

STATE OF THE HUB

Boston Bikes Year-End Update, 2010



City of Boston
Thomas M. Menino, Mayor



City of Boston
Mayor Thomas M. Menino



Ethan Fleming
Designs



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Dear Friends,

January 27, 2011

I am pleased to present this summary detailing the accomplishments of my Boston Bikes initiative. I launched Boston Bikes three years ago with the goal of transforming Boston into a world-class bicycling city.

The City of Boston has made tremendous gains since I started the program in 2007. Once known as the worst cycling city according to *Bicycling Magazine*, we can now safely say that Boston is one of the leading bike-friendly cities in the country. With your help, bike ridership in our city has doubled. We now have the 10th highest ridership levels of the 70 largest US cities.

We have created 1,500 new bike parking spaces, added 33 miles of bike lanes, worked with more than 2,500 youth in 2010 alone, and engaged more than 35,000 cyclists in a variety of programs, both old and new. Hub On Wheels, Bike Friday, Bay State Bike Week, Roll it Forward, and Bike to Market are just some of the fantastic events celebrated by the Boston cycling public this year. Today, residents from Allston, Jamaica Plain, and Roslindale can bike to downtown Boston almost exclusively via protected paths and marked bike lanes.

As I look at all we have accomplished, I am most proud of the community we have created, our success in creating inclusive programs that reach all citizens, and our implementation of cutting-edge infrastructure and practices.

Boston Bikes is about more than bicycling; it is about our collective community. Together, we will work to make Boston the most welcoming city for cyclists. And together, we will make Boston a more livable community for everyone.

I look forward to working with all of you in 2011 to build on our success and continue our great efforts.

Sincerely,

Thomas M. Menino
Mayor of Boston

EXECUTIVE SUMMARY

Boston Bikes challenges the notion that change can't happen fast. Since launching the program in 2007, cycling in Boston has more than doubled. Known as the worst cycling city according to Bicycling Magazine, as recently as 2006, Boston now has the 10th highest ridership in the country; Bicycling Magazine rated Boston as the "Future Best City". Additionally, Mayor Menino chairs the Conference of Mayors Bicycle Task Force, and with the help of the Federal Transit Administration and numerous partners, Boston is on track to be one of the first cities in the nation to launch a bike share program.

By all accounts, 2010 was a breakout year. Boston unfurled 20 miles of bike lane, installed 700 new bike parking spaces, launched one of the most comprehensive Community Bike Programs in the country, and implemented cutting-edge practices which ensure Boston's new place as one of the country's leading biking cities.

This report details the City's accomplishments, since the program's inception in 2007

- Bike Lanes
- Bike Network
- Bike Parking
- Bike Share
- Bike Safety
- Economic Development
- Community Bike Programs
- Roll It Forward
- Youth Cycling Program
- Bike to Market
- R.O.C.K. Roll & Ride
- Bike Week
- Bike Friday
- Hub On Wheels & TD Bank Mayor's Cup Pro Race
- Bike Friendly Business Awards
- Bike Map
- Evaluation & Statistics
- Partners

Bike Lanes

Building a dense network of interconnected bike lanes is the cornerstone of Mayor Menino's bike programs. In 2010, Boston added a staggering 20 miles of bike lane. Put into perspective, this massive effort more than doubles the eight miles produced on average by leading bike friendly cities the size of Boston. Boston's bike network now stretches 50 miles and includes 35 miles of bike lanes and marked shared lanes, and 20 miles of off-street multi-use paths.

Boston also began to push the envelope in the types of bike lanes installed. Over the last three years, Boston studied progressive facilities from other leading cities in the US and abroad. This year, Boston Bikes brought these ideas home, implementing numerous best-practice bike lane

facilities and cutting-edge practices. Look for Boston to continue to implement progressive strategies in 2011 and beyond.

Cutting-Edge Bike Accommodations, 2010

- Cycle-track (protected bike lane) on Western Ave
- Left-sided bike lanes on Commonwealth Ave
- Extra-wide bike lanes on Beacon Street
- Bike boxes in the Back Bay
- Green bike lanes over trolley tracks at Packard's Corner and South Huntington

"... Mayor Menino recognizes people's right to get around the city freely. ... Almost every week I notice new bike lanes laid down in vital areas around the city. Congratulations on making Boston a shining light in bike transportation." - Patrick

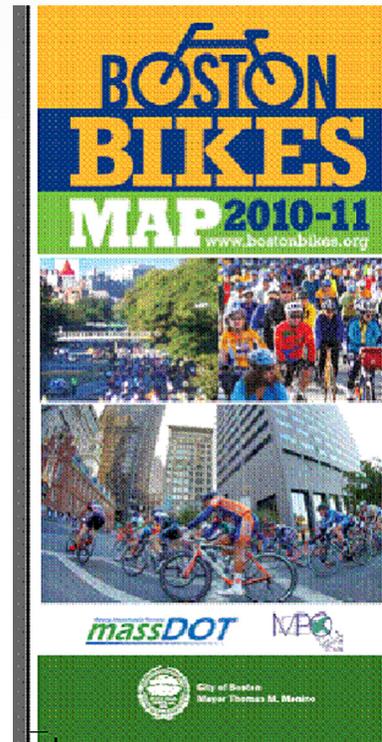
"... I love the new bike lanes on comm. Ave.! They are amazing!" - Shane



Bike Network

Mayor Menino's vision for an interconnected network of bikeways is beginning to be realized. Cyclists can now traverse parts of Boston entirely on bikeways, experiencing bike lanes that feed onto multi-use paths which transition back to bike lanes.

