



places**for**bikes

FROM ASPHALT TO ASPIRATION:

Activating support for bike infrastructure



IT'S TAKING TOO LONG TO GET GOOD
BIKE INFRASTRUCTURE ON THE
GROUND IN OUR CITIES



HOW DO WE CHANGE THE
CONVERSATION TO RALLY BIGGER,
BROADER PUBLIC SUPPORT?



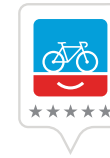
neimand collaborative



TABLE OF CONTENTS

- » METHODOLOGY
- » SUPPORT FOR BIKE INFRASTRUCTURE
- » SHIFT THE CONVERSATION
- » RESONANT MESSAGE
- » APPLYING THE MESSAGE
- » PUTTING IT ALL TOGETHER
- » REAL WORLD EXAMPLES

METHODOLOGY



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WHAT

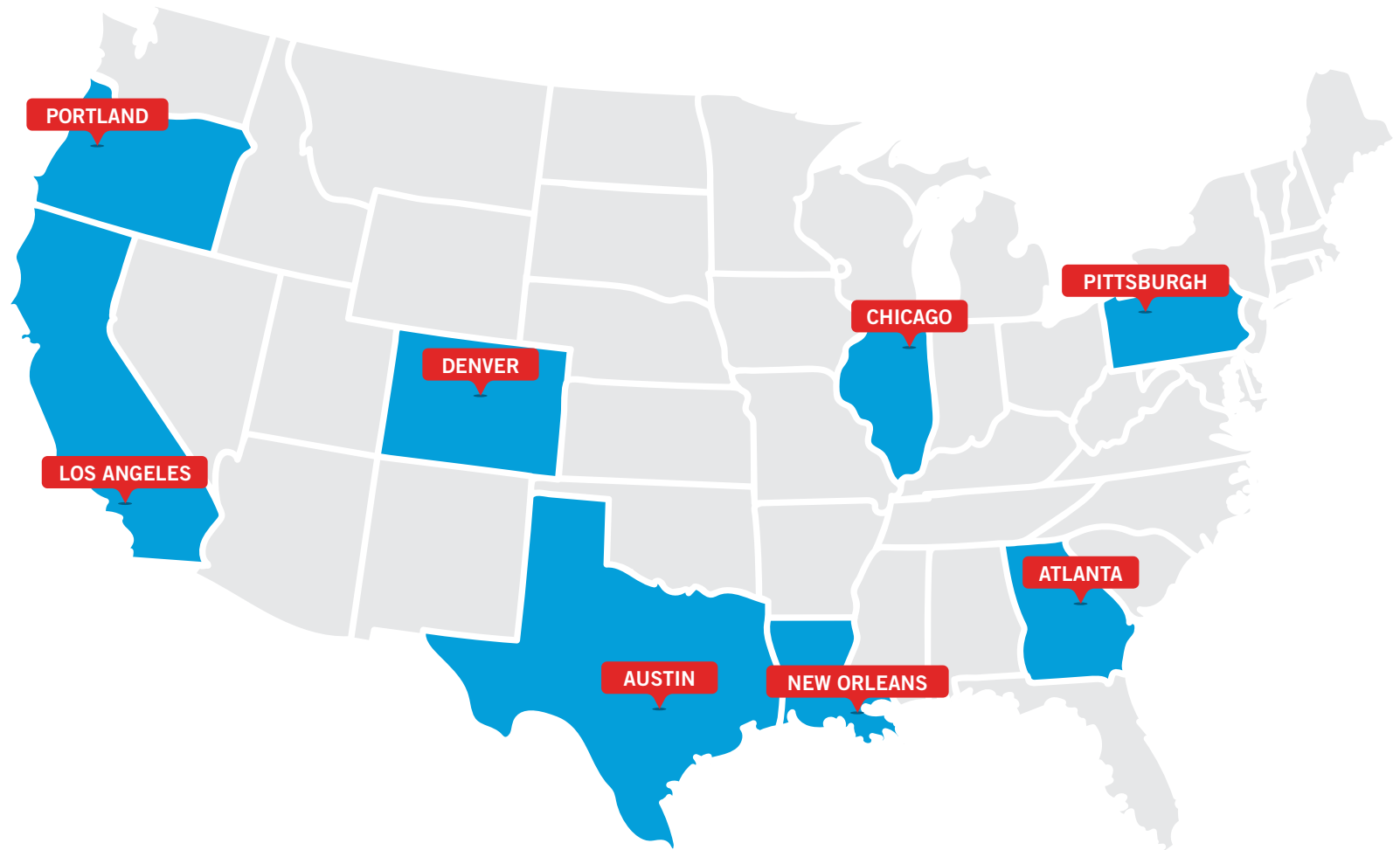
25 minute online survey among 3,000 respondents

WHO

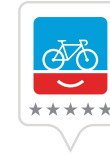
Cross-section of adults (18+) who either live in the city, commute to the city for work or school or visit the city regularly

WHERE

Eight metro U.S. markets

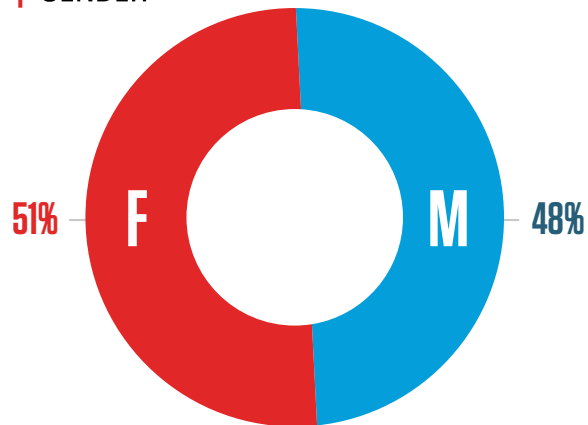


METHODOLOGY

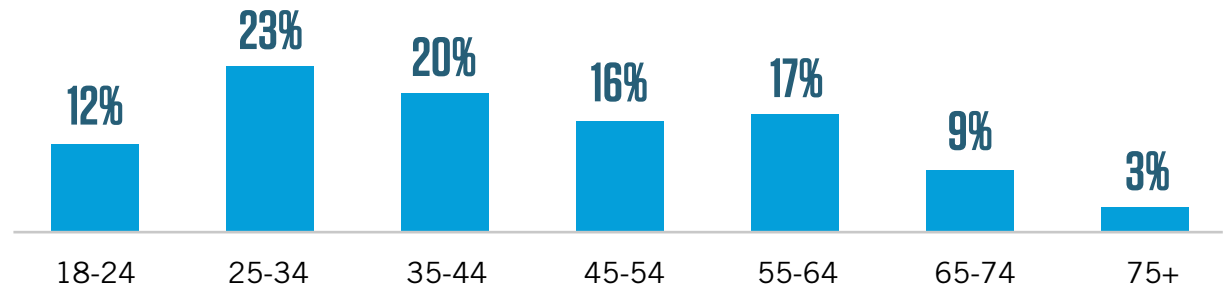


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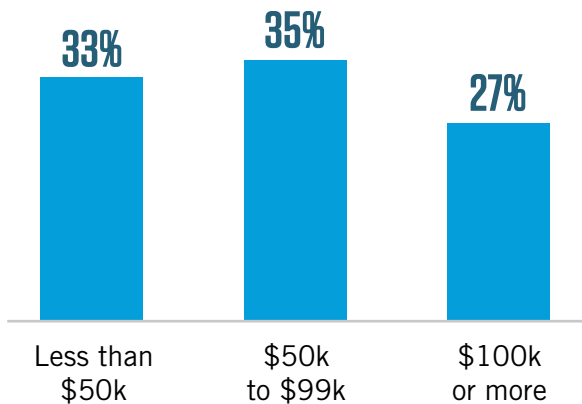
GENDER



