



WHAT IS BICYCLE FRIENDLY?

*February 21, 2014
Houston, TX*

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.**



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



What is the BFA Program

- Started in 1996 – low bar
- Updated program in 2002
- 5 Award levels: Diamond, Platinum, Gold, Silver and Bronze
- Program recognizes communities for bicycle friendliness and provides roadmap and assistance to become better.





BFC Snapshot

- 291 BFCs in 48 states
- Four Platinum BFCs – Boulder, CO; Davis, CA; Fort Collins, CO & Portland, OR
- Four BFCs in TX-Austin (Silver) Houston, San Antonio, The Woodlands(Bronze)





BFB Snapshot

- Started in 2008
 - 541 BFBs in 46 states
- 16 Fortune 500 BFBs including:
Kimberly-Clark, Hewlett Packard,
Apple, Facebook and General Mills

16 BFBs in Texas





THE



LIFE



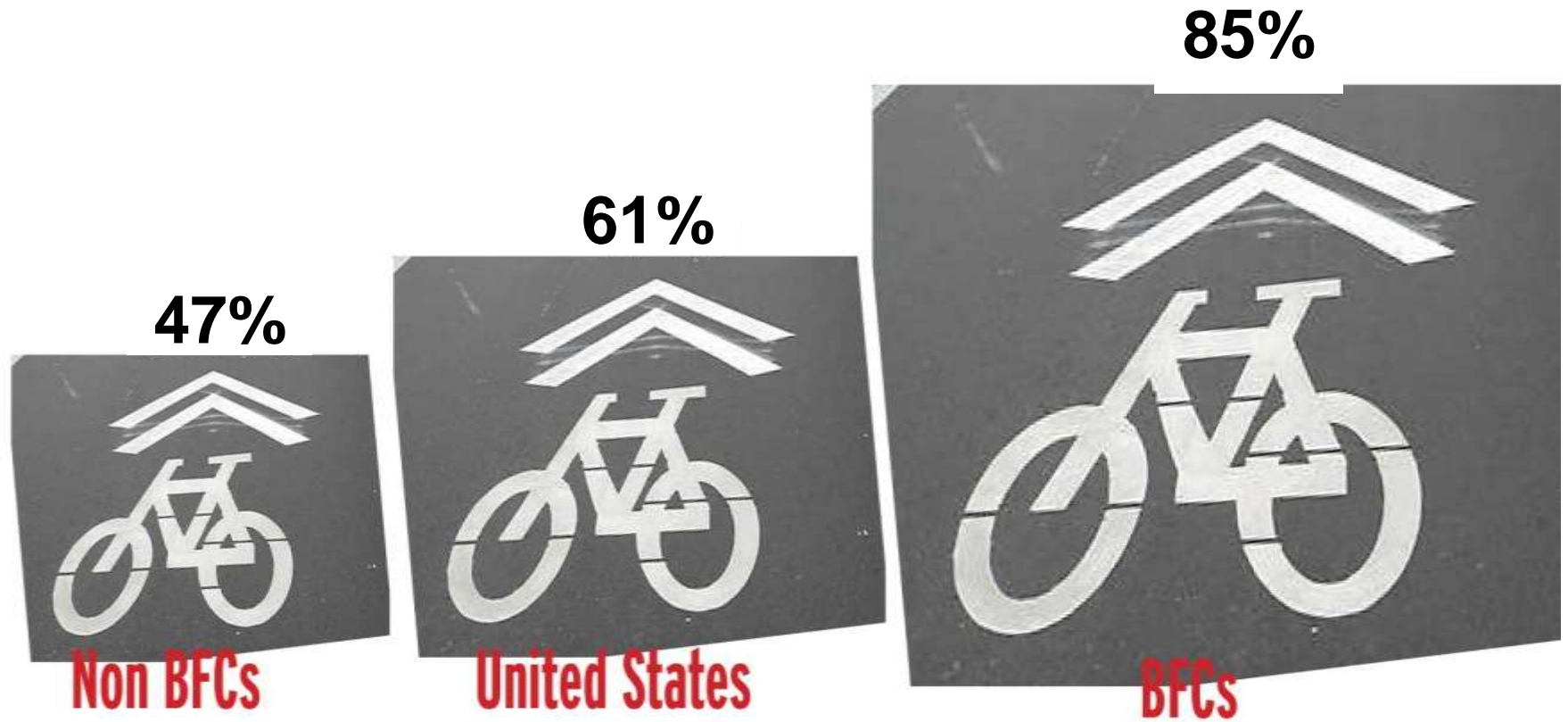


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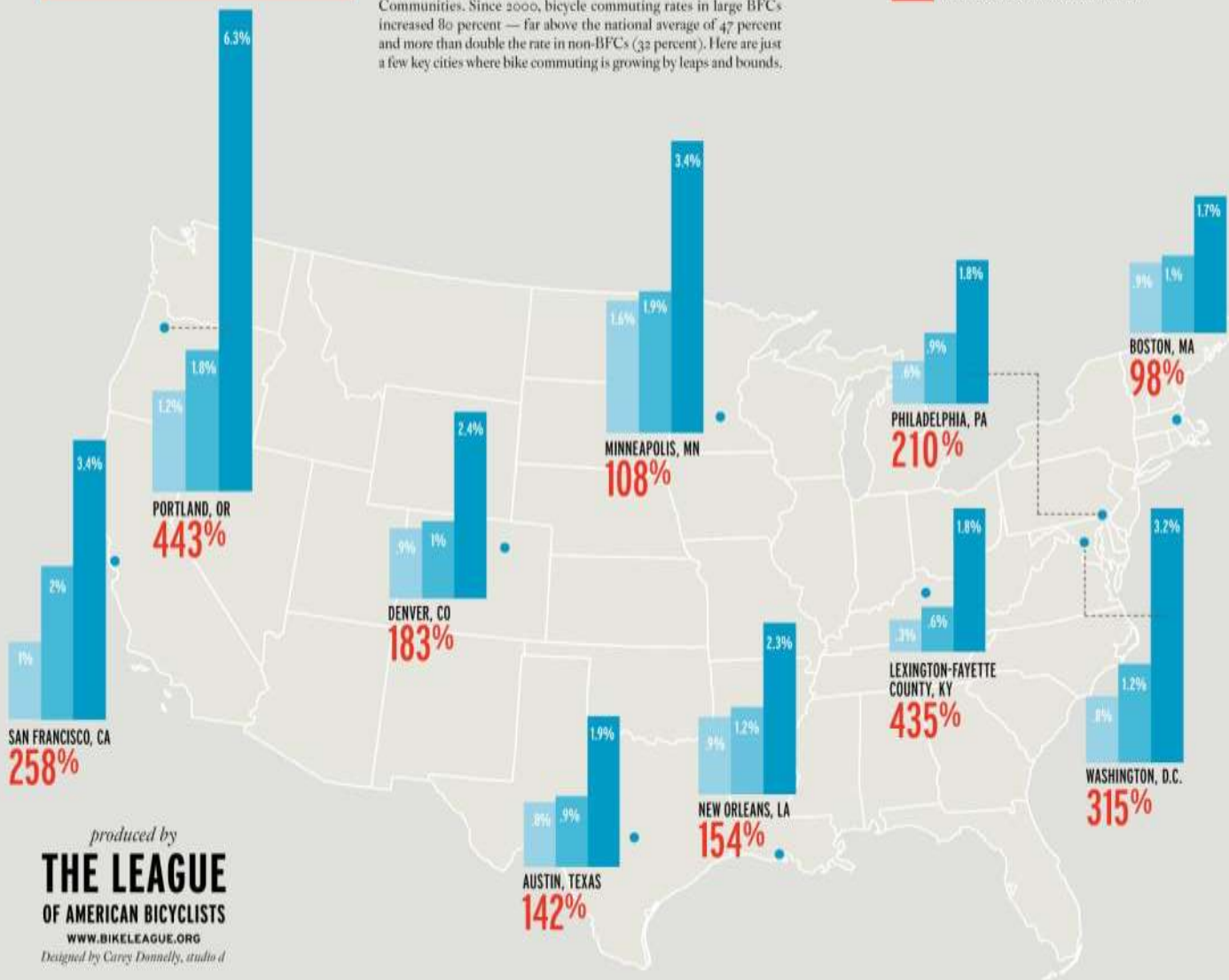
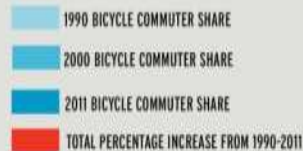


GROWTH IN BIKE COMMUTING 2000-2012



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.



produced by
THE LEAGUE
 OF AMERICAN BICYCLISTS
WWW.BIKELEAGUE.ORG
 Designed by Carey Donnelly, studio d

OVERALL GROWTH OF BIKE COMMUTING (2000-2011)





