



CYCLING TO THE FUTURE

Creating New Transportation Options for San Diego

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Moving San Diego Forward

Great weather year-round and terrain that ranges from flat to mountainous make San Diego a great place for cycling enthusiasts. The City of San Diego has approximately 510 miles of existing bike paths, lanes and routes. Despite these natural advantages, San Diego could do much more to support the cycling community.

As an avid cyclist, I want to see San Diego embrace the full potential it has to be one of the world's great bike-friendly cities. That vision includes making biking safer, providing more recreational cycling opportunities and completing our cycling infrastructure so people can move around their neighborhoods as easily on a bike as they can in a car.

Investments in bicycle infrastructure make good economic sense as a cost-effective way to enhance our quality of life, generate tourism and support business. Other cities have shown investing in bike infrastructure pays off. In 2008, Portland saw \$90 million in bicycle-related economic activity, from retail, manufacturing, professional services and organized rides, an increase in value of 38 percent from 2006, reflecting the increase in bicycling, resulting in part from the city's expanding network of bicycling facilities.



Pictured above: Nathan Fletcher participates in the San Diego TriRock Triathlon

The Problem

San Diego’s Bicycle Master Plan was most recently updated in June of 2011. It contains detailed assessments for San Diego’s current bicycle infrastructure and future improvements that must be completed in order for cycling to become a viable transportation alternative for most San Diegans. What the plan doesn’t include is a plan of action or commitment from city leaders to find and allocate the resources we need to move the plan forward.

There is much we can do to make cycling safer in San Diego. The San Diego Bicycle Master Plan highlighted that the proportion of collisions involving fatalities and bicyclists in San Diego was substantially higher at 4.8 percent than the statewide average of 2.7 percent and the nationwide average of 1.7 percent.

Tragic accidents like the death of a cyclist last June along the SR-56 remind us of the dangers riders face every day. We need to commit more efforts to finding ways for drivers and cyclists to share the road and explore more innovative ways to protect riders from collisions with cars.

San Diego has done an excellent job making plans to become a bike-friendly city. However, in order to achieve these goals we need a Mayor that understands the cycling community and is prepared to fully embrace cycling as an integral part of San Diego’s transportation

system, just like cars and mass transit. I want to be that Mayor and this is my plan for making San Diego one of the most bike-friendly cities in the world.

Table 6-1: Recommended San Diego Bicycle Network

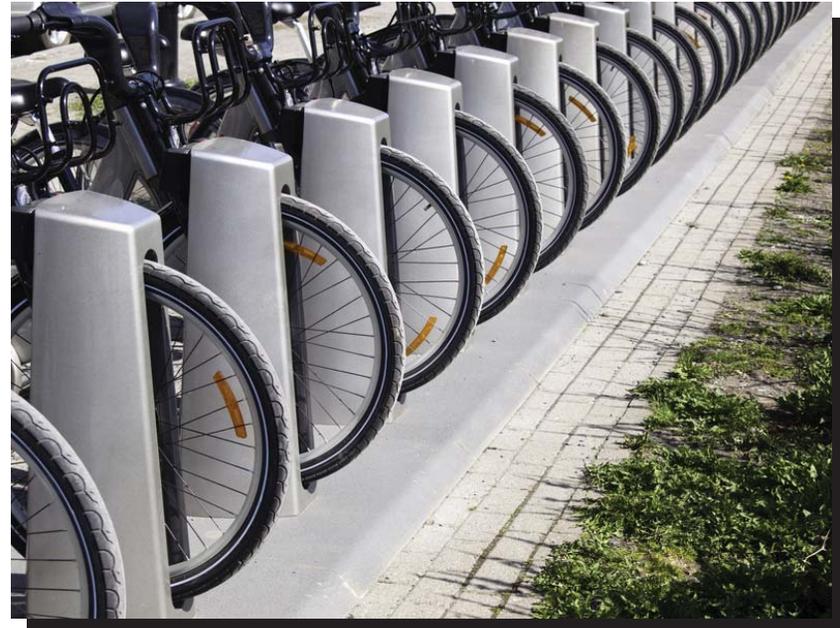
Facility Type	Miles of Existing	Miles of Proposed Unbuilt	Total Miles of Facility
Class I – Bike Path	72.3	94.1	166.4
Class II – Bike Lane	309.4	140.6	450.0
Class III – Bike Route	112.9	171.2	284.1
Class II or III (TBD)	--	143.4	143.4
Freeway Shoulder	16.1	-	-16.1*
Bicycle Boulevard	0	39.4	39.4
Cycle Track	0	6.6	6.6
Totals	510.7	595.3	1,089.9

Source: Alta Planning + Design, April 2011

* Facility not included in the total summary.

