

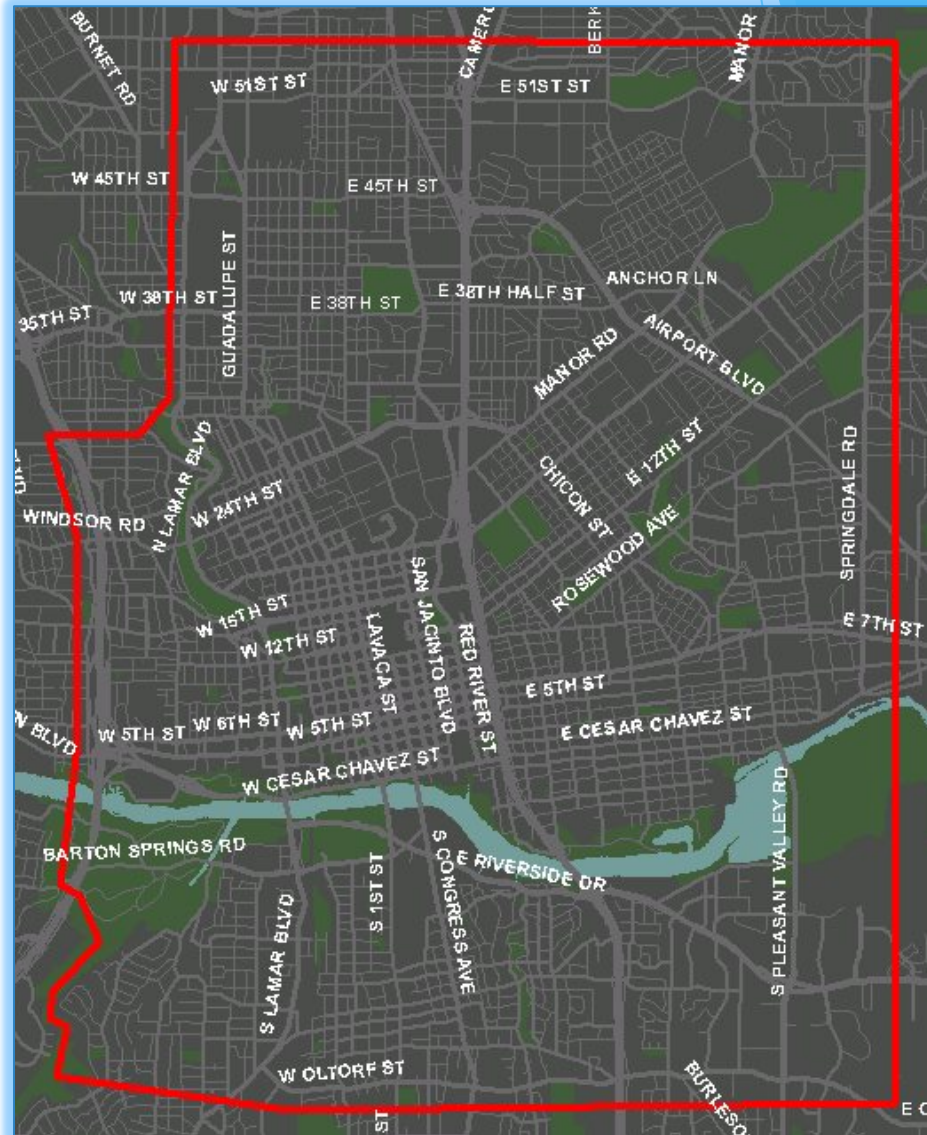


*Bicycle Advisory Council Briefing*  
*April 18<sup>th</sup>, 2017*



# What is the Big Jump?

- ▶ A three year challenge to double or triple bicycle ridership in a specific geographic area by completing the bicycle network and inviting people to bicycling through education and encouragement efforts.
- ▶ Austin's was chosen from among 90 other cities that applied for 1 of 10 slots. Other cities include: Baltimore, Providence, New York, Memphis, Tucson, Fort Collins, Los Angeles, Portland, New Orleans.
- ▶ Austin's focus area is the City's central core.

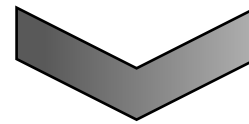


# The Big Jump is guided by the Austin Bicycle Master Plan



## A Shift in Focus:

~~“To Create and Promote the best environment for the friendly co-existence of bicycle riders and other transportation users in Austin”~~



