

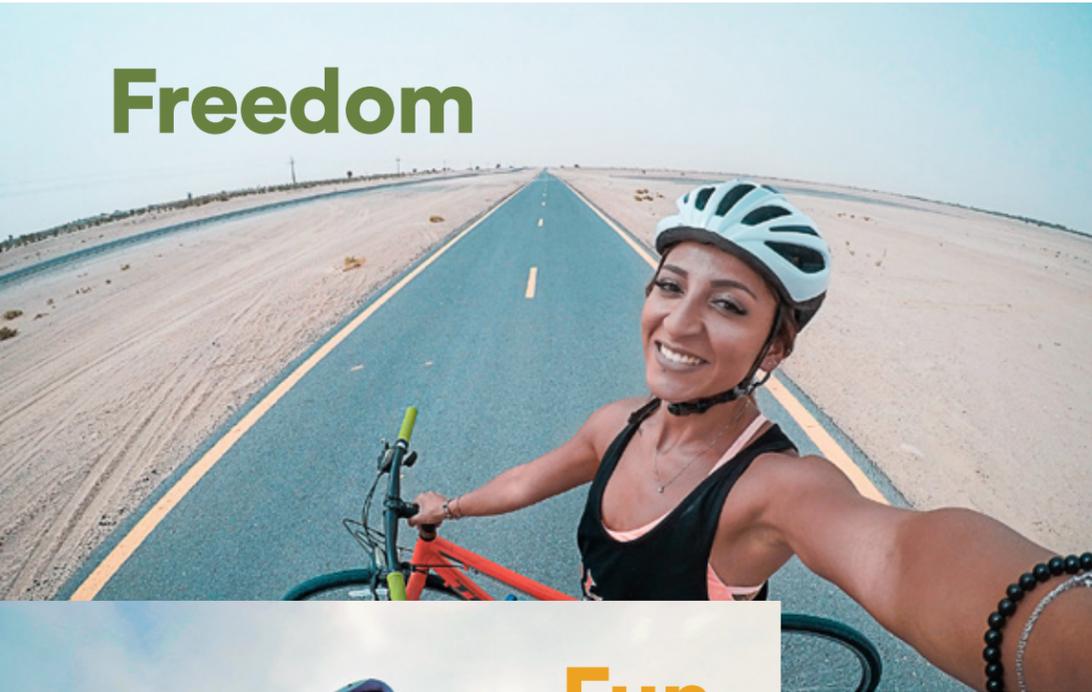
# *Who taught You to ride a bike?*



Creating a home for a  
San Diego Community Bike Center

# How did riding a bike change your life?

**Freedom**



**Independence**



**Community**



**Fun**



**Empowerment**



**Exploration**



**Health**



# Who's changing lives today?

“As young children, many of us just enjoyed getting on a bike and being free to ride with our friends; to explore and reach distances beyond our front yard. Safety steps weren't even a consideration when I was a child.

That's what being an LCI means to me – making things different yet enjoyable. Just as I trusted my parents and other adults around me that there was nothing wrong with jumping on a bike and taking off.

An LCI is like that school crossing guard that looked out for us when we made our daily journey to school. Now, we are looking out for others that will then pass our teachings to their kids and so on. We never forget those fun-filled childhood memories on our bikes and it's up to us to continue building fun-filled memories now and in the future.”

*Angela*



“I just liked to ride my bike by myself and with my friends and community members, but the Coalition saw a potential leader, when I didn't see one in myself.

In 2011, when I was 6 months pregnant, the San Diego County Bicycle Coalition gave me a scholarship which allowed me to become a League Certified Instructor. Now, seven years later, I am the Education Director of the Bike Coalition. We reach nearly 10,000 people a year.

The curriculum I was taught now reaches thousands. I hope it can continue to reach thousands more. With a bike center we will be able to reach thousands and thousands more throughout all of San Diego County.”

*Michelle*

# The San Diego Bike Coalition

## Bike Rodeos

We go out to schools and centers all around the County and teach using Bike Rodeos. We provide two or three instructors and provide stations for learning about bike safety, bike handling, rules of the road and even bike maintenance. We create the Slalom station, the Mock Intersection, and the famous Turtle Race. Afterwards we all ride together and practice our skills.



## Smart Cycling

Many adults never had the chance to get schooled on the proper use of the bike, because it was something they took for granted. We fill classes with adults who take the time to advance their own skills for a sense of confidence and added safety on the road. These classes include book learning and exercises, and the all-important lunch break.



