**From:** East Bay Bicycle Coalition
**To:** Schaaf, Libby
**Subject:** EBBC eNews: Bike Friendly Businesses in the News
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Bike Lanes Mean Business and So Do We!

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## EBBC eNews: Bike Friendly Businesses in the News
## February 18, 2014

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### Get Ready for Free Family Biking Fun this Spring

Our series of free Family Cycling Workshops kicks off again this spring with events scheduled from March through May in cities like Alameda, Hayward, and Pleasanton, with more to come around Alameda and Contra Costa Counties! These fun, 2.5-hour outdoor workshops allow parents and children in grades 3-6 to learn rules of the road, as well as balance and handling skills, by playing fun games. Our bike teeter-totters, mock city streets, bike blender smoothies, and post class group ride are sure to entertain and educate. Kids who participate should already be able to ride, and ready to take to the streets and paths with their parents. Working bikes and helmets are required for both youth and adult attendees, with minor bike adjustments and repairs available on site. Get all the details and register online at www.ebbc.org/education#FCW.

We are also looking for some more great locations to host these classes which could attract 25 or more participants each, especially in southern, central, and eastern Alameda County. If you would like to bring one of these free events to your school, church, youth center, or other family-oriented community organization, please fill out an application online here.

*ebbc.org/education*

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### Still Seeking Neighborhood Leaders from El Cerrito, Fremont, Pittsburg

We are delighted to have over 15 volunteers stepping up to get trained as neighborhood leaders, and are looking forward to their participation in the Winning Campaigns Training March 21-23 in Oakland. Many neighborhoods in the East Bay are going to benefit from the skills they develop at the training and their campaign leadership going forward.

However, we are still seeking neighborhood leaders for priority bikeway campaigns in El Cerrito, Berkeley, Fremont and Pittsburg. Ready to step up? If so, get signed up, and if you need scholarship assistance for this training, please contact Dave Campbell, dave@ebbc.org.

*ebbc.org/wct*

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### Telegraph Talks: Oasis Market

Encouraging news for a safer Telegraph Avenue comes in the form of an Existing Conditions Memo, a dense report reinforcing what many Telegraph users already know: the street is an important travel route with lots of need for safety improvements. The findings from this document will provide Oakland with background and data it needs to justify moving forward with significant change, including protected bike lanes.

A few highlights from the document:

- Dooring causes a large percentage of all bike crashes (25%), most ped crashes are caused by drivers failing to yield for crosswalks (56%), and most car crashes are caused by excessive speed or failing to yield (41%)
- Despite safer alternative routes, almost twice as many people choose to bicycle Telegraph because of its convenience and destinations
- Parking along the route has been analyzed and even in the busiest areas during peak time there are spaces available

Learn more about our Telegraph Avenue Campaign this Saturday at 'Telegraph Talks: Oasis Market' 10am-12noon.

*ebbc.org/telegraph*

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### Climate Rider profile/Training Ride #3: Oakland/Berkeley Hills

Join us on Saturday, March 1st, for our third training ride in a multi-ride series leading up to the 2014 California Climate Ride (May 17th-20th), a fundraising event for the EBBC. Everyone is welcome to join us for this ride, whether you are planning on participating in the Climate Ride or not.

This hilly and moderate-paced ride will start right outside the Rockridge BART Station at 10am, then ascend gradually over 1,200 feet into the Oakland hills on Broadway and Tunnel Road. We will regroup to catch our breath at Sibley Park before heading up another 300 feet on newly repaved Grizzly Peak Blvd, checking out the beautiful views before descending all the way down Spruce Street to the Downtown Berkeley BART station.

This ride is a good way to meet other people going on the Climate Ride, ask questions about what to expect on the ride, as well as get a great, panoramic view of the bay. Find more information about the EBBC Climate Ride team and our full training ride schedule at www.ebbc.org/ClimateRide. Can't make the ride but still want to support our team? Donate online at bike.climateride.org/team/ebbc2014.