In January 2011, Toole Design Group began working on Boston's Bike Network Plan. The project kicked off with an introductory meeting with the Bike Network Working Group. This group of advisors represents new and veteran cyclists from all neighborhoods and walks of life, ensuring that the network serves all citizens of Boston. The project will require one year for completion. Boston Bikes looks forward to working with the public through multiple public meetings to create a plan that fits everyone's needs.



Boston, long known as a minefield for bicycle riders, is feverishly working to shed that reputation by creating bike lanes, installing bike racks, restoring bike paths and urging residents to switch from horsepower to pedal power. – New York Times, August 2009

“Thank you Mayor Menino! ... the new Comm Ave bike lane extension... is a terrific addition to the City's bike accommodation program.” – Jerome

Bike Parking



In 2007, Mayor Menino pledged to add 250 bike parking spaces per year for three years, starting in 2008. Boston Bikes achieved the goal.

In 2008 and 2009, Boston Bikes installed 500 hitch style bike racks, 250 per year, mostly in commercial areas, and mostly in response to requests from residents and workers in Boston.



In 2010, the City continued to install hitch racks in response to requests. Additionally the City installed numerous large, “campus” racks at schools and public housing, in hopes of encouraging cycling among all demographics.

Boston also installed its first artistic racks this year – three racks in Brigham Circle, designed by youth from Artists for Humanity and implemented in partnership with the Mission Hill community. The City looks for more opportunities to install artistic racks.

Finally, the City is in the process of establishing aggressive bike parking requirements for new developments, to ensure ample secure parking for commuters and residents in newly constructed buildings.

Bike Parking Statistics (as of 12/31/2010)	
Total City-owned Parking Spaces in Boston	2438
Parking Spaces added 2008-2010	1636
Boston Public Schools with racks	34%
Boston Housing family sites with racks	44%
Artistic Racks	4
On-street bike racks	1

Bike Share

The City of Boston is looking to be one of the first cities in the United States to launch a bike share program, beginning in the summer of 2011. Denver, Minneapolis, and Washington, DC launched in 2010. Boston may well be next.

In 2010, Boston secured \$3 million in funding from the Federal Transit Administration, in partnership with the MBTA. Coupled with support from the Boston Public Health Commission, the state's Congestion Mitigation and Air Quality grant, and numerous sponsorships, the City has taken significant steps to make this project a reality.

Bike Share Projections	
Stations	61
Bikes	600
Annual Members	5,000
Annual Rides	330,000
Vehicle Miles Eliminated	151,800

Bike Share programs around the world have seen unparalleled success in their ability to change transportation habits, reduce greenhouse gas emissions, and tackle obesity issues. Paris's program, launched in June 2008, remains one of the most successful, resulting in 75,000 daily bike trips, 84 million bike rides, and a reduction of





millions of car trips in the program's three years. Estimates for the Boston Bike Share program forecast a significant increase in bike ridership, rising to more than 300,000 annual bike trips. Research points to 5,000 subscribers in the first year.

Boston's Bike Share program could launch as early as 2011 with 600 bicycles at 60 stations, and eventually grow to 3,000 bicycles at 290 stations in Boston and 2,000 bikes at 150 stations in neighboring communities.

Bike Share will succeed because it makes biking convenient, inexpensive, and appealing for all users. With stations every 300 meters throughout the city and surrounding areas, participants access a bike with a swipe of a card, and can return bikes to any station. Users will be able to purchase yearly, monthly, or daily passes, and the first 30 minutes of any ride are free to encourage short trips with frequent turnover of the bicycles. With the impending roll-out of the Bike Share program, Boston will have certainly earned its reputation as a "World-Class Biking City."

Safety

If all goes as planned, Bostonians and visitors will ride these bikes to run errands, reach their workplaces, travel from tourist site to tourist site and from meeting to meeting. All of this, officials say, will make drivers and bikers more respectful of each other, and possibly take some cars off the city's road ways. – Boston Globe, July 2009

In 2010, Mayor Menino hosted two Bike Safety Summits in response to concerns surrounding a number of serious bicycle accidents, including one fatality. Panelists at the inaugural summit included:

- Thomas Tinlin, BTD
- Ed Davis, Boston Police Commissioner
- Barbara Ferrer, Boston Public Health Commission Executive Director
- James Hooley, Boston Chief of Emergency Medical Services
- Nicole Freedman, Boston Bikes
- Jeff Mullan, Mass Trans Secretary
- Rich Davey, MBTA General Manager

The ultimate goal of the summits was to institute a formal safety program both to prevent and track bike accidents. In response to the Bike Safety Summits, all agencies reported making significant improvements to enhance bicycle safety. Across the agencies, cooperation increased in regards to sharing accident data and resources. Additionally, all agencies placed a focus on bike safety education, both among their employees and their patrons.



“Congratulations on the huge success last night. You have changed the institutional culture!” - Andrew



Safety Summit Outcome Highlights

"I attended Mayor Menino's Bike Safety Summit today and I just wanted to thank you for organizing this forum. ... Boston really does have potential to be the best bike city in the USA!" - J.S.

