

# Bicycling Advocacy: How High Are We Riding?

Bob Chauncey

National Center for Bicycling  
& Walking

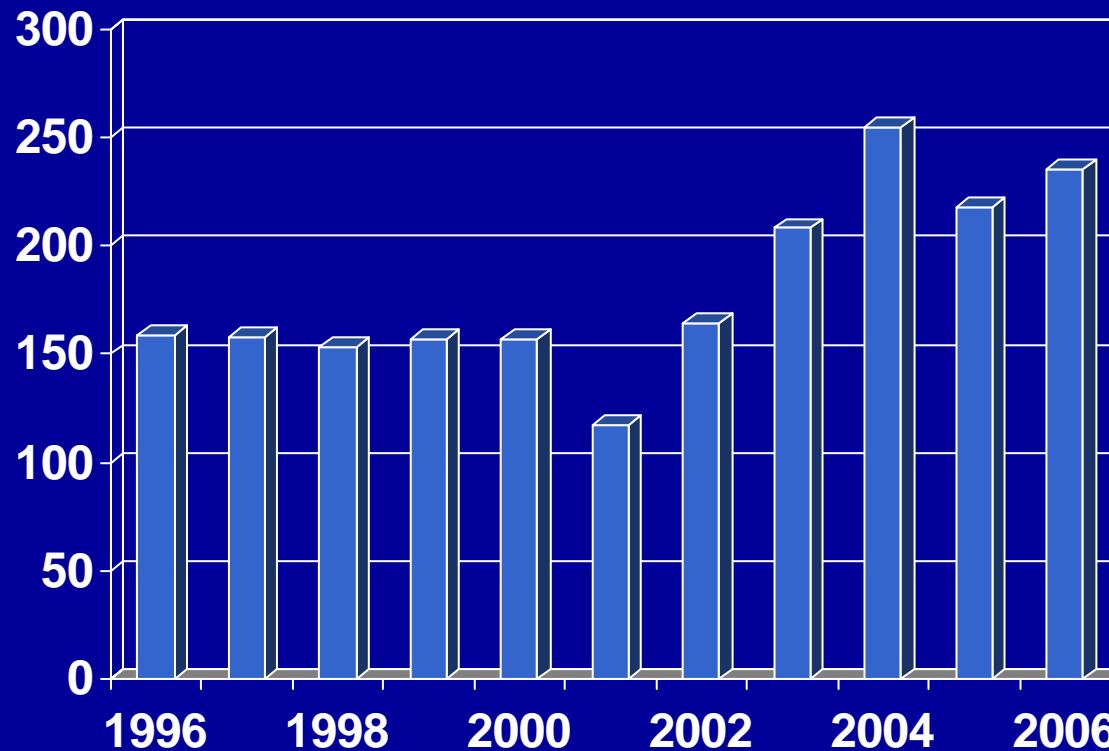
USA

New Zealand Cycling Conference

November, 2007



# Bikes Imported to NZ per Year (in thousands)



**+48% !!!**

“Boomers are driving the market and this is risky long-term because we can’t rely on them to live or stay active forever.”

Fred Clements, Executive Director, National Bicycle Dealers Association

League of American Bicyclists

“quintessential member... late 50s, white, male, comfortably situated financially.”

Amanda Eichstaedt, President, LAB

- Overall road-based household travel distance has increased by 14% between 1997/98 and 2003-06. The New Zealand population has increased by 7% during this period.
- Total travel time has increased by 13% between 1997/98 and 2003-06.
- Walking and cycling by children aged 5-14 has decreased from an average of 2 hours and ten minutes per week in 1989/90, to just under an hour and twenty minutes per week in 2003-06.
- Time spent in the car has increased in almost all age groups.

# 2005

# AMPO



**Annual Conference  
Onsite Program**

[www.ampo.org](http://www.ampo.org)

**October 11-14, 2005  
Grand Hyatt Denver  
Denver, CO**



ONE LESS > CAR

An advocate for safe and effective transportation alternatives in Maryland



An advocate for safe and effective transportation alternatives in Maryland



# “Tight Cycling Clothes – That’s Not My World”

- Bike sales flat in the US since the late 90s
- Fewer people reported riding in 2005 than in 1996
- WHY? Shimano: “Biking had gone from fun to being a sport.”








# Rivendell Philosophy

“In America, cyclers who are otherwise normal wear spandex shorts and skin tight jerseys with psychedelic geckos, skulls & crossbones, wilderness murals, flags and serious-looking bald eagles, and advertisements for the local coffee shop or podiatrist. The message it sends potential riders is that without special clothing, they'll have a substandard experience on the bike, but of course that's not true.”

Grant Petersen

# Soooo ...

1. Give the appearance of normality – to convert non-riders



**SANCTIMONY**

# Soooo ...

1. Give the appearance of normality
2. Be humble

How did you get here?



# Soooo ...

1. Give the appearance of normality
2. Be humble
3. Practice what you preach

# Show of Hands ...

- Public health professionals?
- Employers?
- Insurance company representatives?
- Religious leaders?
- Developers?
- Neighborhood Association officers?
- Law enforcement officers?
- Pedestrian Advocates?



