A group of cyclists is riding on a city street. They are wearing various clothing, including jackets and helmets. In the background, there are cars, a white van, and buildings with blue awnings. The scene is set in an urban environment with a paved road and a crosswalk.

THE ROLE OF THE CYCLING INDUSTRY IN CREATING A BICYCLE FRIENDLY WORLD

ENVIRONMENT

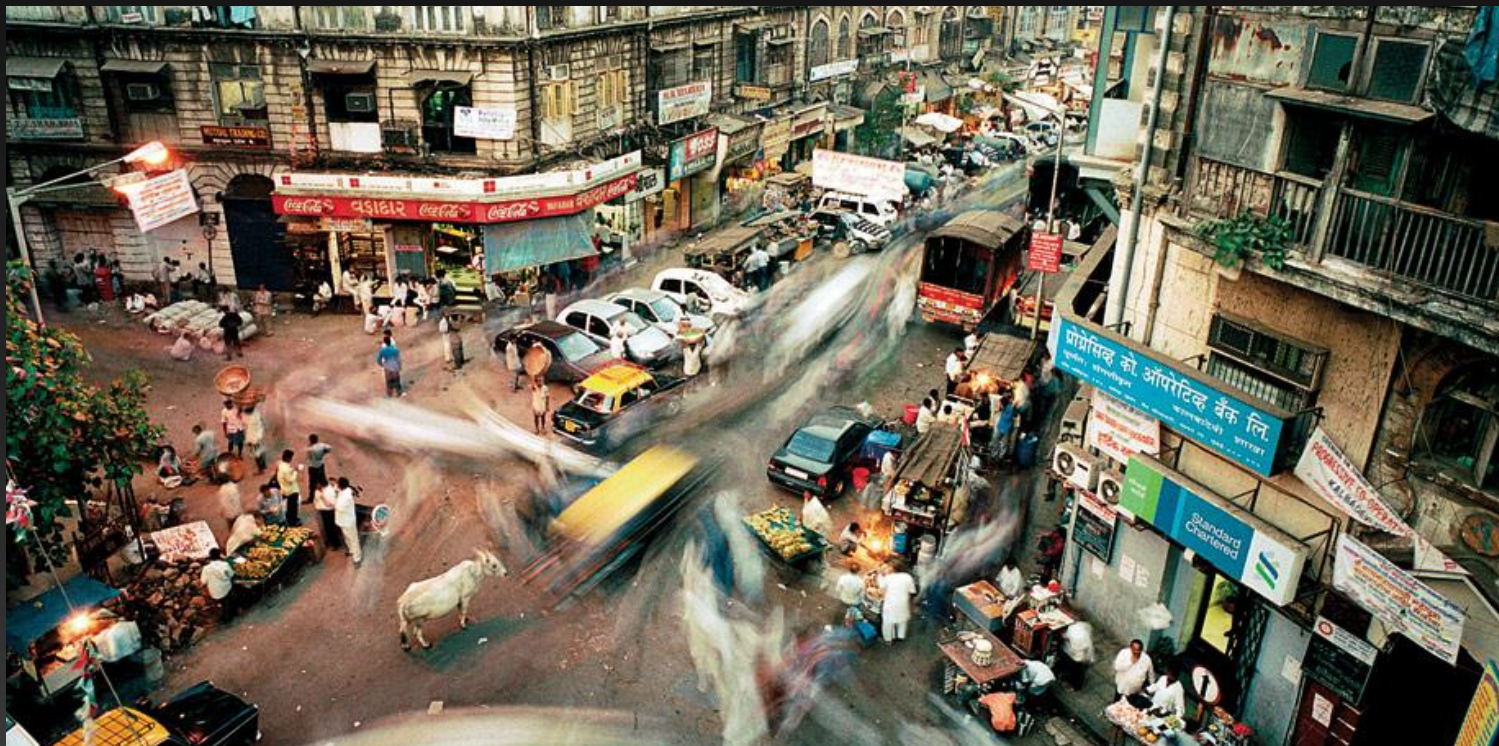
Vehicles contribute to an estimated 60-70% of urban air pollution.

60% of the pollution created by car emissions happens in the first few minutes of operation.



URBANIZATION

For the first time in human history, more people are living in cities than in the rural areas.



THE WORLD IS GETTING FAT



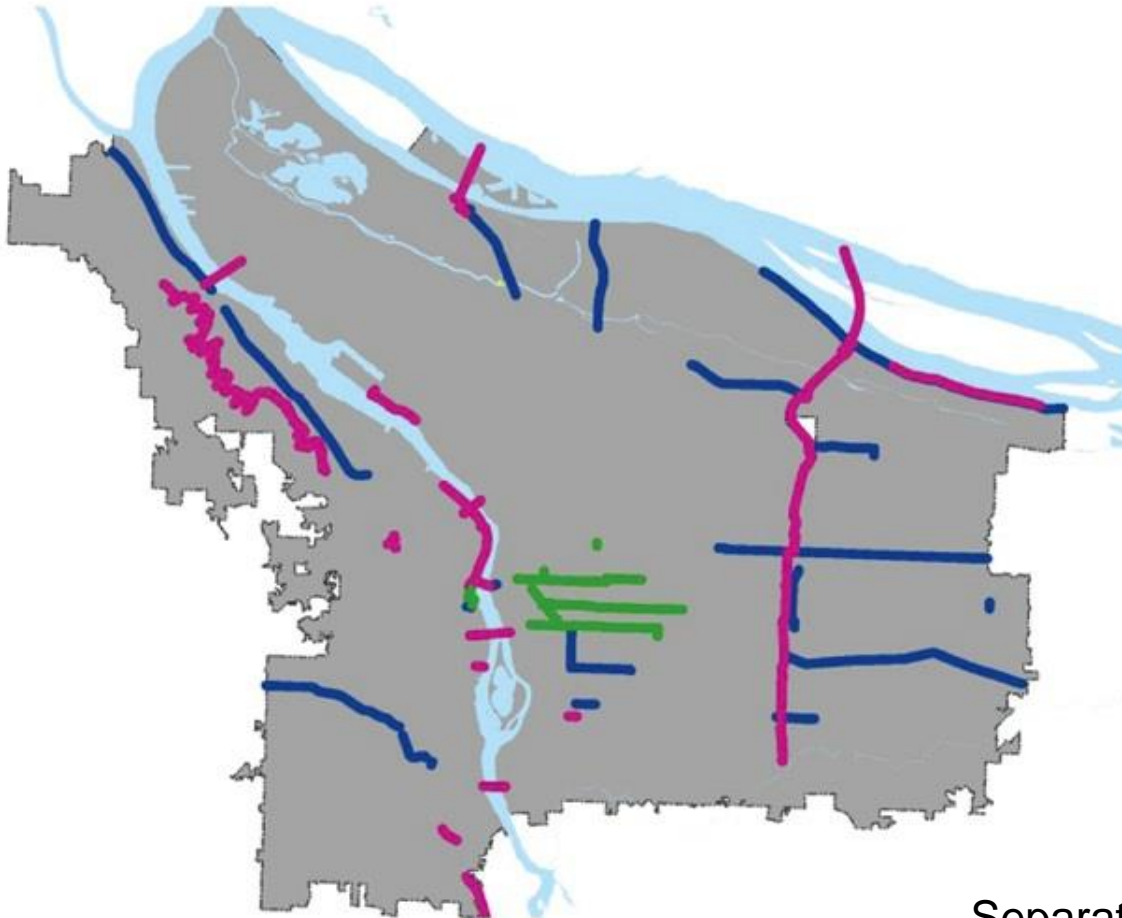
Average Weight	1960	2002	Difference
Kids 6-11	63 lbs	74 lbs	+11 lbs
Men over 20	167 lbs	191 lbs	+24 lbs
Women over 20	139 lbs	163 lbs	+24 lbs