**“To maximize the contribution of bicycling to Austin’s quality of life”**



# The Big Jump is an *Imagine Austin* implementation strategy



Priority Program #1:  
Invest in Compact

Priority Program #8:  
Align Code

Priority Program #3:  
Workforce Development

Priority Program #5:  
Creative Economy

Priority Program #2:  
Sustainable Water

Priority Program #4:  
Green Infrastructure

Priority Program #6:  
Household Affordability

Priority Program #7:  
Healthy Austin



# Four Types of Transportation

## Cyclists in Austin By Proportion of Population



**Strong & Fearless 2%**

Less than 20% of Austinites  
will ride in  
Bicycle Lanes

**15%**

**Interested but Concerned  
39%**

**No Way No How  
44%**

**Enthusied & Confident**



# Four Types of Transportation Cyclists in Austin By Proportion of Population



Strong & Fearless 2%

More than 55% of  
Austinites  
will ride in  
protected bicycle lanes

15%

Interested but Concerned  
39%

No Way No How  
44%

Enthusied & Confident





# Creating a Network:



# The Big Jump is designed to bring benefit to mobility, affordability and public health in Austin.



170,000 fewer daily trips



460,000 reduction in vehicle miles traveled



\$170 million saved in direct driving costs annually



15% of Austinites meet daily physical activity

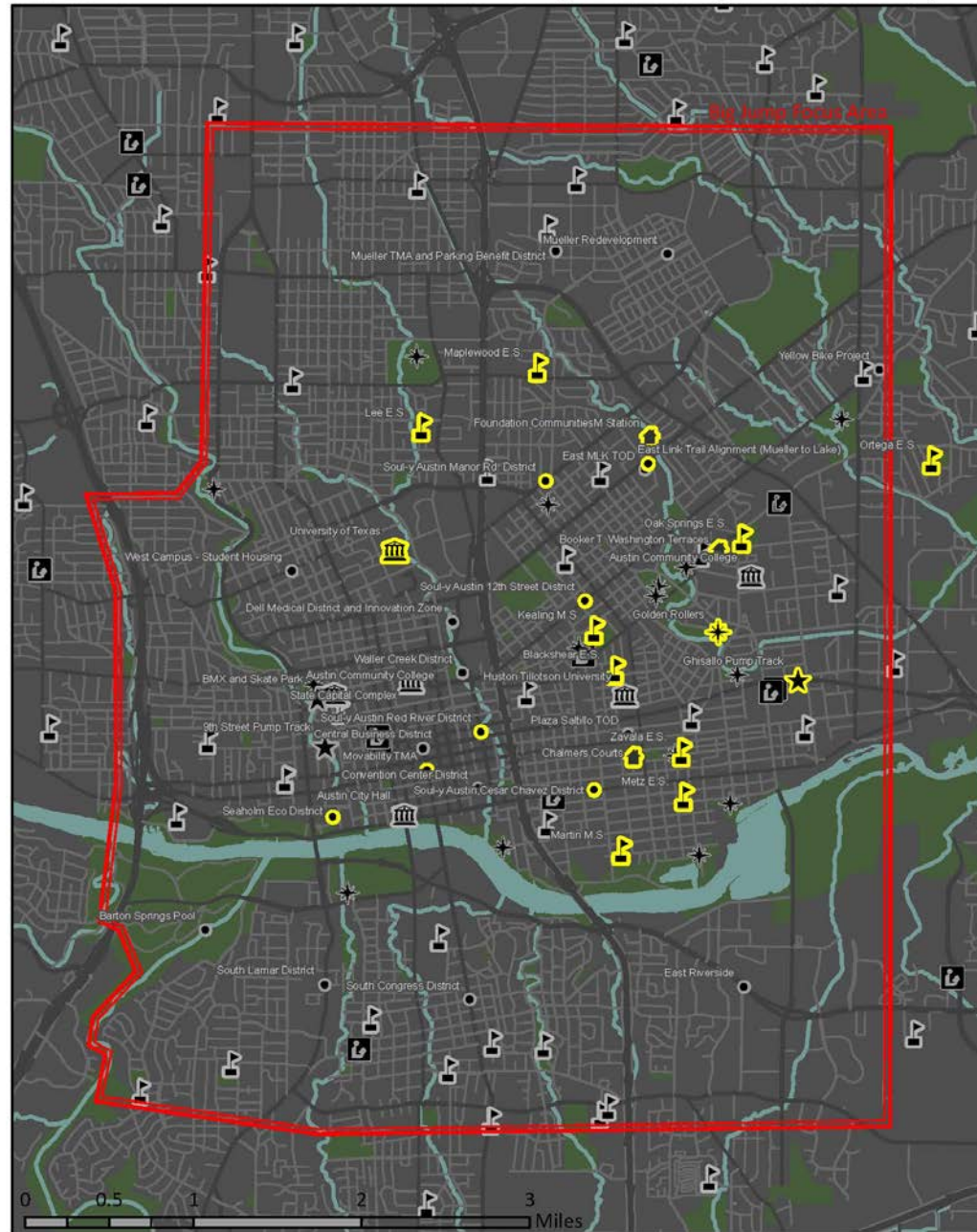


Reduced congestion on I35

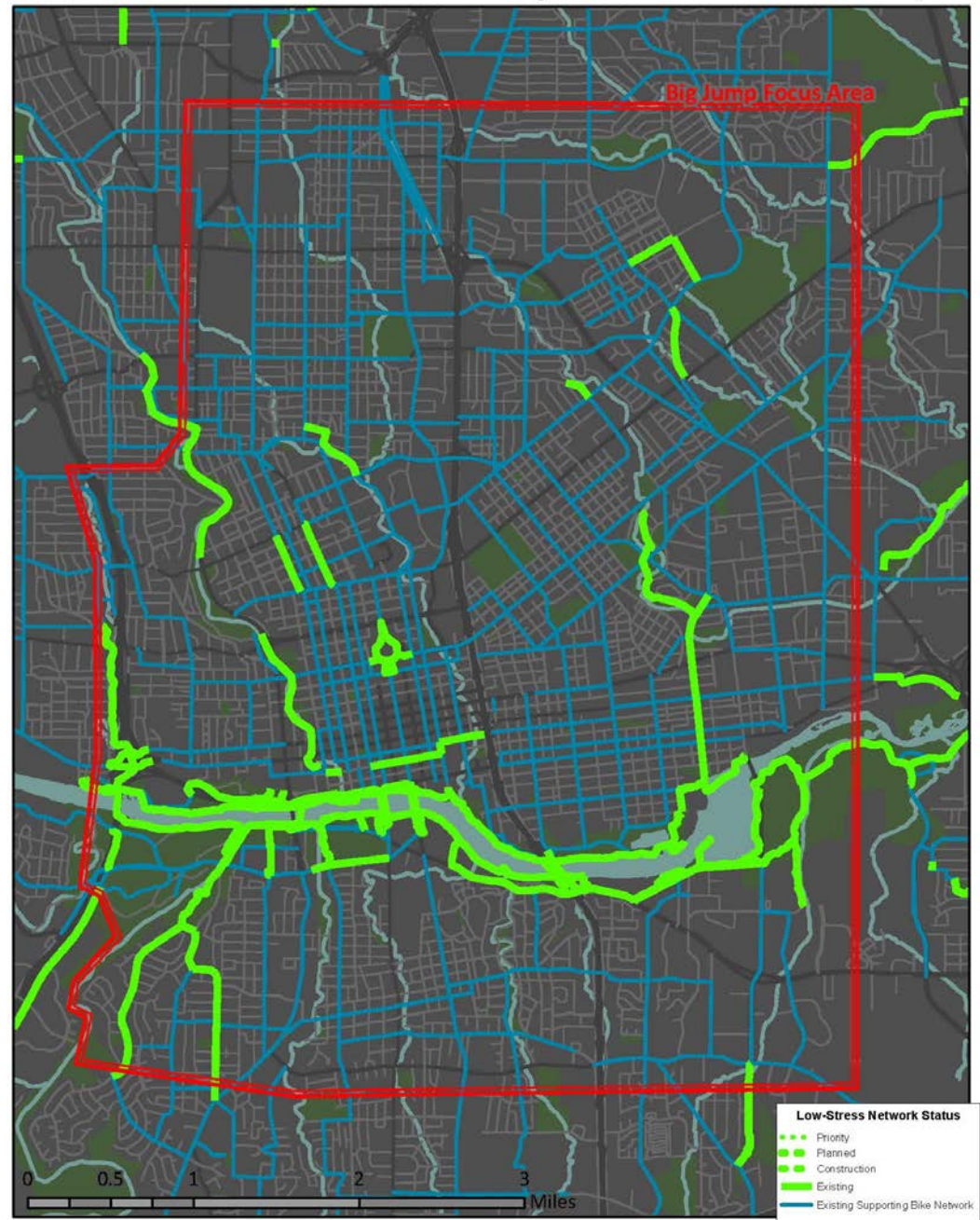


# Key Community Assets

- Yellow icons are partners in the Big Jump initiative



# Existing Low Stress Network

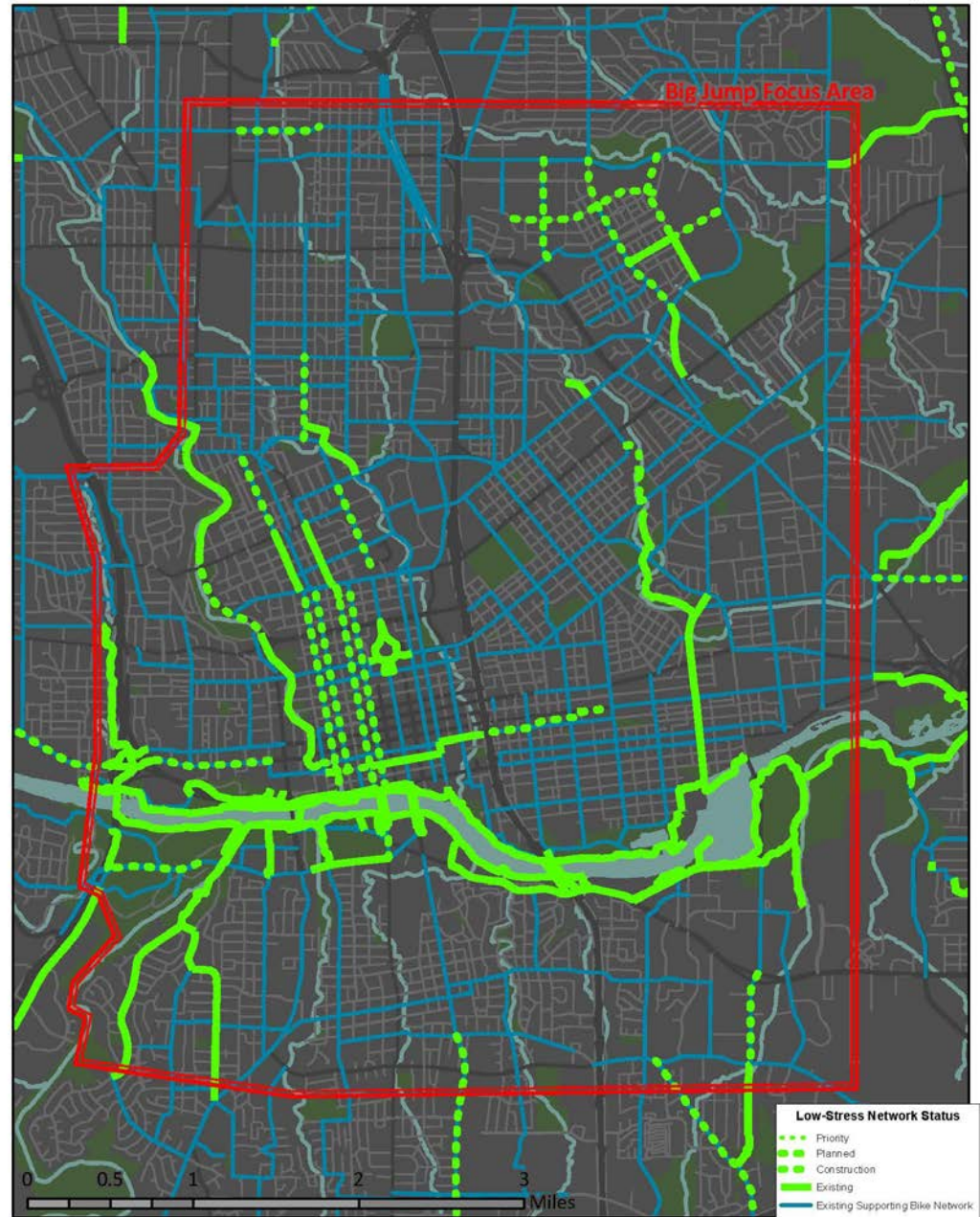




# Planned Low Stress Network



## Planned Low Stress Network - Austin, TX



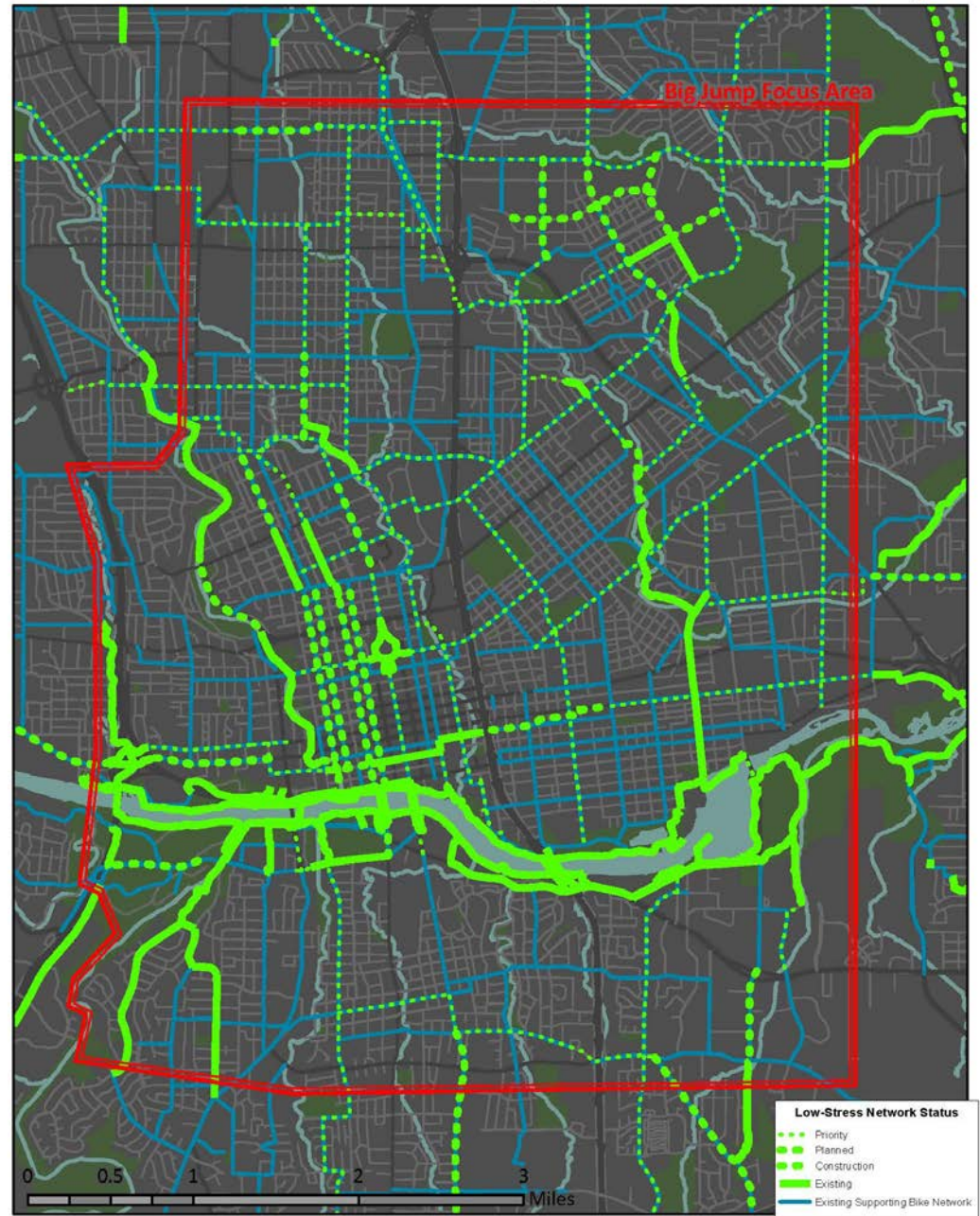


# Priority Low Stress Network

\*All projects will undergo feasibility analysis, coordination and/or public process prior to installation or construction.

