

Program Admin & Multilingual Classes



Robert Prinz
Education Director, Bike East Bay
STAY TAC Meeting,
March 16, 2022

Bike East Bay's Education Program

- Grant/Foundation Funded
 - 14 funding sources
 - \$325k annual budget
 - 120 events
- Two full time staff + many part time LCIs
- Adult & Family-oriented programming
- Many event types: On-bike, classroom, webinar, rides, etc
- Two counties, 33-ish cities
- Three languages: Spanish, English, Cantonese (occasionally Mandarin)



Funding: Grants/Foundations

- Restricted funding = Less flexibility
- Seek funding in alignment with organizational values & goals
- Negotiate for better contracts
- Measure progress based on org values/goals, not only funder priorities
- Use a strategy screen...



Funding: Strategy Screen

Exploratory funding 2022 (organized by program, not month)	AHSC funding	Richmond ECIA	First Foundation Bank Community Grant (Oakland)	CCTA countywide bike ed program (All of CoCoCo)	BART bike theft prevention tabling/ outreach	UCB Parking Division class funding	Bike share/ E-Scooter education program (Richmond, Fremont, etc)	AC Transit bus operator training program	EBRPD bike classes program	Los Medanos Community Healthcare Fund (Pittsburg)
Geographic equity	possible	yes	possible	yes	yes	no	possible	no	yes	yes
Underserved/low income communities	yes	yes	possible	yes	possible	possible	possible	no	possible	yes
In-language program expansion	possible	possible	possible	yes	possible	possible	possible	no	possible	possible
Affordable housing partnership	yes	possible	possible	possible	no	no	possible	no	no	possible
Health org partnership	possible	possible	possible	possible	no	no	possible	no	no	yes
Library partnership	no	possible	possible	possible	no	no	possible	no	no	possible
Increased women/POC instructor roles/capacity	possible	possible	possible	possible	possible	possible	possible	possible	possible	possible
Existing staff capacity	yes	yes	yes	no	yes	yes	possible	yes	possible	possible
Large/Medium/Small program	medium	small	small	large	medium	small	small	small	small	medium
Advocacy crossover	possible	possible	possible	possible	no	possible	possible	possible	no	possible
Membership/outreach crossover	possible	possible	possible	possible	possible	possible	possible	no	possible	possible

Know Your Relationships

Program
Participants



Class
Instructors



Site
Partners



Program Participants: Communications

鎖好才不會弄丟！

防止盜竊的自行車上鎖策略



雖然沒有鎖可以提供 100% 的安全性，但採用具有“安全層”的鎖定策略，這會使您的自行車不那么方便定位。



1 使用優質 U 型鎖將車架和輪圈固定到機架上。



2 通過 U 型鎖和前輪周圍固定電纜。

為提高安全性，請將快速釋放杆子替換為鎖定杆子。

加入省錢

Bike East Bay 會員可在當地 70 多家商店享受自行車鎖和配件折扣！在 BikeEastBay.org/join 上了解更多信息。



訪問 BikeEastBay.org/theft

CVC - 在路上...

騎士的行駛速度比正常車速緩慢，必須在「可行」的情況下儘可能靠右行駛

「可行」是指「安全且合理」（與「實際」不同）

騎士可以離開道路的最右邊 (CVC 21202)

或者離開自行車線 (CVC 21208)...



CLASE DE BICI



DENTRO



Class Instructors: Training & Support

- Multilingual instructor certifications
 - Seek funding for regular trainings
 - Understand & reduce barriers
- Set instructor goals
- Individual networks
- Compensation & feedback loops
- Leadership development

BIKE EAST BAY'S DIVERSE LCI TRAINING

Bike East Bay
hosts a League
Cycling Instructor
training
specifically for
women and
people of color

GINGER JUI

As the founder of Hard Knox Bikes, Binky Brown has taught queer-, brown-, and woman-friendly bike mechanic workshops in Oakland, California for years. Binky, a queer woman of color, knows what a difference it makes for marginalized folks to learn in a welcoming space.

"Knowing you're expecting a diverse crowd is awesome," said Binky. "You're just gonna be more relaxed."

After teaching alongside a League Certified Instructor (LCI), Binky decided to become certified herself. She saw that she had more hands-on expertise fixing bikes than her partner, who focused on the standard commuting basics curriculum provided by the League of American Bicyclists.

WINTER 2017



Site Partners: Building Capacity & Collaboration

Civic Centers



Affinity Groups

Community Events