Portland



Portland

1990



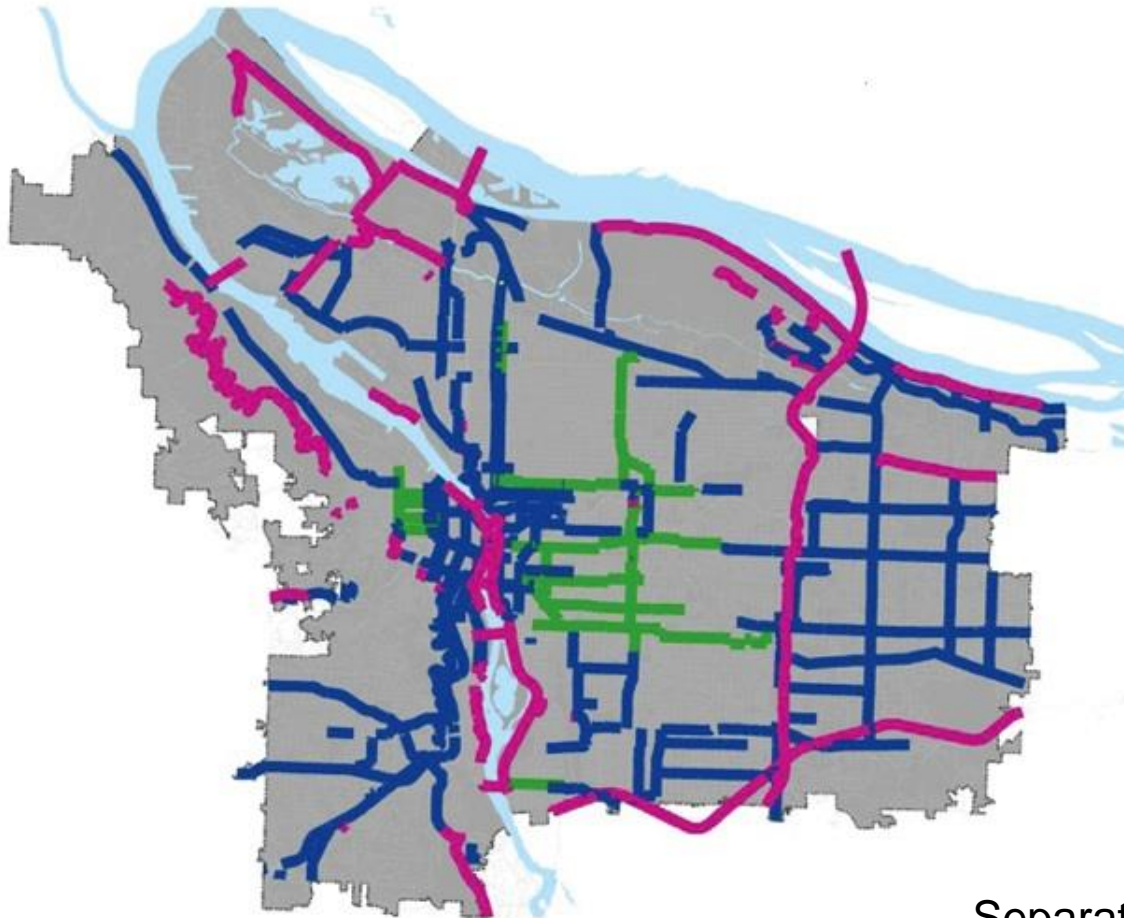
Off-street bike paths ■

Bike boulevards ■

Separated on-street bike lanes ■

Portland

2010



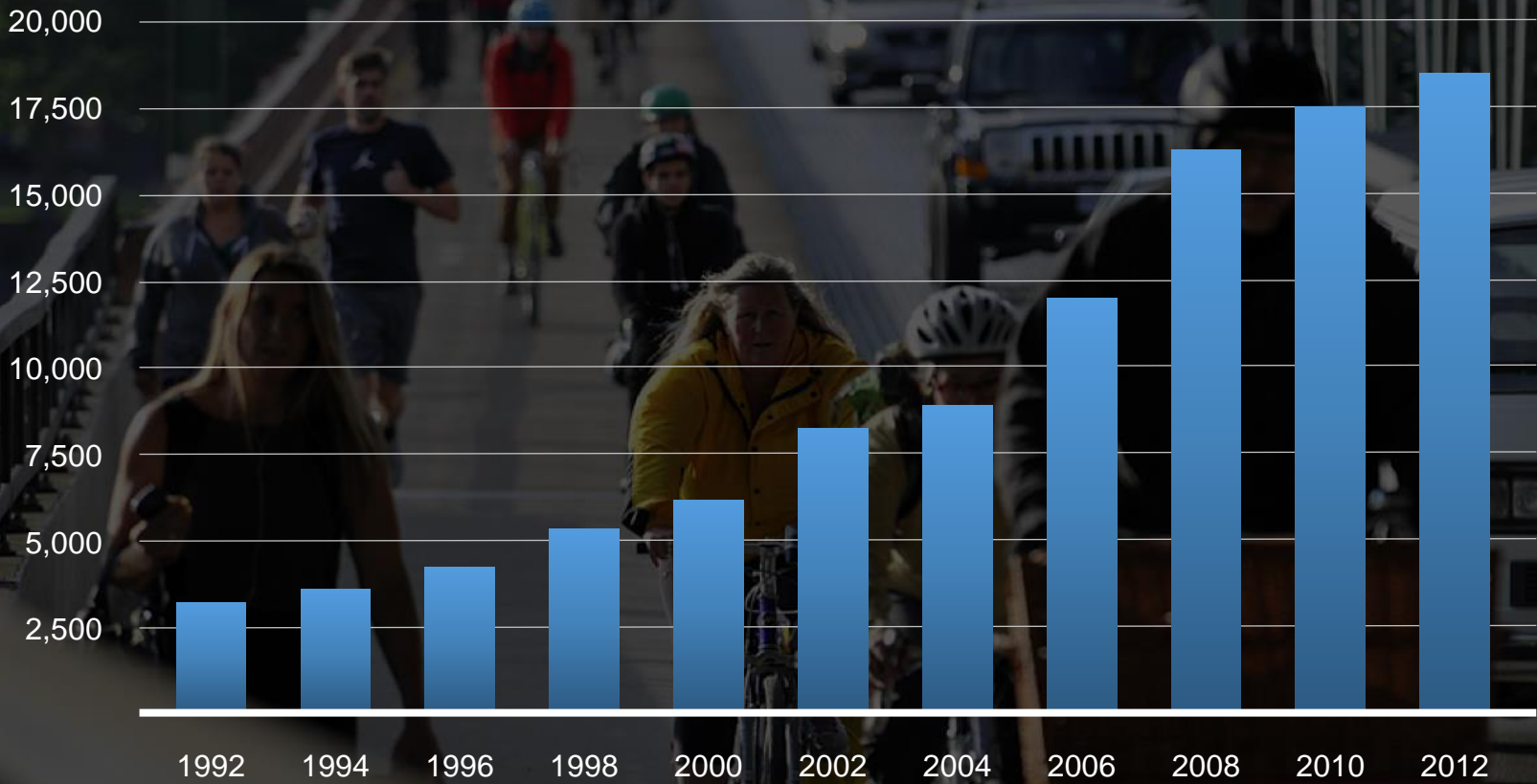
Off-street bike paths ■

Bike boulevards ■

Separated on-street bike lanes ■

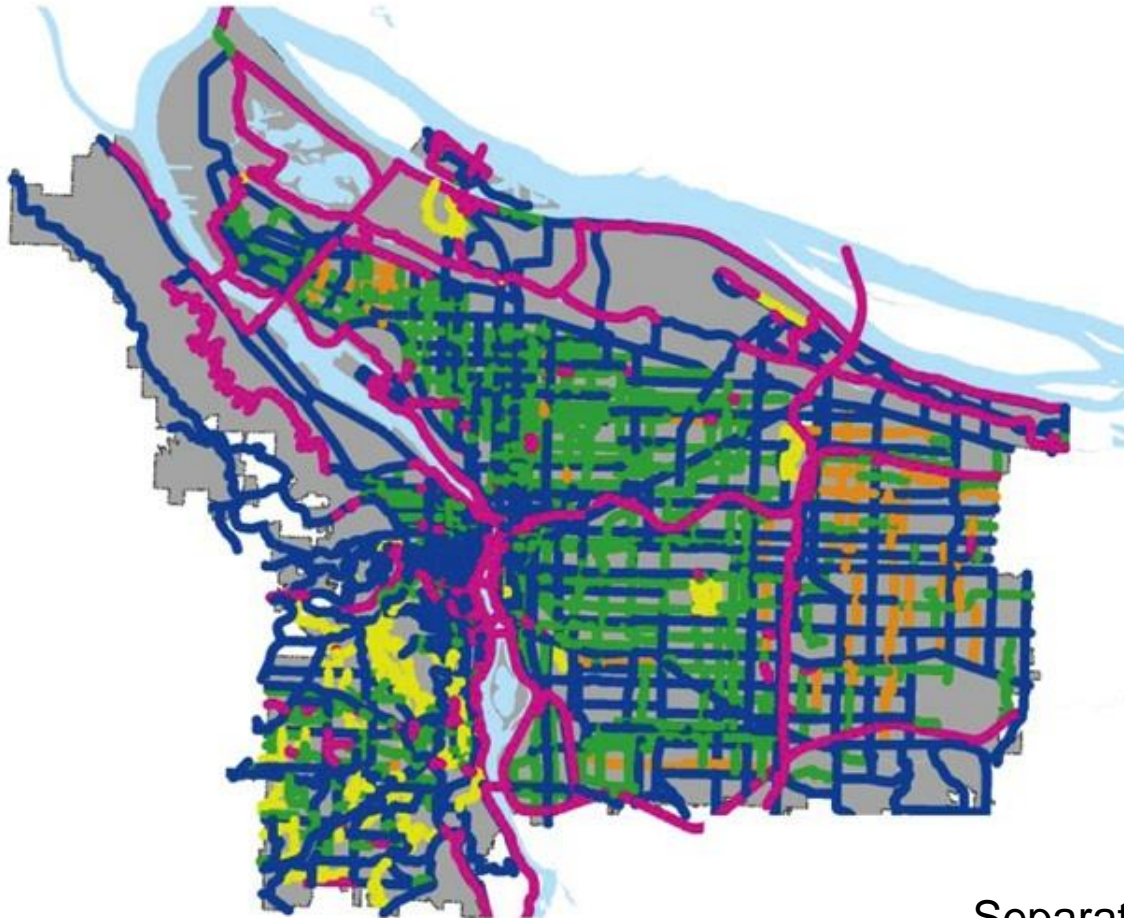
Portland

CYCLISTS PER DAY ON PORTLAND'S BRIDGES



Portland

Future

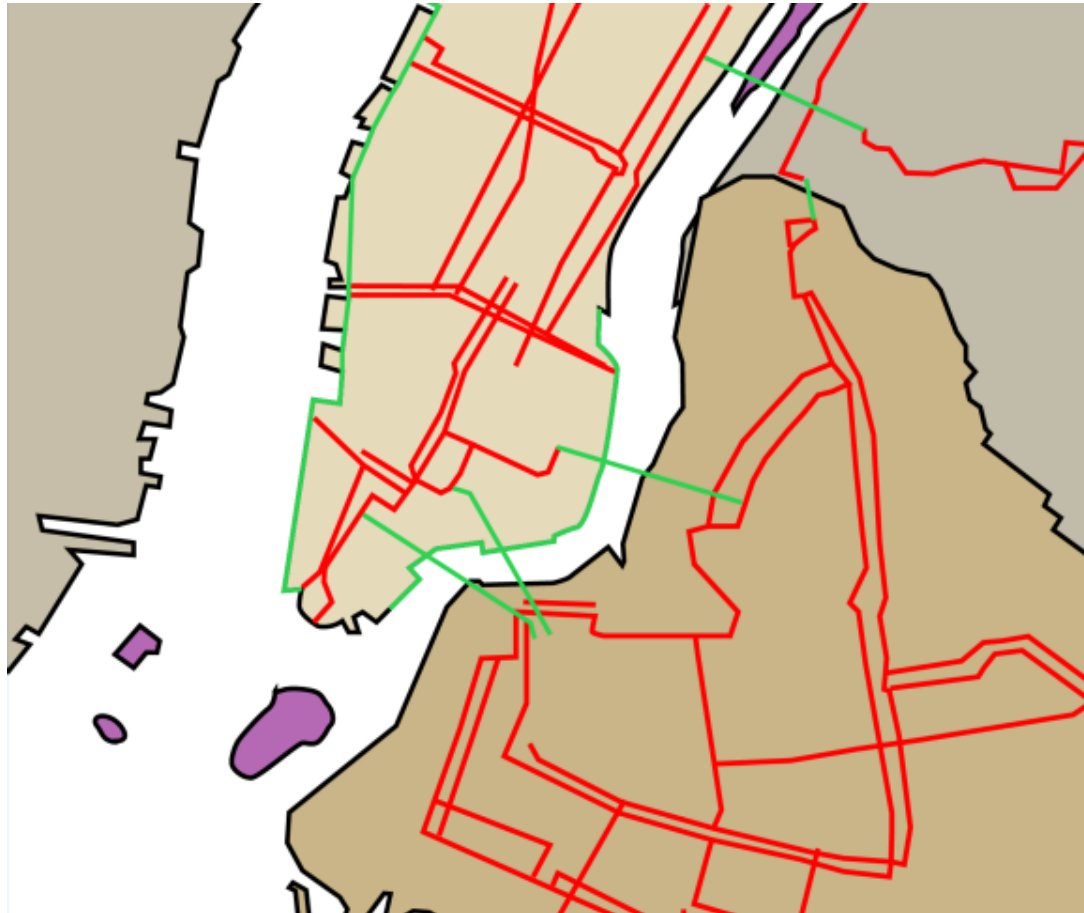


Off-street bike paths ■

Bike boulevards ■

Separated on-street bike lanes ■

New York



2001

Off-street bike paths ■

On-street bike lanes ■

