The Pedaling & Walking Revolution
An International Trend

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Acknowledgements

- Bruce Landis – Sprinkle
- Tom Robinson – EDR
- US Congressman - Earl Blumenhauer
- Ken Rose - CDC
University of Rochester Bicycling/Walking Active Transportation Forum

- **Objectives:**
  - Identify safety, health and economic benefits of active transportation.
  - Identify new ROC initiatives to promote active transportation.
  - Identify incentives to encourage/promote active transportation at UR & ROC.
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- Safety – traffic calming
- Healthy lifestyle
- Economic benefits
- Happiness factor **IT’S FUN!!!**
Holland Cycling - Safety

- **Bicycling and Walking Traffic Calming Effect**
- **Holland bike commuter rate > 30%**
  - 3 X’s lower motor vehicle fatality rate for motorists
  - 5 X’s lower cyclist fatality rate
  - 6 X’s lower pedestrian fatality rate
As Bike - Ped Increases, Streets Become Safer

- Portland, Ore. bike crashes went down by 50% as bike traffic increased 9% annually
Active Transportation Promotes Health
Cycling & Health

- Children ages 5-11 are 5 X’s more likely to be obese than 40 years ago
- Holland:
  - Child Obesity rate 1/5 that in US
Urban Sprawl - Denver

Centers for Disease Control
Kids Living Design ???
CDC finds that adolescents who engage in regular physical activity are 20% more likely to receive an “A” in English or math.

“Children’s Active Commuting to School: Current Knowledge and Future Directions”, CDC, Preventing Chronic Disease, Volume 5: No 3, July 2008 referencing “Physical Activity and Sedentary Behaviors Are Associated with Selected Adolescent Health Risk Behaviors” Pediatrics Vol. 117 No. 4 April 1, 2006 pp. 1281 -1290
U.S. Dept. of Health and Human Services National Youth Risk Behavior Survey 2009 found positive association between physical activity and academic performance...
Active Transportation Reduces Obesity & DM

- Top 5 US active transportation cities have 20% less DM and Obesity than Ave.

Bicycling Health Benefits

- Cyclists have 15% better work attendance rates than non cyclists
- The health benefits of cycling outweigh the safety risks 9* to 1
  - *(de Hartog 2011)*
Economic Benefits
Costs and Benefits of Bicycling Improvements
Portland, Ore

- Modest Investment Scenario:
- The benefit to cost ratio was 3.8 to 1 for health and fuel savings

- Journal of Physical Activity and Health, 2011, 8(Suppl 1), S49-S58
AT Economic Benefits Portland, Ore.
6.5% Bike Commuting Rate: #1 in USA

- $1.1 Billion annually retained in the community 1.5% of individual revenues in Multnomah County
- Transportation Average US family budget: 19% in Portland it’s 15%
- Portland family budget savings: 4% ($2,500/family)
- Portlanders twice as satisfied as national average with transportation
- “Green dividend”
Cold Weather Issue: Minneapolis #2 Bike Friendly City USA - 4.5% Bike Commuting Rate

- Minneapolis mean Jan. temp. 15º F
  mean winter snowfall 54”
  - Prioritized bike paths plowed

- Rochester mean Jan. temp. 24º F
  mean winter snowfall 94”

- 5 of top 10 US bike cities are in cold, snowy climates, Minneapolis, Madison, Boulder, NYC & Chicago
Mayor Dave Cieslewicz
Madison, Wisconsin

“When it snows, we plow the bike paths first, by 7am”
Demand for Cycling & Pedestrian Improvements

- 53% of all adults who have bicycled in the past year would bike to work, if the route was safe. “If you build it, they will come”

- Americans would spend 22% of transportation funding on biking and walking infrastructure – about 15 times what is currently spent.
Cycling Popularity:
NBA MVP Labron James
Star Athletes Biking
Kevin Durant – Next NBA MVP?
Opportunities for the U. Of R.

- Bike Boulevards
- Bike Paths (Cyclopaths)
- Bike Lanes
Where Can We Put a Bike Boulevard?
Bike Boulevard: South of Eye Institute - Castleman Road
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Castleman Road Connects with Erie Canal Trail via Westmorland Park
Two Way Bike Path (Cyclopath) South Elmwood Trail
Bike path could run along the south side of Elmwood Avenue from the river to Brighton Town Hall
Reasoning

- Two-way, 8’ wide paved path alongside sidewalk, separated by grass strip
- Provides missing connection from U of R/Strong to north-south bike routes and to residential neighborhoods flanking Elmwood Avenue
- Gets bicyclists off dangerous Elmwood Avenue
- Reduces parking pressure at University and Strong
Much of The Route is Open Land: Along Al Sigl and Psych Center
Talent Attraction and Retention

“Biking is definitely part of our strategy to attract and retain businesses to compete in a mobile world,” Minneapolis Mayor R.T. Rybak says. “We want young talent to come here and stay. And good biking is one of the least expensive ways to send that message.”
Business Needs

• Companies are competing for this strong, creative class talent pool to compete in today’s fast-paced digital economy.

• 33 New York-based high-tech executives, including Foursquare, Meetup, and Tumblr, urged New York City and Mayor Bloomberg to creating a bike share program.
Quality of Life: Health, Safety, Happiness

"...my husband loves the outdoor playground; I love exploring the state; it is so beautiful..."
Thank You