



---

June 9, 2021

Mayor Todd Gloria  
City Administration Building  
202 C Street, 11th Floor  
San Diego, CA 92101

**SUBJECT: Requested Funding for Final Adopted Budget**

Dear Mayor Gloria and City Council,

On behalf of Circulate San Diego, whose mission is to create excellent mobility choices and vibrant, healthy neighborhoods, I am writing with recommendations for the Final Adopted Budget for FY 2022.

The Mayor's May Budget Revise includes significant investments in Vision Zero and Complete Streets. These investments will bring us towards a safer and more equitable San Diego that provides real transportation options to a significant portion of its residents. They will also bring us closer to the mode shift goals contained in San Diego's Climate Action Plan, which are essential for meeting our greenhouse gas emissions reductions targets.

In particular, Circulate San Diego commends the Mayor's administration for including funding for new and improved sidewalks, the creation of a STAT team to install pedestrian and bicycle improvements citywide, the prioritization of communities of concern with "Sexy Streets" funding, traffic calming measures, and continued improvements to the City's bicycle network. Many of these investments meet or exceed the amounts that Circulate San Diego requested in its December budget letter.<sup>1</sup>

However, the budget lacks some funding for critical items that Circulate requested in its December budget letter, and funding for "Sexy Streets" lacks a commitment to Vision Zero principles.

**"Sexy Streets" Funding Lacks Specificity**

The "Sexy Streets" funding is welcome, both for its size and in the spirit of making street improvements exciting. However, the proposals as-written remains vague on Vision Zero principles.

The May Budget Revise suggests that "Sexy Streets" funding will be spent on a broad set of possible activities, including "traffic calming and congestion improvements, new sidewalk connections, necessary sidewalk repairs, streetlights, new and upgraded bicycle infrastructure, as well as investments

---

<sup>1</sup> "Recommendations for Councilmember Budget Priority Memoranda for FY 2022," CIRCULATE SAN DIEGO (December 21, 2020), available at [https://www.circulatesd.org/letter\\_recommendations\\_for\\_councilmember\\_budget\\_priority\\_memoranda\\_for\\_fy\\_2022](https://www.circulatesd.org/letter_recommendations_for_councilmember_budget_priority_memoranda_for_fy_2022).

in our stormwater system.”<sup>2</sup> However, the Mayor’s initial budget proposal identifies the “Sexy Streets” as funding primarily overlay, slurry seal, and road reconstruction.<sup>3</sup> It is unclear from the May revise on how much of “Sexy Streets” spending will contribute to the City’s Vision Zero goals.

The Final Adopted Budget should require that each “Sexy Streets” project include dedicated right of way for both bicyclists and pedestrians. This requirement will ensure a measure of safety to all road users, and advances San Diego’s mode share goals.

### **Bus Lane Funding is Essential for Boosting Ridership and Reliability**

In order to encourage additional transit ridership, buses must be fast, reliable, and frequent. Bus lanes allow that to happen by separating buses from traffic. Circulate San Diego reaffirms its request that the City allocate \$100,000 to new bus lanes in the Budget.

### **Vision Zero Outreach Efforts**

Education and outreach are critical components of Vision Zero. Sharing information not only raises awareness of Vision Zero, but also inspires individuals and institutions to change their behavior on the streets. In the FY 2020 adopted budget, Mayor Kevin Faulconer included \$100,000 for education funding as part of his Vision Zero efforts.<sup>4</sup> The FY 2022 budget from the new administration should offer at least that much. Circulate San Diego reaffirms its request that the city allocate \$250,000 for Vision Zero education and outreach.

### **The Downtown Mobility Plan Still Requires Additional Funding**

The May Budget Revise newly included \$4.5 Million in Developer Impact Fees for the construction of bicycle as a part of phases 2 and 3 of the Downtown Mobility Plan.<sup>5</sup> This is a welcome addition to the budget. However, it appears that the greenways included in Phases 2 and 3 remain unfunded. The City should ensure that the Downtown greenways are fully funded to encourage a walkable and livable Downtown.

### **Mode Shift Incentive Program for City Employees – TDM**

The City has the opportunity to lead by example to a more environmentally sound future by offering its own employees incentives for changing the way that they commute. A Transportation Demand Management (TDM) program could offer benefits to employees, including paid time off, free transit passes, and other benefits within the City’s control. The City’s leadership on this issue could generate mode shift within the City workforce, and lead the way for other employers to implement their own TDM programs. Circulate San Diego reaffirms its request that the City allocate \$50,000 to a TDM program for City employees.

---

<sup>2</sup> City of San Diego FY 2022 Mayor’s May Revision to the Proposed Budget, p. 19, available at <https://www.sandiego.gov/sites/default/files/fy22-mayors-may-revision-to-the-proposed-budget.pdf>.

<sup>3</sup> City of San Diego FY 2022 Proposed Budget, p. 60, available at [https://www.sandiego.gov/sites/default/files/fy22pb\\_full.pdf](https://www.sandiego.gov/sites/default/files/fy22pb_full.pdf).

<sup>4</sup> City of San Diego FY 2020 Adopted Budget, p. 45, available at [https://www.sandiego.gov/sites/default/files/fy20ab\\_full.pdf](https://www.sandiego.gov/sites/default/files/fy20ab_full.pdf)

<sup>5</sup> City of San Diego FY 2022 Mayor’s May Revision to the Proposed Budget, p. 20, available at <https://www.sandiego.gov/sites/default/files/fy22-mayors-may-revision-to-the-proposed-budget.pdf>.

## Unarmed Civilian Transportation Enforcement

As a part of its December budget letter, Circulate San Diego requested that the City research and consider creating an unarmed diversion program or civilian transportation division responsible for all nonviolent traffic and transportation-related infractions. This program could reduce the number of confrontations with law enforcement, and emphasize a non-punitive approach to street safety.

## Conclusion

While the Proposed Budget makes many good investments, the City can and should make it better. By implementing these recommendations in the Final Adopted Budget, the City will make even more progress towards its Vision Zero and Climate Action Plan goals.

Sincerely,



Jesse O'Sullivan  
Policy Counsel  
Circulate San Diego



Kyle Heiskala  
Board President  
BikeSD

CC:

Councilmember Joe LaCava  
Councilmember Dr. Jennifer Campbell  
Councilmember Stephen Whitburn  
Councilmember Monica Montgomery Steppe  
Councilmember Marni von Wilpert  
Councilmember Chris Cate  
Councilmember Raul Campillo  
Councilmember Vivian Moreno  
Councilmember Sean Elo-Rivera  
Brittany Bailey  
Alyssa Mutto