

January 4, 2016

Hon. Kevin L. Faulconer, Mayor
City of San Diego
City Administration Building
202 C Street
San Diego, CA 92101

RE: DecoBike

Dear Mayor Faulconer:

This is the second time I have had to resort to communicating with you regarding the placement of DecoBike racks in Mission Beach. Just to refresh your recollection, the Mission Beach Precise Planning Board addressed this issue directly with you by letter dated July 24, 2015, in which the PPB explained in detail its opposition to the placement of DecoBike racks in Mission Beach and the reasons therefor. By letter of the same date, I addressed the matter on behalf of the Mission Beach Town council, expressing the same basic reasons for the Town Council's and community's opposition to the placement of DecoBike racks on our community.

In my first letter, I stated, "Frankly, I am baffled and dismayed by this turn of events. In the face of overwhelming community opposition, the City nevertheless is allowing this to happen. And, from appearances, the City is even encouraging DecoBike's actions." Subsequently, and to our satisfaction, the proposed placement of DecoBike racks on Ocean Front Walk in Mission Beach was reversed and the placement stopped.

Then, at the Town Council's September 2015 meeting, the following resolution was passed overwhelmingly by the membership present and voting at the meeting, to wit:

The Mission Beach Town Council opposes the placement of DecoBike stations in our community at any location south of Pacific Beach Drive, north of North Jetty Road (San Diego Place), and west of Gleason Road (Bahia Hotel). (Motion carried 26 in favor, 1 opposed.)

Unfortunately, we are once again confronted with a DecoBike rack placement forced upon our community (rack number 108, with sixteen slots). For a few weeks now, DecoBikes has had these sixteen bikes encroaching west of Gleason Road on the south side of West Mission Bay Drive. These racks are close enough to our community as to once again push **City-supported competition** upon our local businesses located at Ventura Place, Mission Boulevard, and Belmont Park. Indeed, these particular racks are only approximately 100 meters from a local rental facility located on north side of West Mission Bay Drive.

Need I say, again, that I am baffled and dismayed by this turn of events? I can only add, with the overwhelming support of the community, that I continue to be baffled and dismayed, but also disappointed and disgusted, that the very elected officials who are sworn to protect the interests of its citizens are failing in their duty. Clearly, DecoBike can encourage and, to some degree, help to achieve the goal of greening San Diego and should be given every reasonable incentive to do so. However, this recent move into Mission Beach by DecoBike, with the obvious support and encouragement of your administration and the City Council, are not intended to green San Diego, but to cynically compete with and force from business our local recreational bicycle renters to enrich this outside invading corporation's coffers. This should stop immediately.

A look at the company's own website conceals its cynical and high-handed practice at the beach communities. On its website promotion, the company's opening paragraph states:

What is bike sharing?

A bicycle sharing program, also known as a "bikeshare" program, is a service in which bicycles are made available for shared use to individuals on an automated, short term basis. The central concept of these systems is to provide affordable access to bicycles for short-distance trips in urban areas as an alternative to motorized public transportation or private automobiles, with a goal of reducing parking and traffic congestion, as well as air pollution. Bike sharing is a solution for connecting the first or last mile between public transit hubs. Bike share programs also address some of the primary disadvantages to bicycle ownership, including loss from theft or vandalism, lack of parking or storage, and maintenance. (Emphasis added)

Nevertheless, DecoBike's incursion into the beach communities is not to promote its stated mission, but to enhance its bottom line with the money taken from our local recreation businesses — yanked from their families and our community — while the City, with a heavy hand, gives DecoBike the means to do so.

We want you to halt and reverse this practice now.

Yours Truly,

Fred Day
President
Mission Beach Town Council

cc: City Council