



peopleforbikes™

New Efforts on Biking and Equity



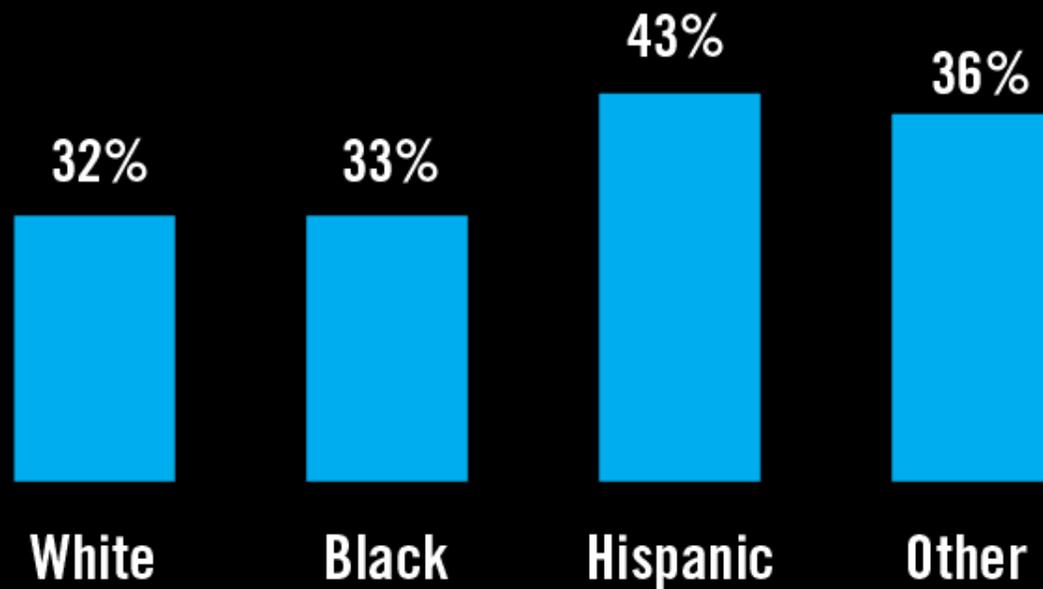
U.S. Bicycling Participation Benchmarking Study

- » A 10-minute online survey was conducted in Nov/Dec 2014**
- » A total of 16,193 U.S. adults ages 18+ completed the survey**
- » Adults also reported on a total of 8,858 children ages 3-17**
- » The sample was weighted to represent the U.S. population ages 3+ for gender, age, region, ethnicity, and income**

A photograph of a city street with several cyclists in motion, overlaid with a large blue circle containing the text "104 MILLION". The background shows a multi-story building with ornate architectural details and a street with a crosswalk. The cyclists are blurred, suggesting movement. The blue circle is semi-transparent, allowing the background to be seen through it. At the bottom right, there are three horizontal bars in blue, white, and red.

104
MILLION

Share of Americans who bike 1+ times per year



“I would like to ride a bicycle more often.”

52%



White

54%



Black

57%



Hispanic

55%



Other

“Bicycling is a convenient way to get from one place to another.”