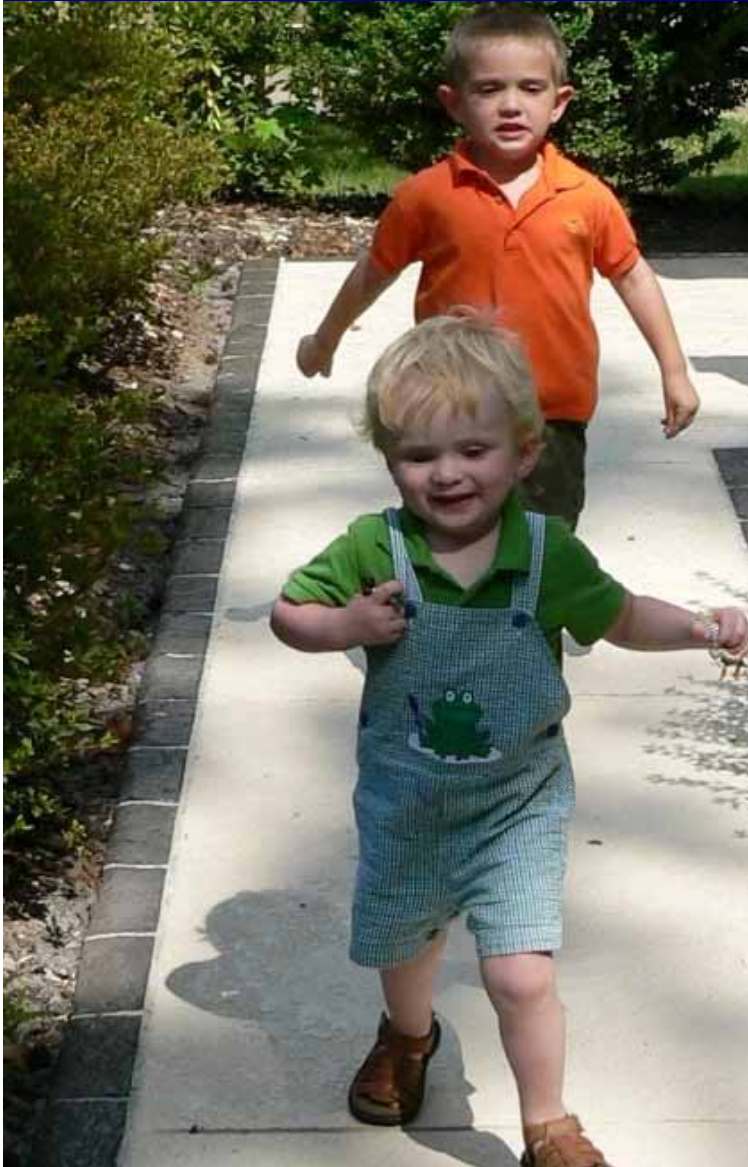




# Soooo ...

1. Give the appearance of normality
2. Be humble
3. Practice what you preach
4. Find partners

Focus on the **Big Dependent Variables**: More riders (and walkers?), fewer deaths and injuries



# Soooo ...

1. Give the appearance of normality
2. Be humble
3. Practice what you preach
4. Find partners
5. Focus on Big Dependent Variables

**And, stay on message ...**

Sign in Bill Clinton's Little Rock campaign headquarters in 1992:

***“It's the economy, Stupid!”***

# The 2002 New Zealand Transport Strategy

The government's 5 objectives for transport are

- Assisting economic development
- Assisting safety and personal security
- Improving access and mobility
- Protecting and promoting public health
- Ensuring environmental sustainability.

# The Wellington Regional Land Transport Strategy 2007 – 2016

The **objectives** of the RLTS are:

- Assist economic and regional development
- Assist safety and personal security
- Improve access, mobility and reliability
- Protect and promote public health
- Ensure environmental sustainability
- Ensure that the Regional Transport Programme is affordable for the regional community.

# Economics of Smart Growth Developments

Controlling for 30 variables, houses sold from 1997 – 2005 in Kentlands and Lakelands (MD) sold for \$35k - \$42k and \$10k - \$15k more than in surrounding sprawl-type developments

On Common Ground, Summer 2007: 55



# Trails Make Economic Sense

- Lots adjacent to the Mountain Bay Trail (Brown County, WI) sold faster and for 9% more than other lots
- 2002 survey conducted by Nat'l Assoc. of Realtors and Nat'l Assoc. of Home Builders: trails promoting active transportation ranked as the second most important community amenity.
- Developer of Shepard's Vineyard (Apex, NC) added \$5k to price of homes adjacent to regional greenway; homes were still the first to sell.

# PAVING THE WAY FOR TOURISM



\$95M in 2000

\$134M  
(estimated) in  
2007



**“We will not be a city of wealth unless we can attract those who have the option to go elsewhere.”**

Rice University Professor Dr. Stephan Klineburg







# Impact of Traffic Calming in West Palm Beach

1993 Clematis Street – 30% occupancy, property values \$10-\$40 sq. ft., commercial rents at \$6 sq. ft.

Two way traffic, narrowed street at several points, raised intersections, bulbed out curbs to create chicane, rebuilt fountain, restored key buildings

**Cost: \$10M**

1998 Clematis Street – 80% occupancy, property values \$50 - \$100 sq. ft., rents \$30 sq. ft.

# The Economic Benefits of Walkable Communities: Lodi, 1997

- **\$4.5 million** public-private pedestrian oriented project.
  - Sidewalks were widened,
  - Curbs bulbed out at intersections
  - Colored paving stones laid
  - Gateway was installed,
  - Street trees, lighting, benches, and other streetscape amenities.
- **Results: 60 new businesses, drop in the vacancy rate from 18% to 6%, and the 30% increase in downtown sales tax revenues over next 8 years**











## The Economic Benefits of Walkable Communities

- One study found that a 5 to 10 mph reduction in traffic speeds increased adjacent residential property values by roughly 20%.
- Another study found that traffic restraints that reduced volumes on residential streets by several hundred cars per day increased home values by an average of 18%.

*Evaluating Traffic Calming Benefits, Costs and Equity Impacts*, Todd Litman,  
Victoria Transport Policy Institute, 1999, reprinted by Local Government  
Commission, Center for Livable Communities





YOU'LL NEVER  
GET TO WORK  
ON TIME  
HAHA!!





- Past 50 years, New Zealand's census night population has nearly doubled.
- Projections for next 25 years?
- 50% more lane kilometers, parking spaces, air pollution from vehicle emissions, sprawl, emergency responders, emergency rooms, police, etc?

# What is Labour's Plan?

- Introducing an Emissions Trading Scheme to put a price on greenhouse gas pollution;
- Introducing measures to encourage forest planting and better land use;
- Increasing renewable electricity generation to 90% of New Zealand's total by 2025;
- Improving fuel and energy efficiency in buildings, homes and business;
- Making the public sector carbon neutral, and;
- By 2040 per capita emissions from the transport sector are reduced by half, and New Zealand is one of the first countries in the world to widely introduce electric vehicles.

No biking Initiatives? No encouragement of compact development? No funding of streetscapes? No transit initiatives?

