



Everyone rides easy with bike infrastructure.

Building a safe, interconnected network of protected bike lanes depends on gaining the support of people who only occasionally bike or never bike at all. PeopleForBikes recently commissioned research across eight metropolitan areas to understand people's aspirations for mobility and the ways in which bike infrastructure can help them achieve their personal and civic goals.¹ The results show majority support for building bike infrastructure that intensifies when connected to larger transportation improvements in roads, sidewalks and transit, delivering more mobility options, relief from congestion, greater safety to all and perceptions of a more livable community.

We've used this new research to develop talking points to help advocates talk to voters in their city and communities and garner support for bike infrastructure.

TALKING POINTS BASED ON THE RESEARCH

- » Cities across the U.S. are ready for more transportation options. And 69% of voters say they are extremely or somewhat likely to support investments in improved bike infrastructure.
- » The best way to solve traffic problems is to give people more options to get where they are going.
- » We can give everyone better options to get where they need to go quickly and safely by including bike infrastructure in our transportation improvements. Seventy-one percent (71%) of voters believe that more people on bikes will reduce traffic congestion.
- » Bike infrastructure relieves congestion with a completely connected, comfortable system of protected bike lanes that allows people on bikes to travel safely without inconveniencing drivers and walkers.
- » Protected bike lanes are located next to the road and physically separated, providing people with the confidence to bike to work, school, markets, parks and restaurants—or just explore on the weekends.
- » Good bike infrastructure makes the rules of the road clear and doesn't leave bike riders, motorists or pedestrians to navigate incomplete connections that force everyone into unsafe and confusing situations. Seventy-nine percent (79%) of voters say that protected bike lanes would make the rules of the road clear for bikers, motorists and pedestrians.
- » When a part of overall transportation improvements in cities, bike lanes contribute to greater independence and peace of mind for everyone as they move from one destination to the next. Seventy-five percent (75%) of voters feel that bike lanes combined with road, sidewalk and transit improvements would make their community more livable.
- » Drivers, walkers and bikers can get where they are going with the greatest safety and the least amount of hassle because everyone's traffic flow needs are met through careful planning and smart construction.
- » Bike infrastructure helps us move forward together by relieving traffic congestion, increasing mobility and opportunity and making our city more alive and livable.
- » We can have peace on the road—and more livable communities—when everyone has a piece of the road.

¹ In July 2018, Artemis Strategy Group conducted a 25-minute online survey among 3,000 respondents across eight metro areas using an online opt-in panel. The metro areas included were Los Angeles, Atlanta, Austin, New Orleans, Denver, Pittsburgh, Portland and Chicago with a representative sample of each city, including gender, race, age, household income, number of children in the family and political affiliation. Eighty-eight percent (88%) were registered voters.