

Helping People Choose To Bike

for transportation in their busy daily lives







Austin Biking Encouragement Project

“Creating Access to Opportunity through Biking”

Let's turbo-charge the culture change resulting from Austin's build-out of a bikeway network!

“Turbo-Charging” Bikeways Investments

- At **25%** build-out of AAA network
- **300 miles** of improved bikeways (on-street, protected, and trail) built since 2008.
- **\$20 million** in new bond funding for bikeways
- **\$27.5 million** for school connections
- **\$26 million** for urban trails
- Awesome biking network within next **6 years**

Vision Statement

The Austin Biking Encouragement Project helps people enjoy the many **personal benefits** of travel by bicycle, creates **access to opportunity**, and makes Austin a more **sustainable, livable community**.

8-POINT PLAN TO GROW BIKE RIDERSHIP **2017-2020**

1. **Love to Ride** | Biking encouragement program (digital, personal, teams)
2. **Biking Eco-System** | Holistically address people's needs and barriers
3. **Biking Ambassadors** | Personalized encouragement (Smart Trips)
4. **Bikeway Activations** | Encourage people to use high-comfort bikeways
5. **Bike-Friendly Destinations** | Bike-friendly business & district program
6. **Ladders of Opportunity** | Help people bike for affordable transportation
7. **Vision Zero** | Safety education program (for drivers and cyclists)
8. **Partner Pledges** | Community actions and support to increase bike trips

1. Love to Ride

Biking encouragement program



- ✓ Behavior change science
- ✓ Addresses personal motivations and barriers
- ✓ Helps people “climb the ladder” from novice to transportation cyclist, 1 achievable rung at a time
- ✓ Digital: Website, app, logs rides
- ✓ May Challenge: Local project manager
- ✓ Workplace Teams: Peer-to-Peer Encouragement
- ✓ Winter Wheelers and Biketober: Recruit/Encourage friends

Let's Get Personal: Overcoming Barriers

WHAT'S KEEPING YOU FROM RIDING?



ANNOUNCEMENTS

WINTERWHEELERS - AUSTIN



WHAT MOTIVATES YOU?



7 Personal Motivations

Sign up for Winter Wheelers! lovetoride.net



LOVE TO RIDE AUSTIN
#WinterWheelers



HOME

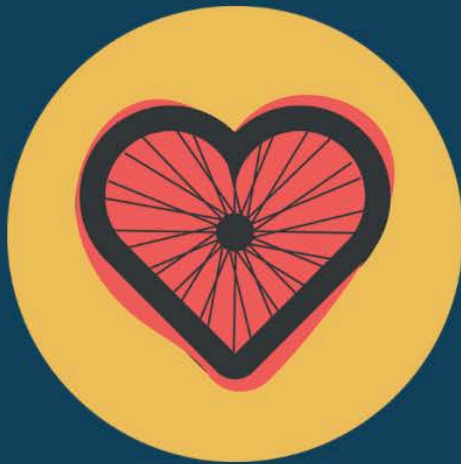
MY PROFILE

PRIZES

INFO



Katherine Gregor 



Win for riding with Winter Wheelers!

Austinites - Love to Ride is giving away a prize a day from December 1-25, 2017!

Log your rides for #WinterWheelers to win fantastic prizes from Love to Ride – like warm winter cycling gear, high-end bike lights and helmets, and more, as well as a few local giveaways! Luckily it rarely snows in Austin – but the right gear still makes winter cycling cozier! Register now, invite your friends and log your rides every day in December for the best chance to win.

Plus, ALL Austinites who log at least 5 rides during Winter Wheelers earn a special prize from the City of Austin (the Austin Bike Map, Vision Zero bike lights, or other safety gear).

Find Love to Ride on Twitter, Facebook and Instagram for updates and prize draw announcements!

2. Biking Eco-System

Holistically address people's needs and barriers.

Personal (knowledge, confidence, social)

The Bike (getting one, maintenance, storage)

Budget (bike, helmet, lock, bag, gear)

The Route (maps, selecting)

Infrastructure (bikeway projects, safety, comfort)

Destination (bike parking, facilities @ work)



3. Biking Ambassadors

Smart Trips Austin

- Goal: Increase trips taken by **biking**, transit, walking, carpool
- City of Austin + Capital Metro
- Neighborhood-based
- Personalized encouragement
- Toolkit delivered to door, area bike map, biking events
- Extra biking encouragement Fall 2017 (info, events, outreach)

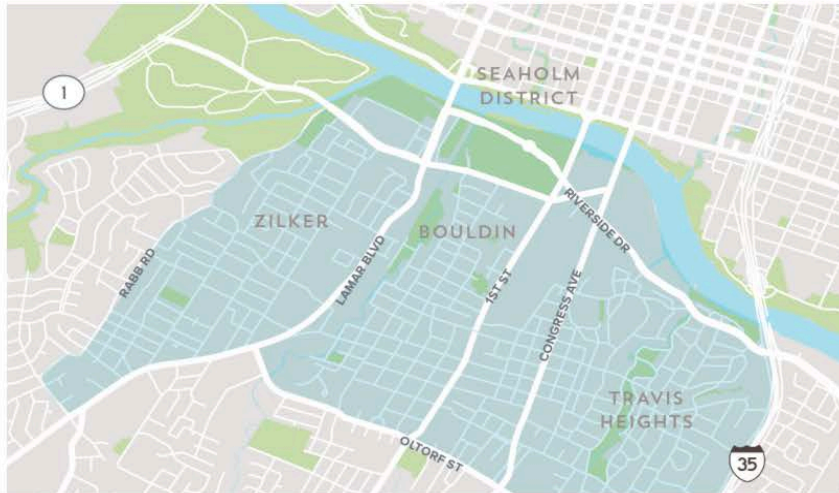




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ORDER YOUR TOOLKIT

Smart Trips: Central South Austin is here to help you get to know the city in a whole new way by walking, biking, riding the bus, and carpooling. Order your FREE Toolkit and start exploring your neighborhood and city today!



