



OUR GREATEST  
OPPORTUNITY

# 4 TRENDS

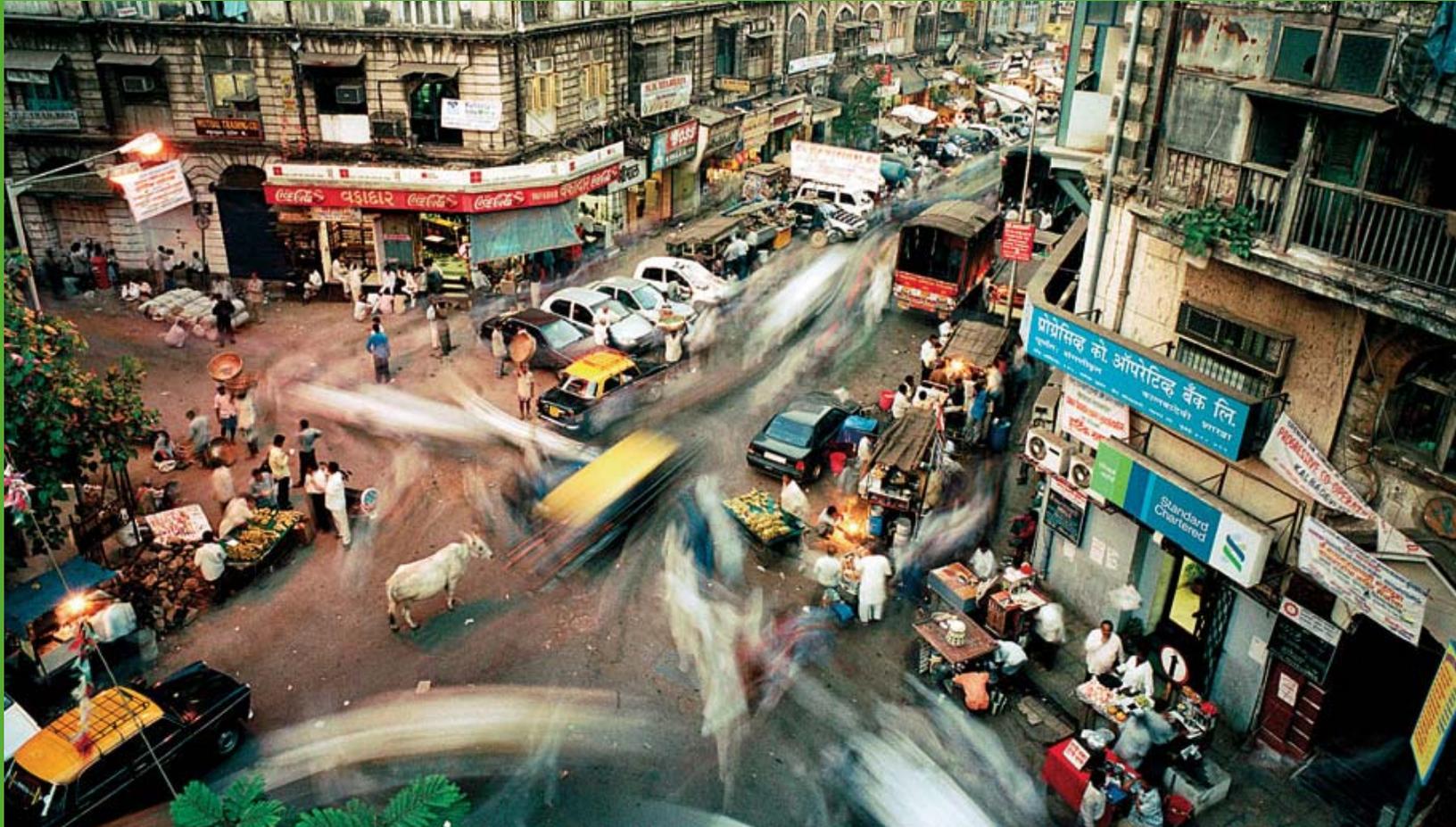
# 1. Traffic CONGESTION

In 2003, traffic congestion delayed people 7 billion hours worldwide and wasted Five Billion gallons of fuel.



# 2. URBANIZATION

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



# 3. 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.



# 4. THE WORLD IS GETTING FAT

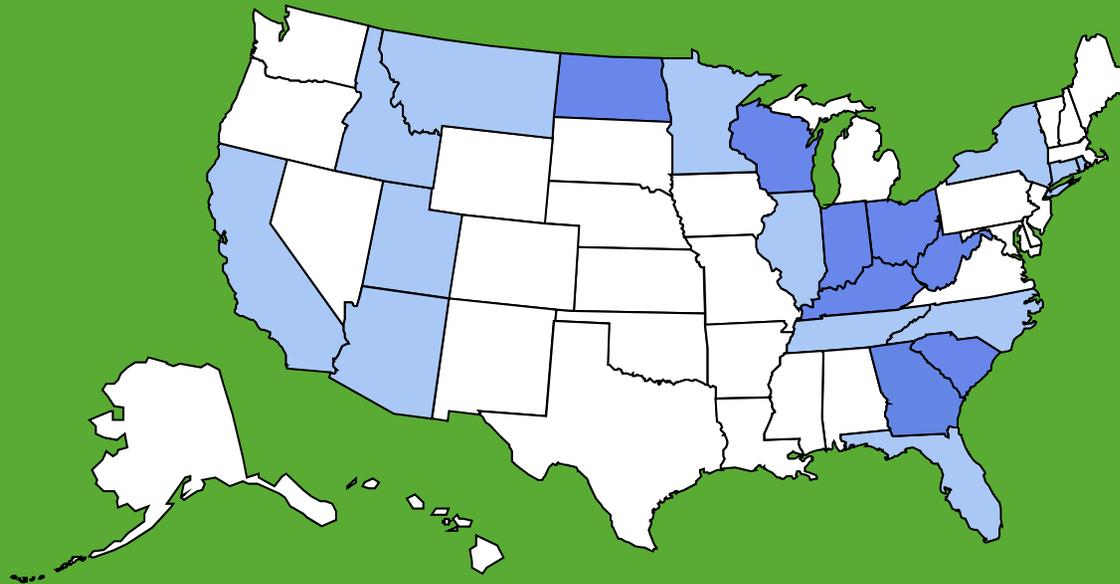


Average Weight	1960	2002	Difference
Kids 6-11	63 lbs	74 lbs	+11 lbs
Men over 20	167 lbs	191 lbs	+24 lbs
Women over 20	139 lbs	163 lbs	+24 lbs