New York



2012

Off-street bike paths ■

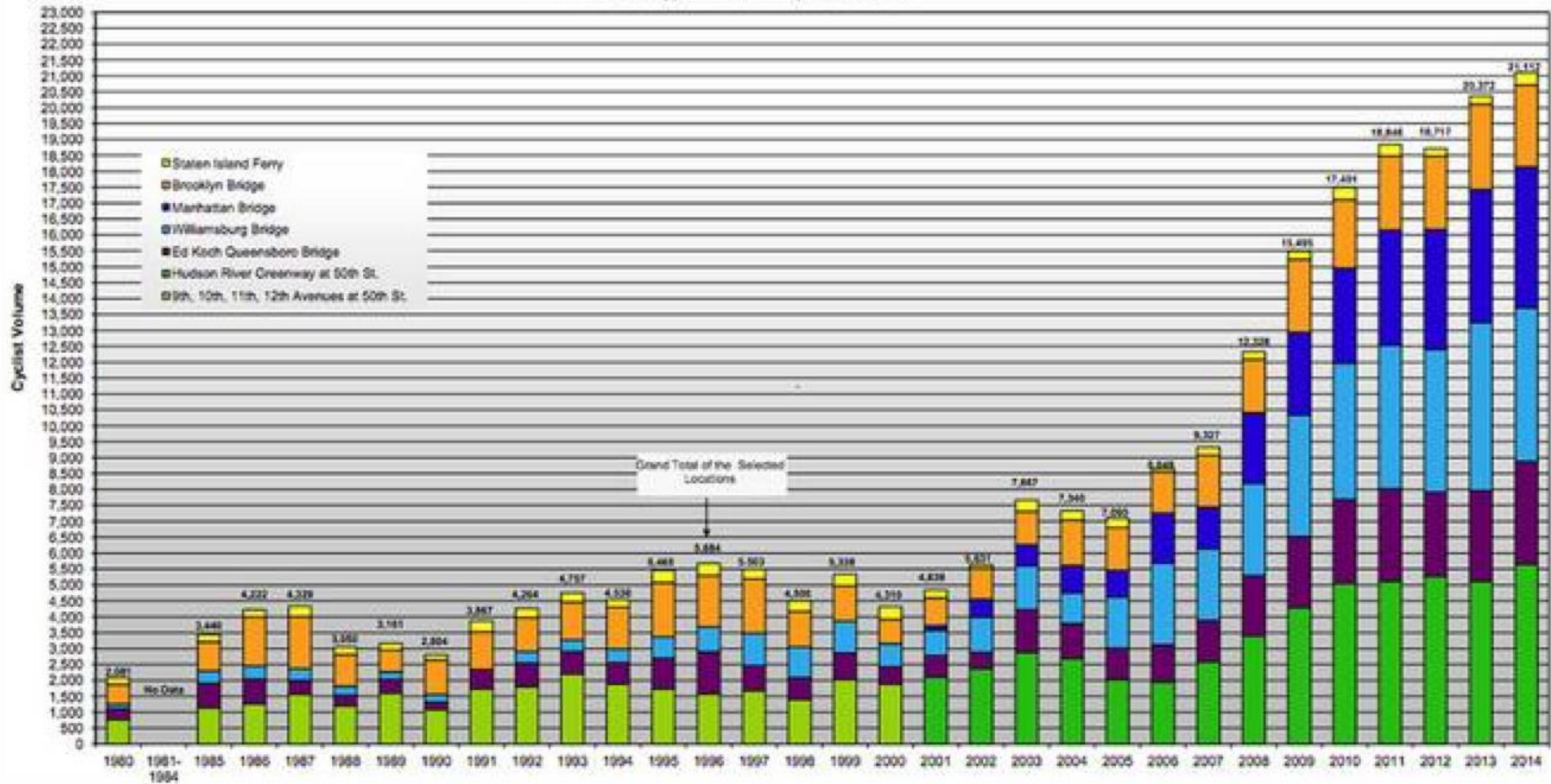
On-street bike lanes ■

New York – protected bike lanes



New York – number of cyclists has tripled

New York City Cyclist Counts at Selected Commuter Locations
Weekday, 7AM to 7PM, 1980-2014



New York – number of cyclists has tripled

New York City Cyclist Counts at Selected Commuter Locations
Weekday, 7AM to 7PM, 1980-2014



Los Angeles

SECTIONS SEARCH

Los Angeles Times

SUBSCRIBE

LOG IN

FRIDAY FEB. 26, 2016

MOST POPULAR LOCAL SPORTS ENTERTAINMENT POLITICS EDUCATION OPINION PLACE AN AD