# Bicycle-Friendly Companies

- Calvert Group, Bethesda, MD: \$350 toward the purchase of a bike; showers; bikes permitted in offices
- Discovery Communications, Silver Spring, MD: \$350 toward a bike or bike repairs; pays for membership in a car borrowing service (for emergencies)
- EPA, Washington, DC: automated bike lock-up (punch codes for admission); showers

# Bicycle Friendly Companies

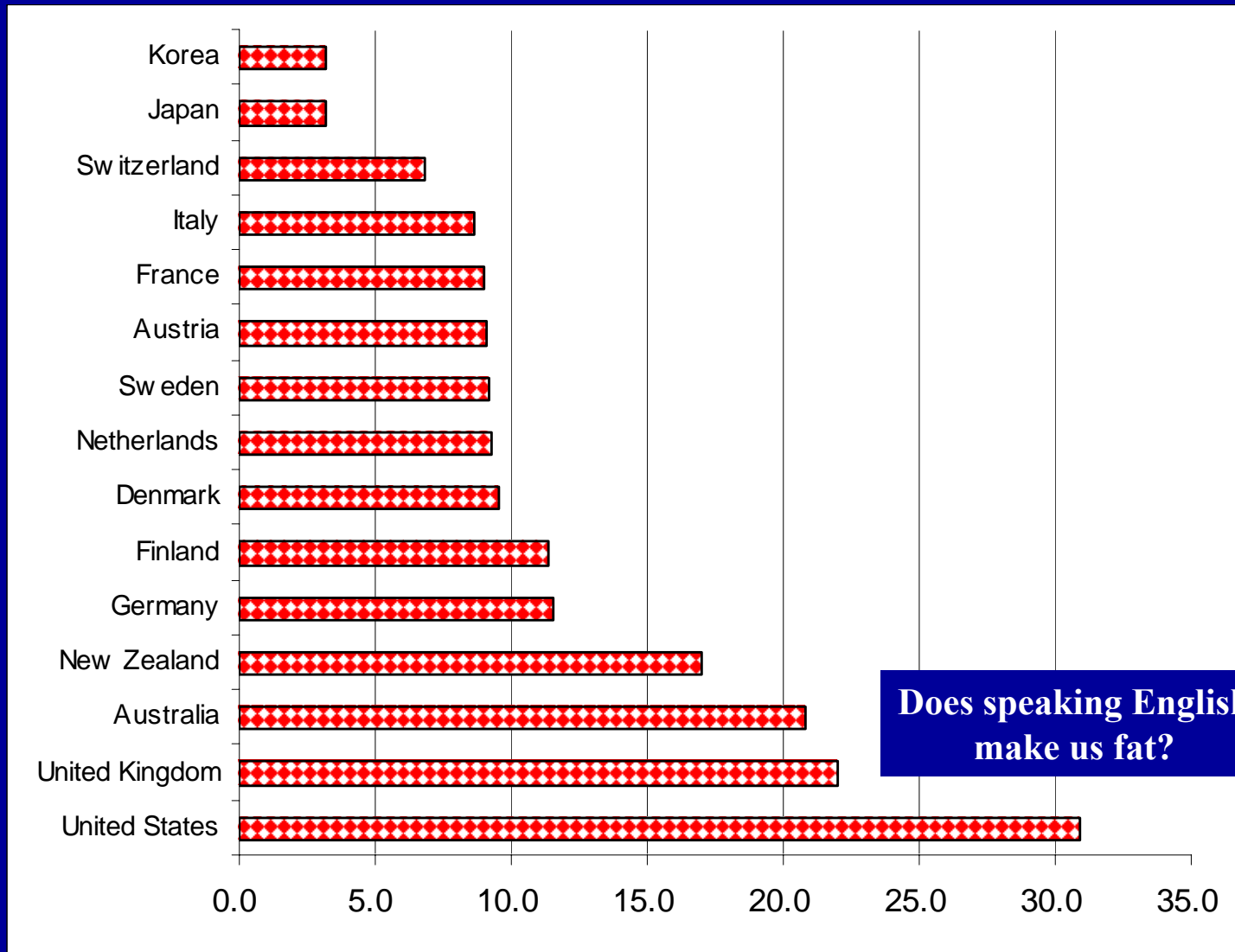
- Google, Mountain View, CA: bike repair classes; bike racks on company shuttles; \$100 donation to charity for every 20 days cycle commuting
- New Belgium Brewing, Fort Collins, CO: free bikes on one-year anniversary
- Vulcan, Seattle, WA: bike commuters get an extra \$100/month; changing rooms; bike storage; free taxi fare if working late

# Best Workplaces for Commuters

- Guaranteed ride home.
- Employer-paid Transit/Vanpool Benefits
- Parking Cash Out
- Telecommuting
- Other activities:
  - Ridesharing or carpool matching.
  - Shuttles from transit stations.
  - Preferred parking for carpools/vanpools.
  - Secure bicycle parking, showers and/or lockers.
  - Financial incentives for bicyclists or walkers.

