

About the “Greetings from Oakland, California” Postcard Series

On September 14, 2010, Oakland received national recognition as a Bicycle Friendly Community from the League of American Bicyclists (LAB). LAB requested photographs to best illustrate our bike-friendly side. The City held a photo contest to pick great images for LAB. Winning photos were then also be used to create a “Greetings from Oakland, California” postcard series that was distributed on Bike to Work Day and displayed in City Hall. A subsequent reprint in 2012 was made available for sale through bike shops, with an agreement requiring revenues go to local bike-related non-profits. Though the postcard sets are no longer in circulation, the winning photos are shared here for posterity. *Enjoy!*

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Photograph by Gregory H. Thomas. Skyline Boulevard rewards multitudes of bicyclists with panoramic views of San Francisco Bay, the sweeping spans of the San Francisco-Oakland Bay Bridge, and the iconic cranes of Oakland's Port.



Photograph by Sou Saephan. The “Four Guardians” by Estria mixes Chinese mythology and hip hop in a massive mural at the Thai Kee Building, and like the reclaimed frames of fixed-gear bicycles, brightens city streets with the grassroots, do-it-yourself beauty of Oakland's urban cultures.



Photograph by Sherreme Gurtler. Bicyclists, hikers, and dogs enjoy the swirling fog and gleaming sunshine that stream through the redwoods of Redwood Regional Park, part of the East Bay Regional Park District, and one of a half dozen epic open spaces in the Oakland Hills.



Photograph by Andrew Hecht. Members of the Oakland Yellowjackets Bicycle Club ride in the morning sunshine along Lakeshore Avenue, recently rebuilt with bicycle lanes, new pavement, and traffic calming – realizing the vision of the Lake Merritt Park Master Plan and the Measure DD bond for better parks and cleaner water.



Photograph by Sherreme Gurtler. The renovated Pergola, the new promenade at El Embarcadero, and the reconstructed paths around Lake Merritt welcome bicyclists of all abilities – with children finding their balance and adults enjoying the lovely commute into downtown Oakland.



Photograph by Daud Abdullah. The Friends of Maxwell Park created this community-based mosaic in the park between Allendale Avenue and Fleming Avenue, expressing the vibrancy of Oakland's neighborhoods through the artistry and organizing of Roberto Costa, Beverly Shalom, Pat Patterson, Daud Abdullah, Adam Abdullah, Karen Difrummolo, and many others.