



April 9, 2026

Honorable Mayor Todd Gloria
& Honorable City Council Members
202 C Street
San Diego, CA 92101

Subject: Bringing Bikeshare to San Diego

Dear Mayor Gloria and City Council Members,

The San Diego Mobility Board urges the City of San Diego (“City”) to take a leading role in establishing a regional, docked e-bike share network across San Diego County. As the cultural, economic, and population center of the region, the City’s participation would send a clear signal to neighboring jurisdictions that coordinated action on this initiative is a priority. While we acknowledge the City’s structural budgetary constraints, there are proven avenues for funding such a program that would require little to no taxpayer subsidies or impact to the City’s general fund.

San Diego is one of the largest metropolitan regions in the United States without a modern, integrated bike share system. A regional, docked e-bike share network is an affordable, economically beneficial investment in mobility, workforce access, and regional competitiveness. It directly advances the City’s Vision Zero goals, Climate Action Plan, mode shift targets, and first-mile/last-mile connectivity objectives, while supporting communities of concern where rates of car ownership are lower.

Funding Opportunities

Successful e-bike share systems require public investment, as no form of transportation is self-sustaining without subsidy. However, the economic return, including increased sales tax revenue, reduced traffic congestion, and reduced wear and tear to City infrastructure, is well-documented. Moreover, as stated above, the public investment does not necessarily have to fall solely to the City, with many proven public/private/sponsorship models around the country from which to learn and implement best practices. The Mobility Board supports the creation of a regional alliance to pursue a diversified funding model, including, but not limited to:

1. Corporate Title Sponsorship: Multi-year agreement with a major brand (e.g. CitBike, BikeTown, Bike Share Toronto + Tangerine).
2. Advertising Revenue at Stations - Subject to jurisdictional advertising regulations.
3. Public-Private Partnership: Infrastructure developer and investor(s).
4. Grant(s): Active Transportation Program (ATP), Clean Mobility Options (CMO), Congestion Mitigation and Air Quality Improvement (CMAQ) etc.
5. Operator Financing: Direct capital participation from the selected vendor.
6. Employer & University Subsidies: Bulk membership pricing and distribution to promote better commuting, traffic, and parking outcomes.
7. Strategic, Dedicated Public Funding: Strategic local investment aligned with mobility goals, especially in Communities of Concern.

Why the City Should Lead

A fragmented, city-by-city approach increases costs and reduces usability. Regional collaboration under a unified model strengthens the region's negotiating position for funding and reduces duplication of efforts. The City of San Diego's early commitment to this would:

- Anchor the regional coalition and encourage other jurisdictions to participate;
- Establish a single coordinated procurement and contracting process;
- Create one interoperable system across participating jurisdictions; and
- Strengthen the region's competitive position for state and federal grant funding.

Equity, Safety, and Climate Alignment

Transportation is the largest contributor to greenhouse gas emissions in San Diego County. A regional docked e-bike share system directly supports the City's adopted Climate Action Plan and mode shift commitments. We also recommend the program include:

- Equitable station siting in Communities of Concern, where mobility options are most needed;
- Affordable pricing programs, with additional subsidies for CalFresh recipients and other qualifying individuals;
- Safety education through League Certified Instructors and community outreach with trusted local partners; and
- Low- or no-cost helmet distribution through employers, universities, and other partners.



San Diego has the climate, density, transit infrastructure, and institutional partners to support a successful regional docked e-bike share system.

The Mobility Board respectfully urges the Mayor and City Council to:

- Pursue ATP Cycle 8 and other available grant funding,
- Reform [SMDC 83.0308](#), specifically waiving operator permit fees, removing overly restrictive geofencing requirements, and loosening parking restrictions in key areas (including schools, hospitals, and transit hubs),
- Take the steps necessary to ensure San Diego leads this regional effort.

Sincerely,

A handwritten signature in blue ink, appearing to read "Daniel Reeves", is written over a light blue horizontal line.

Daniel Reeves

Chair

City of San Diego Mobility Board

Cc: Chida Warren, Director, Office of Boards and Commissions
Heidi Vonblum, Director, Planning Department