Making Bicycle Commuting a Reality

Dan Grunig
Executive Director

www.BicycleColorado.org
Bicycle Colorado

- 7,000 individual members
- 150 business and organizations
- 25,000+ donors annually
- 17th Year in Business
- State focused mission
Bicycling in Colorado

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

\(^1\) CDOT Bicycling and Walking in Colorado, 2000
\(^2\) 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)
IT'S THE URBAN SAFETY CYCLE

REVOLVING LIGHTS FOR BETTER VISIBILITY

PADS

AIR BAGS

30mm CANNON

WARD FENNER & SLOAN

ATTORNEY

DOG-PROOF LEG GUARDS

TITANIUM ALLOY CRUSH-PROOF AUTO-SAFETY CAGE

HEAVY WHEELS & SUSPENSION FOR EVEN DEEP POTHOLES
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
Public: Education

BICYCLE COLORADO’S SAFE ROUTES to SCHOOL

LEARN · WALK · RIDE · HAVE FUN
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
Changes to Promote Bicycle Commuting

Public
• Traffic Laws
• Complete Streets
• Education
• Incentives

Private
• Workplace
• Education
• Incentives
• Sustainability
NO EXIT

EVOLUTION

SINGER

© Andy Singer

Andy Singer used with permission