"Congratulations on the huge success last night. You have changed the institutional culture!" – Andrew

Boston Police Department

- Added enforcement for cyclists not following rules of the road
- Updated accident reporting to track bicycle crashes in their own separate category
- Providing bicycle training for all officers going through academy
- Assigned bike liaison to Boston Bike Advisory Group
- Targeting vehicle and bike enforcement in areas showing high bike crash rates

Boston Public Health Commission and Boston Emergency Medical Services

- Selling low-cost helmets throughout the city
- Providing comprehensive analysis of crash data from EMS, emergency rooms, Boston Bikes, and Boston Police
- Updated crash reporting to track helmet use, time of day, and other requested data
- Sharing crash data with Boston Bikes, Boston Transportation, and Boston Police
- Produced bike safety PSA

Massachusetts Department of Transportation

- Passed ban on texting while driving
- Ensuring bridges include bike accommodations
- Updating drivers manual and test to include bicycle sections

- Adding bike lanes to Massachusetts Ave, Commonwealth Ave, and Route 99 Bridge
- Partnered with Mass Bike on 'Same Roads Same Rules' campaign

Massachusetts Bay Transportation Authority

- Creating new training materials and tools
- Disseminating bike information to drivers through bulletin and posters
- Incorporating bike issues into complaint/defensive driving training
- Including bike issues in driver recertification training
- Added video on buses for use in investigating accidents
- Adding decals on buses warning cyclists and vehicles of blind spots

Boston Bikes and Boston Transportation Department

- Analyzing survey of 2,500 self-reported accidents and locations
- Sending bike education information to all Boston drivers with excise tax mailings
- Added painted bike lanes on key trolley crossings
- Increasing enforcement of double parked cars, particularly in Kenmore Square

Economic Development

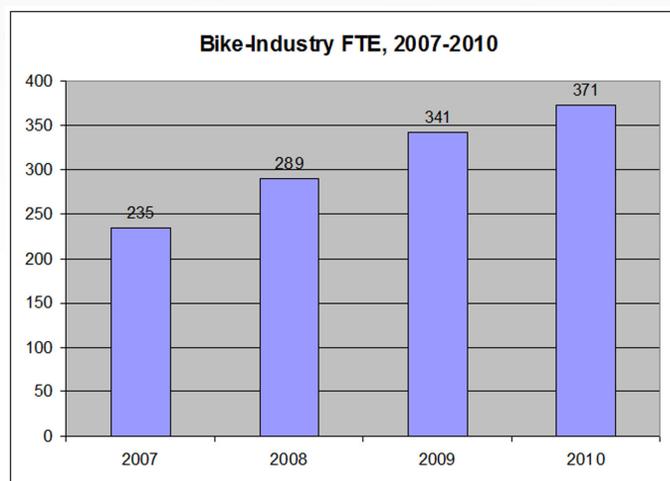
Although on the back end of the recession, Boston Bikes has successfully and dramatically increased bike-related jobs in the city. The City of Portland, Ore. calculates that the annual economic impact of the bicycle industry is \$90 million¹;

Boston hopes to follow in their footsteps.

Using a job tracking system, implemented in 2010, Boston Bikes tracked job related data back to 2007. Preliminary results are as follows.

Economic Impact

- FTE (full-time equivalent) bike jobs increased nearly 60% since 2007.
- FTE bike jobs total over 350.
- Nine bike businesses have opened/are about to open since 2007.
- 2 bike businesses expanded substantially^[2]



^[1] The Value of the Bicycle Related Industry in Portland, Alta Planning, 2008

^[2] Based on preliminary analysis of Boston Bikes 2010 Job Impact Survey. Data subject to change.

Community Bike Programs



Boston is taking the lead on ensuring that the Boston Bike initiative includes all citizens. In 2010, Boston Bikes, in concert with the Boston Public Health Commission, built on prior programs to launch a comprehensive Community Bike Program. The success of this program has garnered national attention and was most recently featured in Michelle Obama's "Let's Move" newsletter. Four components comprise the program.



Roll it Forward

The Roll it Forward program aims to collect, repair, and distribute up to 1,000 bikes to Boston's neighborhoods by the spring of 2012. Every recipient of a bicycle from this program will be fitted with a helmet and required to demonstrate safe bicycle handling skills. The program has distributed more than 250 bicycles and collected more than 600 bicycles to date.

Roll it Forward has partnered with the long-standing bicycle education and advocacy group Bikes Not Bombs to provide hands-on practice of safe and courteous cycling and proper bike fit. Other key partners include: Pedro's Bicycle Care, Quality Bicycle Products, International Bicycle Centers, Bikes Not Bombs, Eastern Mountain Sports, Wheelworks Bicycle Stores and Cycling Centers, Giant Cycling World, Salem Cycles, the Wellesley Recycling and Disposal Facility, and the Sudbury Recycling and Refuse Center.

This program sounds great! I have an old bike that I was going to fix up, but I would rather donate it to such an amazing cause... Thank you and please keep rolling programs like this out in the city of Boston. — Kevin

"This is a great cause! —A.M.