For more information: <http://www.commuterchoice.gov/>

# Obesity Rate by Country (Body Mass Index $\geq 30$ )

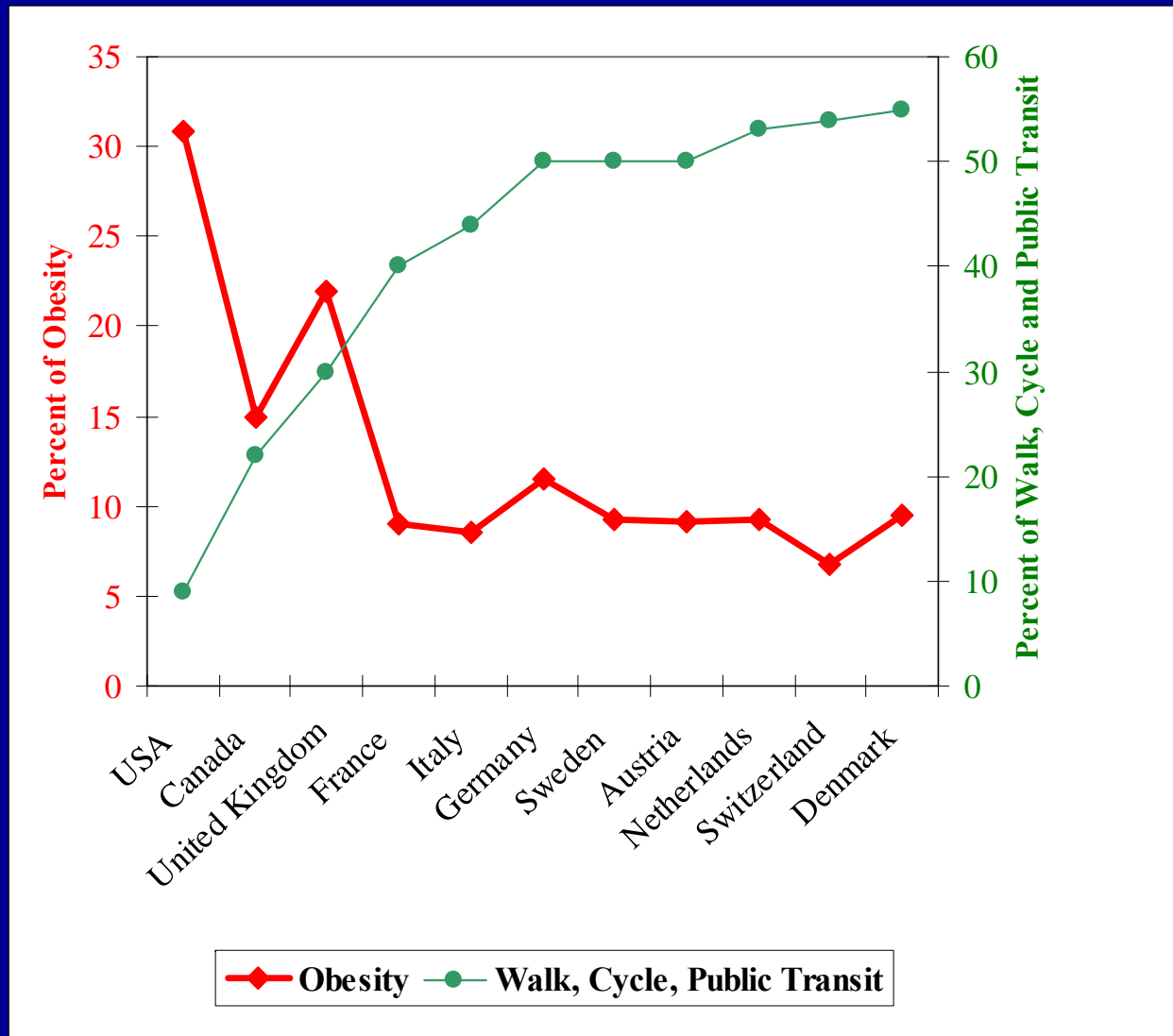


**Does speaking English  
make us fat?**

Sources: Centers for Disease Control and Prevention, U.S. Department of Health and Human Services; World Health Organization, International Obesity Task Force; Organization for Economic Cooperation and Development, Public Health Statistics.

Pucher, "Cycling for Everyone"

# Does auto-dependency make us fat? Obesity falls sharply with increased walking, cycling, and transit use!



Source: Pucher and Dijkstra, "Promoting Safe Walking and Cycling to Improve Public Health, *Am Journal of Public Health*, September 2003.

Pucher, "Cycling For Everyone"

# Ambient air quality

- By world standards, air quality in New Zealand is comparatively very good.
- However, in some urban areas, levels of contaminants in the outdoor air occasionally, and sometimes frequently, exceed New Zealand's Ambient Air Quality Guidelines.
- **Overall, traffic is the biggest source of air pollution in New Zealand**, followed by home-heating fires (burning of wood and coal).



# Bike Lanes Correlated with More and Safer Cycling

Example from Quebec:

- Between 1987 and 2000, regular bicyclists increased by 50%.
- Between 1992 and 2000, 4,000km of new bikeways were built throughout the province.
- At the same time, fatalities fell by 42%, serious injuries decreased by 56%, and minor injuries were reduced by 38%.

(“Pedestrian and Bicyclist Standards and Innovations in Large Central Cities”, Rudin Center, January 2006: p.16)

