

2018

Strategic Plan



San Diego County Bicycle Coalition

Mission Statement

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.

Vision Statement

The Bike Coalition has adopted a vision statement that describes what we aspire to achieve; San Diego is the most bicycle friendly region in the world. Our culture, neighborhoods, and streets are re-designed to foster bicycling as an everyday activity for transportation and recreation. The region's comprehensive approach to transportation policy and design regards the bicycle as a genuine mode of transportation, removing obstacles and empowering all people to choose to ride whenever and wherever they like. San Diego County has a connected network of safe, convenient bike facilities and proper, secure end of trip accommodations. Encouraging good roadway behaviors through education programs fosters understanding and respect for all modes of transportation. The San Diego County Bicycle Coalition represents and engages all people of ethnic, economic, and cultural diversity.

Updated Strategic Plan (2018)

In 2018, the Coalition updated its Strategic Plan, which now provide for the following goals:

Advocacy goals

- Advocate for every city and the County of San Diego to have a complete streets policy consistent with the state policy and a climate action plan that includes bike mode share goals

Suggested strategies include:

- Monitor existing plans
- Identify a city contact
- Identify important events, meetings and hearings throughout the county related to Coalition interests and ensure SDCBC staff and membership representation.

Suggested strategies include:

- Utilize the database to send notices to supporters living within geographic area relevant to the project.
- Monitor Early Action Plan, Downtown Mobility and community plan updates
- Enhance bicycle access to and on transit and advocate for transit mobility hubs that include safe and accessible bicycle infrastructure
- Secure at least one business allies for each bike project in a commercial corridor that SDCBC supports, measured by letters of support.

Education goals

- By 2022, numbers participating in Coalition educational activities for adults, youth, traffic law enforcement personnel, transportation professionals, elected officials and their staffs, etc. will have increased by 100% from 2017 levels.
- Leverage community relationships to co-create educational curricula relevant to underserved communities.
- Identify effective messages for safe road behavior by all roadway users, and utilize appropriate Coalition communications channels to reach the most people effectively.

Engagement goals

- Formalize partnership with non-cycling groups that are also working on equity issues. Participate actively in 5 other groups that address related issues around housing, health and transportation.
- Prioritize underserved communities.

Organizational goal

- Develop a communication strategy that utilizes diverse communication channels to ensure the organization reaches the broadest possible audience, and that provides timely information through the most appropriate channels.
- Diversify board and membership
- Re-establish an Organizational Development Committee charged with bylaw review, Board recruitment, fundraising, membership development, etc.
- Advocate for the development of a community bicycle center, which can become a permanent housing for the SDCBC and other bicycle organization, and provide a forum for meetings, education and partnerships.

Events goal

- Create, organize and promote a variety of events in size and scope that:
 - Encourage more people to ride bicycles for transportation or enjoyment
 - Raise funds to support the coalition's works

Summary of Coalition Goals

Bicycling is a healthy, affordable, and environmentally friendly form of transportation and recreation that should be safe and attractive to everyone who wants to ride, wherever their destination and whatever their purpose.

Bicycling is good for our communities and for the people who ride, and so we work to increase the number of people who ride bikes as a regular part of their lives. Toward that end:

- We advocate for complete, low-stress networks of roads and bicycle facilities that make travel by bicycle attractive to people of all ages and abilities. Every street should be designed and operated to meet the needs of people riding bikes using the best available designs and best practices.
- Regular roadway and bikeway maintenance is important for safe and enjoyable bicycling. Every city and the County should allocate the resources necessary to maintain roadways and bikeways that are safe and attractive to use by people on bikes.
- We encourage safe and responsible cycling on roads, bike paths and trails, and so we provide and endorse bicycle skills training.
- We support effective enforcement of traffic laws to encourage safe driving and bicycling, so we advocate for training of law enforcement personnel on proper bicycling and bicyclist/motorist interaction.
- Every destination where people on bikes want to go should provide safe and secure parking for bicycles. Bike parking should be provided to meet the demand, and should be designed and installed using the best design standards and practices.
- The region's public transit system should be attractive to use by people riding bikes with easy storage of bikes available on buses and trains, and secure bike parking at transit stations.

Achieving these ends will make bicycling in San Diego County better not just for the region's many bike enthusiasts; it also will make the bicycle more attractive for people who now ride a bike only occasionally or not at all. At the San Diego County Bicycle Coalition, we work for the changes to our social and civic institutions that are necessary to realize this goal.