

## Bicycle Advisory Committee

### Strategic Implementation Plan for the Bicycle Master Plan

**Overall Bicycling Goal:** Increase opportunities to use bicycles safely for everyday transportation, recreation and general mobility within the City of San Diego.

**Objective #1:** Increase Bicycle Mode Share in Transit Priority Areas to 6% by 2020 and 18% by 2035; consistent with the City Climate Action Plan.

***Tasks:***

- a. Initiate and construct High Priority Bicycle projects outlined in the City of San Diego Bicycle Master Plan, giving priority to projects in corridors with the highest fatality and injury rates (as identified in the City Vision Zero strategy) and projects in historically underserved communities as defined by the CalEnviroScreen as recommended by the Bicycle Advisory Board and as City resources become available.
- b. Appoint a Mobility Champion in the Mayor's office to spearhead implementation of bicycle related improvements. They would serve as the liaison for projects that require interjurisdictional and intergovernmental coordination.
- c. Leverage coordination of street resurfacing to take advantage of opportunities for progressive design standards to facilitate safer mobility, including traffic calming treatments, protected bikeways, road diets, pedestrian improvements, traffic circles, etc., where feasible and in consideration for schedule and budget.
- d. Continue and improve bike share program which minimizes geographical and economic inequity.
- e. Update City bicycle project list annually with Bicycle Advisory Board input for project selection and prioritization. New project requests to be compiled by City staff and BAB from City Planning Group lists, community requests, requests from outside agencies, internal staff requests, BAB member project ideas, and upcoming CIP projects that provide opportunities for bikeway

improvements. Projects to be prioritized yearly to be ready for each year's City budget process and grant opportunities.

- f. Capitalize on proposed projects that were not in the Bicycle Master Plan but have quickly risen to the forefront and that provide the opportunity to show large mode share shifts in the short term. This includes projects like implementation of the Downtown Mobility Plan bicycle infrastructure and proposed improvements around colleges and universities (SDSU, USD, UCSD, Community Colleges).
- g. Coordinate with local transit agencies' policies and programs to strengthen local and regional bike/transit connections.
- h. Create more quality bicycle parking opportunities in the transit priority and business districts.

**Objective #2:** Improve bicyclist safety by reducing crash rates City-wide.

***Tasks:***

- a. Eliminate traffic deaths to zero by 2025 by prioritizing safety within infrastructure projects already underway and combining with education and enforcement practices in collaboration with the City Vision Zero effort. These practices should be aimed at preventing the most dangerous and egregious behaviors that cause increased societal and public harm along with corridors where the collisions are concentrated.
- b. Implement infrastructure projects with a priority focus on corridors with highest fatality and serious injury rates in underserved communities (defined above).
- c. Endorse the NACTO Transit Street Design Guide, the Urban Bikeway Design Guide, and the Bike Share Station Siting Guide, and incorporate best practices into the updated City Street Design Manual and Bikeway Design Manual consistent with the Vision Zero strategic plan.
- d. Continue dialogue between Bicycle Advisory Board and SDPD to eliminate fatalities and serious injuries.

- e. Prioritize the enforcement of road users who pose the greatest threat to public safety in support of Vision Zero.

**Objective #3:** Increase funding toward bicycle program.

***Tasks:***

- a. Provide dedicated funding for bikeways and bicycle infrastructure as needed to reach the mode share goals.
- b. Provide bicycle program staff to fully implement the Bicycle Master Plan.
- c. Find opportunities for City and businesses to incentivize and accommodate active commuters.
- d. Apply for grants with input from the Bicycle Advisory Board to maximize City funds for bicycle infrastructure and programs.

**Objective #4:** Provide Education to all road and transit users

***Tasks:***

- a. Encourage bicyclist education in all 4<sup>th</sup> grade classes in San Diego Unified schools
- b. Participate in Safe Routes to School efforts.
- c. Establish Traffic Diversion School opportunity for bicyclists and drivers cited for bicycle related infractions.
- d. Institute public awareness campaigns about traffic safety for all modes, including messaging regarding cycling.
- e. Support Open Streets events by providing relief from overly burdensome administrative event requirements. Staff will also collaborate with MTS and other agencies and their respective leadership to create partnerships for successful events.

**Objective #5:** Improve City Institutional Collaboration on Bicycle Issues.***Tasks:***

- a. Apply for Bicycle Friendly Community Status.
- b. Participate in and actively promote regular meetings between the Bicycle Advisory Board and stakeholders inside and outside the City: Schools, SANDAG, Caltrans, Port of San Diego, Airport, Military, Tourism Agencies, Tribal Reservations and Business Improvement Districts etc. The objective of this is to create a pool of informed stakeholders who can provide input on new bicycle infrastructure and policies at the City.
- c. Continue to identify and plan for bike infrastructure and connections within the Community Plan Updates as land use densities and redevelopment are planned for; updating the City's mapping of the Bicycle Master Plan to reflect these localized changes.
- d. Review City policies relating to bicycling and recommend changes as need.
- e. Train staff on Vision Zero programs and initiatives through internal training programs and classes offered through professional organizations.

**Objective #6:** Evaluate Bicycle Program Effectiveness***Tasks:***

- a. Track and report bicycle mode share to monitor progress toward increased bicycle mode share goal.
- b. Report to Bicycle Advisory Board on task implementation status and safety metrics to determine progress.
- c. Measure existing bicycle mode share through real-time monitoring and surveys.