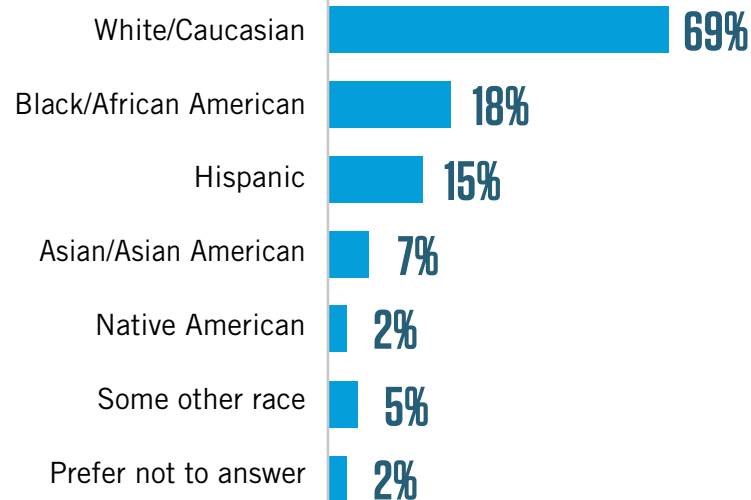
AGE



TOTAL HOUSEHOLD NET INCOME FOR 2017 (BEFORE TAXES)



RACE



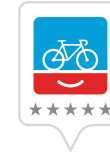
NO. OF PEOPLE IN HOUSEHOLD



1 in 3
(34%)

Have children in the household

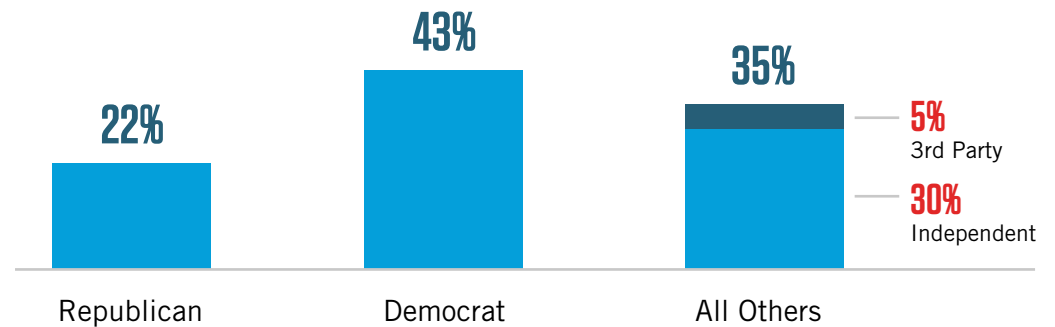
Throughout this presentation, totals may not sum to 100% and net totals might not sum to the total of the responses included in the net due to rounding.



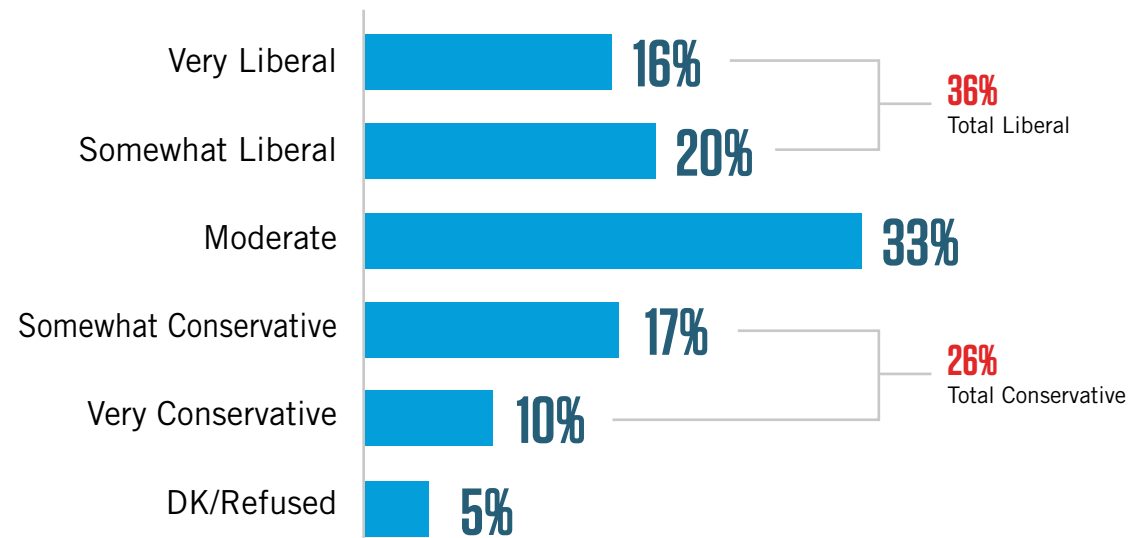
88%

**ARE REGISTERED
TO VOTE**

POLITICAL AFFILIATION



GENERAL APPROACH





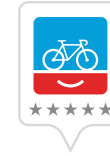
**GOOD NEWS: WE ALMOST
HAVE THE SUPPORT WE NEED
TO GET THE FINAL MILE OF
BIKE INFRASTRUCTURE.**



BAD NEWS: OUR SUPPORT
IS WEAK RELATIVE TO OTHER
CITY IMPROVEMENT DESIRES.



**WE CAN WIN IF WE CHANGE THE WAY
WE TALK ABOUT BIKE INFRASTRUCTURE,
ITS BENEFITS AND WHO BENEFITS.**



Great, but not strong support.

EXTREMELY LIKELY 22%

SOMEWHAT LIKELY 47%

LIKELY **69%**

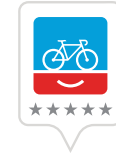
SOMEWHAT UNLIKELY 19%

NOT ALL THAT LIKELY 13%

UNLIKELY **31%**

“ I do not bike often, but many of my friends do....Knowing that more people would bike if they felt safer would be a benefit to the whole community. ”

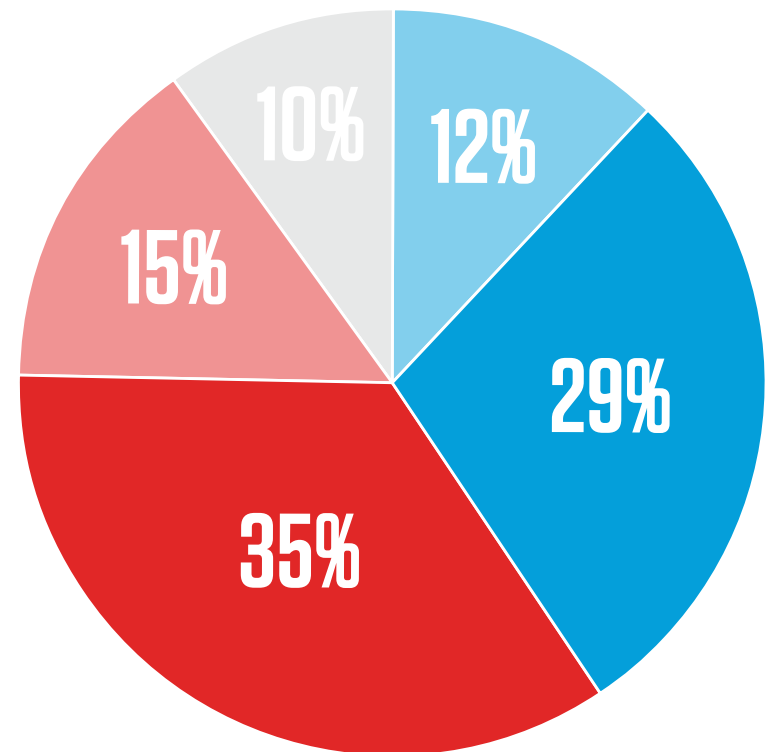
“ While I appreciate the idea, they are reckless, don't observe the laws, get in the way and make conditions much less safe for drivers and pedestrians. ”

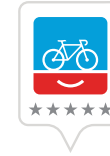


People support bike infrastructure, but it's not as important as other transportation needs.

