



SDCBC STRATEGIC PLANNING PROJECT

2013









San Diego County Bicycle Coalition-Strategy 2.0



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.

Guiding Principles

-  We value the enjoyment of bicycling.
-  We value the power of grassroots community organizing to effect change.
-  We seek both innovative and proven transportation solutions that make bicycling a more viable option for all, with particular attention paid to those historically underserved.
-  We are passionate about increasing the number of people bicycling safely, responsibly, confidently, and knowledgeably.
-  We engage all San Diegans in our work and promote cooperation among all road users by being credible, persuasive, and balanced.
-  We believe effective education includes bike handling, traffic dynamics, and problem-solving strategies taught with hands-on instruction and other effective learning approaches.
-  We value the power of having a strong board and staff that reflects San Diego County's diverse bicycling population.
-  We will be fiscally, ethically, professionally, and environmentally responsible with our resources and in our work.

Vision

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.

2017 Goals

1. Membership: Represent and serve the large and diverse bicycling communities across San Diego County through organizing and building an active and engaged membership of 5,000 by.

2. Education: Participation in educational activities for adults, youth, law enforcement, and transportation professionals will have increased by 50% from 2012 levels. The message of appropriate behaviors for effectively sharing the public roadways will reach more than 50% of the population in the region annually.

3. Advocacy: Our successes have led to transportation policies and funding priorities that:

- Reduce cycling-related collisions, injuries, and fatalities by 50% proportionally from 2010 levels;
- Result in 200 new miles of integrated and safe bikeways and supporting facilities across the county;
- Result in five new bike-friendly business districts and a minimum of 50 recognized bike-friendly employers; and,
- Double the number of trips by bike in San Diego County (as defined by SANDAG).

4. Building Organizational Capacity: Secure increased, diverse, and sustainable funding, increased motivated and knowledgeable staff, and effective governance to achieve projected membership, education, and advocacy goals.



100 %

Increase in bicycle trips 



200 miles

New bicycle facilities 



50

New bike-friendly employers 



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