



News from  
**Councilmember Todd Gloria**

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City of San Diego ▪ District Three

**MEDIA RELEASE**

For immediate release: September 29, 2011      Contact: Katie Keach, 619-235-5268

**Councilmember Gloria Launches New Police Bike Team in Hillcrest**  
*Local Businesses Donated Funds for Two Police Bicycles*

*SAN DIEGO, CA (September 29, 2011)* – Councilmember Todd Gloria today joined the San Diego Police Department and Hillcrest business owners and neighbors to launch a new police bicycle team for the community. Building on the success of the police bike team he helped initiate in North Park in 2010, Councilmember Gloria approached Police Department leadership about starting a similar team in Hillcrest’s business district.

Starting September 22, one sergeant and four officers use bicycles to patrol the business district of Hillcrest Wednesdays through Saturdays from 5:00 p.m. – 3:00 a.m. Two additional officers will join the team upon delivery of new bicycles purchased by local business owners.

“The creation of Hillcrest Bike Team demonstrates what is possible when businesses and neighbors partner with the City,” said Councilmember Gloria. “This will help ensure crimes are addressed and help create a better atmosphere for residents and visitors along University Avenue.”

With Police Department funds in short supply, Councilmember Gloria contacted the Hillcrest Business Association (HBA) to help raise money for two additional bicycles. HBA responded quickly and raised \$3,000 from its members. Donors included Nick Moede of Rich’s, Sean Cute of Ruby Room, Johnathan Hale of Hale International Media, Inc., and Chris Shaw of Urban Mo’s.

“I am encouraged by the support that Hillcrest businesses are providing,” said Benjamin Nicholls, Executive Director of the HBA. “This is a great example of the many ways that Hillcrest businesses work directly with the police to protect our community and make Hillcrest a safe place to live and work.”

Ongoing involvement of the business community will be helpful in ensuring the bike officers are present and aware of specific concerns. This is the latest of Councilmember Gloria’s efforts to strengthen public safety, which also included the return of community relations officers to District Three in 2009.

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