

2 Goals, Objectives, and Policy Actions

This chapter outlines the goals and objectives that will serve as guidelines in the development of the regional bicycle network and programs and that articulate a vision of an ideal future bicycling environment in the San Diego region. The basis of the Regional Bicycle Plan goals and objectives are derived from the RCP and RTP and were refined based upon information garnered over the course of this planning process, including through extensive public input, direction from the Bicycle-Pedestrian Working Group (BPWG) and SANDAG staff.

The RCP seeks to balance regional population, housing, and employment growth with habitat preservation, agriculture, open space, and infrastructure needs. A part of the vision espoused by the RCP is a transportation system that makes walking, biking and using transit more convenient and simpler. A related objective stated in the RCP is to create more bicycle-friendly and walkable communities consistent with good urban design principles. The RCP also recommends enhancing pedestrian and bicycle connections to transit as one action toward improving the regional transportation system.

2.1 Goals

The goals of the Regional Bicycle Plan describe the guiding principles and long-range vision for the region's bicycling environment.

Goal 1: Increase Levels of Bicycling throughout the San Diego Region

Increase bicycling for all trip purposes through consistent support of programs and infrastructure projects that address the five Es: Education, Encouragement, Enforcement, Engineering and Evaluation.

Goal 2: Support Vehicle Miles Traveled (VMT) Reduction

Support the integration of bicycle related policies and infrastructure improvements that lead to VMT reduction by converting a higher share of total intra and intercommunity trips to bicycle trips.

Goal 3: Encourage the Development of Complete Streets

Promote the integration of Complete Streets principles into roadway planning, design, and maintenance policies so that roadways safely accommodate all users, including bicyclists, pedestrians, transit riders, children, older people, and disabled people, as well as motorists.

Goal 4: Improve Bicycling Safety through Education and Enforcement

Improve bicycling safety by increasing education and training opportunities for cyclists, pedestrians, motorists and professionals whose work impacts the roadway environment, and by promoting enforcement of traffic laws to reduce bicycle related conflicts.

Goal 5: Increase Community Support for Bicycling

Increase community support for bicycling by supporting programs that raise public awareness about bicycling and encourage more people to bicycle.

2.2 Objectives and Policy Actions

Objectives are the intermediary steps toward attaining the goals of the Regional Bicycle Plan. Objectives are measurable and should be accomplished within a designated timeframe. Policy actions describe how policy-makers' and other decision-makers' will implement the plan's stated objectives.

Objective 1: Improve the connectivity and quality of the regional bicycle network

Policy Actions:

- Support bicycle improvement projects that close gaps in the regional bicycle network either by implementing specific projects recommended in the Regional Bicycle Plan or through other treatments.
- Ensure that the regional bicycle system includes a variety of off-street and on-street facilities that accommodate the needs and preferences of all types of bicyclists.
- Encourage local government bicycle projects that connect local facilities to the regional bicycle corridors.
- Promote consistent way-finding signage that directs bicyclists to destinations and increases the visibility of the regional bicycle network.

Objective 2: Provide policy direction and funding to assist local jurisdictions with bicycle planning and project implementation

Policy Actions:

- Update the Regional Bicycle Plan in coordination with the Regional Transportation Plan updates to provide continued direction, chart progress, and to respond to changing circumstances.
- Provide continued guidance on the use of bicycle-friendly designs and innovative treatments through updates to the bicycle design guidelines published in conjunction with the Regional Bicycle Plan and through other means of communication with local jurisdictions.
- Encourage reallocation of roadway rights-of-way to accommodate bicycling and bicycle facilities.
- Promote the preservation of bicycle access within all roadway rights-of-way, as well as the development of innovative, safety-enhanced on-street facilities, such as bicycle boulevards.
- Continue the *TransNet* funding program that directs funds to local governments to improve and expand bicycle facilities and programs throughout the San Diego region.
- Continue to mandate bicycle travel accommodations of all projects funded with *TransNet* revenue.

- Encourage local governments to conduct bicycle counts and assessments when any local land development requires a traffic impact study.

Objective 3: Support bicycle-transit integration to improve access to major employment and other activity centers and to encourage multimodal travel for longer trip distances

Policy Actions:

- Support the development of bicycle facilities that provide access to transit systems including San Diego Metropolitan Transit System (MTS) buses and trolleys, North County Transit District (NCTD) buses, Coaster and Sprinter commuter rail services, and other major transit hubs.
- Facilitate multimodal transportation cooperation with local and regional transit agencies to ensure bicycles can be accommodated on all forms of transit and that adequate space is devoted to their storage on board whenever possible.
- Encourage transit agencies to promote and maintain convenient and secure short-term and long-term bike parking facilities – racks, on-demand bike lockers, in-station bike storage, and staffed bicycle parking facilities – at transit stops, stations, and terminals.
- Develop and administer access to on-demand regional bike lockers that are accessible using the Compass Card, a “smart card” fare payment card that allows users to access a variety of transit modes administered by multiple agencies.
- Promote bicycle-friendly development activity and support facilities, such as bicycle rental and repair, around transit stations.
- Provide current and relevant information to cyclists regarding bike parking opportunities located at transit stations through a variety of formats.

Objective 4: Ensure the provision of convenient and secure bicycle parking and support facilities region-wide

Policy Actions:

- Establish bike parking standards.
- Encourage local jurisdictions to install short-term, long-term and high capacity bicycle parking within the public right-of-way and on public property.
- Encourage local jurisdictions to adopt model bike parking ordinances.
- Encourage local jurisdictions to create policies or incentive programs that incentivize building owners and employers to provide showers and clothing lockers along with secure bike parking in areas where employment density warrants.

- Provide current and relevant information to cyclists regarding bike parking opportunities throughout the region through a variety of formats.
- Develop a bike sharing program with distribution stations located in major employment and other activity centers throughout the region.

Objective 5: Institutionalize Complete Streets principles in roadway planning, design, and maintenance policies

Policy Actions:

- Develop a region-wide Complete Streets policy and guidelines manual.
- Encourage local jurisdictions to adopt a Complete Streets policy to be included in their General Plan.

Objective 6: Increase education, encouragement, enforcement, and performance monitoring and evaluation programs

Policy Actions:

- Support programs that educate the bicycling and general public about bicycle operation, bicyclists' rights and responsibilities and lawful interactions between motorists and cyclists.
- Provide Complete Streets training to transportation-related professionals.
- Support marketing and public awareness campaigns aimed at promoting bicycling and/or improving safety.
- Expand Bike to Work Month promotional activities and events.
- Support encouragement programs aimed at increasing bicycle trips by providing incentives, recognition or services that make bicycling a more convenient transportation mode.
- Develop a bike sharing program that supplies key locations throughout the region with public rental bicycles and support facilities.
- Encourage enforcement efforts that target unsafe bicyclist and motorist behaviors and enforce laws that reduce bicycle/motor vehicle collisions and conflicts.
- Encourage local jurisdictions to monitor and evaluate progress toward becoming bicycle-friendly by establishing advisory committees, staffing bicycle coordinator positions and by evaluating bicycle master plan implementation.
- Monitor and evaluate the San Diego region's bicycling efforts by implementing a regional annual evaluation program that includes: collecting bicycle and pedestrian count data; conducting a regional non-motorized travel survey; and generating an annual report on the state of non-motorized transportation in the region.