59°



LOCAL / L.A. Now

L.A. will add bike and bus lanes, cut car lanes in sweeping policy shift



A bicyclist rides his bike along Westwood Boulevard in Westwood. The L.A. City Council on Tuesday approved a sweeping transportation plan that includes adding hundreds of miles of new bicycle lanes on streets. (Wally Skalij / Los Angeles Times)



By **David Zahniser** · Contact Reporter

Related Coverage

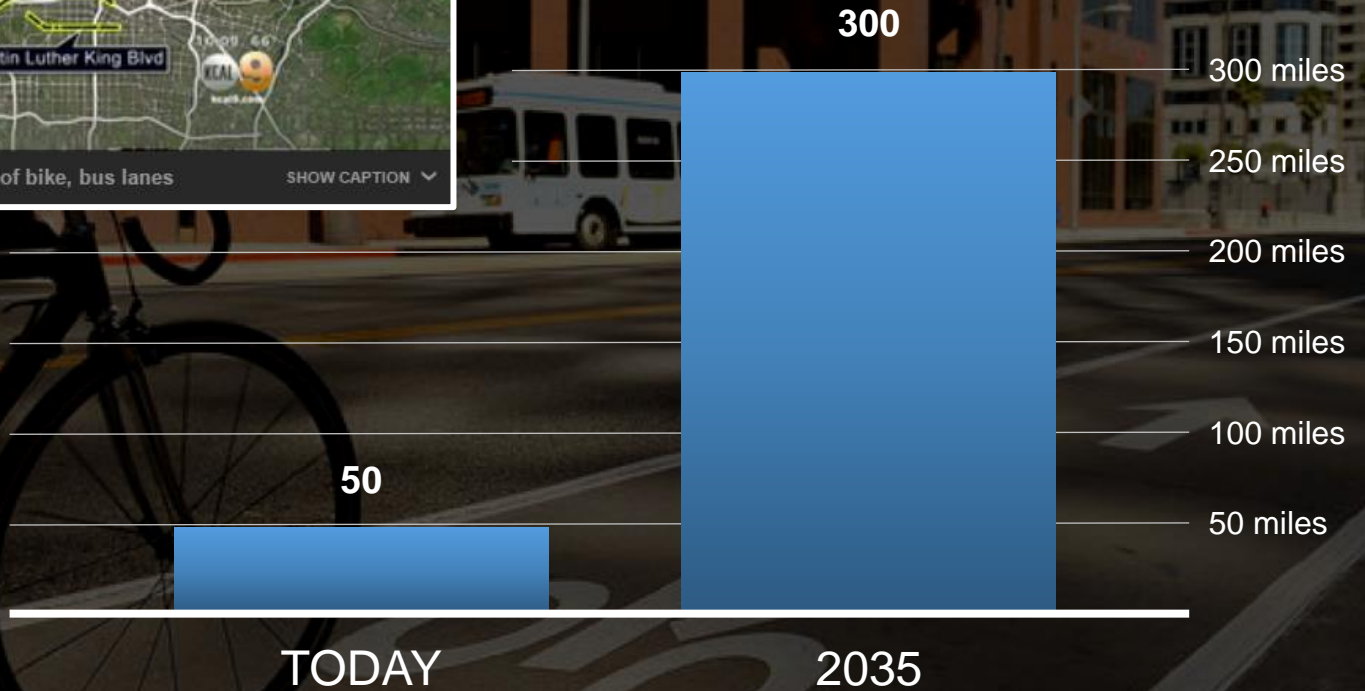
See the most-read stories this hour >>

Jul. 30, 2015

Los Angeles



MILES OF PROTECTED BIKE LANES



Washington, DC – Pennsylvania Ave.

