

# Steering San Diego Forward with Clean Mobility



**April 8, 2014**



## **Our Mission:**

The San Diego County Bicycle Coalition advocates for and protects the rights of all people who ride bicycles. We promote bicycling as a mainstream, safe, and enjoyable form of transportation and recreation.



## Our Programs

- Advocacy (Regional plan/projects: *Everyday people, everyday trips*)
- Policy/Safety/Infrastructure
- *Regional Bike/Walk Alliance*
- Education
- Encouragement (Bike Month)
- Events



# CicloSDias San Diego



## CicloSDias

- Rise of *Open Streets* Events
- Raised awareness for safe mobility choices for all
- SDCBC hosted
- Over 10,000 participants
- Multiple dates and locations around city/region





## Bike Share Coming to San Diego!

- Total bike share systems in U.S. = 40
- Number of bike sharing stations more than doubled in 2013
- Major cities include: New York, Chicago, Washington D.C. , Miami and San Francisco
- Benefits: clean, convenient, accessible and affordable
- Short Trips – first/last mile

- Citywide Transportation System
- 180 station, 1800 bikes
- 45+ new jobs
- 10 year contract
- est. \$2m income for City to fund bicycling improvements
- Planned launch for late Spring 2014

## DECOBIKE San Diego

