



peopleforbikes



neimand collaborative

**GENERAL PUBLIC**

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## We can have peace on the road when everyone has a piece of the road.

[INSERT CITY] is ready to help its people get where they need to go safely and with ease — no matter how they choose to travel.

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PeopleForBikes recently commissioned research across eight metropolitan areas to better understand mobility and the ways in which bike infrastructure can help people achieve their transportation goals. Although different in size, population makeup, geography and transportation resources, people agree that most cities are not easy to get around, and desire better transportation options.

The research found that a 69% majority supports investments in better bike infrastructure. Support increases to 81% when bike infrastructure is combined with other transportation improvements such as better roads and parking — and, in many cases, integration with more or better public transportation. Three-quarters believe that this comprehensive approach to transportation infrastructure would make their community more livable.

The research also revealed that people feel bikes and cars need better ways to share the road. Eighty-eight percent (88%) believe that people on bikes need to be accountable to the rules of the road in the same way that people in cars are. Comparable numbers believe that both motorists and bicyclists need more education on how to share the road.

We can have peace on the road — and more livable communities — when everyone has a piece of the road. Protected bike lanes stand out as a way to make the rules of the road clear for biker riders, motorists and pedestrians. People surveyed were particularly attracted to bike infrastructure that doesn't leave bike riders, motorists or pedestrians to navigate incomplete connections that force everyone into unsafe and confusing situations. Sixty-one percent (61%) said that safer conditions would encourage them to bike more, relieving traffic congestion and increasing personal mobility.

The full research summary and related resources are available here [\[LINK\]](#).

Contact [\[INSERT CONTACT\]](#) with any questions.

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<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.