

Creating "Biking While Black"

A Community-Driven Media Advocacy Campaign (turned) Movement



The Journey - A Lived Experience



INTRODUCTION TO BICYCLING AND THE OUTDOORS (1960s)



CONTINUING TO RIDE AKA BICYCLE INTO ADULTHOOD



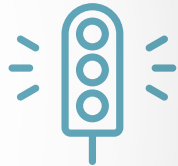
AIDS RIDE FROM LA to SF (1997)



LAUNCHING INTO "COMMUNITY SERVICE" ADVOCACY WORK (2011)



PEDESTRIAN SAFETY Advocacy in the community I live. (2013)



The Journey - A Lived Experience

That Intersected With My Life-Long Dream To Do Purpose-Driven Work



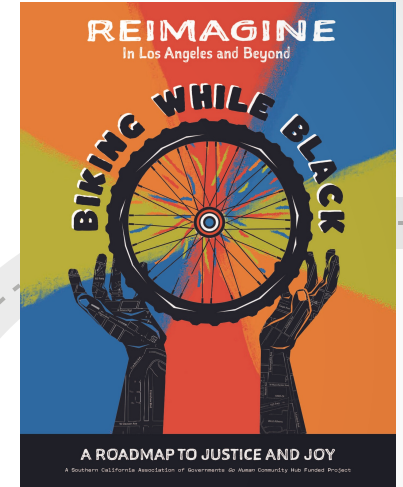
SCAG / GH
COMMUNITY GRANT
2021



SCAG / GH
COMMUNITY GRANT
2022



SCAG / GH
COMMUNITY GRANT
2023



BWB 9-minute Documentary Approach - 2021

The goal of this project was to create a 9-minute short film that centers on the conversation of mobility-justice in communities of color – "Biking While Black: How Safe are Black Lives Bicycling?"



The two key questions that lead this documentary narrative:

1. What are the safety issues that Black Lives face while bicycling?
2. What are the envisioned and justice-based solutions that are addressing these issues?





We paired the less heard narratives with the less gathered data.

[“The Need to Prioritize Black Lives in LA's Traffic Safety Efforts,”](#) – it is imperative that Black Lives are prioritized in Los Angeles when it comes to traffic and community safety efforts.

[UCLA policy brief](#), written by authors Madeline Brozen, and Annaleigh Yahata Ekman and published in December of 2020.

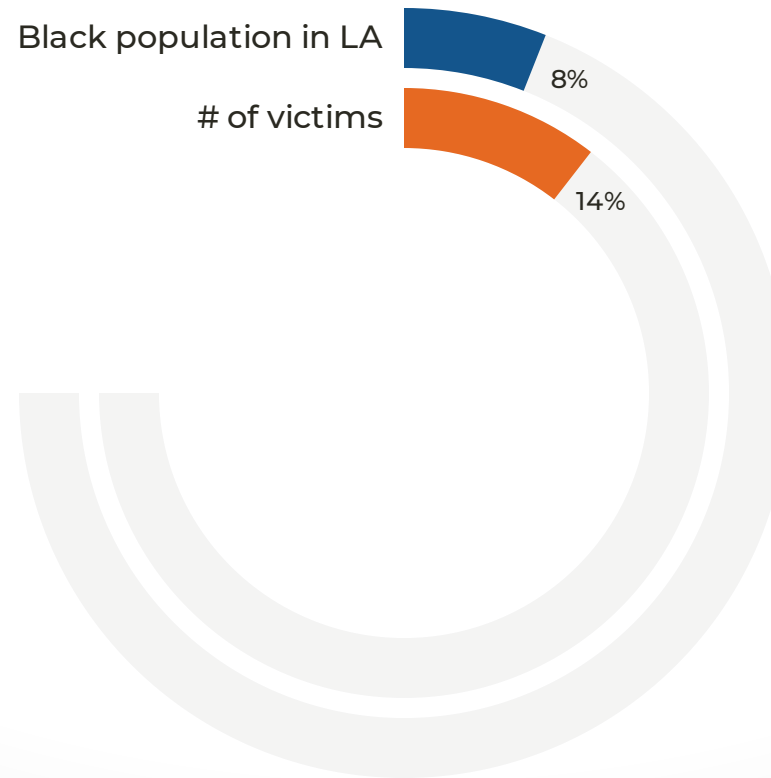


"The Need to Prioritize Black Lives in LA's Traffic Safety Efforts"

UCLA POLICY BRIEF

Madeline Brozen | Annaleigh Yahata Ekman

December 2020



Traffic violence is one of the leading causes of unintentional injury death in the United States, and people of color are overrepresented victims of traffic violence.

Black Victims are Overrepresented in Traffic Collisions (2013-2017).