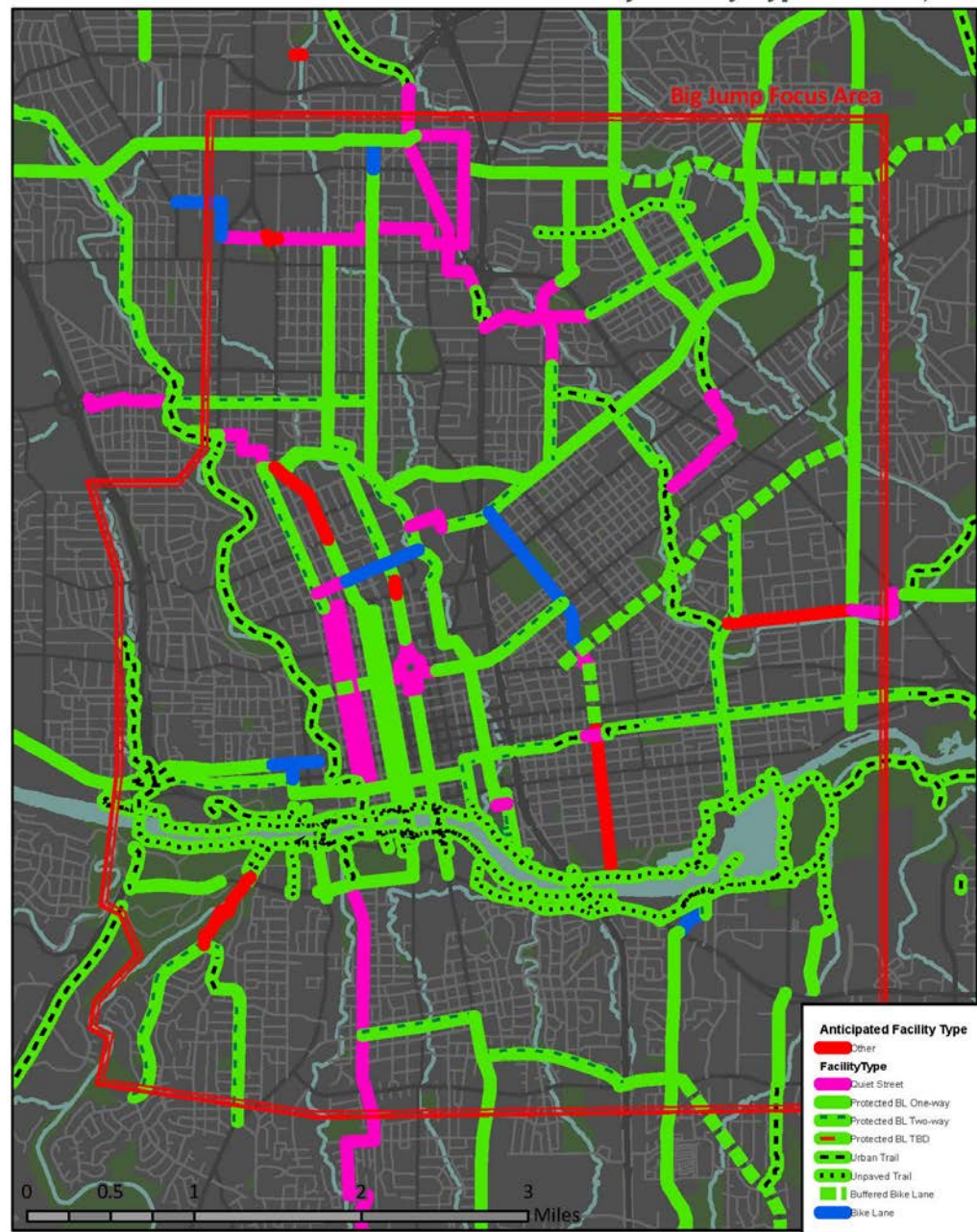


## Priority Low Stress Network - Austin, TX



# Low Stress Network - By Facility Type

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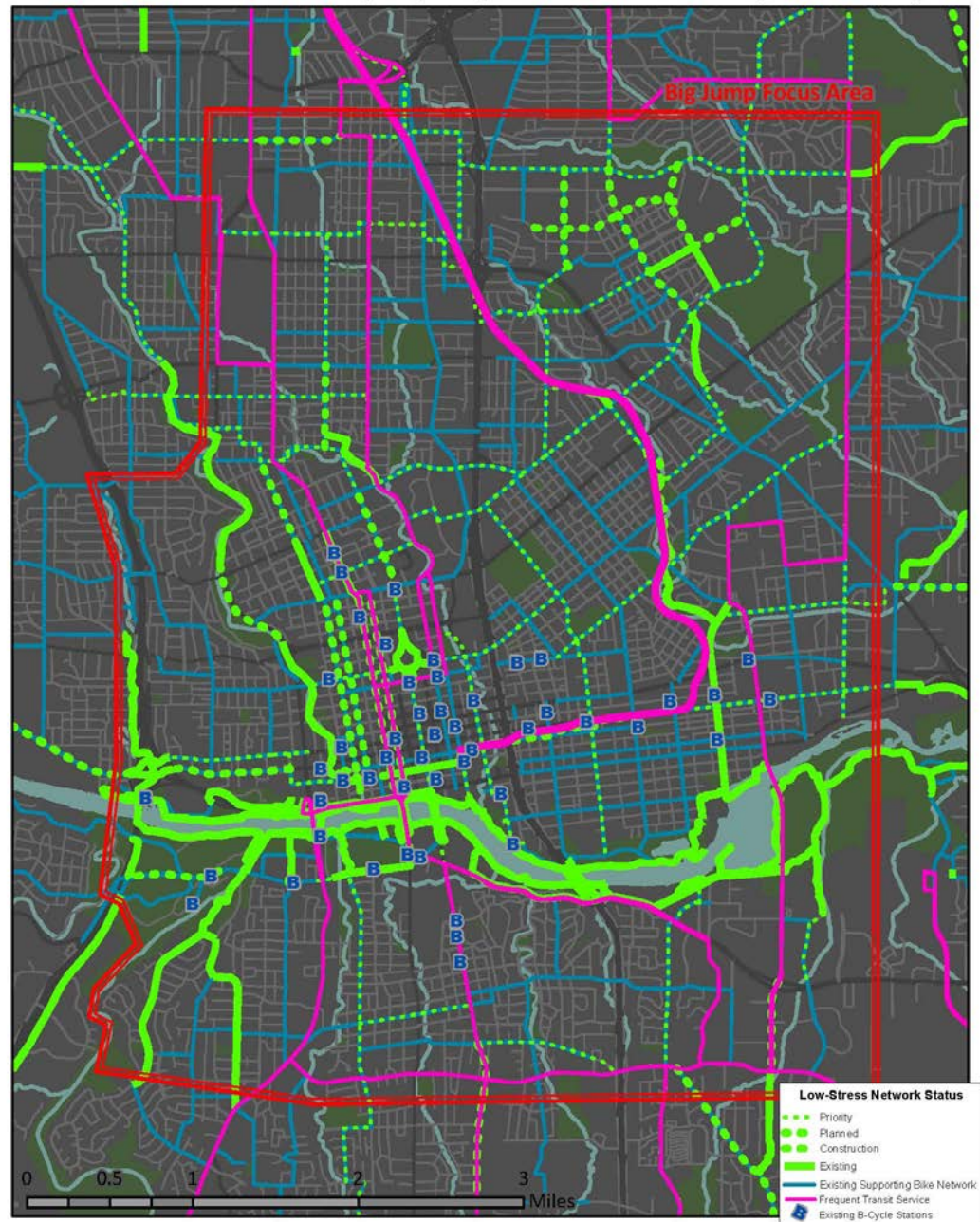




