

## peopleforbikes

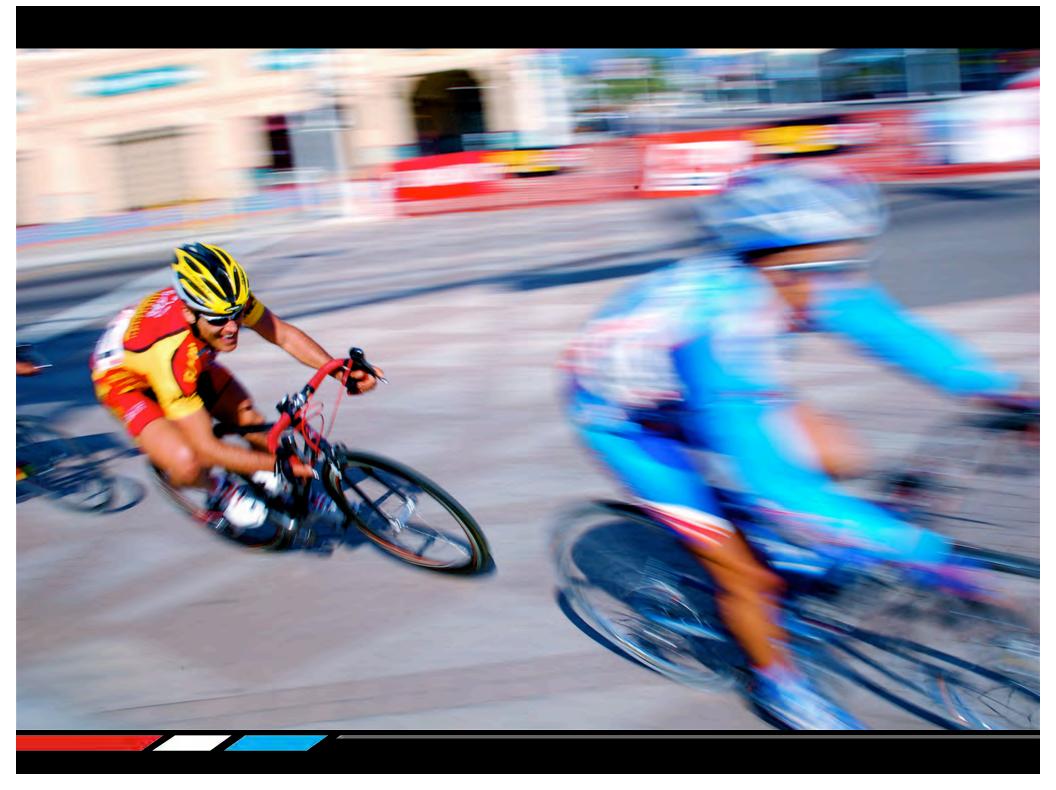
PeopleForBikes is uniting millions of individuals, thousands of business and hundreds of communities to make bike riding better for everyone.

## More people on bikes, more often.

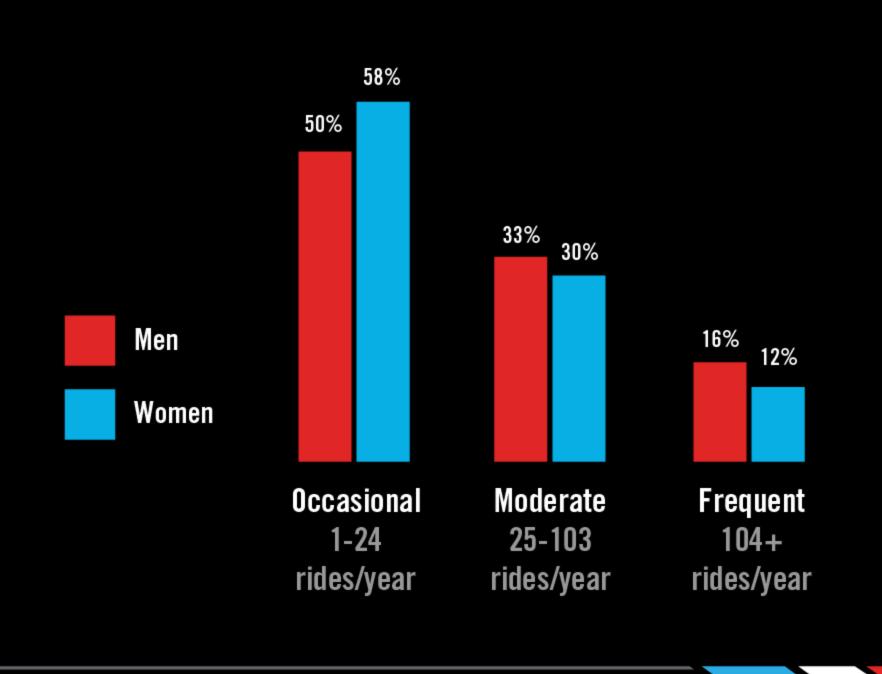
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## **Rethink who rides bikes.**



