



# CREATING GRASSROOTS BICYCLE ADVOCACY BY & FOR WOMEN

Yolanda Davis-Overstreet



# INTERSECTIONS

My Story



# INTERSECTIONS

“I carry both the perplexing and euphoric mission of advocating for spaces and experiences that are safe, that offer wellbeing, and sustainable solutions to live with the freedoms to move around within our cities and neighborhoods — *in this case on bikes.*”



**We as women can and do naturally uplift each other while on “informed and conscientious journey’s”!**

**Pictured:**  
*Leah Missbach Day*  
*Elizabeth Williams*  
*Eileen Schaubert*  
*Yolanda Davis-Overstreet*  
*Renee Elayne Hill*  
*Kellie Morris*

# RIDE IN LIVING COLOR

A grassroots documentary film effort *that ignited a rush of narrative sharing and bicycle advocacy in communities of color.*

(2011-2015)



## RIDE IN LIVING COLOR

DOCUMENTARY FILM

LOCATION:  
National

POPULATION SERVED:  
African Americans

### HOW IT STARTED:

"Fifteen years ago, I was transformed," said Yolanda Davis-Overstreet. "After doing the AIDS Risk changed. After that ride, I no longer just rode a bike; I understood what it meant to move on two wheels and communities around me. It became my mission to find ways to incorporate this lifestyle."

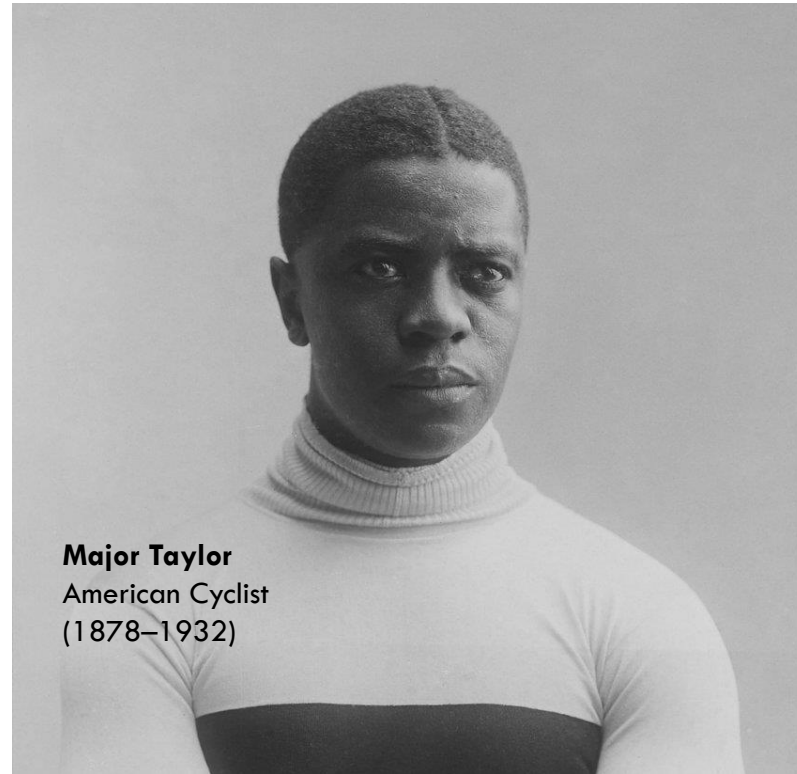


WOMEN THAT INSPIRED ME: &  
PLAYED A ROLE IN CHANGING MY  
CONVERSATION AND BICYCLING  
ADVOCACY EFFORTS

**Jan Brown** (2012)

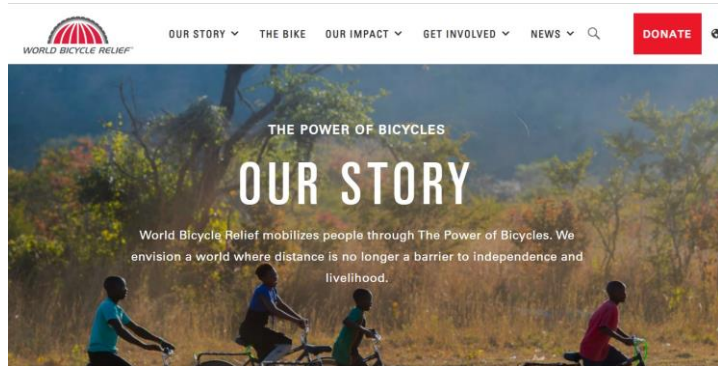
*One of Major Taylor's five great-grandchildren.*

Won the sprint event at the 1899  
World Track Championships to  
become the first African American  
to achieve the level of cycling  
world champion.



