Bicycle Friendly Community

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This Work Takes Collaboration

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Overview

• AARP and BikeMN
• League of American Bicyclists
• “The 6 Es”
BikeMN and AARP

Bike rides to breweries, parks, and farmers markets!
ABOUT THE LEAGUE

Our mission is to lead the movement to create a Bicycle Friendly America for everyone.
PROVIDING A ROADMAP FOR A BICYCLE FRIENDLY AMERICA

» Setting targets and options for any place
» Benchmarking
» Facilitates partnership between advocates & decision makers
» Hands-on assistance from staff
» Award designation and media promotion
WHERE PEOPLE WANT TO LIVE, WORK, AND VISIT

» BFCs always on best places to live, work, study and retire lists. (6 in US News’ latest Top 10)

» Mercer Int’l Quality of Life Ranking: 7 of 8 U.S. cities are BFCs

» *Forbes – Healthiest Cities*: 15 of top 20 are BFCs

» *Businessweek* Best Places to Ride out the Recession: 17 of 20 are BFCs
WHAT IS THE BFC PROGRAM

» Started in 1996 with the BFC program

» Updated program in 2002

» 5 Award levels: Diamond, Platinum, Gold, Silver and Bronze

» Program recognizes communities for bicycle friendliness and provides roadmap and assistance to become better
APPLICATION CRITERIA

» Engineering
» Education
» Encouragement
» Enforcement
» Evaluation & Planning

» Equity (6th E in Minnesota)

Online application  
bikeleague.org/community
Natalie Gille
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1. Complete application process questions
2. Gauge local support
3. Build Community Planning Team
4. Secure budget and venue
5. Determine date, supplies and participant list
6. Create 3-5mi bike route
7. Press Release & Personal invites
8. Pre-ride route
9. Presentation & Ride
10. Reflection & Evaluation
Partners & Stakeholders

Transportation + Health + Advocacy + Community Coordinator = Diverse Attendance

Elected officials – Mayors & Commissioners
We encourage our local colleagues to participate
County engineers
Stay-at-home moms
School superintendents
Local planners
Health professionals
Community organizers
Large age range
• Most important part – Test the facilities they designed / built
• On and off-road
• Review traffic bicycling safety prior
• Small groups with several stops to allow reflection
• “How did you feel when...?”
• Intersections, curbcuts, parking, desire lines, disappearing shoulders
Reflection & Evaluation

Recommendations - How and where to improve bikeability?

Next Steps and Action Planning

- Present Action Plan & ID volunteers
- Continue discussions (inform media)
- Form local bicycle advocacy group
- Recs – pursue funding & add to plans
- Additional bike / walk audits
- Continued education
Success Stories

Kelly Corbin | Physical Activity Coordinator
Crookston, MN (population 7,891)

“Bike Crookston” implemented a ‘Demonstration Project’ after Workshop

- Added temporary ‘Sharrows’ to streets
- Collected user data and feedback
- Provided Community Education and Social Norming

Partners: City Council, Public Works, Public Health
Encouragement: Getting People (Back) on Their Bikes

- Fergus Falls, MN (Population 13,351)
- Promoted 30 Days of Biking – getting people to commit to get back on their bikes after winter for every day in April
  - Most People Per Capita in the World participating in!
Education: Meeting the Needs of a Diverse Community

• Worthington, MN (population 12,764)

• City has many bikers, but language barriers with education of safe cycling was an issue

• Offered “Bike Basics” Classes with Community Education in 3 languages for new immigrants:
  • East African
  • Southeast Asian
  • Latino
Enforcement: Putting Police Back on Bikes

- Rochester, MN (population 112,225)
- Reestablished a Bicycle Policy Unit
- Public Health funded:
  - IPMBA training
  - LCI training
  - Special Bicycles and Gear
- Normalizes bikes as transportation
- Patrols in downtown area as normal
- Education stops for Bicyclists and Pedestrians
Evaluation: Collecting Data