QUESTION: Compared to other transportation issues in [CITY], improving bike infrastructure is...

- Light Blue Circle Much More Important
- Dark Blue Circle Somewhat More Important
- Red Circle Somewhat Less Important
- Light Red Circle Much Less Important
- Grey Circle Not at all Important

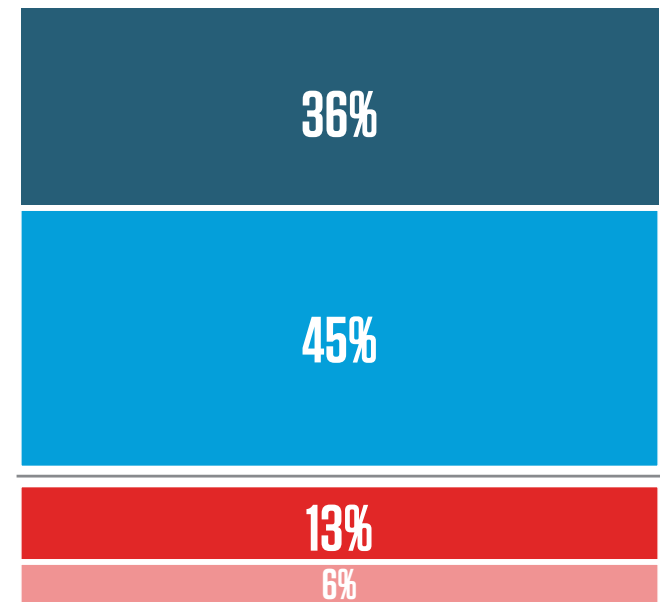




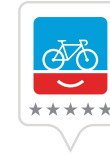
We gain greater support when bike infrastructure is put within the context of overall mobility.

I would support improved bike infrastructure if we could also get other improvements such as better roads and parking.

81% TOTAL AGREE **19% TOTAL DISAGREE**



● Agree Completely ● Agree Somewhat ● Disagree Somewhat ● Disagree Completely

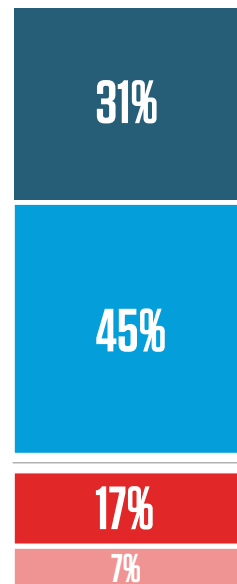


More transportation options solve traffic problems—people see bikes as a solution, not a problem.

The only way to solve our traffic problems is to give people more options to get where they're going, including more bike lanes and public transit.

75% TOTAL AGREE

25% TOTAL DISAGREE



More people on bikes will reduce traffic congestion.

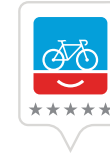
71% TOTAL AGREE

29% TOTAL DISAGREE





WHEN CONNECTED TO OVERALL MOBILITY,
BIKE INFRASTRUCTURE TURNS ASPHALT
INTO ASPIRATION.



76% agree: Bike lanes are important to increase mobility and opportunity. If connected to public transit, they would help people get around faster. Most say they would be proud to live in a city with many bike lanes.

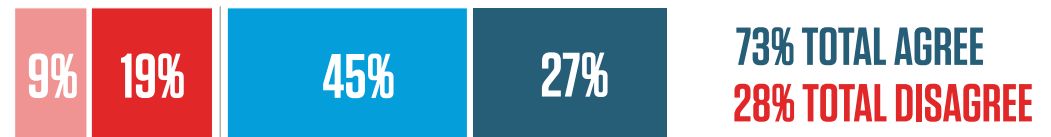
Bike lanes are important to increase mobility and opportunity in the city.



Bike lanes that are connected to public transportation help people get around faster.

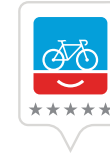


I would be proud to live in a city with a lot of bike lanes.





**BIKE ADVOCATES NEED TO
SHIFT THE CONVERSATION.**



People want accountability for cars and bikers; bike infrastructure is the way to greater livability.

Bikers need to adhere to the rules of the road and be held accountable for breaking those rules in the same way as drivers.



All bikers and drivers should be required to have basic education on how to share the road.




Protected bike lanes would make the rules of the road clear for bikers, motorists and pedestrians.



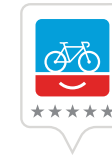
Bike lanes combined with road, sidewalk and transit improvements would make my community more livable.





“IF I HAD ASKED PEOPLE WHAT THEY
WANTED, THEY WOULD HAVE SAID
FASTER HORSES.”