## Bike Events

We use our Annual Bike the Bay event to gather cyclists from around the County to enjoy the unique opportunity of cycling over the Bay Bridge to Coronado, an event that not only draws together people from around the region, but also raises money for Coalition activities every year since it began.

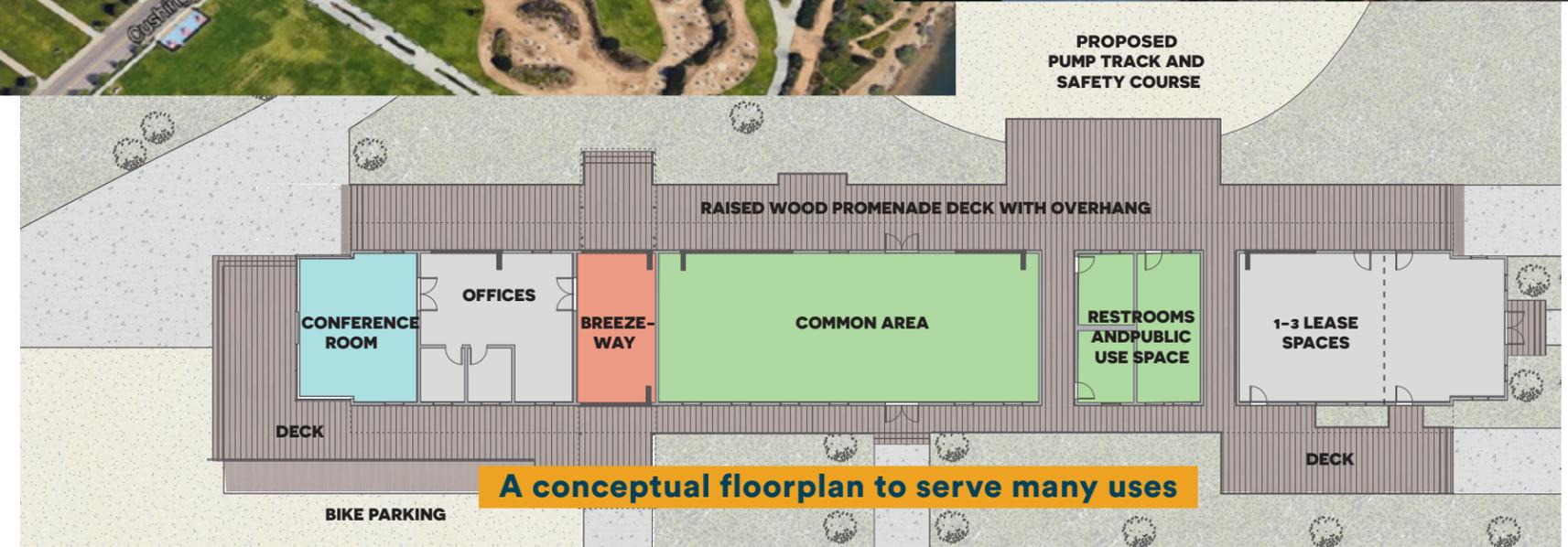
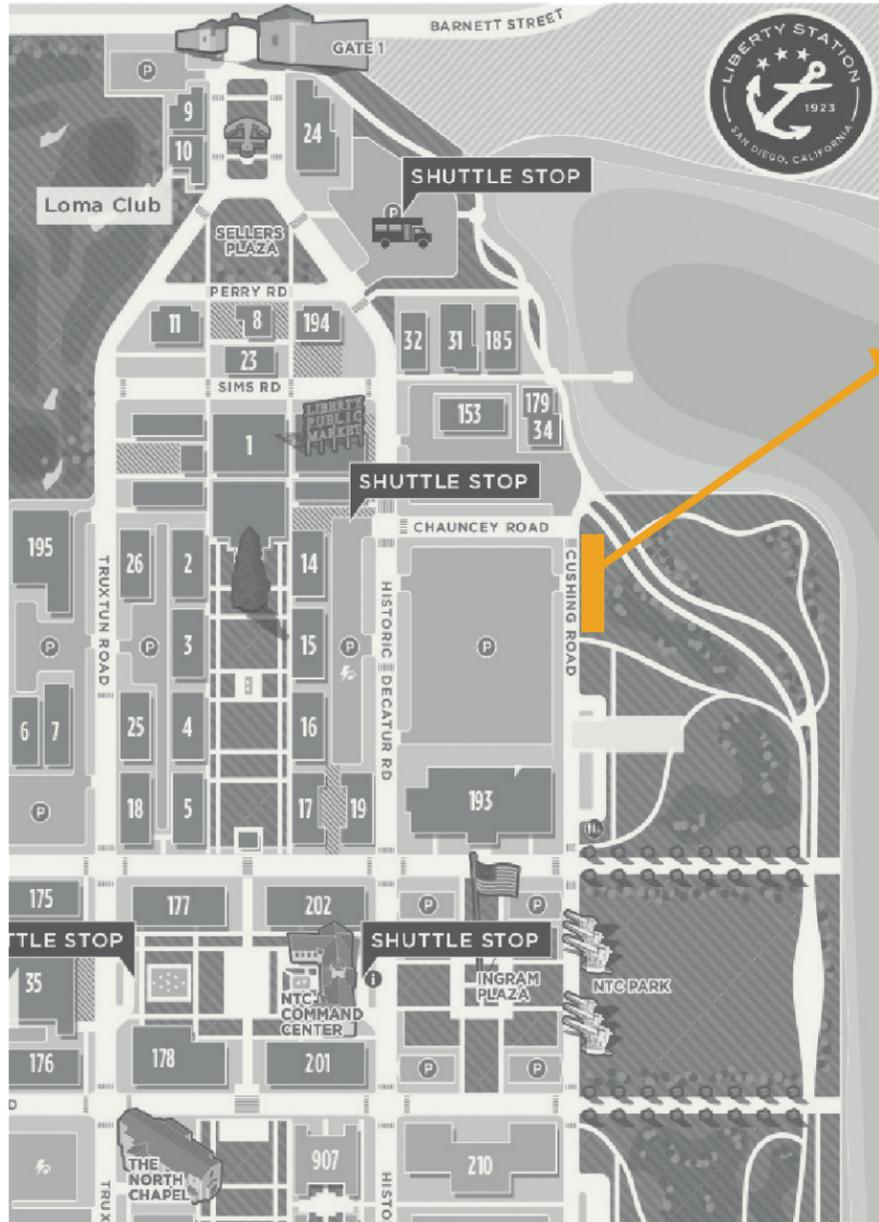


