



Photo courtesy of Red, Bike, and Green



Creating a more bicycle friendly Oakland means investing not only in new infrastructure, but also community-led ongoing programs that encourage bicycling.

# 04

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## Recommended Bicycle Programs



## Bicycle Programs

Oakland is home to a wealth of nonprofit bicycle advocacy organizations, grassroots groups, and community bike shops that for decades have been removing barriers to biking -- barriers that go beyond the lack of safe places to ride. This plan honors their long standing work that has paved the way for so many to choose biking despite the real challenges community members face as detailed in previous chapters.

On its own, access to the bike network is not enough to increase

bicycle ridership in Oakland. Building new bike infrastructure without providing residents culturally-competent bike education on how to use it can feel like an intrusion to a community that does not regularly bike. Our community bike leaders stress the even more crucial step of encouragement in biking. This requires removing real and perceived social barriers -- the fears of being stopped by the police, discomfort riding alongside aggressive vehicle traffic, the fear of riding at night, concerns of theft, lack of knowledge

of bicycle rules and routes, lack of proper bicycle maintenance skills -- all of which can significantly deter new bicyclists.

Bicycle programs offered by nonprofit organizations have played a large role in fostering safe bicycling behavior in Oakland, especially among youth and people of color, at low or no cost. In addition to teaching bike riding and bike maintenance skills, these organizations also provide safe places for youth and nontraditional biking groups to find community and



express themselves through biking. These nonprofit organizations are proud to offer a multitude of services and programs that cater to youth, adults (including formerly incarcerated and older adults), and other groups less likely to bike and teach them how to be confident on the road.

Bicycle promotion has primarily focused on reducing traffic collisions, but often overlooked are other safety concerns felt by marginalized communities related to race, gender, and income. Marginalized groups, including women and gender non-conforming individuals, are more likely to be harassed on the street than non-marginalized groups, which can discourage them from biking. Men of color, especially Black men, are also disproportionately policed in public spaces. In low income communities, theft is a larger concern where there are few safe places to store bicycles.<sup>1</sup> These concerns need to also be addressed to encourage bicycling among non-traditional groups.



The City recognizes the role and contributions made by bike nonprofit organizations that have preceded the city's efforts and will work to support their ongoing programs. OakDOT staff will seek funding and partnerships to support these ongoing community-generated programs and broaden their reach so that more Oaklanders can take advantage of biking in the city.

OakDOT has principally been engaged in delivering infrastructure, and acknowledges that funding and delivery of bicycle programs has largely been left to others and often on a completely volunteer basis. The plan recognizes that funding bicycle programs is equally as important as funding bicycle infrastructure in creating a safe biking environment.

<sup>1</sup> McCullough, S. R., Lugo, A., & Stokkum, R. V. (2019). *Making Bicycling Equitable: Lessons from Sociocultural Research*. UC Davis: Institute of Transportation Studies. <http://dx.doi.org/10.7922/G22R3PWK> Retrieved from <https://escholarship.org/uc/item/37s8b56q>

## HOW WILL BICYCLE PROGRAMS ACHIEVE OUR GOALS?



### ACCESS

Bicycle programs should expand the reach of the bicycle network with information and support facilities that make bicycling the preferred travel option for more trips.



### HEALTH & SAFETY

Bicycle programs should both support safe bicycling behaviors and address unsafe driving behaviors. Programs should encourage physical activity for oaklanders.



### AFFORDABILITY

Bicycle programs should be designed to reduce the cost of bicycling and encourage Oaklanders to bicycle more, reducing their transportation costs.



### COLLABORATION

Bicycle programs should be rooted in best practices and community needs, build trust in the city and encourage meaningful participation in governance.



## Existing Programs

The following bicycle programs already exist in Oakland to teach and support new and continuing bicyclists. Most have the desire to broaden their reach by hosting more regular programming or to expand to new program models.





Cycles of Change Bike Club

EXISTING PROGRAM

# COMMUNITY RIDES / BIKE CLUBS

Community rides help build both community and physical skills among new and continuing riders. They provide a guided pathway for new bicyclists to gain confidence riding and navigating the city on a bike for the first time. Regular rides foster community among riders, especially youth who are often looking for physical and creative outlets outside of school. During school, nonprofit organizations also lead bike clubs at middle and high schools, where staff provide bikes and safety gear and take students on group adventure rides. Community rides can be offered to the entire community or geared to female, queer-identifying, and other demographic groups less likely to bike who can learn bicycle skills in a safe space that celebrates

and empowers rider identity. For example Red, Bike and Green is a collective of urban cyclists with an eleven-year legacy that leads bike rides for Black cyclists in Oakland with the goals of addressing health, economic, and environmental disparities in the community.