—HENRY FORD



Mobility Motivations Ladder

SOCIETAL OUTCOMES



SOCIETAL PROTECTION

SOCIETAL COHESION

SOCIETAL VIGOR

SOCIETAL MAINTENANCE

VALUES



CITIZENSHIP

SECURITY

ACTUALIZATION

ACCOMPLISHMENT

EMOTIONS



RESPECTED

INDEPENDENT

RELAXED

FORWARD THINKING

ADVENTUROUS

BENEFITS



SCHEDULE
DRIVEN

URBAN
DEVELOPMENT

COMMUNITY
DEVELOPMENT

SOCIAL MOBILITY

COMMUNITY PROTECTION

WELL-BEING

ATTRIBUTES



SCHEDULE FRIENDLY

BIKE FRIENDLY

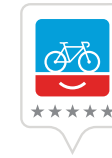
CAR FRIENDLY

PUBLIC TRANSPORTATION
FRIENDLY

CIVIC FRIENDLY

PLAY FRIENDLY

ENVIRONMENTALLY
FRIENDLY



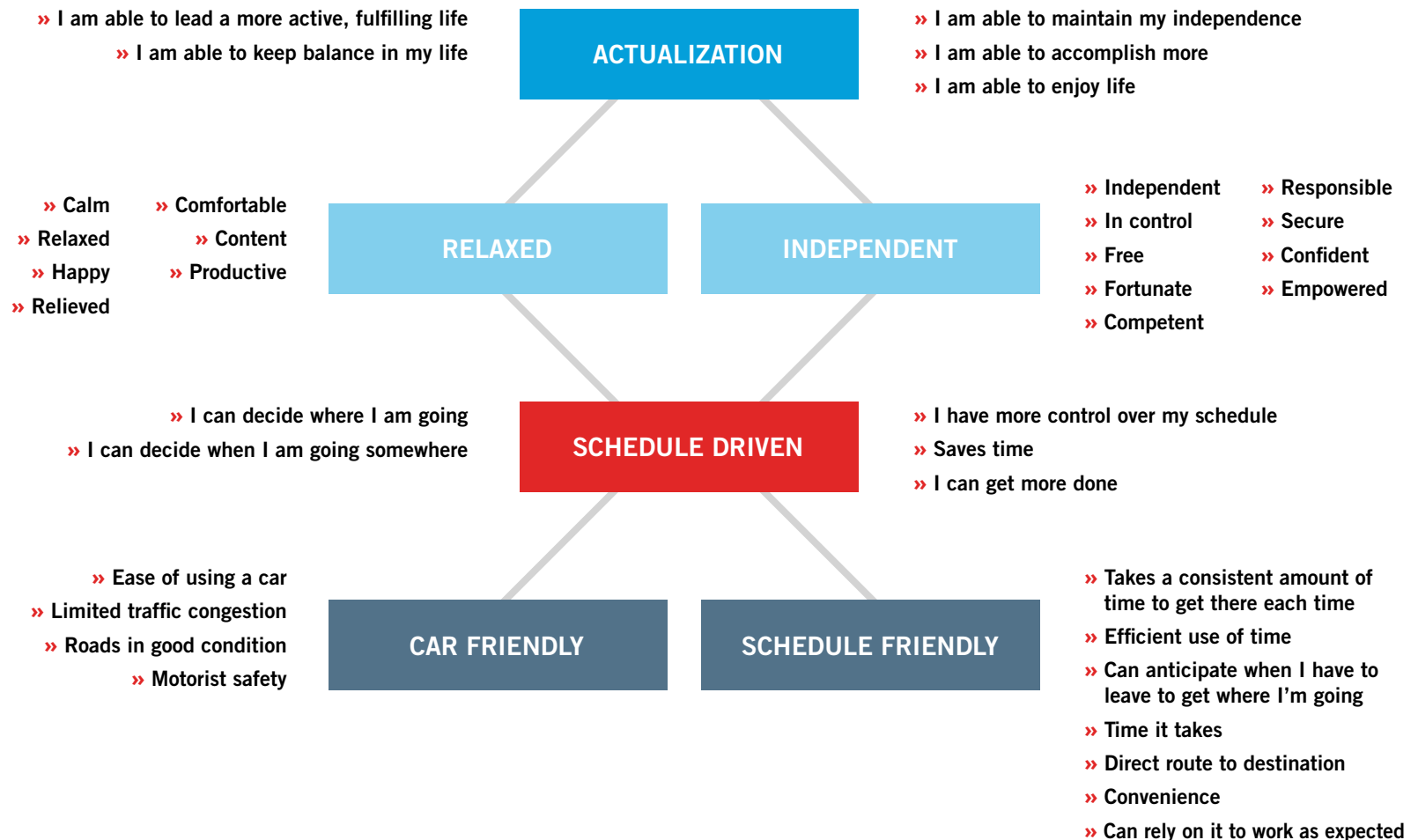
Mobility Motivations: Schedule Driven 38%

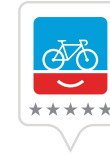
VALUES

EMOTIONS

BENEFITS

ATTRIBUTES





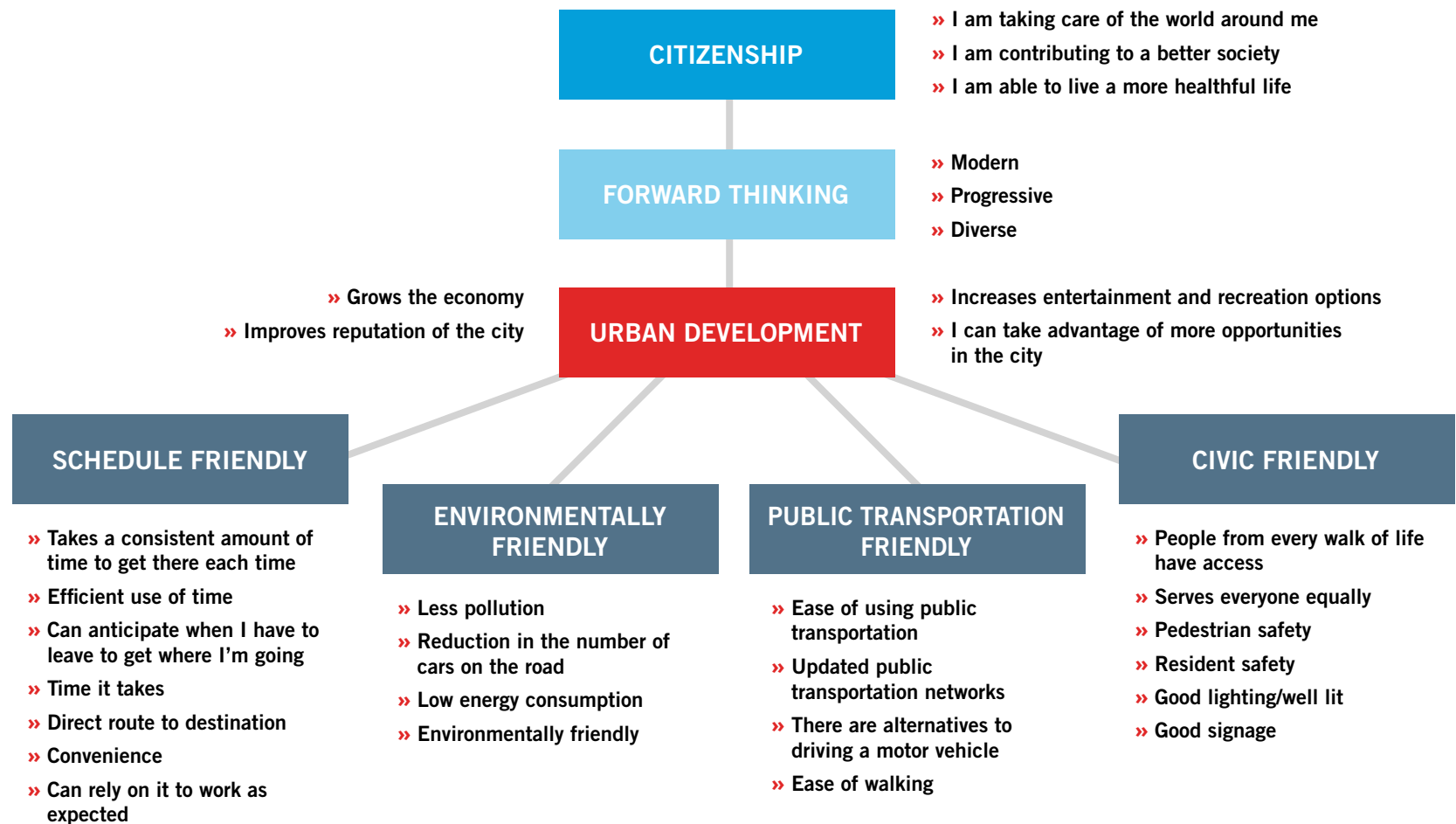
Mobility Motivations: Urban Development 17%

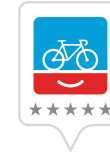
VALUES

EMOTIONS

BENEFITS

ATTRIBUTES





Mobility Motivations: Community Development 12%

VALUES

CITIZENSHIP

- » I am taking care of the world around me
- » I am contributing to a better society
- » I am able to live a more healthful life

EMOTIONS

FORWARD THINKING

- » Modern
- » Progressive
- » Diverse

BENEFITS

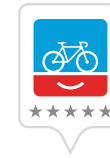
COMMUNITY DEVELOPMENT

- » Increases interaction with others
- » Brings people together
- » Creates community
- » Breaks down barriers
- » Promotes friendliness
- » Builds trust
- » Grows civic pride