# THE WORLD IS GETTING FAT

OBESITY TRENDS IN US  
ADULTS

1985 - 2006



Legend:  
No Data    <10%    10%-14%

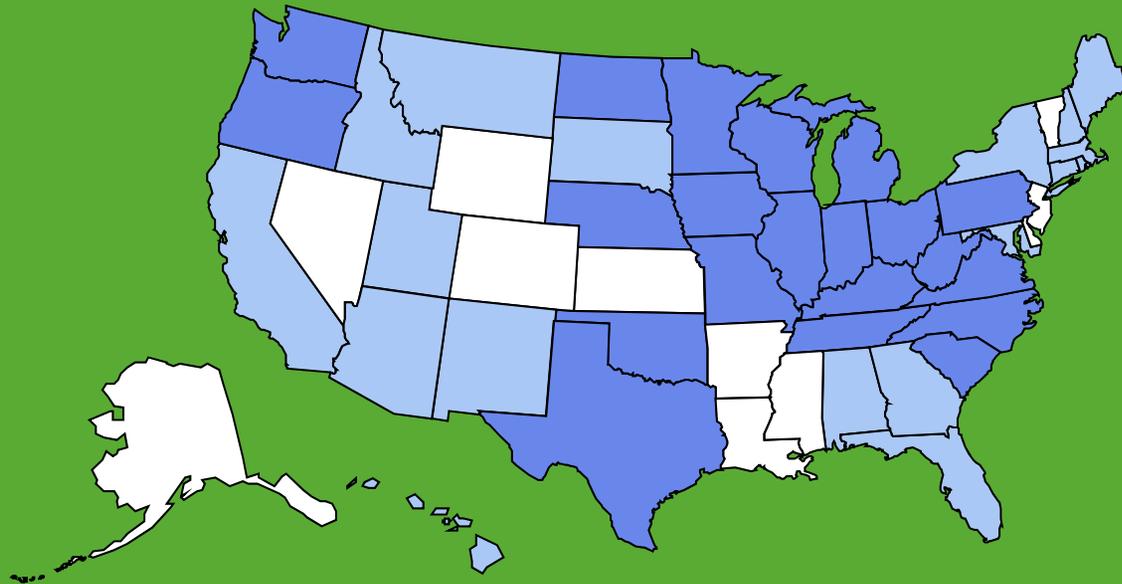
1985



# THE WORLD IS GETTING FAT

OBESITY TRENDS IN US ADULTS

1985 - 2006



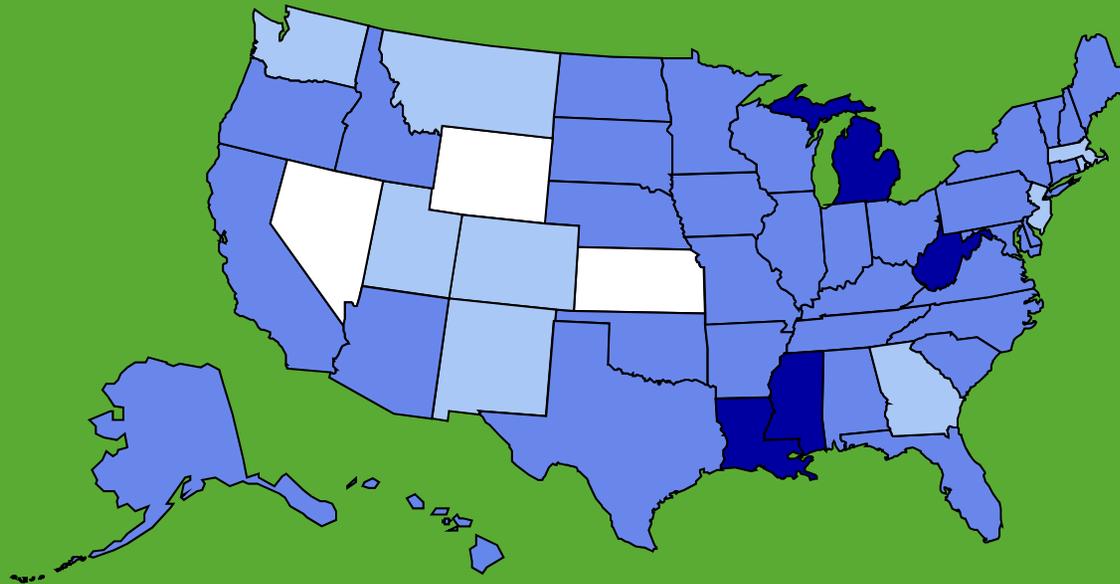
Legend:  
No Data    <10%    10%-14%

1989

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OBESITY TRENDS IN US  
ADULTS

1985 - 2006

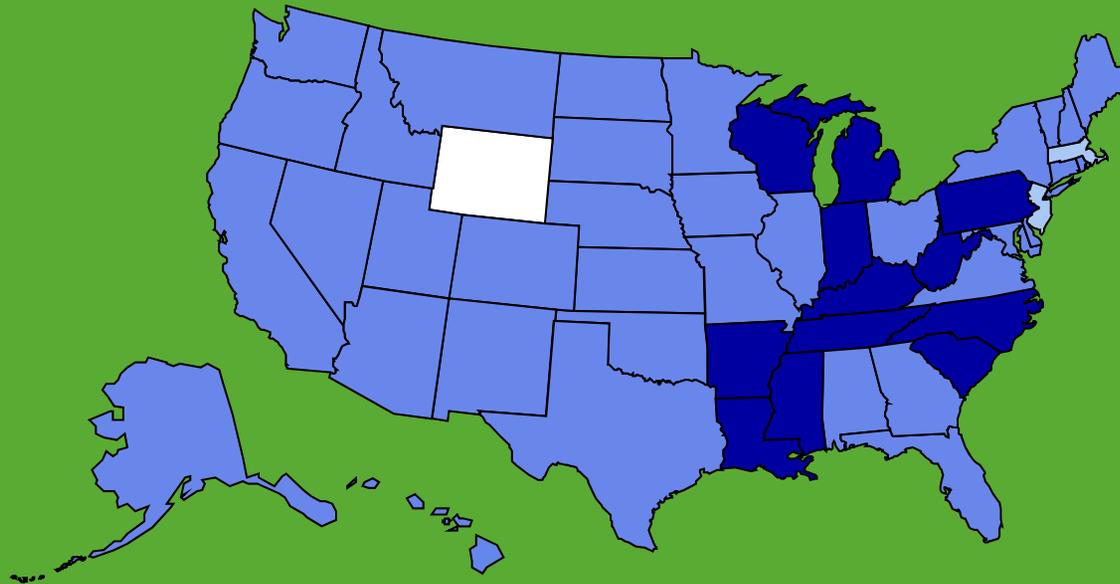


1991

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OBESITY TRENDS IN US  
ADULTS

1985 - 2006

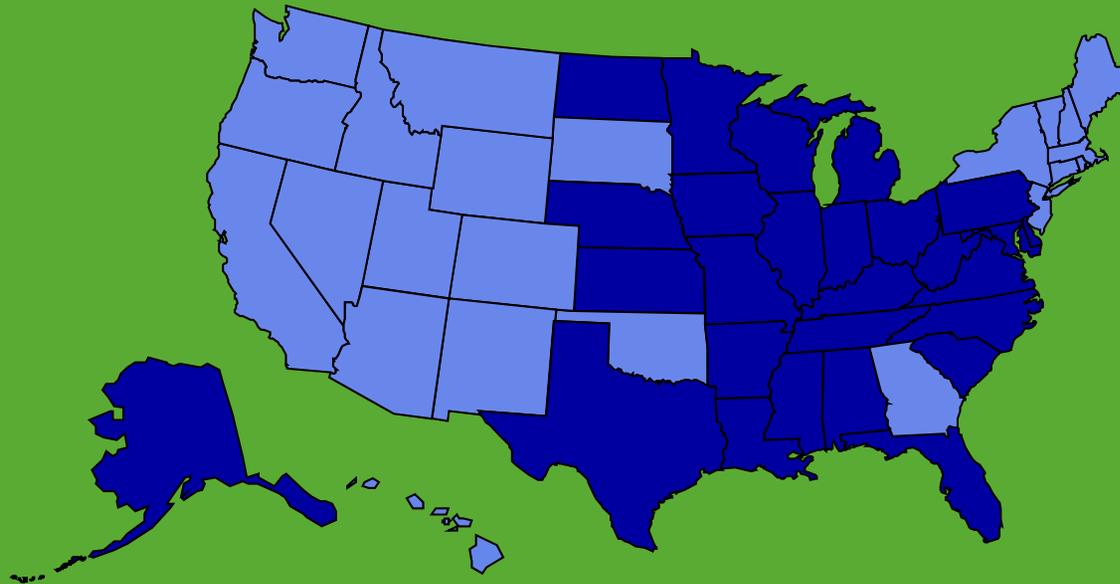


1993

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OBESITY TRENDS IN US  
ADULTS