52%



White

60%



Black

56%



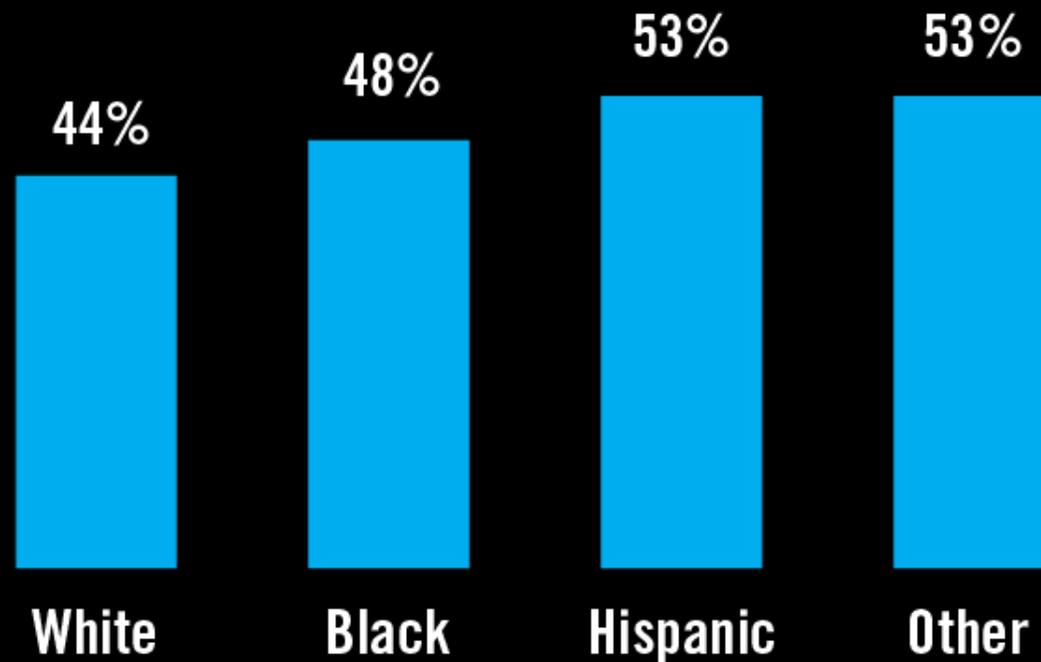
Hispanic

55%



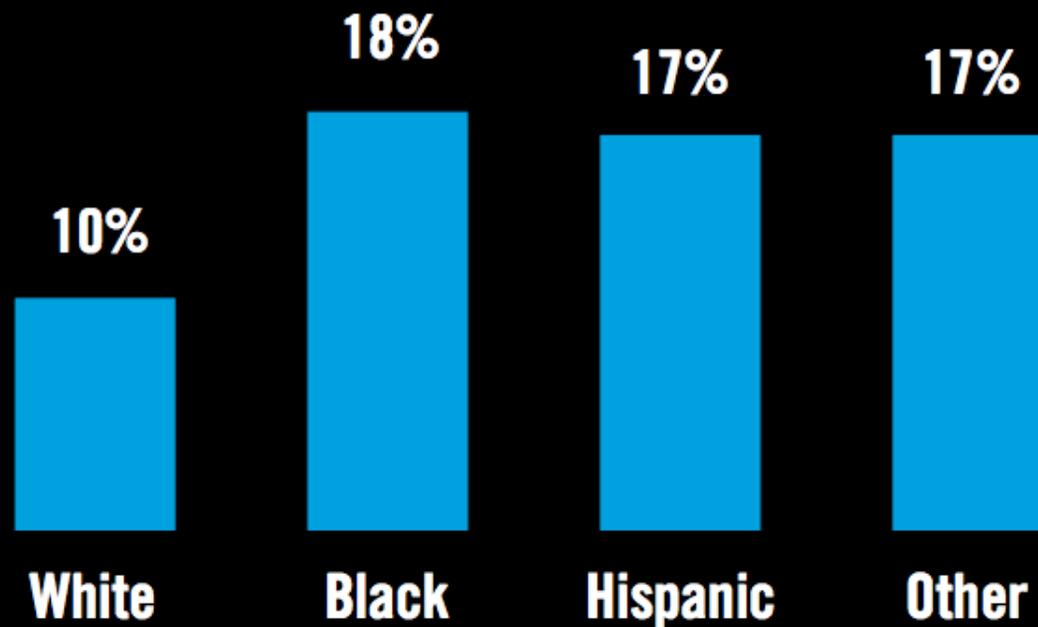
Other

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

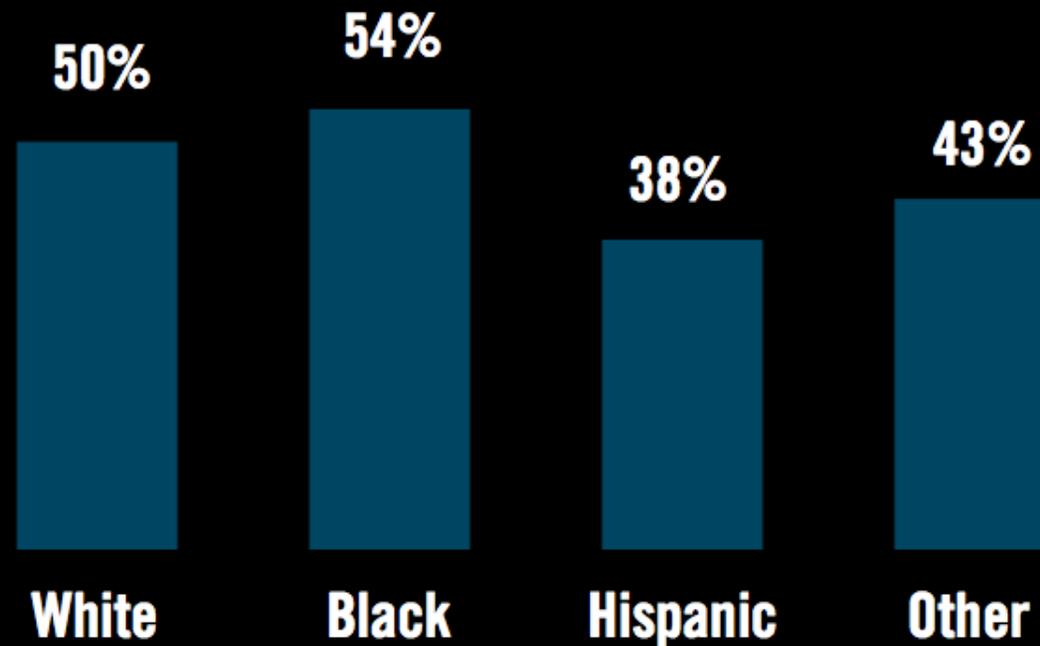


n = 16,193

Have never ridden a bicycle



No operational adult bicycle in household



[PeopleForBikes.org/Participation](https://www.PeopleForBikes.org/Participation)





BUILDING EQUITY

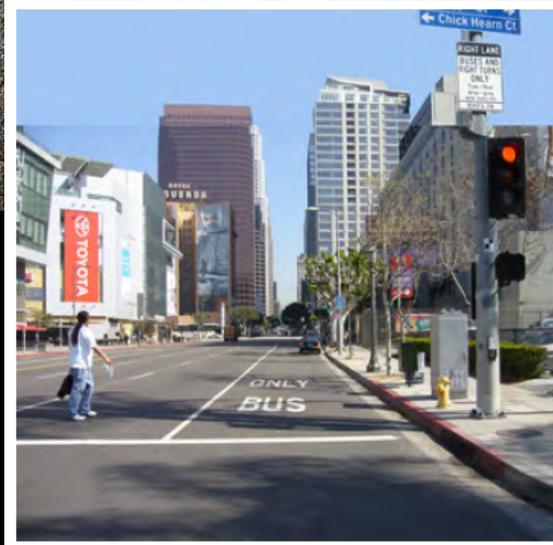
Race, ethnicity, class, and protected bike lanes:
An idea book for fairer cities



- Ten advocates of color working to support protected bike lanes in their communities
- Three analyses of international best practices
- Fresh data about biking broken out by race, ethnicity and income
- Advisory committee of eight bike-equity pros

Many advocates aren't fighting *for*
biking so much as *against* space
for cars.







Just because a bike user would prefer to be driving a car, that doesn't mean he or she doesn't deserve good biking.



Planning that is driven mostly by organized advocacy will systematically neglect these communities.





Bicycling infrastructure is an
ingredient for a great city, not a
recipe.





BETTER BIKE SHARE PARTNERSHIP

betterbikeshare.org

Philadelphia focus group profile

- 18-45 years old
- 67% African-American,
- Household income <150%-200% poverty line
- Primarily use transit followed by driving, walking, and biking





Marketing

- Show people that “look like me.”
- Show “people of all sizes”
- Show people from all walks of life



Uses of bike share

- Recreation and exercise
- Supplement and potentially replacement transit or walking



thank you

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