

# Walk + Bike

## CHULA VISTA

a program of the **City of Chula Vista Recreation Department**

[www.chulavistaca.gov/walkbike](http://www.chulavistaca.gov/walkbike)





**Walk + Bike**  
**CHULA VISTA**  
a program of the City of Chula Vista Recreation Department

Inaugural Halloween Glow Run 5K &  
Walk+Bike Chula Vista Art Contest  
Chula Vista Golf Course/Rohr Park

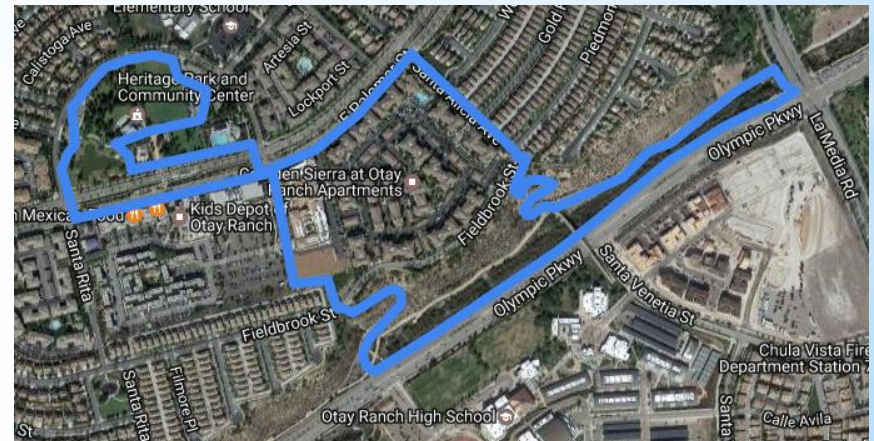


# Bi-monthly walks

May 2016 - March 2017

## Walks around 9 venues:

- Heritage Recreation Center
- J Street Marina
- Loma Verde Recreation Center
- Monte Valle Recreation Center
- Norman Park Senior Center
- Otay Recreation Center
- Parkway Recreation Center
- Salt Creek Recreation Center
- Veterans Recreation Center



# 20 Walks

Up to 17 attendees per walk



Heritage - March 15, 2017



Otay (OVRP) - August 11, 2016



Norman Park - July 28, 2016



# Walk This Way

## Pedestrian Training for Students

### 8 Sessions

- Loma Verde Rec. Center (summer camp)
- Monteville Rec. Center (summer camp)
- Harborside School (ped and bike education)



# Walk-Bike Spotlight

- Facebook
- Circulator



# Other Tasks

## Project Promotion and Outreach:

- Fairs
- Events
- Contests
- Social Media
- Incentives (T-shirt, stickers, key chains)





# Held rides, rodeos, adult educational classes



11-18-16 Harborside Elementary Rodeo



11-25-16 #OptOutside Ride



10-19-16 Smart Cycling Class

12 events total  
185 people reached  
so far!



# Collaboration with Third Avenue Businesses



1-14-17 Safe Cycles and Scoops ride

Wheel you be my valentine?  
Ride 2-11-17



# Bike light giveaway



11-13-2016

Gave away over 200 branded lights  
at Third Avenue Farmer's Market





**SUNDAY  
APRIL 30  
11AM-3PM**

**CICLAVISTA**  
WALK + BIKE

JOIN US FOR THE INAUGURAL

**CiclaVista 2017**

**THIRD AVENUE  
VILLAGE FROM E  
STREET TO H**

CiclaVista will close down the street for cars and open them up for people to walk, ride their bikes, and roll on skateboards, scooters, roller skates!

Walk your dog! Bring your kids! There will be live music, shopping, food and fun for all ages!

CiclaVista is the culminating event for Walk+Bike Chula Vista, a SANDAG-funded campaign designed to promote and encourage walking and biking throughout the City.



[www.chulavistaca.gov/walkbike](http://www.chulavistaca.gov/walkbike)

[www.facebook.com/walkbikechulavista/](http://www.facebook.com/walkbikechulavista/)

[www.ciclavista.com](http://www.ciclavista.com)





Recreation Department - Tim Farmer

Circulate San Diego - Jim Stone

San Diego County Bicycle Coalition - Andy Hanshaw