# *Together we can change a place and change lives*



San Diego has yet another jewel in the rough. Building 191 sits on City parkland at the Naval Training Center Park (NTC), but for want of funding faced demolition. With support from the community, we can make this one of the highlights of Liberty Station, and create a community gathering place for all things bicycle!

# Transforming an historic place into a community hub



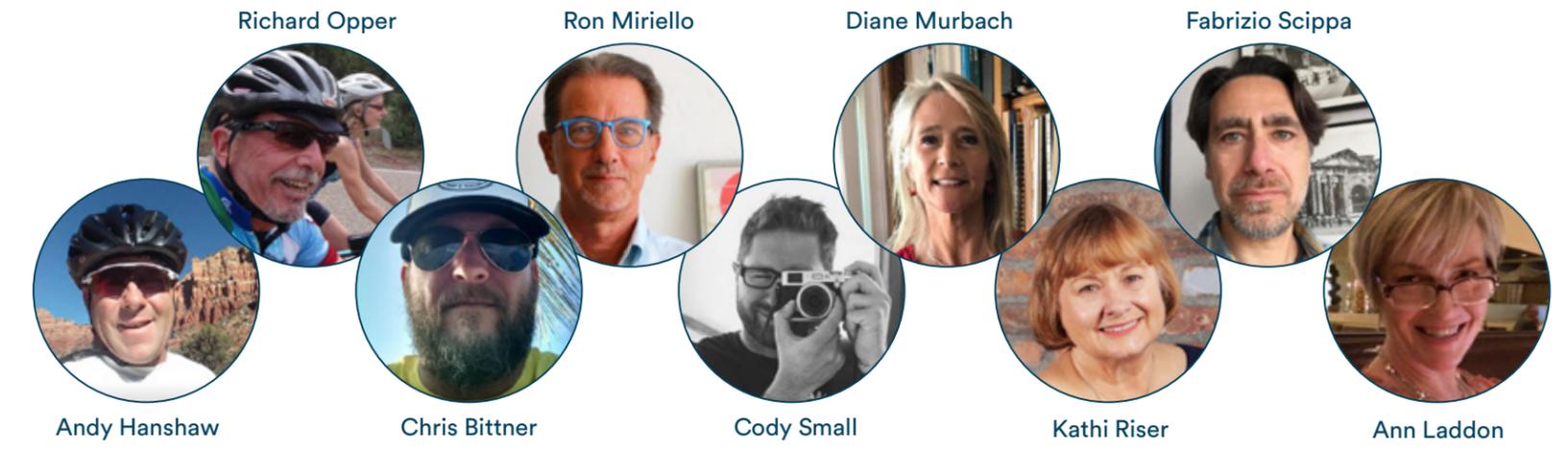
# A true community asset

# based on a solid plan



Building 191 – NTC Park / Preliminary Schedule & Cost Estimate for Proposed Bike Center											
Activity   Year	2019 Q2	2019 Q3	2019 Q4	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2021 Q1	2021 Q2	2021 Q3	2021 Q4
Lease w/City	Negotiation	Approvals	Complete								
Funding	Case Statement Campaign Plan	Team Training Assessment Pre-Fund Donations	Admin Assist Hired	Begin to Secure Initial Gifts							
Design (A&E)	Conceptual Plan Rendering		Schematic Design		Construction Documents Plan Check						
Construction							BIDS	Commence with Phased Funding		Complete in <9 Months	<b>OCCUPY</b>
Funding Requirements	\$5K	\$60K			\$200K			\$1M		\$1M	

## Driven by San Diegans in love with their community



# Our community is ready.

# Together we can make it happen.

Current Condition of Building 191.  
We can do this!



The current budget is derived from estimates undertaken with the advice and counsel of OBR Architecture and is premised on experience with other redevelopment projects at Liberty Station, of which the NTC Park is a part:

## COST ESTIMATES:

Architectural and Engineering Budget:	\$180,000
Construction Costs:	\$2,000,000*
Civil Engineering:	\$10,000
Landscape and Irrigation Design:	\$30,000
Plan Check/Inspection Fees:	\$20,000
Utility Fees:	\$60,000
Contingency (13%):	\$300,000
<b>Total:</b>	<b>\$2,600,000</b>

\*Presumes Prevailing Wage costs

## San Diego County Bike Coalition (SDCBC) Annual Budgets 2015-2018

### 2015 Support: \$350,145

Events: \$131,867  
Grants: \$171,510  
Membership: \$17,488  
Gifts: \$29,280

### Expenses: \$310,536

Membership and Dev: \$78,624  
Programs: \$150,177  
Operations: \$81,735

