



SAN FRANCISCO BICYCLE COALITION

2012–2017 Strategic Plan



OVERALL GOAL

**BY 2017,
AT LEAST HALF OF
SAN FRANCISCANS
WILL BICYCLE
OCCASIONALLY,
AND AT LEAST
ONE-QUARTER
WILL BICYCLE
FREQUENTLY OR
AT LEAST A FEW
TIMES PER WEEK.**

GOAL 1



**THROUGH OUR
CONNECTING THE CITY
CAMPAIGN, UPGRADE,
EXPAND AND CONNECT
OVER 50 MILES OF BIKEWAYS,
NEIGHBORHOOD GREENWAYS
AND OTHER CONNECTIONS
THROUGHOUT SAN FRANCISCO,
TOWARD MAKING THEM
ATTRACTIVE AND
COMFORTABLE TO
PEOPLE OF ALL AGES,
FROM AN 8-YEAR-OLD
TO AN 80-YEAR-OLD.**

- ✪ 50 miles of expanded and improved bicycling network.
- ✪ 50 biking network hot spots upgraded, including routes linking schools to other destinations.
- ✪ Support strengthening of regional connections, including the Golden Gate Bridge, Bay Bridge and regional transit.
- ✪ Open more bicycle access on local and regional transit systems and bridges so that at least half of San Franciscans believe that it is easy and inviting to travel regionally by bike.
- ✪ Ensure repaving of 90 blocks per year, on average, of bike routes



GOAL 2

CATALYZE SAN FRANCISCANS TO TRY BIKING MORE OFTEN.



- ◉ Help create and sustain a citywide network of weekly, seasonal Sunday Streets routes that gets 50,000 people new or less familiar with biking, on a bike in San Francisco, and encourages 10,000 people to bike to work, school and other functional trips.
- ◉ Teach over 1,000 adults a year how to ride comfortably in San Francisco, offering culturally-appropriate instruction and resources in multiple languages across the city.
- ◉ Strongly support the successful launch and expansion of a robust bike sharing system.
 - ◉ Leverage successful bike share network to create or upgrade bikeways around the system.
 - ◉ Increase number of bicycling trips, introducing more people to biking.
- ◉ Encourage increased biking among San Franciscans under 18 with 5% biking frequently, and 25% biking occasionally.
- ◉ Induce 15,000 San Franciscans to try biking to school through Bike to School Day.
- ◉ Induce 100,000 San Franciscans to try biking to work through Bike to Work Day.



GOAL 3

INTEGRATE BIKING INTO MORE SAN FRANCISCANS' LIFESTYLES TO MAKE IT AS EASY AND COMPELLING AS POSSIBLE FOR PEOPLE TO BIKE MORE OFTEN.



- ◉ Help get significantly more attractive bike parking on public and private property for everyday commercial, residential, and employee use by expanding the toolbox and demand, and making the process easier.
 - ◉ Ensure that the City fulfills at least 75% of bike parking requests within three months.
 - ◉ Facilitate valet bicycle parking programs to reach 75,000 people.
 - ◉ Increase the number of bike corrals or equivalents to at least one per significant commercial district in the city.
- ◉ Help 5,000 parents and/or caregivers in all parts of the city begin and continue biking with their children, more often.
- ◉ Help 1,000 businesses in all parts of the city integrate biking more into their work and facilities.
- ◉ Ensure outreach and safety materials are distributed in at least three languages, in every district with culturally-appropriate outreach.
- ◉ Provide excellent support services to our members so that member rate of satisfaction with our Programmatic work is 90% or higher.
- ◉ Support the improved integration of bicycling and transit, including taxis, in San Francisco.
 - ◉ An increasing number of members combine bicycling and transit trips.
 - ◉ Support the implementation of easily-accessible, visible bike parking and sharing stations at and near major San Francisco transit hubs.



GOAL 4



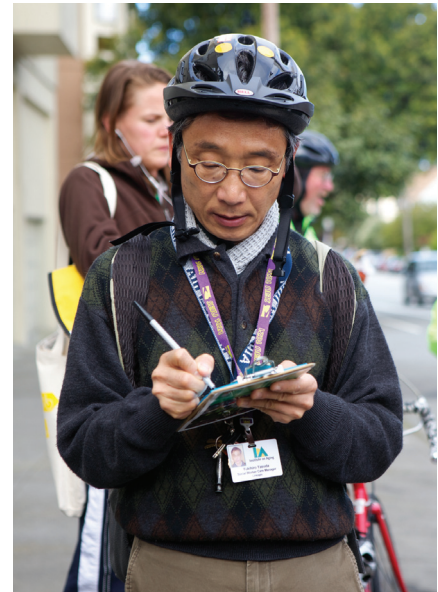
INCREASE (ACTUAL AND PERCEIVED) SAFETY OF BICYCLING ON SAN FRANCISCO'S STREETS BY WORKING WITH STREET USERS MOST LIKELY TO CREATE SAFETY ISSUES.

- ◉ Increase the awareness of people driving motorized vehicles of bicyclists' rights, with emphasis on educating frequent drivers, such as drivers of Muni, taxicabs, car shares, shuttle vans, City drivers and delivery trucks, and enforcement of laws against the most dangerous behaviors.
 - ◉ Reduce the rate of bicycle injury collisions per bicycle commuter by 10%.
 - ◉ Increase San Franciscans' awareness of bicycling as a legitimate form of transportation to 95%.
 - ◉ Increase the perception of the safety of bicycling in San Francisco to 60%.
 - ◉ Decrease significantly the frequency of encroachment into bike lanes and bikeways.
 - ◉ Ensure that the majority of frequent drivers directly receive information on respectful driving around people on bicycles.
 - ◉ Support the City to proactively and systematically reduce speeding on the most dangerous biking streets.
- ◉ Increase San Franciscans' awareness of their rights and responsibilities when on a bicycle via classes, outreach events and media campaigns.
 - ◉ Reach 10,000 annually through street outreach events and other events such as Sunday Streets.
 - ◉ One quarter of media articles about the SF Bicycle Coalition mention our safety and education work. And three articles a year are dedicated to coverage of our safety and education work.
 - ◉ Reach 100,000 annually through print and electronic communications.
 - ◉ Reach thousands annually through adult bicycle education, Freedom from Training Wheels, Safe Routes to School and other classes.



GOAL 5

INCREASE PUBLIC AND POLITICAL SUPPORT FOR BICYCLING.



- ✦ Increase clout and reach of organization through significantly building membership.
- ✦ Ensure 20% of SF Bicycle Coalition members participate in actively advancing our organization's priorities.
- ✦ Increase public recognition of the role of bicycling in improving San Francisco.
 - ✦ Increase to 85% the number of San Franciscans who believe that bicycling is good for the city.
 - ✦ Increase to 75% the number of San Franciscans who believe that the City should do more to support bicycling.
- ✦ Significantly increase the amount of funding dedicated to improving and increasing bicycling in San Francisco.





About the San Francisco Bicycle Coalition

With the mission of **promoting the bicycle for everyday transportation**, the San Francisco Bicycle Coalition works in partnership with government and community agencies to create safer streets and more livable communities for all San Franciscans.

With **12,000 + members**, the SF Bicycle Coalition is the largest city-based bicycle advocacy group in the nation and one of the largest membership-based groups in San Francisco.



sfbike.org

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