**TARGET AUDIENCE**

General public

**ORGANIZATIONS OFFERING SERVICES**

[Scrapper Bikes](#), [Cycles of Change](#), [Red, Bike and Green](#), [Bay Area Outreach & Recreation Program \(BORP\)](#), [Bike East Bay](#), [Walk Oakland Bike Oakland \(WOBO\)](#), [Bikes4Life](#)



The Bikery

EXISTING PROGRAM

# COMMUNITY-BASED BIKE SHOPS / SHEDS

Community-based bike shops provide a space and tools for do-it-yourself repairs with staff available to assist and teach basic mechanics. Depending on the mission of the host organization these community bike shops attract different demographics to a safe and comfortable space. For examples, Spokeland sets aside specific times for women and gender nonconforming individuals to come in; and the Scrapper Bike Shed at the MLK Jr. Library is a safe place for many youth who are looking for places to hang outside of school.

**TARGET AUDIENCE**

General public, youth

**ORGANIZATIONS OFFERING SERVICES**

[Cycles of Change](#), [Spokeland](#), [Scrapper Bikes](#), [Bikes4Life](#), [The Crucible](#), [Hard Knox Bikes](#)

Above photo: The Bikery is the Cycles of Change collectively run, not-for-profit community bike shop in East Oakland



### ADULT BIKE SAFETY CLASSES

Adults can learn riding skills, rules of the road, crash avoidance, theft prevention, how to ride at night, and how to use bike safety equipment in these classes. Bike East Bay offers a two-part course that includes both an in-class and an on-road lesson.

#### TARGET AUDIENCE

Adults

#### ORGANIZATIONS OFFERING SERVICES

[Bike East Bay](#), [Cycles of Change](#)

*Photo courtesy of Bike East Bay: Oakland Adult Learn-to-Ride Class offered by Bike East Bay*

### EXISTING PROGRAM

## BIKE EDUCATION CLASSES

Bike education classes are anywhere between one to multiple sessions that teach riders bike safety, bike mechanics, theft prevention, and other useful skills. The following are a few examples of the variety of different bicycle classes offered by nonprofit organizations.

### YOUTH BIKE RODEOS

Cycles of Change visits schools on request to set up mock-infra-structure to simulate real-life situations, where instructors can teach students good safety, communication, and decision-making skills. This is part of Alameda County Safe Routes to School program.

#### TARGET AUDIENCE

Youth

#### ORGANIZATIONS OFFERING SERVICES

[Bike East Bay](#), [Cycles of Change](#)

### BIKE MECHANICS CLASSES

These one-hour workshops are designed to teach basic bike maintenance skills and how to use different tools. Red, Bike and Green offers various workshops and trainings to teach bicyclists new skills.

#### TARGET AUDIENCE

Adults

#### ORGANIZATIONS OFFERING SERVICES

[Bike East Bay](#), [Cycles of Change](#), [Red, Bike, Green](#)

### FAMILY BIKING WORKSHOPS

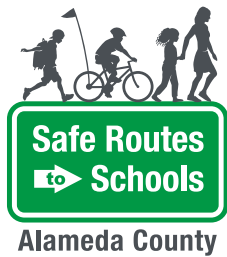
Bike East Bay offers family bike workshops that teach parents with kids with their own bikes and helmets how to ride together safely on a designed course.

#### TARGET AUDIENCE

Adults with Children

#### ORGANIZATIONS OFFERING SERVICES

[Bike East Bay](#)



**EXISTING PROGRAM**

## SAFE ROUTES TO SCHOOL (SR2S)

Safe Routes to School is a national program dedicated to promoting walking, biking, and taking transit to get to school. Alameda County has one of the most robust Safe Routes to School programs in the nation, which serves Oakland schools with free programming including bicycle rodeos, bicycle repairs, school site safety assessments, and other education and encouragement activities to engage students to use alternative modes to school. The program is administered by the Alameda County Transportation Commission and includes a number

of Oakland-based organizations delivering services. However, less than fifty percent of Oakland Unified Schools currently participate in the SR2S program.