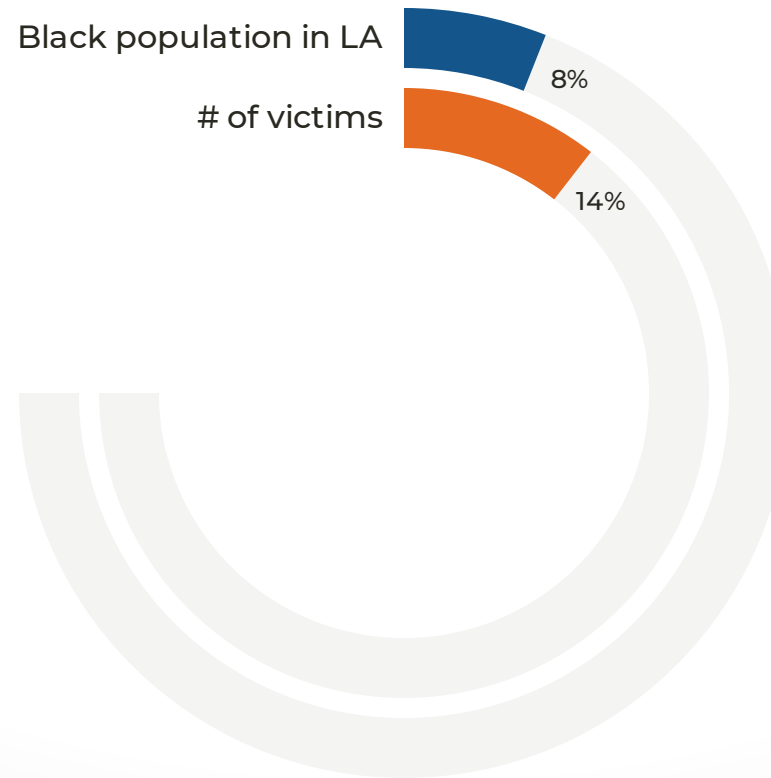


"The Need to Prioritize Black Lives in LA's Traffic Safety Efforts"

UCLA POLICY BRIEF

Madeline Brozen | Annaleigh Yahata Ekman

December 2020



***Black people face a higher likelihood to be a victim of a traffic collision, and worse crashes involving Black people are more likely to result in their death."**

***Black collision victims are most likely to have been killed and least likely to survive with no injuries than victims from all other racial groups."**



BWB Goals 2021

"Biking While Black: How Safe are Black Lives Bicycling?"



Increase community awareness around Black Lives & Mobility

Use this short film to build awareness on the safety concerns and mobility justice issues in LA and beyond.



Highlight mobility justice issues

Sharing the less heard counter-narratives about the infrastructure issues, as well as how racism continues to impact Black Lives bicycling, walking and using public transit.



Generate more intentional community-driven engagement

Launched this first short film on YouTube in September 2021. We continued to promote and post insight and calls-to-action on social media from September to May 2022.



By increasing awareness, igniting more purpose-driven narrative sharing, and building our social media coverage, we begin to create momentum and support for our advocacy work.

The Impact 2021-2022

"Biking While Black: How Safe are Black Lives Bicycling?"



- ✓ Community stakeholders wanted to hear more stories.
- ✓ Testimonies were shared about how they had no idea these types of issues existed around bicycling and transportation.



- ✓ Pairing community counter-narratives with current and intentional academic data meaningfully helped the public and city leaders make the connection to the equity and justice based importance of these issues.
- ✓ Made the justice and policy based work at UCLA more relatable and trusted.



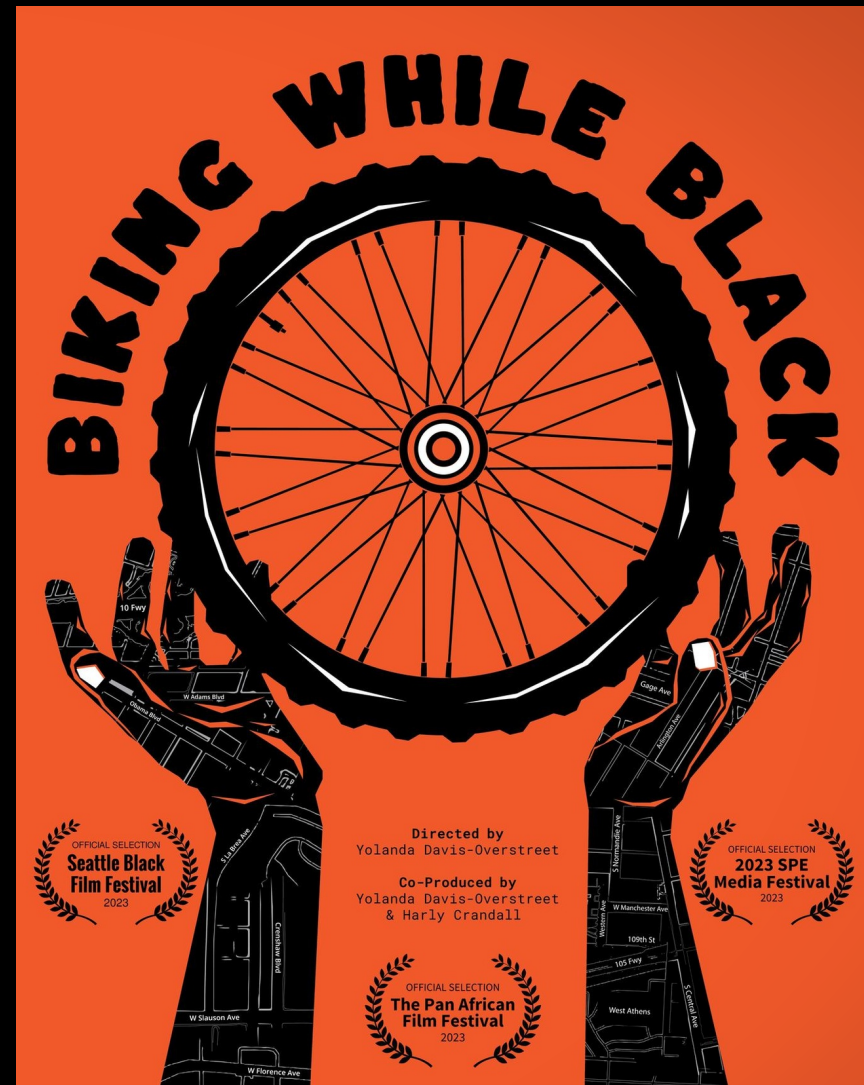
- ✓ After 12 months, the short documentary had garnered an audience of 25,000 viewers.
- ✓ We were invited to submit into film festivals!
- ✓ Won "Best Bicycle Film" at the Better Cities Film Festival, 2021
- ✓ Selected to screen at a ranges of film festivals.