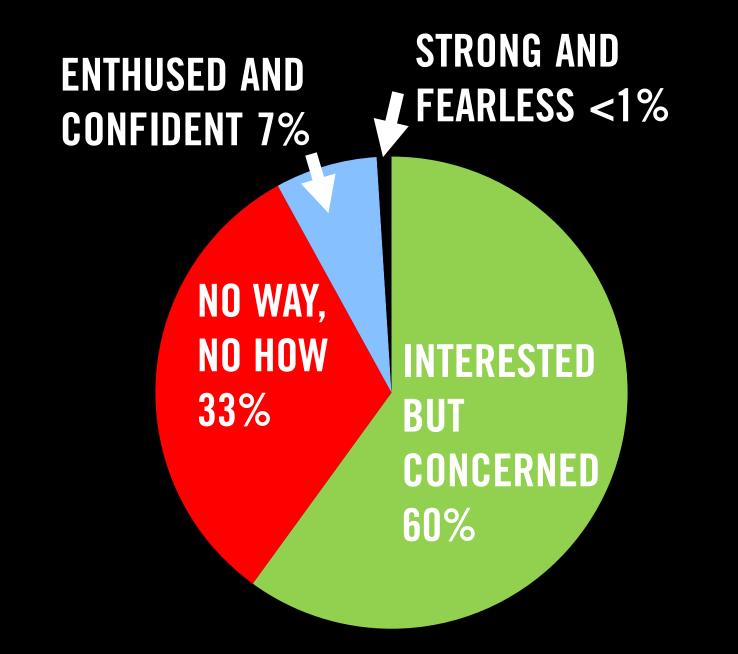






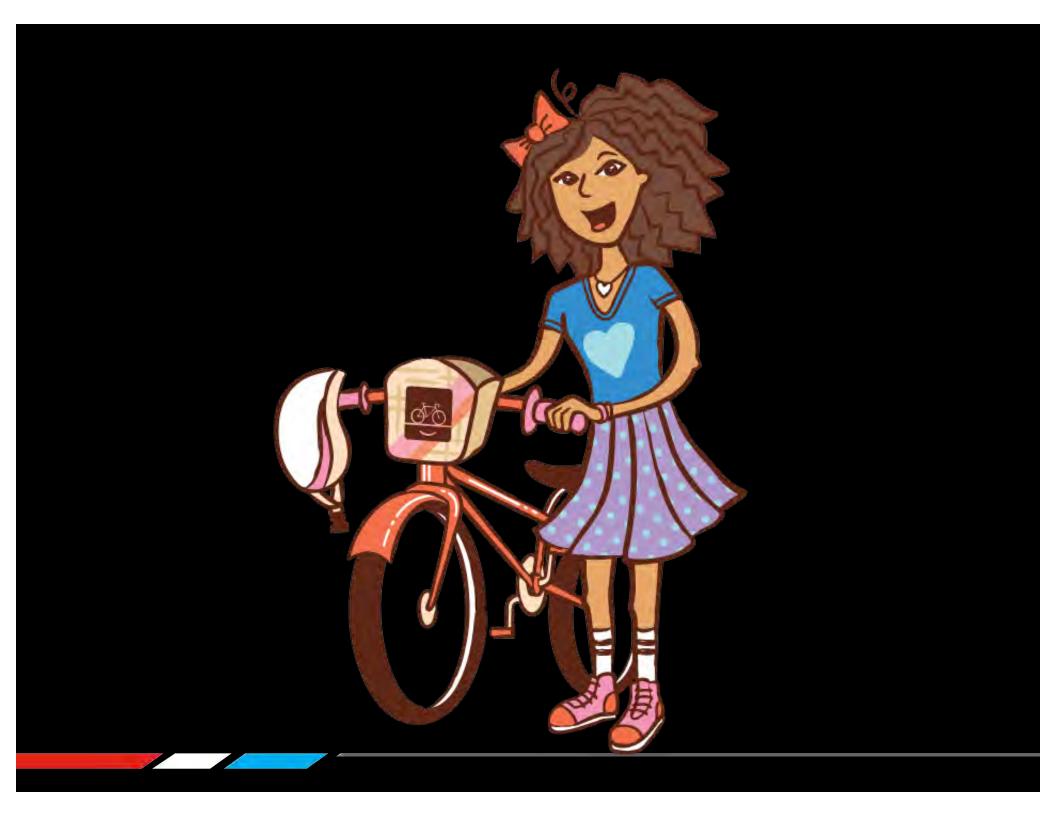
n = 11,233





### FOUR TYPES OF TRANSPORTATION CYCLISTS IN PORTLAND





### BUILD IT FOR ISABELLA

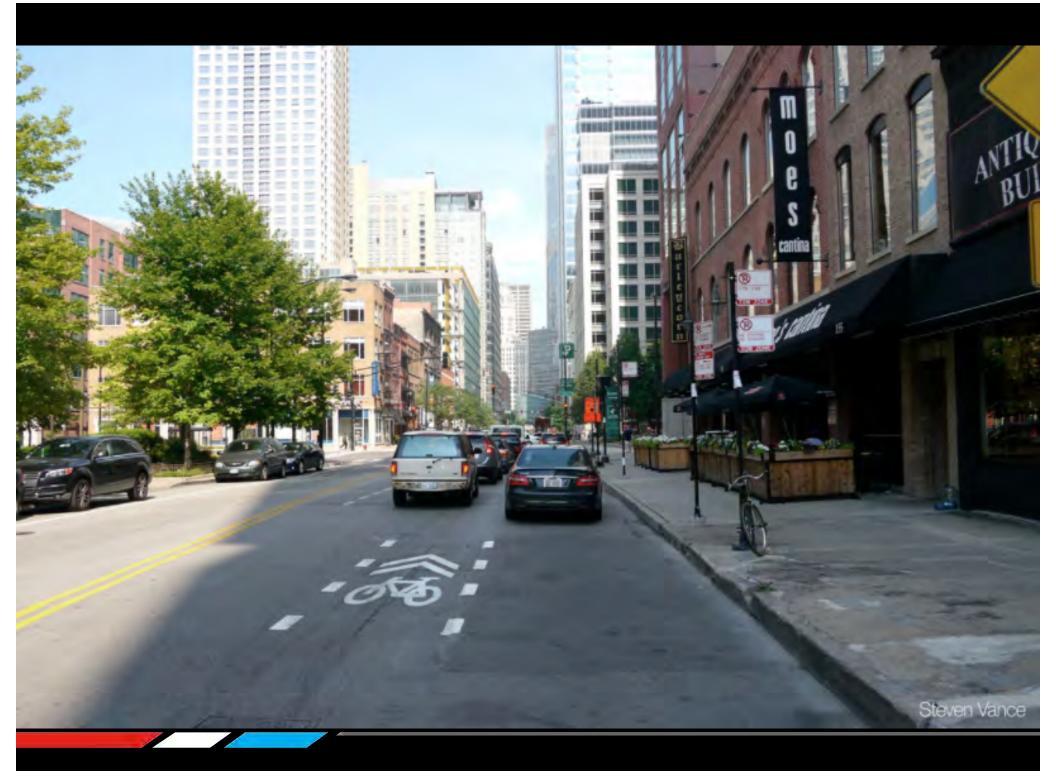
#### **ISABELLA: 12 YEARS OLD AND READY TO RIDE**

Meet Isabella. Like most girls her age, she is exploring her independence. She just started 7th grade and loves doing cartwheels in the grass with her friends and sharing her life through instagram. She is ready to travel her world by bike, but is the network ready for her? Isabella wants to bike to school, the library and the ice cream shop, but her mom worries about her getting across or along busy streets. Isabella likes to ride, but she's still small and her skills aren't fully developed. She's sometimes a little wobbly and it's hard for her to see over parked cars near intersections.

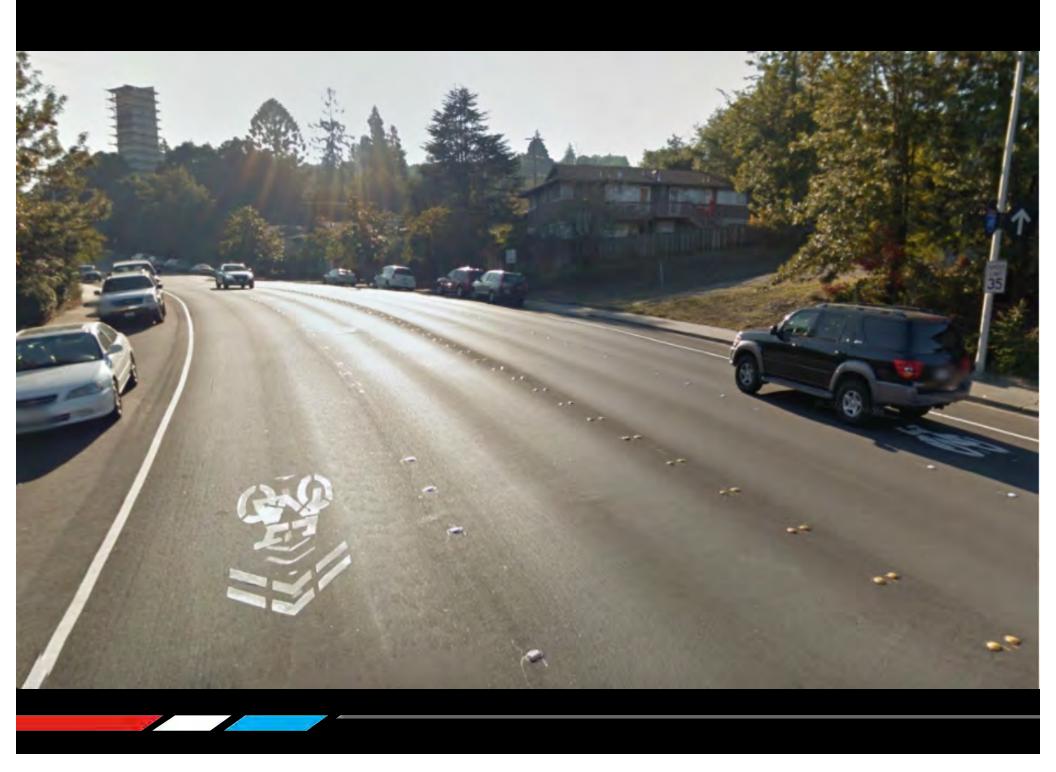
#### What does Isabella need to ride safely around her world?

Are we planning low-stress, connected networks that work for Isabella?
 What if every project was designed with Isabella in mind?
 If we build it for Isabella, wouldn't it work beautifully for the rest of us too?

## Build places for bikes.







Designwise, we have thought of people on bikes as either slow cars or as fast pedestrians.



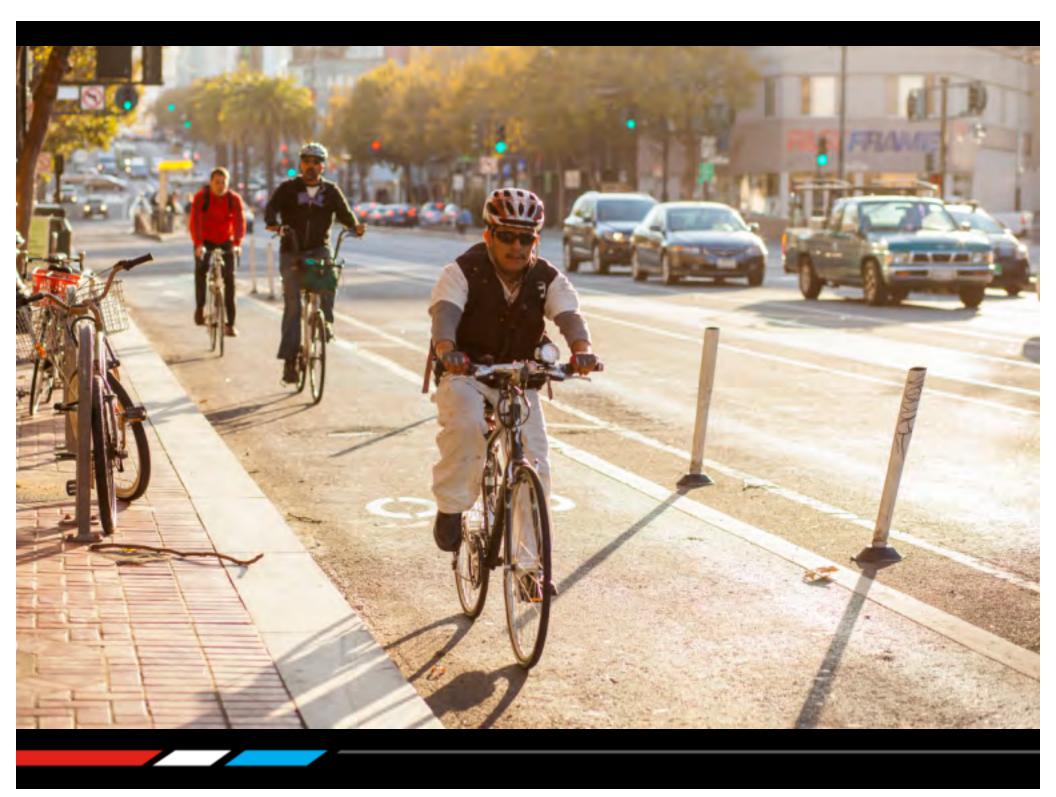
# We need connected bicycle systems





## GREEN LANE PROJECT

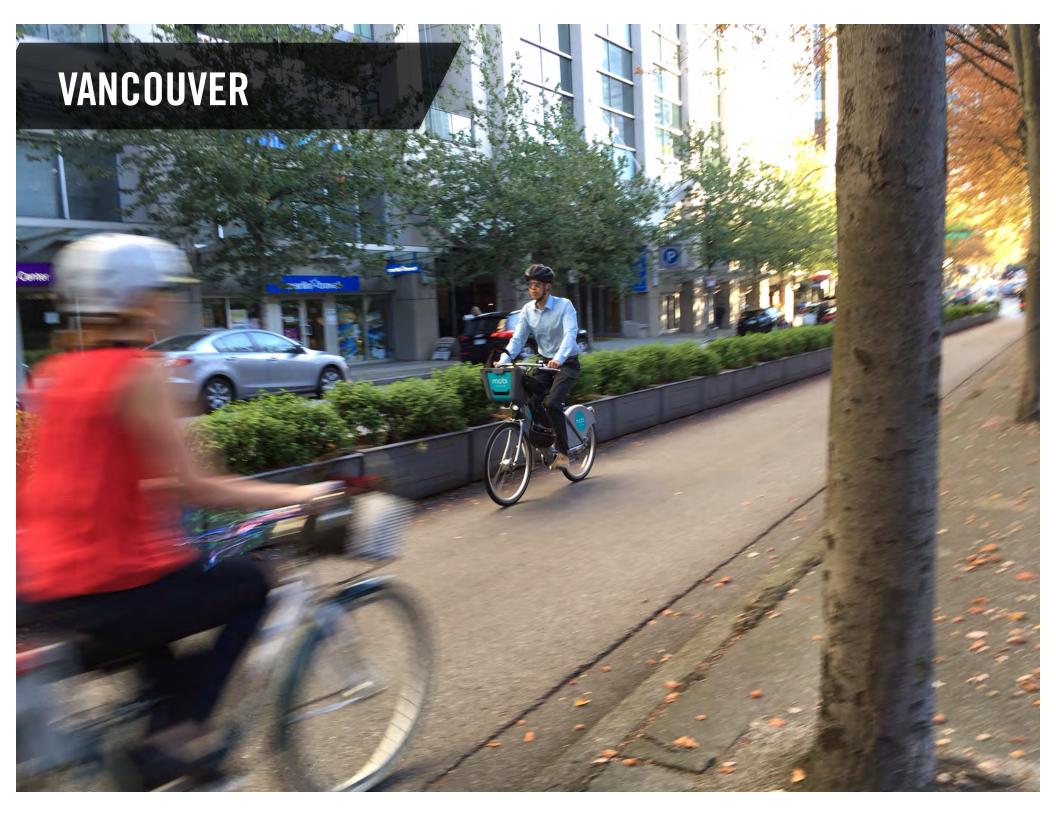
# Get protected bike lanes on the ground in U.S. cities into the design toolbox established as the gold standard for busy streets





