



*Creating excellent mobility choices and vibrant, healthy neighborhoods.*

**Circulate San Diego** is a result of the 2014 merger of WalkSanDiego and Move San Diego. While working in the same neighborhoods toward similar goals, the organizations saw an opportunity to better serve the San Diego region by coming together to advocate for more transportation choices in our communities. By combining WalkSanDiego's proven strategies and results, with Move San Diego's strength in public relations and policy, Circulate San Diego will work with local governments, SANDAG, the private sector, and citizens on the health, environmental, and economic benefits to driving less.

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### **Pro Bono Counsel**

Sheppard, Mullin, Richter  
& Hampton, LLP  
*Represented by John Ponder*

### **2014 Priorities**

- Lead Safe Routes to School projects in Santee, Encinitas, San Ysidro, and Lemon Grove
- Increase regional funding for transportation choices
- Initiate pedestrian safety campaign in San Diego
- Launch Urban Trails initiative, connecting San Diego's urban neighborhoods
- Co-host CircoSDias and Park(ing) Day
- Develop transit-oriented development policies and strategies

### **Programs**

- Community Engagement & Outreach for Public Mobility Projects
- Safe Routes to School Planning
- Complete Streets Planning
- Health Impact Assessments

### **Education, Advocacy & Coalition-Building**

- Regional Transportation Planning
  - > Transit
  - > Active Transportation
- Local Land Use
  - > Smart Growth
  - > Transit-Oriented Development
  - > Infrastructure
- MOVE Alliance



## Guiding Principles

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### *The Individual – People First*

**Freedom to Choose** – Communities should be designed to make the healthy and environmentally responsible choice the easy choice.

**Equity** – Decision-makers should focus on the well-being of people of all circumstances who may be impacted directly or indirectly by a transportation or land use decision.

**Civic Engagement** – Residents should be educated and empowered to make informed planning decisions.

### *The Community – Neighborhoods Worth Caring About*

**Freedom to Choose** – Neighborhood and community plans should lead to more complete neighborhoods served by attractive, complete streets and a choice of transportation modes.

**Equity** – Marginalized communities disproportionately impacted by poor transportation choices should be prioritized for infrastructure improvements that enhance access while preserving affordability.

**Opportunity** – Since transit-oriented, multi-family housing is likely to be the dominant growth form in the future, local governments should seize this opportunity to provide a diversity of housing, a mix of destinations, and excellent transportation connections.

### *The Region – Think Locally, Plan Regionally*

**Freedom to Choose** – The region's transportation spending strategy should focus less on short-term congestion relief and more on providing alternatives to automobiles.

**Equity** – Regional transportation projects should incentivize and support local efforts to extend opportunity and healthy environments to people of all means, ages, and abilities.

**Economy** – Regional transportation decisions should account for all costs and benefits, acknowledge long-term consequences, and maximize the public's return on investment.

**Health** – Improving public health should be a pillar of all regional projects, policies, and programs.

**Environment** – All regional initiatives should ensure progress toward a cleaner environment, preservation of open space, and lower greenhouse gas emissions.

## Goals

1. **Champion** human-scale land use, transportation, and placemaking strategies in the San Diego region.
2. **Connect** neighborhoods and people with a multi-modal transportation network that is appealing, convenient, and safe.
3. **Promote** increased funding and policies that support active transportation and healthy, sustainable neighborhoods.

## Why Our Work Is Important



It's expensive to own a car in San Diego! Coupled with the cost of housing, it's almost 50% of an average wage-earner's income.



Together the region plans to accommodate over 400,000 new homes in the next 3–4 decades, many of them near transit and urban centers.



We can conserve valuable resources, open space, and water when we build up our existing urban areas.



Public health (asthma, diabetes, and obesity) improves when more people walk, bike, and take transit.



Paradigms are changing. Young people are driving less, and people are living longer. People need more options to get around without driving.



Using placemaking strategies encourages more people to be more active.



It's time we take a stand to reduce pedestrian and bike deaths, by creating safer travel environments.