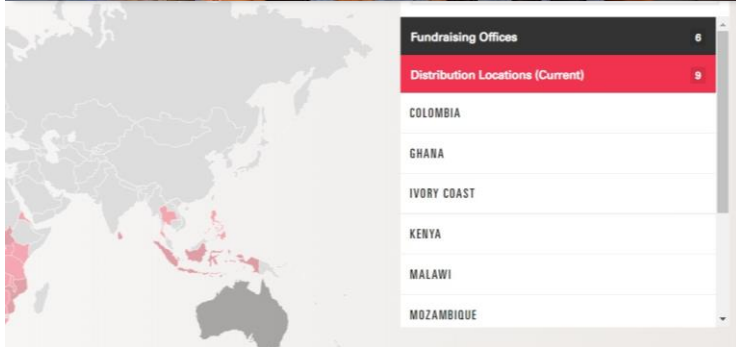
**Major Taylor**  
American Cyclist  
(1878–1932)





## Leah Missbach Day (2012)

*Co-founder of World Bicycle Relief- she builds and distributes specially-designed bicycles to address the great need for reliable, and affordable transportation in rural areas of developing countries.*



**WOMEN THAT INSPIRED ME: & PLAYED A  
ROLE IN CHANGING MY CONVERSATION  
AND BICYCLING ADVOCACY EFFORTS**

# WOMEN THAT INSPIRED ME: & PLAYED A ROLE IN CHANGING MY CONVERSATION AND BICYCLING ADVOCACY EFFORTS

**Jenna Burton** (2013)

*Red Bike & Green was founded in 2007, and started as a small group of Black urban cyclists in Oakland, CA*



# WOMEN THAT INSPIRED ME: & PLAYED A ROLE IN CHANGING MY CONVERSATION AND BICYCLING ADVOCACY EFFORTS

## Alisha Myers (2014)

*Alisha made history as a member of the first Black women's team, in its 10-year history, to complete the Absa Cape Epic mountain bike in South Africa.*

*Alisha (originally from Cleveland) was accompanied by a Kenyan race partner who was also a woman.*



