

***Rochester Cycling Alliance Advocacy Information Sheet (10/05/16 Update) by Scott MacRae MD**
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The Pedaling Active Transportation (Biking and Walking) Revolution: International & US

The Cycling Revolution and Active Transportation is an international movement that is led by communities like Copenhagen, Denmark where 37% of all trips are via bicycle. In Holland, >30% of all trips are by bike while Germany 12% of all trips are on bikes and increasing. All of these communities are planning on growing this number because of the health, lifestyle and economic benefits. Rochester is 18th among large cities for bike commuting and is flat with lots of underutilized roads, perfect for cycling.

Bike Commuting: Portland, Oregon leads the larger US Cities with a bike commuting rate of 7% while Minneapolis rate is also rapidly growing at 5%. Both cities are targeting 25% because of the economic, health and congestion mitigation benefits. Five of the top ten bike cities are cold snowy northern cities including Minneapolis, Madison, Pittsburg, Boulder, Chicago and NYC. New York City has built 400 miles of bike lanes and plans to add another 200 over the next 3 years. Even car addicted LA has joined the movement.

The Health/Safety Dividend

Bicycles and walkers have a paradoxical **traffic calming effect** on cars making it safer for everyone.

- Holland (Netherlands) bike commuter rate is over 30%
 - 3 X's lower motor vehicle fatality rate for motorists than the US (p. 68 Jeff Mapes Pedaling Revolution)
 - 5 X's lower cyclist fatality rate than US (p. 72, Pedaling Revolution)
 - 6 X's lower pedestrian fatality rate than US (p. 72 Pedaling Revolution)
 - **Over a lifetime *one in two* Americans will have a serious motor vehicle crash requiring emergency trauma care!** 2.5 million Americans injured who are treated in emergency trauma care annually from motor vehicle crashes, which cost Americans billions in insurance, disability and health costs. **We can change this madness!**
 - **Vision Zero is a program started in Sweden, which targets reduction of motor vehicle related deaths to Zero** and has been adopted by New York City, LA, Boston, San Francisco, Seattle, Austin, Philadelphia and 35 other cities. If this program was successful at reducing deaths at Holland's (Dutch) rate, **the annual motor vehicle fatality rate would be reduced from 32,000 to 10,000 fatalities with 22,000 lives saved! Motorists would benefit most, 18,000 motorists lives saved, followed by pedestrians - 4,000 lives saved, and bicyclists - 500 lives saved!** This would sharply reduce the over 2.5 million Americans seriously injured from motor vehicle crashes (197 million (1 in 2) Americans over a lifetime) which costs Americans billions in insurance, disability and health costs. **Vision Zero** can dramatically reduce this.

The Health/Safety Dividend “YOU ARE 5X's SAFER ON YOUR BIKE SEAT THAN YOU ARE ON THE COUCH!”

Cyclists live 2 years longer and have 15% better attendance at work than average Americans. **Biking health benefits outweigh safety risks 9 to 1** (de Hartog 2011). Other studies note health benefits outweigh safety risks 5:1 San Francisco, 77:1 in Barcelona. **YOU ARE 5Xs SAFER ON YOUR BIKE SEAT THAN YOU ARE ON THE COUCH!** Three of the 6 major Centers for Disease Control (CDC) obesity strategies support active transportation, bicycling and walking: (CDC: MMWR Report July 24, 2009,R7 p.1-26). 40% of all car trips are less than 2 miles. Riding 3 miles/day burns 34,000 Calories /year or 9.7 lbs.

- US Adults 2/3 are overweight or obese
 - Average male & female 24 lbs. heavier than 40 years ago
- US Childhood Obesity: 1/6 kids battling obesity!
 - Children ages 5-11 are 5 X's more likely to be obese than 40 years ago
- The 8 Leading US Active Transportation cities have 20% less obesity and diabetes compared to other US cities.
- Holland: **Obesity rate 1/3 that in US!** (http://www.expatica.com/nl/health_fitness/well_being/Tackling-the-UK_s-obesity-problem-Dutch-style_14802.html). In Holland, children walk and bike to school. There is no school bussing system. The child obesity rate in the US is 5- 9X greater than in Holland!

Biking Economics

Medical savings: daily walking and biking to work and errands reduces promotes health, reduces wear on infrastructure and decreases safety/health care costs. For every **\$1** Portland, Ore. spends on biking infrastructure, **they save \$4** in health and fuel costs.

Commercial bike industry & tourism: Produces \$4.8 Billion annually for NY, NJ & Penn combined generating 44,000 jobs and \$623 million in Fed and State taxes. (OutdoorIndustryFoundation.Org)

Retained Dollars – There are surprising economic benefits of building communities with biking and walking infrastructure.