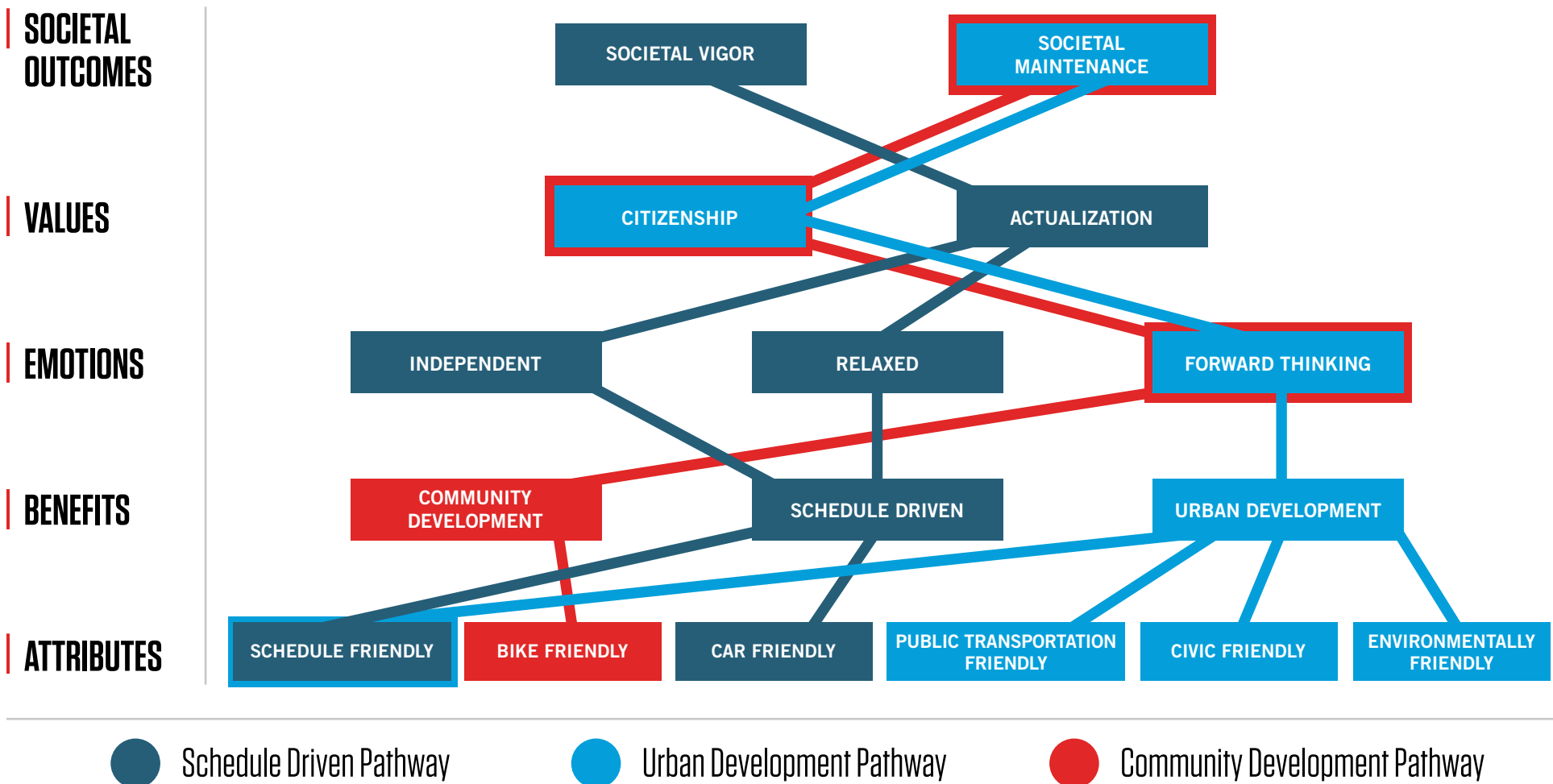
ATTRIBUTES

BIKE FRIENDLY

- » Availability of bike racks
- » Availability of bikeshare
- » Bicyclist safety
- » Provides exercise while getting where I need to go

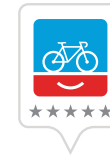


Hybrid Pathway Map of Schedule Driven, Urban & Community Development Pathways **67%**

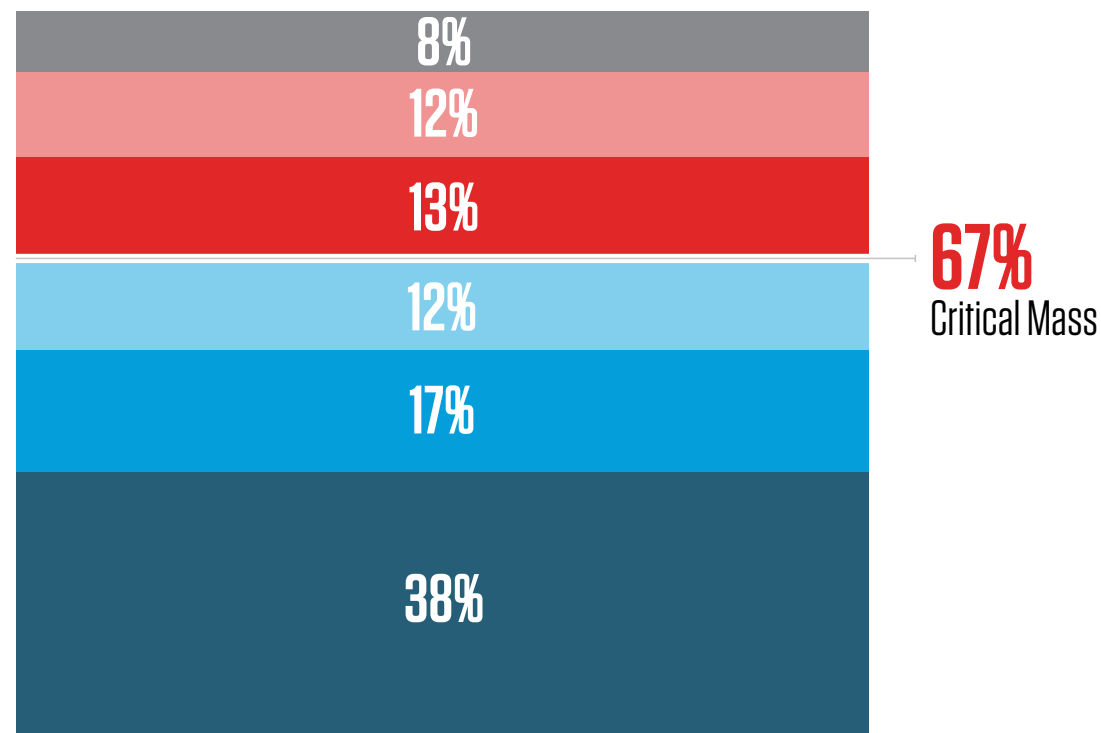




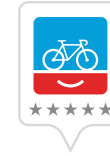
**WE CAN CAST THE WIDEST NET AND
CAPTURE THE GREATEST NUMBER
THROUGH COMMONALITIES.**



The Schedule Driven are least likely to support bike infrastructure, but they will if it supports their desired lifestyle.