**I LIVE IN ZILKER, BOULDIN, OR
TRAVIS HEIGHTS (SEE MAP ON LEFT).
TAKE ME TO THE ORDER FORM.**



BICYCLING RESOURCES



Biking is fun and it's a great option for getting around Austin if you like sunshine and the rush of wind in your hair! Believe it or not, bicycle travel times are often similar to or faster than driving during Austin rush hour. If your workplace is within 4 miles of your home, try biking to work one day next week. You may be surprised by how fast you return home.

Biking to work makes a lot of sense during good weather, but what about when it gets HOT? Many employers are installing showers at the office so employees that bike to work can freshen up and look professional. Talk to your building or human resources manager to find out if *your* workplace has an office shower or can add one.



Bicycling Materials

Smart Trips Austin understands that transitioning to bicycle transportation can be intimidating. Bike maps and safety brochures are available to boost your road confidence.

- [City of Austin Bike Map](#) – Map of local bicycle routes
- [Smart Cycling Quick Guide](#) – Tips and tools to ride safely and confidently
- [Central South Austin Heritage Tree Tour](#)



4. Bikeway Activations

Encourage people to use high-comfort bikeways



Target Audiences: e.g. College Students



Target Improved Areas: e.g. Mueller



5. Bike-Friendly Destinations

Bike Friendly Business and District Program



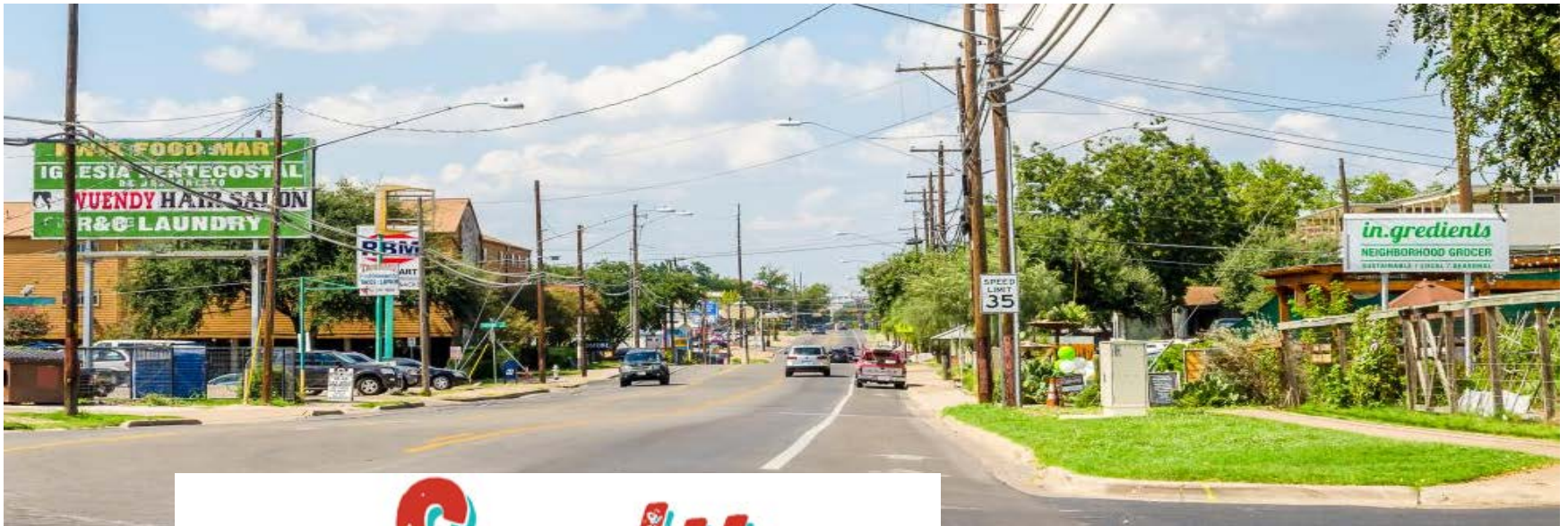
Manor Road Business District: Pilot Project

Bike Friendly Districts



PFB Mini-Grant: Bike Austin

Partners: Manor Road Merchants Association
Souly Austin Business District Incubator





6. Ladders of Opportunity

Help people bike for affordable transportation
jobs + education + access + upward mobility



Ghisallo Cycling Initiative



7. Vision Zero

Help Austin Reach Zero Traffic Deaths



Safe Cycling Skills Goal: Expand Trainings

Bike Austin Classes, Safe Routes to School Program & More





Look Out for Each Other



seattle.gov/visionzero

VISION
ZERØ
SAFER STREETS FOR SEATTLE

 **SDOT**
Seattle Department of Transportation

Safer Protected Bikeways = Fewer Crashes & Injuries = Lives Saved = More Confidence in Biking



8. Partner Pledges





BIKE^USTIN



movability AUSTIN



**DOWN
AUSTINTOWN
ALLIANCE**

Mobility Challenge Partners



Thank You!