# Public Transport, Frequent Transit & B-Cycle



## Public Transport, Frequent Transit and B-Cycle - Austin, TX



- Frequent Transit Service
- B-Cycle Station

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# Population Density

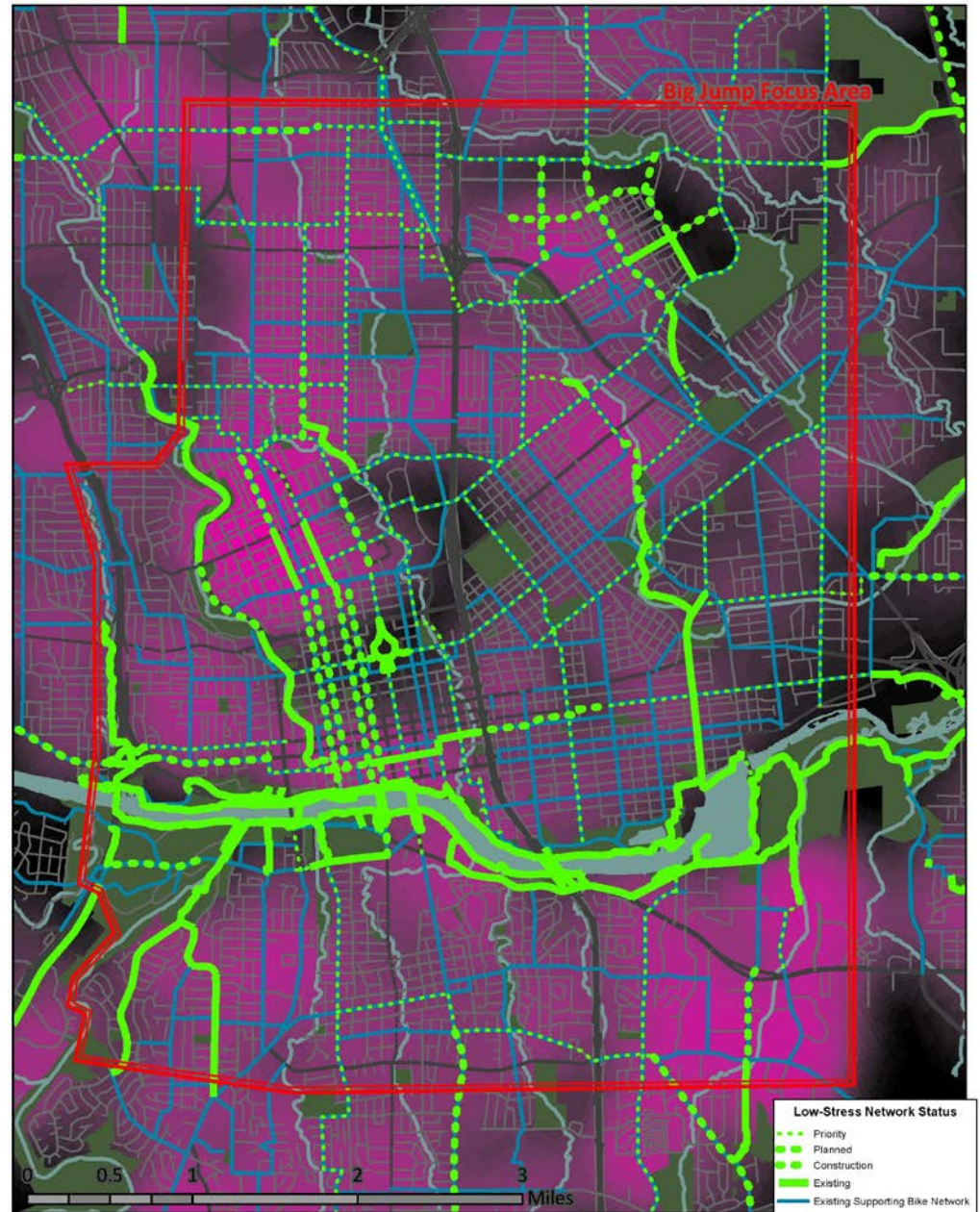
## Hot Spots:

- West Campus
- Central North
- Central South East

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## Population Density - Austin, TX