In all cases, the feedback from each platform was that folks wanted to see more, learn more, and activate change where they could. So, we kept growing our advocacy work!

BWB 29-minute Documentary Approach - 2022

"Biking While Black: Continuing to Ride Through Decriminalization, Disenfranchisement and Gentrification" - expanded upon the first film by incorporating more narratives to dig deeper into solution-based storytelling.



CONTINUING TO RIDE

Through Decriminalization, Disenfranchisement & Gentrification

This short film features the actions being taken by leading Black bicyclists and BIPOC community-based organizations who are paving new roads!

We sought narratives and approaches that tackled the deeply ingrained realities of Black "movement" aka "mobility" in Los Angeles and America.





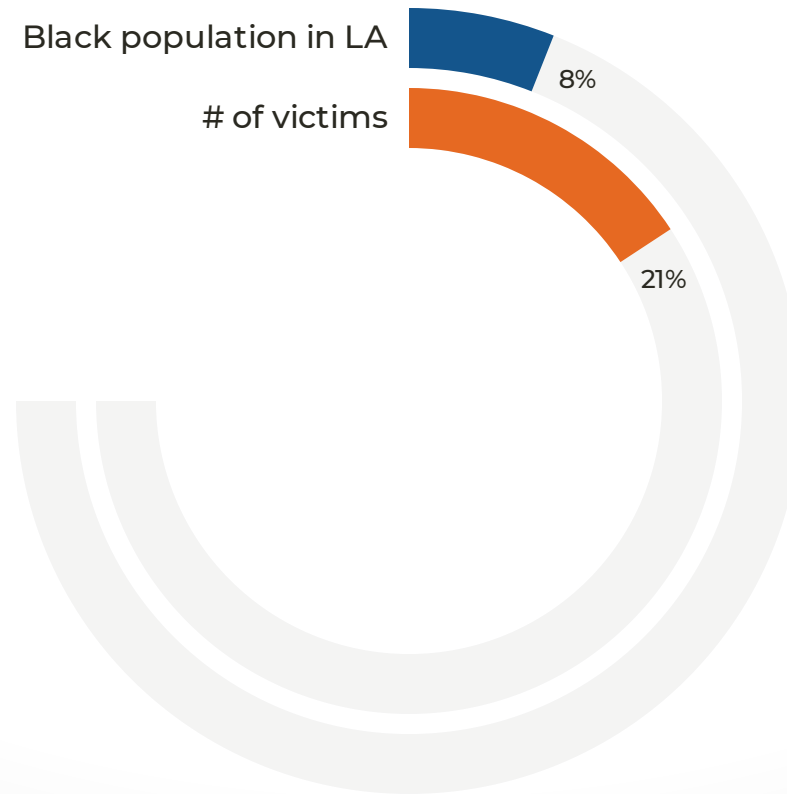
- > The diverse of narratives we assembled illuminated the extensive disenfranchisement circumstances.
- > Provided essential insights into the ongoing issue of racial profiling in police enforcement, particularly highlighting its disproportionate impact on Black individuals during bicycle-related encounters.
- > Our work underscores the significance of addressing mobility justice issues, highlighting their comparable danger and trauma to navigating alongside speeding motorists.



“Black lives continue to be lost in LA’s traffic violence epidemic” / 2018 - 2022

PRE-RELEASED ANALYSIS UPDATE / 2023

Madeline Brozen / Deputy Director



Black victims represent 21% of fatal crash victims, the most overrepresented of all racial/ethnic groups, and the proportion of Black fatal victims increased from 16% in the previous period.

Black victims continued to be overrepresented in traffic collisions by every mode of travel.