Goals

Increase the number of San Diegan's choosing to commute by bicycle by 65,000 by 2020. This would bring the total number of bicycle commuters to 121,000 and achieve that goal 10 years earlier than outlined in the City's Bicycle Master Plan. Achieving this goal would also reduce road congestion by eliminating 11 million vehicle trips per year from our roads and result in the elimination of 37,000 tons of CO₂ emissions from our atmosphere.



Bring the proportion of collisions involving fatalities and bicyclists in San Diego down below the nationwide average by 2020.

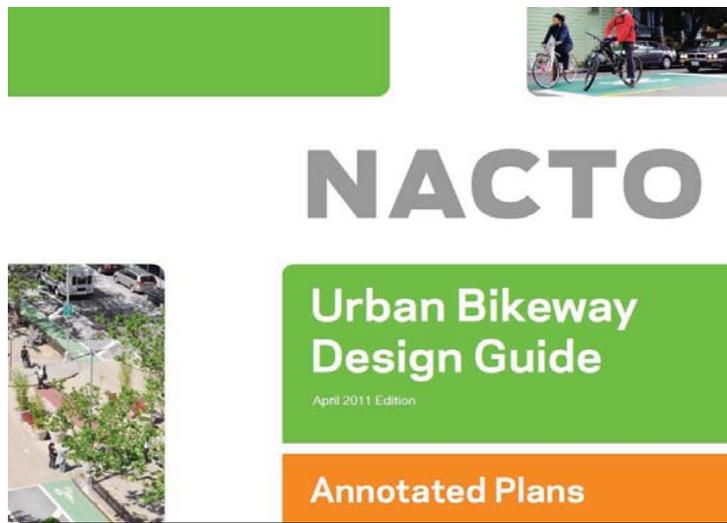
Based on information contained in the City's Bicycle Master Plan, this would result, on average, of at least one less fatality each year, and an average reduction in the number of injuries by 150.



Getting It Done

Adopting Best Practices

The National Association of City Transportation Officials (NACTO) has produced an Urban Bikeway Design Guide based on the experience of the best cycling cities in the world. The NACTO Urban Bikeway Design Guide is intended to help city leaders make good decisions about urban bikeway design. The suggestions in the Guide are based on real-life experience in the world's most bicycle friendly cities and have been selected because they will help cities meet their goals related to bicycle transportation. As Mayor, I will direct City staff to adopt NACTO standards as the starting point for all new bikeway projects in San Diego.



Community Plan Updates

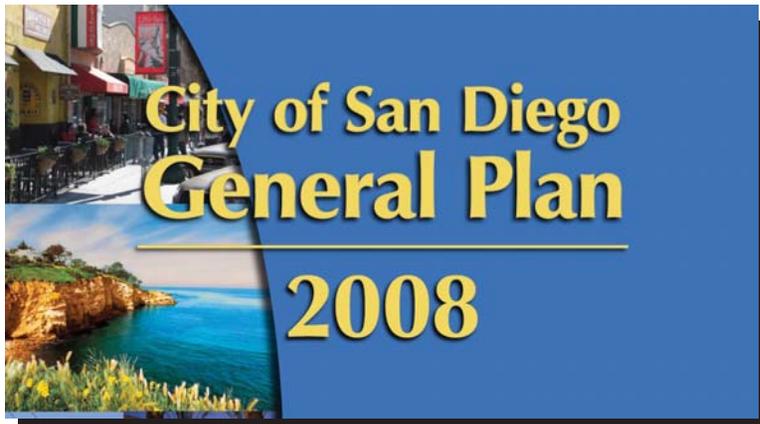
One of the things that makes San Diego great is the unique character of each of our neighborhoods. There are more than 40 community plans in the City of San Diego, and each one provides City leaders and community members with a plan for the future development of that neighborhood. Community plans also outline the neighborhood's future transportation needs and where the infrastructure to support it will go. Unfortunately, most of the community plans in the City of San Diego are out of date.

For instance, the Barrio Logan community plan was last updated in 1978. As Mayor, I will find the resources we need to update San Diego's community plans and make getting the updates done a priority. Community plans updated during my administration will include plans for new bikeways and bike facilities that connect residents with shopping and recreation areas. They will also include plans for interconnecting the community to mass transit.

Getting It Done

Through the community plan process we can also explore ways to connect San Diego's community together by providing bicycle and pedestrian access to neighboring communities via pathways, trails and dedicated on-street lanes.

