



Every Kid Deserves a Bike 2025

City of South San Francisco

Program History: Bicycles in Demand

- Bicycle sales up 50% in 2020
 - Adult leisure bike sales up 121%
 - Kids' bike sales up 59%
- Demand exceeded supply:
 - Parts made overseas
 - This slowed delivery
 - Prices increased
- In 2018, 16% of US kids ages 6-12 regularly participated in bicycling
 - Down from 28% in 2008



“Now, it feels like the 1970s and 1980s again, with the sight of kids on bikes even more common in many neighborhoods.”

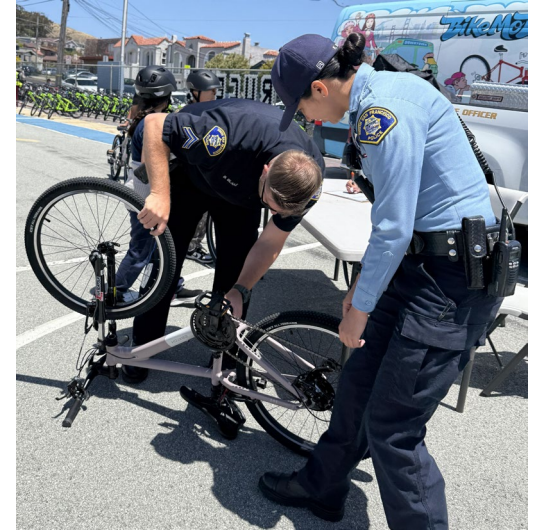
Program History

- Owning a bike IS an equity issue!!!
- Benefits from owning a bike:
 - Builds self-esteem
 - Encourages more healthy/active lifestyle
 - Reduces single-occupancy vehicles on roads
 - Reduces air pollution near schools
- Initially started in 2022 due to the pandemic in partnership with the San Mateo County Office of Education: Safe Routes to School
- 2022: Awarded *Program of the Year* from Silicon Valley Bike Coalition



Free Bicycle Distribution to Title 1 Schools

- Students Receive:
 - Bicycle
 - Helmet
 - EKDAB Tote Bag:
 - Bike Pump
 - Bike Lock
 - Toolkit
 - Safety Bike Lights
 - Bike Safety workbooks
 - Pencil



- Additionally:
 - ABC Checks (air, brakes, chain)
 - Helmets custom fitted
 - Seats adjusted per student
 - Each bike registered w/SSFPD
 - Bike Rodeo

Every Kid Deserves a Bike Recap 2025

- \$200K supported by Assemblymember Diane Papan (21st District)
- 205 students at 5 SSF Title 1 Schools:
 - Los Cerritos
 - Martin
 - Parkway Heights*
 - Spruce
 - Sunshine Gardens

*Middle School



New This Year

- Learn to Ride Sessions
- Eliminate Glam Station
- Distributions by the classroom
- 20" bicycle option
- New Partners:
 - Straight Wheel Cycling
 - Silicon Valley Bicycle Exchange
 - Peninsula Battery, Inc.



Learn to Ride Conclusion



Inventory



- Bicycles Assembled:
 - 24" bicycles: 1
 - 20" bicycles: 50
- Bicycles Unassembled: 130
- Helmets: 365
- Locks: 198
- Pumps: 216
- Toolkits: 26
- Taillights: 432
- Bells: 200

THANK YOU TO OUR PARTNERS



PENINSULA BATTERY, INC



Every Kid Deserves a Bike
City of South San Francisco

THANK YOU
FOR JOINING US TODAY



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