



# **HOW BIKES BUILD YOUTH OF COLOR & QUEER, TRANS, & WOMEN OF COLOR RESILIENCE & RESISTANCE**

**RIO- JILL CONTRERAS INTRODUCTION**

# ADVOCACY



**QTPOC/WOC as the leading voices  
in bicycle policy, infrastructure  
design, & education.**





# LOVING ACCOUNTABILITY BIKE TOUR 2015



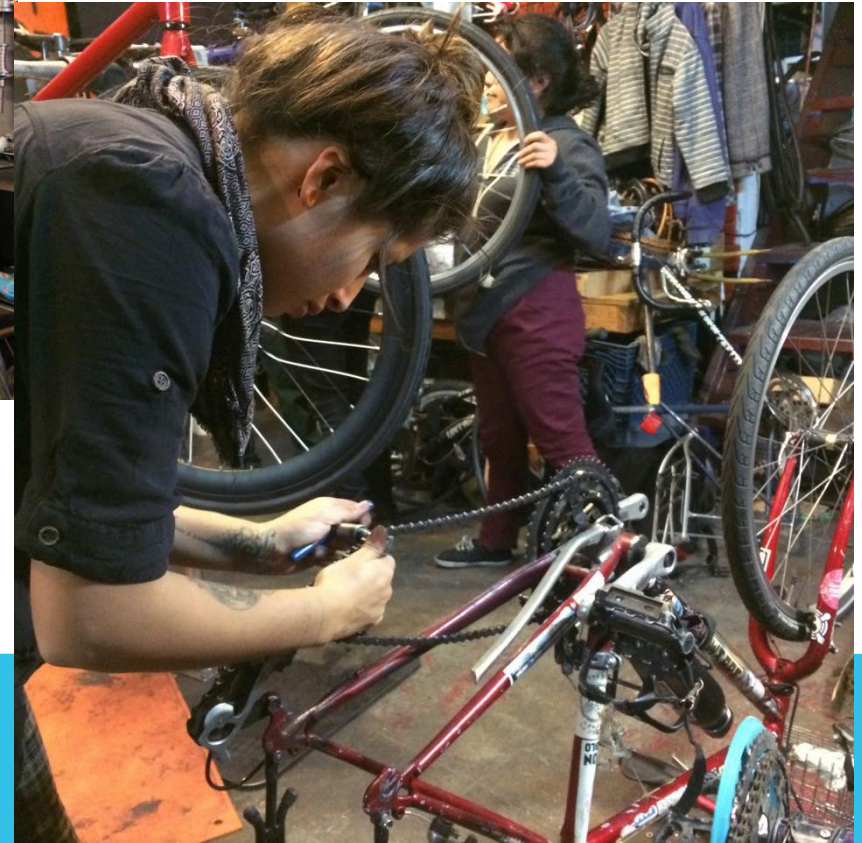
**QTPOC/WOC Transformative, healing,  
and Ceremonial Bicycle Tour.**



# MECHANICS



Mechanics is a powerful way to deconstruct gender norms all while making QTPOC/WOC self-reliant!