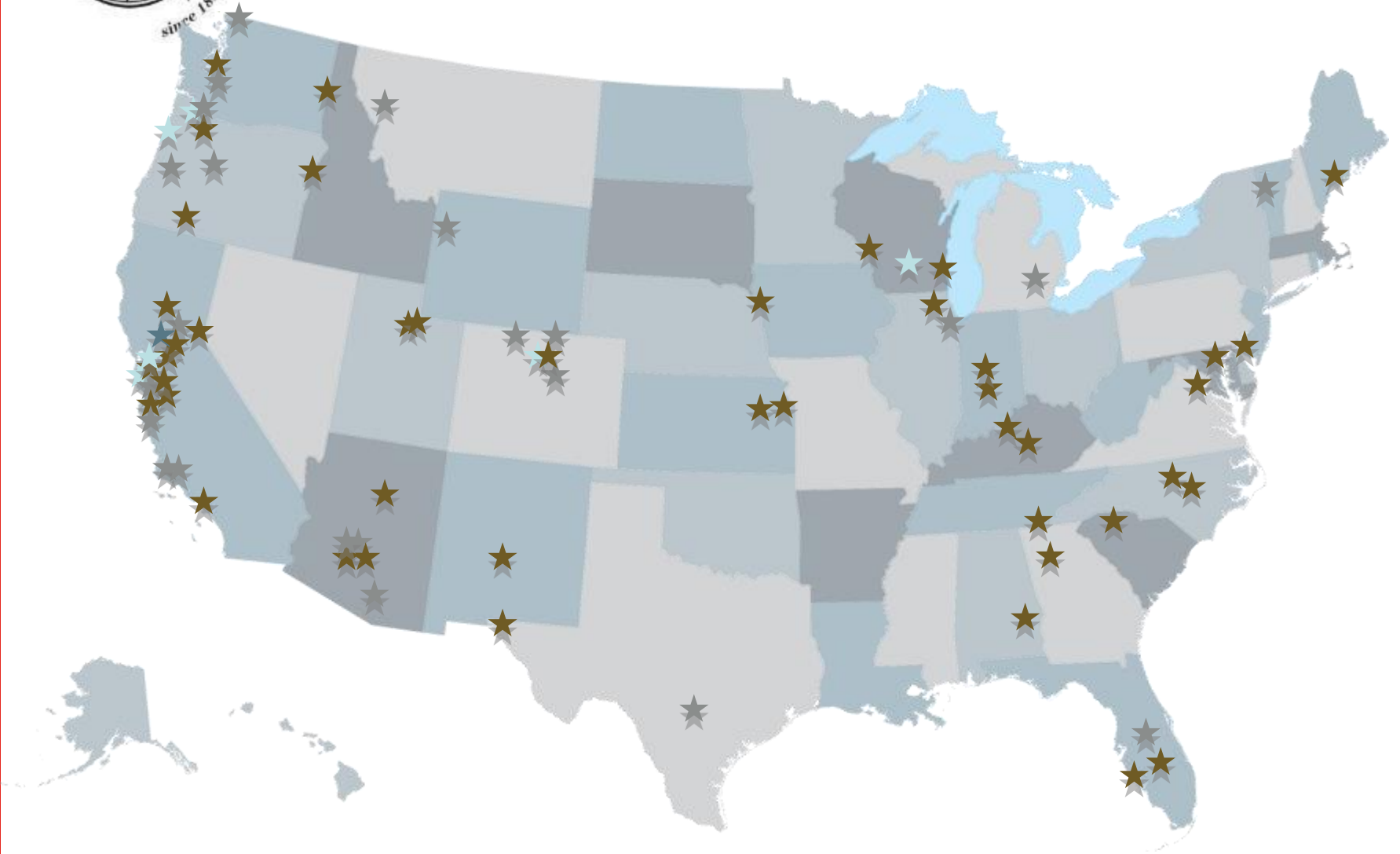


Washington, DC – Pennsylvania Ave. bike lane



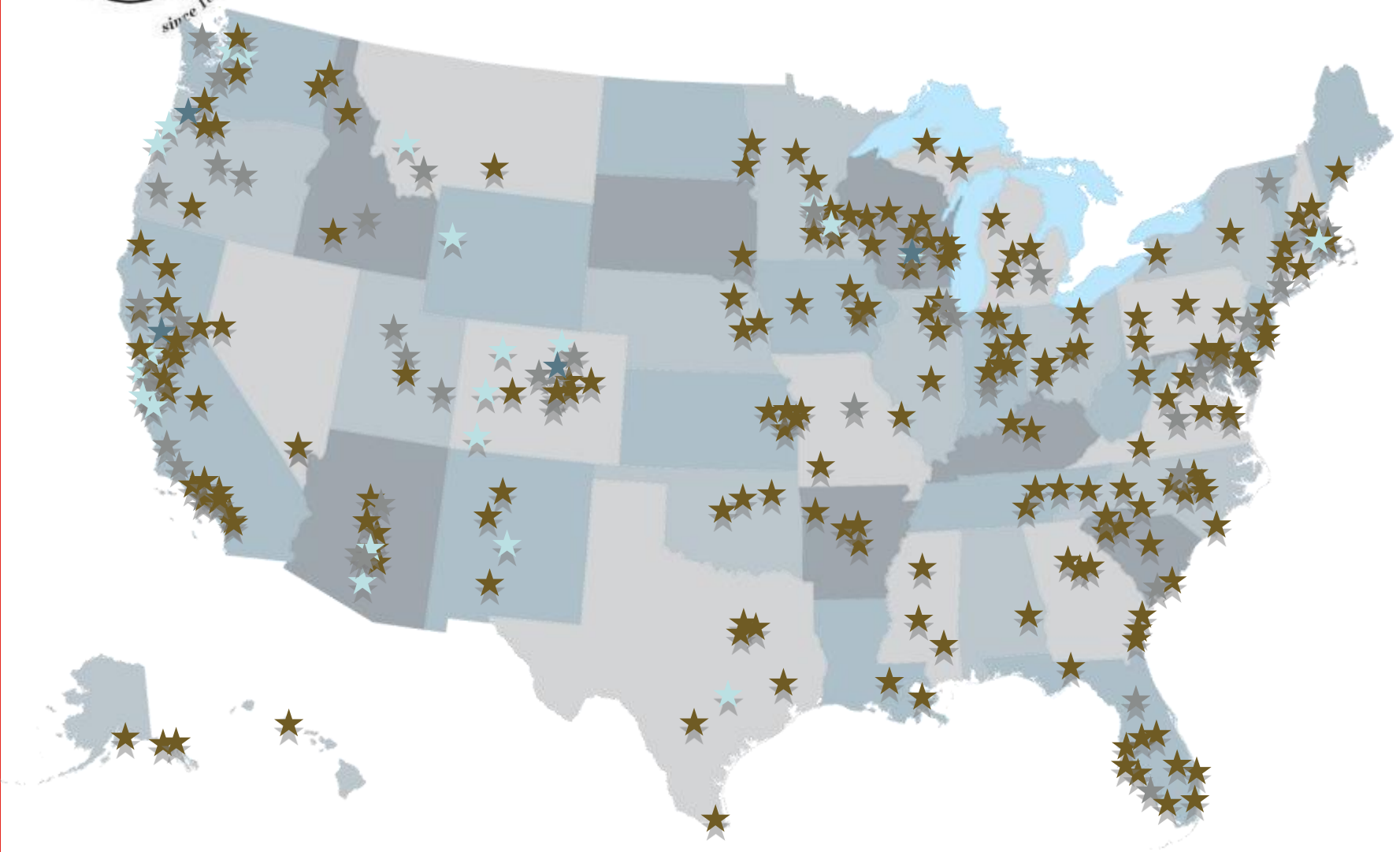


Bicycle Friendly Communities | 2007



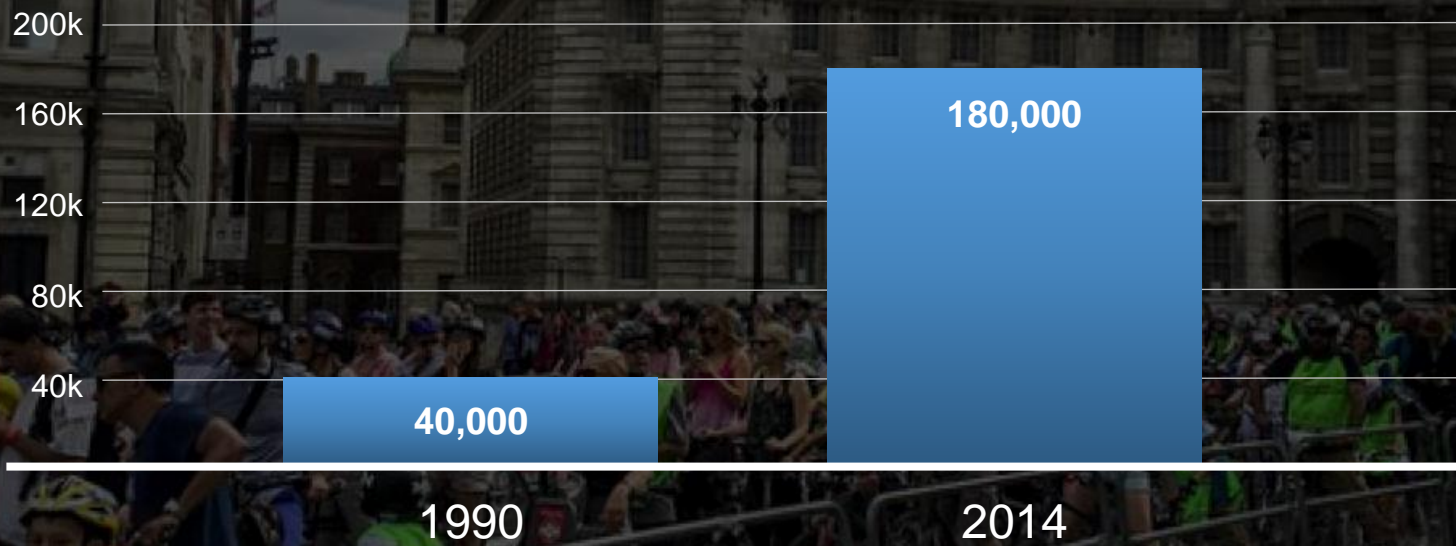


Bicycle Friendly Communities | 2016



London

Number of daily cyclists in Central London



Europe



Added €1.2 billion to EU expenditure on cycling in the current EU budget (from previous €600m)