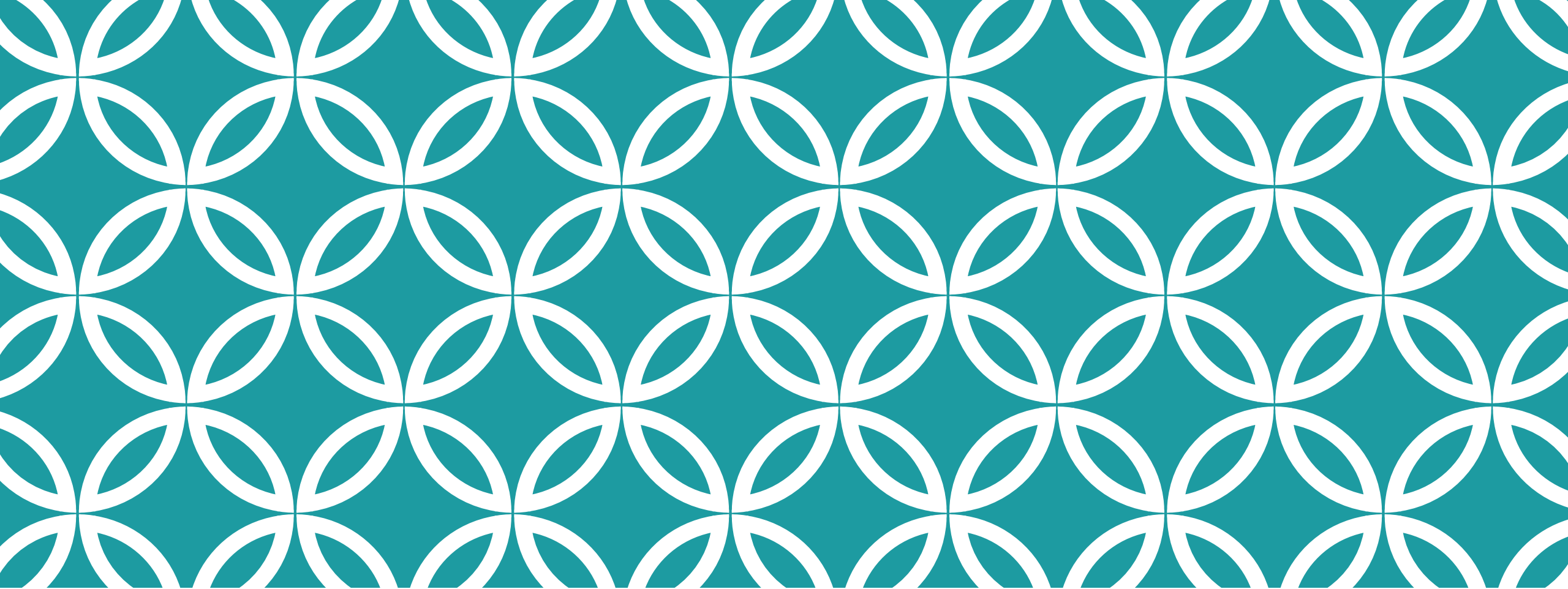
Dear Yolanda,

Just wanted to say that I love the idea behind your documentary Ride: In Living Color. Last year I made history as a member of the first Black women's team, in its 10 year history, to complete the Absa Cape Epic mountain bike in South Africa. I rode with a South African woman. I love cycling and do what I can to advocate for more Black women to get involved in mountain biking (and triathlon). I mountain bike around South Africa and have appeared in a couple of magazines and will ride a six stage mountain bike in Lesotho with the same goal of increasing the presence of Black women in mountain biking. I'll ride this event with a Kenyan woman. I love the idea of connecting cultures and women internationally through mountain biking. I'm from Cleveland and live and work in South Africa where I've taken up cycling and mountain biking. Would love to do anything I can to move your initiative forward!!

What you are doing is AMAZING! Thanks for working to bring this story to the public!

Kind regards,





# CASE STUDIES

In Communities of Color

# NEW LA CHARTER MIDDLE SCHOOL

## Mid-City- Los Angeles

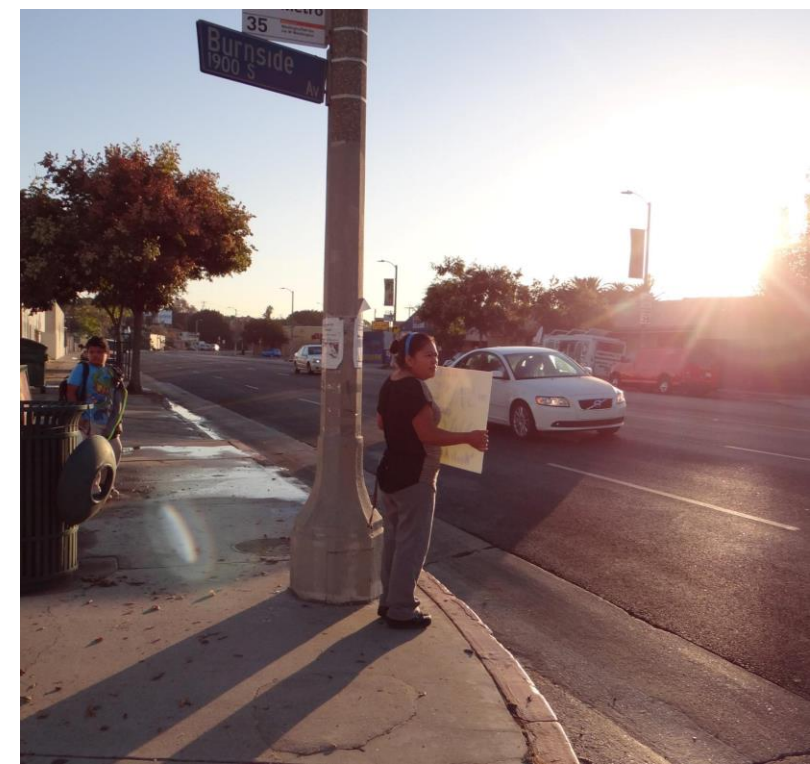
- Disenfranchised infrastructure
- No activated SRTS Program

## Advocacy Efforts (2013)

Green light by the Principal (*who was a woman*) to advocate on behalf of the school, as a Mom and bicycling/pedestrian advocate for 300 middle-schoolers