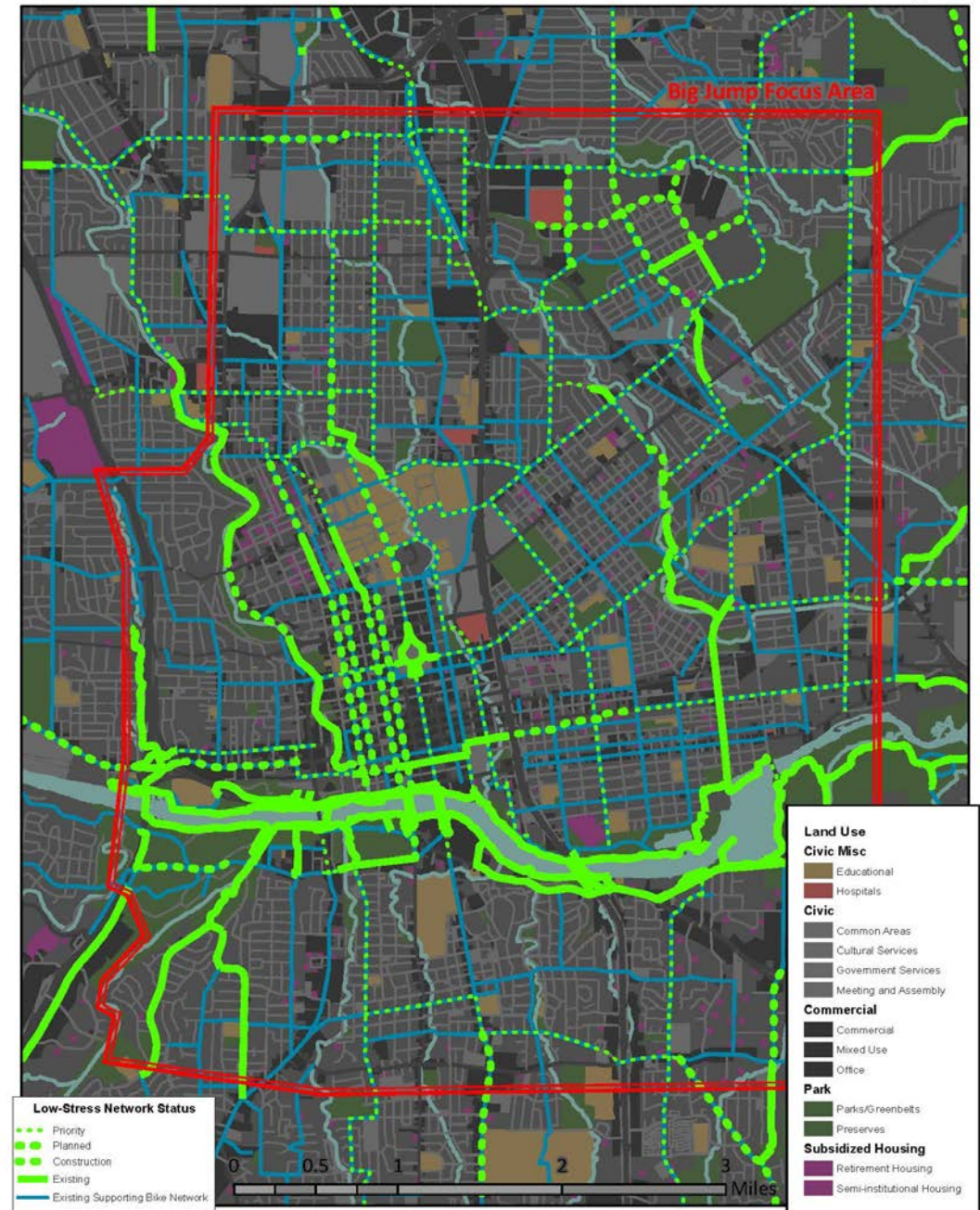




# Land Use

- Education
- Hospitals
- Commercial
- Retirement & Student Housing
- Parks

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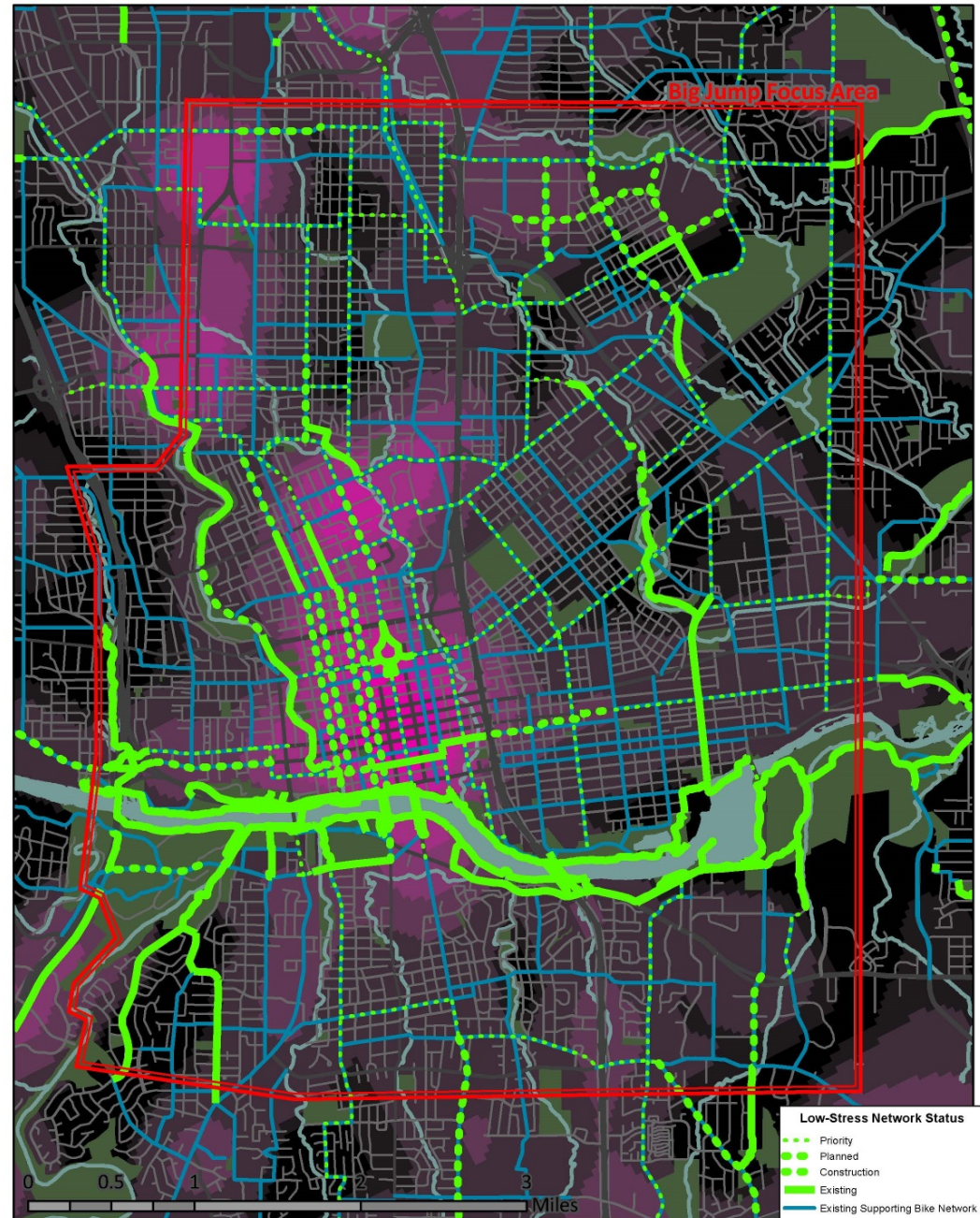


# Employee Density

## Hot Spots:

- UT
- Medical Complexes
- Downtown
- Diffuse through Mueller, Central East & South of the river

