



placesforbikes

HOW TO MAKE A CITY GREAT FOR BIKING



Protected bike infrastructure keeps different modes separate and safe.



An ad from Austin's campaign to promote bike infrastructure as a benefit for everyone.

LEARN MORE AT THE
ADVOCACY ACADEMY
academy.peopleforbikes.org

TALKING ABOUT BIKES

Gaining broad public support for bike infrastructure is a key step toward a great biking city.

Building a safe, interconnected network of protected bike lanes depends on gaining the support of people who only occasionally bike or never bike at all.

- 1 We need to change the way we talk about bikes.** Bike infrastructure gains greater support when it is put within the context of overall mobility solutions that improve travel for everyone. Negative impressions of bicycling are often the result of bad design, not fundamental dislike of bicycling or people who bike.
- 2 We need support from people that will never bike at all.** Well-designed bikeway networks allow not just bicyclists, but walkers and drivers to move with safety and ease, because everyone's traffic flow needs are met through careful planning and smart construction.
- 3 We can use one message to unite people with very different aspirations.** Framing the case for bike infrastructure as a benefit to everyone helps build consensus around transportation solutions.

Helpful Resources. Check out [research from PeopleForBikes](#), which explores public perceptions of bikes and mobility, and learn how [Austin, TX](#) used \$2 million in funding for ad campaigns to market multimodal streets as being safer for everyone, by providing space for everyone.