2-year bike advocacy clinic

Approved by LADOT to upgrade infrastructure (2015)





**NEXT STEPS: #1**

- ✓ Continue to advocate and insist that all approved infrastructure upgrades occur on Washington Blvd and Burnside Avenue

**NEW LA CHARTER MIDDLE SCHOOL**



# NEW LA CHARTER MIDDLE SCHOOL

## NEXT STEPS: #2

- ✓ Strengthen our relationship with CD10 around bicycling advocacy, and pedestrian safety



## NEW LA CHARTER MIDDLE SCHOOL

### NEXT STEPS: #3

- ✓ Strategically align with CBO's to implement an intentional and effective SRTS / Mobility Justice Program for both the middle and elementary school campus's



## NEW LA CHARTER MIDDLE SCHOOL

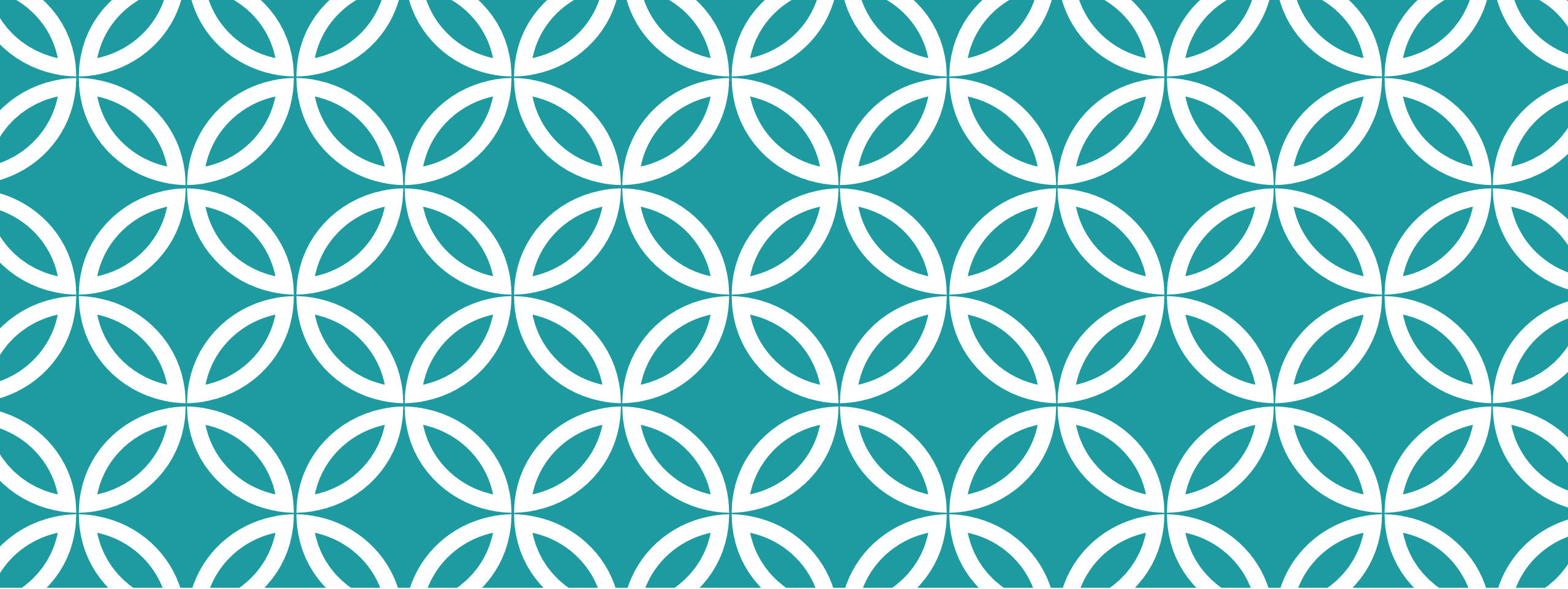
### NEXT STEPS: #4

- ✓ Use our advocacy efforts as a model to share and implement (*per needs*) with neighboring schools

# ANTIOCH LA/ URBAN SUSTAINABILITY

**Evolve my understanding of equity and sustainability:** To better serve low-income and communities of color locally, as well as on state and nationally focused issues.





