



PROJECT PURPOSE



1. Improve travel between San Diego neighborhoods within the Uptown area and connect to Old Town, Mission Valley, Downtown San Diego, North Park, and Balboa Park.
2. Create inviting and convenient bicycle corridors that link key community destinations, including schools, parks, transit, and commercial centers.
3. Feature design elements that enhance the bicycling and pedestrian experience, and benefit all street users and neighborhood businesses.

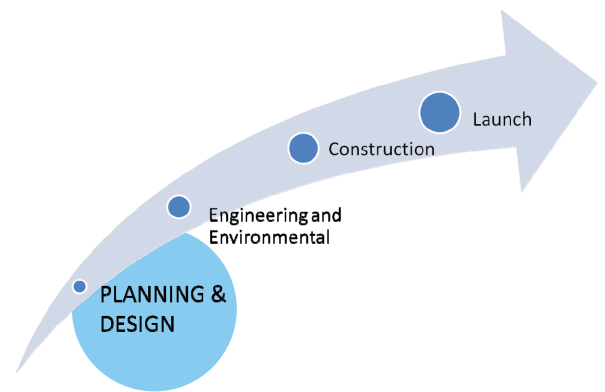
COMMUNITY INVOLVEMENT

During the planning phase of the project, SANDAG is working closely with the community and the City of San Diego to refine the project alignments and design.

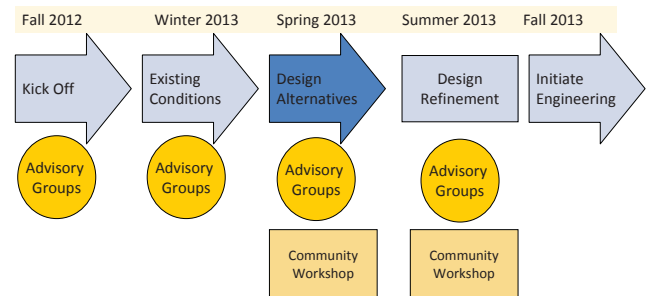
Community Advisory Group provides in-depth input on the project and serves as the community liaison from kick-off to completion of the project planning and design phase. The group is meeting at four times at key project milestones.

Community Meetings/Workshops offer the entire community opportunities to learn more about the project in more detail and to provide input.

COLLABORATIVE DESIGN PROCESS



Design Process Diagram

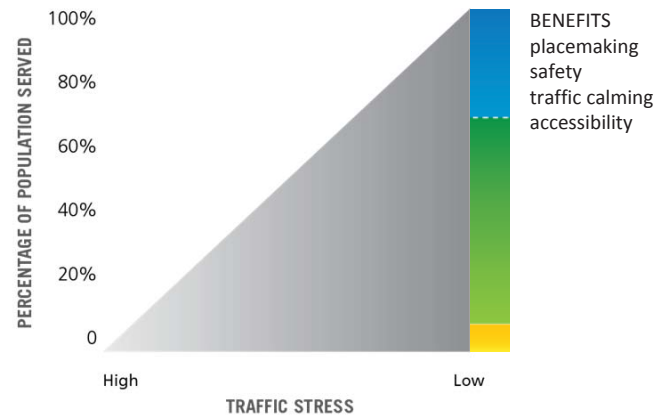


Project Phases Diagram



EVERYDAY PEOPLE, EVERYDAY TRIPS

Research suggests that a large number of people consider themselves "interested but concerned," or willing to ride if they feel safe and comfortable. Projects should benefit as many people as possible—even those who will never ride a bike. *Can people of all ages get to the park or school, or a neighborhood restaurant, or to the store to buy some milk?*



TRAFFIC STRESS CONDITIONS



High Stress
Mira Mesa Boulevard, San Diego



Medium Stress
University Avenue, San Diego



Low Stress
Broadway, Long Beach



Low Stress
Greenway, Long Beach



DESIGNS FOR LOW STRESS STREETS

CYCLE TRACKS



BIKE BOULEVARDS





ECONOMIC DEVELOPMENT AND BICYCLE INFRASTRUCTURE

LOCAL EMPLOYMENT & JOBS



Boulder, CO: Supports at least 330 full time bicycle industry jobs & economic activity exceeded \$52M in 2010. Source: Community Cycles Economic Survey, 2011



Nationwide: On an average, every \$1M spent on bicycle infrastructure helped create 11.4 jobs compared to 7.8 jobs for road-only infrastructure jobs. Source: Pedestrian & Bicycle Infrastructure: A National Study of Employment Impacts

RETAIL SALES



Portland, OR: Average bicyclist spends \$75.66/month while a automobile driver spends \$61/month. Source: "Business Cycles: Catering to the Bicycling Market", 2012



New York, NY: Protected bike lanes on 8th and 9th Ave led to 49% increase in retail sales for locally based businesses compared to 3% borough-wide. Source: Measuring the Street, 2012



Memphis TN: Temporary bicycle lanes and promise of permanent facilities in Broad Ave Arts District & Overton Broad Connector has attracted nearly \$6M in private investment including 15 new businesses & renovation of 30 properties. Source: Livable Memphis, 2012



San Francisco, CA: For the Valencia Street Bike Lane Project, nearly two-thirds of merchants (65%) reported bicycle lanes have had an overall positive impact on their business and/or sales and 56% of merchants felt that bike lanes help local residents do more of their shopping locally. Source: Economic Effects of Traffic Calming on Urban Small Businesses, 2003

PROPERTY VALUES



Delaware: Dedicated bicycle paths within 50 meters (164 feet) increases property values by about \$8,800. Source: Property Value/Desirability Effects of Bike Paths Adjacent to Residential Areas, 2006



Portland, OR: Homes located on a bicycle boulevard are worth \$5,757 more than homes that are not. Source: "Valuing Bike Boulevards in Portland through Hedonic Regression" 2008