



Diversity, Equity and Inclusion (DEI)

Biketevist Forum, September 2021

Shiloh Ballard, Executive Director

Acknowledgments

- This can be a tough topic. We're not all on the same page. Please listen with grace to me and to each other in the breakouts.
- Some might find themselves getting defensive. For me that's always a sign of something I should explore.
- I may say something offensive or insensitive. **I invite you to tell me**, publicly or privately. Whatever you're comfortable with.
- Please know that I'm not calling anyone a bad person. I may talk about racist practices, bad ideas, sexist policies and the system that we're all a product of that creates good people who perpetuate bad ideas. (Like me!)
- I am not an expert. I am flawed, make mistakes **and am still learning**.
- In breakouts, notice the space you take up, who's talking, who's not and how to make sure folks feel included/welcomed.

About SVBC



Mission

Our purpose is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties.

Vision

We envision a community that values, includes, and encourages bicycling for all purposes for all people.

Why does the bike movement care about DEI?

Goal: 10% of trips by bike by 2025

Status: 1.5%

Demographics of who's riding:

- 70% more men ride than women
- 47% of white people own a bike, 29% of Latinx origin, 32% women

For SVBC: We are the only organization lobbying cities to make the streets safer for people to bike

- What do we look like?
- Who is doing the lobbying?
- What is their perspective?
- Based on the perspective of those doing the lobbying, are we lobbying for the things that matter to those we need to get riding bikes so that we meet our goals?

Am I implying that we not do a great job advocating for things outside our experience? I am. (And so did our founding fathers – Taxation without representation!) Here are three examples...

“Just Take the Lane”

Comfortable or Very Comfortable (%)

	Conventional bike lane, adjacent traffic at...			Bike lane w/ vertical posts	Parking-buffered bike lane	Off-street path
	25 mph	35 mph	45 mph			
Men	44	27	14	56	62	84
Women	27	15	8	48	45	78
18 to 34	39	19	8	72	65	90
35 to 49	38	21	11	46	51	82
50 to 64	33	25	14	46	53	76
65 or older	26	18	11	38	43	72

Use of Force Statistics

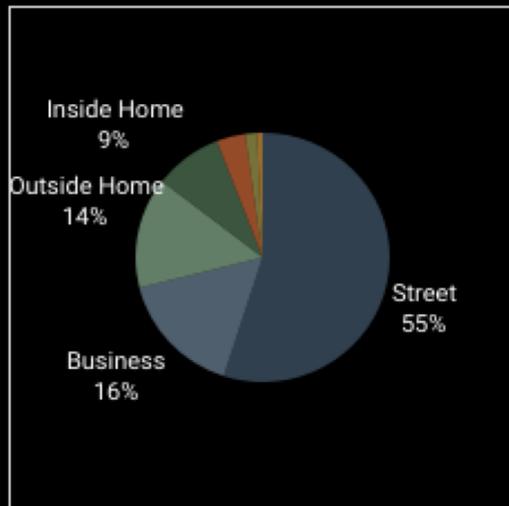
Weekday & Time

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Mon																									
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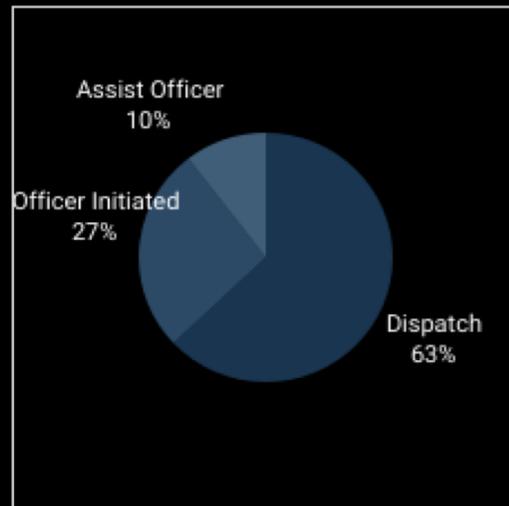
Call Description

Traffic / Infraction	560
Disturbance	445
Assault	343
Welfare Check	277
Trespass	250
Warrant	200
Weapon	198
Burglary	198
Theft	190
Harassment	188
Domestic Disturbance	188
Suspicious	184
Fighting	173
Robbery	152
Riot	145
Liquor	132
Vandalism	106
Firearm	84
Other	59
Drugs	54
Obstructing	5

Location Where Force Occurred



Reason for Contact



BIKE TO WHEREVER DAY MAY 21, 2021



- Bike to **Work** Day, SVBC's flagship event to get everyday people riding bikes is classist
- We have historically tailored outreach to Silicon Valley companies, which means we have ignored a large swath of people

SVBC's DEI Journey

- Secured grant funding from Hewlett foundation
- Hired a consultant
- Ran a process
 - Read about and selected a “lens” through which we wanted to do our work - A set of values
 - We selected social justice and cultural humility
 - Developed a DEI plan with those values at the center, developed with staff, Board and member input

DEI Plan – Goals Relevant to Local Teams

Goal 3: Build a culturally humble community of members and volunteers who reflect diverse communities and strengthen our community accountability.

3.1 An inclusive membership model that is accessible to people outside of our current membership base

3.2. Ongoing learning about cultural humility and social justice in the bike movement among our members

3.3. Membership that reflects broader representation of diverse areas within our two counties

Goal 5: Work in solidarity with systemically excluded communities (SECs) and social justice organizations [\[2\]](#) to build community power around bike advocacy and other shared interests.

5.2 1-2 additional local teams in and/or from SECs

5.3 Local teams that reflect the diversity of the communities they represent

5.4 Program and policy priority planning guidance from SECs

5.5 Ongoing relationships with SECs and social justice organizations

5.6 Active engagement with social justice issues that impact local communities

Time to go to your rooms! Zoom rooms that is

- Questions?
- Break into zoom rooms and discuss the following prompts
- Don't forget to make sure everyone feels welcome and included
- Are there any policy issues your local team is working on that, if revisited through a DEI lens, would be advocated for differently?
- Any reaction to the goals?
- Is your team representative of the perspectives of the Valley?





Bikesiliconvalley.org

Thank you!

Shiloh Ballard, Executive Director

Other ways racism, sexism, and more show up in the bike movement?



- Sidewalk bicycling ban
- Unequal treatment of Black and White offenders
- Vision Zero corridors
- Automated speed safety cameras
- Bike share
- Location of infrastructure investments
- Homeless individuals on trails
- RV ban in Mountain View

*2017 Research by University of Texas commissioned by SJPD re vehicle stops:
“Black citizens were nine times more likely and Hispanic citizens were 3.4 times more likely to experience a field interview following a vehicle stop as compared to white citizens.”*