



WHY ARE BIKING AND WALKING IMPORTANT

*2013 Harrisonburg and Rockingham
Bike Walk Summit*

ADVOCACY ADVANCE | BICYCLE FRIENDLY AMERICA | NATIONAL BIKE SUMMIT
NATIONAL BIKE MONTH | NATIONAL BIKE CHALLENGE | SMART CYCLING | WOMEN BIKE

**WE ARE BICYCLISTS, UNITED FOR A BETTER
AMERICA. WE ARE THE LEAGUE.**



WHERE WILL
THE RIDE
TAKE YOU?



**OUR GOAL FOR 2025:
5% OF ALL TRIPS BY BIKE
50% + REDUCTION IN SERIOUS CRASHES AND FATALITIES
AND MOVING TOWARDS ZERO**



Providing a Roadmap for a Bicycle Friendly America



- Setting targets and options for any place
- Benchmarking
- Facilitates partnership between advocates & decision makers
- Hands-on assistance from staff
- Award designation and media promotion

**WE SEE THE BIKE AS A SIMPLE SOLUTION TO SO MANY
OF OUR HEALTH, TRANSPORTATION AND SUSTAINABILITY
CHALLENGES, AS WELL AS AN ICON OF FREEDOM.**



THE



LIFE



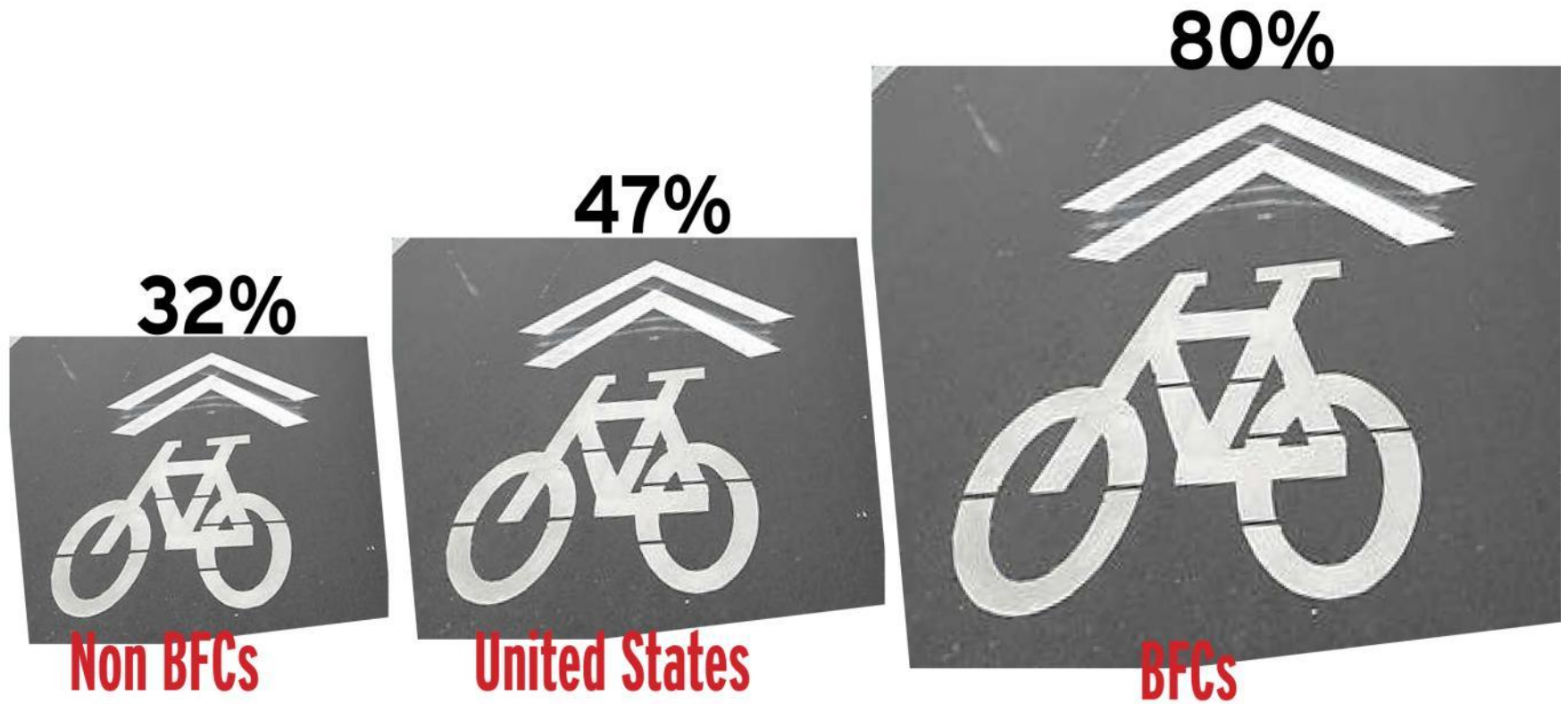


Photo:



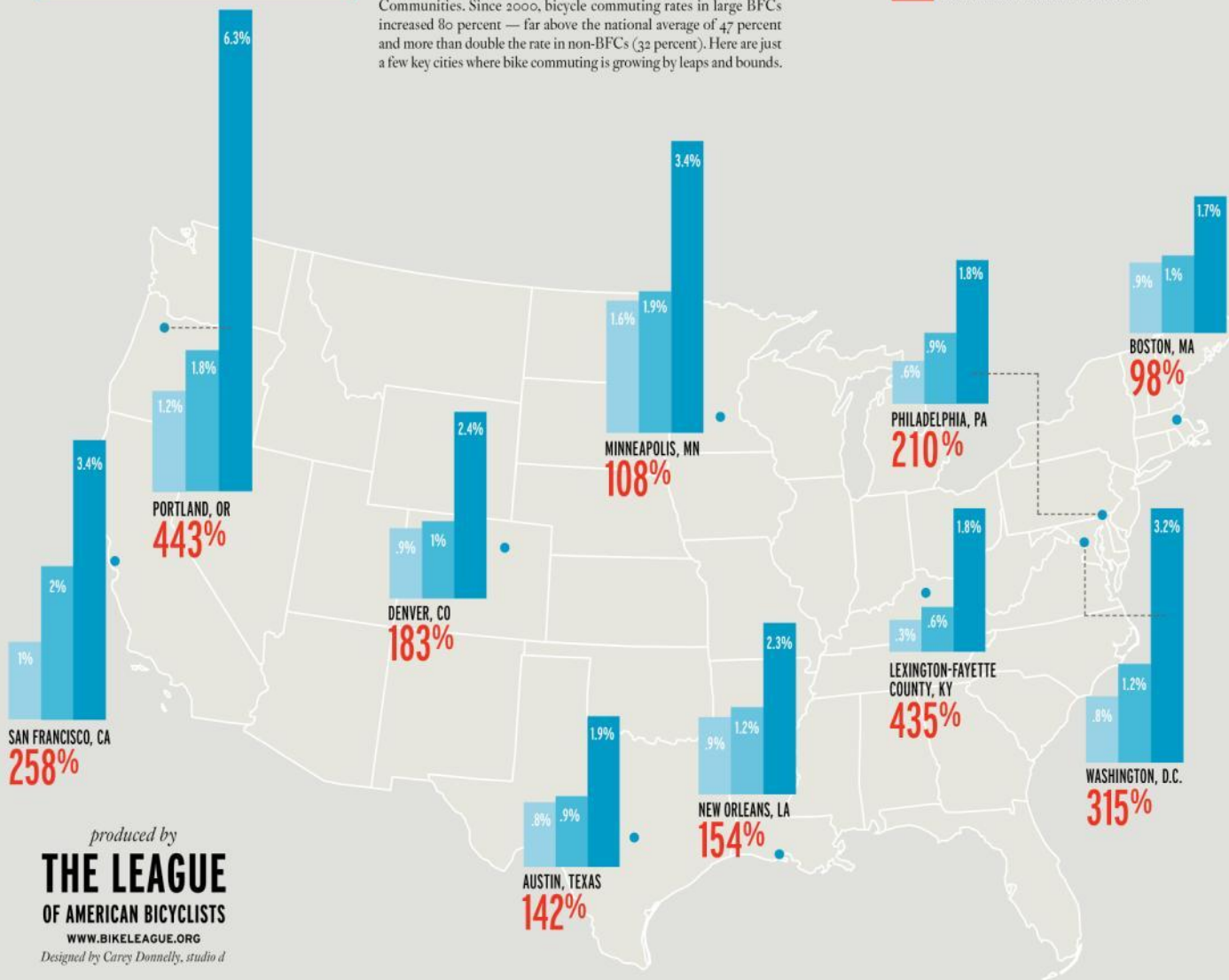
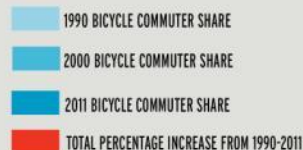


Growth in Bike Commuting 2000-2011



THE GROWTH OF BIKE COMMUTING

For cyclists of all stripes, there's nothing like Bike to Work Day — our annual celebration of active transportation. Caravans of excited new riders enjoying their commute like never before. Veteran bicyclists seeing and connecting with old friends over free breakfast and live entertainment. Thanks, in part, to encouragement efforts like BTWD, the number of bike commuters is on the rise — especially in Bicycle Friendly Communities. Since 2000, bicycle commuting rates in large BFCs increased 80 percent — far above the national average of 47 percent and more than double the rate in non-BFCs (32 percent). Here are just a few key cities where bike commuting is growing by leaps and bounds.

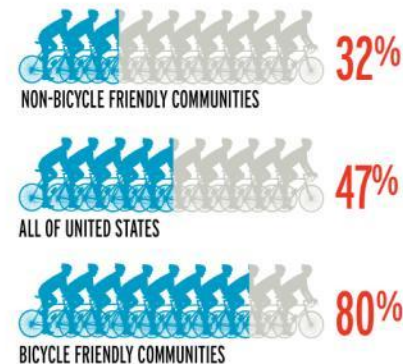


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Designed by Carey Donnelly, studio d

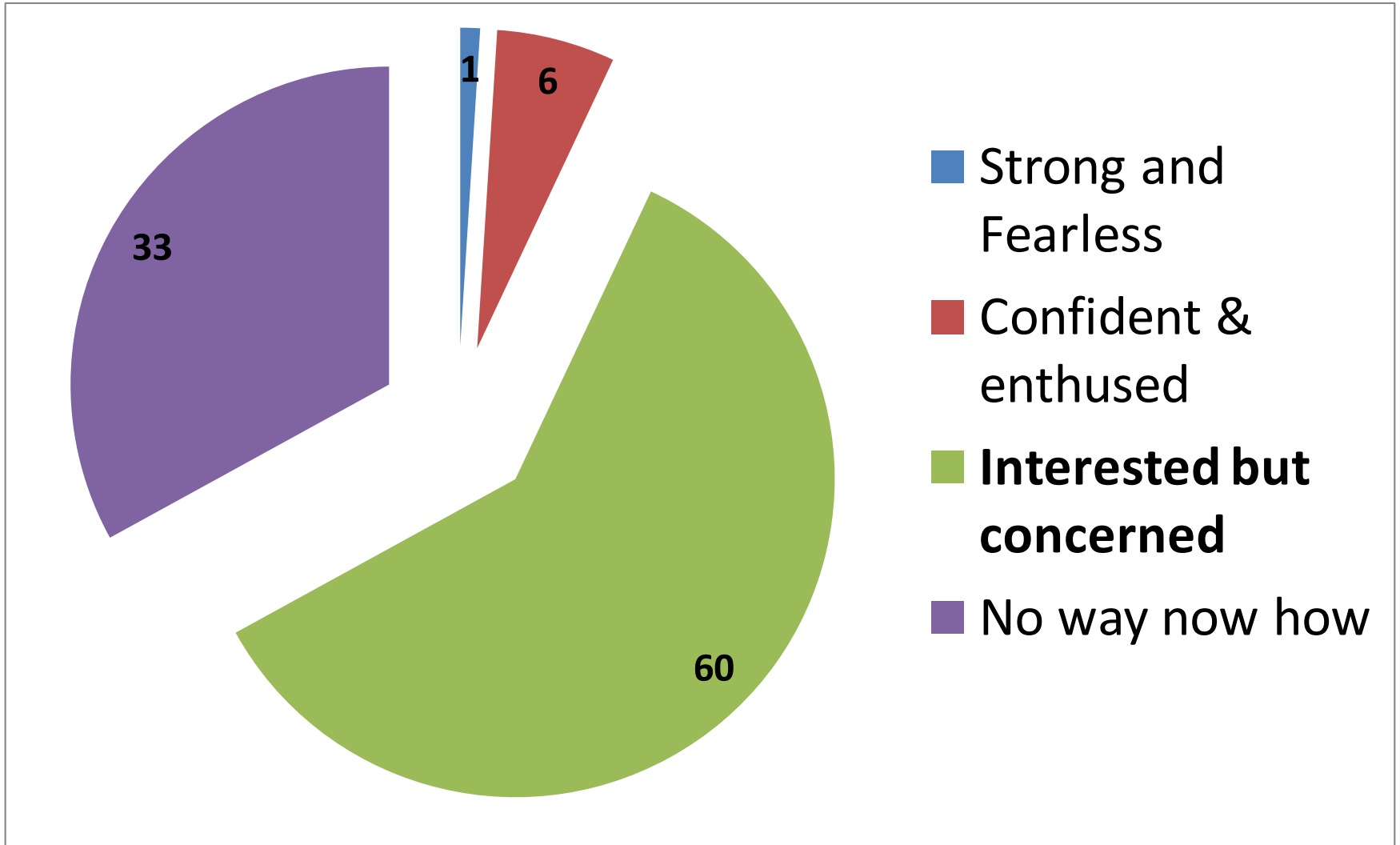
OVERALL GROWTH OF BIKE COMMUTING

(2000-2011)