**Youth:**  
need the knowledge,  
practice & right to  
use bicycles as a  
viable & fun form of  
transportation!



**Youth use bikes  
as a  
transformative  
tool.**







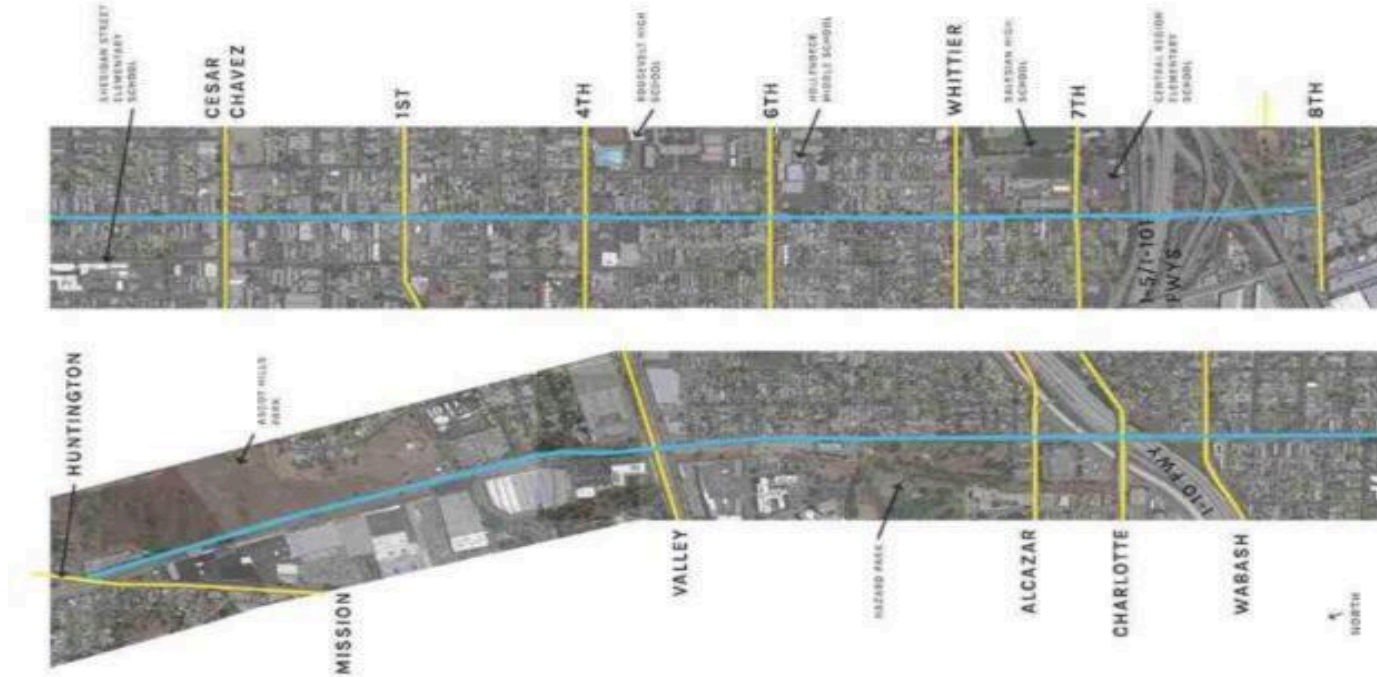
LA Rooted's Gratitude Youth Bike tour is four days & 80miles, of gratitude practice & service to the Wishtoyo community of the Chumash. We are built from & by the community. Please donate at [losangelesrooted.wordpress.com/donate/](http://losangelesrooted.wordpress.com/donate/)

213-807-6177 | [losangelesrooted.org](http://losangelesrooted.org)  
facebook.com/L.A.Rooted  
email: [Rio@losangelesrooted.org](mailto:Rio@losangelesrooted.org)





# BOYLE HEIGHTS

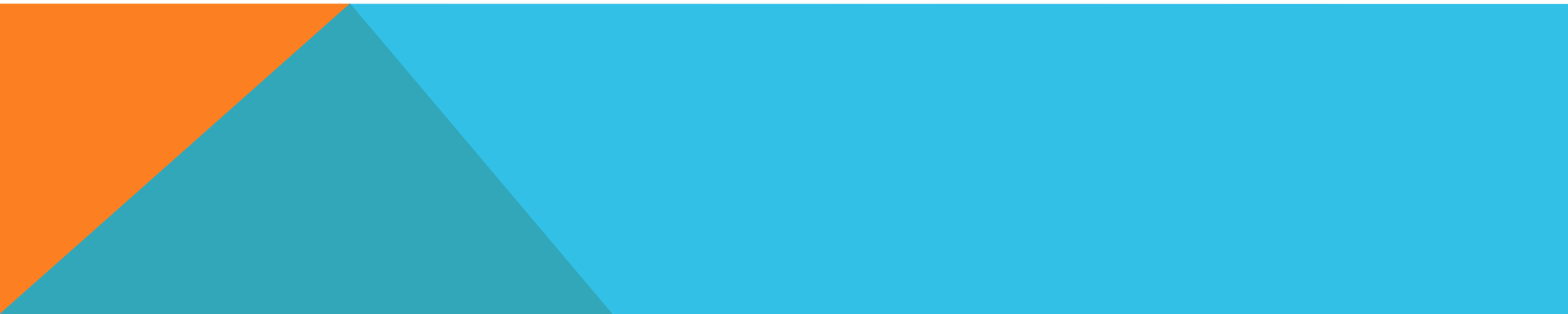


# PROMETORIES

**Engaging Low-Income  
Raza Communities in  
Bike Infrastructure Advocacy**



# MCM PROMOTORES VIDEO







# BEING RELEVANT TO THE COMMUNITY

**WE SUPPORT  
CYCLISTS**



**BIKES ARE GREAT FOR  
CREATING JOBS**

Bikes  
Benefit  
Our:

**EARTH  
COMMUNITIES  
HEALTH  
LOCAL ECONOMY**



MULTICULTURAL  
COMMUNITIES  
FOR MOBILITY

**WE SUPPORT  
CYCLISTS**



**BIKES ARE GREAT FOR  
COMMUTING**

Bikes  
Benefit  
Our:

**EARTH  
COMMUNITIES  
HEALTH  
LOCAL ECONOMY**



MULTICULTURAL  
COMMUNITIES  
FOR MOBILITY

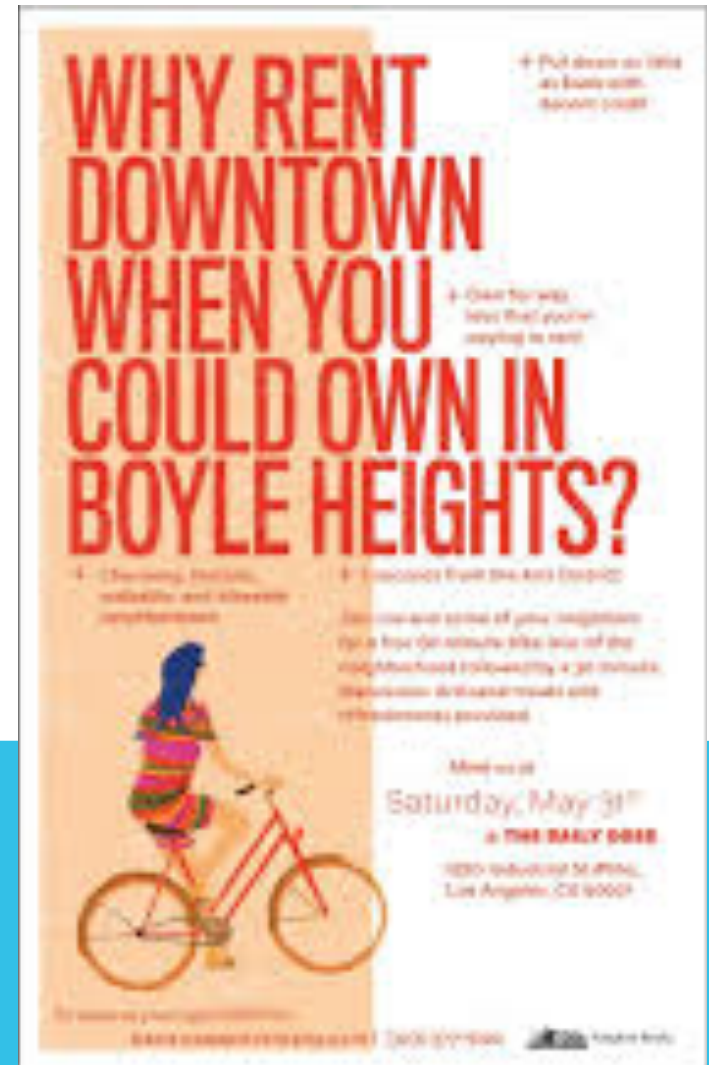


# Addressing Community Concerns

## Resisting Displacement [gentrification] Assessment Checklist for Bike Infrastructure

Who's behind project?

- ✓ What's the involvement of the city?
- ✓ What's the involvement of bigger companies?
- ✓ What's the intention of the project?
- ✓ How is info disseminated?
- ✓ How is the message handled/framed?
- ✓ How is the community responding to the project?
- ✓ How are local businesses involved?
- ✓ How does this project fit into priorities identified by the community?
- ✓ What is the total budget? What are the line item expenses?
- ✓ Where is the money coming from?
- ✓ How does the project connect to other community resources, projects, needs, etc?
- ✓ How is the project being made culturally relevant?
- ✓ How are the police involved in this project?







# SUPPORTING OUR COMMUNITIES

## Boyle Heights Business Bicycle Buddies

*On Nov. 16th '14 these businesses signed on to support cyclists. They put up our posters on their business windows, with the front stating their support and the back detailing the Bike Lanes and conditions to implement these bike lanes.*

**Please support these local, many long-term businesses.**

E. 1<sup>st</sup> St. (Boyle Ave  
& Soto)

Yeya's Restaurant  
1816 E. 1<sup>st</sup> St.  
FB Yeyas  
Restaurant

Super Tortas  
Luisito  
1908 E. 1<sup>st</sup> St.  
323-261-8384

Lupita's Restaurant  
2214 E. 1<sup>st</sup> St.  
323-265-4730

Maya Barber  
2306 E. 1<sup>st</sup> St.  
323-997-1163

Andy's Gift Shop  
2308 1/4 E. 1<sup>st</sup> St.  
323-264-9120

Espacio 1839  
1839 E. 1<sup>st</sup> St.  
213-200-7867

Primera Taza  
1850 E. 1<sup>st</sup> St.  
323-780-3923  
FB Primera Taza  
Coffee House

San Marcos  
1929 E. 1<sup>st</sup> St.  
323-263-1822

Samy  
2011 E. 1<sup>st</sup> St.  
323-265-3614

Eben Ezer Dollar  
Plus Store  
2029 E. 1<sup>st</sup> St.