Black pedestrians face the highest disparities representing 17% of all collision victims, more than two times the city’s Black population.

of victims 14%

This analysis updates data presented in [“The Need to Prioritize Black Lives in LA’s Traffic Safety Efforts” / 2013-2017](#)

BWB Goals 2022

"Biking While Black: Continuing to Ride: Through Decriminalization, Disenfranchisement and Gentrification"



Increase community awareness around Black Lives & Mobility

- ✓ Focus our advocacy and storytelling efforts on emphasizing the critical necessity of equitably investing in low-income communities of color - education, infrastructure, and resources.



Highlight mobility justice issues

- ✓ We aim to highlight the unjust enforcement practices that continue to burden, traumatize, and even kill Black lives during police stops.



Generate more intentional community-driven engagement

- ✓ Expand our media platform
- ✓ Create a website to inform on our advocacy efforts and events
- ✓ Launch a screening and engagement campaign



By increasing awareness, igniting more purpose-driven narrative sharing, and building our social media coverage, we begin to create momentum and support for our advocacy work.

The Impact 2022-2023

"Biking While Black: Continuing to Ride: Through Decriminalization, Disenfranchisement and Gentrification"



- ✓ The people have spoke and we have continued to listen!
- ✓ There has been a vital interest to view this documentary, take-in the less heard narratives, and discuss where do we go from here.



- ✓ Strengthen our collaboration with such institutions as [UCLA Lewis Center for Regional Policy Studies](#) and [California Bicycle Coalition](#)
- ✓ Strengthen our ally-ships with government agencies and city council leaders.



- ✓ Selected to screen at a ranges of film festivals
- ✓ Hosted over 20 in-person screenings over the past two years. Still occurring into 2024.
- ✓ Over the past two years, through a combination of online and in-person screenings, we have successfully engaged with an audience exceeding 50,000 individuals.



We have demonstrated leadership through our exemplary utilization of the arts, data, and storytelling to advocate for mobility- justice & joy, setting a compelling example for others to follow.



(2022- 2023) - Launched Into Utilizing Media Channels

- **Social media platforms**

BWB Facebook and Instagram for sharing multimedia content and engaging with our diverse audiences.

- **Email marketing**

Email newsletters and automated flows for subscriber outreach and engagement.

- **Organizational website**

An informational website to provide screening and event details, resources and ways to take action.

- **Print media**

Flyers, T-shirts, Caps, and Stickers for on the ground engagement and growing awareness.

- **Live events**

- ✓ Bike rides and community tours that connect with Black and Brown cultures and needs.

- ✓ Screenings and panel discussions



BWB "52-Page Advocacy Guide" - 2023

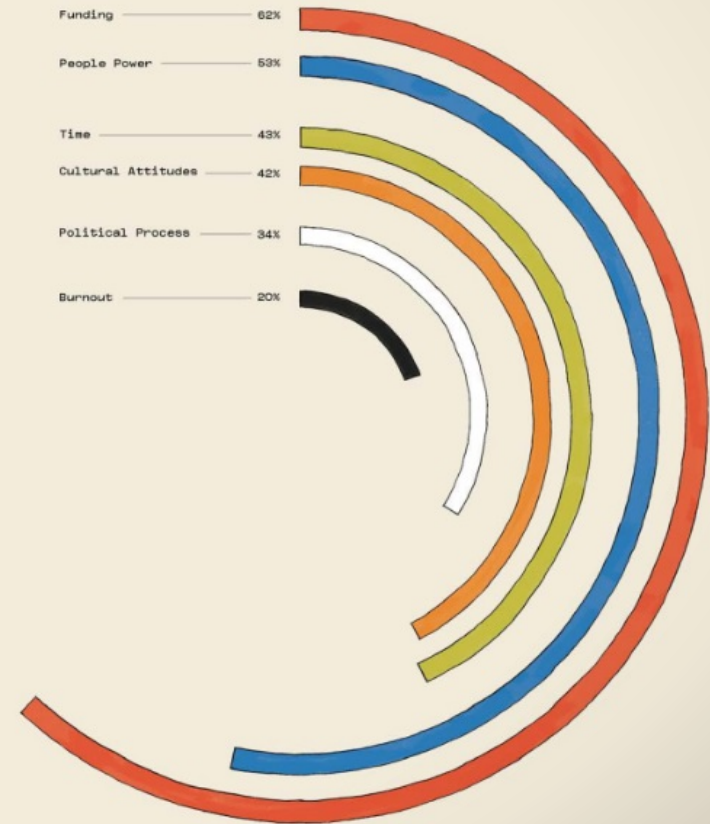
"REIMAGINE BIKING WHILE BLACK: A Roadmap To Justice and Joy" - spotlights the personal stories of mobility justice advocates, providing a frontline view of their tireless efforts to center justice and joy in all that they do. It's a testament to the strength of community, the power of storytelling, and the impact of collective action.



A ROADMAP TO JUSTICE AND JOY

BARRIERS AND CHALLENGES PEOPLE ENCOUNTER WHILE DOING MOBILITY ADVOCACY WORK

Question: What are some barriers and challenges you personally encounter in doing this type of advocacy work?