1985 - 2006

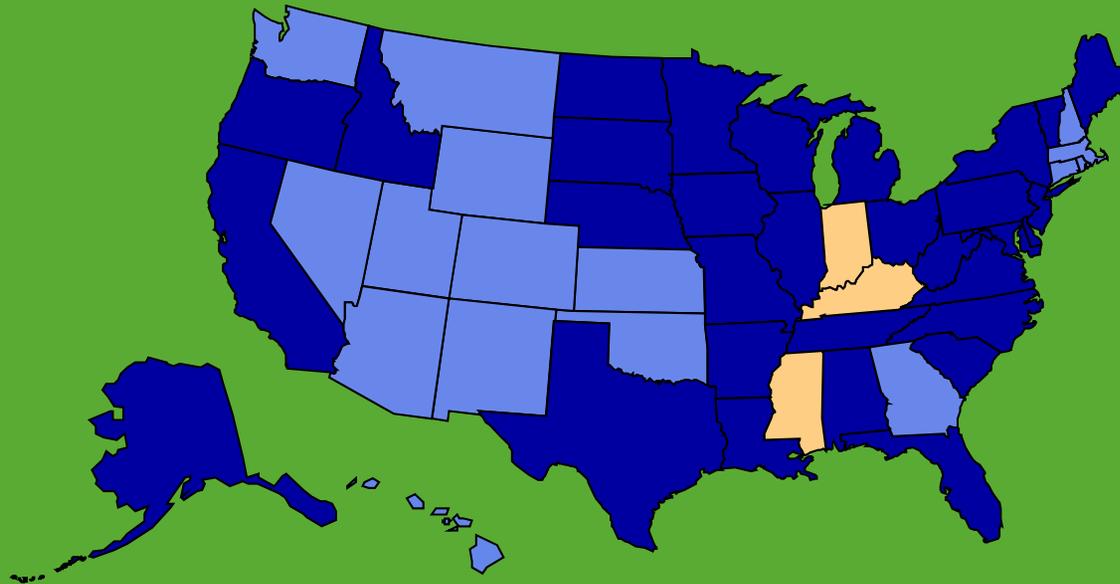


1995

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ADULTS

1985 - 2006

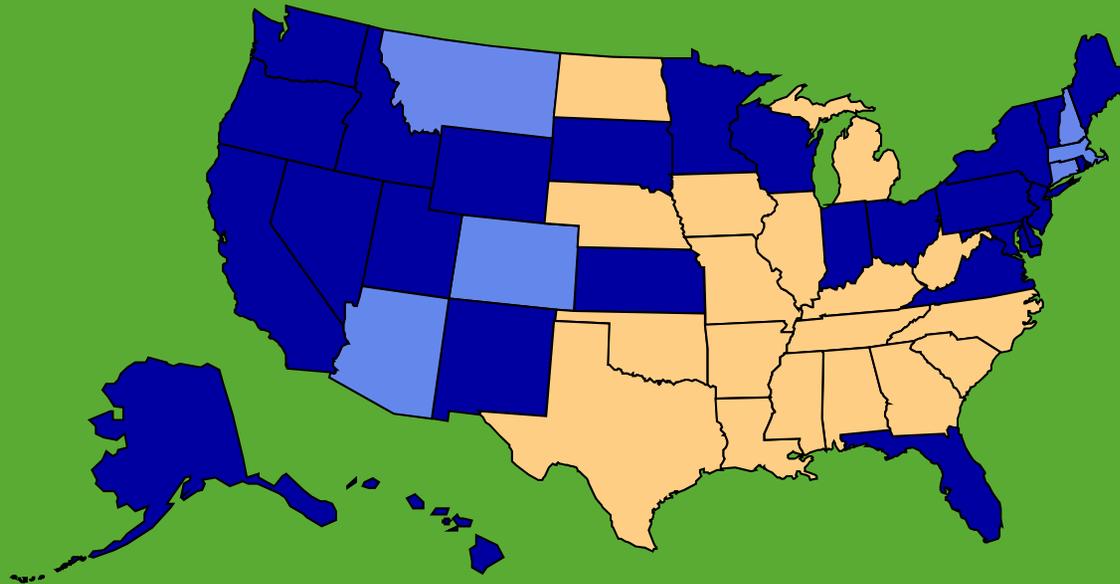


1997

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ADULTS

1985 - 2006

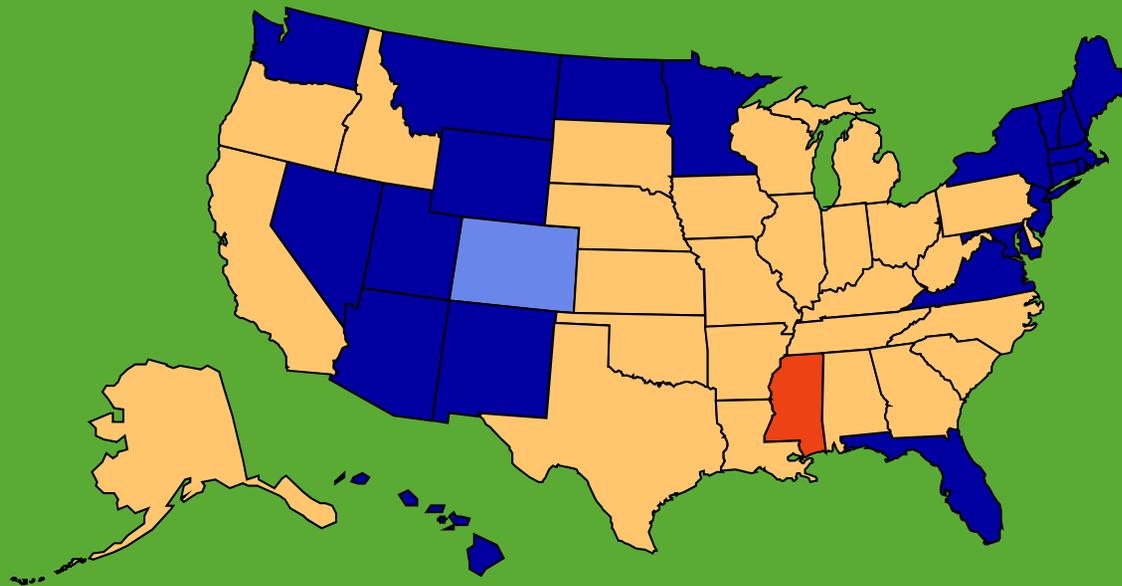


1999

# THE WORLD IS GETTING FAT

OBESITY TRENDS IN US ADULTS

1985 - 2006

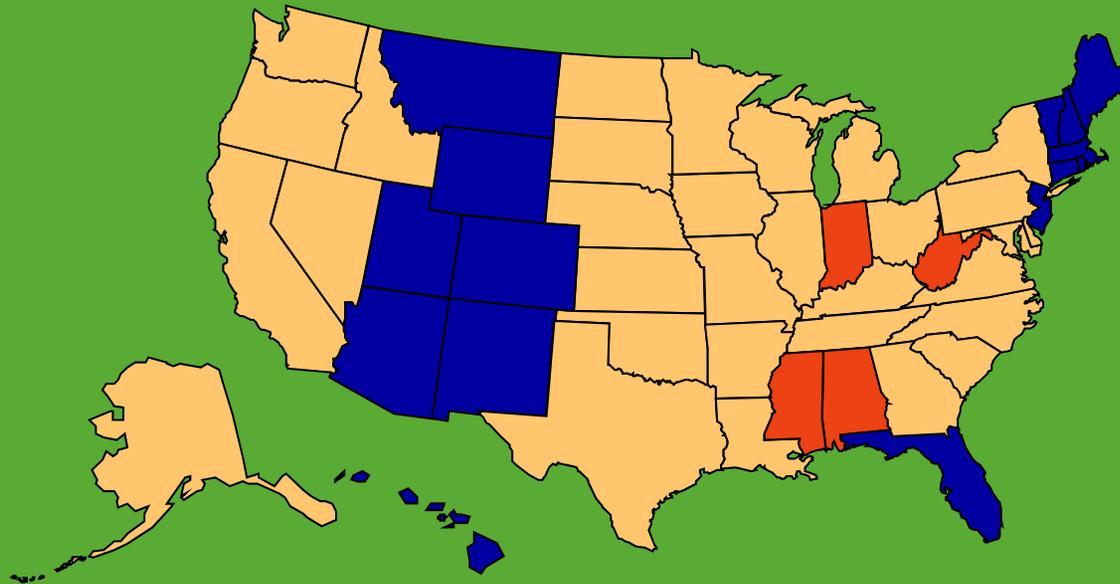


2001

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OBESITY TRENDS IN US  
ADULTS