Protected bike lanes defined:
Exclusively for people on bikes
Some kind of vertical, physical separation
On or adjacent to the roadway

### ST LOUIS

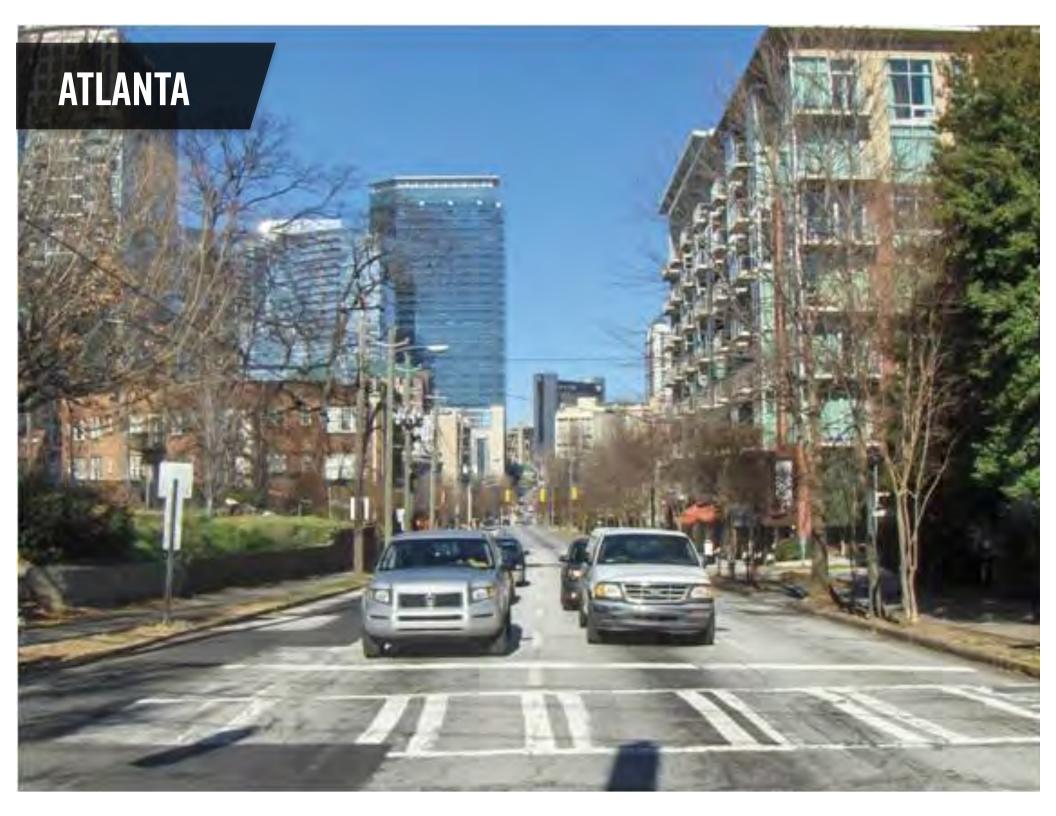


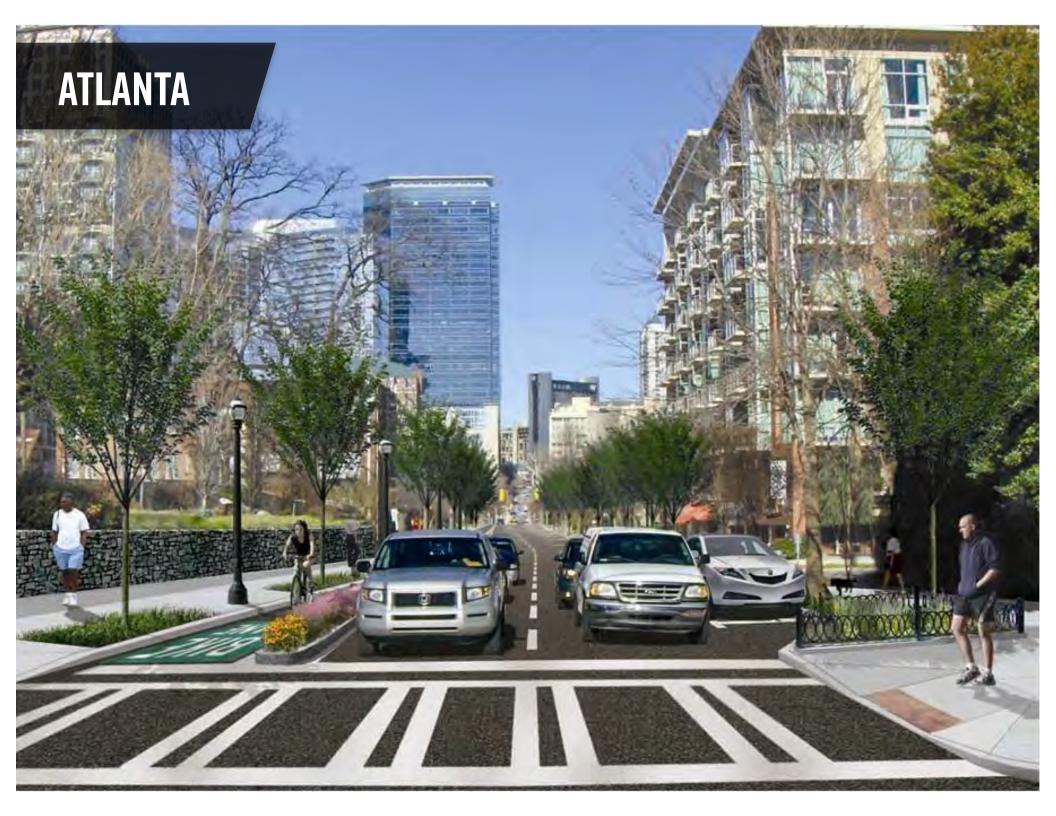
### AUSTIN











### THE UNITED STATES NOW HAS



> View our full inventory of protected bike lanes

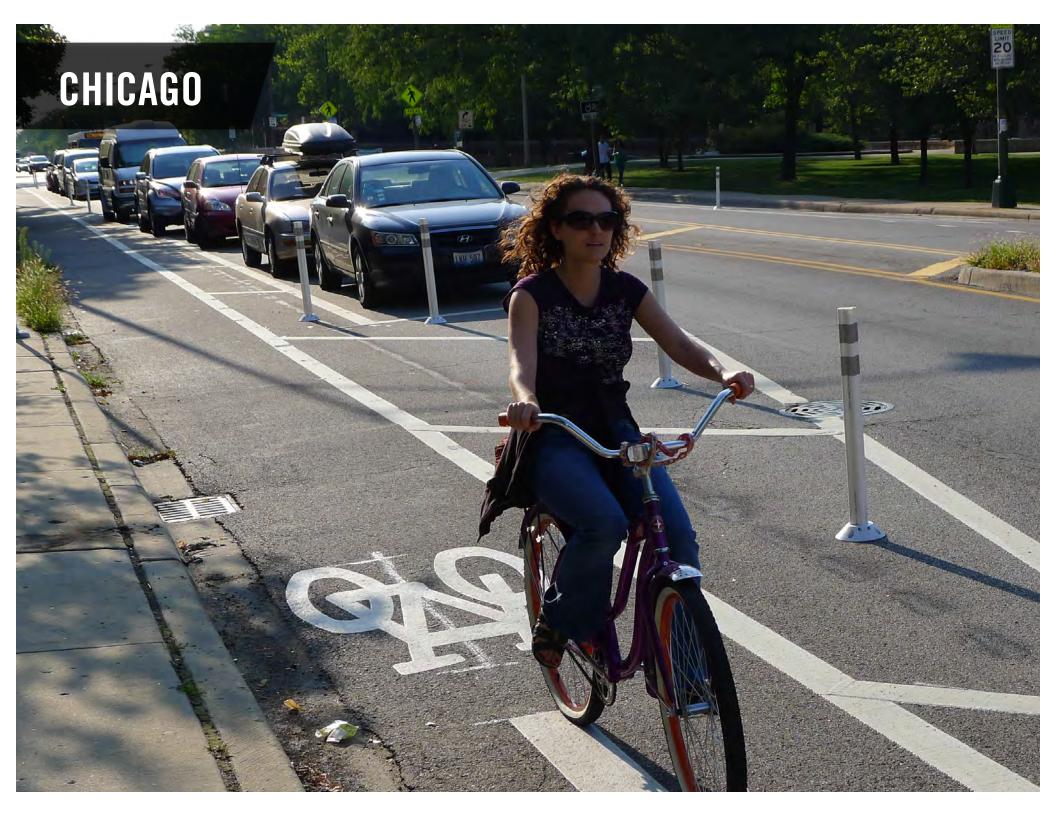
### SAN FRANCISCO

"I would be more likely to ride a bicycle if motor vehicles and bicycles were separated by a barrier."

62% all residents 85% interested but concerned



<u>96% of people riding on</u> protected bike lanes <u>felt</u> <u>safer on the street</u> because of the lanes



In its first year, a protected bike lane increased bicycle traffic by an average of 75%

#### WASHINGTON DC





Even drivers who never ride bikes themselves overwhelmingly report greater comfort around protected bike lanes.