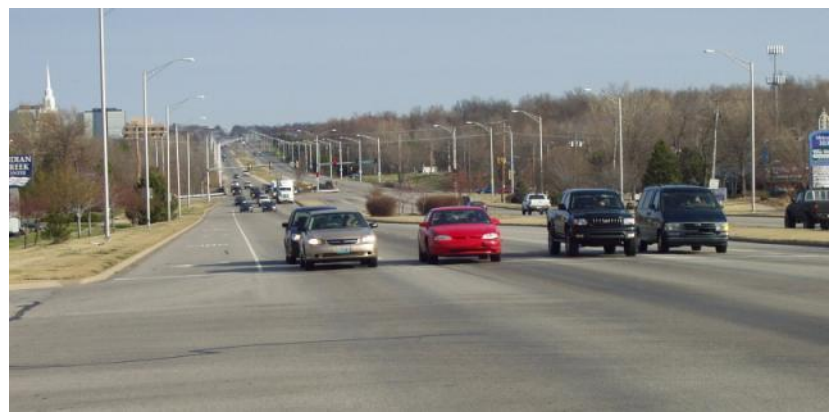


Reaching the Interested but Concerned





Strong and Fearless





Strong and Fearless





Enthusiased and confident





Interested but concerned





Interested but concerned





Interested but concerned







**PLACES
PEOPLE
LOVE**



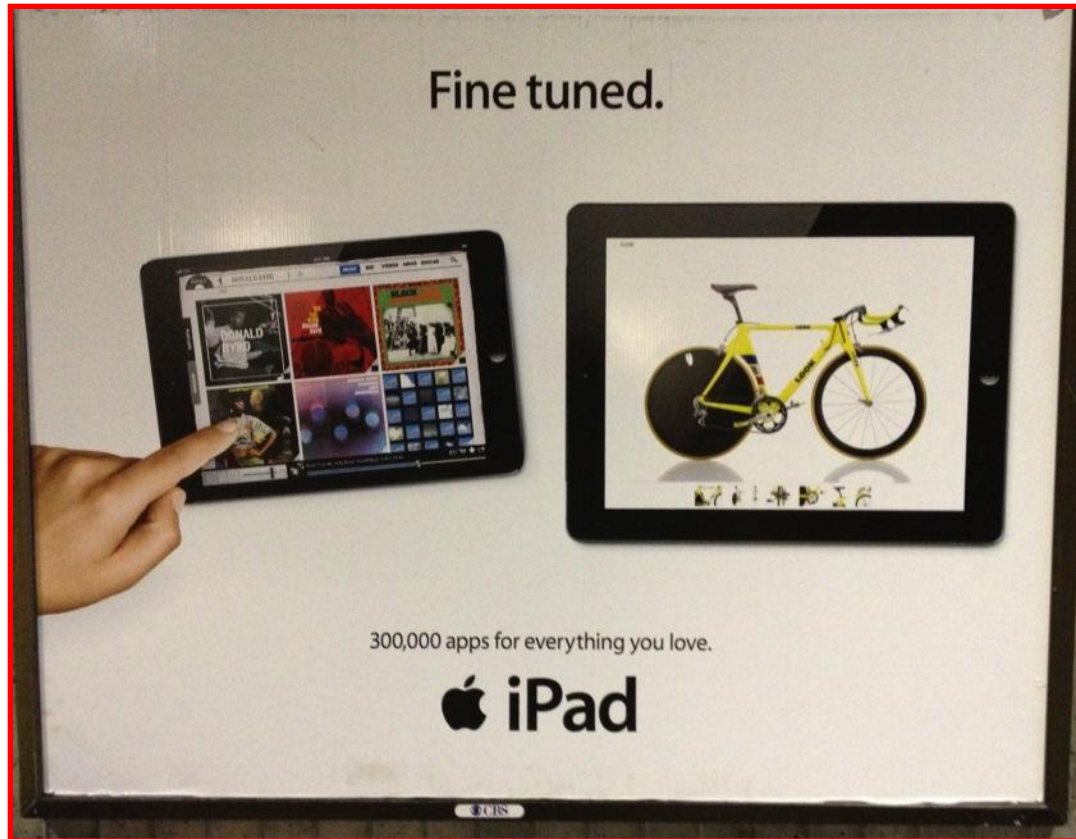
Where people want to live, work and visit



- BFCs always on best places to live, work, study and retire lists. (6 in US News' latest Top 10)
- Mercer Int'l Quality of Life Ranking: 7 of 8 U.S. cities are BFCs
- Forbes' Healthiest Cities 15 of top 20
- Businessweek's Best Places to Ride out the Recession 17 of 20 are BFCs