# Choose Some Big Ideas





Grøn bølge

KL 6.30 - 12.00  
20 km/t

# “Town ditches traffic lights to cut accidents”

Bohmte, Germany

Idea, called “shared space” developed by Dutch traffic specialist Hans Monderman

Supported by the EU

Piloted in Drachten, Netherlands







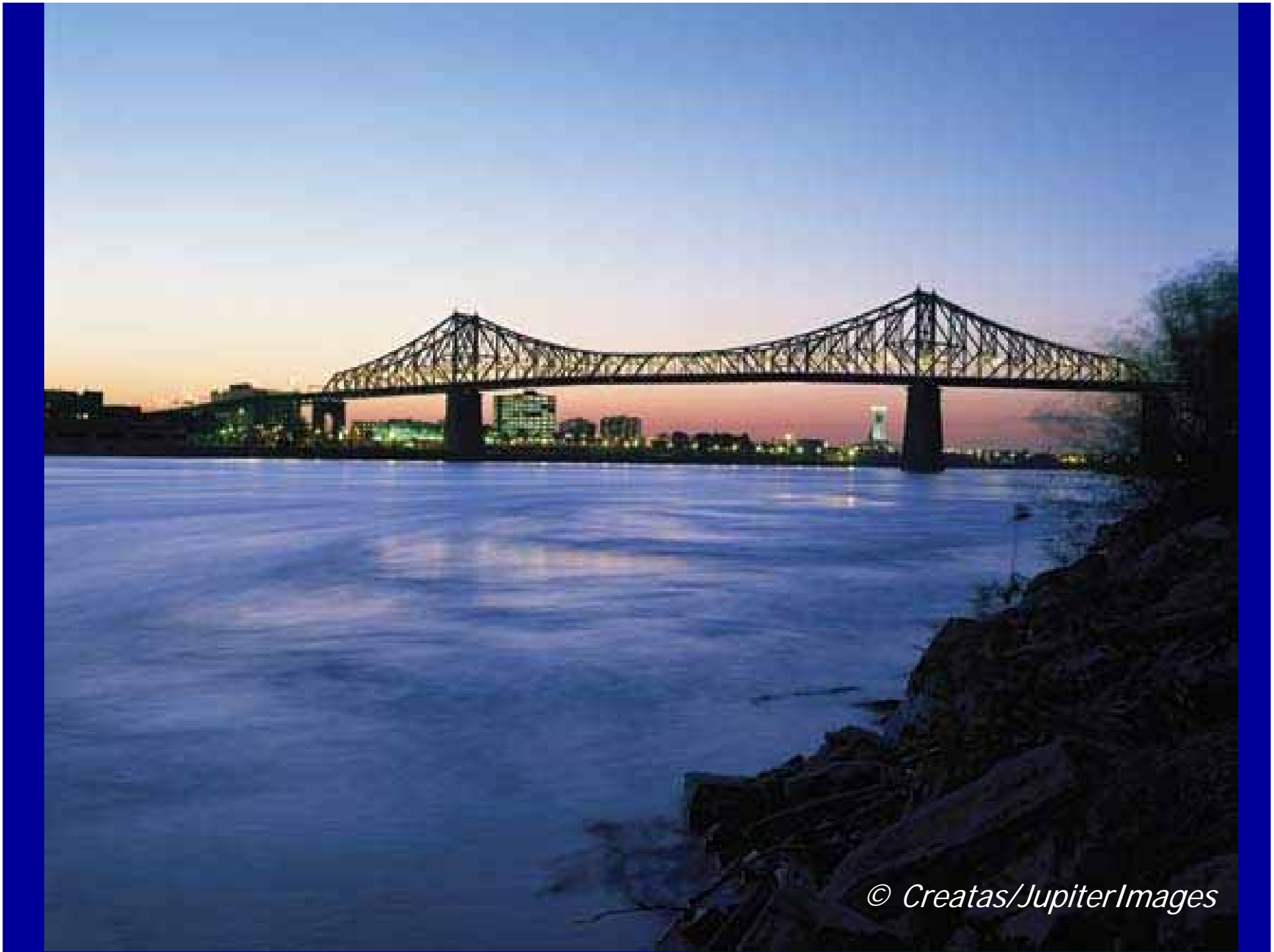
# Bike Parking?



# New Chicago Complete Streets Policy

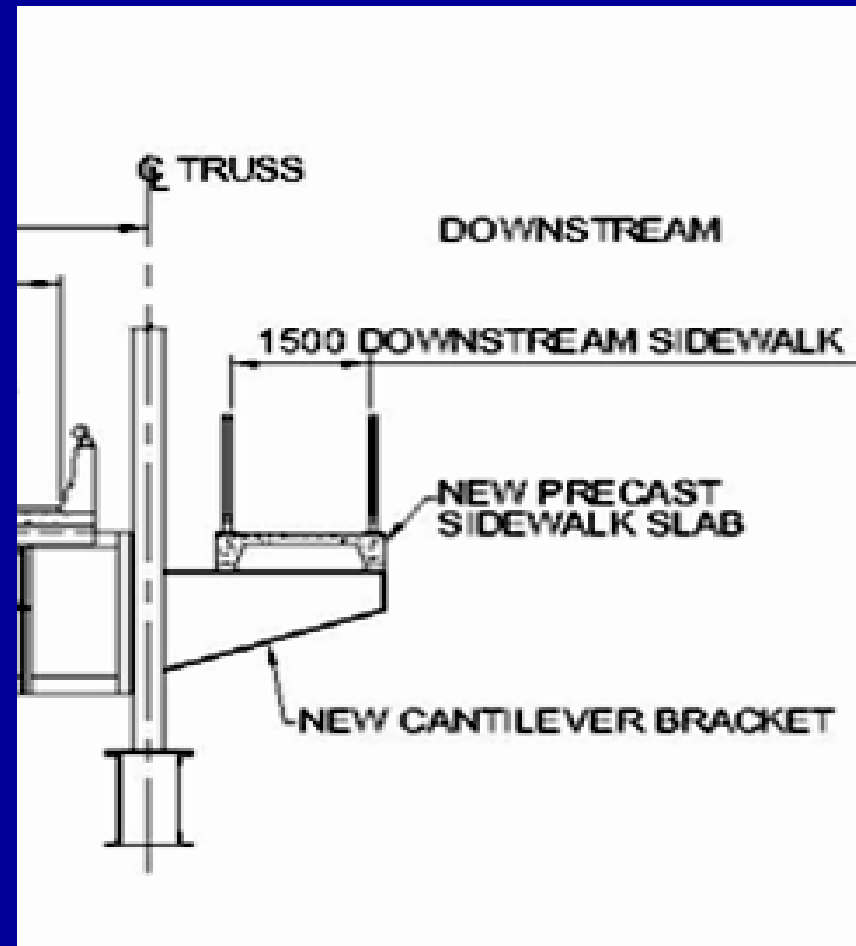
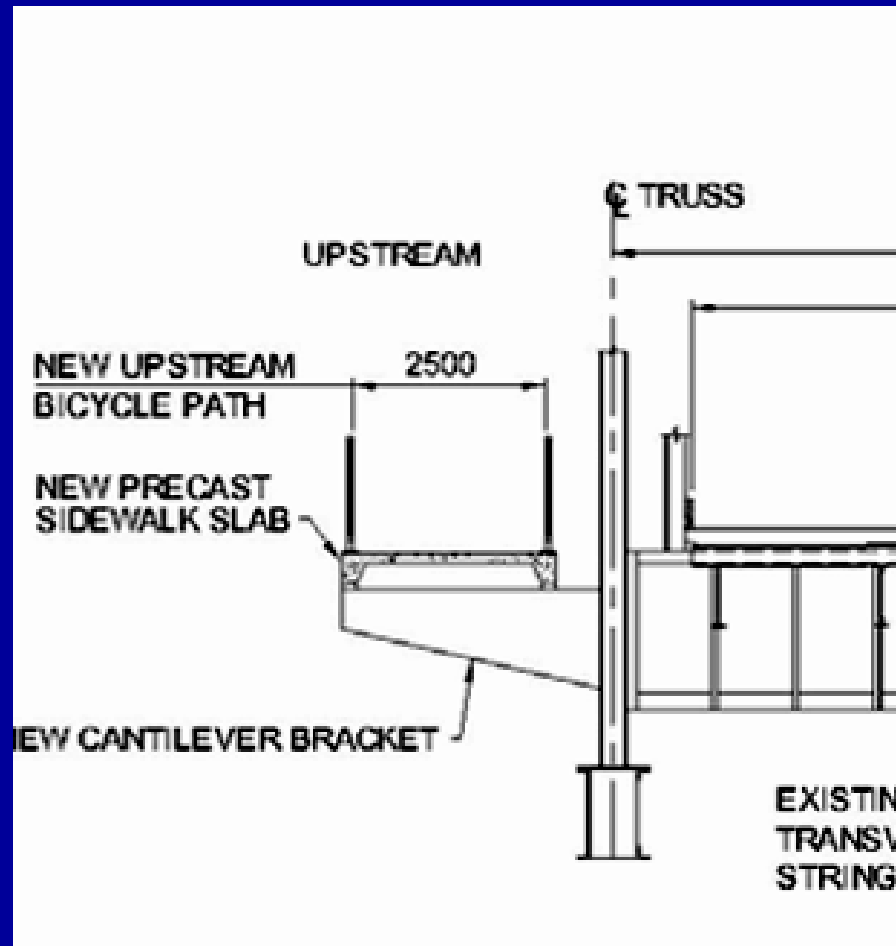
“The safety and convenience of all users of the transportation system, including pedestrians, bicyclists, transit users, freight and motor vehicle drivers shall be accommodated and balanced in all types of transportation and development projects and through all phases of a project ...”





