

# Making Bicycle Commuting a Reality



**Dan Grunig**

**Executive Director**

**[www.BicycleColorado.org](http://www.BicycleColorado.org)**

# Bicycle Colorado



7,000 individual members



150 business and organizations



25,000+ donors annually






17<sup>th</sup> Year in Business



State focused mission



# Bicycling in Colorado

-  \$1.2 billion of economic impact<sup>1</sup>
-  Supports 11,000 jobs<sup>2</sup>
-  Generates \$210 million in annual state and federal tax revenues<sup>2</sup>
-  1.2 million bicyclists- 35% of adults<sup>2</sup>

<sup>1</sup> CDOT Bicycling and Walking in Colorado, 2000

<sup>2</sup> Outdoor Industry Association Active Outdoor Recreation Economy Report, 2005

# Bicycling Commuting



Colorado 1%



Downtown Denver 6%



Boulder 21% (of work trips)

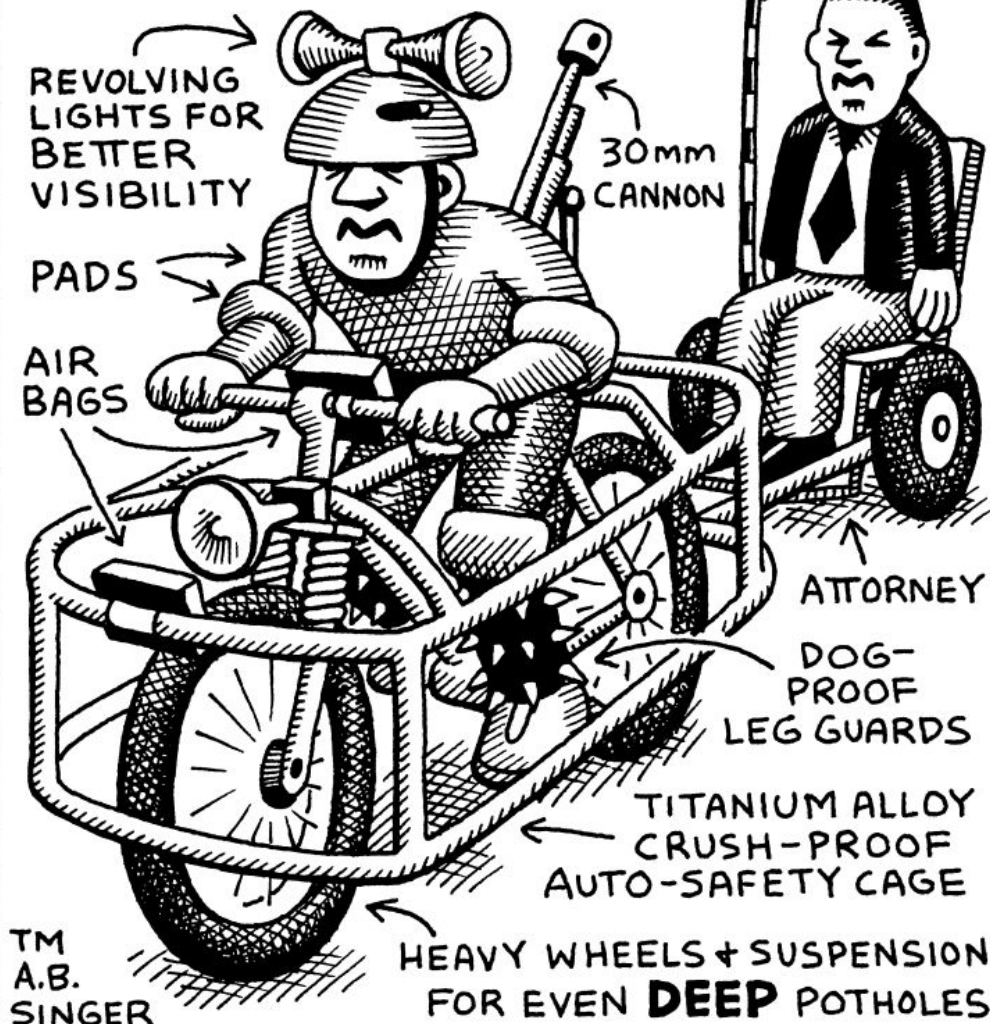


Netherlands 27% (of all trips)

**NO EXIT**

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# IT'S THE **URBAN SAFETY CYCLE**



# Changes to Promote Bicycle Commuting

## Public

- Traffic Laws
- Complete Streets
- Education
- Incentives

## Private

- Workplace
- Education
- Incentives
- Sustainability

# Public: Traffic Laws



Bicycle Safety Bill (SB 148)