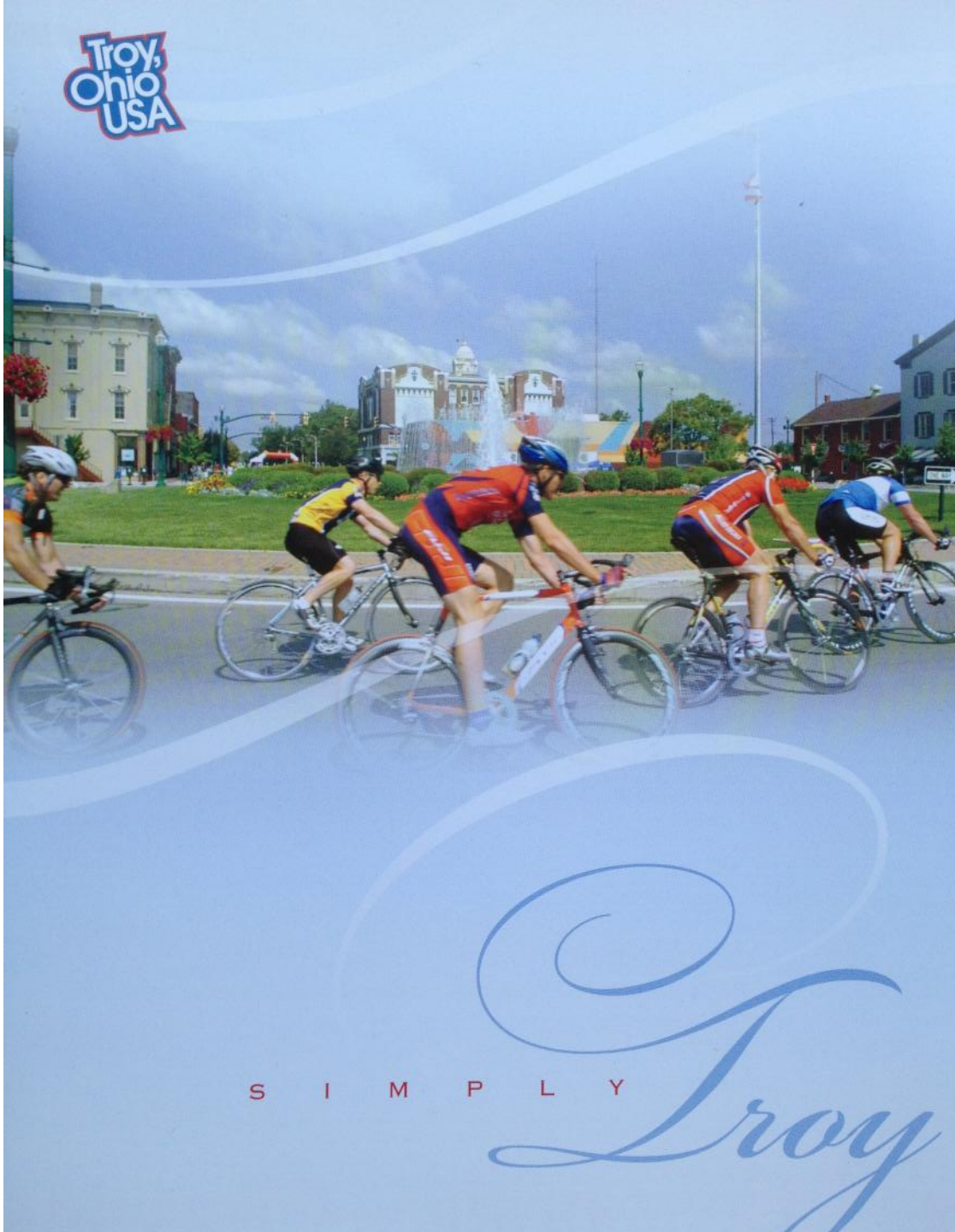
SMART COMPANIES USE BIKES TO MAKE SALES...



...SO DO SMART COMMUNITIES



Troy,
Ohio
USA



S I M P L Y

Troy



BICYCLING SELLS REAL ESTATE





WALKING DOES, TOO

Walk Home
in the time it takes to
finish your caramel macchiato

Live steps from everywhere you want to be.
Discover the **NEW HOMES** at The Neighborhoods of EYA.

EYA.com

NOW SELLING

- WASHINGTON, DC
Chancellor's Row
Townhomes from the \$600s
- OLD TOWN ALEXANDRIA
Old Town Commons
Townhomes from the \$200s
Condos from the \$300s
- OLD TOWN ALEXANDRIA
The Cranock
Condos from \$1.25 Million
- FAIRFAX
Townhomes at Mosaic District
Townhomes from the \$300s
- BETHESDA
Little Falls Place
Townhomes from \$1.4 Million
- WASHINGTON, DC
Arts District Hyattsville
Townhomes from the \$300s

