

## GOALS, OBJECTIVES AND POLICY ACTIONS

### Goals

Goals provide the context for the specific objectives and policy actions discussed in the Bicycle Master Plan. The goals provide the long-term vision and serve as the foundation of the plan. Goals are broad statements of purpose that do not provide specific descriptions. Objectives are more specific statements of purpose, and policy actions provide a bridge between general policies and actual implementation guidelines, which are provided in Chapters 7 and 8.

#### ***Goal 1: Promote Bicycle Transportation***

Make bicycle travel an integral part of daily life in San Diego, particularly for trips of less than five miles, by implementing and maintaining a bikeway network, providing end-of-trip facilities, improving bicycle/transit integration, encouraging bicycle use, and making bicycling safer.

#### ***Goal 2: Increase Bicycle Transportation***

Make San Diego a model community for alternative transportation by aiming for a 10 percent mode share of all utilitarian trips to be made by bicycling by the year 2020.

#### ***Goal 3: Improve the Local and Regional Bikeway Network***

Identify an integrated system of bicycle lanes, routes and paths along with support facilities such as bicycle lockers and racks to serve local and regional commuting and recreational bicyclists.

#### ***Goal 4: Increase the Benefits of Bicycling***

Identify and implement a network of bicycle facilities to accommodate non-motorized travel that will reduce vehicle use, improve air quality, and provide health benefits.

### Objectives

The following objectives address these goals in detail. More detailed plans for implementation of these goals and objectives are contained in Chapters 6 and 7.

#### ***Objective A:***

***Implement the Bicycle Master Plan, which identifies existing and future needs, and provides specific recommendations for facilities and programs over the next 20 years.***

##### Objective A Policy Actions

1. Fund and maintain the existing City bicycle project manager and bicycle coordinator positions and pursue adequate staff to ensure plan implementation.
2. Update the Plan periodically as required by Caltrans to reflect new policies and/or requirements for bicycle funding.
3. Coordinate with other cities, SANDAG, schools, and community organizations to review and comment on bicycle issues of mutual concern.

4. Regularly monitor bicycle-related accident levels, and seek a significant reduction in bicycle accident rates over the next twenty years.
5. Create a Bicycle Advisory Committee that will coordinate with various City agencies, schools, neighboring cities, San Diego Association of Governments and community organizations, and will advise on bicycle issues.

**Objective B:**

***Identify and Implement a network of bikeways that are feasible, fundable, and that serve bicyclists' needs, especially for travel to employment centers, schools, commercial districts, transit stations, and institutions.***

**Objective B Policy Actions**

1. Develop a bikeway network that is continuous, closes gaps in the existing system, and serves important destinations
2. Develop a bikeway network that provides connections to bikeways in other cities.
3. Expand upon the existing destination-based signage system for the bikeway network.
4. Coordinate and offer assistance to community planners and developers to ensure appropriate bicycle connections are planned, constructed, and maintained.
5. Evaluate the impacts on bicycle travel and integrate bicycle facility improvements into proposed roadway and development projects as part of the project review process.
6. Implement bicycle facilities based on a priority program that considers existing deficiencies, safety, commuting needs, connectivity of routes, and community input.
7. Identify a network of Class I bicycle facilities along public easements, railways, and utility easements that accommodate a wide range of user ages and abilities.
8. Recognize that bicyclists use all City roadways. Design future roadways to accommodate bicycle travel. Carry out routine maintenance of roadways, eliminate hazards to cyclists, and attempt to upgrade existing roadways to enhance bicycle travel, including upgrading on-demand traffic signals to detect bicycles.
9. The removal of any Class I, II, or III bikeway facility within the City of San Diego shall not occur once established unless a suitable alternative bikeway is established in its place.

**Objective C:**

***Maintain and improve the quality, operation, and integrity of the San Diego bikeway network and roadways regularly used by bicyclists.***

**Objective C Policy Actions:**

1. Undertake routine maintenance of bikeway facilities, such as sweeping streets regularly traveled by bicyclists and other designated bikeways. This will include paint and striping, signage, pavement surface maintenance, tree trimming, and other facets of maintaining the operational integrity of the bikeway network.
2. Coordinate roadway improvements to provide reasonable alternate routes if necessary and minimize disruption for cyclists.

3. Coordinate roadway improvements so that bicycle facilities are not reduced or eliminated in construction zones and are maintained or incorporated into future improvements in order to maintain the existing local and regional bicycle network or provide reasonable alternatives.
4. Ensure that detours through or around construction zones are designed safely and conveniently, and are accompanied with good signage for cyclists and motorists.
5. Develop a procedure to ensure that all trenchwork performed within City streets be inspected to ensure that pavement quality is restored to its original condition.
6. Employ effective traffic control devices, such as signal detectors, signage, and minimum green times along heavily used routes, in order to increase bicycle safety and facilitate ease of cycling.

***Objective D:***

***Provide short- and long-term bicycle parking and other bicycle amenities in employment and commercial areas, in multifamily housing, at schools and colleges, and at transit facilities.***

Objective D Policy Actions:

1. Impose bicycle parking requirements on new development projects as specified in the Municipal Code Sections 142.0525, 142.0530, and 142.0560 and any other applicable laws
2. Install short- and long-term bicycle parking in the public right-of-way.
3. Develop and adopt bicycle storage standards for implementation at major employment centers, schools, transit centers, park-and-ride lots, bus routes, shopping centers, stadiums, and public and semi-public recreational areas.
4. Include bicycling options in all Transportation Demand Management planning.
5. Support bicycle rental opportunities at San Diego and Mission Bays, Balboa Park, transit stations, key recreation destinations, and other locations.
6. Encourage and support bike stations and/or attended parking facilities at major events and destinations, such as transit stations, ballparks, concert venues, and convention facilities.

***Objective E:***

***Increase the number of bicycle-transit trips.***

Objective E Policy Actions:

1. Support and promote bicycle travel via the San Diego Transit bus system, the San Diego Trolley, the Coaster commuter rail service, Amtrak, and linkages with airports.
2. Coordinate with MTDB to provide and promote secure bicycle racks and lockers at transit stations.
3. Coordinate with MTDB to provide bicycle access both to transit facilities and on transit vehicles during the design of new transit facilities.
4. Encourage the operators of the Coronado Ferry to improve service during morning commute hours. Seek funds to expand this service.

**Objective F:**

***Develop and implement education and encouragement plans aimed at youth and adults. Increase public awareness of the benefits of bicycling and of available resources and facilities.***

Objective F Policy Actions

1. Develop and implement safe and effective adult and youth cycling programs.
2. Promote the health benefits of bicycling.
3. Promote and pursue funding programs for bicycle safety and education programs.
4. Support Transportation Demand Management programs at worksites to encourage commuters to bicycle to work.
5. Implement an effective bicycle registration program to deter bicycle theft.
6. Distribute a regularly updated San Diego Regional Bikeway map at local schools, bike shops, Chamber of Commerce, and other areas that will encourage cycling.

**Objective G:**

***Increase government and public recognition of bicyclists' equal right to use public roadways.***

Objective G Policy Actions

1. Provide bicycle education to City staff involved in decisions regarding transportation facilities. This would include, but not be limited to, traffic engineers, planners, field engineers, field inspectors, street maintenance personnel and parks and recreation staff.
2. Provide bicycle education for law enforcement personnel.
3. Seek funds for a public awareness campaign to increase public recognition and to educate the general public about the rights and responsibilities of bicyclists and motorists.