Distracted Driving



Traffic Penalties



# Public: Complete Streets



6 States with policies



3 Municipal policies in Colorado



Colorado Department of  
Transportation working on bike  
and ped policy



[www.CompleteTheStreets.org](http://www.CompleteTheStreets.org)



# Public: Education



# Public: Education



# Public: Incentives



Federal Bicycle Commuter Tax Provision



\$20 per month



Administered like Transit and Park benefits





# Public & Private



## Paris Velib



Photo: Luc Legay used with permission

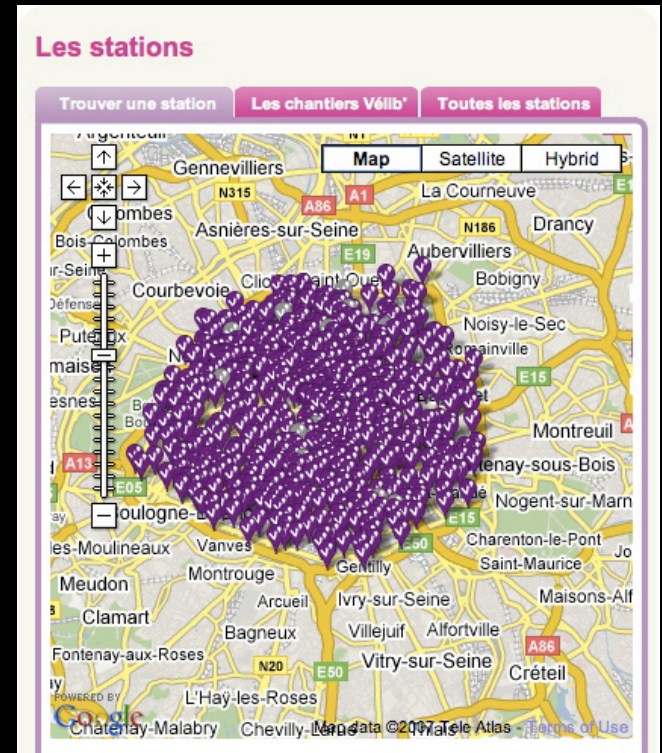


Photo: Malias used with permission

# Public & Private



Denver Bike  
Share



Fort Collins  
Bike Library





# Private: Workplace



Office facilities



Flexible start time



Bike Parking