#### Urban Bikeway Design Guide

Distance in a sector set of the late

	Construction Memorandum Sent BY ELECTRONIC MAIL	
Subject	GUIDANCE: Bicycle and Pedestrian Facility Design Flexibility. Date: August 20, 2013	
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#### AASHTO Guides

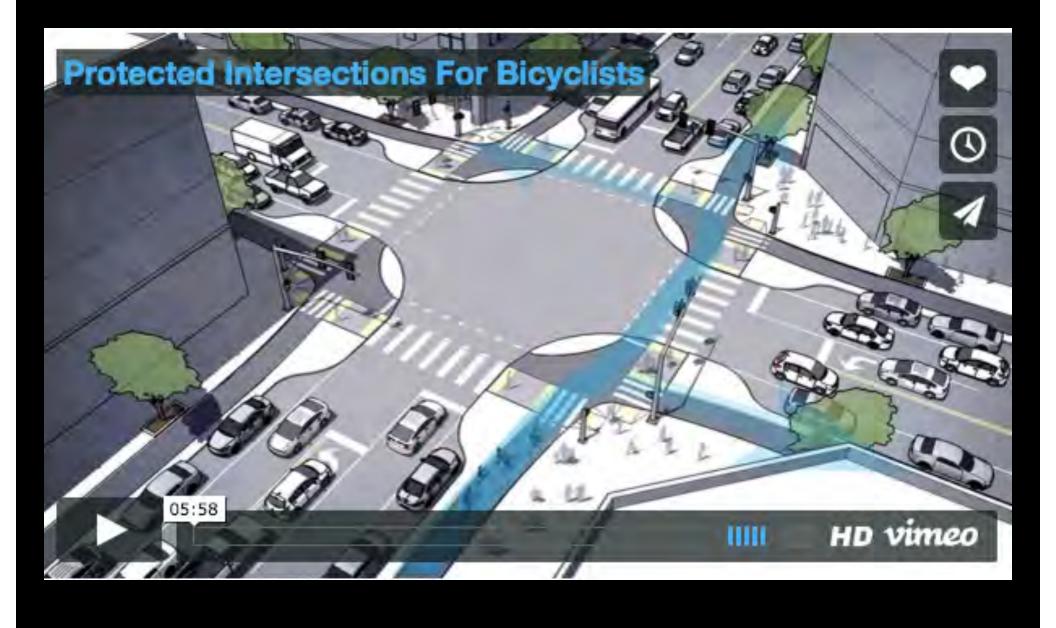
- AxXIII publishes not publish him abbrers polyterine and Neyrel Bolline. Una access the second sec
- Guide the Development of Birstel, Environment 2012, Fourth Edition (AASHTO Bike Guide) provides detailed planning and design pudefines on how to accommodate bicycle interest and operation in most riding environments. It covers the planning, design, operation



#### WASHINGTON DC







#### SALT LAKE CITY



#### Protected bike lane requirements:

right-of-way with minimal car, parking and pedestrian conflict correct positioning prior to intersections for visibility and safety buffer from door zone when parking is

buffer from door zone when parking is present

#### Protected bike lane upgrades

- room for bikes passing each other right hook management (protected intersection)
- designated and/or marked routing through intersection



a peopleforbikes project

# Build networks of safe and comfortable places for bikes.

### **Network building blocks**





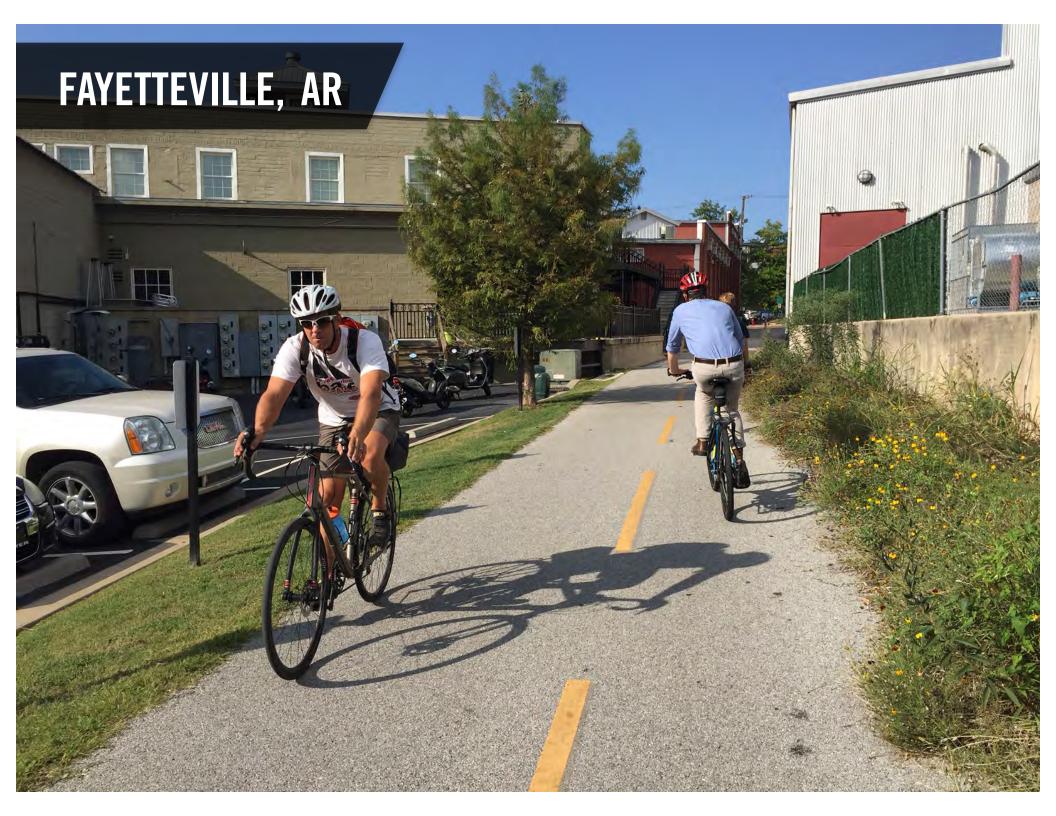


#### Protected Bike Lanes

Local Streets (Slow Speeds, Low Volume)