# SUMMARY

Listen to My Heart

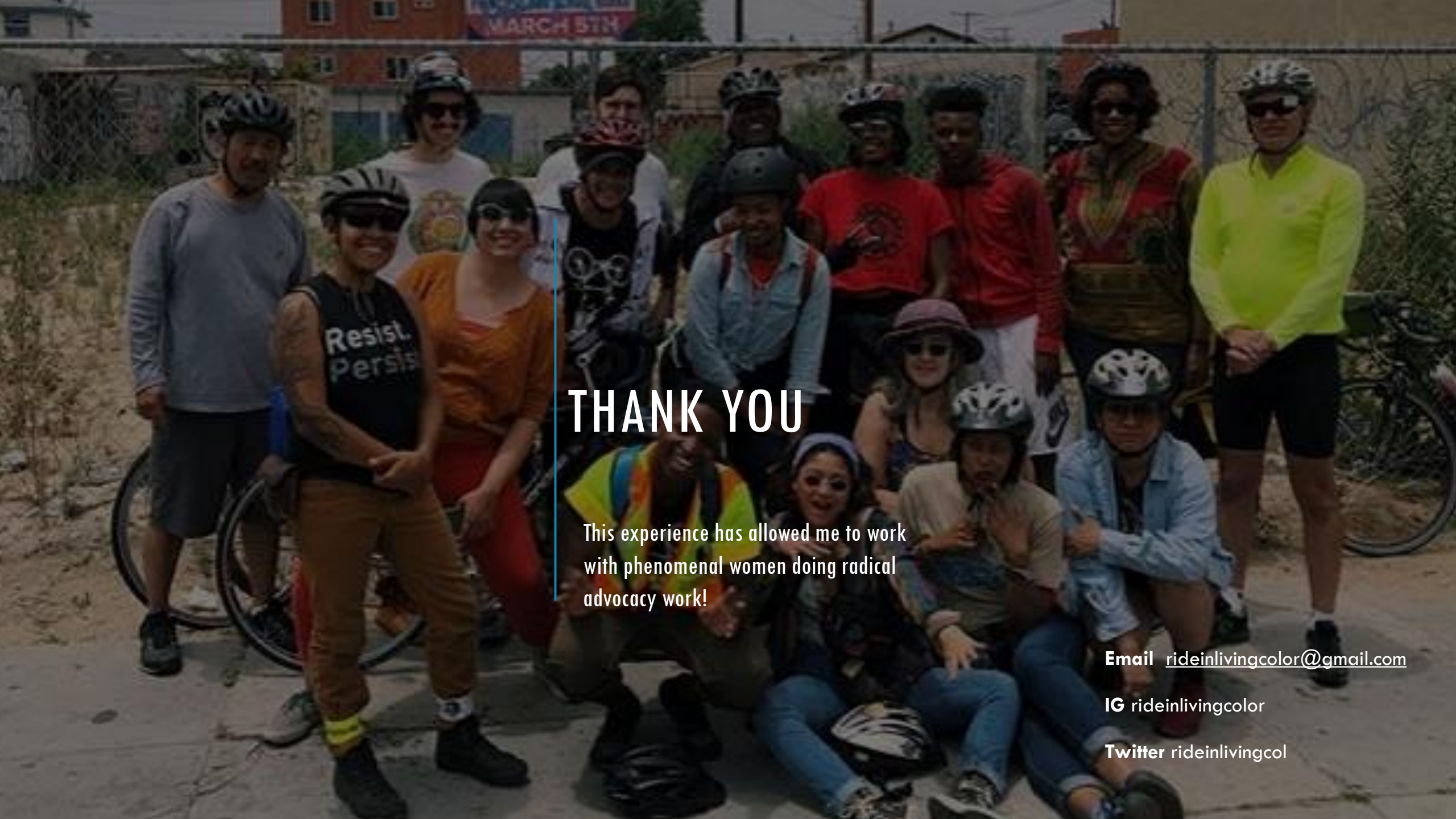
# CONNECTING: MOBILITY JUSTICE & COMMUNITY SUSTAINABILITY

Unearthing and making ground-truths connections,  
creates pathways we can explore and start new  
movements.

# She rides.

It's a beautiful thang.  
[rideinlivingcolor.com](http://rideinlivingcolor.com)

/action.movement



# THANK YOU

This experience has allowed me to work with phenomenal women doing radical advocacy work!

Email [rideinlivingcolor@gmail.com](mailto:rideinlivingcolor@gmail.com)

IG [rideinlivingcolor](#)

Twitter [rideinlivingcol](#)