Rich City Rides was founded in 2012 by Executive Director Najari Smith. Our fiscal agent is Urban Tilth, a builder of agriculture and just food systems in and for Richmond and its surrounding communities.

We are the hub, nest, and incubator for community bicycling to provide sustainable transportation, support physical and mental health, and nurture human-to-human connections. We see Richmond becoming a world-renowned biking community, stewarded by bike-friendly neighborhoods and worker-run businesses owned and operated by historically marginalized residents and families.

We work to:
1) Create opportunities for the most vulnerable members of society by using cycling to improve health, economic stability, and individual and collective capacity;
2) Increase cycling among all community members; and
3) Promote cycling as a social, sustainable, and green mode of transportation through these programs:

Earn-A-Bike Program: An incentive program for children, young people, and adults to earn a refurbished bike at no cost. The incentives may be participation in our social rides (below) or attending a Bike Repair workshop. For example, for each of four engagements, participants may receive 1) a helmet, 2) lock, 3) lights, and 4) a refurbished bicycle.

SelfCare Sunday Wellness Rides: These social rides for health are designed for beginning to experienced riders. People of all ages gather in front of the Unity Park Bike Hub at 16th St. at the Richmond Greenway. From here we ride out together by 11:00 am. Rides are family-friendly and include rest and play stops at local parks and public spaces. We’re usually back by 1:30 pm. Special themed rides (Mother’s Day, Father’s Day, MLK Day, for example) end in picnics, barbecues, or movie nights! We loan bikes to anyone who needs one. When a person does four Sunday rides, their loaner bike becomes theirs (see Earn-A-Bike Program). We leave no one behind!

East Bay Regional Parks Family Camping Trips: A partnership with East Bay Regional Park District featuring three day trips and one weekend camping trip to different parks each year. Thirty spots are open for sign-up for these free, family-oriented nature trips which include guided hikes, outdoor education, activities, snacks, and food. Families are encouraged to sign up! Registration is required. Upcoming trips are posted on www.richcityrides.org.

Q and A Thursdays with Taye: A bike class/support group where we learn and share information about anything related to bikes—repairing, riding, purchasing, outfitting, competing. Led by Lead Mechanic Taye McGee.

Friday Bike Repair Workshops: A hands-on drop-in community workshop where Taye supervises and helps folks repair and service their bikes. Flat tire, gears out of alignment? Come by. Tools are provided for on-site use only.

Unity Park Bike Hub: Our partnership with the City of Richmond opened in January 2019. This 12’ by 20’ “super shed” houses bike repair and bike education classes, rides, and activities for children and youth, with peak activity scheduled during the summer. Here is where we meet every Sunday at 10:30am for our Wellness rides.

1st Saturday Love Your Greenway: Volunteers and neighbors work side-by-side every 1st Saturday of the month from 10am-12pm to clean up and beautify the Richmond Greenway between 2nd and 4th Streets. See you there!

High School Bike Clubs: Our goal for high school bike clubs is to develop compassionate, engaged, empowered, and informed leaders. The Kennedy HS Bike Club is part of Rich City Rides’ focus on young teens from low and very low income communities of the Iron Triangle, Crescent Park, Pullman Point, and North Richmond neighborhoods. Our Richmond HS club will re-open in the 2020 calendar year.

4th Friday at Unity Park: We started this activity to create a social oasis in Richmond, to add to its positive social scene, and to create a space for local entrepreneurs to introduce goods and services to all. Result: a unique mix of homegrown socializing, performance, and marketplace that adds up to fun and celebration.

Follow us on Facebook to get the latest news on rides, invites, activities!