This chart was inspired by the [visionary infographics of W.E.B. DuBois](#), particularly those appearing in Atlanta University's "City and Rural Population, 1890".

Overall Design Approach:

> Revolutionized the entire methodology for crafting this guide and graphic design treatments by decolonizing it.

The team undertook a comprehensive effort to decolonize the design process, incorporating extensive historical research, analysis of music, and contemporary examination of graphic communication trends in society. This endeavor resulted in *decolonizing the message, to the *adoption of modeling the graphic techniques inspired by W. E. B. Du Bois,



Key Highlights Include:

> Revolutionized the entire methodology for crafting this guide and graphic design treatments by decolonizing it.

The team undertook a comprehensive effort to decolonize the design process, incorporating extensive historical research, analysis of music, and contemporary examination of graphic communication trends in society. This endeavor resulted in *decolonizing the message, to the *deliberate selection of fonts, *intentional color themes, and *holistic graphic design treatments.



Highlights:

> Resources and Further Reading: A wealth of additional information and resources for those looking to engage with the Biking While Black movement and support its mission.

Strategically aligned with educational and community-based efforts that are gathering equitable and lived-experience data that speak to the less discussed and combatted mobility-justice issues.



PRE-RELEASED ANALYSIS UPDATE:

BLACK LIVES CONTINUE TO BE LOST IN LA'S TRAFFIC VIOLENCE EPIDEMIC

Madeline Brozen
Deputy Director | UCLA Lewis Center for Regional Policy Studies

This analysis updates data presented in “The Need to Prioritize Black Lives in LA’s Traffic Safety Efforts” authored by Madeline Brozen and Annaleigh Yahata Ekman, published by the UCLA Lewis Center for Regional Policy Studies in 2020. This previous analysis covers 2013-2017 and this work updates trends for 2018 - 2022. This work will also be released separately in a forthcoming brief from the UCLA Lewis Center.

ANALYSIS APPROACH

This analysis includes traffic collisions from 2018 to 2022, the five most recent years of data available from UC Berkeley’s Transportation Injury Mapping System database, which provides access to California crash data from the Statewide Integrated Traffic Records System. Please note that the 2021 and 2022 data are still classified as provisional. The collision, victim, and party files were analyzed together to examine each victim’s collision factors, mode, and race/ethnicity. We excluded collisions where the primary party’s race or mode was not reported, and the dataset analyzed includes 105,262 collisions and 179,096 victims reported during these five years in the City of Los Angeles. The Los Angeles Police Department significantly changed its crash reporting protocols starting on January 1, 2021. After this change, the department only takes crash reports for collisions involving severe injuries or fatalities and people must self-report crashes resulting in minor injuries, complaints of pain, or other visible injuries. This change significantly reduced the number of collisions reported in 2021 and 2022. Trends in fatalities

versus trends in injuries significantly differ over these five years due to this change. The 64% decline in injury collisions over this period most likely results from the change in reporting. Fatalities increased by 22% during the timeframe, which is a more accurate depiction of safety trends, given that all fatal collisions are reported and included in the dataset (Figure 1).

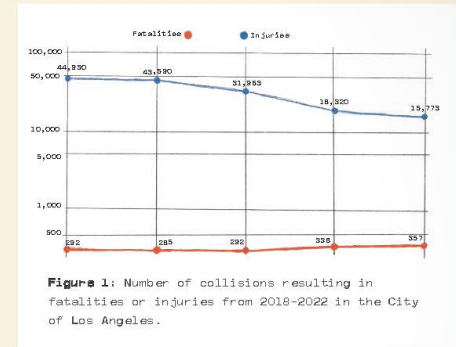


Figure 1: Number of collisions resulting in fatalities or injuries from 2018-2022 in the City of Los Angeles.

BLACK VICTIMS REMAIN OVERREPRESENTED IN TRAFFIC COLLISIONS


Black people and people of “other” racial categories (including American Indian and Alaska Native, Native Hawaiian, and other Pacific Islanders, multiracial people, etc.) remain the disproportionate victims of traffic violence in Los Angeles. Black people represented 17% of the victims and 8% of the city’s population (Figure 2). Black people represented 14% of traffic victims in the prior 5-year period analyzed (2013-2017).

Black people are more likely to be traffic collision victims; worse, crashes involving Black people are more likely to result in their deaths (Table 1). Black victims represent 21% of fatal crash victims, the most

Highlights:


> Intersectional Narratives: Personal stories from mobility justice advocates who have dedicated their lives to breaking down barriers and championing inclusivity in the cycling world.



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REVEREND PATRICIA STRONG-FARGAS

SHE/HER
**PEDESTRIAN SAFETY ACTIVIST
AND PASTOR AT NEW WAVE
CHRISTIAN CHURCH**
newchurch.org



How long have you been involved in bicycling/walking advocacy efforts?
4 to 7 years.


Have you and any of your family members and/or friends been hit by a car while bicycling or walking in Los Angeles?
No.

What does reimagining transportation or reimagining bicycling mean to you?
Reducing emissions and having cleaner air.



