

East-West Bike Route Study – talking points

1. **Community engagement:** Cycling fosters community interaction and a sense of belonging.
2. **Safety for all road users:** Identifying roads more suitable for shared vehicle and cycling use and recommend improvements for this co-use will increase bike safety. Moreover, bike facilities, such as signage and road markings, act as "calming" mechanisms for traffic, slowing cars and increasing safety.
3. **Alternative way of transportation:** Bikes are a highly efficient mode of transportation. People on bikes take cars off the road and make travel-times more consistent and predictable for cyclists and motorists alike. Bikes give mobility to those who do not own a car and can save money by replacing a car.
4. **Health:** Studies show those who cycle for recreation or transportation reduce their risk of cardiovascular disease, cancer and all other causes of death by nearly half. Cycling improves mental health and result in higher productivity. Investments to promote cycling are more cost effective to individuals and society than treating diseases associated with a sedentary lifestyle.
5. **Environmental improvements:** Switching from car to bikes decreases noise and air pollution and improves storm water quality from polluted runoff.
6. **Boosting local economy:** Retail sales of bikes and related supplies, and repairs sustain local shops. Bike routes connecting to business centers support local economies with retail purchases. The Outdoor Industry Association released a study in 2017, [The Outdoor Recreation Economy](#), which, nationwide found bicycling participants spend \$83 billion on 'trip-related' sales (bicycle tourism), and generate \$97 billion in retail spending. Bicycle recreation spending also contributes to the creation of 848,000 jobs.
7. **Equity and inclusion:** Bike routes bring disadvantaged communities a reliable and healthy alternative to mass transit. Students gain independence to commute to schools and other activates.

8. **Community desirability:** New bike routes revitalize streets with attractive design of bike racks, colorful pads, and signs incorporated into the new site landscaping. Communities with bike routes are more desirable.