1985 - 2006

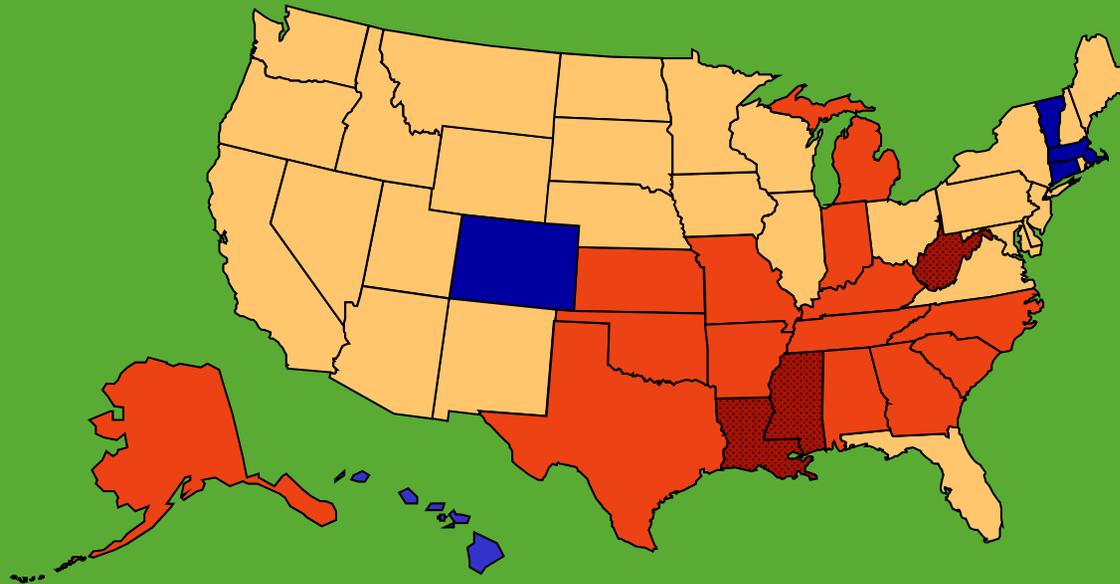


2003

# THE WORLD IS GETTING FAT

OBESITY TRENDS IN US  
ADULTS

1985 - 2006



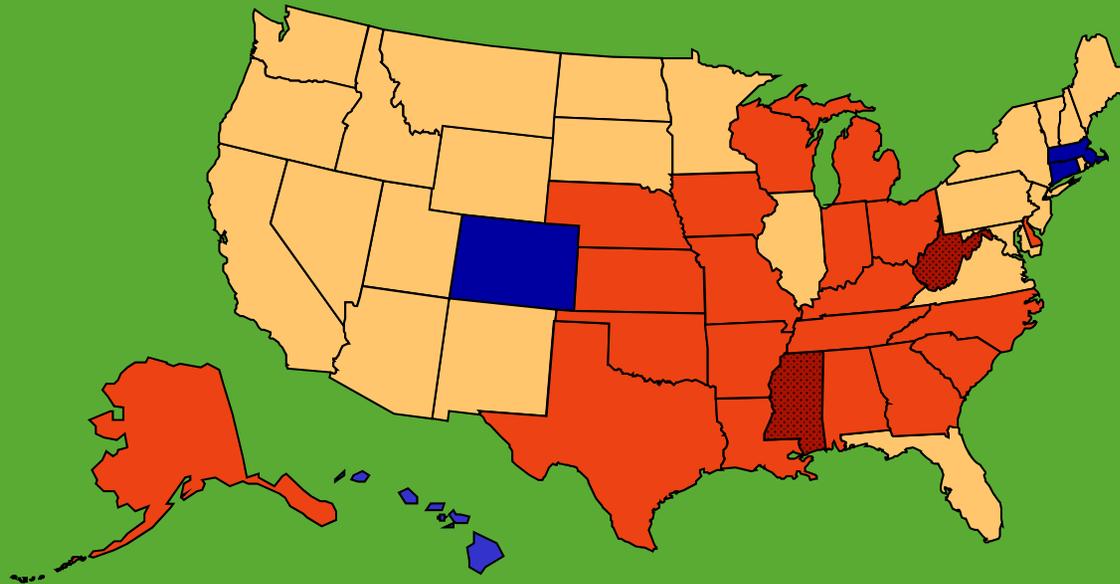
2005

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OBESITY TRENDS IN US

ADULTS

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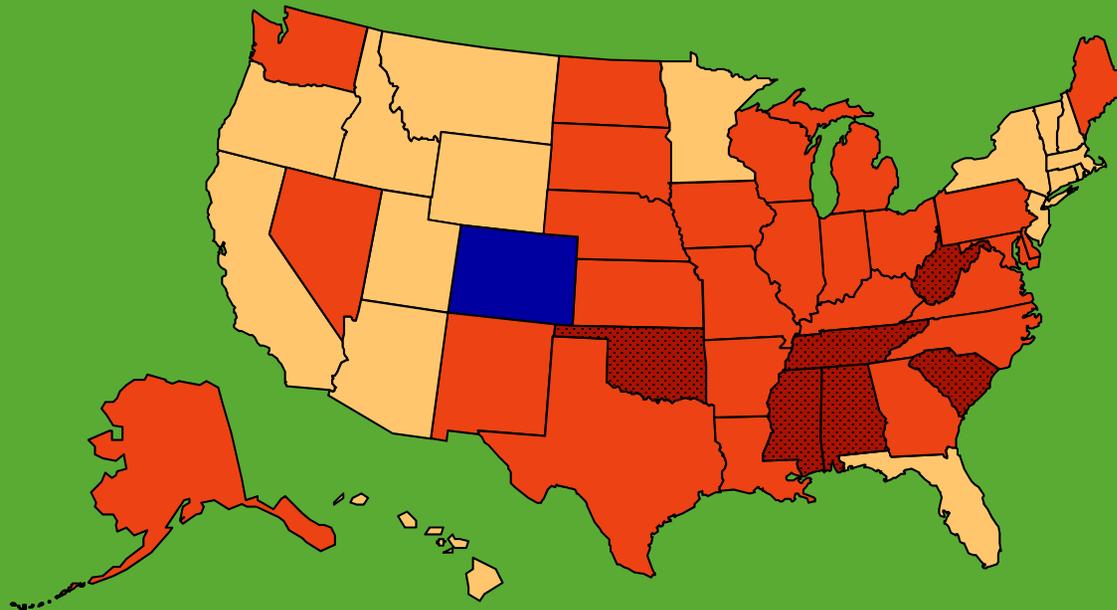
2006

# THE WORLD IS GETTING FAT

OBESITY TRENDS IN US

ADULTS

1985 - 2008



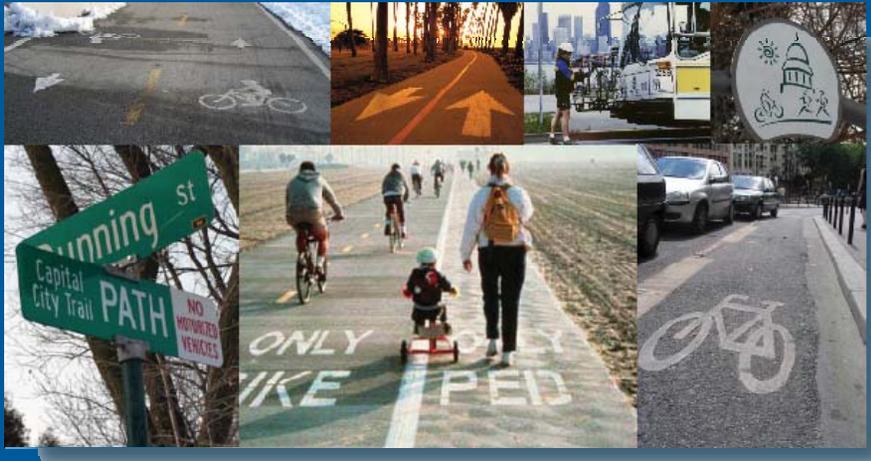
2008



What solution will address these problems?



# OUR GREATEST OPPORTUNITY



Creating a  
BICYCLE FRIENDLY  
WORLD

The Bicycle Friendly World

# ALREADY EXISTS:



The Netherlands  
25% of the Population Commutes by Bike



London  
Bike Commuters Avoid Congestion Charges



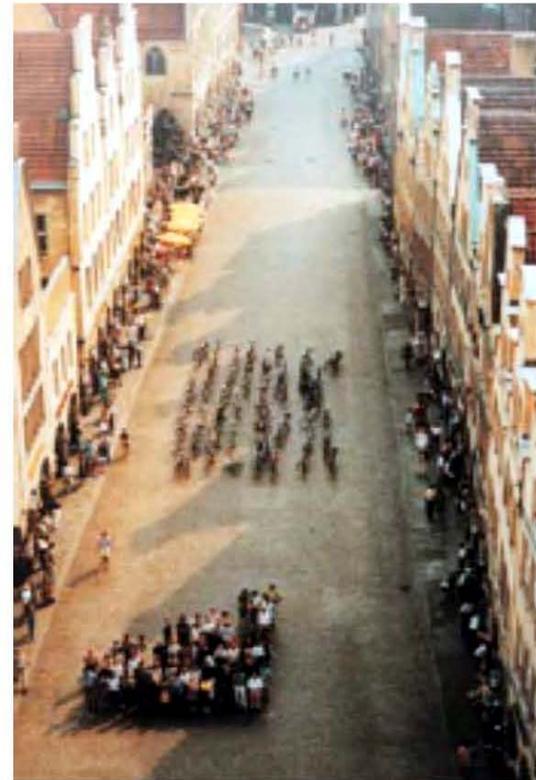
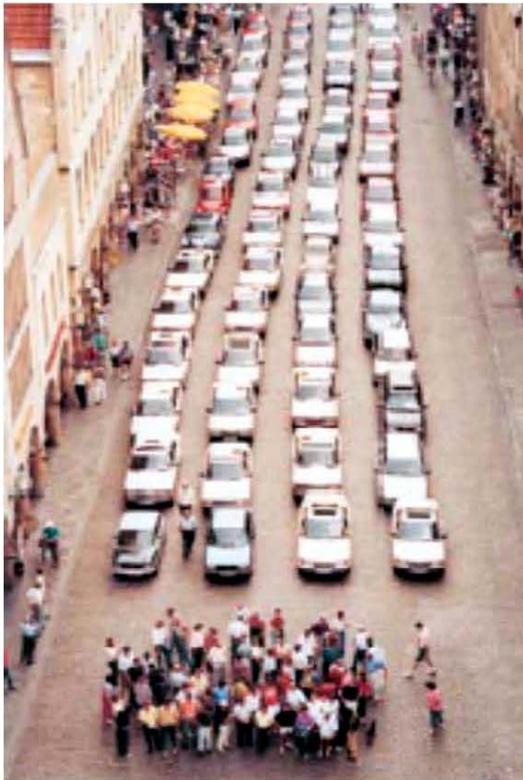
Boulder, CO  
21% of the Population Commutes by Bike



