



Bike infrastructure: helping elected officials take transportation from asphalt to aspiration.

Building a safe, interconnected network of protected bike lanes depends on gaining the support of elected officials who are accountable to public will. Many leaders in metropolitan areas want to embrace bike infrastructure as a mobility solution but often fear backlash from a public with other priorities.

Good news: PeopleForBikes recently commissioned research across eight metropolitan areas to understand people's aspirations for mobility and the ways in which bike infrastructure can help them achieve their personal and civic goals.¹ The research not only shows us where the public is, but what motivates them and, ultimately, how to strengthen their support for investing in bike infrastructure.

We have majority support for building bike infrastructure that intensifies when connected to larger transportation improvements in roads, sidewalks and transit that deliver more mobility options, relief from congestion, greater safety to all and perceptions of a more livable community. Most importantly, including bike infrastructure in transportation projects adds aspirational value to the effort, instilling a sense of community as well as pride in living in a forward-thinking community.

We've used this new research to develop talking points to help advocates talk to and empower city leaders to invest in bike infrastructure.

TALKING POINTS BASED ON THE RESEARCH

Voters are frustrated by traffic congestion and ready for more transportation options. There is majority support (69% likely) for bike infrastructure.

The public wants to solve traffic congestion with more transportation options, including bikes and transit. Seventy-five percent (75%) agree that the only way to solve traffic problems is to give people more options to get to where they are going, including more bike lanes and public transit. Seventy-six percent (76%) say that bike infrastructure would help people get around faster if connected to public transportation.

Bike infrastructure is seen as part of the solution to traffic congestion, not a potential problem. Seventy-one percent (71%) say that more people on bikes will reduce traffic congestion. Less than half (47%) believe that traffic will get worse if bike lanes are built. Seventy-six percent (76%) agree that bike lanes are important to increase mobility and opportunity.

People are more supportive of investment in bike infrastructure when it's bundled with other transportation investments. Eighty-one percent (81%) would support improved bike infrastructure if it came with other improvements such as better roads and parking.

Bike infrastructure adds good feelings to basic transportation projects. Bike lanes speak to emotional satisfaction with transportation in terms of overall mobility, socialization and recreation. Seventy-five percent (75%) feel that bike lanes combined with road, sidewalk and transit improvements would make their community more livable.

There is a strong concern for safety, with people feeling that motorists and bike riders share responsibility for following the laws and promoting safety. Eighty-eight percent (88%) said that bikers need to be accountable to the rules of the road in the same way as drivers. Eighty-five percent (85%) believe that all bikers and drivers should be required to have basic education on how to share the road.

The public believes we can have peace on the road when everyone has their piece of the road. Seventy-nine percent (79%) say that protected bike lanes would make the rules of the road clear for bikers, motorists and pedestrians.



POLICYMAKER TOUCHSTONES FOR BUILDING PUBLIC SUPPORT

The best way to advance bike infrastructure is to connect it to more mobility and opportunity for everyone—whether or not they bike. We can and should be driver, biker, walker and public transportation friendly. Here are some guidelines to help policymakers connect with the public:

- » Use bike infrastructure—and its good feelings of opportunity and community—to put the sizzle on the steak of transportation improvements.
- » Remember that majority support for bike infrastructure will come from a large percentage of people who don't bike or do so infrequently.
- » Don't talk about bike infrastructure for the benefit of bikers; talk about how it benefits everyone's mobility, safety, control and peace of mind.
- » Connecting bike infrastructure to other improvements turns transportation projects into mobility, increasing the likelihood of support and adds emotional value to the city.

MESSAGES POLICYMAKERS CAN USE TO ADVANCE MOBILITY PROJECTS WITH BIKE INFRASTRUCTURE

Using these simple, tested messages will attract the majority of people who support bike infrastructure and strengthen their support by speaking across a wide range of demographics, aspirations and political ideologies:

- » 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.
- » 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.
- » 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.

¹ In July 2018, Artemis Strategy Group conducted a 25-minute online survey among 3,000 respondents across eight metro areas using an online opt-in panel. The metro areas included were Los Angeles, Atlanta, Austin, New Orleans, Denver, Pittsburgh, Portland and Chicago with a representative sample of each city, including gender, race, age, household income, number of children in the family and political affiliation. Eighty-eight percent (88%) were registered voters.