Youth Cycling Program

"It was a huge success, with several students on bikes for the very first time. ... thanks for a wonderful program. ..."
-Caitlin

"It was so awesome! And thanks for teaching me how to ride a bike my mom and dad are proud of me." - Henry



Boston Bikes' Youth Cycling Program encourages bike riding among young people by teaching them the skills to ride safely and creating sheltered opportunities to practice. In so doing, the program fosters a lifelong love of cycling from a young age.

throughout Boston, offering classes and activities for kids and teens from kindergarten all the way through 12th grade. The program encourages follow-up cycling at R.O.C.K. Roll & Ride, or with Bikes Not Bombs and Trips for Kids.

Boston Bikes staff and volunteers deliver a fleet of bicycles and helmets to schools and community centers

In 2010, 1,800 youth completed our program, which includes multiple on-the-bike sessions. In 2011, the Youth Cycling Program aims to graduate thousands more young cyclists.



Bike To Market

This year saw the beginning of mobile bike shops to fill the void in neighborhoods where bike shops don't exist. Bike to Market, delivered by the Boston Cyclists Union, set up shop at various Farmers Markets, mostly in lower-income neighborhoods. All told, the popular initiative repaired 600 bicycles at 30 Farmer's Markets throughout the spring and summer season.

Before

Boston as a bicycling mecca? "The Red Sox won the World Series, so anything can happen." – Steve Madden, as quoted in the Boston Globe, March 5, 2006

After

"Watching a city like Boston turn its city cycling plans into reality has been an incredibly gratifying process for us," – Steve Madden, as quoted in Boston Globe, September, 8, 2008

"Every day I ... benefit from all you do ... I never dreamed I would see such positive changes."
– Martha



R.O.C.K. Roll & Ride

A staple of the Mayor's bike programs, R.O.C.K. Roll & Ride is a series of neighborhood bike days offering a wide variety of cycling-themed activities. These events engage residents in their own community, encouraging families to ride together as they enjoy a day of cycling.

bike rodeos, obstacle courses, trail rides, flat-changing workshops, bike safety clinics, and free hands-on bike maintenance. Free family bike rentals were available, hundreds of helmets were given away, and music and free food rounded out the festival atmosphere.

Boston Bikes partnered with the Boston Centers for Youth & Families and dozens of community partner organizations to deliver activities such as