Portland, OR  
Congressman Blumenauer's Bike Commuter Act



# Amount of space required to transport the same number of people by car, bus or bicycle



## **Increases in bike share of urban trips from mid-1970s to mid-1990s in selected German cities**

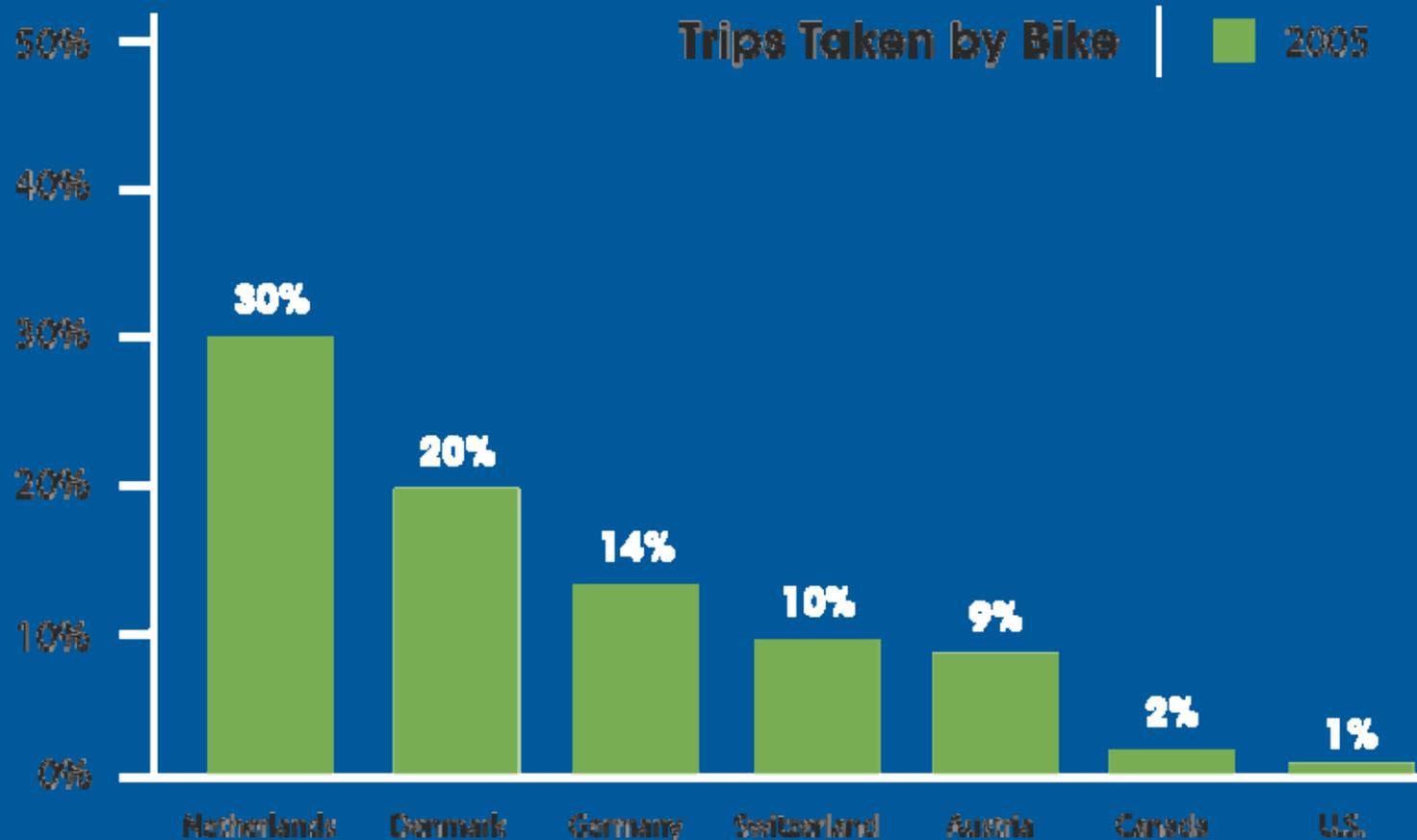
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<b>City</b>	<b>Time Period</b>	<b>Change in Bicycle Modal Split Share</b>	<b>Percentage Increase in Bicycle Share</b>
<b>Munich</b>	<b>1976 to 1992</b>	<b>6% to 15%</b>	<b>+150%</b>
<b>Nuremberg</b>	<b>1976 to 1995</b>	<b>4% to 10%</b>	<b>+150%</b>
<b>Cologne</b>	<b>1976 to 1992</b>	<b>6% to 11%</b>	<b>+83%</b>
<b>Freiburg</b>	<b>1976 to 1992</b>	<b>12% to 19%</b>	<b>+58%</b>
<b>Essen</b>	<b>1976 to 1990</b>	<b>3% to 5%</b>	<b>+67%</b>
<b>Bremen</b>	<b>1976 to 1994</b>	<b>16% to 22%</b>	<b>+38%</b>
<b>Muenster</b>	<b>1976 to 1994</b>	<b>29% to 32%</b>	<b>+10%</b>
<b>Average for all urban areas in Western Germany</b>	<b>1972 to 1995</b>	<b>8% to 12%</b>	<b>+50%</b>

Sources: Werner Broeg and Erhard Erl, "Can Daily Mobility Be Reduced or Transferred to Other Modes," European Conference of the Ministers of Transport, OECD, Paris, France, Round Table 102, March 1996; and supplemental data collected from individual cities by the author.

**Pucher: Walking and Cycling for Public Health**

# The U.S. Needs to CATCH UP



4

GREAT WAYS  
TO MAKE A  
DIFFERENCE

# 1 Ride your bike, especially for trips under two miles.





# 3 Get Organized



Have a plan for the State, the City and your business.

Share the plan – if no one knows about the plan, it's not a good plan!

# 4 Show Up and Ask



The World is run by those who show up.

WE ARE MAKING  
PROGRESS

# Copenhagen



# Ride the Drive, Madison





PENNSYLVANIA AVENUE, N.W.

