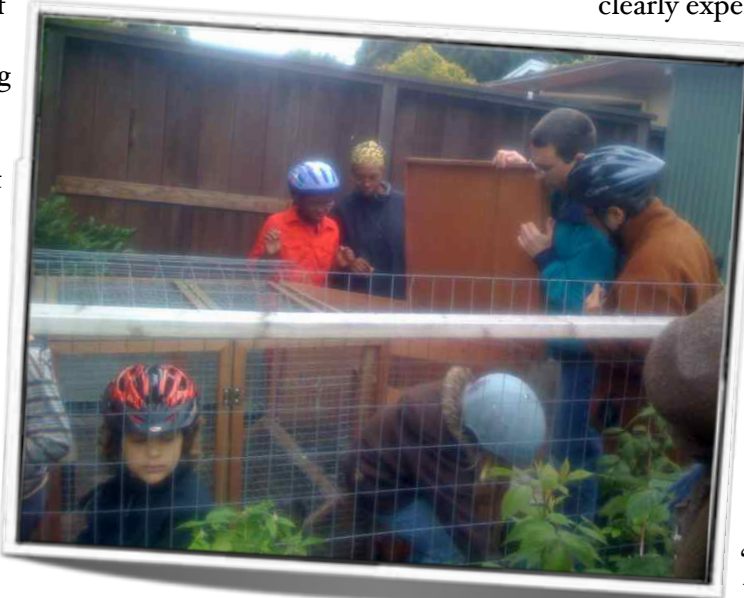
If Bike to Work Day this year was a hit, as it usually is, another event was an impressive addition to Bike to Work Week activities: the Second Annual Alameda Chicken Coop Bicycling Tour. If you were in Alameda on Sunday, May 16, you might have noticed **hordes of cyclists around town**. Perhaps they were biking to the movies. More likely, they

were some of the 400+ people biking around the island checking out the seven chicken coops on the Coop Tour.

Although by coincidence this year it happened to be scheduled

at the end of Bike to Work Week, the Tour just might be a regularly scheduled event in the future.

Sponsored by the informal Alameda Backyard Chickens yahoo group, of which BikeAlameda President Lucy Gigli is the founder, the Coop Tour sought to demonstrate the various options available to people who want to raise chickens in an urban environment, sometimes in small backyards. For the first time the Tour was widely publicized and the San Francisco Chronicle ran a story on it ahead of time. Maybe it was due to the Chronicle article, or perhaps because of the emergence of the urban chicken movement; whatever the reason this BikeAlameda-sponsored event **drew hundreds of people from 33 cities around the Bay Area**.

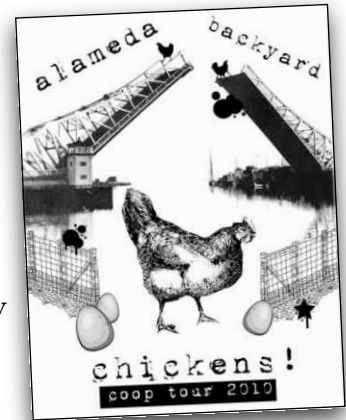


Bonnie Wehmann gave a brief bicycling safety talk at the starting point and witnessed the surprising number of participants, some of whom were clearly experienced

cyclists, but many others were out for the

recreation. About one third of the people who signed in were from Alameda; the others came to the island from elsewhere to enjoy the **4.5 mile flat route along bike lanes** and through residential neighborhoods. Many children rode along with their parents — including an **entire Girl Scout troop** — and many others were taxied in trailers, “co-pilot” seats, or third wheels behind Mom or Dad.

Overall, it was a rousing success and a great new addition to idea for **promoting recreational bicycling**.



...for a Member Party announcement via email in late June!

Spring Teen/Adult Traffic 101 Classes Full!

by Joyce Mercado

We are off to a great start this year training teens and adults to ride safely and confidently in traffic with our Spring bike classes. Approximately 30 people attended our class on May 1st, and thanks to an IBM Community Grant obtained by BikeAlameda, everyone received a free helmet. The class was

flyers, and Stu put them up all over town. At the class, Ricardo and Tom were invaluable helping folks determine the appropriate size helmet, and everyone especially loved Lauren's homemade from scratch brownies. We appreciate **Alameda Hospital's ongoing support** providing Student Manuals, and

the East Bay Bicycle Coalition's critical support for funding the League Certified Bicycling Instructors. First Congregational Church provided their Social Hall which is proving to be a wonderful venue for our classes.



It's very encouraging to see such strong interest in bike classes as I believe it bodes well for the **growth of cycling in the Bay Area**. The May 29th class taught over 55

especially generous with their donations and memberships, positioning BikeAlameda well to offer another set of classes in the Fall - including a follow-on Road Class. A warm welcome to new members Judith Alberts, Kristen Law, Christine Fry, Meredith Owens, AnnaTai Owens and MeiLiu Owens, who all joined BikeAlameda at the May 1st class.

A big shout out to BikeAlameda volunteers Kevin Mercado, Dan Wood, Stu Sapia, Ricardo Pedevilla, Tom Christoffer, and Lauren Mercado for their help with the classes. Kevin and Dan created our spiffy

people enrolled; it was our largest class yet! We'll be scheduling more classes in the Fall. If you'd like to **help with advance activities** like class promotion and snack shopping or with logistics on class day such as sign-in, room set up and take down, and helmet distribution, please contact Joyce@bikealameda.org. Joyce will greatly appreciate the support! And watch your email and our website to enroll in one of the Fall classes. If you've never taken one before, you owe it to yourself to pick up more tips on staying safe and confident out there on the roads where we belong.