A few years ago, Governor Schwarzenegger signed into law Assembly Bill 1358, the California Complete Streets Act of 2008. The law requires cities and counties to include complete streets policies as part of their general plans so that roadways are designed to safely accommodate all users, including bicyclists, pedestrians, transit riders, children, older people, and disabled people, as well as motorists. As Mayor, I will fully commit my administration to implementing AB 1358.



Community Plan	Adoption Year of Current Plans
Barrio Logan Community Plan	1978
Black Mountain Ranch Subarea Plan	1998
Carmel Mountain Ranch Community Plan	1984
Carmel Valley (North City West) Community Plan	1975
Centre City/Downtown Community Plan	2006
Clairemont Mesa Community Plan	1989
College Area Community Plan	1989
Del Mar Mesa Specific Plan	2000
East Elliot	2002
Fairbanks Ranch Country Club Specific Plan	1982
Greater Golden Hill Community Plan	1990
Greater North Park Community Plan	1986
Kearny Mesa Community Plan	2002
La Jolla Community Plan	2004
Linda Vista Community Plan	1998
Midway/Pacific Highway Corridor Community Plan	1991
Mid-City Communities Plan (City Heights, Eastern Areas)	1998
Miramar Ranch North	1980
Mira Mesa Community Plan	1992
Mission Beach Precise Plan	1974
Mission Valley Community Plan	1984
Navajo Community Plan	1982
Normal Heights	1998
North City West	NA
Ocean Beach Local Coastal Program	1991, NA

Getting It Done

Partnering with Law Enforcement

In San Diego the Police Department is responsible for enforcing traffic laws. California Law requires both drivers and cyclists to obey traffic laws and regulations. The San Diego Police Department has 25 bicycle-mounted officers specially trained to enforce laws related to bicycles. As Mayor, I will protect and seek to expand this program. By deploying these officers in areas with unusually high levels of bicycle-related traffic accidents, we potentially save lives and reduce accidents due to unsafe cyclists and drivers.

Better educating the public regarding traffic laws related to cycling is important as well. Although you don't need a license to ride a bike, many riders fail to understand that you still must obey traffic laws. Additionally, many drivers don't understand their obligation to share the road with a cyclist. The combination of the two can lead to devastating consequences.

San Diego's Bicycle Master Plan recommends the City explore the establishment of a traffic ticket diversion class for minor bicycle related violations of traffic laws. Violators participating in the program would include both motorists and cyclists. Other cities have successfully implemented these types of programs. The City Prosecutors Office in Tucson, Arizona will dismiss a cyclist's traffic citation if he or she submits proof of completing the Road 1 Safety class offered by the Pima County Bicycle and Pedestrian Program. In Marin County, California, bicycle traffic violators are eligible for citation fee reductions by attending a bicycle safety course taught by the Marin County Bicycle Coalition. The Marin County Superior Court refunds a portion of the fee upon successful completion of the class. As Mayor, I am committed to working with City and County leaders to develop such a program here in San Diego.



Getting It Done

Bike Sharing Programs

A bicycle sharing program is a service where bikes are made available for shared use to individuals who do not own them. The central concept of these systems is to provide free or affordable access to bicycles for short-distance trips in an urban area as an alternative to motorized public transportation or private vehicles, thereby reducing traffic congestion and air pollution. Bicycle sharing systems have also been cited as a way to better connect users to public transit networks. Sharing programs also remove disadvantages to owning a bike, including loss from theft or vandalism, lack of parking or storage and maintenance.

San Diego's Bicycle Master Plan recommended the City embrace bicycle sharing programs as a way to increase ridership. Bicycle sharing programs have existed in other cities worldwide for more than 40 years. Denver experienced recent success with the launch of bicycle sharing program and San Francisco is in the process of launching its own program this year.

Denver's program called the Denver B-cycle program launched in April 2010. It was the first large-scale municipal bike sharing system in the United States. It is run by a local non-profit who works closely with the City and business community to ensure the program succeeds.



The B-cycle program now operates more than 500 bikes. To obtain a bike, users walk directly to the B-cycle they want to ride, press a button, tap their B-cycle card, and a bike is released.

In San Francisco, the Bay Area Air Quality Management District (BAAQMD) is planning a pilot bike-sharing program that will include the cities of San Jose, Mountain View, Palo Alto, Redwood City and San Francisco. The service will focus on serving customers of the Caltrain commuter rail system. The initial goal is to deploy 1,000 shared-use bicycles at up to 100 kiosks, with half of them in San Francisco.

