Building an Active Transportation Culture for Better Health

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Who is Bike Cleveland

Mission: Build livable communities by promoting all forms of cycling and advocating for the rights and equality of the cycling community.

- Formed at the request of City and County planners, foundation representatives, bike advocates, Community Development Corporations, health community
  - 3 staff
  - 15 member board of directors
  - 1,000+ members
The Problem

For the past 75 years we’ve built a transportation culture built around the automobile

- Wide roads, fast cars, lack of safe alternatives
- The result: Landscapes that are difficult, unsafe for people to bike and walk.
History – 1974 – The Good

Source: Toole Design Group
History – 1974 – The Bad

“Vehicular cycling...Is faster and more enjoyable, so that the plain joy of cycling overrides the annoyance of even heavy traffic.”

John Forester

Source: Toole Design Group
Back to the Problem

Active Transportation is a way to heal what is ailing us

- Obesity, heart disease, and diabetes and their related illnesses are the leading causes of preventable deaths in the United States
  - Lack of physical activity are root causes

- There is desire to bike and walk
  - 56% of population want to bike but are concerned
  - 52% of Americans want to live in a place they can walk to work
    - 2015 Urban Land Institute Survey
Changing the Culture

How Bike Cleveland is building an active transportation culture in Greater Cleveland

- Advocacy
  - Street Design
  - Policy
- Education
- Encouragement
Infrastructure
Bike Facility Growth

*Prior to 2009, there were 36.6 miles of existing bike infrastructure.*
Policy
Education
Encouragement