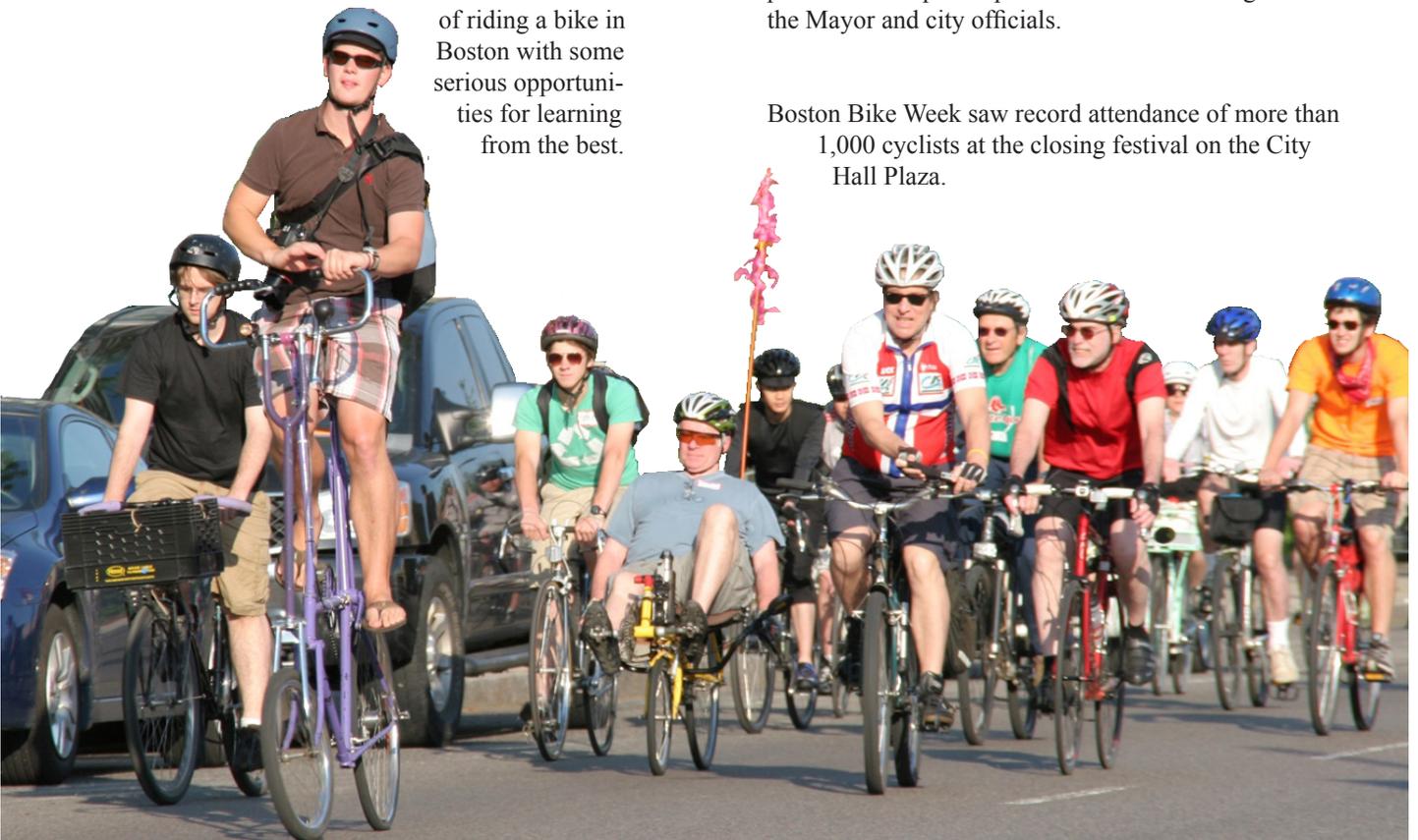


Boston Bike Week

Boston's Bike Week runs in conjunction with other state and national events, usually held in mid-May during National Bike Month. This year's event combined the traditional celebration of riding a bike in Boston with some serious opportunities for learning from the best.

Cities for Cycling, a project of the National Association for City Transportation Officials, visited Boston to share a wealth of information about urban cycling best practices via a public presentation and meetings with the Mayor and city officials.

Boston Bike Week saw record attendance of more than 1,000 cyclists at the closing festival on the City Hall Plaza.



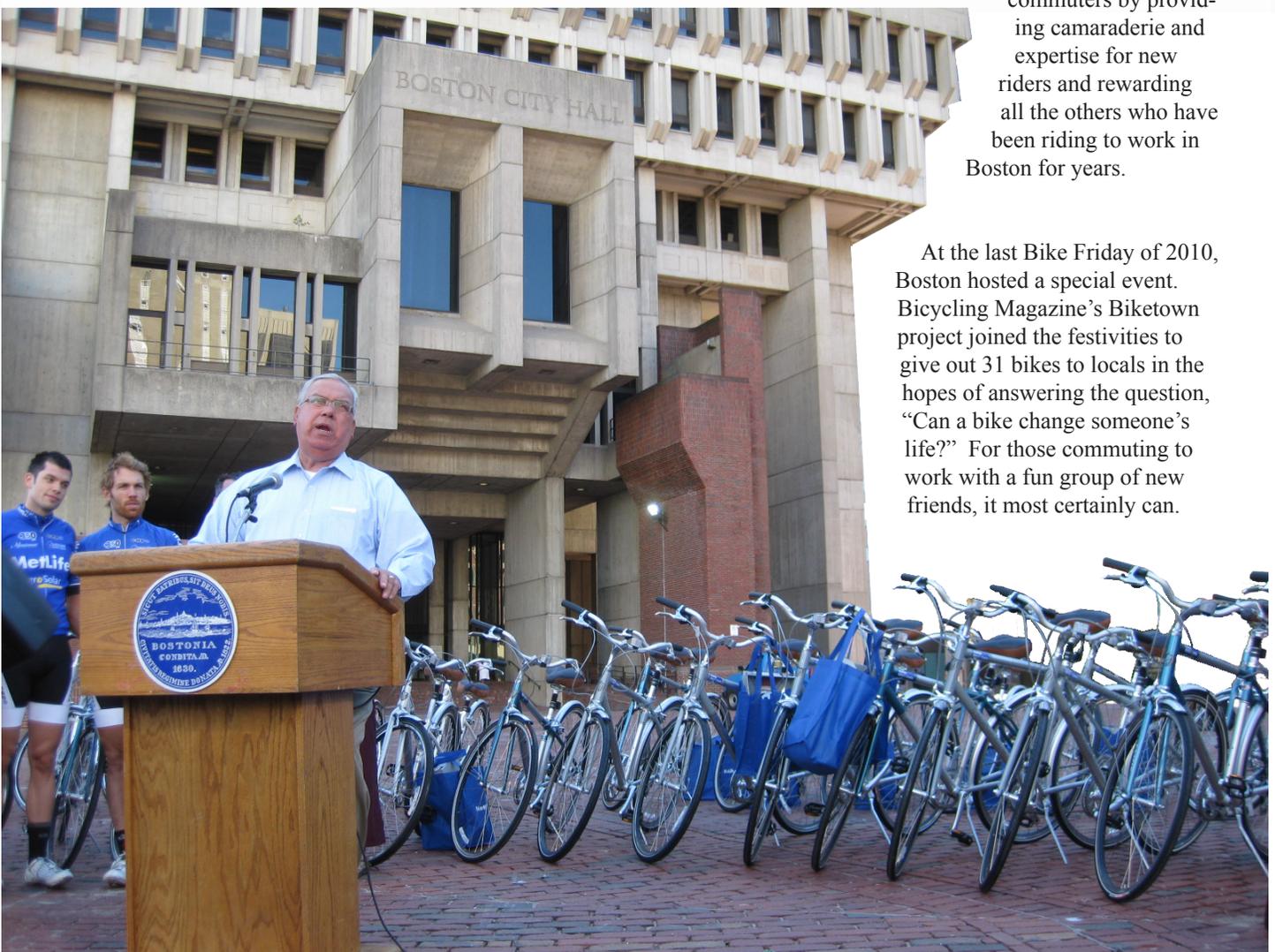
Bike Fridays

On the last Friday of each summer month, hundreds of cyclists from Boston's outlying neighborhoods and suburbs descended upon the city center en masse, arriving at City Hall Plaza to free breakfast, giveaways, and special recognition. Bike Fridays functions like a large-

scale bike carpool to encourage Bostonians to commute by bike. Cyclists meet at pickup spots all the way from Arlington to Dorchester and commute in spirited convoys, with experienced commuters leading the way. The program is steadily increasing the number of bike

commuters by providing camaraderie and expertise for new riders and rewarding all the others who have been riding to work in Boston for years.

