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 ¼ mile; about 5 minutes to ride 1 mile)
4 Types of Cyclists

- 10% Enthused & Confident
- 1-2% Strong & Fearless
- ~50% Interested but Concerned
- ~1/3 Not Interested in Bicycling
- Women
- Families
- Next generation of would-be cyclists
- Elderly or Disabled

living streets alliance
Kidical Mass
Cyclovia Tucson
Bike Fest

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

BIKE FEST
CELEBRATING LIFE ON TWO WHEELS ALL APRIL LONG!

DOZENS OF FUN, FREE BICYCLE EVENTS, GIVEAWAYS AND PRIZES
BIKEFESTTUCSON.COM
Education

economic

environment

social

living streets alliance
Bikes = Sustainability

**Better Safety, More Biking**
Physical fitness improves work. 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.

- **+24%**
- **+40%**
- **-23%**

living streets alliance
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.

<table>
<thead>
<tr>
<th></th>
<th>Average Spending Per Trip</th>
<th>Average Spending Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto</td>
<td>$13.70</td>
<td>$61.03</td>
</tr>
<tr>
<td>Bike</td>
<td>$10.66</td>
<td>$75.66</td>
</tr>
</tbody>
</table>

¹ [Source: City of Portland]
¹² [Source: City of Portland]
Bicycle-Friendly Business Program
Advocacy: Creating a vision of streets that enhance our quality of life
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After
Why living streets?

Because transportation can be place-making…
Why living streets?

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