



Advancing bike infrastructure by giving everyone peace on the road.

The resounding message for all people who use infrastructure — in any mode of transportation — is, everyone will have peace on the road when all have a piece of the road.

PeopleForBikes recently commissioned research across eight diverse 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.

Research shows that the key to winning public support is to show how bike infrastructure works to benefit everyone, whether they're walking, on bikes, or in cars. The majority support building bike infrastructure, and that support intensifies when it's connected to larger transportation improvements on roads, sidewalks and with transit. Several key findings provide guidance for how we can shift the way we talk about bike infrastructure.

- » **A majority (69%) support investments in building better 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. Bike lanes also speak to emotional satisfaction with transportation in terms of overall mobility, socialization and recreation—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 and 71% believe that more people on bikes will reduce traffic congestion.
- » **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.
- » **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.

Coming out of this research, PeopleForBikes has developed a message that helps bike infrastructure advocates build broad public support:

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.



PeopleForBikes has also developed a helpful list of dos and don'ts to help make the transition to more inclusive and effective messaging:

DO

- » Remember how few people use bikes as their primary mode of transportation and respect their choices.
- » Talk about how bike infrastructure connected to public transportation improves the lives and mobility of all—whether or not they bike.
- » Communicate how bike infrastructure provides people with more options and adds to communities—increasing opportunity, relieving congestion and improving recreation and health, not taking resources away.
- » Advance the idea that we can have peace on the road when everyone has their piece of the road.
- » When you have protected bike lanes, everyone rides with safety and ease.
- » Remember that successful messaging is about the messenger.

DO NOT

- » Don't be a "special interest" for bike lanes and biking—show your interest in mobility solutions for all modes of transportation without judgment.
- » Don't overpromise that bikes will solve all problems.
- » Don't communicate that protected bike lanes only help bikers—they help everyone.
- » Don't be in opposition to cars. You need drivers to support bike infrastructure.
- » Don't be defensive of bike safety and car safety—everyone is responsible for safety and we can all be safer when we have infrastructure that promotes safety.
- » Don't lecture abstractly about the environment or equity when you have physical infrastructure that can help solve the problem.

Visit peopleforbikes.org/activatingsupport/ to download the complete research summary and a toolkit of materials you can use in your advocacy work.

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.