SMART LEADERS ARE ANSWERING THE DEMAND

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





**PLACES
PEOPLE
LOVE**



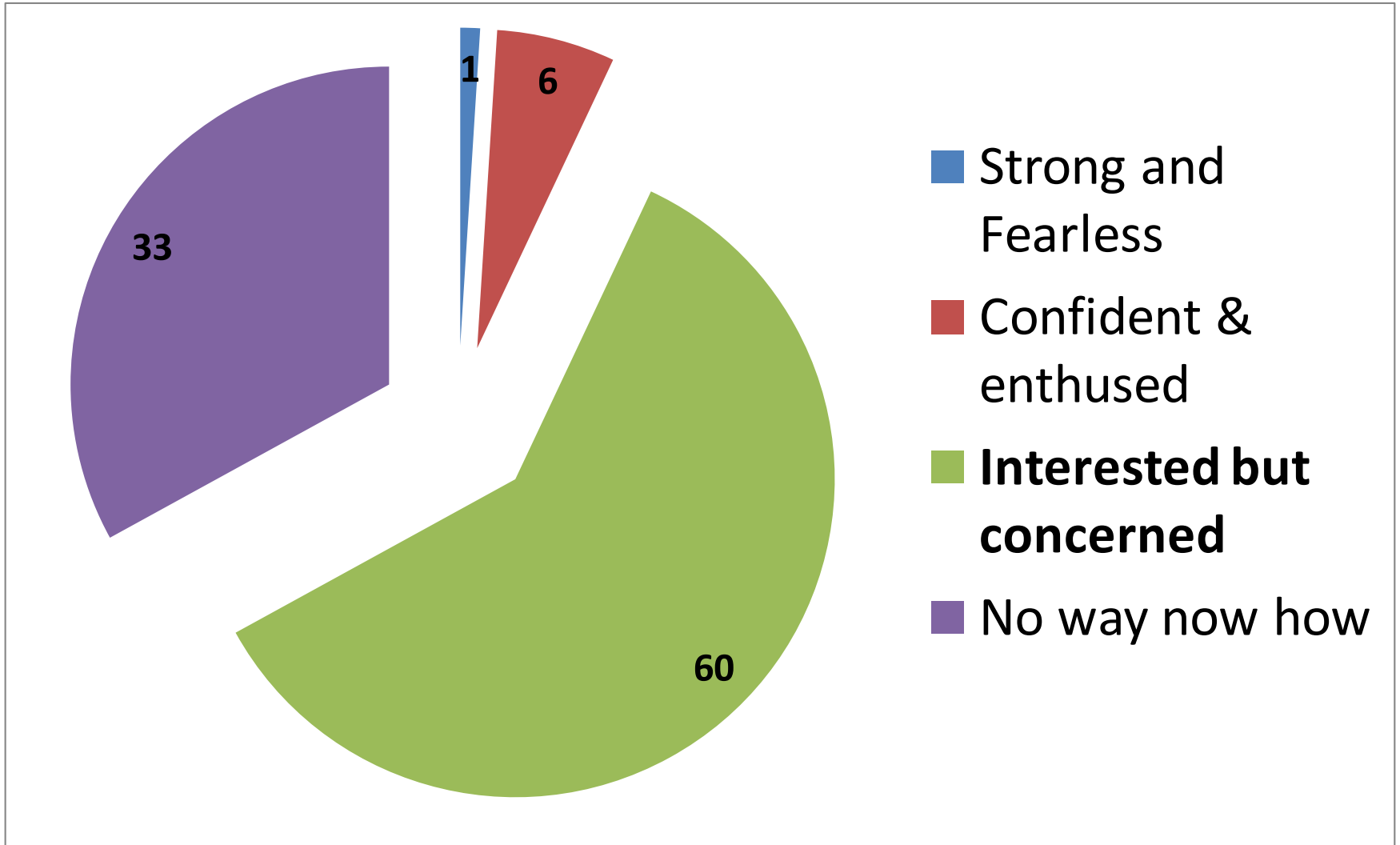
Where people want to live, work and visit



- 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



Reaching the Interested but Concerned





Strong and Fearless





Strong and Fearless





Interested but concerned





Interested but concerned





DNA of Bicycle Friendly

- Connected network – mix of facilities, arterials with bike lanes, access to businesses
- End of trip facilities – bike parking, lockers, showers
- Bicycling education offered regularly for youth and adults
- Active bicycle advocacy
- Bicycling Culture - events, rides, your story
- Bicycle program staff and dedicated funding
- Bike plan



A CONNECTED NETWORK - WHAT WILL \$30 MILLION BUY?





