



living streets alliance

promoting “Streets for People”
in the greater Tucson region

Our mission:

To promote healthy communities
by empowering people to
transform our streets into
vibrant places for walking,
bicycling, socializing, and play.

Our work

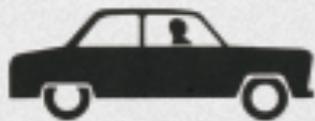
1. Encouragement

2. Education

3. Advocacy

Important Stats/Concepts:

1. Streets are **public space**
2. At any point in time roughly **1/3 of the population** can not or does not drive
3. Nearly 50% of household trips in the U.S. are **2 miles or less** (it takes 5 minutes to walk $\frac{1}{4}$ mile; about 5 minutes to ride 1 mile)



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4 Types of Cyclists



Kidical Mass



Bike-In Movies



Cyclovia Tucson



 living streets alliance presents:



BIKE FEST

CELEBRATING LIFE ON TWO WHEELS ALL APRIL LONG!



DOZENS OF FUN, FREE BICYCLE EVENTS, GIVEAWAYS AND PRIZES

BIKEFESTTUCSON.COM



Bike Fest

- Dozens of events
- Prizes & giveaways
- 2-Mile Commuter Challenge
- Pedal the Pueblo

Education



Bikes = Sustainability

BETTER SAFETY, MORE BIKING

Physical fitness improves work. ¹¹ People who ride their bike regularly benefit in many different ways.

UP TO **32%**

USE FEWER SICK DAYS

UP TO **55%**

HAVE LOWER HEALTH COSTS

UP TO **52%**

INCREASE PRODUCTIVITY

A SHIFT TO CAR-LITE LIFE

The average young person is driving less and biking and taking transit more. ⁴

+24%



+40%



-23%

Bikes = Sustainability

\$510

For every quarter mile nearer to an off-street bicycle trail, the median home value in Minneapolis-St. Paul increases by \$510. ¹



BIKE SHOPPING: SMALLER TRIPS, MORE VISITS

People who arrive to a business on bike spend less per visit but visit more often, resulting in more money spent overall per month. ¹²

In Portland, OR, people who traveled to a shopping area by bike spent 24% more per month than those who traveled by car.

Studies found similar trends in Toronto and three cities in New Zealand.

AVERAGE SPENDING
PER TRIP



Auto

Bike

AVERAGE SPENDING
PER MONTH



Auto

Bike

Bicycle-Friendly Business Program



Advocacy: Creating a vision of streets that enhance our quality of life



Before

Advocacy: Creating a vision of streets that enhance our quality of life



Why living streets?

Because transportation can be place-making...



Why living streets?

Because transportation can be
place-making... or **place-breaking**



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