



Red, Bike, and Green

Engaging Local Business and Leveraging the
Collective Voice

Presented By: zahra alabanza
Red, Bike, and Green-Atlanta Co-Founder

Red, Bike, and Green



FOLLOW THE LEADER

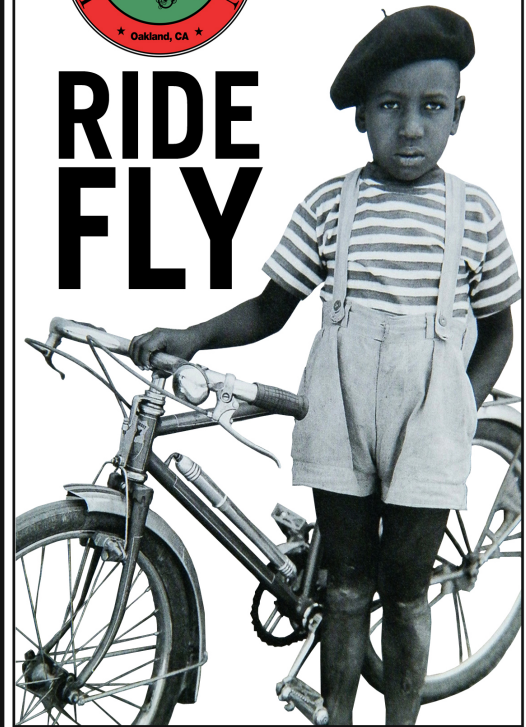
1899, WORLD CHAMPION, MARSHALL WALTER "MAJOR" TAYLOR



WEAPONS OF CHOICE



RIDE FLY





Red, Bike, and Green

Founded: 2007 in Oakland, CA

Founder: Jenna Burton

Official Launch: 2010

Red, Bike and Green (RBG) started as a small group of Black urban cyclists in Oakland, Ca. After notifying a few friends of her dream to create a Black cyclists group Jenna Burton soon drafted the 3 Point Plan; giving this cycling group a deep social purpose.

RBG's 3- Point Plan



- **Health:** African Americans have the highest prevalence rates for many chronic diseases, largely due to lack of healthy foods and exercise. Biking is an intergenerational form of recreation where we can improve physical health as well as improve our mental and communal health while enjoying the company of our people.

Red, Bike, and Green





RBG's 3- Point Plan

- **Economics:** (1) As African Americans we experience many economic hardships. Riding bicycles instead of driving cars saves us valuable money that we can use towards our present realities and bright futures. (2) Red, Bike and Green promotes the patronage of Black business. Advertising and partnering with Black businesses on our rides is our strategy to support and praise the important services that sustain our community.



RBG's 3- Point Plan

- **Environment:** African American communities bear the brunt of too many environmental injustices (e.g. asthma due to high prevalence of carcinogens). Biking provides us the power to reduce the carcinogens we produce as we continue advocating against environmental racism at institutional levels.

Red, Bike, and Green-ATL



Founded: 2012

Founder: zahra alabanza and Hamzat Sani

Accomplishments:

- ◆ Over 200+ people have participated in a RBG ride or event
- ◆ Hosted 7 community rides
- ◆ Offered child care during our community rides
- ◆ Rode over 120 miles
- ◆ Engaged over 20 Black business and community orgs.
- ◆ Hosted Spinning the Wheels of Change: Bike Social and Film Screening
- ◆ Hosted and organized Tour de Sweet Auburn. Contributed to 230+ people contacting the Streetcar project to show concern about the lack of bike lanes.

Red, Bike, and Green-ATL



Tour de Sweet Auburn:

A Collaboration



1. The Atlanta Bicycle Coalition (ABC)- Leading Bicycle Advocacy org in ATL
2. Advocating to get first class biking facilities on Auburn Ave
3. ABC reached out to RBG-ATL for support around these efforts. Recognizing that RBG-ATL as a Black cycling collective would have a larger reach in the Sweet Auburn community, especially among business owners.
4. RBG-ATL spearheaded the organizing efforts of the event and getting business on board.