At the last Bike Friday of 2010, Boston hosted a special event. Bicycling Magazine's Biketown project joined the festivities to give out 31 bikes to locals in the hopes of answering the question, "Can a bike change someone's life?" For those commuting to work with a fun group of new friends, it most certainly can.



Hub On Wheels

“Hub On Wheels experience was fantastic. I loved getting out in the city and getting to ride with thousands of others!”
– anonymous

Hub On Wheels gives participants a unique opportunity to explore Boston’s neighborhoods, parks, and waterfront. One of the highlights of the ride is biking Storrow Drive, which is closed to cars for the event. Bostonians from all walks of life come out to ride, and with 10-, 30-, and 50-mile routes looping through Downtown, the Back Bay, Jamaica Plain, Roslindale, Hyde Park, Dorchester, and South Boston, it presents a truly unique way to see our great city.

picture-perfect weather and extensive entertainment at the Boloco Block party, featuring live music, a world class bicycle trials demonstration, vendor tents and of course, delicious burritos. This was the first year that Hub On Wheels festivities were held on the same day as the TD Bank Mayor’s Cup Pro Race, allowing more Bostonians to enjoy both their own ride and the exciting professional racing held later in the afternoon.

2010 marked the largest attendance ever at Hub on Wheels, with more than 4,000 cyclists participating in the citywide bike ride and thousands more attending the TD Bank Boston Cycling Celebration at City Hall Plaza. Together, these events formed the largest cycling festival on the East Coast. Participants enjoyed



TD Bank Mayor's Pro Cup

"I never watched a bike race before and this one had me on the edge of my seat!" – anonymous

With more crowds on hand to cheer on the racers, the TD Bank Mayor's Pro Cup Criterium was a faster and louder event than ever. TD Bank supplied the cowbells; an elite field of men's and women's racers supplied the pedal-power. In the men's race, newly crowned Criterium National Champion Daniel Holloway rode his stars-and-stripes jersey for a decisive win after initiating a breakaway group early in the race. The women's race was much closer, with Lauren Tamayo (Peanut Butter & Co. –Twenty12) edging

out her win by mere hundredths of a second. This year's race also hosted a mascot race, a kid's race, and a corporate challenge relay race, all featuring professional race commentary from the grandstands by Dave Towle and former Tour de France rider Frankie Andreu. In only two years, this race is already attracting top professional teams and a world-class field, making it one of the most exciting spectator events in the country.