BIKE LANE CONCEPT

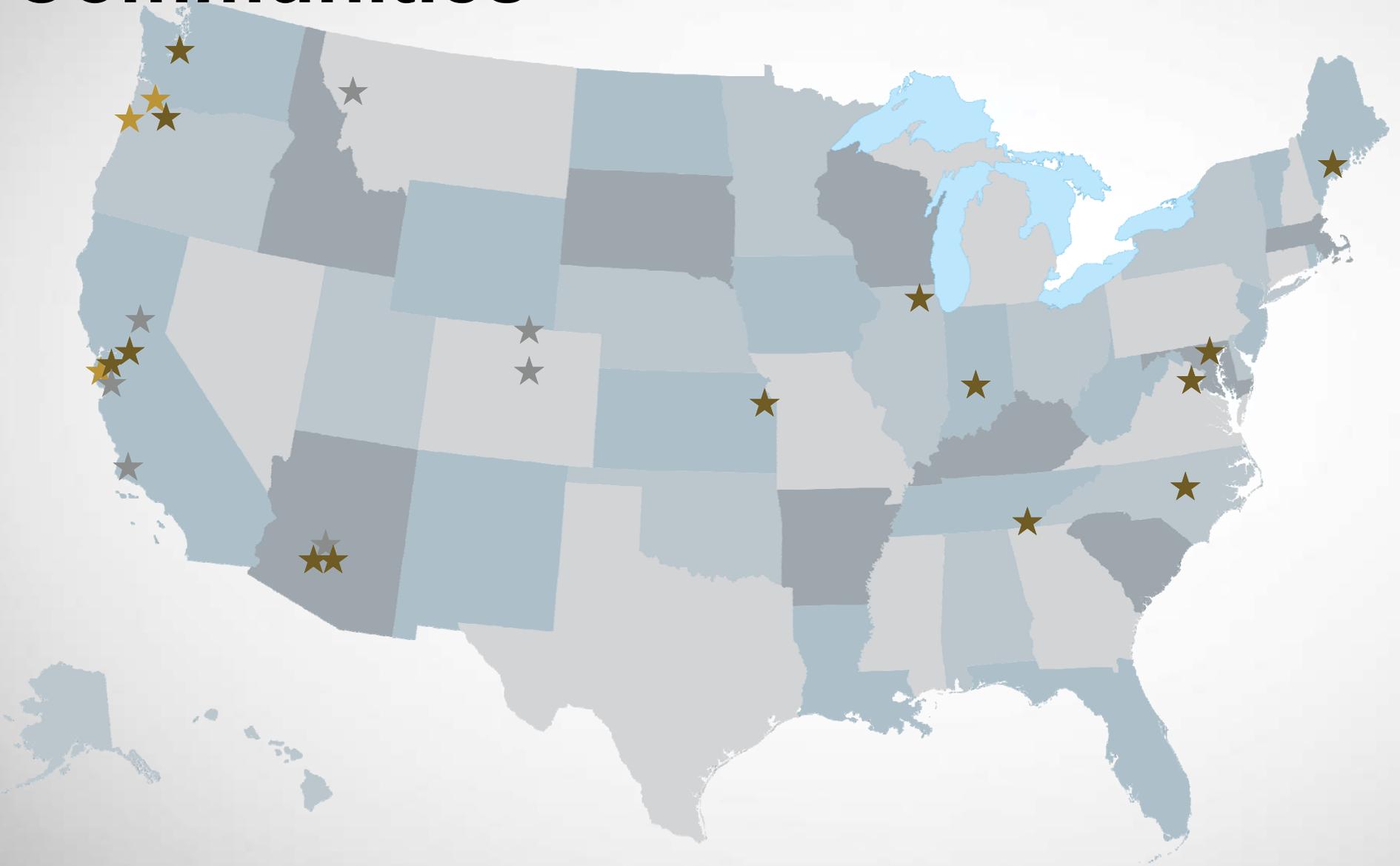


NATIONAL BIKE SUMMIT 2010



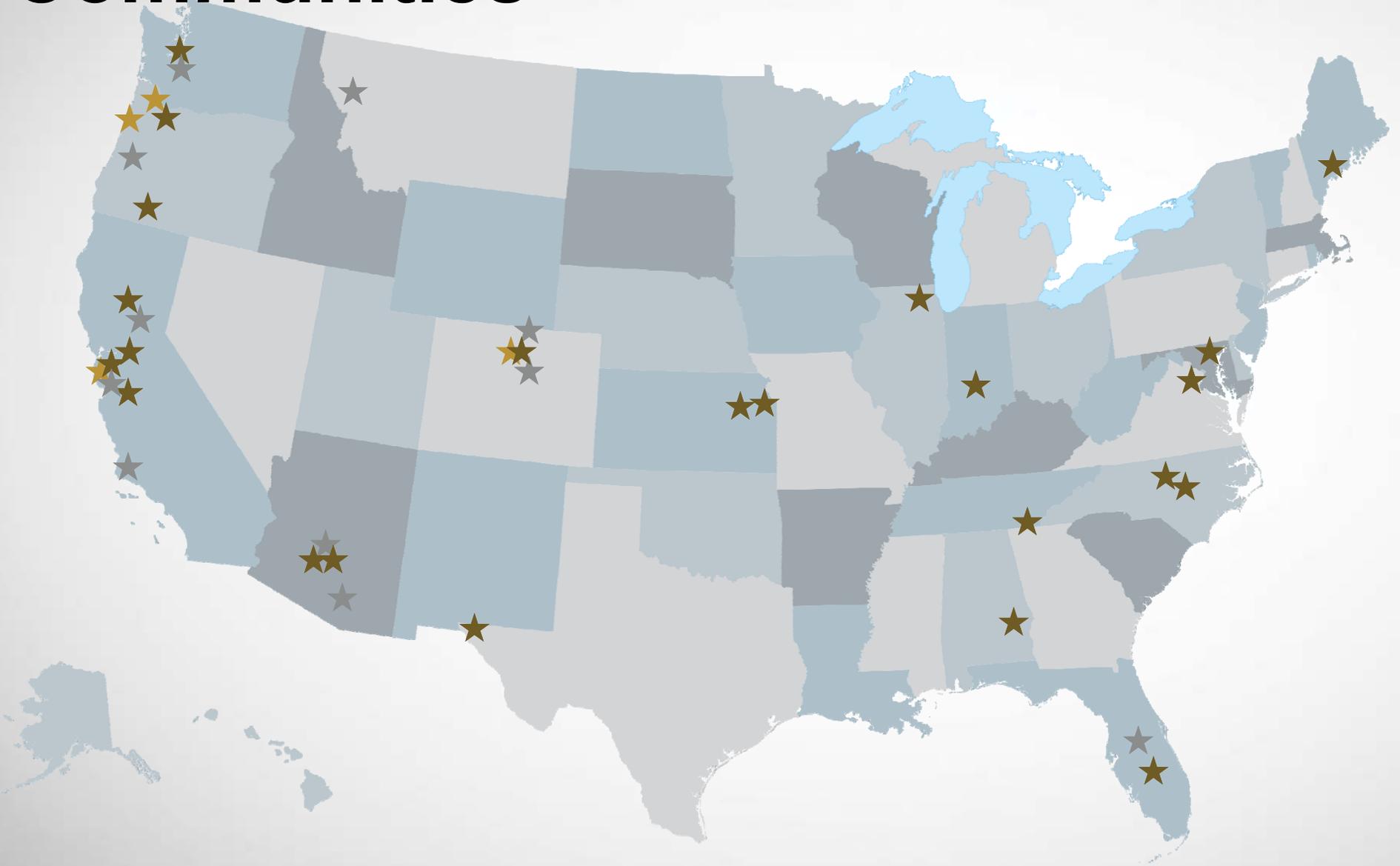
# 5. Bicycle Friendly Communities

2003



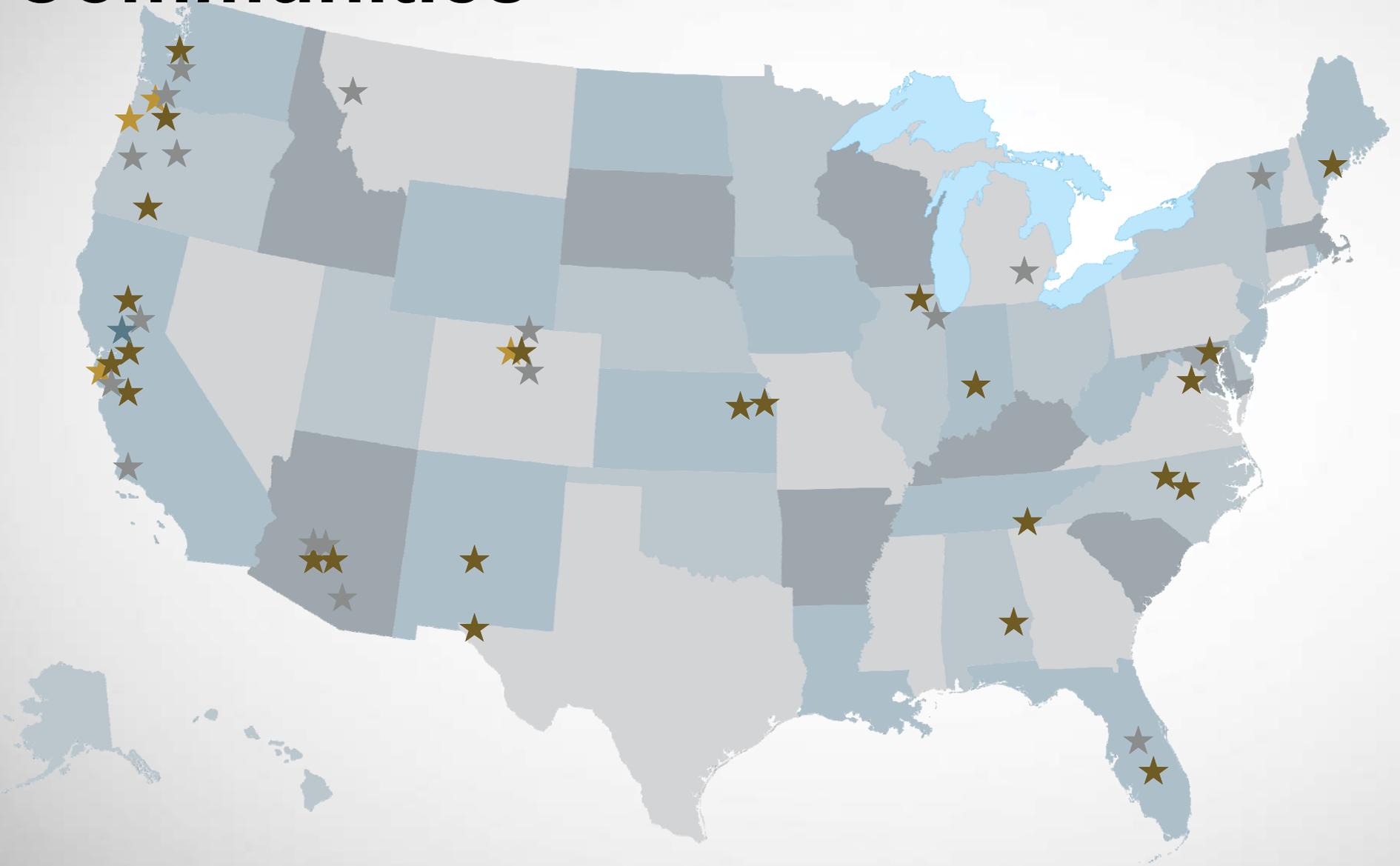
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2004



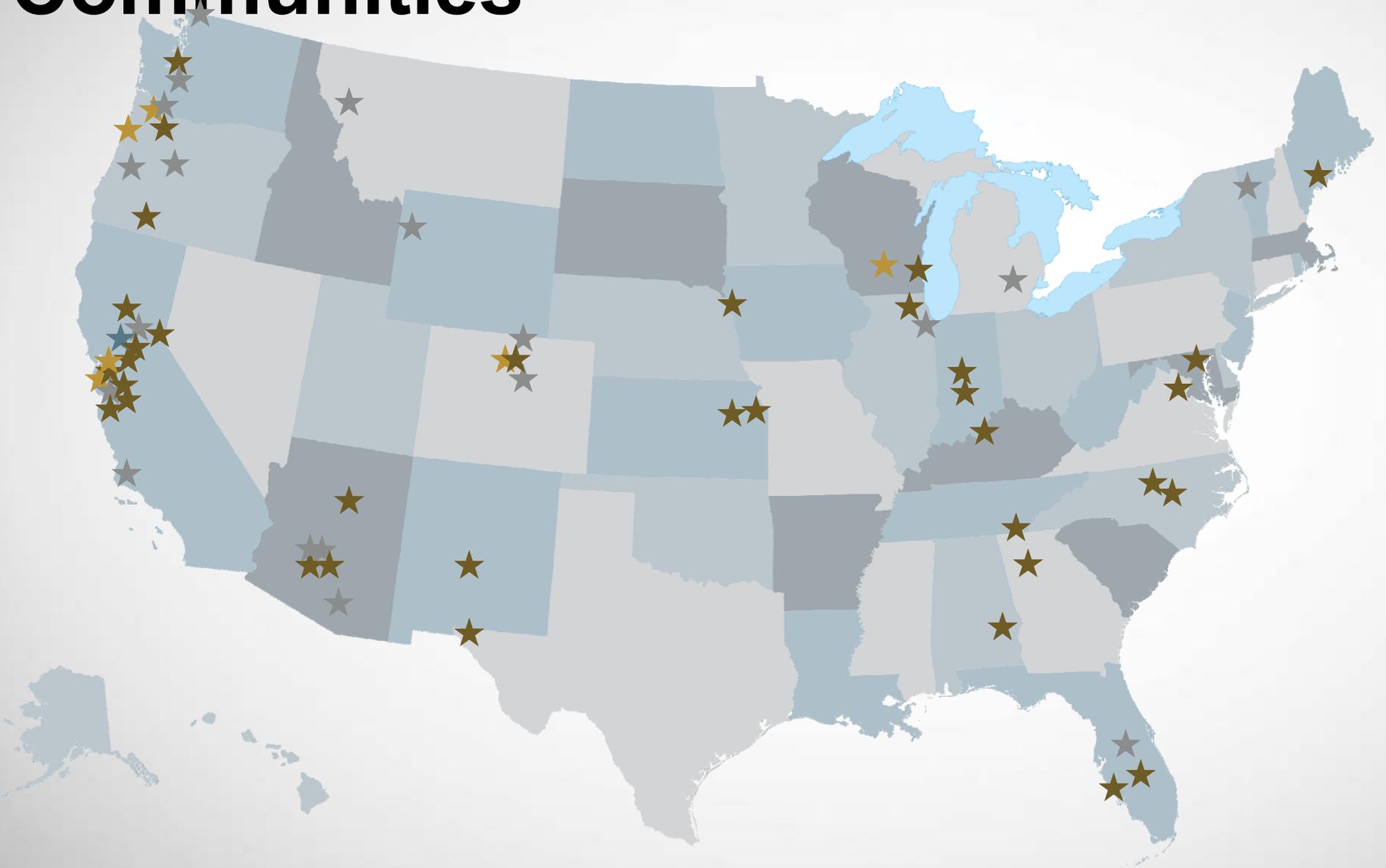
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2005