Tour de Sweet Auburn:

A Collaboration



How to partner/collaborate with RESPECT

- ◆ Transparency
- ◆ How the work benefits the respective community
- ◆ Ensure recognition where it is due/do not take all the credit, honoring the work of the partnering organization
- ◆ Understand the varying politics of partnering org. that may not align with your organization, but realizing that there are points of intersection
- ◆ Adequate time to carry out work
- ◆ Cultural Competency (why is this project important to the partnering community, why are you reaching out to THIS partner)
- ◆ Motivations that benefit the community and the partner
- ◆ Ensuring the partners are at the decision making table

Tour de Sweet Auburn:

A Community Bike Tour of Sweet Auburn's
Past, Present, and Future



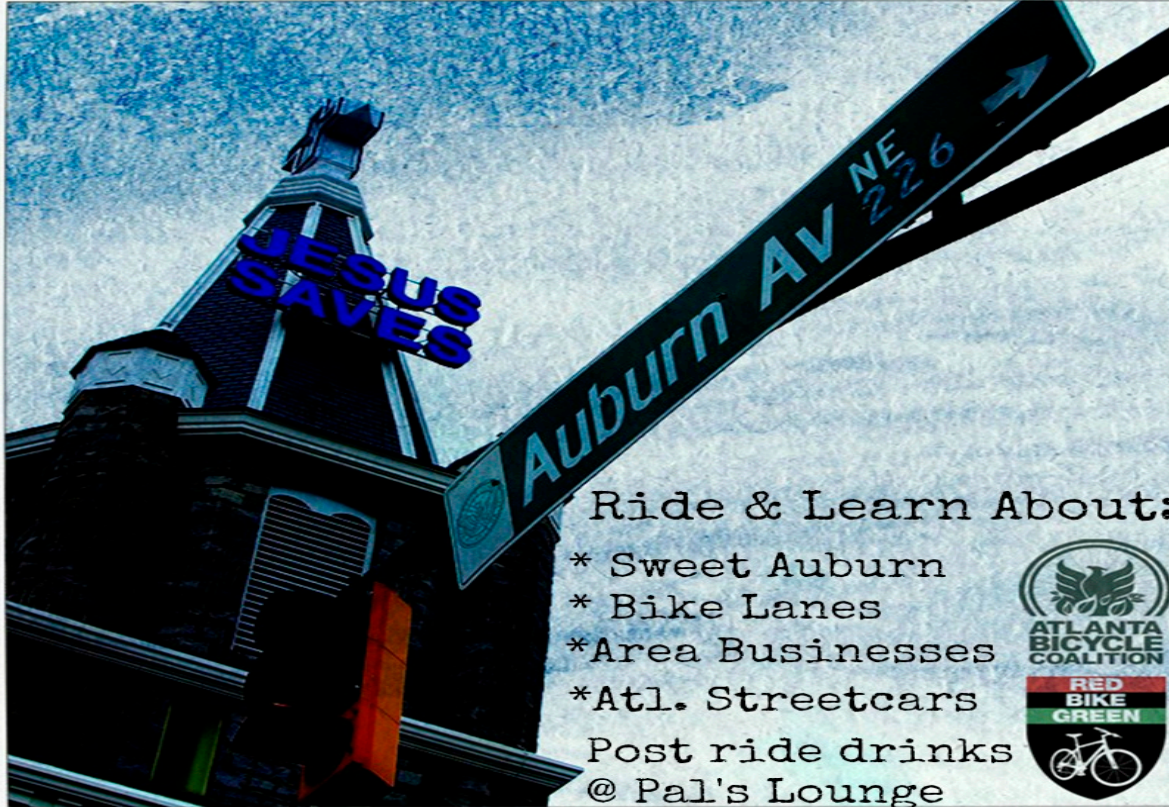
Embarking on a one of a kind experience that will engage, educate, and energize participants and bystanders. Tour de Sweet Auburn guided participants through the essence of Auburn Ave., highlighting the historic, present and future context of the community. The tour will also emphasized the sweeping changes taking place with Streetcar Project, how it will shape cycling in Atlanta and the effects it will have on Sweet Auburn businesses and community.