Getting It Done

If these cities can do it, so can we. The City's Bicycle Master Plan highlights downtown and our beach communities as excellent candidates for bike-sharing programs. As Mayor, I will work with SANDAG, our business community and other regional leaders to develop a bike-sharing program capable of serving the needs of commuters, tourists and recreational users throughout our region. Our bike-sharing program will also make existing transit systems like the trolley and COASTER more attractive alternatives to driving. I will also reach out to our sports innovation industry to secure some of the funding we need to operate our program. Funding could be provided in exchange for advertisements on bikes or bike racks.



Sharrows and Innovative Lane Markings

Cities all over the world have responded to bicycle safety concerns with intuitive, low-cost ideas. One idea is the sharrow, which is being employed in many areas including Downtown San Diego. Sharrows are street markings intended to help bicyclists position themselves away from parked cars, to avoid being struck by suddenly-opened car doors, and to alert other road users to expect bicyclists to occupy travel lanes. These markings will also be used in situations where it may not be obvious where bicyclists should be riding, such as at intersections with multiple turn lanes.



Other cities, like Los Angeles and New York, are experimenting with painting bike lanes different colors to help drivers recognize the difference between shoulders and dedicated bike lanes. Widespread implementation of ideas like these will help reduce the number of injuries and fatalities resulting from cars colliding with bikes. Additionally, these markings increase awareness of existing bike lanes.

Getting It Done

Promenade for a Day

Cycling enhances our quality of life. On a bike, we are physically and emotionally engaged with the city. It allows us to slow down, stop anywhere and explore San Diego's unique communities. As Mayor, I want to give residents and Business Improvement Districts the ability to close off sections of roads on a temporary basis to cars. This will give a community a temporary public space open to pedestrians and bicycles. It also provides an incentive for people to embrace cycling as a mode of transportation in their community.



In Los Angeles CicLAvia events temporarily remove cars from 10 miles of streets. CicLAvia makes the streets safe for people to walk, skate, play and ride a bike. There are activities along the route. Shop owners and restaurants are encouraged to open their doors to people along the CicLAvia. The City and community leaders explore the CicLAvia model for adoption in San Diego.

Mayor's Cycling Task Force

San Diego has done an excellent job planning bicycle infrastructure needs for the future. The recommended bicycle network in San Diego's Bicycle Master Plan consists of approximately 878 miles of proposed Bike Lanes and Bike Routes, 40 miles of Bicycle Boulevards, and 7 miles of Cycle Tracks. The Plan also recommends 166 miles of paved multi-use paths. Now that the easy part is done, we need a Mayor who can identify funding sources and get these projects moving forward. I want to be that Mayor.

As Mayor, I will establish a Mayor's Cycling Task Force comprised of senior members of my administration and members of the cycling community. This Task Force will oversee my administration's efforts to identify and apply for federal and state funding opportunities.

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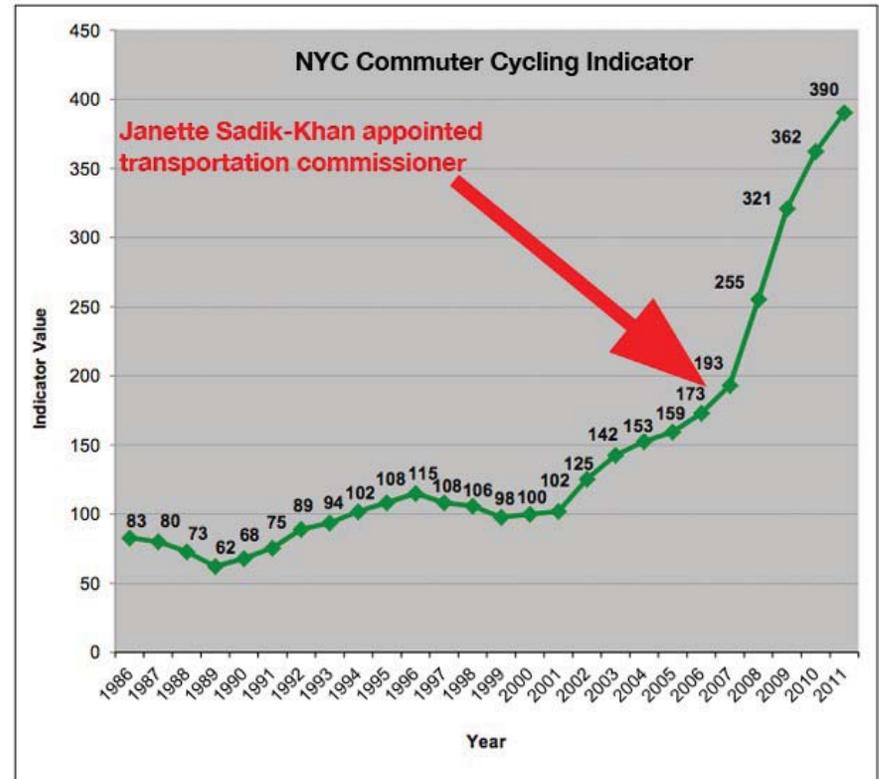
Getting It Done

