BikeSD: Strategic Framework – Version 2.0

Mission
To establish San Diego as a world-class bicycling city and create a more livable urban community by promoting everyday riding and advocating for bicycling infrastructure.

Vision
By 2020, San Diego is one of the top 15 best cities for bicycling in the world. A majority of people who live in San Diego ride their bike daily, as part of their commute, for recreation, and for health. Bicycling is recognized as a needed component of San Diego's transportation system; and, Bike SD is recognized as the trusted and mainstream resource and voice for safe cycling in the city of San Diego.

Guiding Principles
A. We believe that people respond to their environment.

B. The environment we’ve built as communities has been designed around the automobile, sacrificing our ability to largely choose how we efficiently move and at the cost of some human dignity.

C. We can choose another way. The transformation of our built environment is a matter of will.

D. Through the power of diverse ideas and lived experiences, of men and women of many backgrounds, we will create a better environment and movement together.

E. The bicycle is an efficient and responsible mode of transportation - its elegance derived from its simplicity.

F. We believe in the power of human design and its effects on the human psyche and behavior. We exist to effect the urban design of our transportation network and to foster, promote and encourage pedal powered transportation.
G. Our organization values the knowledge that women bring to the table and we are raising the bar of what it means to foster a new generation of women leaders and riders. To that end our board will be composed of 50/50 men and women.

Goal areas and top strategies

1. Advocacy and Campaigns: By 2020, majority of San Diegans in the urban core (Districts 3, 9, 8, 4, 2) will bike frequently (3+ times a week) and 6% of San Diegans outside the urban core will bike at least occasionally (3+ times a month). By 2020, we will have:
   a. At least 300 miles of greenways (residential streets generally one off of main arterials with low volumes of cars going slowly enough so that people who walk or ride bicycles feel safe and comfortable) in the city of San Diego;
   b. At least 150 miles of protected bike lanes on 9 (1 per council district) main arterial corridors to make them safe, attractive and comfortable to people of all ages;
   c. Actual dollars spent is equal to the Mode share goals for implementing biking corridors;
   d. Serious injuries and fatalities that are reduced by 50% (from 2015 levels);
   e. Solid relationships with the police department to advance our goals;
   f. Driver diversion education programs for egregious driving offenses;
   g. Reduced speed limits to 20-30 mph on greenways and arterials, including 40% of all city streets.
   h. Focus on equity which includes environmental equity, health equity and economic equity
   i. Campaign to change Level of Service to Vehicle Miles Traveled
   j. All new roads are 25mph and designed for all users

2. Encourage San Diegans to bike more frequently through open street events, classes, bike to work and school days, organized rides, and more outreach programs.

3. Integrate biking in the San Diego identity by making it easy to ride a bike via high-quality bike parking, incentive programs and support programs

4. Increase public and political support for bicycling. By 2020, BikeSD has expanded our outreach and grown our base.
   a. Our communications reach all residents annually;
   b. At least 20% of our membership engages in our priorities;
   c. BikeSD has 7000 members; and,

5. By 2020, Bike SD has diversified financial resources to help the organization achieve its goals. Through our work, we will:
   a. Have a competent and knowledgeable staff of at least 5 FTE;
   b. With full participation from board and staff, grow a major donor and business supporter program that provides significant financial support and political clout.
   c. Have an engaged board that represents the community we serve and provides strategic leadership for the organization;
d. Have at least twenty volunteers each month that participate in various Bike SD initiatives;