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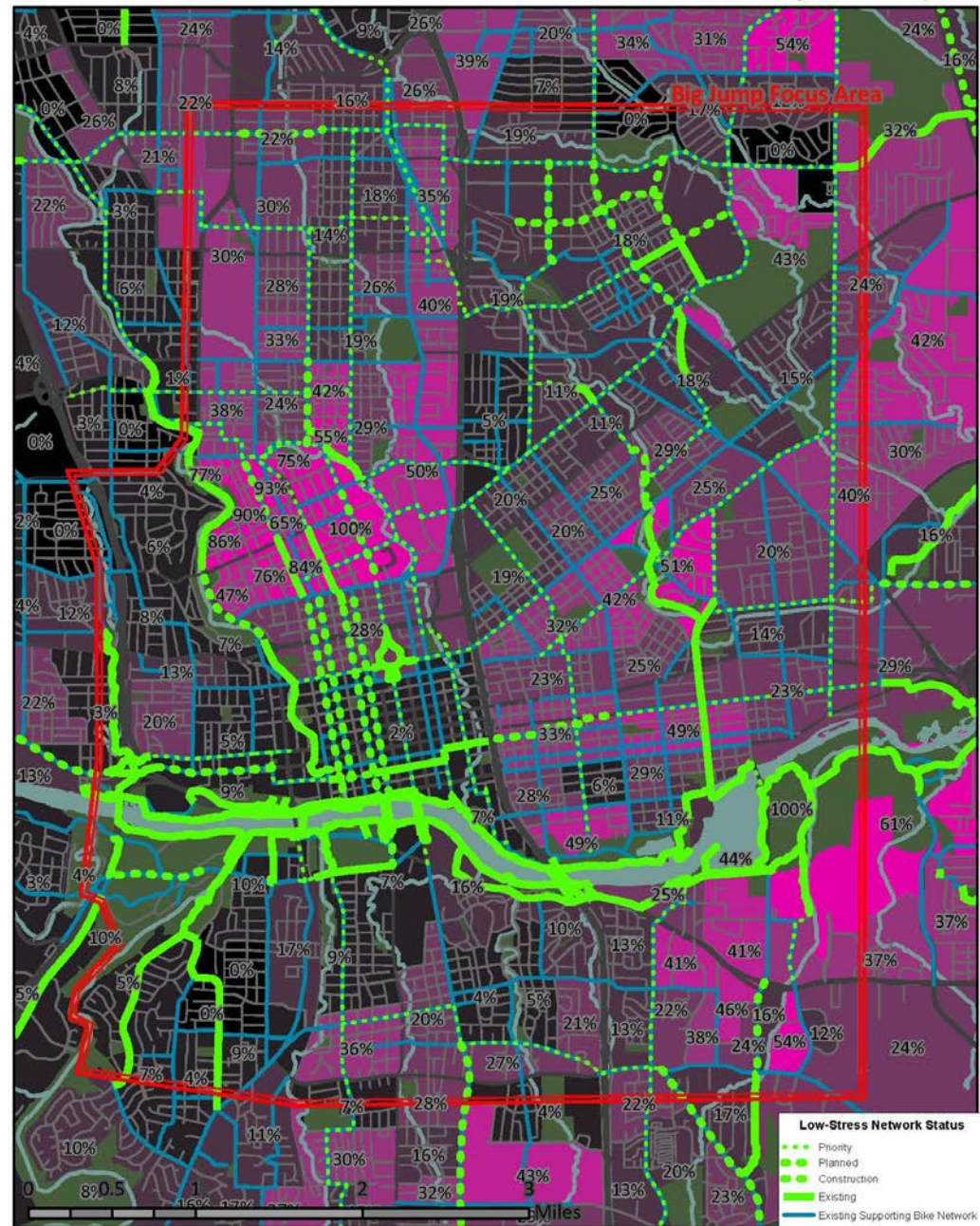




# Households Below Poverty

- Central South East
- Central East
- North and East of UT

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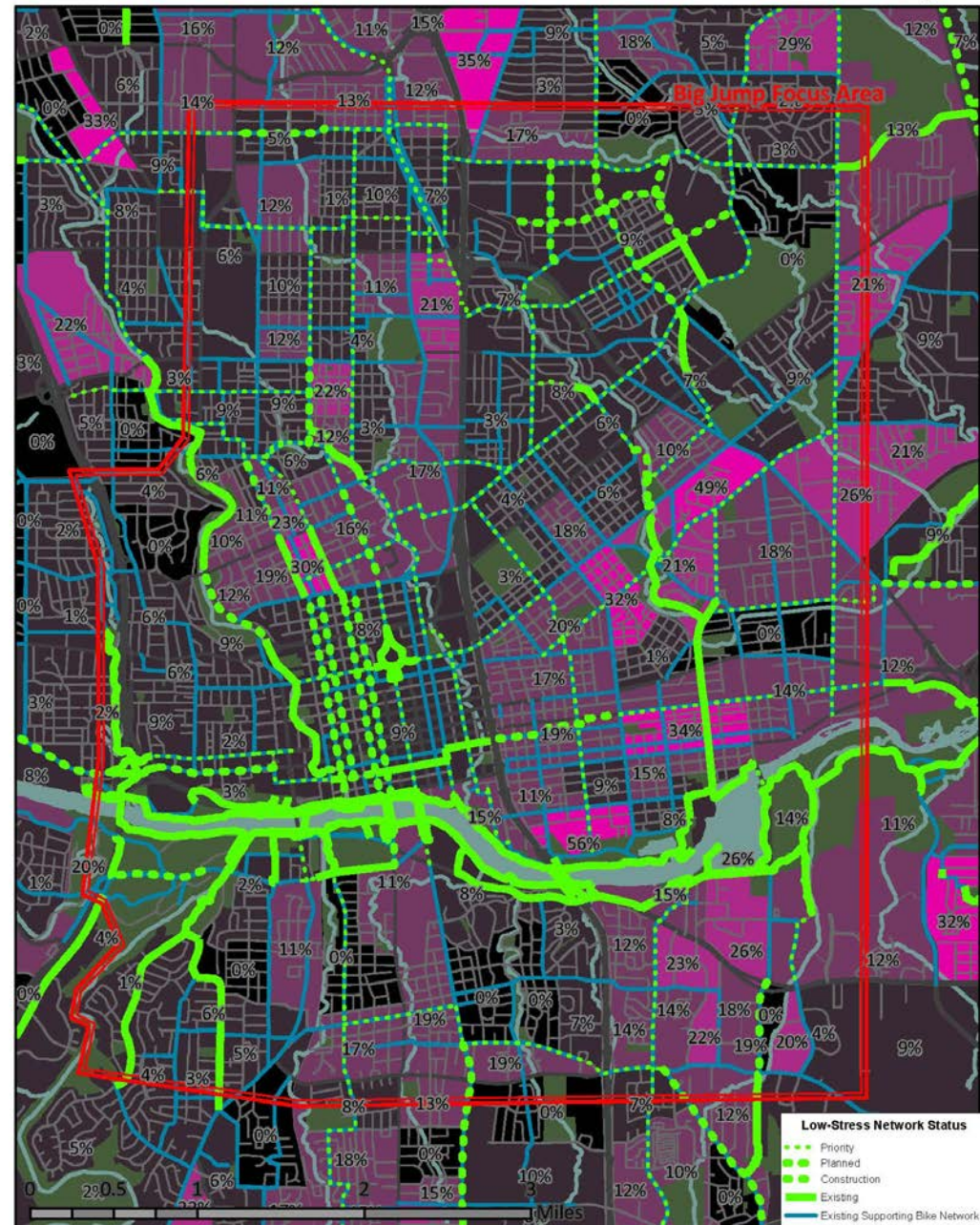


# Zero Car Households

## Hot Spots:

- Some areas as high as 34-49% up to 56%
- Low to mid teens around UT
- 20 percent range in Central South & South East