Germany creates a national plan to grow cycling share from 9 to 16%, creating up to 4 million new daily cyclists



Luxembourg increased infrastructure investment per capita to €21 per year – one of the highest in Europe



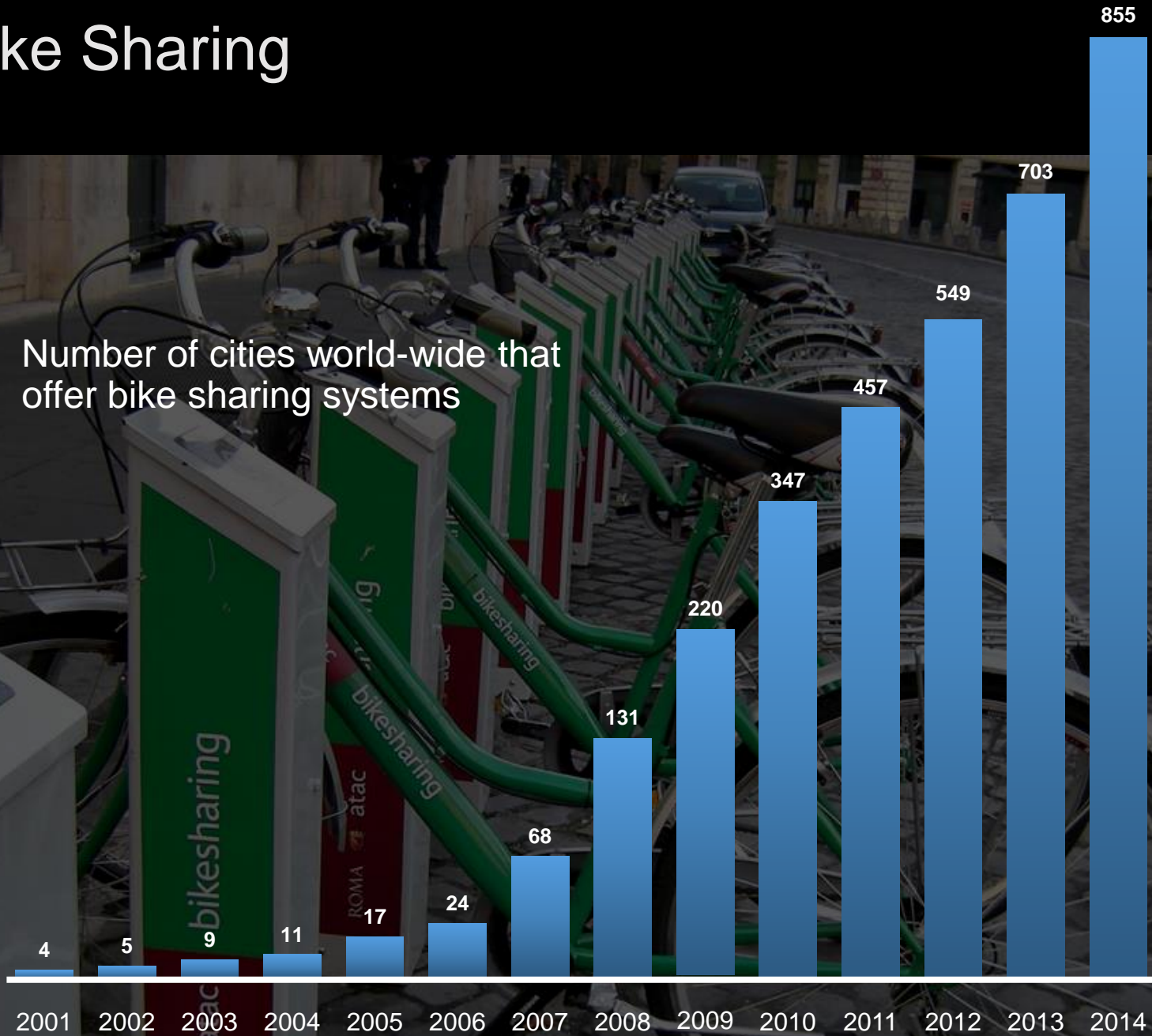
ECF leadership program has created 10 new national cycling organizations or structures in just 4 years



The London cycling plan is worth 1 billion pounds – the Mayor credits the advocates with making it possible