Measuring Our Results

You can't improve what you can't measure. Therefore, in order to help my administration understand which programs are working and which policies are actually increasing bicycle ridership and safety, we will improve the City's data collection efforts related to bicycles. Putting together a Bicycle Metrics Program shouldn't be difficult; all we have to do is follow in the footsteps of cities already doing it like New York and San Francisco. San Francisco publishes periodic report cards to document the city's progress towards increasing bicycle ridership. New York City prepares an annual report called the Commuter Cycling Indicator, which presents data trends going back as far as 1980. As Mayor, we will produce an annual report that outlines the City's progress towards our safety and ridership goals.

Publish a Regional Bike Map / Mobile Application

As Mayor, I will work with SANDAG and local leaders to publish a regional bike map. The map will outline our existing bike paths, trails and routes. It will also contain information related to bike infrastructure such as bike share programs, lockers and other amenities. In order to make the map more accessible we will publish a mobile application version of the map.



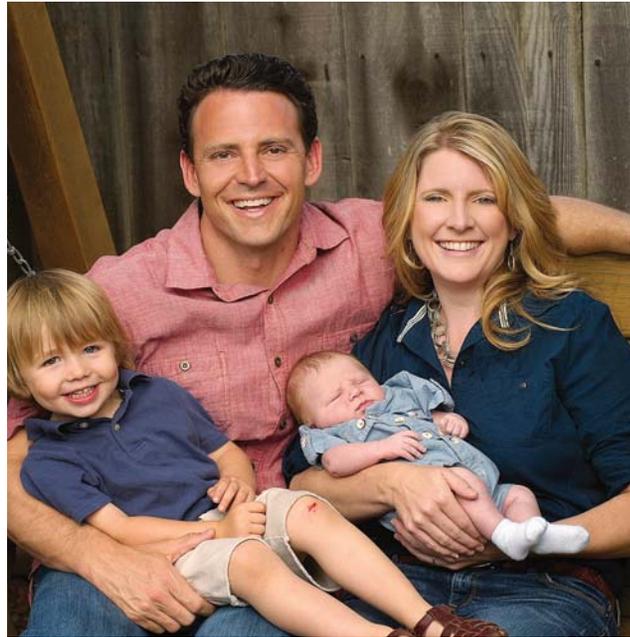
ABOUT ASSEMBLYMAN NATHAN FLETCHER

Creating New Transportation Options for San Diego

San Diego faces unprecedented challenges: continuing cuts in basic city services, a pension debt that threatens even deeper cuts, a local economy still reeling from the national recession, and - most importantly - a loss of public trust and confidence in city government. San Diego's future depends on attracting and growing innovative businesses that provide high-paying jobs. A stronger local economy will generate additional revenues to support quality city services.

San Diego needs new energy, a new vision, and a new generation of leadership that gets things done. As San Diego's next mayor, Nathan Fletcher offers fresh ideas, proven problem solving and the courage to take on San Diego's toughest problems.

In just his first term in the State Assembly, Fletcher had twenty-one pieces of legislation signed into law, including bills relating to veterans, job creation, water infrastructure, pension reform, modernization of state government, health care, and public safety. He was also instrumental in passing tax reform that will help create thousands of new California jobs, including many in the biotech and high-tech industries located in the San Diego region.



The Chelsea King tragedy exposed the need for real reform of the criminal justice system. For years, partisan differences had derailed real solutions. Nathan Fletcher took a different approach. **He worked across political lines to achieve historic protections for our children with Chelsea's Law, including a true one-strike penalty for violent sexual offenders** and sweeping reforms of the parole system.

Before his election to the California State Legislature, Nathan Fletcher served in the U.S. Marine Corps for ten years, working in counterintelligence in the Horn of Africa and the Near East, earning the Joint Service Commendation Medal and Global War on Terrorism Expeditionary Medal. Prior to that, he served in the Sunni Triangle region of Iraq, earning the Navy/Marine Corps Achievement Medal with Combat "V" for valor, among others.

Assemblyman Fletcher lives in San Diego with his wife Mindy, sons Zach and Caleb, and two dogs - Jagger and Rez.



Paid for by Fletcher for Mayor 2012
4079 Governor Drive #329, San Diego, CA 92122

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