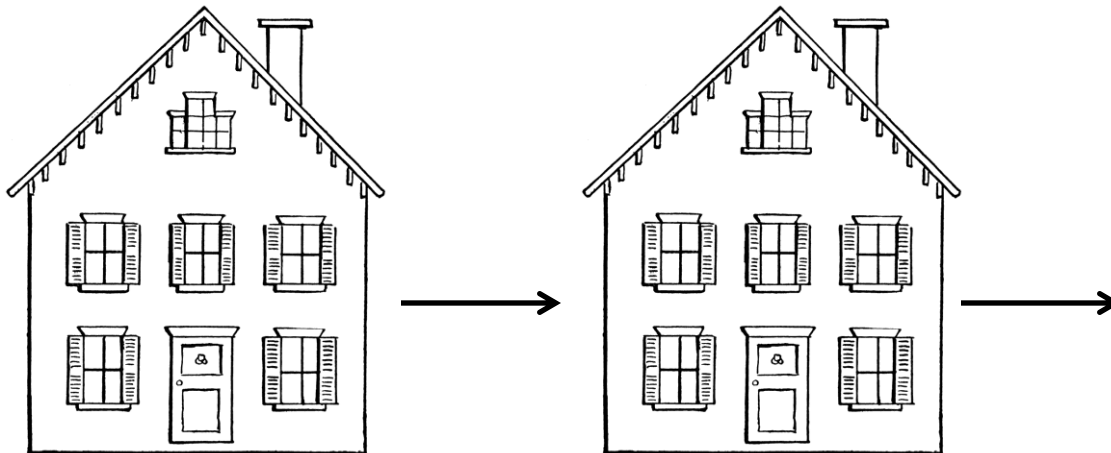
Photo: Darren Flusche



PROXIMITY TO TRAILS RAISES HOME VALUES

Monon Trail, Indianapolis

Otherwise identical houses



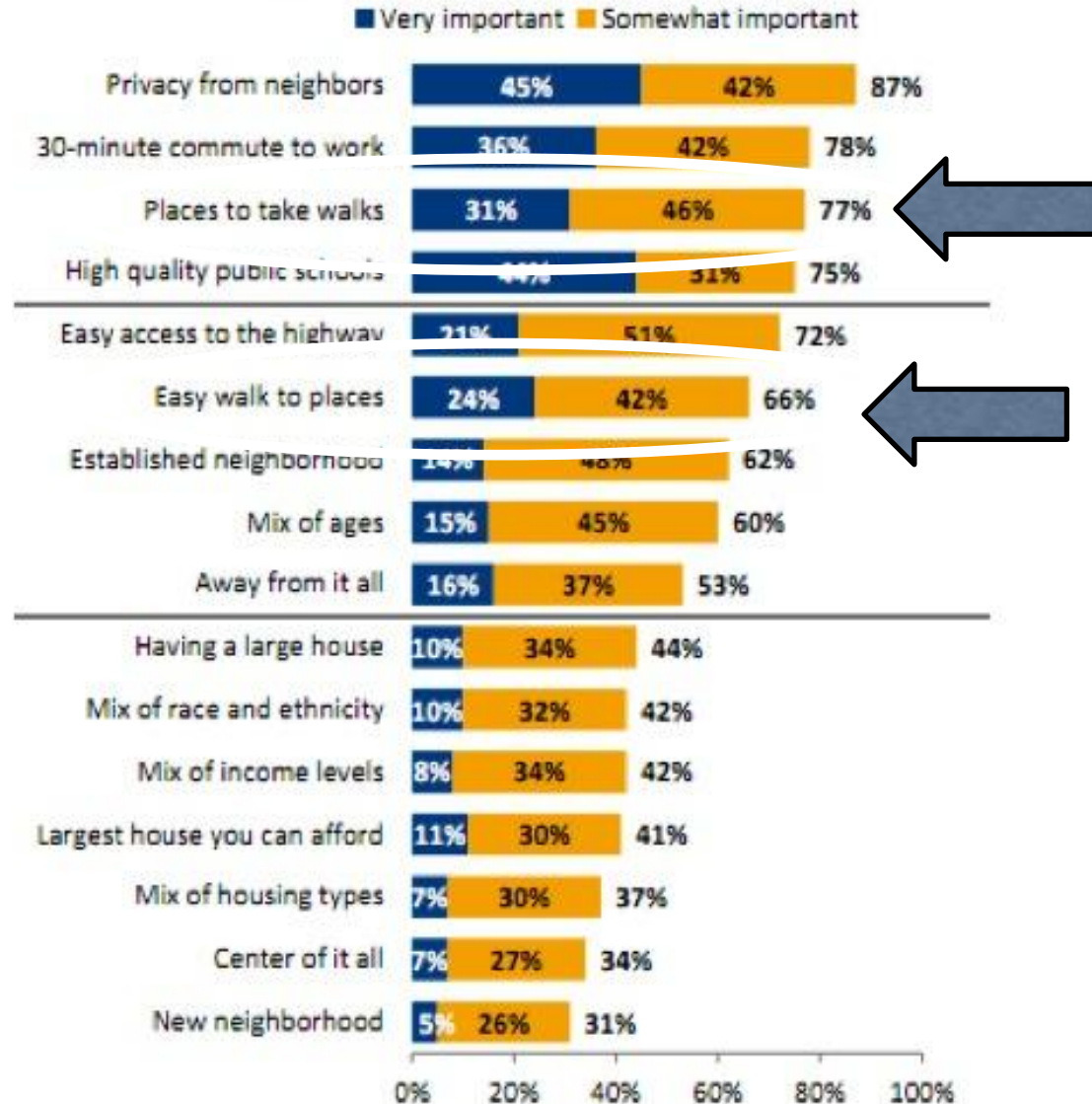
Worth **11% more**
for every half mile
closer to trail





National Association of Realtors' Community Preference Survey

Importance of Community Characteristics





LET'S JUST SAY IT

Finding:

“Compact, walkable developments can provide economic benefits to real estate developers through higher home sale prices, enhanced marketability and faster sales or leases than conventional development.”

Active Living Research, The Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design



BEYOND THE EXPECTED

Indianapolis, IN



Photo: Mark Lee

“We’ve added bike lanes and expanded our greenways to better connect residents to **jobs**, neighborhoods and great amenities to **attract a new generation of talent.**”

– Mayor Greg Ballard



THE *ECONOMIST* SAYS SO

Business networking

Cycling is the new golf

Apr 26th 2013, 11:21 by G.D.

f Like

3.8k

t Tweet

393





TOURISM

THE ECONOMIC BENEFITS OF BICYCLING

By Darren Flusche

All eyes were on the economy in 2009 when we released our report, *The Economic Benefits of Bicycle Infrastructure Investments*. In the three years since, the struggling economy has continued to dominate national and local agendas. During that same period, we have seen a steady stream of research confirming the positive impact bicycling has on business districts, jobs, and household savings. As you can see in the map, the benefits touch every corner of the country, boosting the economic vitality of states and communities. To capture this growing body of evidence, we've updated the report with a wealth of new data and information: visit www.bikeleague.org/reports.

NEIGHBORHOOD/DISTRICT
SAN FRANCISCO, CA
[Valencia Street]

2/3 of merchants say new bike lanes have improved business and supported more traffic calming measures on the street (2004).

STATE
COLORADO

Bicycle manufacturing, retail, tourism and bike races contributed **\$1 billion** to the economy in 2000.

STATE
MINNESOTA

In 2009, people on bikes spent **\$261 million** on bicycling goods and services, supporting more than 5,000 jobs and generating \$35 million in taxes.

REGIONAL/CITY
BOULDER, CO

In 2011, Boulder's bicycle industry exceeded \$52 million in economic activity, supporting 330 jobs.

BIKE TRAIL
MONON TRAIL
[Indianapolis, IN]

11% A home's value increases 11% just for being a half mile closer to the trail.

NEIGHBORHOOD/DISTRICT
MEMPHIS, TN
[Broad Avenue]

Since the Arts District and bike lanes programs started in 2012, 16 new businesses have opened and 29 properties have been renovated.

STATE
IOWA

Commuter and recreational bicycling generates more than \$400 million in economic activity and health savings of \$87 million each year (2011).

STATE
WISCONSIN

Bike recreation and tourism contribute \$924 million annually to the economy. Annual health benefits total \$409 million (2010).

STATE
VERMONT

\$400 million
In 2009, biking and walking generated 1,400 jobs, \$41 million in wages, and \$83 million in revenue. Including health and property value benefits brought the total to \$400 million in economic impact.

NEIGHBORHOOD/DISTRICT
TORONTO, ONTARIO
[Bloor Street]

People who bike spend more money per month than those who drive (2009).

BIKE TRAIL
SCHUYLKILL RIVER TRAIL
[Follows the Schuylkill River from Pottsville to Philadelphia, PA]

78% of trail users purchase hard goods, like bikes, accessories, and clothing to use on the trail, averaging \$406 per trail user.

REGIONAL/CITY
NORTH CAROLINA'S OUTER BANKS

Bicycle tourism generates \$60 million in economic activity per year. The region sees an annual nine-to-one return on its one-time \$6.7 million investment in bicycle infrastructure.

REGIONAL/CITY
WASHINGTON, D.C.

83% of bikeshare users are more likely to patronize a business if it is located near a Capital Bikeshare station.