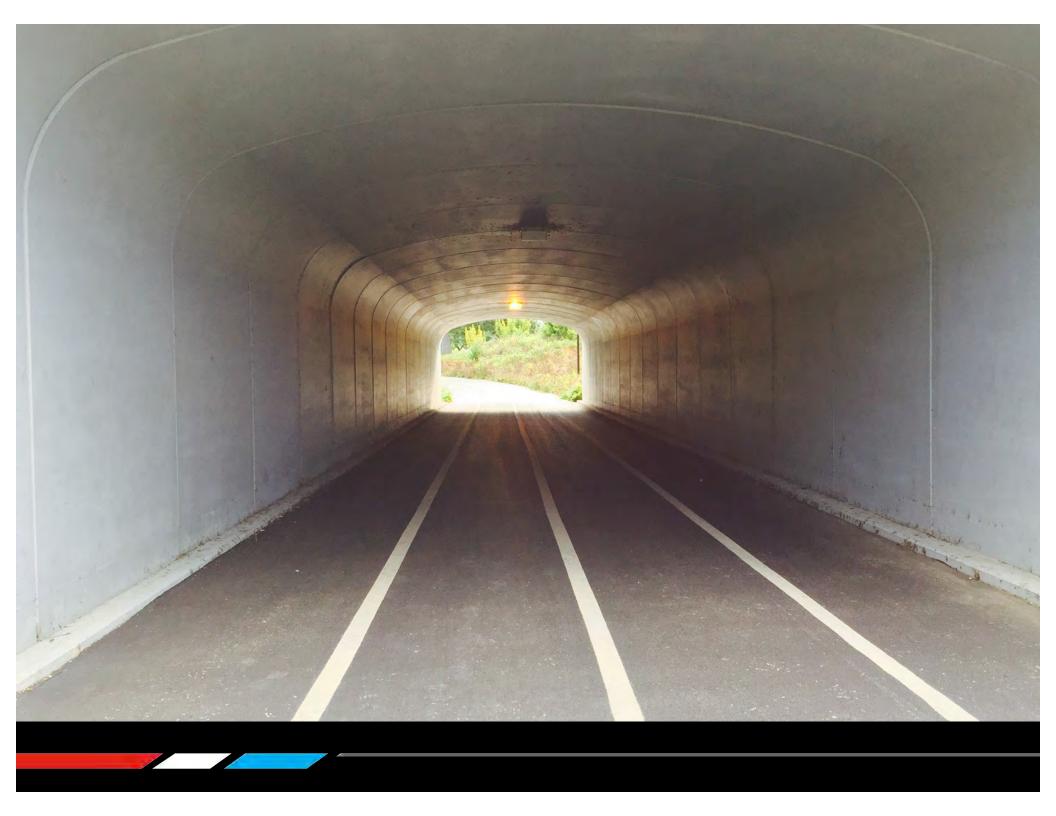
Separated Pathways

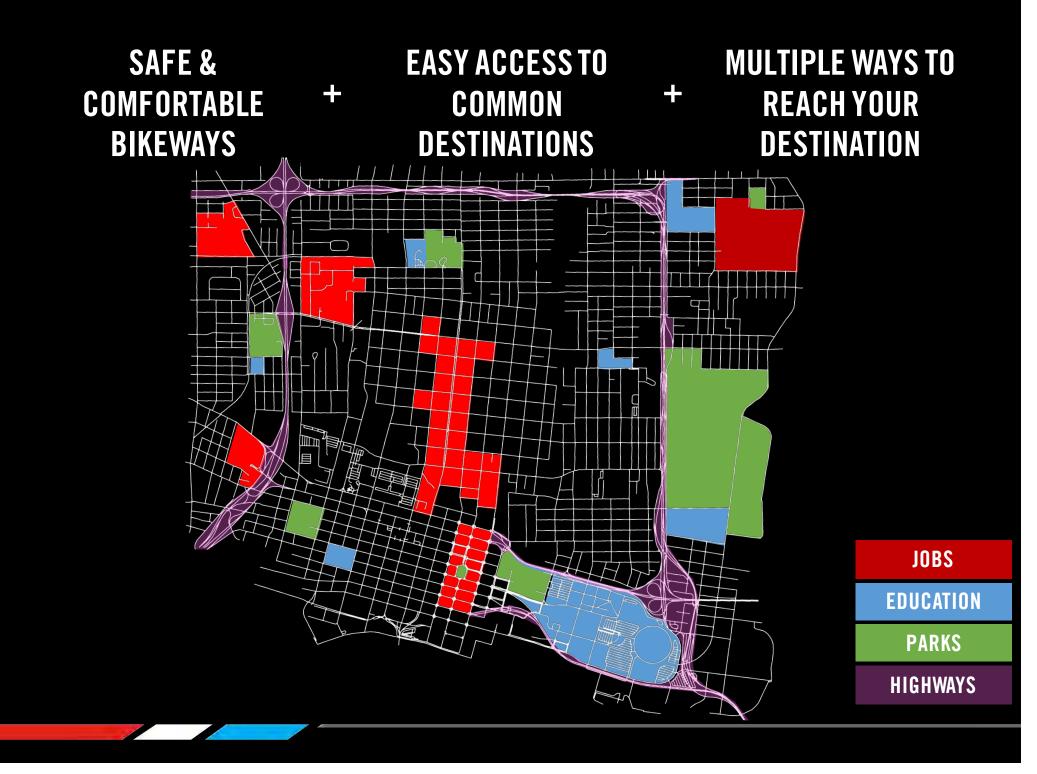
+ Safe Crossings

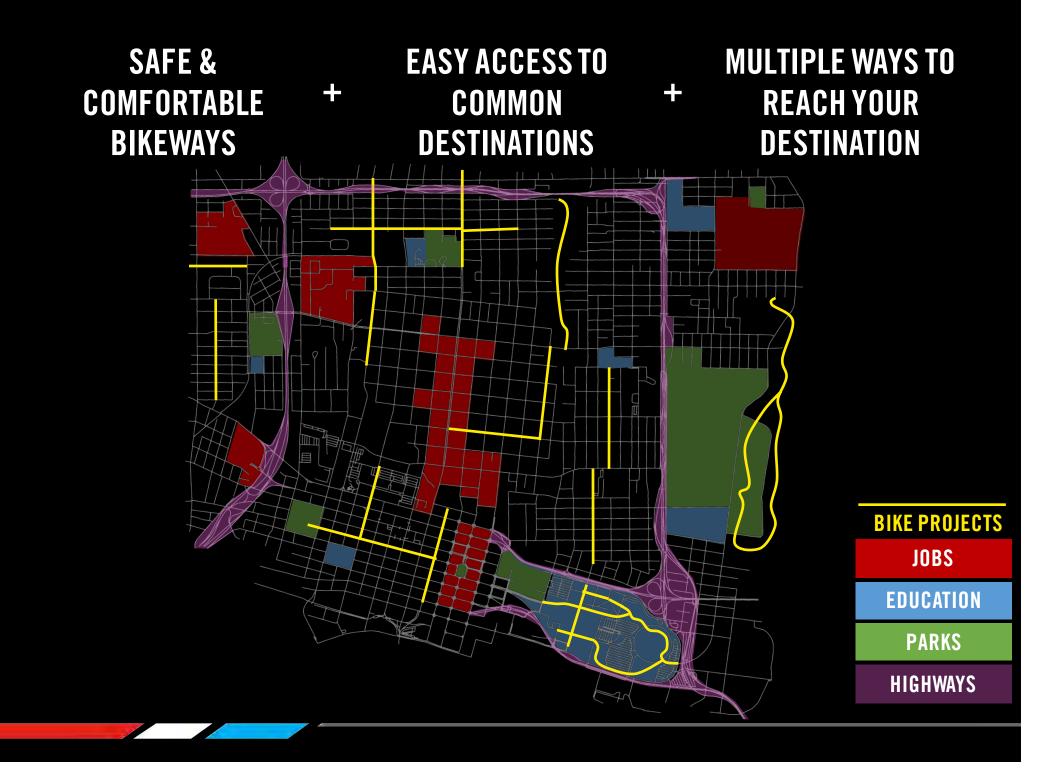


#### CLEAR CREEK CANYON, CO

A. Antonia

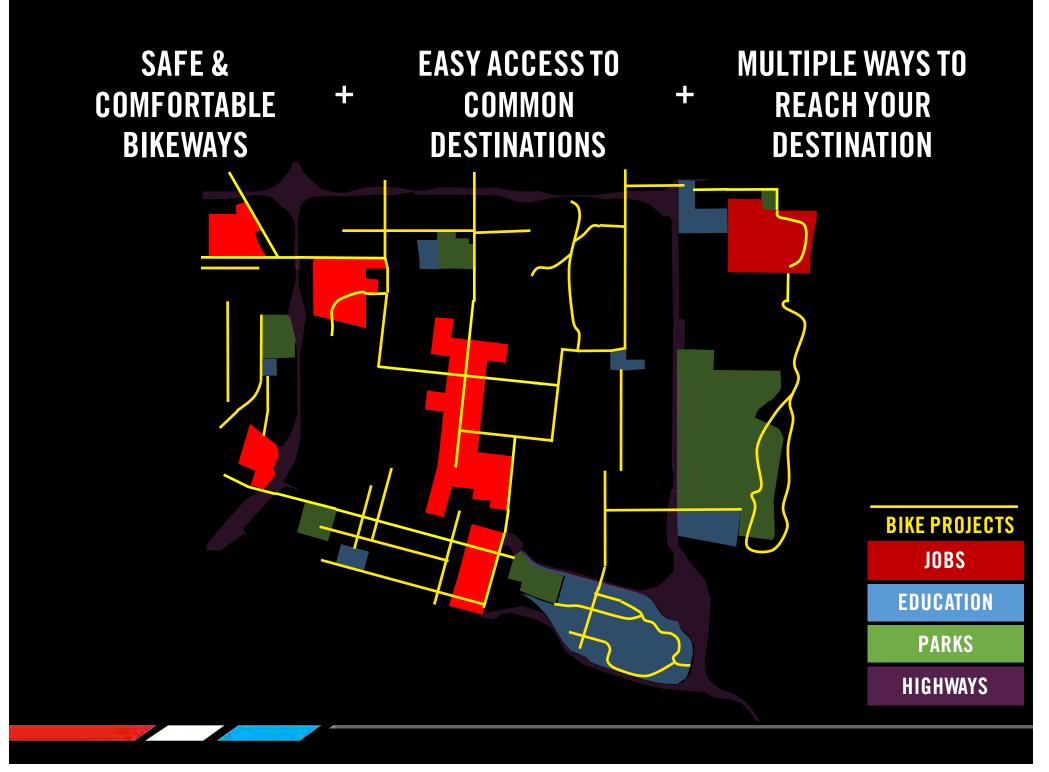


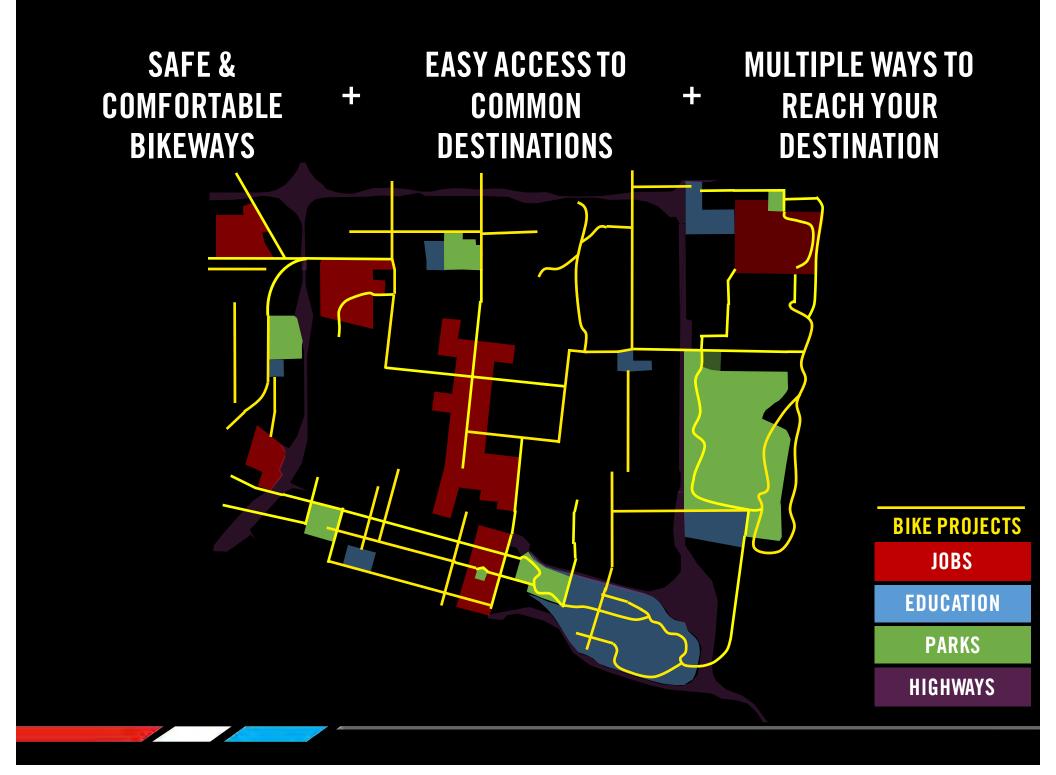


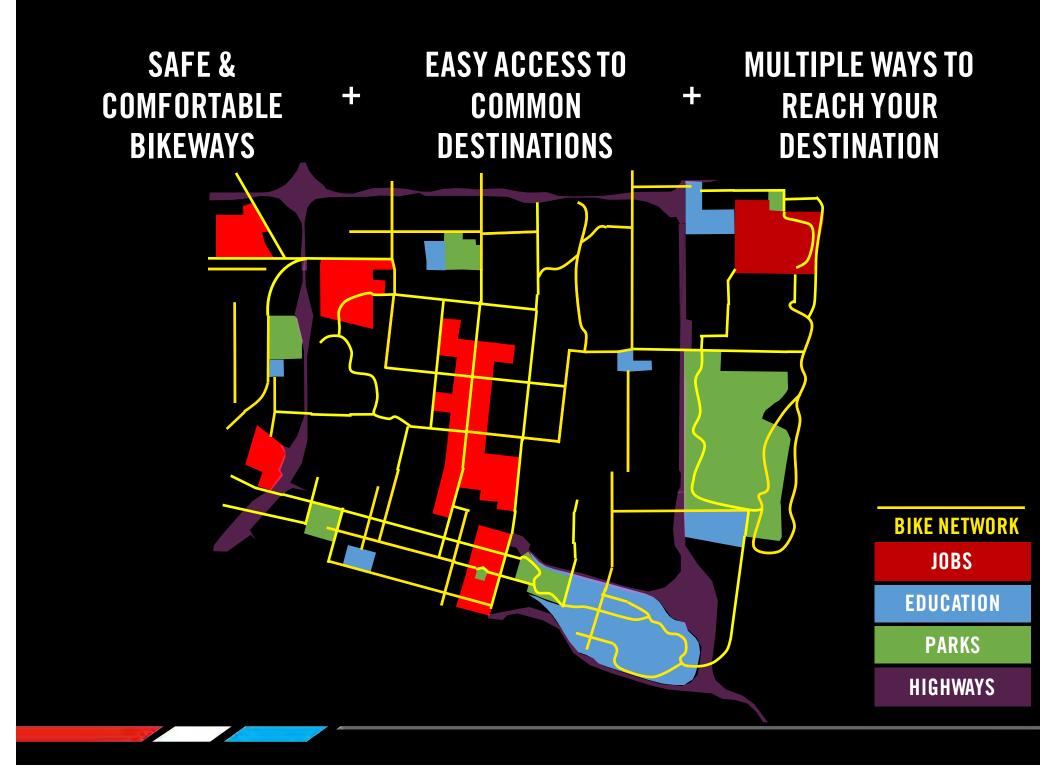


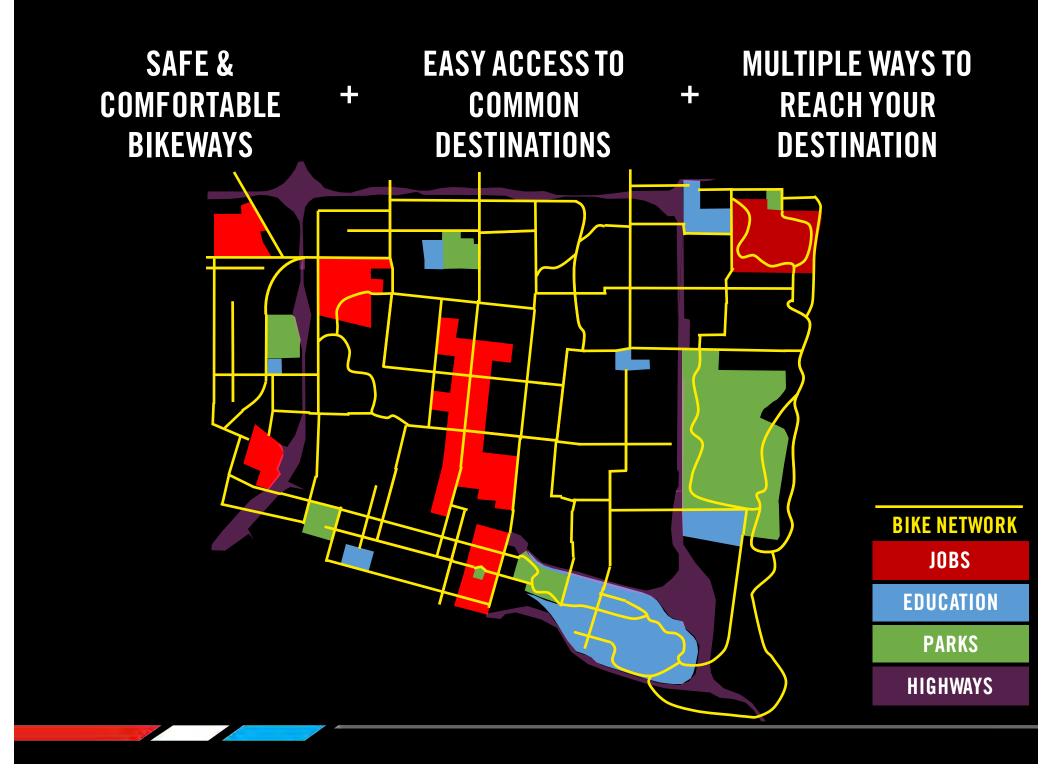


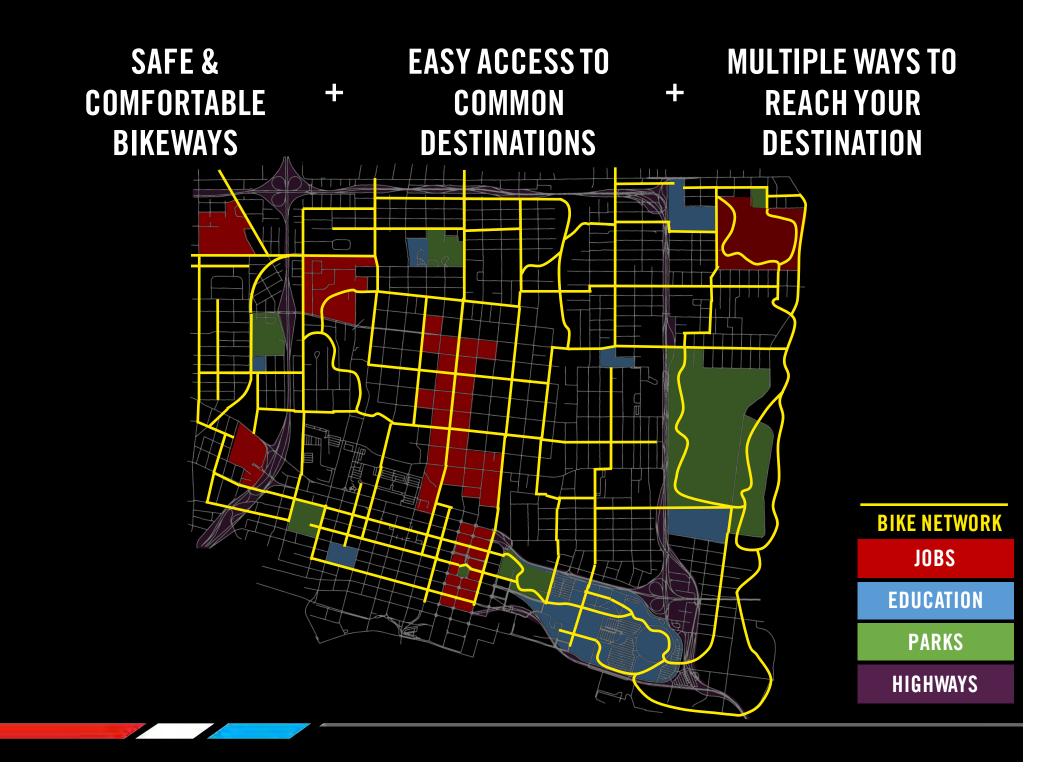








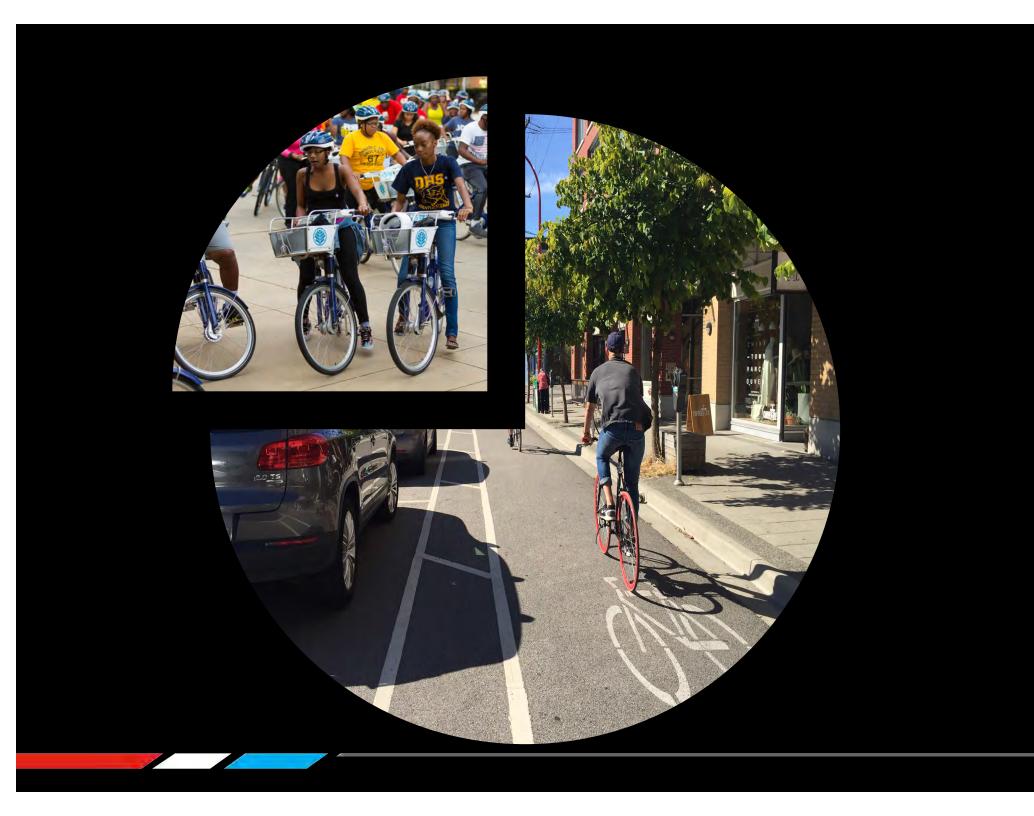




## If you build it, they will come.

# If you build the right thing in the right place and promote it well, they will come.

- Roger Geller