### 2016 Support: \$419,177

Membership: \$14,343  
Grants: \$270,535  
Events: \$108,590  
Gifts (Corporate): \$22,873  
Program Fees: \$2,836

### Expenses: \$379,085

Programs: \$272,621  
Membership and Dev: \$22,307  
Events: \$50,822  
Operations: \$33,335

### 2017 Support: \$535,455

Membership: \$14,640  
Grants: \$213,082  
Gifts: \$69,543  
Programs: \$118,549  
Events: \$119,641

### Expenses: \$428,246

Programs: \$282,191  
Operations: \$115,869

### 2018 Support: \$383,009

Events: \$72,095  
Membership: \$22,538  
Program Fees: \$125,832  
Gifts/Donations: \$51,066  
Grants: \$111,277  
Other: \$201

### Expenses: \$426,395

Events: \$57,061  
Programs: \$59,117  
Marketing/Membership: \$37,508  
Operations: \$272,709

## Staffing

### 2017

- Executive Director
- Programs Director
- Education Program Manager
- Membership and Marketing Coordinator
- Bike Parking Manager

### 2018

- Executive Director
- Programs Director
- Education Program Manager
- Membership and Marketing Coordinator
- Education Program Coordinator
- Advocacy Coordinator
- Bike Parking Manager

# ***How are we going to get there?***

**This bike center will be built by and for people who believe in bicycles, and their power to transform. Philanthropists, benefactors, supporters, friends and neighbors... **which are you?****

# ***With Your Help!***

**Our goal is to raise the money to build this center through private donations. In addition to the sense of satisfaction a donor may enjoy for supporting this effort, we have a variety of naming opportunities for the building and its key spaces that will help acknowledge the generous donations of those who step forward.**

**As we approach the funding needed, we will turn to the broader community of San Diego bicyclists and bicycle supporters to bridge any gap that might be needed to reach our goal.**



**“ When I got my bike I must have been the happiest boy in Liverpool, maybe the world... Most kids left their bike in the backyard at night. Not me. I insisted on taking mine indoors and the first night I even kept it in my bed. ”**

***–John Lennon***



**Creating a home for a  
San Diego Community Bike Center**