© *Creatas/JupiterImages*

# “Complete Bridges”



# Subscription Bike Rental Underway in Paris (Public-Private Partnerships)

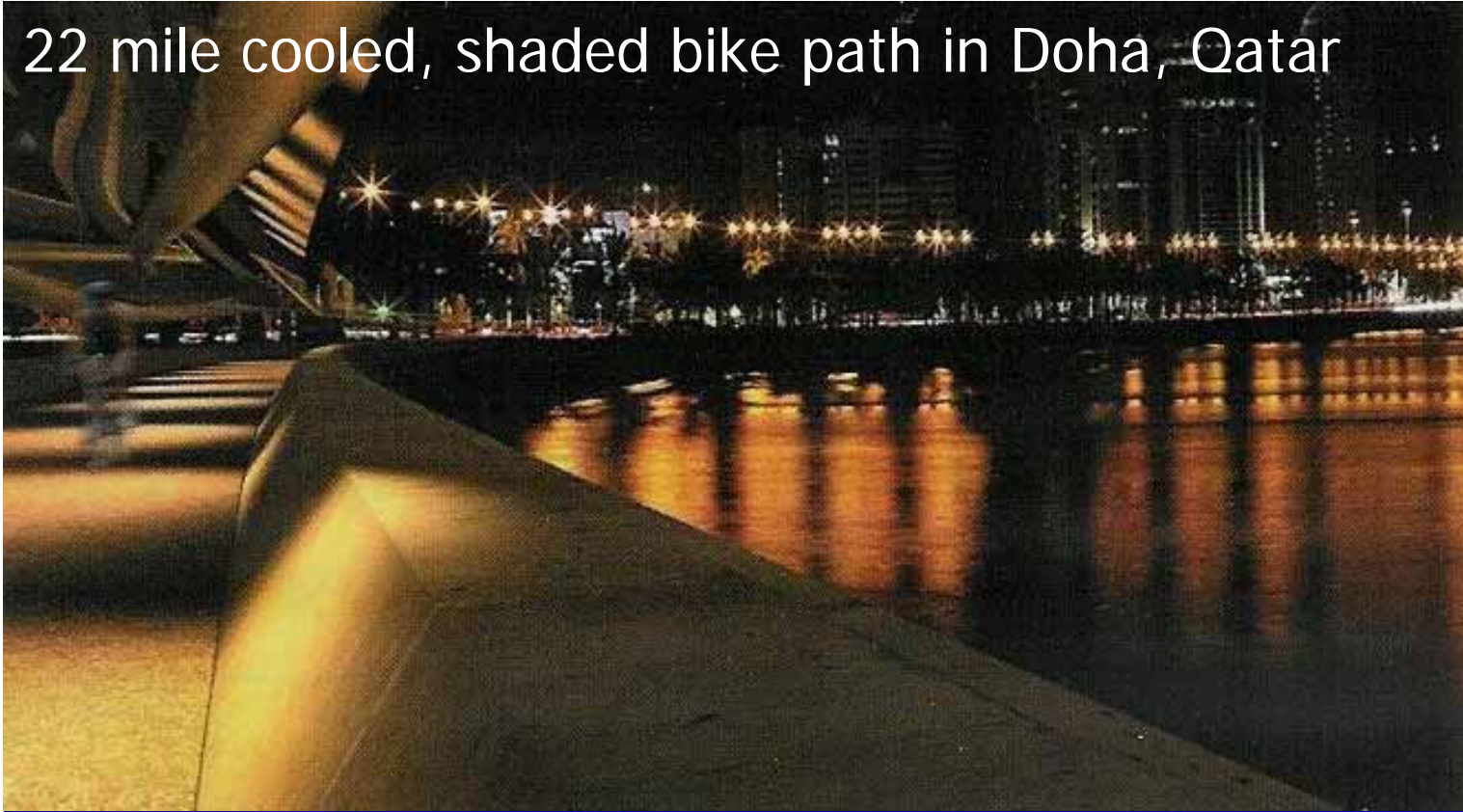
- 10,000 bikes, to grow to 20,000
- 10 year contract with JCDecaux (advertiser)
- \$1.30/day or \$38/year + credit card or refundable deposit
- First 30 minutes free, then \$1.30 for second half hour
- Lyon experience – each bike used 12 times/day, or 91 million trips per year
- JCDecaux pays Paris \$4.3M/year plus the rental revenue, in exchange for exclusive control over 1600 city-owned billboards







