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

Program Participants

Class Instructors

Site Partners
Program Participants: Communications

CVC - 在路上...

騎士的行駛速度比正常車速緩慢，必須在「可行」的情況下僅可能靠右行駛。

「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
Site Partners:
Building Capacity & Collaboration

Civic Centers

Affinity Groups

Community Events