Bicycling education offered regularly for youth and adults





RIDING TIPS

Make bicycling education easier – Start by watching a video

SHIFTING GEARS





Active bicycling advocacy





Bicycling culture – events, rides and bicycling in your story

THE LEAGUE OF AMERICAN BICYCLISTS
since 1880

PRESENTS

2013 NATIONAL BIKE CHALLENGE

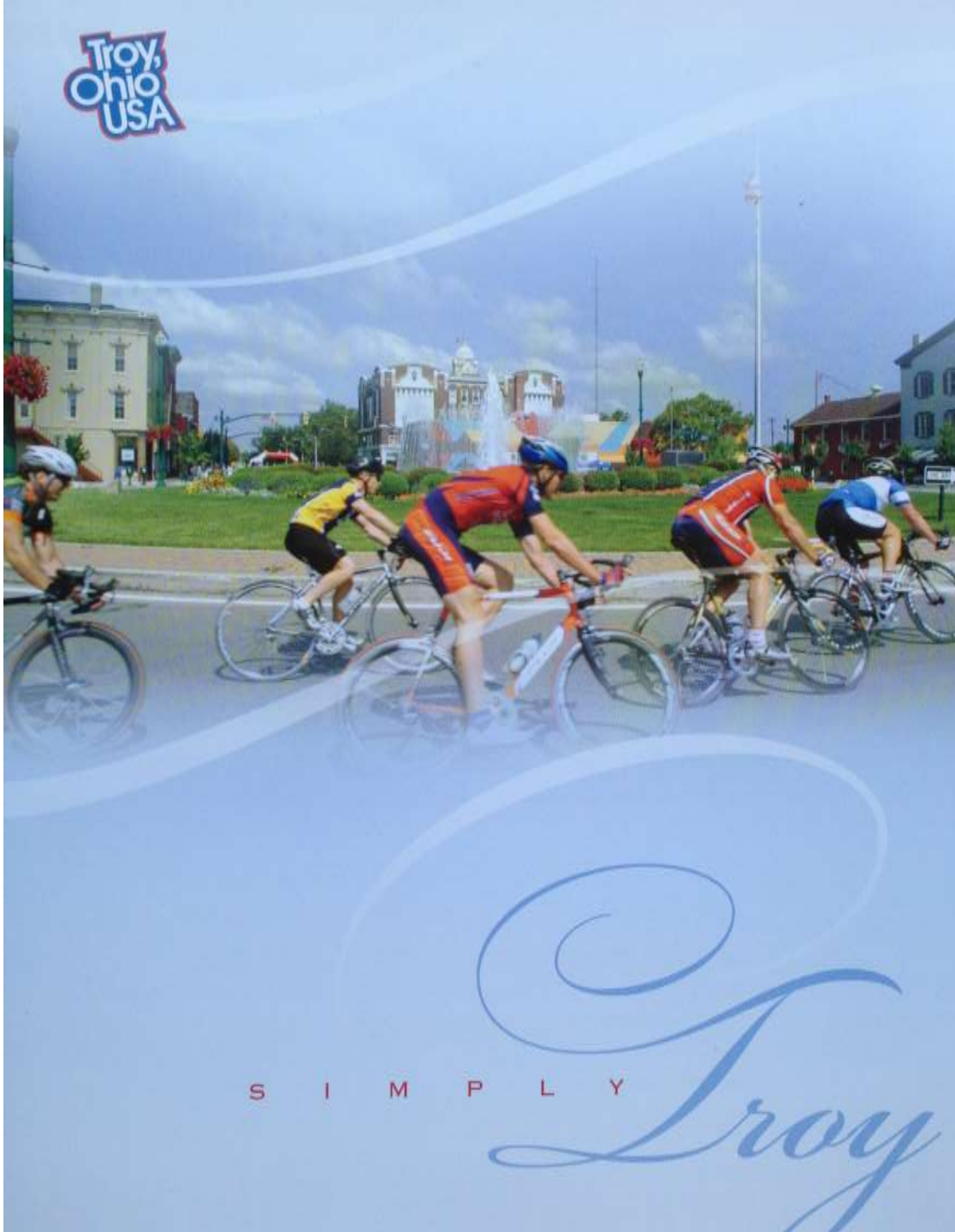
May 1 - September 30
» nationalbikechallenge.org

Sponsored by  **Kimberly-Clark**

www.nationalbikechallenge.org



Troy,
Ohio
USA



S I M P L Y

Troy



A bike plan, staff and dedicated funding

CITY OF DAVIS

BICYCLE ACTION PLAN

BEYOND PLATINUM





People riding bicycles! (setting targets and counting)





The Big Goal





Thank you.

For more information, contact
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