# Accelerate progress: Connect and inspire local leaders.

#### elected official

#### implementation staff

#### business leaders

top city staff

#### elected official

#### business leader

## local funder

#### elected official

#### local funder

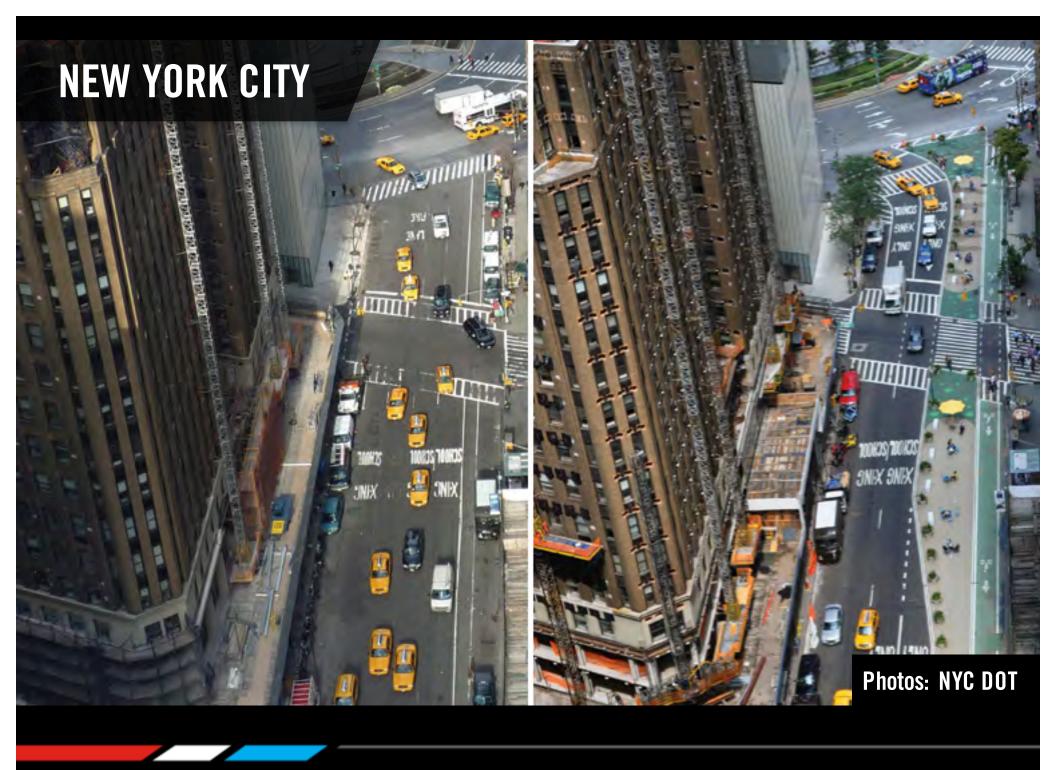
#### advocacy leader

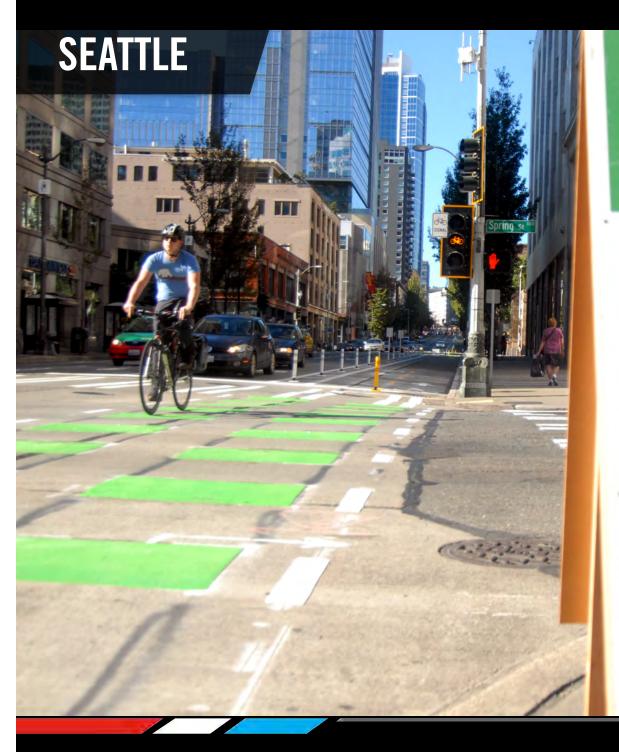
#### **community leader**

#### community leader

implementation staff top city staff elected officials **business** leaders **community leaders** advocacy leaders local funders