Bike Sharing

Number of cities world-wide that offer bike sharing systems



I M B A





2005

3

RIDE CENTERS

20

CHAPTERS

1,500

VOLUNTEERS

2015

37

200

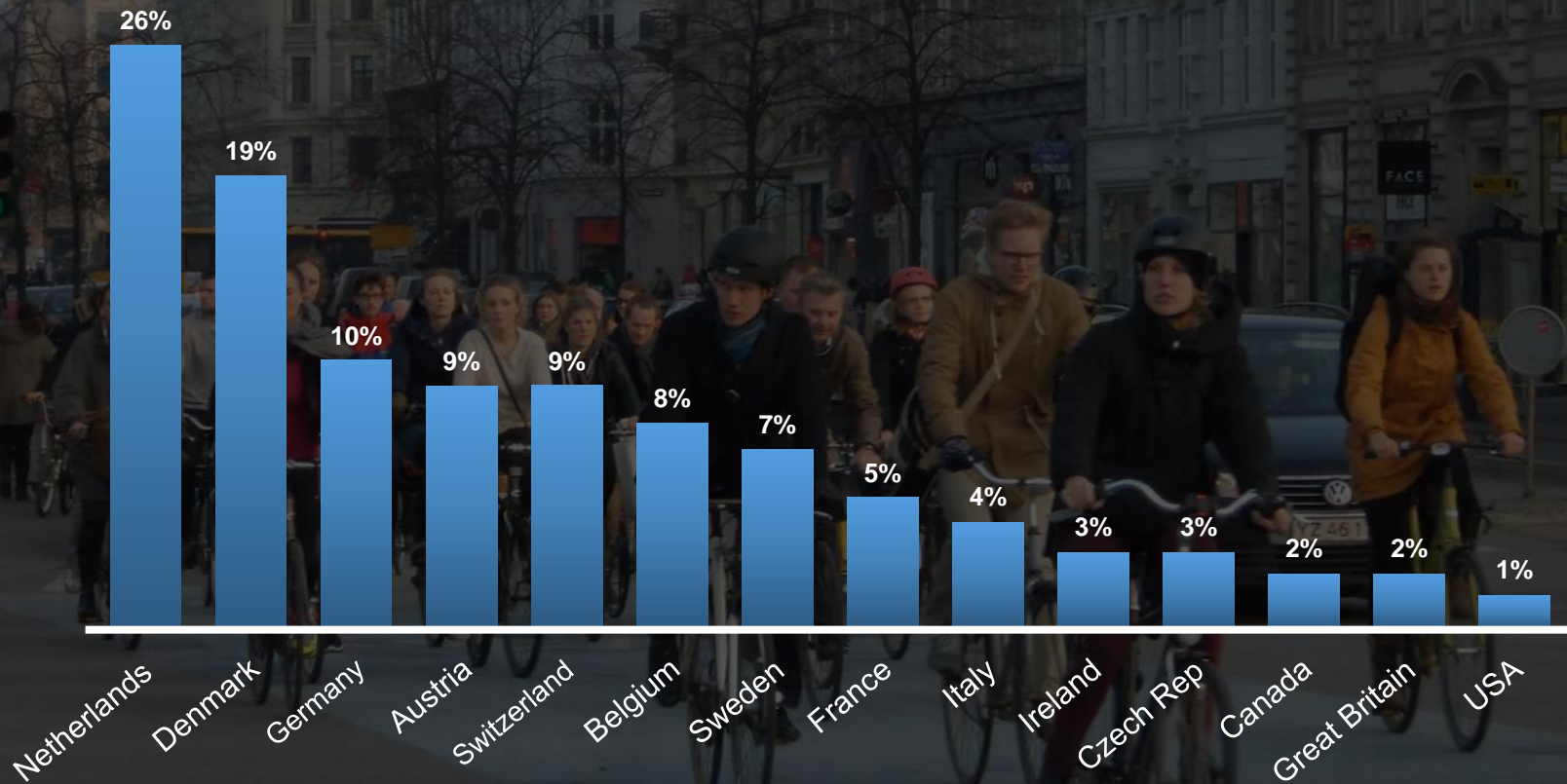
40,000

We still have a
long way to go.

How do we get there?

We have barely moved the meter

Bicycle mode share percentage by country



Formula for success

Great
local
advocates

+

Government
interest

+

Industry
support

= **SUCCESS**

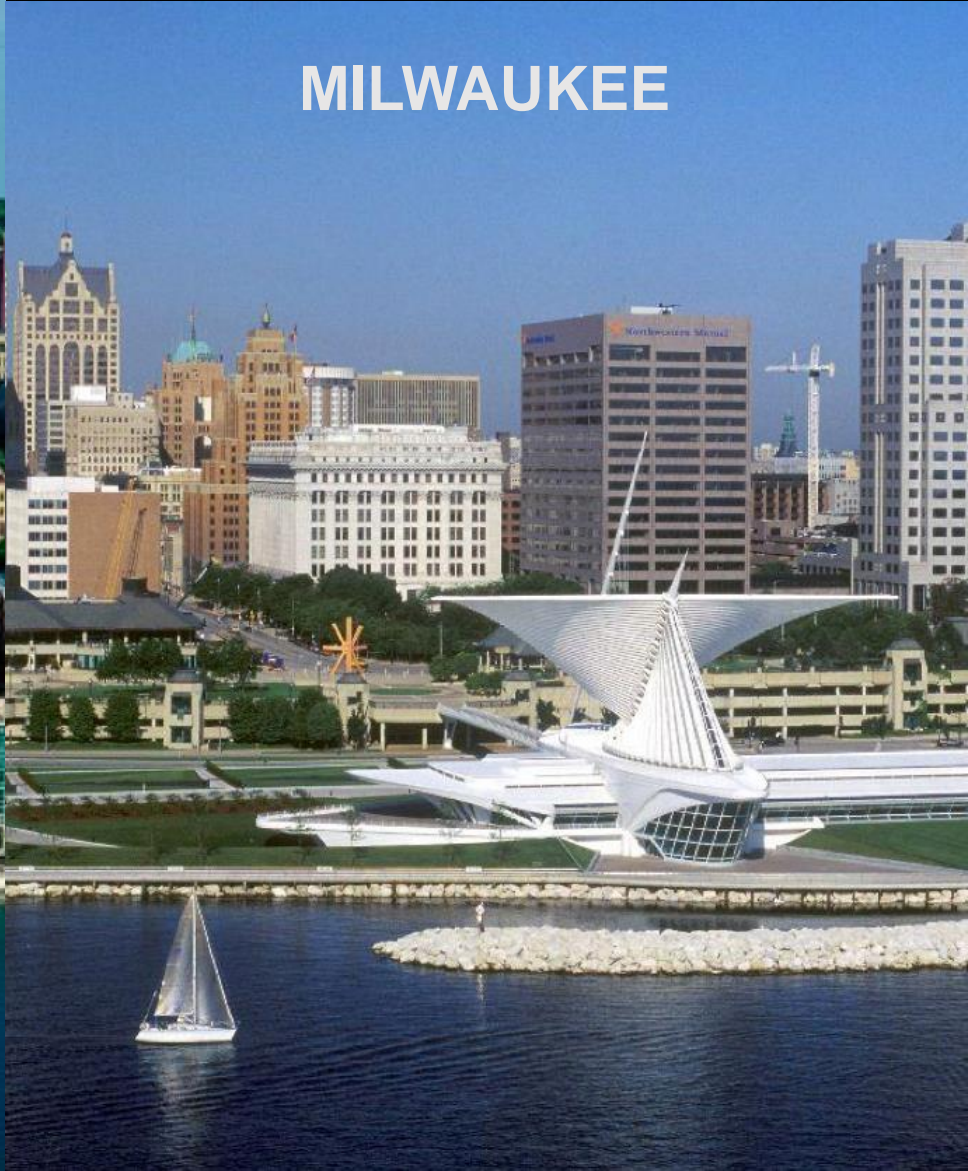


Tales of Two Cities

MADISON



MILWAUKEE



Tales of Two Cities

MADISON

5.1%

MODE SHARE

413

MILES OF
BIKE FACILITIES

MILWAUKEE

1.0%

225

Tales of Two Cities

SANTA BARBARA



COPENHAGEN



Tales of Two Cities

SANTA BARBARA

6.0%

MODE SHARE

35

MILES OF
BIKE FACILITIES

COPENHAGEN

26%

248

Tales of Two Cities

VIENNA



AMSTERDAM



Tales of Two Cities

VIENNA

7.0%

MODE SHARE

725

MILES OF
BIKE FACILITIES

AMSTERDAM

28%

2,480

Government interest



E-News Alert Sign Up | RSS | Textcaster Alerts
Download KEYT-KCOY-KKFx Mobile Apps

[HOME](#) [NEWS](#) [FIRST ALERT WEATHER](#) [SPORTS](#) [LATINO](#) [LIFESTYLE](#) [HEALTH](#) [TRAFFIC](#) [CENTRAL COAST DEALS](#)

Home / News

Santa Barbara City Council Goes Forward With Master Bike Plan

City Council meeting draws dozens of people for and against bicycle plan

Tracy Lehr, KEYT - KCOY - KKFx Reporter, tracy@keyt.com

POSTED: 12:53 AM PST Feb 24, 2016
UPDATED: 12:44 PM PST Feb 24, 2016

Print [G+](#) [2](#) Tweet [Pin it](#)



SANTA BARBARA, Calif. - Once the city council chamber filled up, cyclists and drivers watched from the balcony and every spare room with a television monitor.

advertisement

SEVERE WEATHER ALERTS

4 areas are now under advisories, watches or severe weather warnings.

- Los Angeles County
- San Luis Obispo County
- Santa Barbara County
- Ventura County

Most Popular News Stories

Articles	Slideshows	Videos
	<p>Slideshow: Santa Barbara Bicycle Master Plan May Carry Legal Troubles for the City</p>  <p>The Santa Barbara City Council tentatively approved the 2016 Santa Barbara Bicycle...</p>	
	<p>Top 20 work-from-home employers for 2016</p>  <p>FlexJobs recently released its annual list of the top 100 companies posting the most...</p>	
	<p>On this day: February 25</p>  <p>Samuel Colt patents his revolver, the first black U.S. senator takes his seat,...</p>	