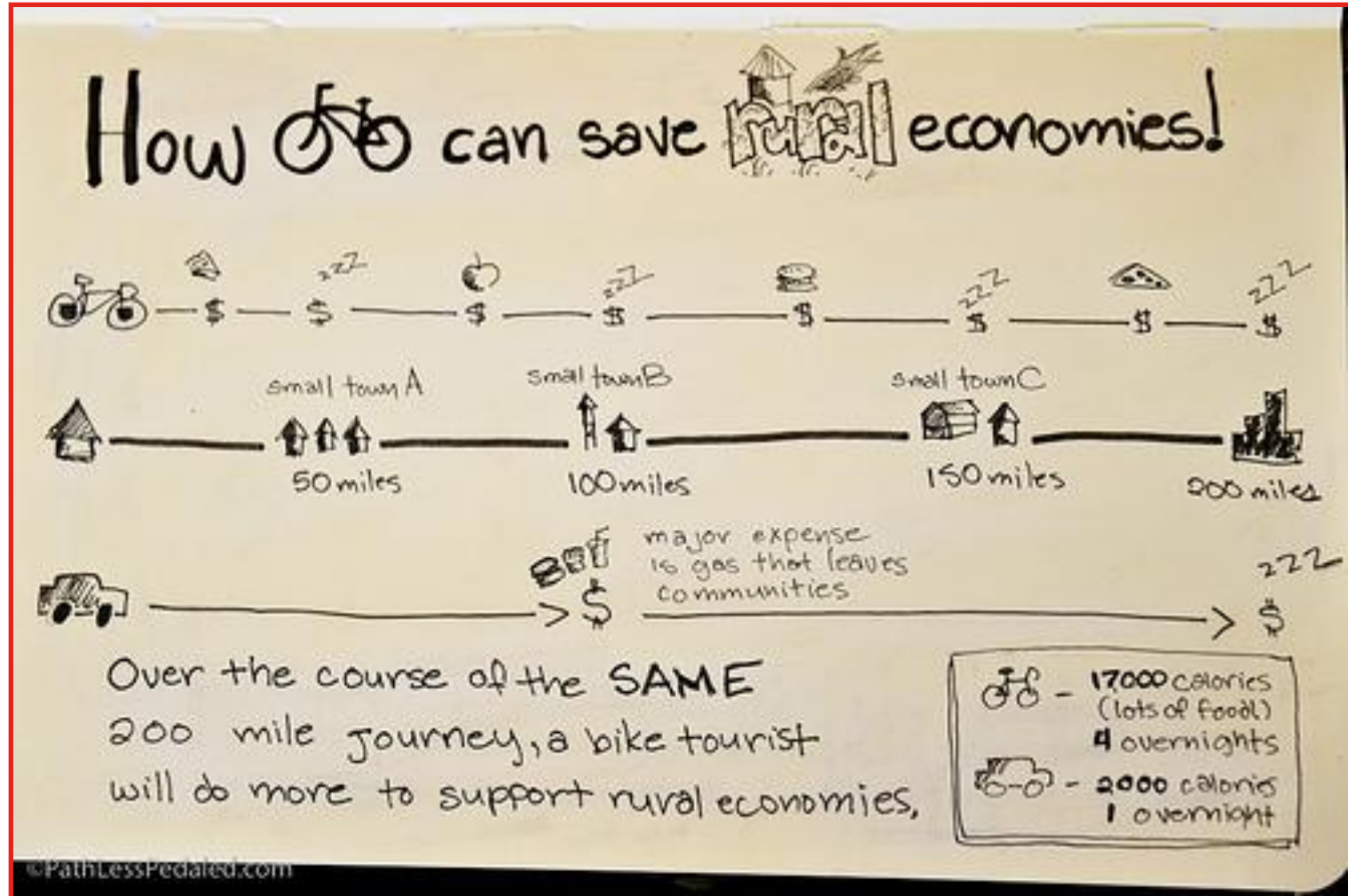


VERMONT

Vermont In 2009, biking and walking generated 1,400 jobs, \$41 million in wages, and \$83 million in revenue — Including health and property value benefits brings the total to \$400 million in economic impact.



HOW BIKES CAN SAVE RURAL ECONOMIES





BICYCLING BENEFITS BUSINESSES



BIKES LANES & ARTS TRANSFORM NEIGHBORHOODS

Broad Ave, Memphis, TN

- \$12 million investment
- 16 bike lanes
- 29 art studios and...



Lance Murphey

T Clifton Gallery District & arts district took
broad from disinvested...
to thriving.



LANES LEAD TO SALES...

Manhattan

Protected bicycle lanes led to a 49% increase in retail sales at local businesses





“FINE, BUT WE’RE
NOT LIKE *THOSE*
PLACES”

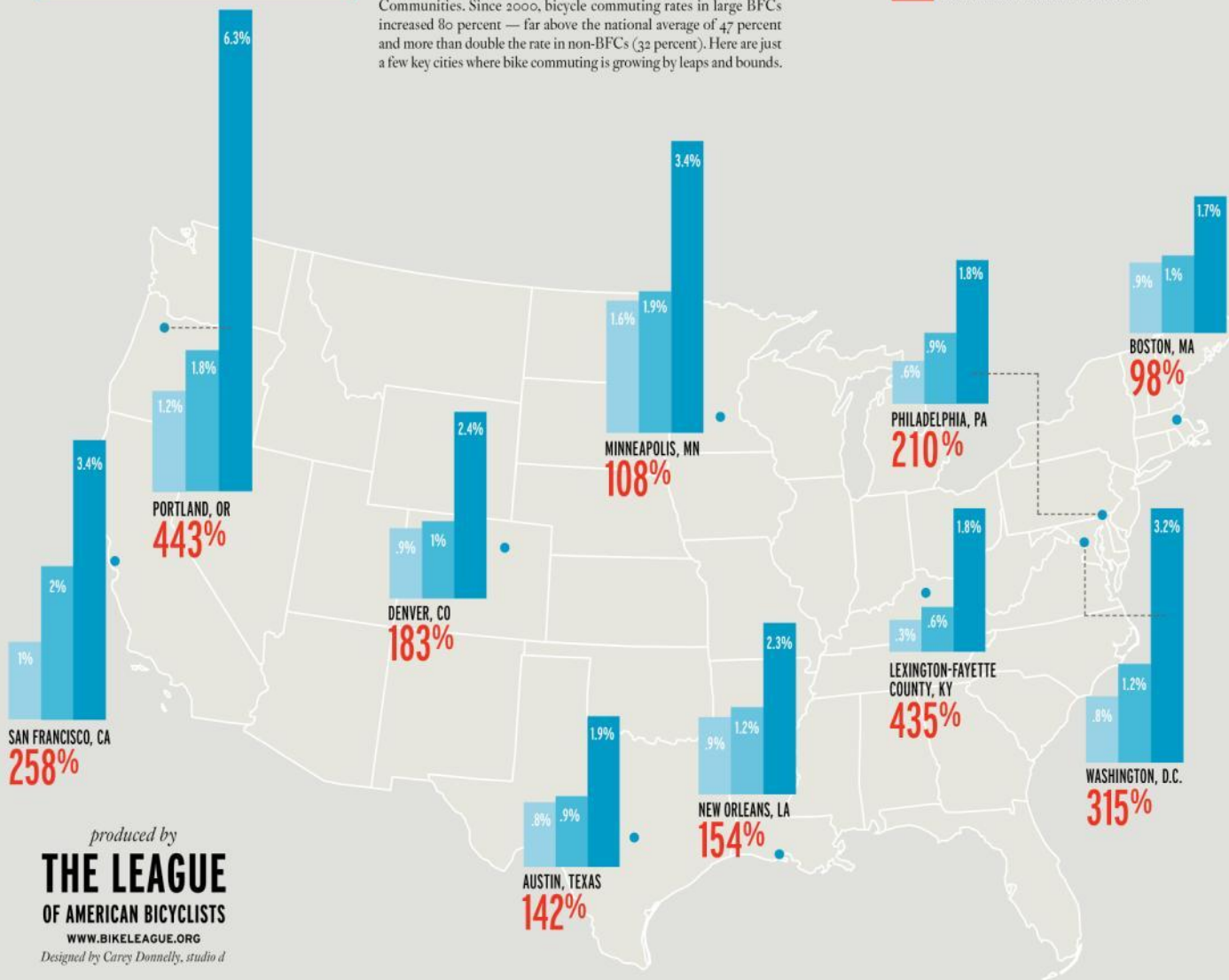
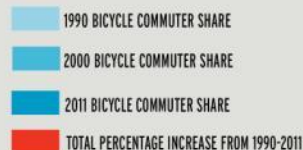