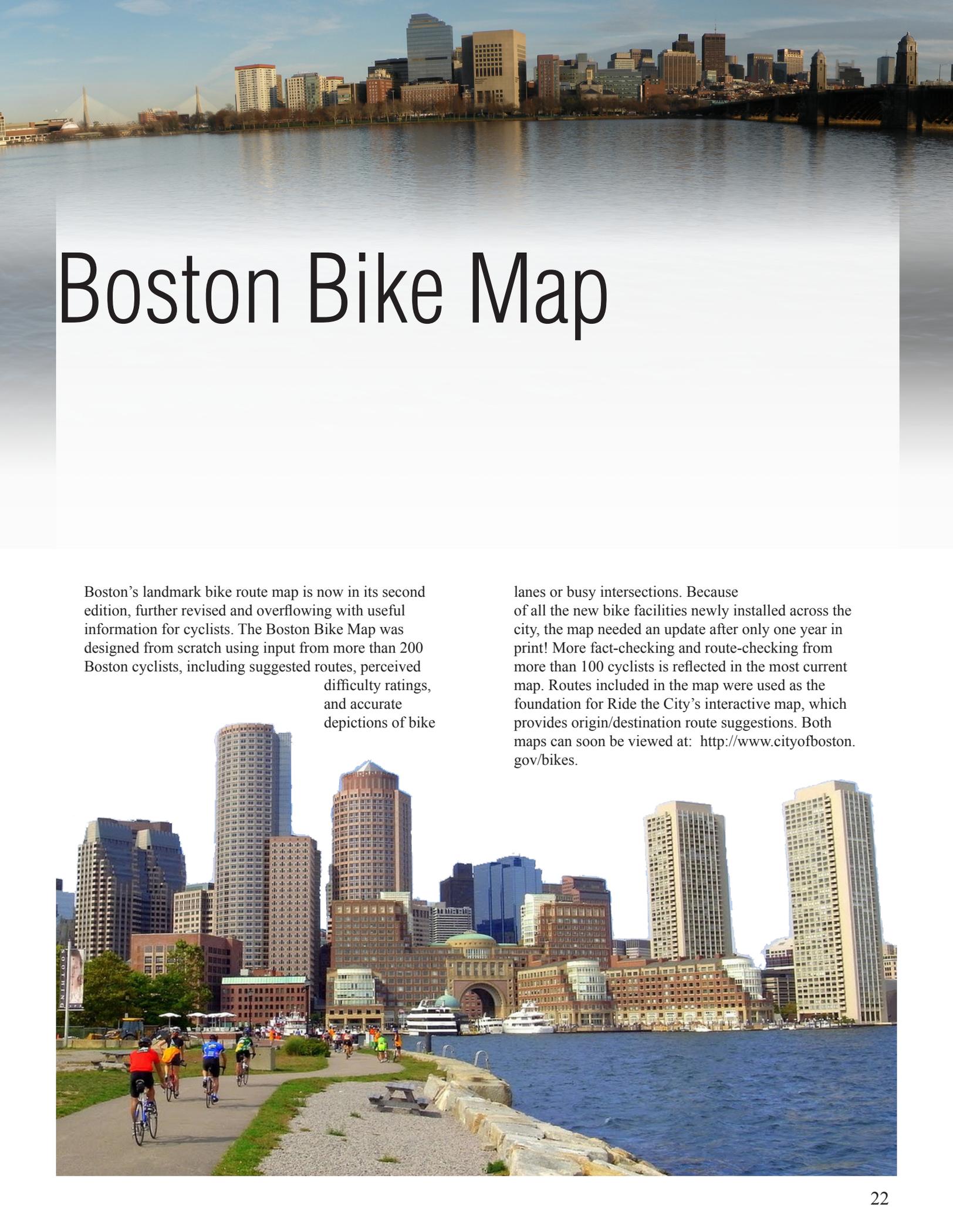
Bike Friendly Business Awards

Now in its third year, Mayor Menino's Bike Friendly Business awards recognize companies that incorporate bike-friendly practices to encourage their employees or customers to ride. This year, more Boston companies than ever before applied for "bicycle-friendly" status. Gold, Silver, and Bronze awards are awarded according to the number and scope of bike friendly practices a company undertakes. Basic practices include installation of outdoor bike racks, financial incentives for bike commuters, or hosting a commuter fitness contest for employees. More significant steps

are recognized at a higher level, such as providing secure, covered bike parking, or promoting shower facilities for commuter employees.

Businesses that win an award attend a special ceremony with Mayor Menino where they receive a certificate and a coveted "Mayor Menino's Bike Friendly Business" sticker to proudly display in their window. Congratulations to all of Boston's bike friendly businesses, including 2010's "Most Bicycle Friendly" business, Beth Israel Deaconess Medical Center. All winners can soon be viewed at <http://www.cityofboston.gov/bikes>.