Accelerate progress: Quick build techniques





#### 2nd Ave Protected Bicycle Lane Demonstration Project

Contact: Kenny Alcantara 206-233-7103 Kenny Alcantara@seattle.gov Dahvee Enciso 206-255-7759 Dahvee.Enciso@seattle.gov Steve Erickson 206-391-1037 Steven.Erickson@seattle



SEATTLE

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# TRAFFIC REVISION AHEAD



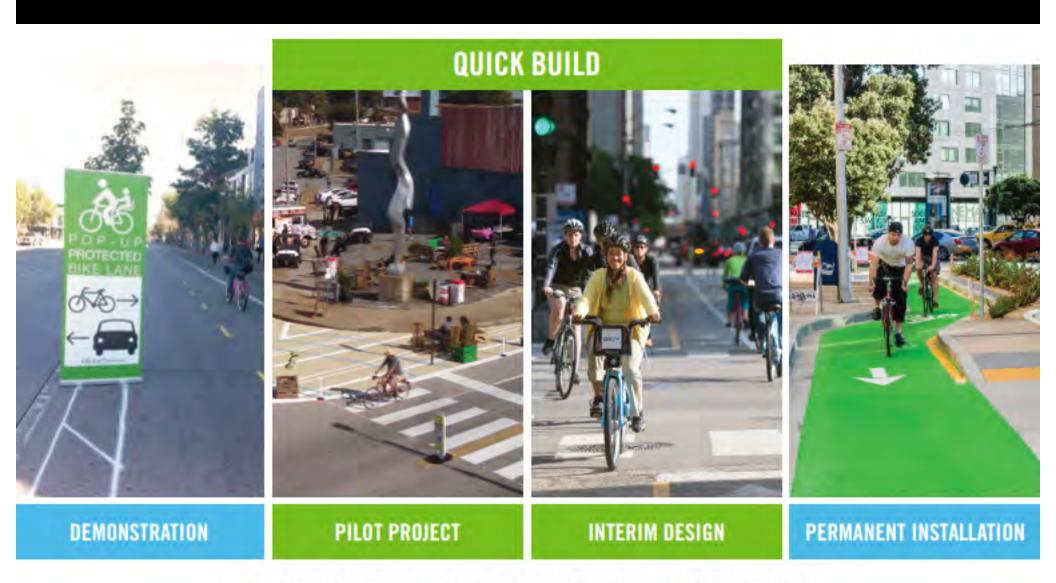


#### MEMPHIS



#### Photo: John Paul Shaffer





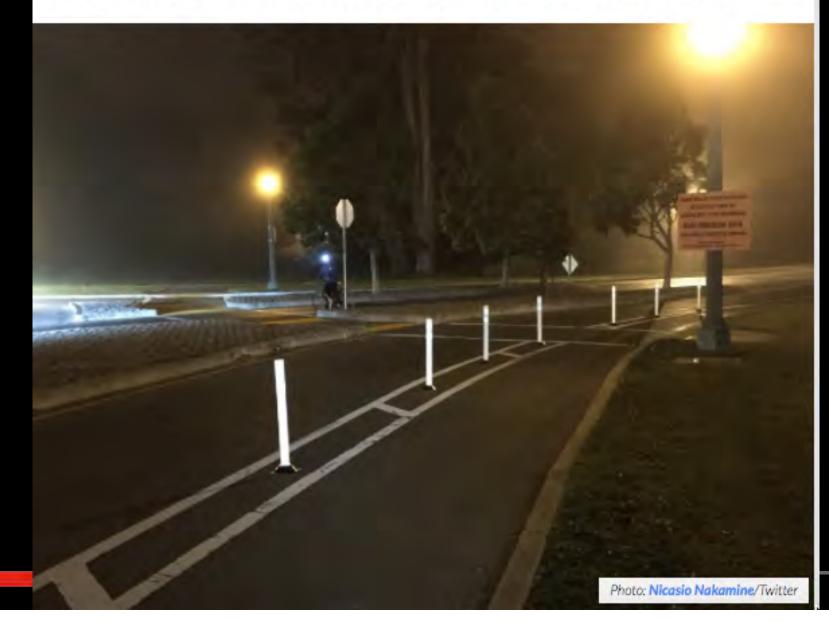
#### TACTICAL URBANISM: THE SPECTRUM OF CHANGE