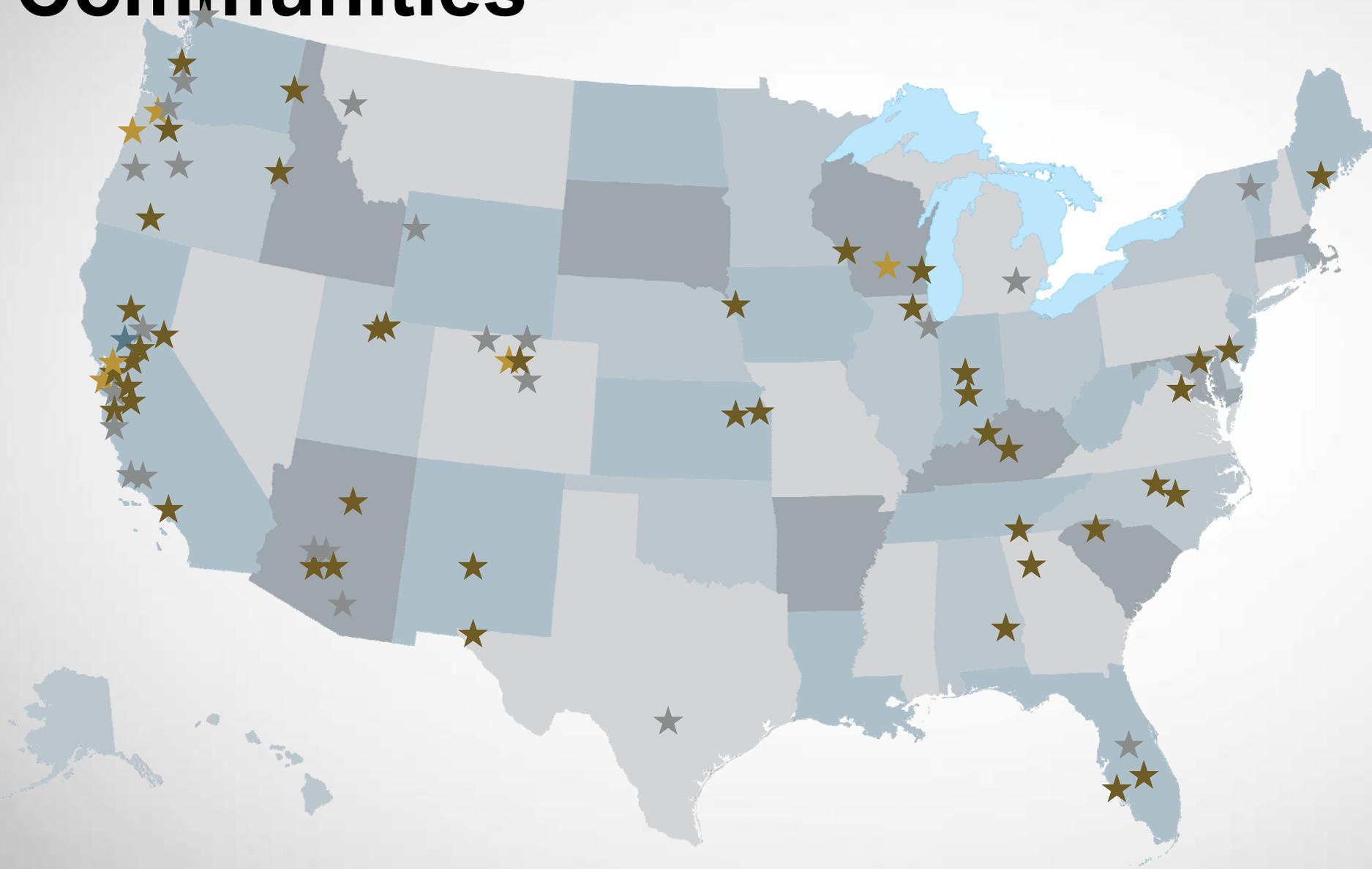
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2006