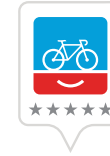
SHIFT THE CONVERSATION



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	Schedule Driven 38%	Urban Development 17%	Community Development 12%	Social Mobility 13%	Community Protection 12%	Well-Being 8%
SOCIETAL OUTCOMES	» Vigor	» Maintenance	» Maintenance	» Maintenance » Protection	» Protection	» Maintenance » Vigor
VALUES	» Actualization	» Citizenship	» Citizenship	» Actualization	» Actualization	» Actualization
EMOTIONS	» Independent » Relaxed	» Forward Thinking	» Forward Thinking	» Independent	» Relaxed	» Independent » Relaxed
BENEFITS	» Schedule Driven	» Urban Development	» Community Development	» Social Mobility	» Community Protection	» Well-Being
ATTRIBUTES	» Car Friendly » Schedule Friendly	» Enviromental Friendly » Schedule Friendly » Public Transport » Civic Friendly	» Bike Friendly	» Civic Friendly	» Civic Friendly	» Civic Friendly

Top Benefit of Biking Infrastructure	» Schedule Driven » Well-Being	» Well-Being » Urban Development	» Community Protection » Well-Being	» Social Mobility » Community Protection	» Community Protection » Social Mobility	» Well-Being » Social Mobility
How biking infrastructure will improve transportation	» Bike Friendly » Environmental Friendly	» Bike Friendly » Environmental Friendly	» Bike Friendly » Environmental Friendly	» Bike Friendly » Environmental Friendly	» Bike Friendly » Environmental Friendly	» Bike Friendly » Environmental Friendly
Ways biking infrastructure will worsen transportation	VERY MINIMAL OVERALL, TOP WAYS » Car Friendly » Schedule Friendly	VERY MINIMAL OVERALL, TOP WAYS » Car Friendly » Play Friendly	VERY MINIMAL OVERALL, TOP WAYS » Car Friendly » Schedule Friendly	VERY MINIMAL OVERALL, TOP WAYS » Car Friendly » Schedule Friendly	VERY MINIMAL OVERALL, TOP WAYS » Car Friendly » Schedule Friendly	VERY MINIMAL OVERALL, TOP WAYS » Car Friendly » Play Friendly



Attributes by Pathway

	Schedule Driven 38%	Urban Development 17%	Community Development 12%	Social Mobility 13%	Community Protection 12%	Well-Being 8%
Demographics	<ul style="list-style-type: none"> » More suburban » More visitors » More white » Higher income » Fewer children in hh » Oldest » More retirees » More educated 	<ul style="list-style-type: none"> » More commuters » Higher income » More educated 	<ul style="list-style-type: none"> » More city residents » More black and Hispanic » Lowest income » More children in hh » Youngest » Less educated 	<ul style="list-style-type: none"> » More commuters » More black and Hispanic » Lower income » More children in hh 	<ul style="list-style-type: none"> » More black 	<ul style="list-style-type: none"> » More Hispanics » More retirees
Political Orientation	<ul style="list-style-type: none"> » More conservative » More Republican 	<ul style="list-style-type: none"> » More liberal » More Democrat 	<ul style="list-style-type: none"> » More conservative » More Republican 	<ul style="list-style-type: none"> » Moderate » More independents 	<ul style="list-style-type: none"> » More liberal » More Democrat 	<ul style="list-style-type: none"> » More Republican
Biking	<ul style="list-style-type: none"> » Less likely to bike for any reason 	<ul style="list-style-type: none"> » More likely to say they would bike more if it was easier/safer 	<ul style="list-style-type: none"> » More likely to bike – for transportation and recreation » More likely to live in an area with bike lanes » More likely to have a working bike 	<ul style="list-style-type: none"> » More likely to say they would bike more if it was easier/safer 		<ul style="list-style-type: none"> » Less likely to own a working bike » More likely to have owned a bike in the past but not anymore
Infrastructure	<ul style="list-style-type: none"> » Less likely to support bike infrastructure initiative 	<ul style="list-style-type: none"> » More likely to support bike infrastructure initiative 	<ul style="list-style-type: none"> » More likely to support bike infrastructure initiative 	<ul style="list-style-type: none"> » More likely to support bike infrastructure initiative 	<ul style="list-style-type: none"> » More likely to support bike infrastructure initiative 	<ul style="list-style-type: none"> » More likely to support bike infrastructure initiative



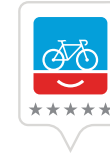
GREAT MESSAGING ISN'T
WHAT WE WANT TO SAY, IT'S WHAT
PEOPLE WANT TO HEAR CONSISTENT
WITH WHO WE ARE.



**WE CAN SAY THAT BIKE
INFRASTRUCTURE HELPS SOLVE
THE MOBILITY PROBLEMS WE
ALL SHARE.**



WE CAN USE ONE MESSAGE TO
UNITE PEOPLE WITH VERY
DIFFERENT ASPIRATIONS.



There are greater similarities in attitudes across pathways, enabling a message frame that speaks to all.

SCHEDULE DRIVEN

- » Bikers need to adhere to rules of road/accountable for breaking rules the same as drivers.
- » Bikers and drivers should be required to have basic education on sharing road.
- » I'd support improved bike infrastructure if we could also get improvements such as better roads & parking.
- » Biking is too unreliable for me to use it to get to work.
- » Hot, cold, stormy weather makes it too difficult to bike regularly where I live.

URBAN DEVELOPMENT

- » Bikers need to adhere to rules of road/accountable for breaking rules the same as drivers.
- » Bikers and drivers should be required to have basic education on sharing road.
- » I'd support improved bike infrastructure if we could also get improvements such as better roads & parking.
- » Protected bike lanes would make rules of road clear for bikers, motorists and pedestrians.
- » Only way to solve traffic problems is give people more options to get where going, more bike lanes & transit.

COMMUNITY DEVELOPMENT

- » Bikers need to adhere to rules of road/accountable for breaking rules the same as drivers.
- » Bikers and drivers should be required to have basic education on sharing road.
- » Only way to solve traffic problems is give people more options to get where going, more bike lanes & transit.
- » Bike lanes are important to increase mobility and opportunity in the city.
- » Protected bike lanes would encourage me to bike more.
- » More people on bikes will reduce traffic congestion

SOCIAL MOBILITY

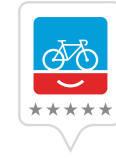
- » Bikers need to adhere to rules of road/accountable for breaking rules the same as drivers.
- » Bikers and drivers should be required to have basic education on sharing road.
- » I'd support improved bike infrastructure if we could also get improvements such as better roads & parking.
- » Protected bike lanes would make rules of road clear for bikers, motorists and pedestrians.
- » Hot, cold, stormy weather makes it too difficult to bike regularly where I live.

COMMUNITY PROTECTION

- » Bikers need to adhere to rules of road/accountable for breaking rules the same as drivers.
- » Bikers and drivers should be required to have basic education on sharing road.
- » I'd support improved bike infrastructure if we could also get improvements such as better roads & parking.
- » Protected bike lanes would make rules of road clear for bikers, motorists and pedestrians.
- » Bike lanes comb. with road, sidewalk, transit improvements would make community more livable.

WELL-BEING

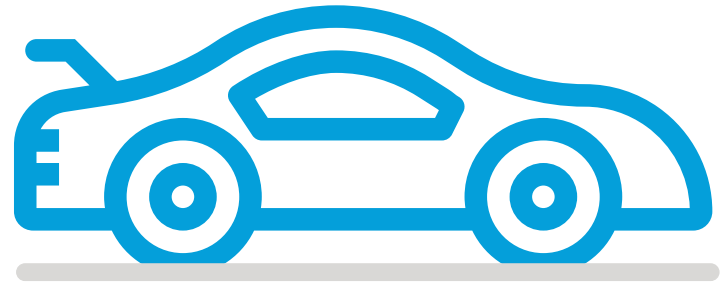
- » Bikers need to adhere to rules of road/accountable for breaking rules the same as drivers.
- » Bikers and drivers should be required to have basic education on sharing road.
- » I'd support improved bike infrastructure if we could also get improvements such as better roads & parking.
- » Protected bike lanes would make rules of road clear for bikers, motorists and pedestrians.
- » I would feel relieved if there were a reliable alternative to cars.