Rochesterians drive an average of 24 miles/day. A reduction of only 1 mile/day would result in a savings of \$876 million over a 15 year period. This is actually a conservative evaluation given that we assumed a driving cost of \$0.40/mile. (The 2010 AAA estimates of the cost of driving are \$0.73/mile which includes fuel, auto, insurance, road maintenance, parking etc.)

The Portland, Oregon Green Dividend from Bicycling and Less Driving & The Brain Gain!

The average American drives 24 miles/day. The average Portland Citizen drives 4 miles less (only 20 miles).

- This saves \$1.1 Billion that is retained in the community, 1.5% of all individual citizen revenues for the metro region!
- Average US family budget: spends 19% on transportation
- Average Portland family spends 15% on transportation: 4% savings which families can spend elsewhere, like 4% less taxes!!!
- **The average Portland family saves an a \$2,500 annually** because they drive 4 miles less/day!
- Portland, Oregon built their bike system for < \$5 million/year over 10 years. (The cost to each citizen \$3.50/year)
- Portlanders twice as satisfied as national average with their transportation system than the average US city.
- **Portland has 5X's the national average of college educated 24-34 year-olds millennials moving to Portland**, thus **THE BRAIN GAIN!** (Walkable City, book by Jeff Speck P. 32)
- This is the “Green dividend” (Source Joe Cortright <http://www.impresaconsulting.com/node/42>)

Funding produces results. Minneapolis received \$25 million over 4 years (2006-2010) as a part of the SAFETEA – LU’s Non motorized Transport Pilot Plan (NTPP) to promote bicycling and walking. Between 2006 and 2008 bicycling increased 68%. Over 10% of Minneapolis citizens now either walk (6.1%) or bike (4.3%) to work compared to only 3.3% nationally (biking and walking combined).

The Cold Weather Issue:

Cold weather can present a challenge but cities like Madison, Wisconsin, Minneapolis and Boulder have demonstrated that cold, snowy cities can embrace cycling and an active transportation lifestyle. Improvements in clothing, gear and lights have improved safety and the ability to ride under even harsh conditions and at night.

Minneapolis (Bike Commuting Rate 5 %) has a mean January temperature of 15° F compared to Rochester that has a mean temperature of 25 °F. Rochester has more snow 94 inches/year compared to 54 inches/year. Interesting 1/3 of all Minneapolis bike commuters are commuting year round and this number is growing. Both cities are preferentially plowing strategically selected bike routes (lanes and multiuse trails). The number of year round cyclists and walkers grows continuously.

Demand for Cycling and Pedestrian Improvements – “If you build it, they will come”

Background: One third of all Americans can’t drive - 100 million people including youth under age 18, the elderly, disabled and those who can’t afford it. The US Dept. of Transportation spends less than 1.5% on biking & walking infrastructure while accounting for 8% of US trips. We can do better. **Millennials are driving 25% less**, while using transit, Uber, Lyft, and walking /biking more.

53% of all adults who have bicycled in the past year would bike to work, if the route was safe.

Americans would spend, 22% of transportation funding on biking and walking infrastructure – about 15 times current spending. 81% support “allocation of tax dollars toward expansion and improvement of public transportation, sidewalks and bike paths in your community.”

The US Department of Transportation (DOT) only has enough funding to service 40% of roads and bridges needed repairs. (The last gas tax increase was in 1978.) Bicycling and Pedestrian infrastructure improvements costs roughly one tenth of the auto

Infrastructure costs making these transportation alternatives highly efficient, inexpensive alternatives.

US Dept. of Transportation Active Transportation supports biking and walking infrastructure through the FAST Act of 2015 which is the primary source for funding walking /bike lanes, trails, bike racks on buses and bike education. We need to continue to encourage US Congressman to increase direct support for biking, walking and transit program that encourage smart growth and transportation options.

What you can do:

1. Write your mayors, state legislators and US congressman asking him/her to support biking & walking infrastructure funding. It is an excellent low cost investment in health, safety, lifestyle enhancement and improving local economies. Good NY State issues to advocate for are a 3 foot safe passing distance law and a state law allowing community to reduce speed limits to 20 MPH to traffic calm residential streets especially for bike boulevards –Google “Streetfilms Bike Boulevard Portland.”
2. Contact your local mayors, supervisors and tell them to implement bike lanes, multiuse trails and “**Complete Streets**” i.e. streets that are safe for pedestrians, bicyclists and cars. (New York State approved “Complete Streets” in 2011) & support **Vision Zero**.
3. Go to: RochesterCyclingAlliance.org or Facebook page and find out more about bike advocacy and what you can do to promote it.

Important bicycling/walking websites and links:

Best Video-On Portland’s Integrated Active Transportation: <http://www.streetfilms.org/portland-celebrating-americas-most-livable-city/>

On the Rochester Bicycle Master Plan: <http://www.cityofrochester.gov/bikeplan/>

On Minneapolis – St. Paul Very nice bike commuting info. Including cold weather biking: <http://www.bikewalktwincities.org/>

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