Equitable Biking,
Equitable Transportation

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NACTO: Cities Leading The Way
A permission slip to innovate
Equitable Bike Share is:

- Convenient, reliable, & efficient
- Safe
- Affordable
- Creates and supports living-wage jobs
- Connected to other transportation options
- Planned with and for communities
“...commuting time has emerged as the single strongest factor in the odds of escaping poverty.”

½ of ALL urban trips are less than 2 miles

1/3 of ALL rural trips are less than 2 miles
The missing majority

The majority of people will ride with protected bike lanes

Of the total population

Strong and Fearless
Enthused and Confident

Interested but Concerned

<1% 7%
60%

Of the interested but concerned cyclists, percent who are comfortable on streets with:

No bike facility: 8%
A bike lane: 39%
A separated bike lane: 81%

No Way No How

33%

Sources: Roger Geller (2005) and Jennifer Dill (2012)
Better bike lanes save lives

- Pedestrian injuries are **down by an average of 22%**
- Crashes with injuries **down by 45%**
- Cycling volumes up by **up to 160%**
• 40% decrease in collisions
• 9% increase in retail sales
• 78% increase in cyclists
• 100% increase in pedestrians
More lanes + More Cyclists = Reduced Risk

Aggregate data from Chicago, Minneapolis, New York City, Philadelphia, Portland, San Francisco and Washington, D.C.
Biking (& bike share) is good for business...

Likelihood to patronize establishment if accessible by Capital Bikeshare (Washington DC)
Bike money stays local

Bike Share Trip Duration

- 0-15 min
- 15-30 min
- 30-60 min
- 1 hr+

~1 mile

2-3 miles
Bike lanes = jobs


Number of Bike Shops

Daily Cyclists (1000's)

1st PBL

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Connecting people to places
With and for...

“MY GYM ON 2 WHEELS AND MY #1 MODE OF TRANSPORTATION!”

36 CITI BIKE LOCATIONS IN BED-STUY
Get on a bike and go!

#FRESHMOVESBKLYN

restorationplaza.org/health
www.citibikenyc.com

For more information about affordable pricing and how you can try a Citi Bike, email citibike@restorationplaza.org

NO STRAND

JULY 15
Resources at www.nacto.org
Upcoming at NACTO

Public Engagement that Counts
February 6th (Public Webinar)

Designing for All Ages And Abilities
February 20th (Public Webinar)

Better Street & Bikeways Training
May 31st (Columbus, OH)
Join us in
LOS ANGELES
OCT 1ST - 4TH, 2018
Thank you