Why did you decide to do mobility justice advocacy work?
Lack of safety on streets, speeding on streets, and environmental justice.

What are some barriers and challenges you personally encounter in doing this type of advocacy work?
Funding, political process, and cultural attitudes/beliefs.

What are the joy-based solutions you have experienced or created through doing this work?
The joy of serving others and saving lives.



**"ELECTED OFFICIALS
NEED TO LISTEN TO
THE PEOPLE AND
NOT TO THE MONEY
AND POWER...
LISTEN TO THE
COMMUNITY."**

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Highlights:

> Intersectional Narratives: Personal stories from mobility justice advocates who have dedicated their lives to breaking down barriers and championing inclusivity in the cycling world.



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JONETTA "NETTA" EWING

SHE/HER
**SOCIAL JUSTICE AND OUTTA
OF LOVE ACTIVIST**

● ● ●

How long have you been involved in bicycling/walking advocacy efforts?
0 to 3 years.

Have you and any of your family members and/or friends been hit by a car while bicycling or walking in Los Angeles?
Yes.

What does reimagining transportation or reimagining bicycling mean to you?
Changing how the police handle bicycle traffic stops.

Why did you decide to do mobility justice advocacy work?
My boyfriend Dijon Kizsee was murdered by LASD while riding a bike in LA.

What are some barriers and challenges you personally encounter in doing this type of advocacy work?
Funding, time, and I live far away.

What are the joy-based solutions you have experienced or created through doing this work?
DK DAY on August 31st, a day we reflect and remember.

Highlights:

> In-Depth Survey Insights: Never-before-collected data from a diverse range of BIPOC bicyclists, offering a comprehensive look at the challenges and triumphs they experience on the road.

Creation of a culturally-sensitive survey



BICYCLING

How often did you play outdoors when you were a kid?

Frequency	Percentage
1-2 times per week	23%
3-4 times per week	29%
5-6 times per week	21%
Everyday	25%

Do you currently ride with a bicycling/cycling group?

Response	Percentage
Yes	49%
No	51%

Did you grow up riding a bike in your community?

Response	Percentage
Yes	97%
No	3%

Has bicycling brought "Joy" into your life?

Response	Percentage
Yes	97.5%
No	2.5%

Has bicycling changed your life for the better?

Response	Percentage
Yes	90.5%
No	9.5%

Have you ever road an e-bike?

Response	Percentage
Yes	74%
No	26%

KEY BIPOC BICYCLING GROUPS MENTIONED BY SURVEYORS

- Active San Gabriel Valley
<https://www.activegvl.org/about>
- Black Girls Do Bike
<https://www.blackgirlsdobike.org/>
- Black kids on bikes - FREEDOM RIDE
<https://www.facebook.com/groups/61886896636/>
- Black People Ride Bikes
<https://blackpeopleridebikes.com/>
- Higher Ground Neighborhood Development Corp.
<https://www.highergroundnc.com/>
- LA Rooted: Roots in Motion
<https://www.instagram.com/larooted/>
- Major Taylor Cycling Club
<http://www.majortaylorassociation.org/AssociatedClubs.shtml>
- People for Mobility Justice
<https://www.peopleformobilityjustice.org/events>
- Red, Bike and Green
<https://www.instagram.com/redbikegreen/>
- Ride On! Bike Shop + Co-op
<https://www.rideonbikeshop.com/>
- Scraper Bike Team
<https://scraperbiketeam.com/>
- Southside Critical Mass
<https://www.facebook.com/SSCritMass/>

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Highlights:

> Actionable Roadmap: Practical recommendations and strategies to promote equity, safety, and joy in cycling, benefiting both BIPOC communities and the broader society.

Guidelines to address and prevent racial profiling and harassment by police.



Highlights:

> Actionable Roadmap: Practical recommendations and strategies to promote equity, safety, and joy in cycling, benefiting both BIPOC communities and the broader society.

Strategically developed a listing of urgent initiatives, policy perspectives, and legislation designed to enhance equity and justice in our streets and society.



POLICY AND LEGISLATIVE WATCH

LOCAL

LA City Sidewalk Repair Program

Received a \$30 million increase in its budget (now standing at \$36 million), a significant investment to fix its sidewalks, nearly half of which are failing.

<https://mayor.lacity.gov/news/mayor-bass-signs-los-angeles-city-budget>

BIKING WHILE BLACK RELATED BILLS MOVING THROUGH THE STATE LEGISLATURE NOW:

AB 825 Bryan

Safe Passage for Bikes Bill. Allows bicycle riding on a sidewalk adjacent to a street that does not include a Class I, Class II, or Class IV bikeway.

SB 50 Bradford

Stop Pretextual Policing. Prohibits police officers from stopping or detaining the operator of a motor vehicle or bicycle for a low-level infraction.

AB 819 Bryan

Decriminalize Transit Fare Evasion. Removes misdemeanor classification for transit fare evasion.

AB 1286 Kelra

No More Warrants for Infractions. Eliminates the use of bench warrants for minor infractions.