Tacos El Hermano  
1220 E. 1<sup>st</sup> (West of  
Boyle)  
323-604-0257

E 4<sup>th</sup> St. east of Soto St.

North side of E 4<sup>th</sup> St.  
Silver Moon  
2501 E 4<sup>th</sup> St.

Arctic Hotspot  
2509 E 4<sup>th</sup> St.  
323-264-7912  
[catering@artichotspot.com](mailto:catering@artichotspot.com)

Hazell's Beauty Shop  
2639 E 4<sup>th</sup> St.  
323-526-0808

Versatile Fittings Boutique  
2701 E 4<sup>th</sup> St.

MdPe  
2717 E 4<sup>th</sup> St. #6  
323-863-5436  
[twomundodigital@gmail.com](mailto:twomundodigital@gmail.com)

Mad Beauty Salon  
2717 E 4<sup>th</sup> St.  
323-264-8747  
[madbeautysalon@gmail.com](mailto:madbeautysalon@gmail.com)

E 4<sup>th</sup> St. west of Soto St.

Lily's Market and Deli  
1814 E 4<sup>th</sup> St.

Wash and Dry Laundry  
2327 E 4<sup>th</sup> St.

Okay Chinese  
Restaurant  
2331 E 4<sup>th</sup> St.

Universal Hair Salon  
2333 E 4<sup>th</sup> St.  
323-264-3490

Olympic Donut  
2337 E 4<sup>th</sup> St.  
323-263-2365



East of Soto on north Side  
Tarjetas Telefonicas  
2407 E. Cesar Chavez Ave

Faded City Barbershop  
2409 E. Cesar Chavez Ave

Blakk Braine Tattoo & Body  
Piercing  
2427 E. Cesar Chavez Ave  
323-315-8665

J & J Barbershop  
2433 E. Cesar Chavez Ave  
323-526-0854

Panaderia Capulina  
2439 E. Cesar Chavez Ave  
323-696-5186

Angelica's Beauty Supply  
2503 E. Cesar Chavez Ave  
323-556-1235  
[Petrang1960@gmail.com](mailto:Petrang1960@gmail.com)

Pearl's Beauty Salon  
2613 E. Cesar Chavez Ave  
323-262-0113

The Dollar Video  
2631 E. Cesar Chavez Ave  
323-901-4076

East of Soto on south side  
La Barbacha  
2510 E. Cesar Chavez Ave  
323-594-7216  
FB: La Barbacha

Mendoza's Bike Shop  
2602 E. Cesar Chavez Ave  
323-268-9189

Crystal Hair Design  
2604 E. Cesar Chavez Ave  
323-269-2706

C's Sportswear and Clothing  
2608 E. Cesar Chavez Ave  
323-387-7519

El Sinaloense Restaurant  
2702 E. Cesar Chavez Ave  
323-605-5494

North side of E. Cesar  
Chavez Ave.  
Velardes Fruit  
2201 E. Cesar Chavez Ave.  
323-263-7276

El Lupita  
2211 E. Cesar Chavez Ave.  
YELP

Nails & Airbrush by Paul  
2215 E. Cesar Chavez Ave.  
323-266-4054

La Chispa de Oro  
Restaurant  
2217 E. Cesar Chavez Ave.  
323-526-0793

Brooklyn Beauty Salon  
2135 E. Cesar Chavez Ave.  
323-780-1880

South side of E. Cesar  
Chavez Ave.  
Aden Silver Body  
piercing and jewelry  
2204 E. Cesar Chavez Ave.  
323-449-0731

Paga Poco Discount Store  
2210 E. Cesar Chavez Ave.

El Trebol  
2310 E. Cesar Chavez Ave.  
323-526-4496

El Paso Mexicano  
2330 E. Cesar Chavez Ave.  
FB El Paso Mexicano

**Contact Rio for more information:**  
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[LosAngelesRooted.org](http://LosAngelesRooted.org)

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