**TARGET AUDIENCE**  
Youth

**ORGANIZATIONS OFFERING SERVICES**  
[Cycles of Change](#), [Alameda CTC](#), [TransForm](#), [Alameda County Bike Mobile](#)

**EXISTING PROGRAM**

## EARN-A-BIKE PROGRAMS

Nonprofits have also been providing youth and low-income adults free bikes following completion of a bike training and/or eligibility based on income. In past years, Cycles of Change's Upcycle program has collaborated with the International Rescue Committee (IRC) and the Society of St. Vincent de Paul to provide bicycles to low-income participants, so that they have transportation to reach jobs, services, and transit lines.

**TARGET AUDIENCE**  
Youth, eligible adults

**ORGANIZATIONS OFFERING SERVICES**  
[Cycles of Change](#), [Spokeland](#), [Scraper Bikes](#), [The Crucible](#)

**EXISTING PROGRAM**

## YOUTH BICYCLE INTERNSHIPS

Some bike nonprofits with available funding offer internships to young bike enthusiasts to provide them bike mechanic and youth educator skills which ultimately contributes to work experience that can create pathways to careers. The Cycles of Change Bikery offers youth internships to develop their bike mechanic and leadership skills.

**TARGET AUDIENCE**  
Youth

**ORGANIZATIONS OFFERING SERVICES**  
[Cycles of Change](#)





Photo: David Meza

## EXISTING PROGRAM

# BIKE TO WORK DAY

Bike East Bay annually coordinates Bike to Work Day in the East Bay region, a day-wide campaign encouraging everyone to try commuting by bicycle for the first time and celebrate those who ride regularly. For the 2019 Bike to Work Day, there were 21 “energizer stations” around the city - small booths run by volunteers along major biking routes where people riding to work can stop to get refreshments and giveaways. This event becomes a community-wide effort as companies, organizations, and individuals support Bike to Work Day each year by hosting one or more of the energizer stations. Walk Oakland Bike Oakland (WOBO) hosts the largest energizer station in the East Bay - a free pancake breakfast for 1,000 people at Frank Ogawa Plaza. On the morning of Bike to Work Day, WOBO volunteers help lead bike rides across Oakland where residents can bike to the pancake breakfast alongside their City Councilmembers. The City of Oakland is a sponsor of Bike to Work Day.



Photo: Bike East Bay



Photo: Bike East Bay

## EXISTING PROGRAM

# PEDALFEST

Pedalfest is a free annual festival in Jack London Square, put together by Bike East Bay, that brings together over 20,000 people to learn about and celebrate biking and bike-friendly communities. The event is touted as a celebration of bikes, cycling, food, and family and includes activities such as a pedal-powered stage, amphibious bike race, a BMX bike stunt stage, and many booths for local bike businesses and organizations. The City of Oakland is a sponsor of PedalFest.



Photo: Bike East Bay



## Recommended Bicycle Programs

Creating a more bicycle friendly Oakland means investing not only in new infrastructure, but also ongoing programs that will encourage and support more people who choose to make bicycling part of their transportation. Envisioning new initiatives and supporting existing ones is an important way for the City of Oakland to invest in the people they hope will benefit from this plan. This section walks through what the Project Team heard, the program

ideas that were developed and vetted at Bike Plan and community events, and first steps toward implementing these ideas.

The Bike Plan recommends three community priorities:

- Promote Hometown Efforts
- Support the Local Bicycling Economy
- Provide Shared Resources



Photo: Scrapper Bike Team at the Shed (Martin Luther King Jr. Library)



“

I don't even know what fixie bikes are, but I would be really interested in having students teach adults more about these bikes and the way they ride. Let's flip the script and have youth teach adults about biking.”

OAKLAND BIKE PLAN  
LISTENING SESSION PARTICIPANT



COMMUNITY PRIORITY

# PROMOTE HOMETOWN EFFORTS



## WHAT WE HEARD

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Integrating biking into the culture of the community must come from people living in their own neighborhoods. By supporting and expanding cultures of biking, adults and youth can be exposed to all the benefits of biking and build community around social events and bike rides. The youth of Oakland are essential to developing a successful plan and must be included in planning for the future. There are also opportunities for youth development and empowerment by providing skills training, safety education, and recreational opportunities.



## WHAT WE'VE PROPOSED

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Existing organizations and groups already lead rides through Oakland (East Bay Bike Party, Scraper Bike Rides) bringing people together around different benefits of riding. One participant noted that the Safe Routes to School program run by Alameda County is currently “opt-in”—providing a gap in bicycle education for students in schools without a Safe Routes to School program. This Plan proposes OakDOT work with local nonprofits and funders to expand the reach of bicycle education and encouragement programs.

