

## **For Immediate Release**

### **Media Contacts:**

- Ginger Jui, Executive Director, Bike East Bay, (626) 660-8831, [ginger@bikeeastbay.org](mailto:ginger@bikeeastbay.org)
- Shiloh Ballard, Executive Director, Silicon Valley Bicycle Coalition, (408) 505-0879, [shiloh@bikesiliconvalley.org](mailto:shiloh@bikesiliconvalley.org)
- Emma Shlaes, Policy Director, Silicon Valley Bicycle Coalition, 650-703-1191, [emma@bikesiliconvalley.org](mailto:emma@bikesiliconvalley.org)
- Melissa Lewis, Communications Director, San Francisco Bicycle Coalition, 415-431-BIKE x308, [melissa@sfbike.org](mailto:melissa@sfbike.org)

## **Community Organizations and Companies Ask Bay Area Leaders to Make a Transformative Investment in Active Transportation**

Bay Area, CA (Oct. 23, 2019). Today 32 organizations sent a letter outlining a transformational regional strategy for active transportation and micromobility to decision makers throughout the Bay Area. Over the past several months, hundreds of organizations, businesses, and individuals came together to develop this road map for investment.

As Bay Area decision makers consider investment in transportation in the Bay Area, potentially including a region-wide transportation revenue measure, these organizations are asking that the priorities, projects, programs, and policies in the attached strategy letter receive priority.

The Bay Area is second only to the Los Angeles Metro area in traffic congestion. Each auto commuter spends an extra 100 plus hours in traffic each year costing individuals, businesses and governments countless lost hours, opportunities and dollars. Our region is expected to add 2 Million residents in the next 20 years, exacerbating the need to add sustainable transportation capacity as quickly as possible.

The organizations coming together to advance this strategy believe that transformational investment in people-first mobility over the next decade will result in a sustainable and equitable transportation system for the Bay Area. The goal of this strategic investment is that active modes including walking and biking make up 20% of trips by 2030.

With this suite of transformational investments, we could shift more than 500,000 daily commute trips to walking, biking and scooting trips at peak hours. If e-bikes comprise 200,000 of these trips at 9 miles (the average distance of an e-bike trip that replaces a car trip) and 300,000 are non-electric at 3 miles, then Bay Area roadways would see a reduction of 2.7 million vehicle miles traveled, per day. Annually, this represents a decrease of 702 billion miles traveled, which translates into a reduction of 625 billion pounds of CO2 emitted each year (or over 300,000,000 tons).

On behalf of the organizations signed below:

Albany Strollers & Rollers  
Bay Area Ridge Trail Council  
Bike Concord  
Bike East Bay  
Bike Fremont  
Bike Menlo Park  
Bike Walk Alameda  
Bikes Make Life Better  
California Bicycle Coalition  
Eisen|Letunic  
Friends of Alto Tunnel  
Friends of SMART  
Greenbelt Alliance  
Lime  
Lyft  
Marin County Bicycle Coalition  
Nancy Buffum Art  
Napa County Bicycle Coalition  
Office of Mayor Tom Butt (Richmond, CA)  
Rails-to-Trails Conservancy  
RideESSJ  
Safe Routes Partnership  
San Carlos Bikes  
San Francisco Bicycle Coalition  
Scoop Technologies, Inc.  
Silicon Valley Bicycle Coalition  
Sonoma County Bicycle Coalition  
SPUR  
Tony, President of Almaden Cycling Touring Club  
TRAC, Trails for Richmond Action Committee  
Waymo  
Winter Consulting Group