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### Piedmont Shows Off Bike Lane Concepts for Grand, Highland, Moraga, Oakland Aves

When: Tuesday, February 24, 7:00-9:30pm
Where: Piedmont Community Center, 711 Highland Avenue

Join your Piedmont neighbors at next Tuesday's Special Community Workshop on Piedmont's developing Bicycle Plan, which includes potential lane reductions and comfortable new bike lanes on Grand Ave, Highland Ave, Moraga Ave and Oakland Ave. At the workshop, residents will be asked to provide feedback on the ideas and to prioritize among them.

Here are the initial design options for new bikeways [include link, available Feb 19]

If we can succeed in getting Piedmont to prioritize new bike lanes on Grand Ave, this can push the City of Oakland to do the same, and provide a complete bikeway from Piedmont residences to the Grand Lake District and to Downtown Oakland. Hope you can make it February 24.

*ebbc.org/piedmont*

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### Nominate a local shop or company as the 2014 Bike Friendly Business!

Nominations are live for the 2014 Bike Friendly Business Awards. Help us recognize leaders in their field - whether it be a local company that encourages employees to bike to work, or a shop that supports bike lanes and bicyclists! Do you know of a shop that gives discounts to bicyclists? Lobbied to get extra bike parking? Does your employer offer tax incentives to bicyclists? We want to know!

In December Clorox inaugurated a great new parking room for its cyclists. Send us your pictures and stories, and show us how you did better! Nominations are open until March 20th.

*ebbc.org/awards*

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### BTCEB Fundraiser at the Grand Lake: Win a 27.5 hardtail!

The Bicycle Trails Council of the East Bay is holding its annual Fundraiser at the Grand Lake Theater in Oakland on Thursday February 27 at 7 PM. They will be screening Rise from Ashes, a film about war-torn African athletes who rise to competitive road racing, narrated by Forrest Whitaker.

There will be a fabulous raffle for a Giant XTC 27.5 2 hard tail brought to us by Hank and Frank Bicycles sweetened by a Fox D.O.S.S. adjustable seatpost making the prize worth over $2,100.

*Buy your ticket today*!

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### Video of the Week: Rising from Ashes

Rising From Ashes is an uplifting independent film about the development of a national cycling team in Rwanda, a country still affected deeply by the genocide that tore the East African nation apart in 1994. The award-winning feature-length documentary about Team Rwanda, will premiere in Oakland on Thursday, February 27th, when the cycling film screens at 7 pm at the Grand Lake Theater.

Click here to see this week's video.

Got a bike video that you'd like to share with the East Bay? Email a link to membership@ebbc.org

## Upcoming Events

- Telegraph Talks: Oasis Food Market: Saturday, February 22 - 10:00am - 12:00pm
- Piedmont Shows Off Initial Bike Lane Concepts for Grand, Highland, Moraga, Oakland Aves: Monday, February 24 - 7:00pm - 9:30pm
- Telegraph Talks: Lost & Found Beer Garden: Wednesday, February 26 - 5:00pm - 7:00pm
- 'Rising From Ashes' Oakland premiere: Team Rwanda cycling documentary*: Thursday, February 27 - 7:00pm
- Ride Like a Girl*: Saturday, March 1 - 9:30am - 12:00pm
- Telegraph Talks: Temescal Produce Market Saturday: Saturday, March 1 - 10:00am - 12:00pm
- Climate Ride Training Ride #3: Tunnel Road and Grizzly Peak: Saturday, March 1 - 10:00am - 1:00pm
- Alameda Bicycle's - Family Ride*: Sunday, March 2 - 10:00am - 12:00pm
- Urban Cycling 101 Classroom Workshop - UC Berkeley: Monday, March 3, - 3:00pm - 5:00pm

**Events with an asterisk are not sponsored by the East Bay Bicycle Coalition. Visit our events calendar for a complete listing of bicycle-related events in the East Bay.*

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Nothing compares to the simple pleasure of riding a bike.

~ John F. Kennedy

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