• Hutchinson, MN (Population 13,871)

• Worked to get Bicycle and Pedestrian Counts in Spring & Fall at different locations (permanent counters and volunteer counts)

• “Data brings authenticity to the work”

• Collaboration in work
  • DNR requested
  • Hospital Funded
  • Public Works installed
  • Data Collected by Park & Rec
  • Data Shared by Public Health
Equity: Access to Free Bicycles

• Austin, MN (population 24,718)

• Established a Red Bike Program
  • No cost bike share
  • Signs and instructions in English and Spanish
  • Bicycles recovered by Law Enforcement were used and spray painted Red
Statewide Bike Movement

• Creation of a Statewide Bicycle Plan
• Regional District Level Bike Plans
  • Implementing Bicycle Facilities on all state roadways
Applying This To Your Community

Kelly Corbin | Physical Activity Coordinator
Applying this to your community

1. Review the BFC application – where are your strengths & opportunities?

2. Gather Partners – interested and those with power

3. Take a Bike Ride – explore good, fair, and poor infrastructure to learn how it really feels

4. Create an action plan – where is there energy and possibility?

5. Keep meeting – this work is iterative and takes a while
Thank you again!

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Assessing the Economic Impact and Health Benefits of Bicycling in Minnesota

Study Objectives

The 2016 20-year Statewide Multimodal Transportation Plan described bicycling as an integral part of Minnesota’s transportation system. Minnesota Department of Transportation (MnDOT) contracted with a research team from the University of Minnesota to complete a study designed to better understand the economic impact and health benefits of bicycling in the state. The project used a four-component design. Together, the components demonstrate the economic impact from employment, transportation, tourism, recreation and that benefits of health. The study included the following elements:

1. A bicycling industry analysis using interviews with key industry informants, survey manufactures, parts suppliers and retail establishments.
2. Conducted visitor profiles of selected bicycling events in Minnesota to identify visitors’ characteristics and spending patterns.
3. Estimated the use of bicycling infrastructure in various parts of Minnesota to provide comprehensive estimate for the magnitude of bicycling infrastructure usages in the state.
4. An analysis and estimate the economic value of health benefits of bicycling by performing secondary analysis of existing data collected from the Coronary Artery Risk Development in Youth Study.

Findings from the project facilitated partnerships between transportation and health promotion planners, generated new knowledge about the magnitude of economic strength of the bicycling industry, produced information on market reach and consumer spending, demonstrated the health benefits of bicycling and develop information to support future development of infrastructure statewide. The project was completed from August 2014 through December 2016.
Technical Advisory Panel

- Tim Mitchell, MnDOT
- John Wilson, MnDOT
- Amber Dallman, MnDOT
- Greta Alquist, Toole Design Group
- Joanne Moze, Blue Cross Blue Shield
- Dorian Grilley, Bike Alliance
- Stephan Gildemeister, Depart. of Health
- Brian Fanelli, Explore Minnesota

Project Team: University of Minnesota

- Xinyi Qian, PhD. Principal Investigator, Tourism Specialist
- Greg Lindsey, PhD. Humphry School of Public Affairs
- Neil Linscheid, Extension Educator, Community Economics
- Mark Pereira, PhD. Professor, School of Public Health
- Brigid Tuck, Extension Analyst, University Extension

For more information

Contact:

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Visit the study’s webpage at mndot.gov/bike/research/economic-health-impact.html
Assessing the Economic Impact and Health Effects of Bicycling in Minnesota

ECONOMIC IMPACT OF BICYCLING EVENTS IN MINNESOTA

Bicycling events in Minnesota attract thousands of visitors annually. These visitors generate economic activity. Growth in events will lead to growth in economic activity. This component of the study focused on visitor characteristics and their spending patterns at a selected sample of bicycling events.

Goals of the study were to estimate the:

- economic impact of bicycling industry
- volume of bicycling infrastructure/facilities use
- economic impact of bicycling events
- health benefits of bicycle commuting

Why is this study needed?

