



FOR IMMEDIATE RELEASE

Monday, Aug. 10, 2020

VIDEO LINK: youtu.be/yftQhAaUgFI

City of San Diego Rolls Out ‘Better by Bike’ Blog to Promote Bicycling, Clean Air Goals

NEW WEBPAGE FEATURES BIKE INFRASTRUCTURE PROJECTS, BICYCLING RESOURCES AND PROFILES OF LOCAL BIKE RIDERS

SAN DIEGO – With the growing popularity of bicycling during the COVID-19 pandemic, the City of San Diego is launching a new blog to help residents access bike routes and maps, bicycle repair tips, training resources for new riders and ways to connect with the bicycling community. The Better by Bike [blog](#) also features progress updates on bike infrastructure projects around San Diego.

[Better by Bike](#) is an outreach and education effort launched by the City in May 2020 to encourage more San Diegans to consider commuting by bicycle. The City’s [Climate Action Plan](#) calls for an increase in commuter bicycling, especially in communities near major transit stops.

Bicycle sales have spiked across the United States during the pandemic, with San Diego being no exception. Reduced vehicle traffic on the roads has allowed for infrastructure projects to continue, including new buffered bike lanes added to a busy stretch of North Harbor Drive. The City also recently launched a [Slow Streets](#) program to provide more space for bicycling and walking on public streets.

A section of the blog focused on rider spotlights, with a Q&A format, features San Diego residents who commute by bicycle or just ride for fun. San Diego native and basketball star Bill Walton, also an avid cyclist, is one of the featured riders. Updates to the blog are planned on a regular basis.

Better by Bike is also providing opportunities for people to connect virtually and safely explore their neighborhoods through activities like the Mid-City [Scavenger Hunt](#). Organized in conjunction with San Diego County Bicycle Coalition, the scavenger hunt kicks off Wednesday, Aug. 12. Bicycle riders can sign up to compete in challenges using the Scavify app, visit local businesses and points of interest, and then share their photos on social media.

As scavenger hunt participants complete more challenges, they’ll have more chances to win prizes. Shops, restaurants and businesses can register through Thursday, Aug. 20. Challenges are designed to limit in-person interaction and all participants must adhere to public health guidelines.

Grant funding for Better by Bike is provided by the Energy Foundation through the Bloomberg Philanthropies [American Cities Climate Challenge](#). San Diego is one of the 25 winning cities in the Climate Challenge, which is helping cities set and surpass ambitious climate goals.

Join the fun by sharing photos of your ride on social media using the hashtag #BetterbyBike and visit sandiego.gov/betterbybike.

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