### Proposed Initiatives:

- Create program to support community bike rides
- Create annual open streets program
- Augment bike education at Oakland Unified School District (OUSD) schools
- Continue to partner with Alameda County Transportation Commission to deliver Safe Routes to School assessments and programs

### FIRST STEPS

OakDOT will work with Alameda County Transportation Commission to identify how to increase capacity of Oakland schools to receive Safe Routes to School programs through existing programming.



COMMUNITY PRIORITY

# SUPPORT THE LOCAL BICYCLING ECONOMY



## WHAT WE HEARD

Overall there was a concern that there was a lack of bike shops (both non-profit and for profit) in East Oakland. Many people want to see more bike services run by or rooted in people of color and family-owned bike shops. In addition, many felt that bike programs should provide employment opportunities for low to no-income Oaklanders that already have technical skills or are interested in job training.



## WHAT WE'VE PROPOSED

The City of Oakland is interested in supporting a bicycling economy that supports Oakland-based entrepreneurs, and extends into East Oakland. There is an opportunity financially support bike mechanic job training, and League Cycling Instructor training, which is often a necessity for being hired to lead group rides.

### Proposed Initiatives:

- Create stipend program for unhoused people to get job training as mechanics at bike shops
- Create stipend program for League Cycling Instructor (LCI) training
- Encourage small local bike shops and businesses to be recognized as Bicycle Friendly Businesses through the League of American Bicyclists
- Work to increase local bicycle businesses owned by people of color in underserved neighborhoods, consistent with the City's Economic Development Strategy (2018-2020)

### FIRST STEPS

OakDOT will explore other agencies and organizations to partner with to develop a plan for the proposed programming.



COMMUNITY PRIORITY

# PROVIDE SHARED RESOURCES



## WHAT WE HEARD

People felt that bike maintenance was one of the greatest deterrents to riding more, and access to free and low-cost bike repair would allow more people to ride bikes. Community members want bike maintenance resources to be more available, affordable and community owned to decrease barriers to biking and to empower community ownership. In addition, there was an interest in “pit stops” on corners where people can fix their tire, get a sip of water, and hang out without having to lock up their bike. Libraries, community spaces, and social groups can provide these resources.



## WHAT WE'VE PROPOSED

Providing bike repair, maintenance, and education through the Oakland Public Library branches is a strategy to provide concrete locations for services (distributed throughout Oakland) that are free of charge and accessible to the entire public.

### Proposed Initiatives:

- Add two full-time staff positions to OPL as bike mechanics. Site mechanics should be trained to work on a range of bicycles used by people of all ages and abilities.
- Add fix-it and hydration stations to all OPL branches
- Add bike tool lending library to all OPL branches
- Funding purchase of bike books, DVDs at OPL branches
- Provide bikes as incentives for OPL summer reading program

### FIRST STEPS

- OakDOT and the Oakland Public Libraries will discuss funding, timeline and training necessary to add full-time bike mechanic staff to chosen Oakland Public Library branches.
- OakDOT will research best practices for the design and location of installing fix-it stations

# LYFTUP EAST OAKLAND

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*In 2019, Lyft is partnering with Oakland-based transportation advocacy group TransForm to partially fund \$1 million dollars of projects that will extend mobility options in East Oakland. These projects were developed from ideas we heard from residents at Bike Plan events about how bike share and shared mobility could better meet residents needs while expanding access into East Oakland.*

## **Mobility4All Partnership**

Lyft and TransForm will fund the East Oakland Collective to pilot a community free ride program for underserved populations. Qualifying participants will have access to subsidized AC Transit Passes, Lyft ridesharing and Lyft's \$5/month community pass, which enables unlimited 30 minute rides on Lyft's electric scooters and unlimited 60 minute rides on GoBikes.

## **The Shed Bike Library**

Lyft and TransForm will work with the Scrapper Bike Team to establish a community-run bike lending library at The Scrapper Bike's Shed. The Bike Library will allow residents to borrow bikes free of charge on a daily and weekly basis. A portion of the bikes will be made available for month-long lending, including bikes that serve the needs of families with young children.

## **Community-Driven Bike Station Activation (Parklets)**

TransForm will convene a network of East Oakland organizations to help guide a creative design process for future bike share stations in East Oakland. Bike share station installation will focus on placemaking, building community ownership, and stabilizing local businesses, including the creation of three parklets integrated with future bike share stations.