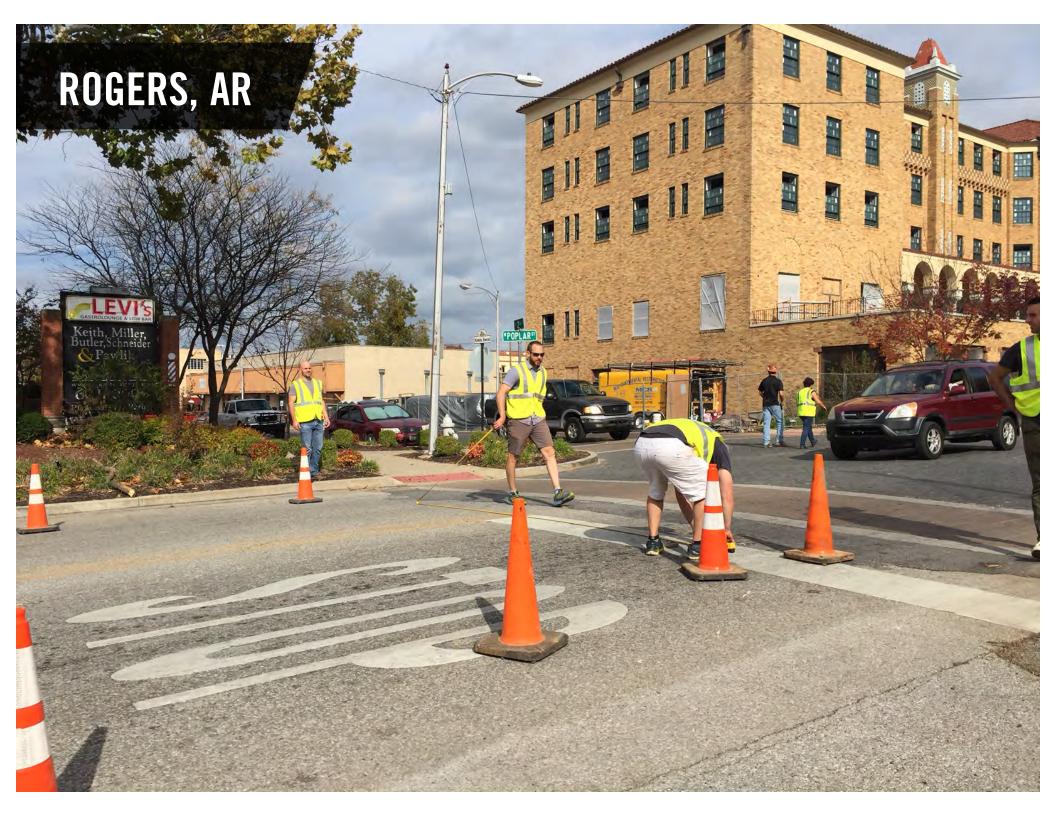






#### Golden Gate Park's Guerrilla Bike Lane Posts To Become Official In Activist Win

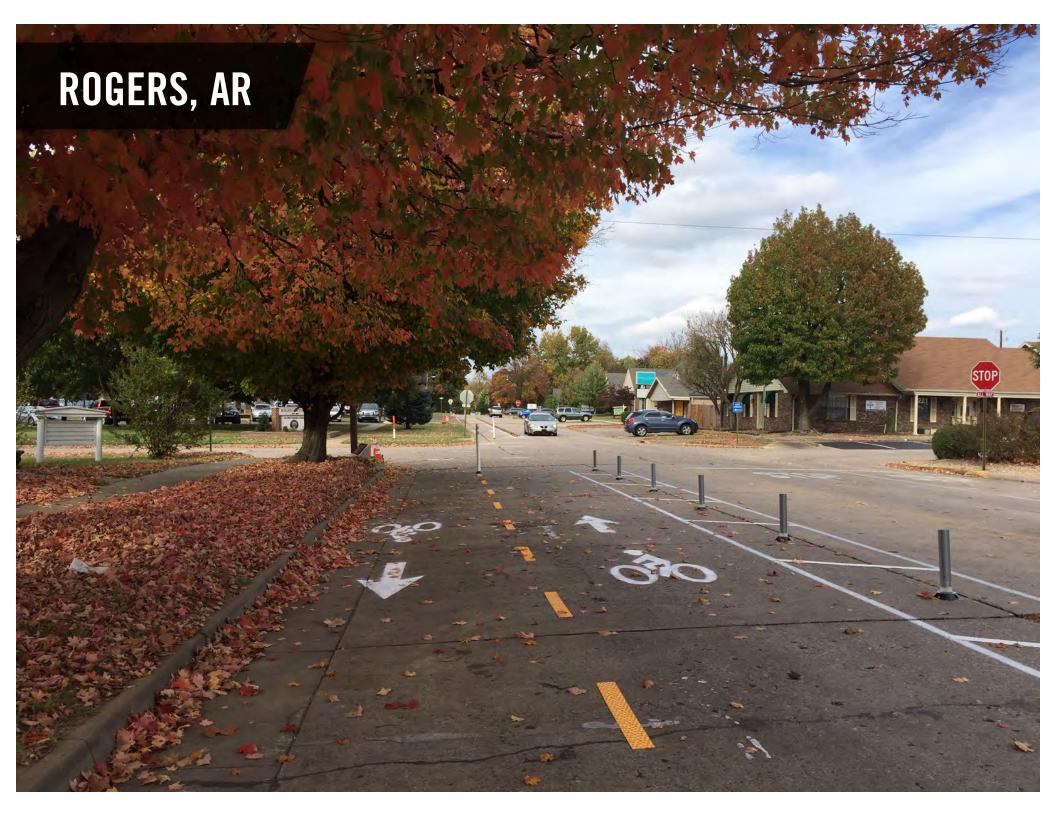




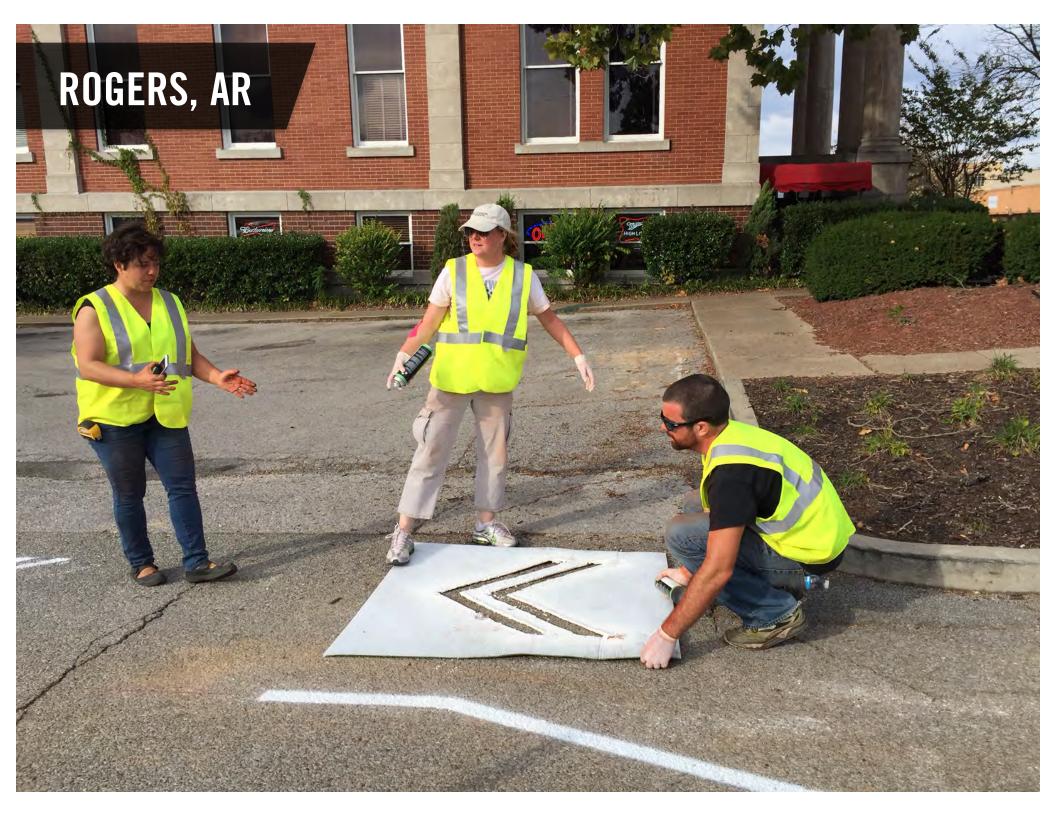
## ROGERS, AR

### ROGERS, AR



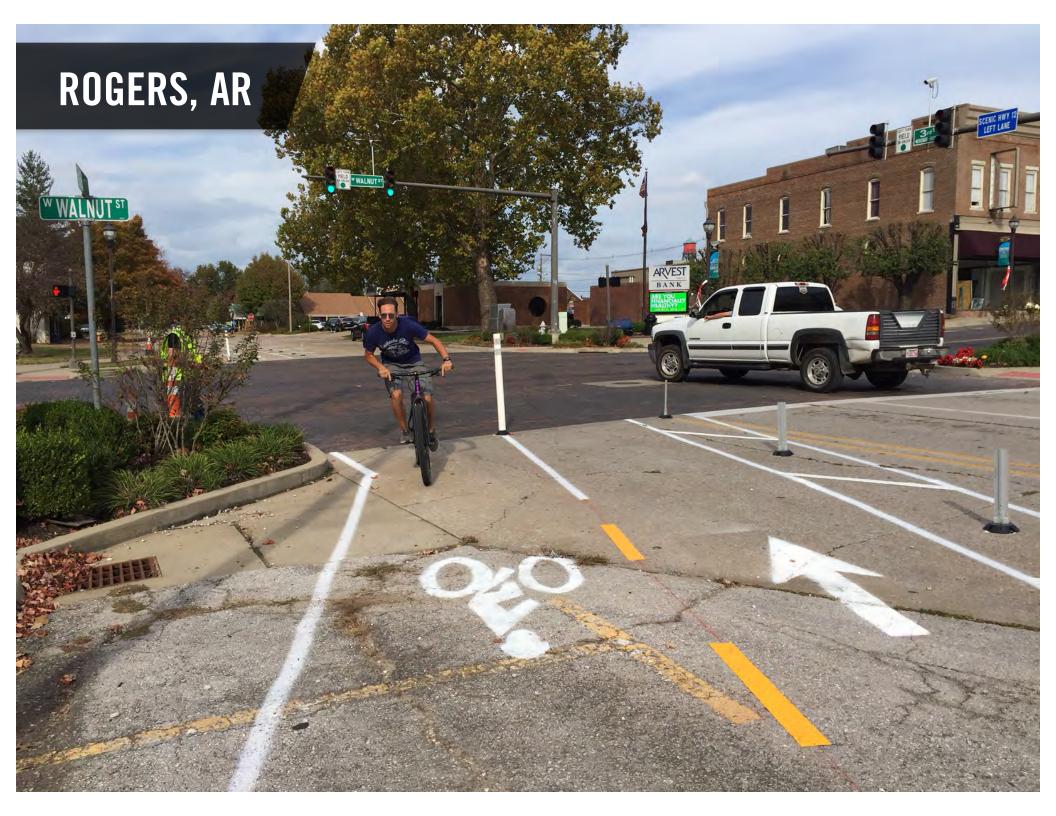












# Accelerate progress: Communicate well



EMAI

## FROM PARKING SPACES TO BIKE LANES: 10 WAYS CITIES CAN WIN THE FIGHT

April 10, 2015

f Y

Michael Andersen, Green Lane Project staff writer





#### People who arrive at a business on bike spend less per visit <u>but visit</u> <u>more often</u>, resulting in <u>more money</u> spent overall <u>per month</u>.



# <u>Ten customers who arrive</u> by bike fit in the parking space of <u>one customer</u> who arrives by car.



# "You cannot be for a startup, high-tech economy and not be pro-bike."

-Mayor Rahm Emanuel, Chicago



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# placesforbikes

**Supported by TREK** 



# We need to build bicycle systems, with protected bike lanes as part of complete networks.

# Accelerate progress through leadership development, quick builds and good communication.



### peopleforbikes™

# thank you

#### Martha Roskowski martha@peopleforbikes.org