Making it
happen

Scorecard

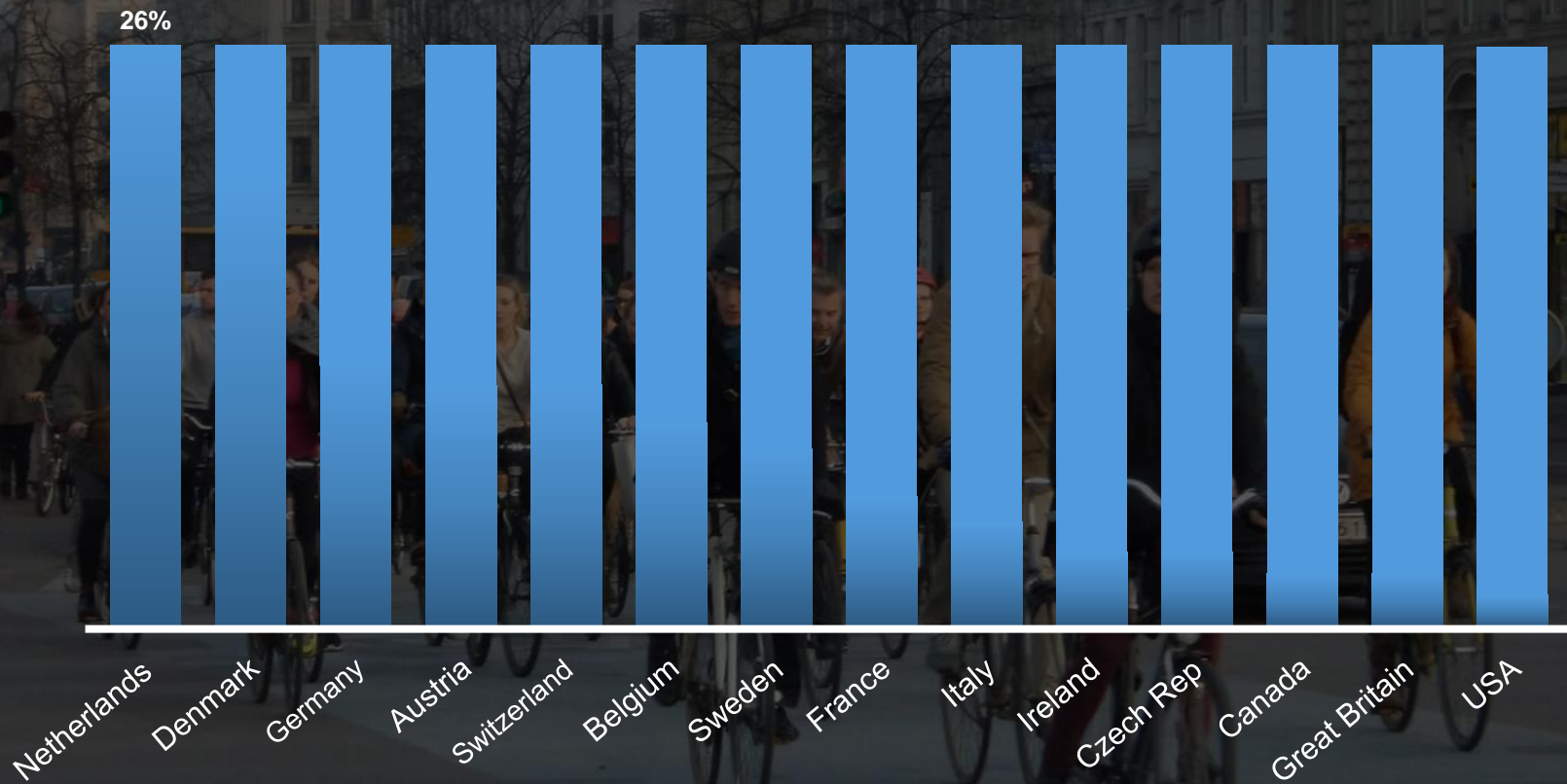
- | | YES | NO |
|--|--------------------------|--------------------------|
| 1 Is your CEO actively involved in creating a more bicycle friendly world? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Would local and national advocacy groups say that your company supports their efforts? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Is your company actively educating government organizations on the benefits of cycling? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Has your company taken responsibility for transforming your home city, state, or country to be more bicycle friendly? | <input type="checkbox"/> | <input type="checkbox"/> |

Score

1.32

What if we were all at 26%?

Bicycle mode share percentage by country



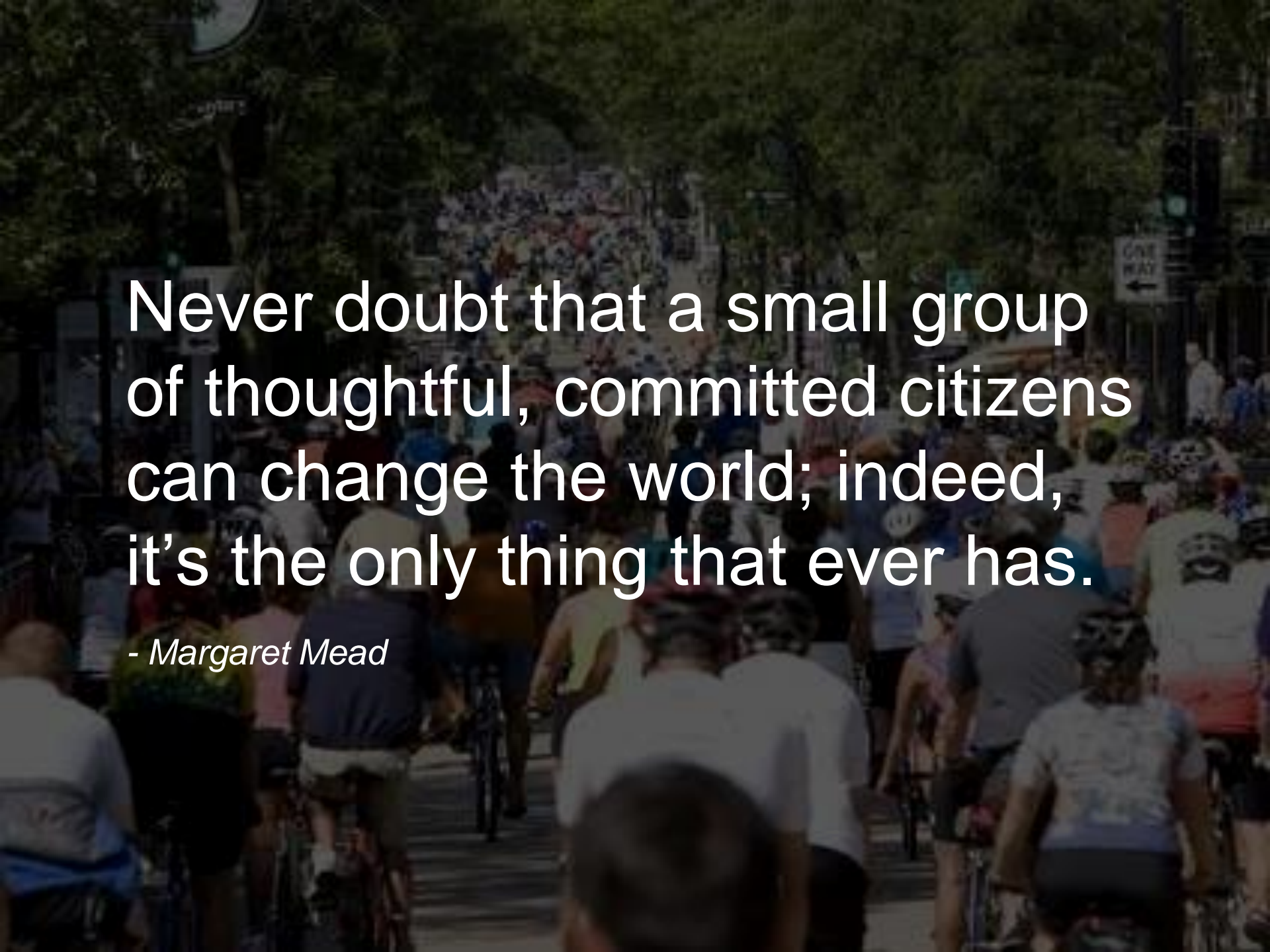
What if we were all at 26%?

Significant improvement in world health.

Massive decrease in global congestion.

Major change in the environment.

The bicycle industry would be 5x its current size.



Never doubt that a small group
of thoughtful, committed citizens
can change the world; indeed,
it's the only thing that ever has.

- *Margaret Mead*