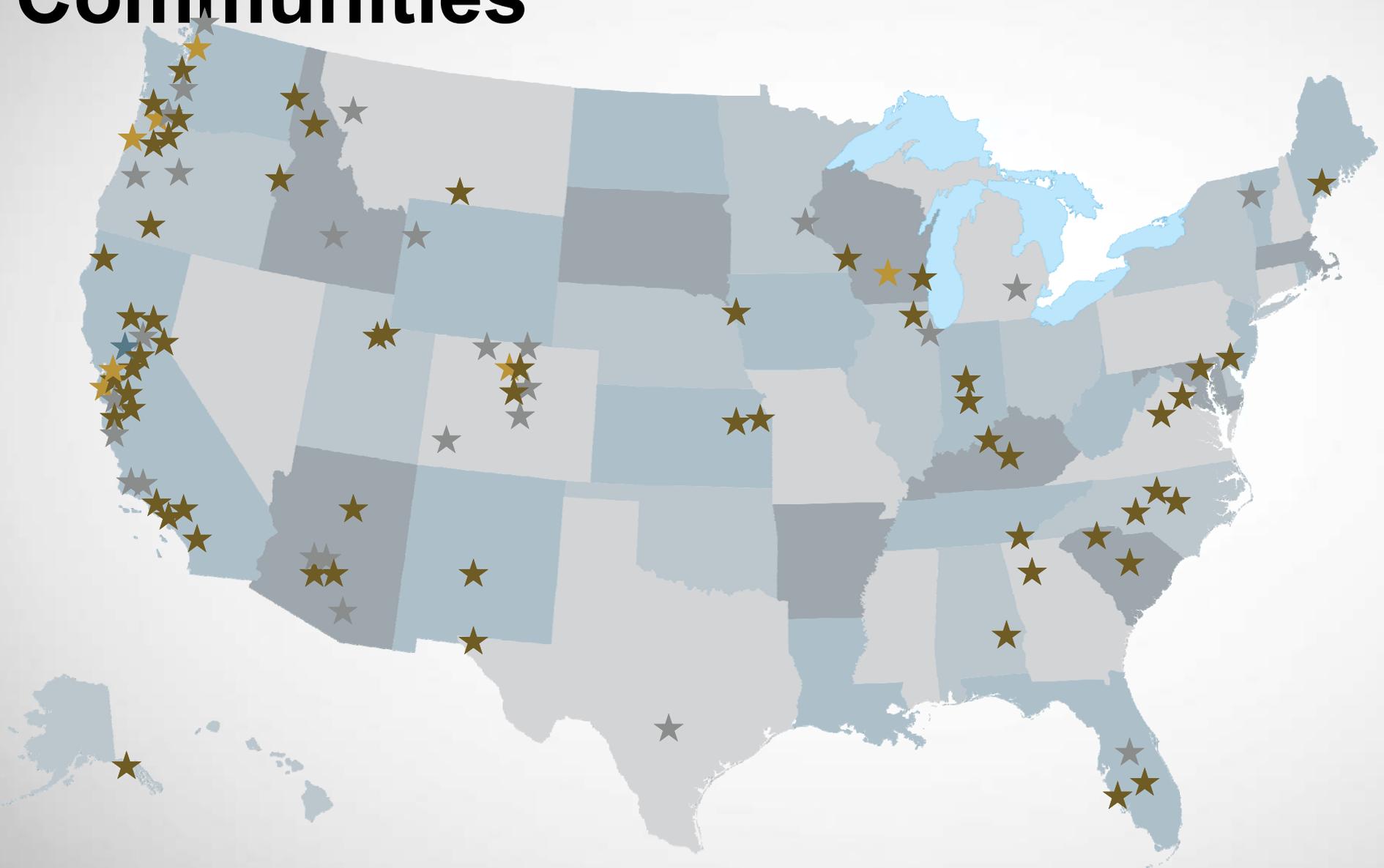
# 5. Bicycle Friendly Communities

2007



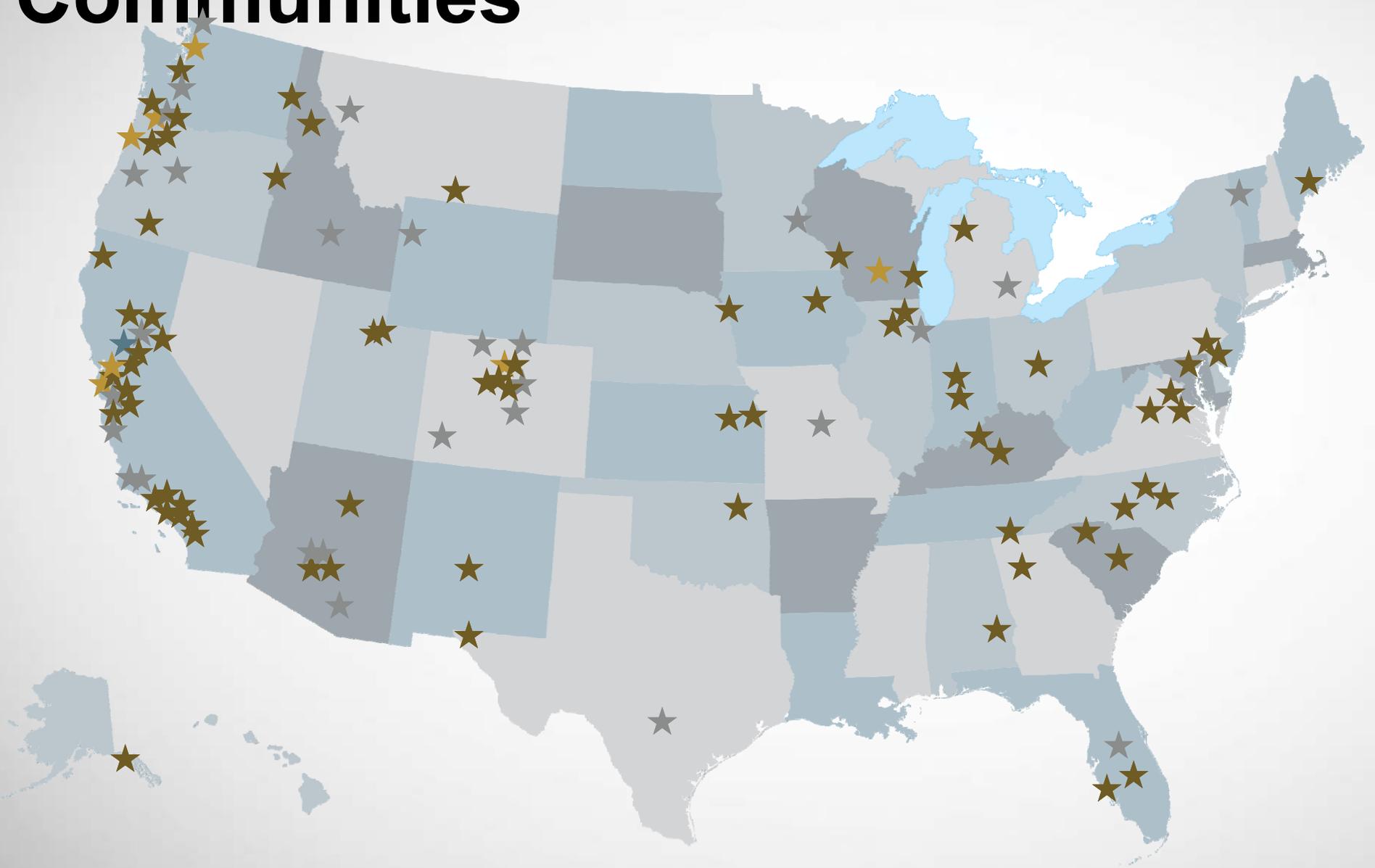
# 5. Bicycle Friendly Communities

2008



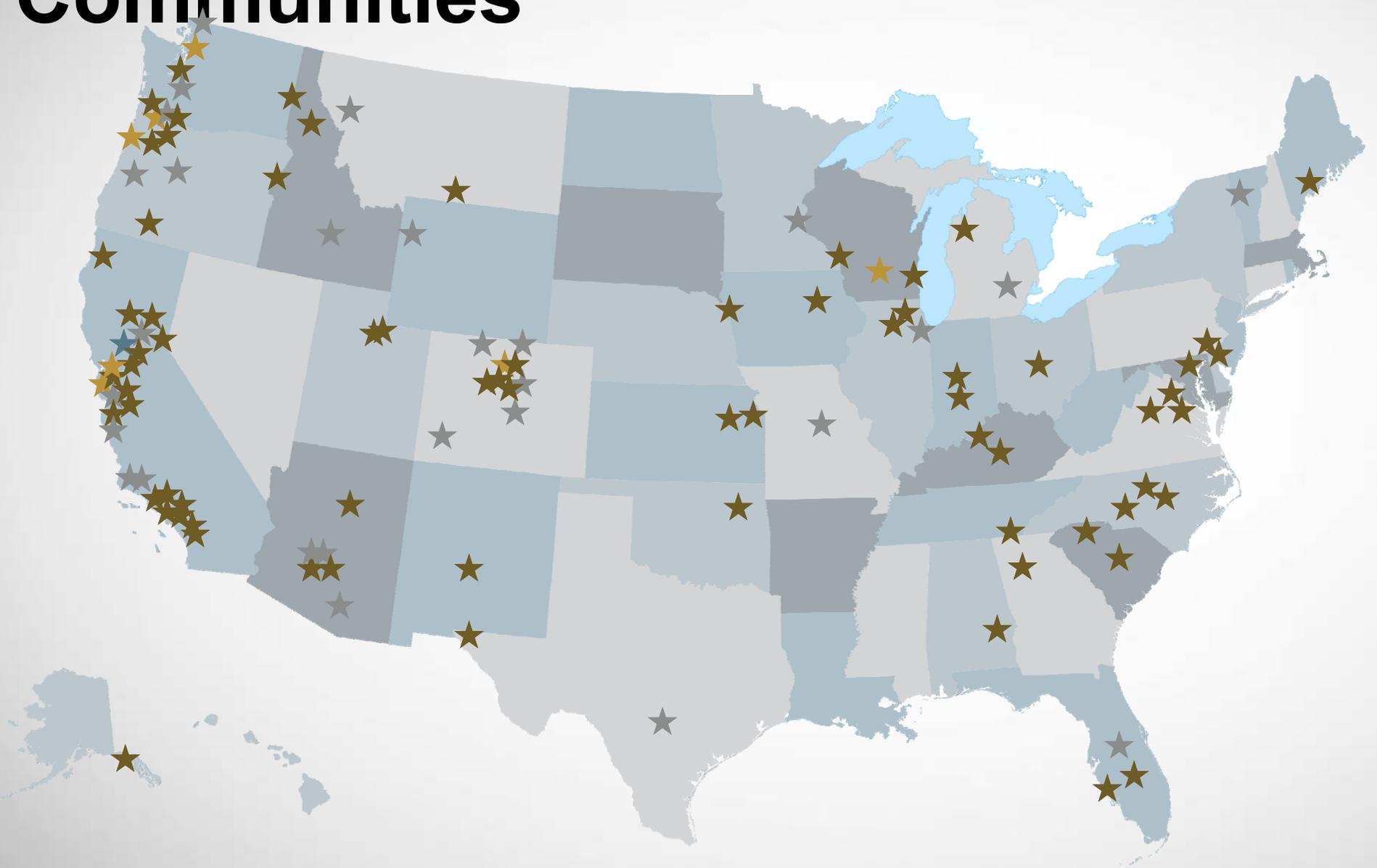
# 5. Bicycle Friendly Communities

2009



# 5. Bicycle Friendly Communities

2009



# Ray LaHood

## U.S. Secretary of Transportation



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## U.S. Secretary of Transportation

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“Bike projects are relatively fast and inexpensive to build and are environmentally sustainable; they reduce travel costs, dramatically improve safety and public health, and reconnect citizens with their communities.”

# Ray LaHood

## U.S. Secretary of Transportation

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“To set this approach in motion, we have formulated key recommendations for state DOTs and communities:

- Treat walking and bicycling as equals with other transportation modes.
- Go beyond minimum design standards.
- Collect data on walking and biking trips.
- Set a mode share target for walking and bicycling.

Now this is a start, but it's an important start. These initial steps forward will help us move forward even further.”

A paved path with a yellow line and arrows, lined with palm trees at sunset. The sun is low on the horizon, creating a warm, golden glow. The path curves to the right, and the palm trees are silhouetted against the bright sky. The overall mood is peaceful and contemplative.

A small group of thoughtful people  
could change the world. Indeed,  
it's the only thing that ever has.  
— Margaret Mead