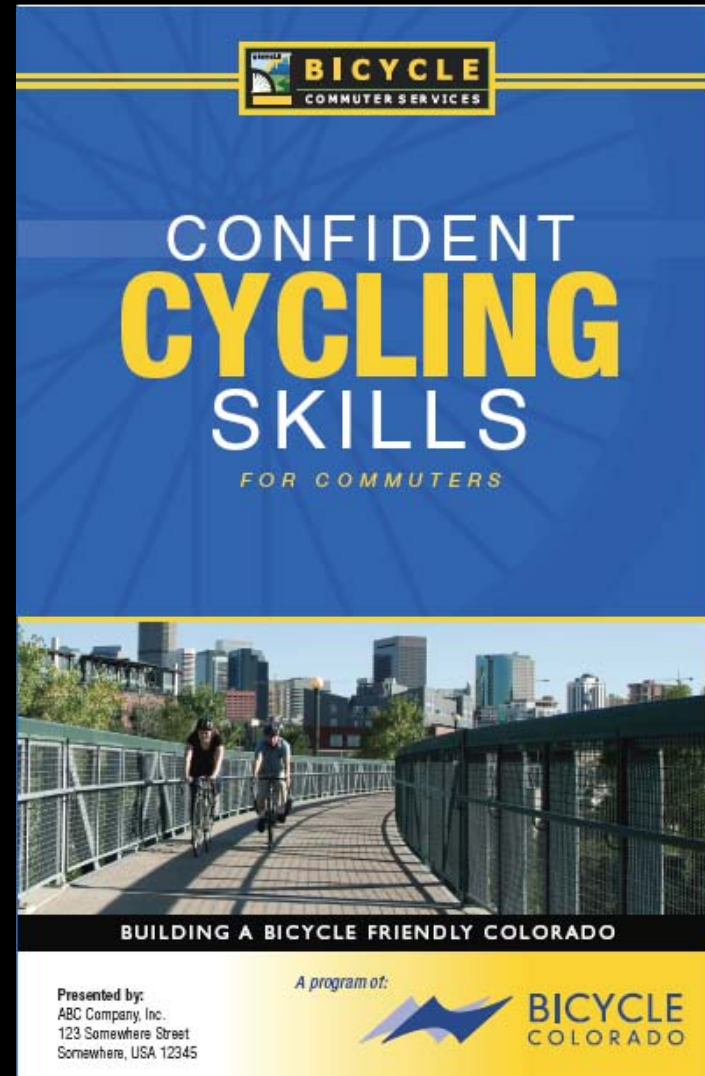
# Private: Education



Bicycle  
Commuter  
Services



Traffic Skills  
101



# Private: Incentives



Bonus time off



Commuter Bike League



Integrate into existing reward systems



Monthly Bike to Work Days



# Private: Sustainability



Greening programs



LEED certification



Health programs

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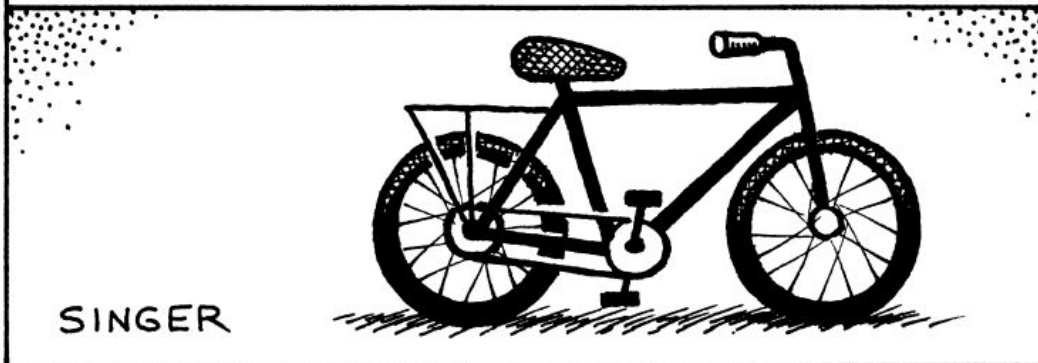
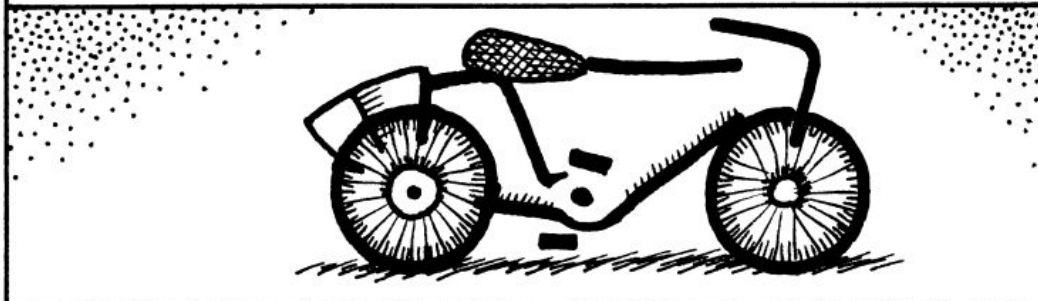
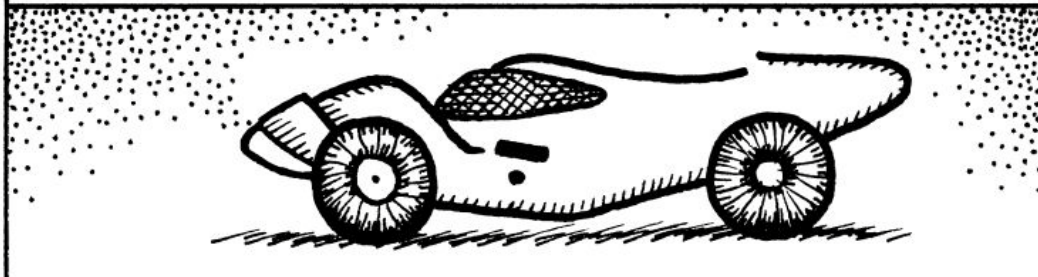
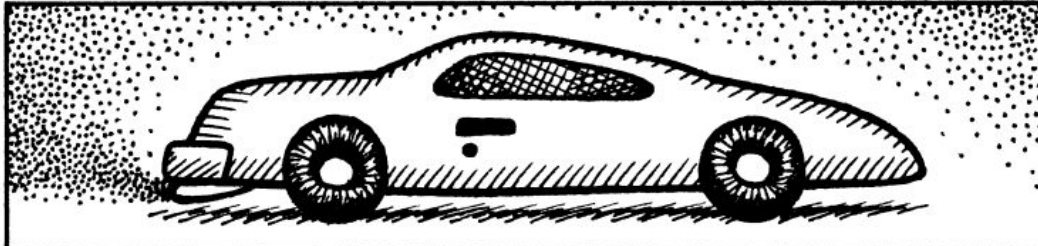
## Private

- Workplace
- Education
- Incentives
- Sustainability

**NO EXIT**

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# EVOLUTION



SINGER



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