

Padres Agree to Bicycle Parking Concept

Pedal to the Park announces 'Vote With Our Bikes' Campaign

Petco Park – July 3, 2007

In a meeting arranged last week by Padres General Manager of Petco Park Richard Andersen and the City of San Diego Ballpark Manager Tim Moore, a promising partnership was formed with area cyclists. Representing local bicycle interests were Kathy Keehan, Executive Director of SD County Bicycle Coalition, and Pedal to the Park founder Dave White.

The meeting was prompted by a growing realization by all parties that the current bicycle facilities in and around the ballpark are insufficient and losing ground on a growing downtown bicycle usage profile and forecast.

Artifacts illustrating current demand and a Coalition-derived parking system solution – demonstrated by the recent Pedal to the Park Stage 1 event – were reviewed. White noted that, at a recent Thursday afternoon game, 68 bicycles were counted around the perimeter of the ballpark, supported by a bike rack capacity of 22.

The Padres' question is: "How do we make major league memories for fans who ride a bicycle to Petco Park?"

The Coalition's answer is: "With a staffed, secure, hospitable, and conveniently located bicycle parking facility and service."

The handshake partnership was sealed with an agreement to form a working group to carve out the physical and operational details. Also during the pre-launch phase, the Padres will develop and conduct a public information campaign to get the word out. Joint commitment was made to roll out a pilot program bicycle parking service at Petco Park later this season, with full intent to continue with permanent service for all day games next season.

With the partnership formed, cyclists - as arguably the most urban-efficient, environmentally friendly and healthy form of short-haul personal transport - can be properly supported as a popular form of transportation to the ballpark.

White now asks for cyclists and baseball fans to grab their helmets and "Vote With Our Bikes" by registering for Pedal to the Park Stage 2 on Sunday September 16, 2007. A partial list of rewards includes:

- An inclusive and organized ride from Balboa Park to Petco Park, with a variety of route lengths and difficulties for cyclists of all abilities;
- Participants can either cycle or attend the game, or combine both activities;
- Half of excess proceeds go to San Diego's bicycle advocacy organization, SDCBC; the other half go to the TRS program for cyclists with disabilities – each are 501(c)(3) non-profits;
- Each participant will add to the vote count, to deliver a clear mandate for the cyclist lifestyle change being offered by the Padres.

<http://padres.com>

<http://sdcbc.org>

<http://pedaltothepark.com>