Bike infrastructure solves the problem.



“Bikers need to adhere to the rules of the road and be accountable for breaking the rules the same as drivers.”

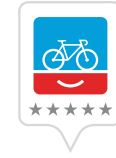


“Bikers and drivers should be required to have basic education on sharing the road.”



THE BIG IDEA:

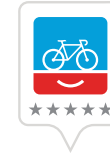
EVERYONE HAS PEACE ON THE ROAD
WHEN EVERYONE HAS A PIECE OF
THE ROAD.



The resonant message: Value and safety for all.

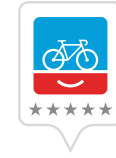
Bike infrastructure is like the current road and sidewalk infrastructure we have for motorists and pedestrians. It's a **completely connected, comfortable system** of bike lanes that allow people on bikes to get to where they're going **safely without inconveniencing drivers and walkers**. Protected bike lanes are located on or next to the road, but physically separated and only used by people riding bikes.

Good bike infrastructure doesn't leave bike riders, motorists or pedestrians to navigate incomplete connections that force everyone into unsafe and confusing situations. Everyone can get where they are going with **the greatest safety** and the least amount of hassle because the traffic flow needs of all are met through careful planning and smart construction.



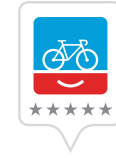
Our Message Frame:

- » We can give everyone more options to get where they need to go quickly and safely by building bike infrastructure into our transportation improvements.
- » Everyone rides easy with bike infrastructure: it relieves congestion with a completely connected, comfortable system of protected bike lanes that allows people on bikes to travel safely without inconveniencing drivers and walkers.
- » Protected bike lanes are located next to the road and physically separated, providing people with the confidence to bike to work, school, markets, parks and restaurants—or just explore on the weekends.
- » Good bike infrastructure doesn't leave bike riders, motorists or pedestrians to navigate incomplete connections that force everyone into unsafe and confusing situations.



Our Message Frame:

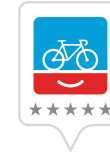
- » Everyone has peace on the road when everyone has a piece of the road.
- » Drivers, walkers and bikers can get where they are going with the greatest safety and the least amount of hassle because everyone's traffic flow needs are met through careful planning and smart construction.
- » Bike infrastructure helps us move forward together by relieving traffic congestion, increasing mobility and opportunity and making our city more alive and livable.



Everyone has peace on the road when everyone has a piece of the road.

We can give everyone more options to get where they need to go quickly and safely by building bike infrastructure into our transportation improvements. Bike infrastructure relieves congestion with a completely connected, comfortable system of protected bike lanes that allows people on bikes to travel safely without inconveniencing drivers and walkers. It doesn't leave bike riders, motorists or pedestrians to navigate incomplete connections that force everyone into unsafe and confusing situations.

Drivers, walkers and bikers can get where they are going with the greatest safety and the least amount of hassle because everyone's traffic flow needs are met through careful planning and smart construction. We can have peace on the road—and more livable communities—when everyone has a piece of the road.



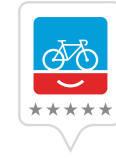
EVERYONE GETS PEACE ON THE ROAD
**WHEN EVERYONE HAS
A PIECE OF THE ROAD**



peopleforbikes

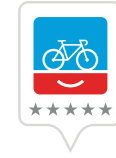


APPLYING THE MESSAGE



DO

- » Remember how few people use bikes as their primary mode of transportation and respect their choices.
- » Talk about how bike infrastructure improves the lives and mobility of all—whether or not they bike.
- » Communicate how bike infrastructure provides people with more options and adds to communities—increasing opportunity, relieving congestion and improving recreation and health, not taking resources away.
- » Advance the idea that we can have peace on the road when everyone has their piece of the road.
- » When you have protected bike lanes, everyone rides with safety and ease.
- » Successful messaging is about the messenger.

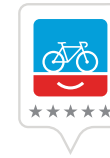


DO NOT

- » Don't be a "special interest" for bike lanes and biking—show your interest in mobility solutions for all modes of transportation without judgment.
- » Don't overpromise that bikes will solve all problems.
- » Don't communicate that protected bike lanes only help bikers—they help everyone.
- » Don't be in opposition to cars. You need drivers to support bike infrastructure.
- » Don't be defensive of bike safety and car safety—everyone is responsible for safety and we can all be safer when we have infrastructure that promotes safety.
- » Don't lecture abstractly about the environment or equity when you have physical infrastructure that can help solve the problem.



REAL WORLD EXAMPLES

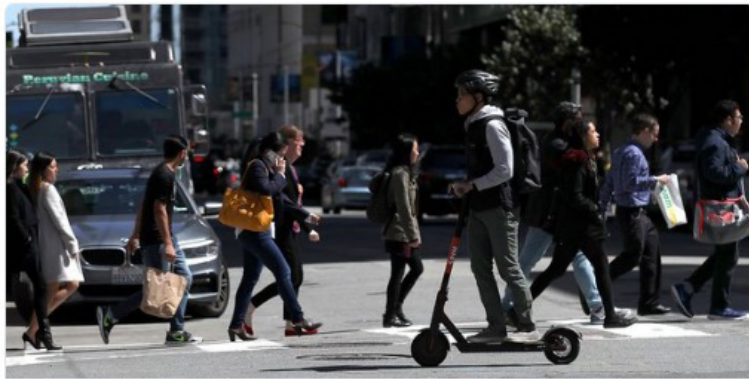


PeopleForBikes



PeopleForBikes @peopleforbikes · 3h

"Whether the vehicle is docked, locked, electric, pedaled, shared, or owned, there is clearly a growing group of Americans who want to use their streets in a new way, right now."



Don't ban scooters. Redesign streets.

Cities are busy regulating Bird and Lime, but ignoring the real problem—there's still too much space for cars.

[curbed.com](https://www.curbed.com)

1

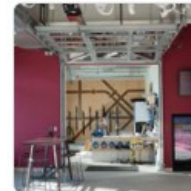
27

53



PeopleForBikes @peopleforbikes · Jul 29

"The goal is to make the journey to and from work safe, efficient, and as comfortable as possible."