Oaklavia

BikeAlameda members want to bring Sunday Streets to Alameda. Let's see how Oakland does it first.

Walk Oakland Bike Oakland (WOBO) is partnering with the East Bay Bicycle Coalition, Oaklandish, Oakland YMCA, Cycles of Change, and other Oakland organizations to create a "Sunday Streets" recreation event in our city modeled after the "Ciclovía" that originated in Bogotá, Colombia.

In the last three years, Sunday Streets events in San Francisco have proven to be incredibly successful - growing from two events in 2007 to nine events planned for 2010, due to the popularity among residents, business owners and local government.

WOBO is excited to give Sunday Streets some Oakland flair - Oaklavia will take the concept of street festival to the next level, allowing residents to experience the city's best natural and architectural assets, outdoor activities, and arts in some of our most well-loved and unique streets and neighborhoods.

When and Where?

WOBO is planning one event in 2010:

Sunday, June 27th from 10 am to 2 pm in the Downtown/Uptown Districts from Grand Avenue to Jack London Square and West Oakland.

Tours of both the Fox and Paramount Theaters are being scheduled, and the event will include dancing to live Latin music. Activities and exhibits, including circus arts at Kinetic Arts Center and art bikes presented by the Crucible, will take place in the vibrant atmosphere of Old Oakland and the urban landscape of West Oakland. Other reasons to participate include dance classes provided by the YMCA, bike repair and bike safety classes.

Oaklavia will open car-free city streets for recreation and **community building through**

WALK OAKLAND BIKE OAKLAND PRESENTS:

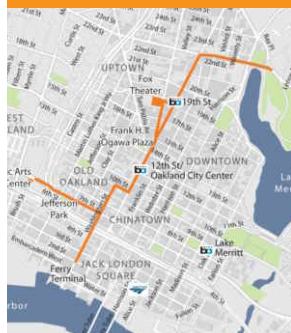


CAR-FREE CITY STREETS FOR A DAY!

Sunday, June 27th, 2010, 10am-2pm

UPTOWN TO JACK LONDON SQUARE AND WEST OAKLAND
Explore some of Oakland's most vibrant neighborhoods in a car-free way

www.oaklavia.org



temporary traffic closures. Roadways become opportunities for strolling, cycling, roller skating, hula hooping, dancing, cafe seating, board games or just people-watching. The group events will be spaced out to encourage residents to see the entire route, providing a unique and safe opportunity to enjoy Oakland's streets.

BikeAlameda's mission is to encourage the everyday use of the bicycle in and around Alameda. Founded in 1999, BikeAlameda serves the community through education and services such as secure Valet Bike Parking at community events and its Bicycle and Walking Map of Alameda. BikeAlameda believes in safe streets, active, healthy citizens, and vibrant, walkable business districts and neighborhoods. We are a nonprofit 501(c)(3) California corporation.

Newsletter Production: Editor in Chief: Lucy Gigli • Managing Editor: Bonnie Webmann • Additional Editing: Tracy Jensen • Graphics & Layout: Dan Wood

2010 VALET BIKE PARKING EVENTS

Crab Cove Concert	June 11	Crab Cove	10:00-3:00
Crab Cove Concert	July 9	Crab Cove	5:30-7:30
Green Home Expo	July 17	Alameda Towne Centre	10:00-4:00
MOW Wine Tasting	July 18	Rock Wall	1:00-5:00
Art & Wine Fair	July 24, 25	Park St	10:00-6:00
Crab Cove Concert	Aug. 13	Crab cove	5:30-7:30
Webster St. Jam	Sept. 11,12	Webster St	10:00-6:00
Car Show	Oct. 9	Park Street	10:00-4:00



Pick up BikeAlameda's free Bicycle & Walking Map of Alameda at: Tucker's Ice Cream, Stone Cyclery, Cycle City, Alameda Bicycle, Alameda Park & Rec, Spritzer's, Alameda Free Librarv. and more!



Cut & Mail, or use a credit card online at www.BikeAlameda.org.

Membership Benefits

- This helpful quarterly newsletter
- Membership card for great discounts at local shops:

Cycle City 10-20%
clothing/accessories

Stone's Cyclery
10-20%
clothing/accessories
and more

Alameda Bicycle (see our website)

Zach Kaplan Cycles 5%

...and more: See our website

- East Bay Bicycle Coalition reciprocal membership
- Satisfaction knowing you are improving bicycling here!



Become a member and help us make our city a better place to ride.

Personal Information Print Clearly

We do not share information with anyone (except EBBC).

Name(s) _____

Address _____

City _____

State/Zip _____

Email _____

Phone _____

Membership Fees

	1 yr	2 yrs
<input type="checkbox"/> Individual	\$25	\$45
<input type="checkbox"/> Household/Family	\$35	\$60
<input type="checkbox"/> Business	\$70	\$125

Benefactor \$100 + _____

Volunteer 6 hours
(contact us for details)

Attach a check & send to:

BikeAlameda

PO Box 2732

Alameda CA 94501

Membership dues are tax-deductible



County Supervisor Alice Lai-Bitker checks in with a cyclist at Peet's EStation on Bike to Work Day



PO Box 2732
Alameda, CA 94501
RETURN SERVICE REQUESTED

Upcoming Events

Board Meeting	June 17, July 15, Aug 19 8 PM - 10 PM
Estuary Crossing Committee	June 28, July 19, Aug 16 Otaez, 7 PM - 9 PM

Valet Bike Parking events: see previous page

Pass this newsletter along to a friend!