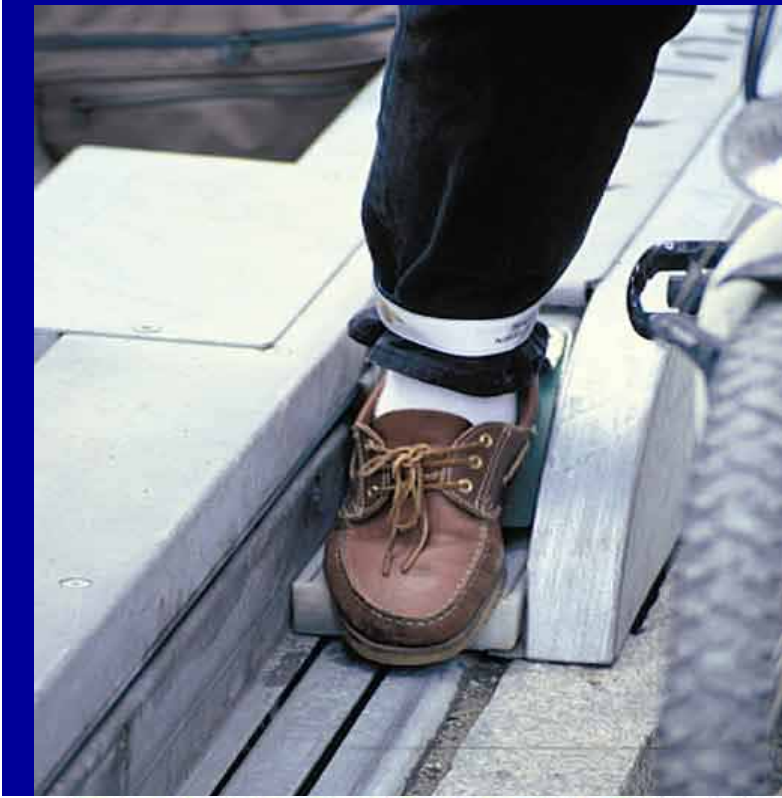
## 22 mile cooled, shaded bike path in Doha, Qatar



- Bike will run alongside scenic coastline – cool sea breezes
- Pipelines filled with cool water will run underneath bikeway
- Solar panels above to provide shade and further cool water
- Cost: Long term, not to exceed 25-30% of highway

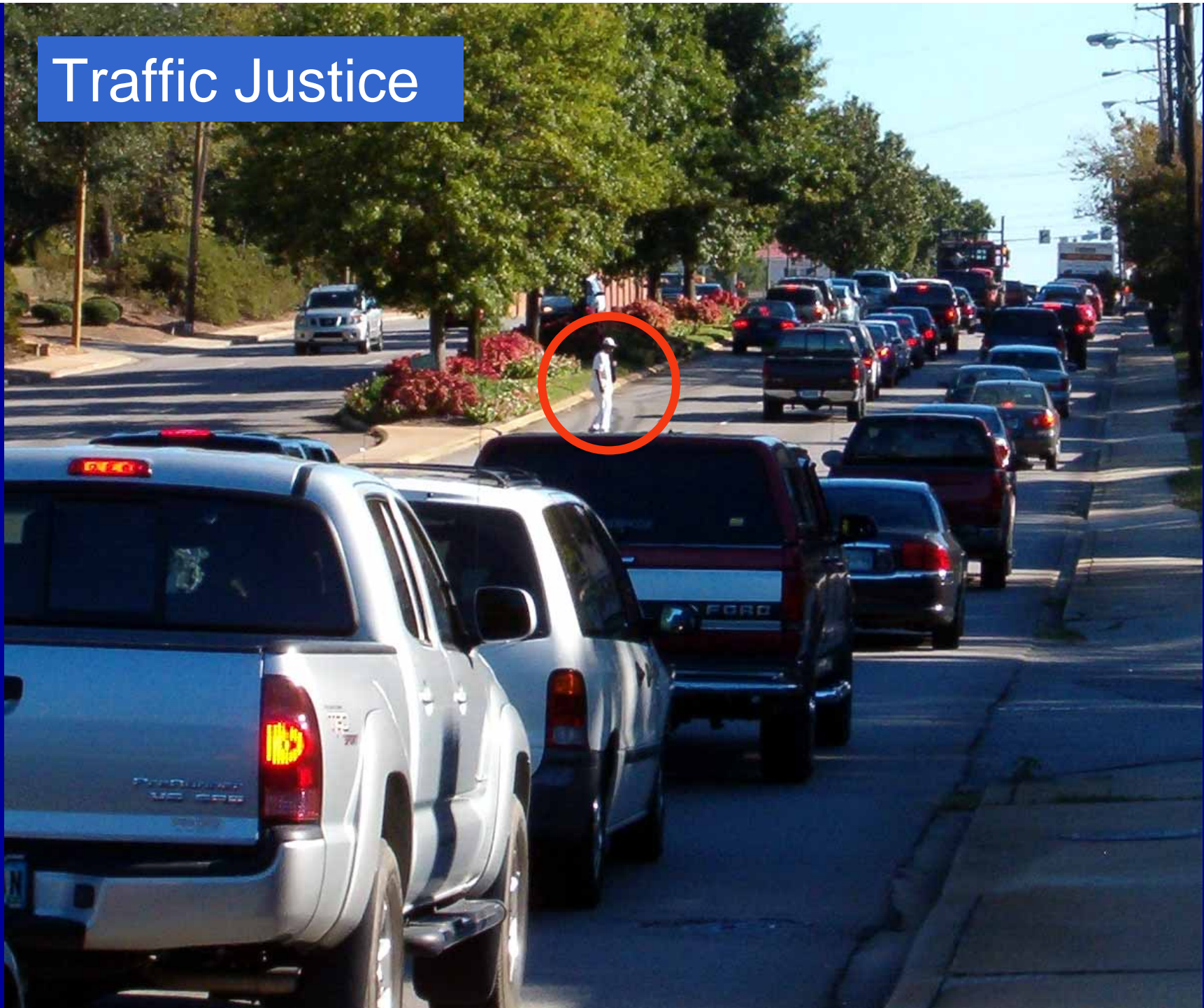






Trondheim, Norway

# Traffic Justice



# “Fatal Airplane Crashes Drop 65%”

“After two infamous crashes in 1996 that killed 375 people, a White House commission told the airline industry and its regulators to reduce the domestic rate of fatal crashes 80 percent over 10 years ... They have come close to reaching that goal.”

