



BIKE & PEDESTRIAN INNOVATIONS



Bike & Pedestrian Innovations is part of the **Complete Streets** focus area of the Transportation Master Plan. **Complete Streets** is meant to foster all modes of transportation by creating roads and facilities where all modes can cohabitate safely in a close-knit transportation ecosystem.

IT'S TRUE. LOTS OF PEOPLE BIKE AND WALK IN BOULDER!



Boulderites bike to work at 20 times the national average.



Boulderites walk to work at 3 times the national average.

BUT NOT EVERYBODY FEELS COMFORTABLE BIKING ...

Studies have shown that 60 percent of bicyclists are "Interested but Concerned" riders. These are folks that enjoy riding a bike, but may be afraid to ride on the roadway with automobile traffic. According to the 2012 Travel Diary results, we think many are women:

- Men bike at a rate 2x that of women.
- 42 percent of all trips completed by women are by single occupant vehicles, in comparison to just 29 percent by men.

Everyone's input counts!
But, we are most interested in hearing from Boulder women (all ages and stages of life) to figure out how to close biking this gap.

What are the key factors that make walking & biking accessible and attractive to everyone?



In 2013, we'll test various walking and biking innovations

- Launch an interactive 'living laboratory' to engage neighborhoods, conduct walk audits and learn what makes a good pedestrian environment.
- Demo new bike facilities and programs to see if they are right for Boulder, potential innovations include cycle tracks, advisory bike lanes, trike bikes and skills workshops.
- Develop a Bike & Walk Action Plan and prioritize policies, projects and programs to implement over the next three to five years.