Tour de Sweet Auburn



RBG-Atlanta & Atlanta Bicycle Coalition Present



Ride & Learn About:

- * Sweet Auburn
- * Bike Lanes
- * Area Businesses
- * Atl. Streetcars

Post ride drinks
@ Pal's Lounge



Tour de Sweet Auburn:

A Bike Tour of the Past, Present and Future

Thurs. Oct. 18 + 6pm + Woodruff Park

atlantabike.org

facebook.com/rbgATL

Tour de Sweet Auburn

A Community Bike Tour of Sweet Auburn's
Past, Present, and Future



- **Purpose:**
 - Demonstrate to Streetcar Project planners that efficient bike lanes are necessary and supported by those who work, reside, do business, and cycle in the Auburn community.
- **Why engage the businesses?**
 - Business by-in is essential to ensuring that all parties involved can and will benefit from the decisions made. Having business on board builds power for future endeavors.

Tour de Sweet Auburn:

A Community Bike Tour of Sweet Auburn's
Past, Present, and Future



- **Why engage the Residents?**
 - The results of the Streetcar Project directly affect residents in ways that others are not affected. Residents voices hold a lot of weight when it comes to persuading elected officials and the such.
- **Collective Voice**
 - With businesses, residents, cyclist, and the general ATL community support RBG/ABC had #'s. #'s are powerful and effective for change. #'s move decision makers.

Tour de Sweet Auburn

Engaging The Businesses



A RBG member who resides in the Auburn community identified local business that would likely show support for state of the art bike lanes. Leveraging the relationships the RBG member had with the businesses was essential to obtaining buy-in.

Tour de Sweet Auburn

Engaging The Businesses



The RBG member conducted one on ones with business owners. Questions were asked and answered, the history and the current state of Streetcar Project was provided, and the RBG point of interest being shared (wanting state of the art bike lanes while supporting what the community desired for itself).

Tour de Sweet Auburn

Engaging the Businesses



The Ask



Will your business
sign a letter of
support for state of
the art bike lanes?

Tour de Sweet Auburn Business Concerns



Concerns business owners had about bike lanes coming to Auburn Ave:

1. Businesses felt there were other community issues more prevalent than bike lanes.
2. Business decreasing due to parking spaces being compromised.
- 3. Business decreasing during construction.**
4. Lack of concern
5. Unawareness of benefits of bike lanes to business

Tour de Sweet Auburn Pro Bike Lane Businesses



Businesses were pro bike lanes because:

1. Owners were cyclist.
2. Owners were aware of the benefits of bike lanes brining in business.
3. Appreciated being included in the part of the process.



Tour de Sweet Auburn Results



After Tour de Sweet Auburn:

1. Letters of Support were delivered
2. Businesses directly sent Letters of Support
3. Online letters of support were sent from the ABC website directly to the City of Atlanta

Tour de Sweet Auburn Outcome



Partial Victory:

“After receiving over 230 emails from the Atlanta Bicycle Coalition, I requested our staff to thoroughly review the current proposed bike facilities. We heard your concerns and we are taking action.” *Tom Weyandt, Senior Policy Advisor for Transportation, Office of the Mayor*

[Letter in Response to Tour De Sweet Auburn Efforts.](#)



Tour de Sweet Auburn

Next Time



Positive and just change happens when engaging business and residents. To be effective:

1. Identify business and community points of interest
2. Work in partnership
3. Start early and follow up
4. Educate on your expertise or area of interest
5. Be inclusive
6. Utilize the skills and resources of the businesses and residents

Questions



Contact Information

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