43,000 traffic deaths on US roads in 2006.

# Safety: Causes of Death in New Zealand, 2000

Heart Disease: 5973

Prostate Cancer: 594

Breast Cancer: 624

Assault: 54

**Transport Accidents: 573**

# Pedestrian Strategy for Christchurch City

## “A Step in the Right Direction”

“The census data for Christchurch City shows a decline in the number of people stating walking as their main method of traveling to work from 5.4% in 1986, to 4.9% in 1996.”

“In Christchurch pedestrians make up around 25% of road crash fatalities.”

# Traffic Justice: Three defining principles

1. The primary goal of our transportation system must be the **prevention of traffic crashes.**
2. The **expectation of just and accountable conduct** of all participants in our transportation system.

3. When a fatality or injury occurs, the response is as it should be: outrage, investigation as to the cause, actions taken to prevent reoccurrence, and reparation to the victims.

# Crashes, not “Accidents”

“WHO eschews the term ‘traffic accidents’. The organization’s new director-general, Margaret Chan, said that ‘road traffic crashes are not accidents. We need to challenge the notion that they are unavoidable.’”



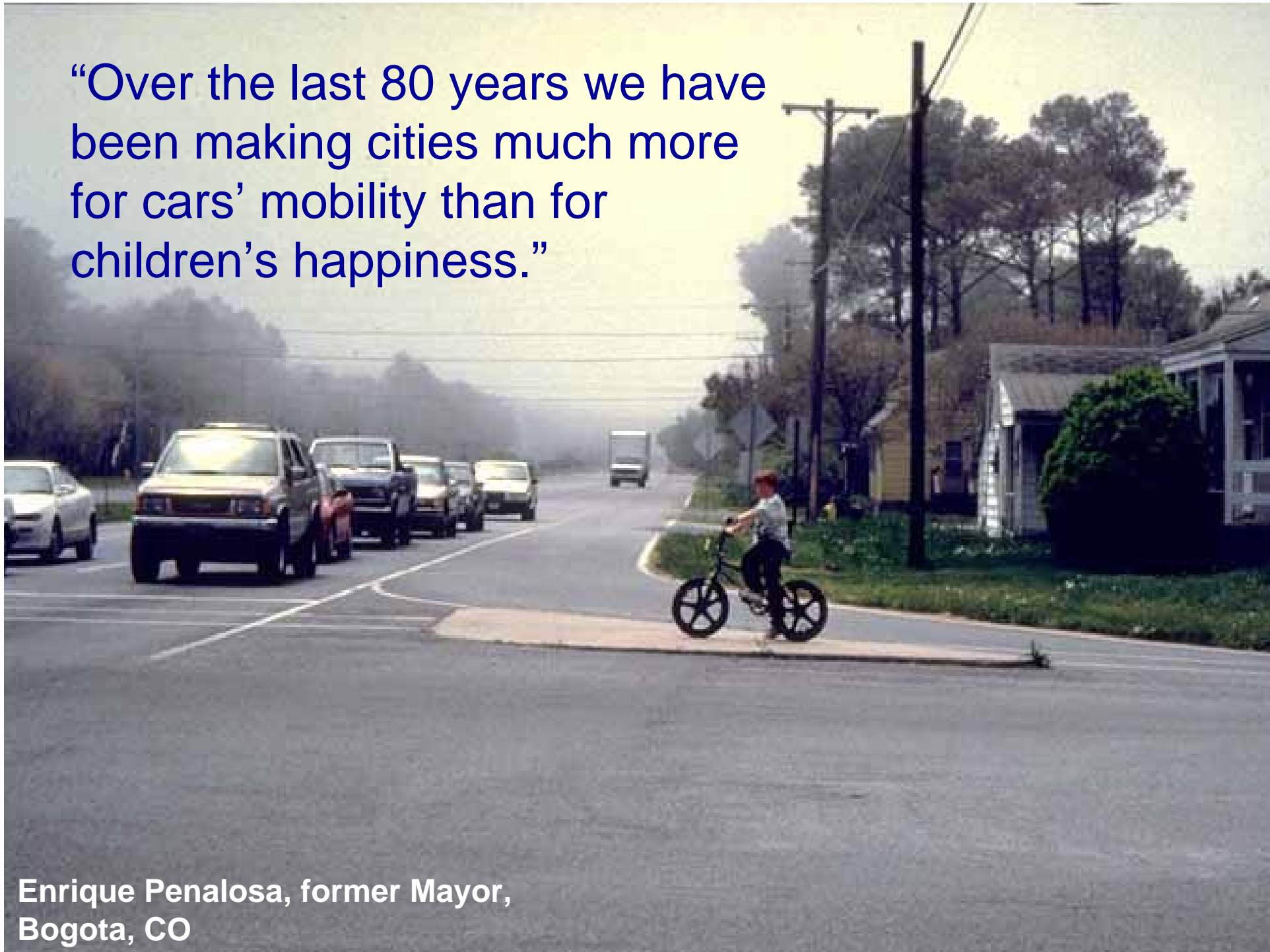
# Soooo ...

1. Give the appearance of normality
2. Be humble
3. Practice what you preach
4. Find partners
5. Focus on Big Dependent Variables

**And, stay on message ...**

***“It’s the economy, stupid!”***

“Over the last 80 years we have been making cities much more for cars’ mobility than for children’s happiness.”



Enrique Penalosa, former Mayor,  
Bogota, CO





“Every freeway is a political statement.”



Lewis Mumford



THE NATIONAL CENTER FOR BICYCLING & WALKING

bikewalk.org

BUILDING STRONGER COMMUNITIES



Bob Chauncey, 410-570-5765