



# The public supports bike infrastructure, especially when connected to overall transportation improvements.

Building a safe, interconnected network of protected bikeways depends on gaining the support of people who only occasionally bike or never bike at all. 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.<sup>1</sup> The results show majority support for building bike infrastructure that intensifies when it is connected to larger transportation improvements in roads, sidewalks and transit.

## KEY FINDINGS:

**A majority support investments in building better bike infrastructure.** Sixty-nine percent (69%) are extremely or somewhat likely to support investments in improved bike infrastructure.

**Public support intensifies when investment in bike infrastructure is 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. Seventy-five percent (75%) feel that bike lanes combined with road, sidewalk and transit improvements would make their community more livable.

**The public believes that more transportation options, including bikes and transit, are the solution to traffic congestion.** Seventy-six percent (76%) say that bike infrastructure would help people get around faster if connected to public transportation. Seventy-one percent (71%) say that more people on bikes will reduce traffic congestion.

**A majority would consider using a bike for transportation if they felt safer.** Sixty-nine percent (69%) indicate that the roads aren't safe enough for families to bike. Sixty-three percent (63%) say they would bike more if they felt safer.

**People believe 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.

## IMPLICATIONS FOR EFFECTIVE MESSAGING:

Based on the research findings, the following narrative is an example of messaging that would likely win support from a majority of the public:

### **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. Bike infrastructure relieves congestion with a completely connected, comfortable system of protected bikeways that allows people on bikes to travel safely without inconveniencing drivers and walkers. It 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. We can have peace on the road—and more livable communities—when everyone has a piece of the road.

<sup>1</sup> 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.