REGIONAL / STATE

CalBike

California Bicycle Coalition

Stop-as Yield Law (bicycling safety)

<https://www.calbike.org/bicycle-safety-stop-law/>

https://www.calbike.org/take_action/

CalBike

California Bicycle Coalition

Bicycling Is Not A Crime (stop over-policing / decriminalization)

<https://www.calbike.org/bicycle-safety-stop-law/>

https://www.calbike.org/take_action/

CalBike

California Bicycle Coalition

Invest/Divest

(Call on California policymakers to divest from regressive road-building and invest in Complete Streets and California's transportation future.)

<https://www.calbike.org/invest-divest/>

CA's Active Transportation Program

A funding pot that funds better walking, biking, and transit infrastructure in cities across the state, got another year of nearly a billion dollars in spending (\$1.1 billion to be exact), this is an significant increase compared to years previous.

<https://cato.cs.gov/programs/active-transportation-program>

Highlights:

> Resources and Further Reading: A wealth of additional information and resources for those looking to engage with the Biking While Black movement and support its mission.



INSIGHTS ON THE ROLE AND ACCESSIBILITY OF E-BIKES FOR BIPOC LIVES

A North American Survey of Electric Bicycle Owners
<https://www.calbike.org/wp-content/uploads/2019/02/IA-North-American-Survey-of-Electric-Bicycle-Owners.pdf>

Electric Bikes for Mobility Justice
<https://betterbikeshare.org/2021/06/22/electric-bikes-for-mobility-justice/>

4 Black Cycling Clubs Working to Diversify the Roads and Trails
<https://www.bicycling.com/culture/a43659455/cycling-clubs-working-to-diversify-the-sport>

How Four Black Advocates Are Charting a Path to a More Inclusive Bike Community
https://usa.streetsblog.org/2023/08/17/how-four-black-advocates-are-charting-a-path-to-a-more-inclusive-bike-community?fbclid=IwAR3v8KLxg9KIGPv5wnRwA9TmnmGhYHwG_ZFYNo8JSDxwR-88y6skvf3dkA

RECOMMENDED MOBILITY AND SOCIAL JUSTICE RESOURCES ON POLICING:

Sound of Police - Hulu Original
An in-depth look at the fraught relationship between African Americans and law enforcement from slavery to the present.

The 1619 Project / Nikole Hannah-Jones - Hulu Original, Justice (Episode 6)
Through Nikole Hannah-Jones' family story and one Georgia community fighting for restitution, "Justice" examines the historical events that denied Black Americans the opportunity to build generational wealth and what is owed to descendants of slavery.

The History of Policing in the US and Its Impact on Americans Today
December 8, 2021. Author Kala Bhattar

Arrested Mobility: Exploring the Impacts of Over-Policing Black Mobility in the US: Charles T. Brown
(Youtube)

We're also sharing a few resources from our master list to assist those ready to leap into more Healing and Reimagining Moving Forward. Both of these amazing authors aka scholars in their own right have lived or do live in South LA! So we can say they are without a doubt "straight outta South LA!" Enjoy.

Ruha Benjamin - Viral Justice: How We Grow the World We Want - with Clint Smith (2022)

Long before the pandemic, Ruha Benjamin was doing groundbreaking research on race, technology, and justice, focusing on big, structural changes. But the twin plagues of COVID-19 and anti-Black police violence inspired her to rethink the importance of small, individual actions. Part memoir, part manifesto, *Viral Justice* is a sweeping and deeply personal exploration of how we can transform society through the choices we make every day.

Go South LA: An Afrocentric City Guide to South Los Angeles (2023)
By Randal Henry

Go South LA is your Afrocentric City Guide to 700 things you can see, do, hear, taste and experience in and around South Los Angeles, California.

And, for those of you seeking peace, calm and wellness, google **Black-Owned Wellness & Meditation Apps** to discover the list of apps might work for you.

Highly recommended book **Rest Is Resistance: A Manifesto by Tricia Hersey.**

Highlights:

> Next Steps: We urge you to join us in raising awareness and advocating for safer, more equitable streets that are walkable and bikeable, particularly for BIPOC communities that have been neglected in disenfranchised areas.



"IF YOU HEAR THE DOGS, KEEP GOING. IF YOU SEE THE TORCHES IN THE WOODS, KEEP GOING. IF THERE'S SHOUTING AFTER YOU, KEEP GOING. DON'T EVER STOP. KEEP GOING. IF YOU WANT A TASTE OF FREEDOM, KEEP GOING."

**- HARRIET TUBMAN,
"CONDUCTOR" OF THE UNDERGROUND RAILROAD**

IN A WORD I WAS A PIONEER, AND THEREFORE HAD TO BLAZE MY OWN TRAIL.

- MAJOR TAYLOR, WORLD CYCLING COMPANION (1899)

"THERE WILL BE A DAY SOMETIME IN THE NEAR FUTURE WHEN THIS GUIDE WILL NOT HAVE TO BE PUBLISHED. THAT IS WHEN WE AS A RACE WILL HAVE EQUAL RIGHTS AND PRIVILEGES IN THE UNITED STATES."