- To date, no measure of the economic contribution of bicycle event visitors in the state exists
- Quantifying this activity is critical to understand bicycle events’ role in the tourism economy

Who are visitors?

Visitors are people who travel more than 50 miles for an event or who stay overnight in the event area away from home

This information was obtained to measure the direct effect of bicycle event visitors:

- Average daily spending
- Number of event attendees
- Ratio of visitors to attendees
- Number of days per event
Methodology
A list of Minnesota bicycling events was compiled and 26 events were surveyed. Online surveys were sent to event attendees via event organizers, generating 1,257 responses.

Events included non-race rides, high school races, mountain bike events, bicycle races, bicycle tours and one fundraiser.

Demographic information collected included: gender, age, income level, educational level, ethnicity, racial composition, zip code of primary residence.

Findings were summarized according to event type.

Findings
- Different types of bicycling events attract different types of people, although similarities exist.
- Participants also visited friends/relatives, did sightseeing, attended nightlife/evening activities, went shopping, visited state parks and camped.
- Survey respondents were more than satisfied with the events.
- Primary reasons for attending the event were to ride bicycles, social interaction, physical activity, the event location and route.
- All six types of events would benefit from increasing racial and economic diversity among attendees.

How can this information be used?
Findings can help event organizers and economic development, tourism and transportation officials plan bicycling events to promote the facilities where the events take place, the communities where the facilities are located and bicycle tourism as a whole.

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In 2015, bicycle event visitors supported $14.3 million of economic activity, including $4.6 million in labor income and 150 jobs.

The average bicycle event visitor spent $121.20 per day. Major expenses were event registration fees, lodging and dining out.

Bicycle event visitors spent an estimated $8.5 million while attending events.

93.4% of bike tour participants dined out while attending events.

An estimated 50,212 visitors traveled for events. Among them was 19,407 who traveled but didn’t participate in the event.

mndot.gov/bike/research/economic-health-impact.html
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Why is this study needed?
Prior research does not provide comprehensive understanding of economic impact of the bicycling industry in Minnesota.

Bicycling industry includes:
- Retailers
- Wholesalers and manufacturers
- Advocacy groups
- Service providers
- Bicycle-related businesses
Bicycling industry supported an estimated $777.9 million of economic activity in the state in 2014

These two bicycling industry themes emerged from 15 industry expert interviews:

**Passion for bicycling** - people in the bicycling industry are passionate about biking and that encompasses a lifestyle

**Retail trends and marketplace** – Retail sector for bicycling products is competitive

Insights from survey:

- People completed surveys because they want to support bicycling
- People value comfort, hybrid and lifestyle bikes as a retail segment
- Fat tire bike riders are a small but growing category of riders who ride primarily on trails
- Minnesota is home to two global bicycling products and equipment companies

Project findings will facilitate partnerships and benefit:

- Economic development
- Transportation
- Tourism
- Health
- Local economic development groups
- Economic development
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- Health
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- Health
- Local economic development groups

Who was surveyed

Online surveys to these groups was the main source of data for this study component. Data collected was on expenditures, labor income and employment.

- 282 bicycling businesses
- 15 bicycle industry leaders
- 16 non-profit organizations
- Information was also obtained from the U.S. Census Bureau

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mndot.gov/bike/research/economic-health-impact.html
ASSESSING THE HEALTH BENEFITS OF BICYCLE COMMUTING

The amount of bike commuting among Twin Cities adults and the estimated number of deaths prevented from that amount of biking were evaluated in this component of the study. Links were found between bicycling and common chronic diseases. This can be combined with average treatment costs to estimate the medical savings from bicycling. This is the first attempt to link bicycling with risk of death and illness in the Twin Cities Metro Area.