BICYCLE FRIENDLY BUSINESSES



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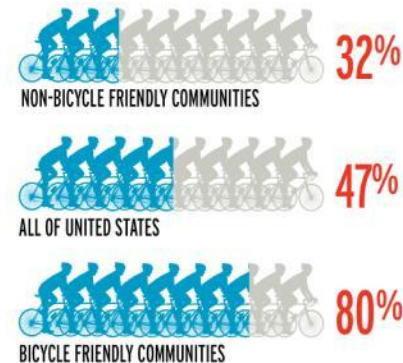


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OVERALL GROWTH OF BIKE COMMUTING

(2000-2011)





COST EFFECTIVE TRANSPORTATION



WHAT WILL \$30 MILLION BUY?

Yale Avenue, Tulsa, OK

One mile
of Street
Widening

Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



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WHAT WILL \$30 MILLION BUY?



Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?





WHAT WILL \$30 MILLION BUY?



30 miles
of multi-use
paths

Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



20 miles
of physically
separated cycle tracks



WHAT WILL \$30 MILLION BUY?



120,000

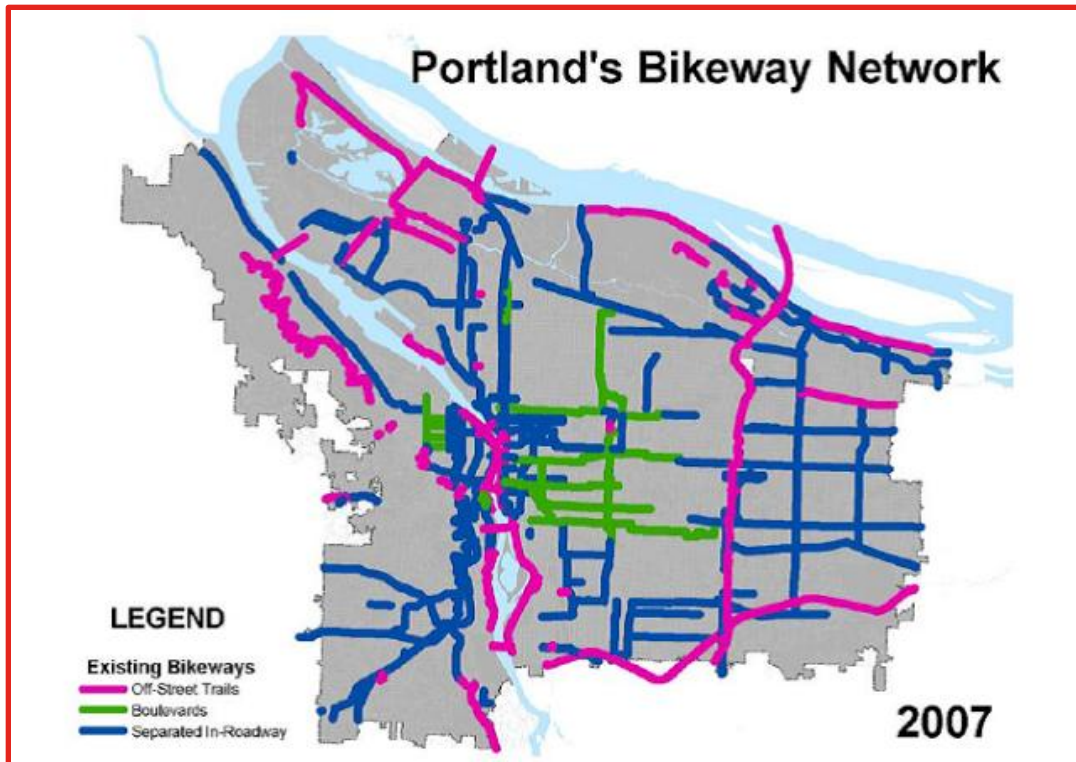
bike racks



ENTIRE NETWORK FOR THE COST OF 1 MILE OF URBAN FREEWAY

Portland, OR

~\$60 million





Application Criteria

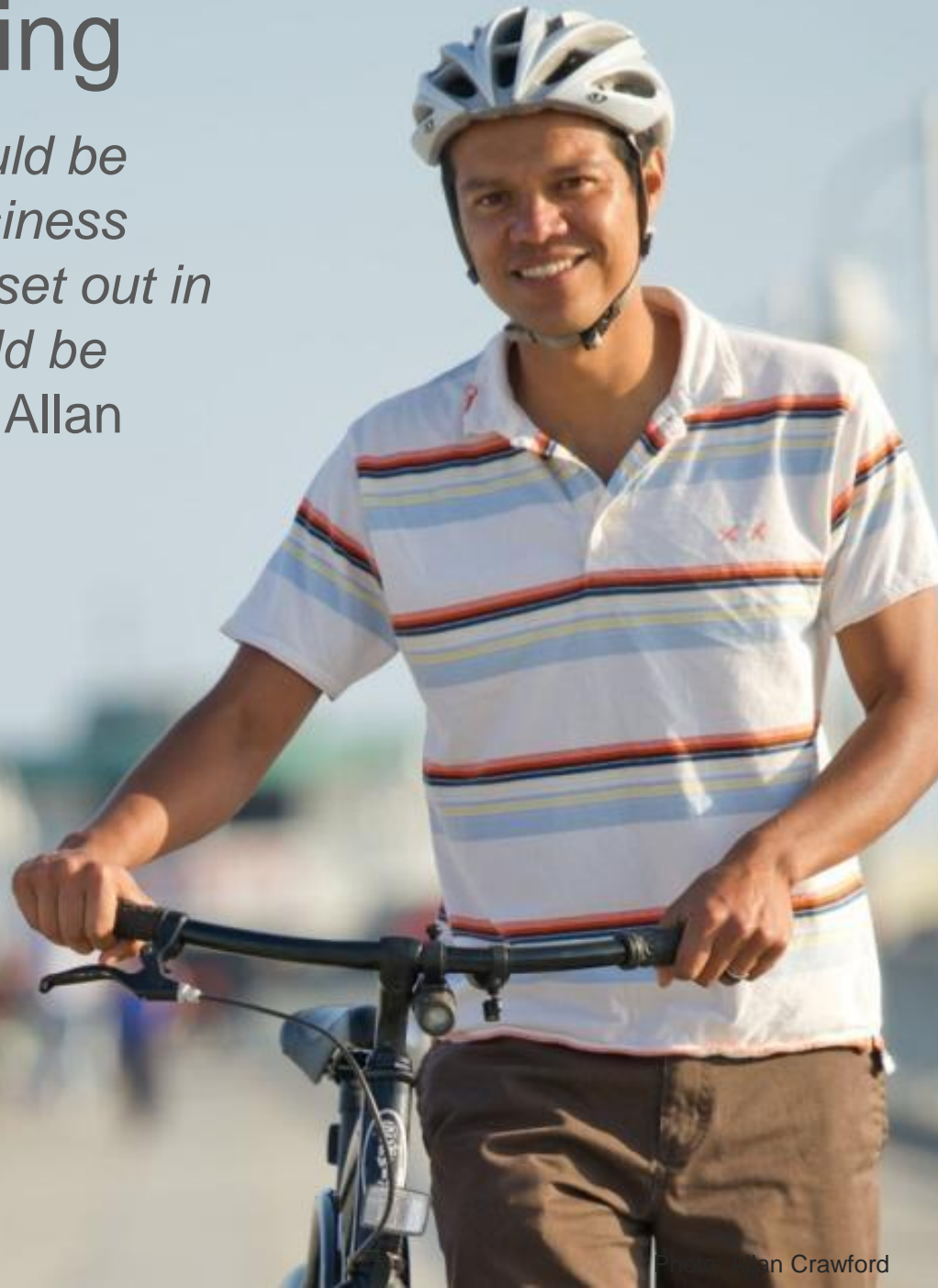
- Engineering
- Education
- Encouragement
- Enforcement (except in BFB)
- Evaluation & Planning

Online application
bikeleague.org/community



Benefits of applying

We knew this recognition would be important to our civic and business leaders, and that the metrics set out in the League's application would be important measures for us.” - Allan Crawford, Bike Long Beach