- VICTOR H. GREEN, CREATOR OF THE GREEN BOOK (1936)

"BLACK PEOPLE HAVE SEEN THE WORST OF AMERICA, YET, SOMEHOW, WE STILL BELIEVE IN ITS BEST."

- NIKOLE HANNAH-JONES, THE 1619 PROJECT: A NEW ORIGIN STORY





BIKING WHILE BLACK

CONTINUING TO RIDE

Through Decriminalization, Disenfranchisement & Gentrification

HOME

ABOUT

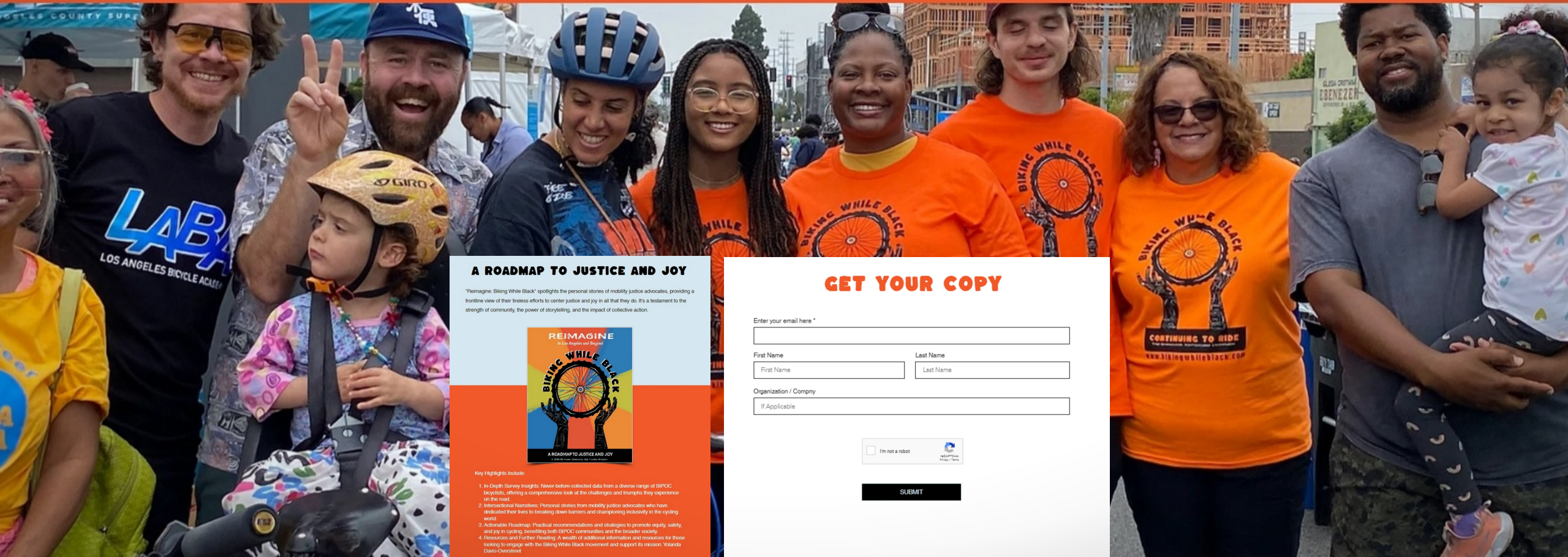
EVENTS

HOST

BWB GUIDE

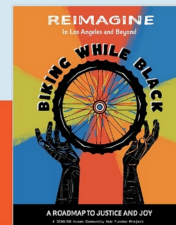
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A ROADMAP TO JUSTICE AND JOY

"Reimagine: Biking While Black" spotlights the personal stories of mobility justice advocates, providing a frontline view of their tireless efforts to center justice and joy in all that they do. It's a testament to the strength of community, the power of storytelling, and the impact of collective action.



Key Highlights Include:

1. In-Depth Survey Insights: Never-before-collected data from a diverse range of BIPOC bicyclists, offering a comprehensive look at the challenges and triumphs they experience on the road.
2. Intersectional Narratives: Personal stories from mobility justice advocates who have dedicated their lives to breaking down barriers and championing inclusivity in the cycling world.
3. Actionable Roadmap: Practical recommendations and strategies to promote equity, safety, and joy in cycling, benefiting both BIPOC communities and the broader society.
4. Resources and Further Reading: A wealth of additional information and resources for those looking to engage with the Biking While Black movement and support its mission. Yolanda Davis-Oversstreet

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First Name

Last Name

Organization / Company

I'm not a robot



SUBMIT

Call to Action



Signing petitions

California Bicycle Coalition's

Invest/Divest

Call on California policymakers to divest from regressive road-building and invest in Complete Streets and California's transportation future.



Join mailing list

Stay in touch with us to learn about our upcoming events, and building movement for ongoing engagement!



Volunteer

Support our community activities and projects through ongoing engagement across Los Angeles.



Donate

Support our outreach and advocacy efforts! Your gift will help start important conversations about mobility justice, community safety and lifting up Black voices in the process.



<https://www.bikingwhileblack.com/>