Goals of the study were to estimate the:
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Why is this study needed?
Chronic diseases need ongoing medical care. Bicycling is one of the strategies to reduce chronic diseases and death rate among adult population. However, no previous research assessed the health benefits of bicycle commuting in Minnesota for a larger group of people.

Methodology
Data from the Coronary Artery Risk Development in Young Adults Study was studied. The study includes working adults in the Twin Cities area. That data informed the design of the Twin Cities Cyclist Survey, which was used to estimate reduced disease and illness due to bicycle commuting. The World Health Organization’s Health Economic Assessment Tool was used to estimate the economic value of reduced deaths because of bicycle commuting in the Twin Cities.
Findings

Bicycle commuting prevents 12 to 61 deaths per year

How can this information be used?

While the research was conducted in the Twin Cities Metro Area, residents in other parts of Minnesota can also reap health benefits from bicycling. The findings provided state health and transportation officials and health care providers with multiple policy implications:

- promote active transportation via bicycling as a type of physical activity that can be integrated into daily lives through policies and intervention programs, e.g., employers to incentivize bicycle commuting
- develop consistent safety education and encouragement messages statewide to increase bicycle commuting
- through policies and intervention programs, such as the Nice Ride program, health and transportation sectors can promote active commuting via bicycling as a type of physical activity that can be integrated into daily lives

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Goals of the study were to estimate the:
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Why is this study needed?
Inability to know how many people bicycle in Minnesota, how often they ride and how far they ride limits the ability to establish policies, set meaningful targets, plan and invest efficiently in bicycling infrastructure.

How we measured infrastructure use, number of bicycle trips and bicycle miles traveled
Two primary sources of data were used:
- Metropolitan Council’s Travel Behavior Inventory – a 16-county inventory in the Twin Cities Metro Area that collects travel diary information on origin, destination, mode and purpose of each trip – 14,055 households
- MnDOT Omnibus 2013 Public Opinion Survey – a statewide sampling of people, which asks about frequency of bicycling, perceptions of safety and other factors that affect their decision to bicycle – 1,127 residents
Results

These results present the first-ever estimates of the annual number of bicycle trips and miles traveled by bicycle in the state. Although two different methods were used to calculate these numbers, results are comparable, indicating the estimates are reasonable.

Met Council Travel Behavior Inventory:
- Number of bicycle trips annually is between 87 million and 96 million
- Trips are higher in counties and regions in the state with larger urban populations
- The Twin Cities account for between 69 percent and 72 percent of the total number of trips and miles traveled in the state. Counties in other parts of the state have similar numbers of bicycle trips.
- 24 percent of cyclists in the Metro Area bicycle at least once weekly

MnDOT Omnibus survey:
- 75.2 million trips in the bicycling season
- 139 million miles traveled for trips statewide
- Most adults are infrequent cyclists – about once a month during the cycling season
- 26 percent of cyclists in Greater Minnesota bicycle at least once a week

How can this information be used?

These estimates will help state and local policy makers and transportation planners and engineers:
- Understand the current levels of bicycle infrastructure use
- Build a safe, sustainable transportation system that meets the needs of Minnesota residents in the 21st century

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mndot.gov/bike/research/economic-health-impact.html
This work requires ______________________

Bicycle Friendly Community is an __________ that communities can apply for.

The organization that supports communities and provides the awards is ________________________________ Check out their website to review the application along with success stories from across the country.  www.bikeleague.org

The 6 E’s of creating a Bicycle Friendly Community are:

1. ______________________________________________________________________________________

2. ______________________________________________________________________________________

3. ______________________________________________________________________________________

4. ______________________________________________________________________________________

5. ______________________________________________________________________________________

6. ______________________________________________________________________________________

List some of the Key Stakeholders for these workshops:

The two most important parts of the workshop are:
REFLECTIONS FOR MY COMMUNITY

Partners from my community who should be involved:

Bike Friendly Concepts/Ideas that would work in my community:

Questions for the presenters????

Thank you and please reach out to us for a copy of the PowerPoint and with any questions!

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