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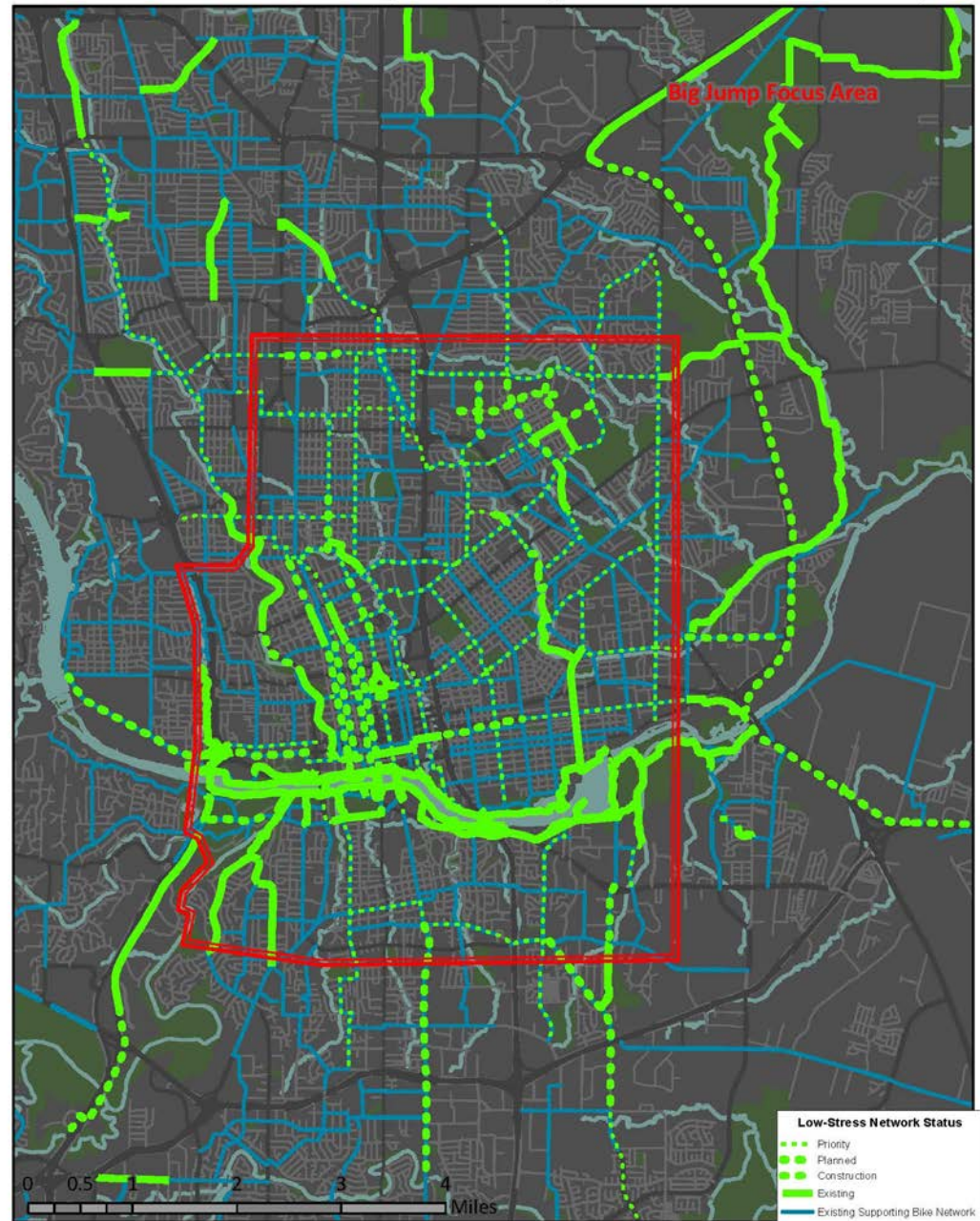




# Central City Low Stress Feeders



## Status of Central City Low Stress Feeders - Austin, TX



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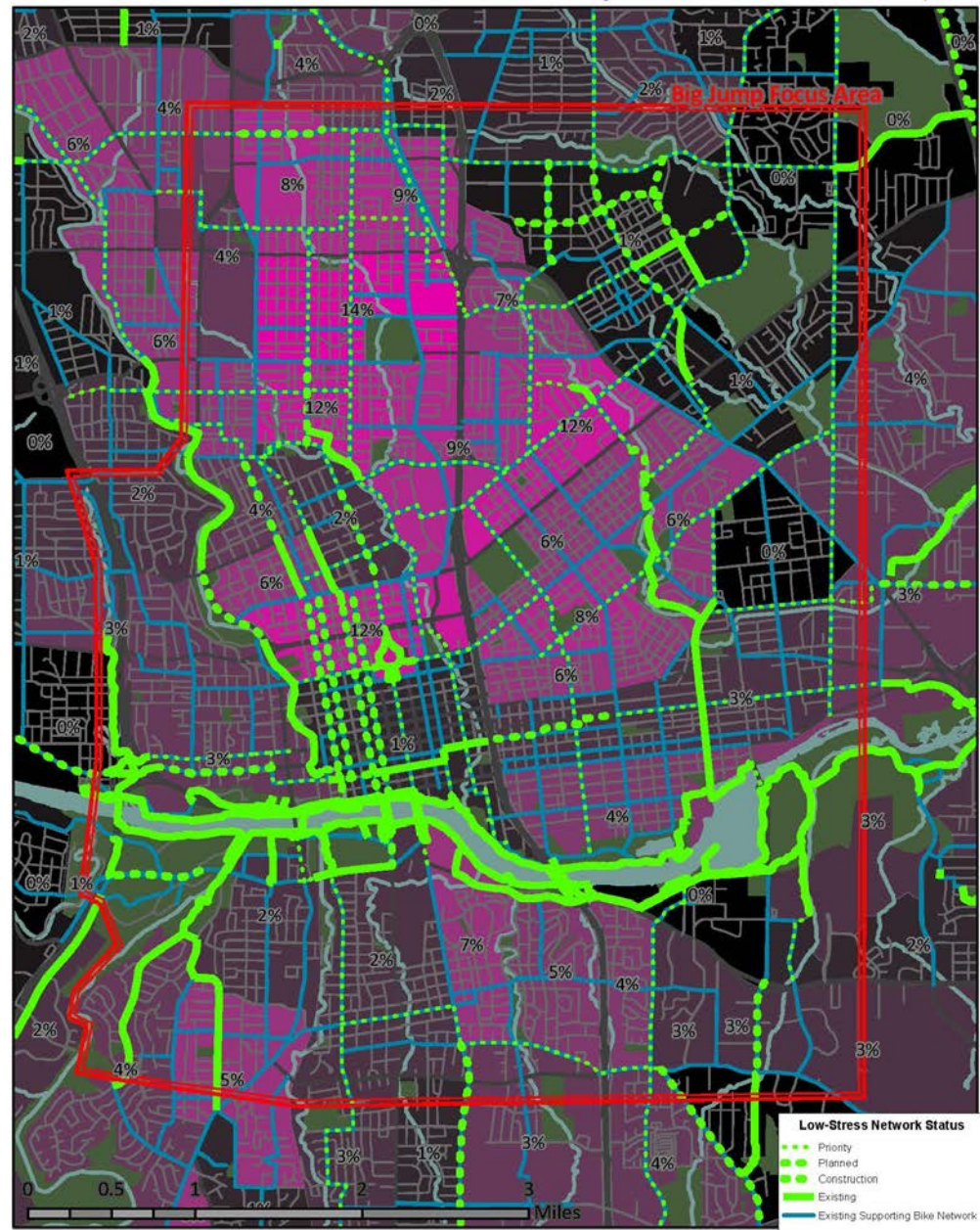


# Bicycle Mode Share

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## Bicycle Mode Share - Austin, TX



 Join Us!



Austin's Big Jump Kick Off!  
Community Bicycle Infrastructure Tour  
& Film Festival

Thursday, May 11<sup>th</sup>

Alamo Drafthouse Mueller

1911 Aldrich Street

6pm Bike Tour - 6:30pm Reception

7pm doors open