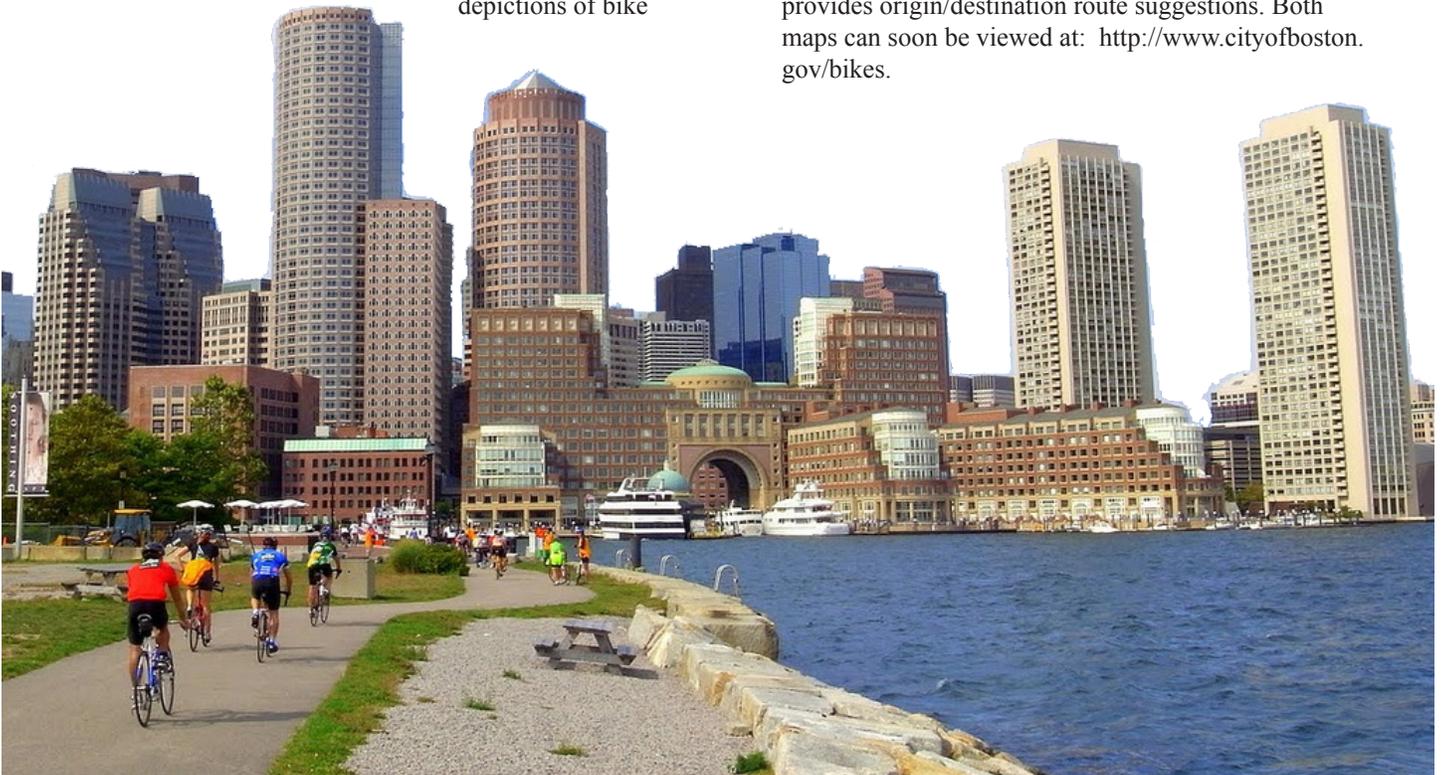




Boston Bike Map

Boston's landmark bike route map is now in its second edition, further revised and overflowing with useful information for cyclists. The Boston Bike Map was designed from scratch using input from more than 200 Boston cyclists, including suggested routes, perceived difficulty ratings, and accurate depictions of bike

lanes or busy intersections. Because of all the new bike facilities newly installed across the city, the map needed an update after only one year in print! More fact-checking and route-checking from more than 100 cyclists is reflected in the most current map. Routes included in the map were used as the foundation for Ride the City's interactive map, which provides origin/destination route suggestions. Both maps can soon be viewed at: <http://www.cityofboston.gov/bikes>.



Evaluation & Statistics

Throughout the year, Boston Bikes evaluates all programs to ensure they meet the needs and interests of Boston residents.

Boston Bikes regularly seeks public input in this endeavor. In 2010, 4,800 individuals and organizations participated in three major Boston Bikes surveys.

1. Boston Bikes Annual Survey: Tracked demographics, trends, accidents, event issues, new-rider needs, and planning issues. (4585 respondents)

2. Boston University Helmet Survey: Solicited feedback to understand how to encourage at-risk demographic to increase helmet use. (211 respondents)

3. Job Tracking Survey: Outreached all Boston-based bicycle related organizations and companies to track job growth. (35 respondents)

Additionally, Boston Bikes conducted its annual traffic counts at 24 locations. The Boston Public Health Commission is analyzing crash data from Boston Emergency Medical Services, Boston Police Department and local emergency departments. Further, Boston

Bikes confirmed ridership using information compiled by the League of American Bicyclists.

Together, these sources of data provide a broad picture of cycling in Boston.

Key findings can soon be found at www.cityofboston.gov/bikes once fully analyzed.

Boston Bikes will continue seek public input in the upcoming year to improve bike safety, education, and ridership.





Key Findings

Ridership

- Ridership increase 2007 through 2009: 122% ^[2]
- Bike commute mode split as of 2009: 2.11 % ^[3]

Helmets

- Citywide helmet usage: 72% ^[4]
- Helmet use among EMS calls: 45% ^[5]
- 32% of cyclist that self-report wearing a helmet “Never” or “Sometimes” say affordability would encourage them to wear a helmet. ^[6]

Gender

- Citywide gender ratio: 72% male to 28% female. ^[7]

Crashes

- Roads with most bike crashes: Massachusetts Ave and Commonwealth Ave. ^[8]
- Boston crash rate: one crash per 1,030 miles. ^[9]
- Percent of bike crashes involving a car: 37% ^[10]
- Percent of bike crashes involving a pedestrian: 5% ^[11]

Trends

- 44% of respondents cite “Best commute option for work” as why they started cycling. ^[12]
- Men perceive biking on streets in Boston as a safer activity than do women. ^[13]
- Both men and women cyclists perceive cycling on off-road paths as significantly more safe than biking on Boston streets. ^[14]

^[1] Key Findings are based on preliminary analysis of data and are subject to change.

^[2] Source: League of American Bicyclists 2009 Bicycle Commuter Rates in U.S. 70 Largest Cities

^[3] Source: League of American Bicyclists 2009 Bicycle Commuter Rates in U.S. 70 Largest Cities

^[4] Source: 2010 annual counts

^[5] Source: Boston Public Health Commission study on bike crashes, based on EMS data, 2010. This number was derived from 55% of all EMS calls that provided data on helmet use.

^[6] Source: Boston Bikes BU helmet survey, 2010

^[7] Source Boston Bikes annual counts, 2010

^[8] Source: Boston Bikes Accident Survey, 2009

^[9] Source: 2009 Boston Bikes Accident Survey

^[10] 2009 Boston Bikes Accident Survey

^[11] 2009 Boston Bikes Accident Survey

^[12] Source: 2010 Annual Boston Bikes Survey

^[13] Source: 2010 Annual Boston Bikes Survey

^[14] Source: 2010 Annual Boston Bikes Survey

Partnerships



City of Boston
Thomas M. Menino, Mayor

Mayor's Office

Administration and Finance

Arts, Tourism and Special Events

Boston Center for Youth and Families

Boston Housing Authority

Boston Historic District Commissions

Boston Landmark District Commission

Boston Parks & Recreation Department

Boston Police Department

Boston Public Health Commission and Emergency Medical Services

Boston Public Schools

Boston Public Works

Boston Redevelopment Authority

Boston Transportation Department

Department of Innovation and Technology

Elderly Services

Environment and Energy Services

Law Department

Mayor's Press Office

Office of Budget and Management

Property Management

Public Improvement Commission