The Big Goal





Thank you.

For more information, contact
Bill Nesper, VP of Programs at
bill@bikeleague.org

1612 K STREET NW, SUITE 510

WASHINGTON, DC 20006

202.822.1333 | 202.822.1334 *fax*

WWW.BIKELEAGUE.ORG



ENGINEERING

- Complete Streets approach
- Network connectivity (Mix of facility options)
- Bike parking convenience and safety
- Training for staff engineers and planners
- Safe intersections





EDUCATION

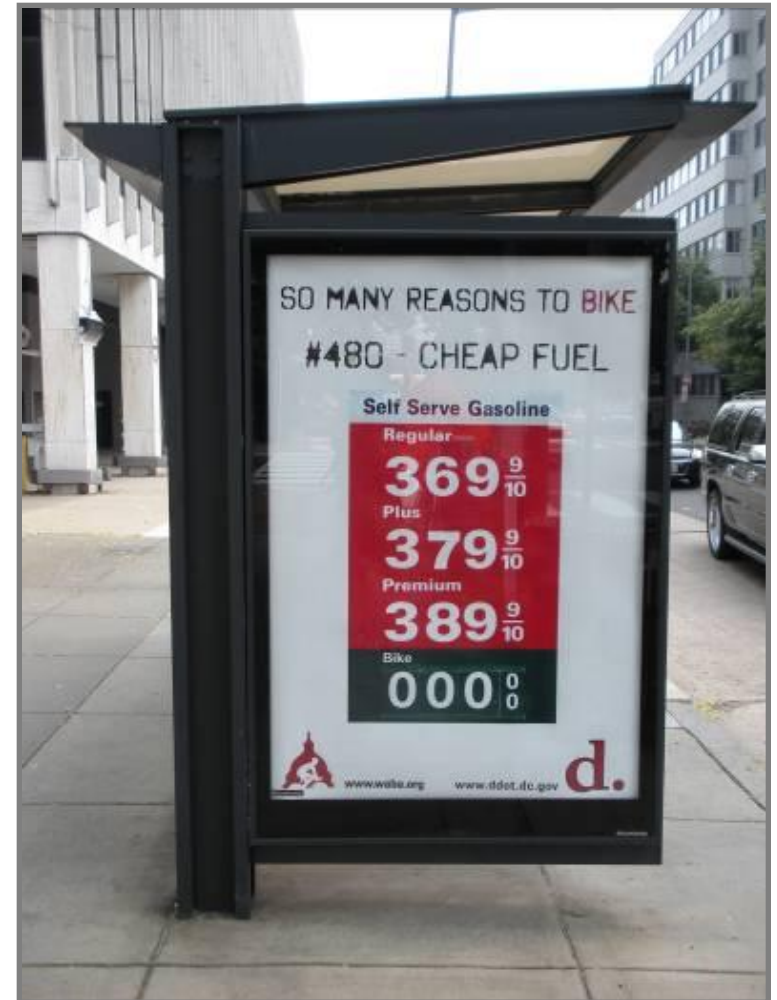
- Motorists/ public outreach
- Youth education
- Adults
- Children
- Professional drivers, staff drivers
- League Cycling Instructors





ENCOURAGEMENT

- National Bike Month & Bike to Work Week
- Rides, events, incentives to ride
- Commuter programs
- Bike sharing
- Bike parks, velodromes, other recreational biking





ENCOURAGEMENT

THE LEAGUE OF AMERICAN BICYCLISTS
since 1880

PRESENTS

2013 NATIONAL BIKE CHALLENGE

May 1 - September 30
» nationalbikechallenge.org

Sponsored by  **Kimberly-Clark**

Businesses compete:

www.nationalbikechallenge.org



ENFORCEMENT

- Equitable laws
- Targeted enforcement
- Training for Police Officers
- Diversion courses





EVALUATION & PLANNING

- Current bike plan
- Ridership
- Counting
- Setting Targets
- Addressing crashes/Fatalities