Facebook's Westlake Wheelhouse

Blog

bikesmakelifebetter.com

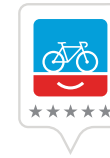


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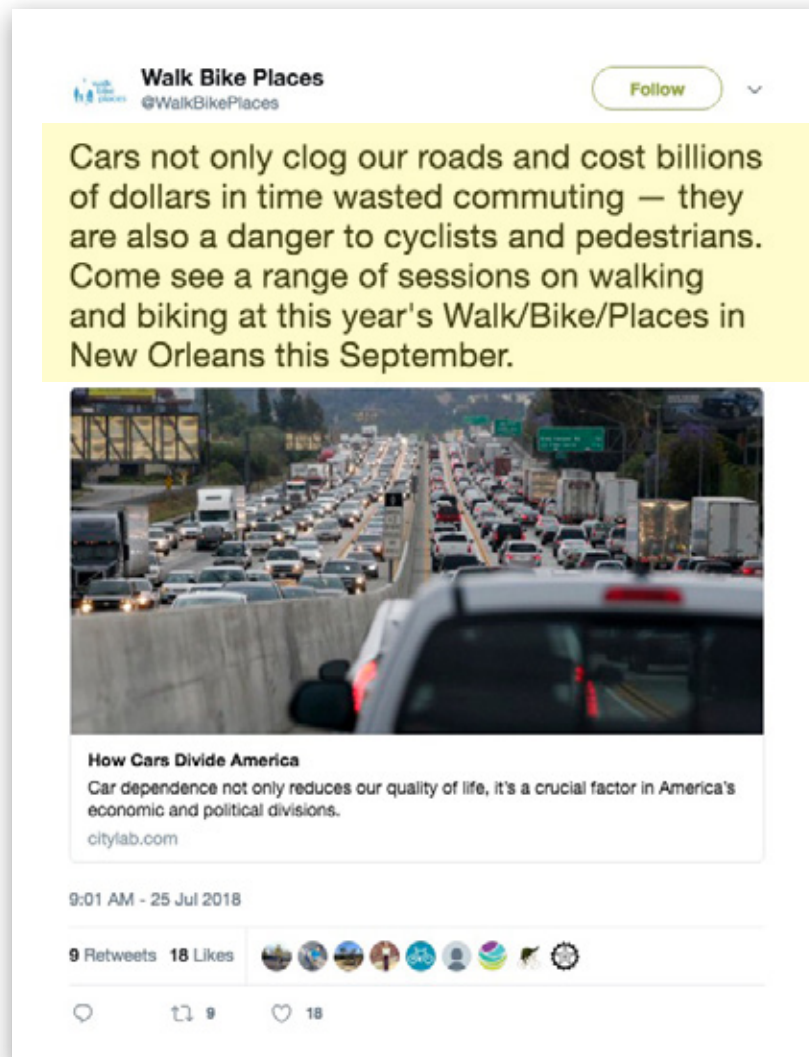


10

Cities are busy regulating Bird and Lime, but ignoring the real problem — there's still too much space for cars.



Walk Bike Places



Cars not only clog our roads and cost billions of dollars in time wasted commuting — they are also a danger to cyclists and pedestrians. Come see a range of sessions on walking and biking at this year's Walk/Bike/Places in New Orleans this September.




Bike Austin

BIKEAUSTIN

Shoal Creek Protected Bicycle Lane Team: "We've reached 1,000 signatures! Help take us higher!"

Here's the latest update from the Shoal Creek Protected Bicycle Lane Team:



SIGN THE PETITION

We just hit 1,000 signatures for protected bike lanes on Shoal Creek Boulevard! Thank you for your support! What's next?

Recent support from the community for protected bike lanes on Shoal Creek Boulevard has been going through the roof, thanks to you and the wonderful businesses hosting our petitions. In fact, we're already well on the way to 2,000 signatures. Incredibly!

As you know, Shoal Creek is a crucial north-south bicycle route but it's dangerous. The shared bike-parking lane forces folks on bicycles to regularly swerve out into traffic, which is hazardous for those who bike – and walk and drive – especially our most vulnerable road users. Only a protected bike lane will address this problem and make biking a comfortable experience for all.


We've gathered lots of support but we're not done yet. Our goal is to turn out enough supporters for the City of Austin's Shoal Creek Bike Lane community meeting (date to be determined by the City). To do this, we need even more folks on board.

HERE'S HOW YOU CAN HELP

1. Share this post with others and have them sign our [online petition](#).
2. Know a local business that would be willing to host a petition? Contact [Adam Greenfield](#) and let us know.
3. Join our volunteer team and help pick up petitions from local businesses, etc. Contact [Adam Greenfield](#) if you're interested.

As you know, Shoal Creek is a crucial north-south bicycle route but it's dangerous. The shared bike-parking lane forces folks on bicycles to regularly swerve out into traffic, which is hazardous for those who bike – and walk and drive – especially our most vulnerable road users. Only a protected bike lane will address this problem and make biking a comfortable experience for all.

BIKEAUSTIN ABOUT EDUCATION ADVOCACY GET INVOLVED



OUR VISION

Our Vision

We envision Central Texas as a place where everyone recognizes and embraces the benefits of cycling, whether they ride or not, and where cycling is a common aspect of daily life for everyone. Central Texas has a comprehensive bicycle network enabling people in the region to comfortably, safely and efficiently use a bike for transportation and recreation. Bicycling supports the community as a whole by: increasing roadway capacity and user mobility; strengthening the economy and household affordability; improving the environment; and promoting an active, healthy lifestyle.

Our Mission

Bike Austin improves quality of life for all of Austin and Central Texas by growing bicycling as a form of transportation, exercise, and recreation.

Guiding Principles

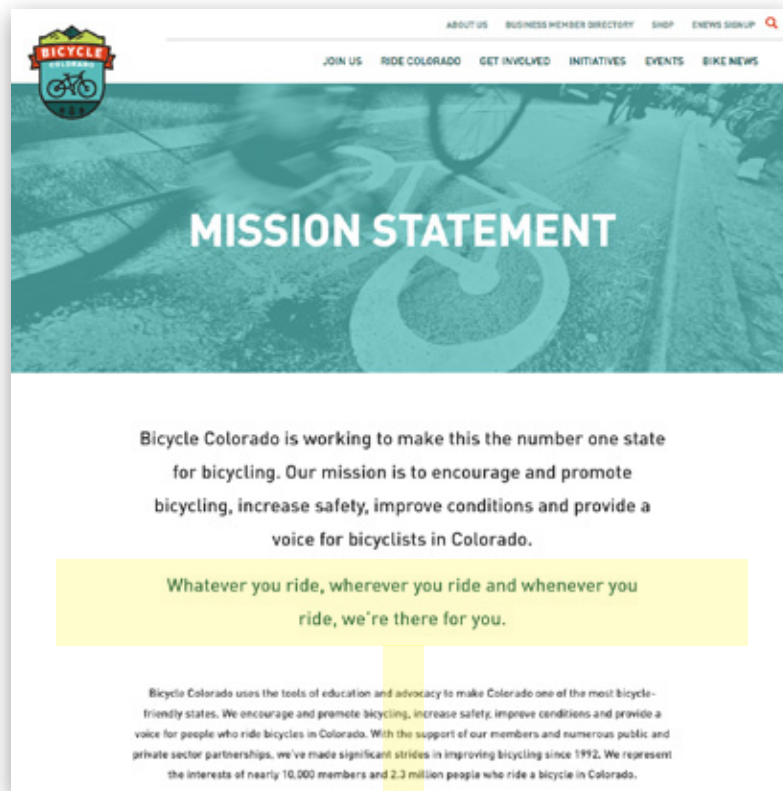
We believe that...

- Bicycling should be safe and accessible.
- Bicycling positively transforms our community.
- Bicycling benefits all people, whether they bicycle or not.
- Bicycling is an integral part of a multi-modal transportation system.

Our Mission:
Bike Austin improves quality of life for all of Austin and Central Texas by growing bicycling as a form of transportation, exercise, and recreation.



Bicycle Colorado



Whatever you ride, wherever you ride and whenever you ride, we're there for you.

Can't wait to launch our Bicycle-Friendly Driver and Auto-Friendly Bicyclist programming! With the #InnovationGrant we received from the @NSCsafety, we're heading to 26 CO communities to make our roadways safer places to bike, walk and drive!



THANK YOU



placesforbikes

peopleforbikes.org/activatingsupport