



STATE OF THE HUB

Boston Bikes 2012 Update
Presented May 2013

www.cityofboston.gov/bikes
www.bostonbikes.org



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* This report covers the work of Mayor Menino's Boston Bikes for 15 months from February 2012 to May 2013.

Overview

Mayor Menino's Boston Bikes is proud to celebrate another great year of biking in Boston. In 2012, the City added 11 miles of bike lanes including the expansion and completion of the Western Ave cycletrack. The city also added more than 100 bike racks including two new on-street bike parking corrals. The New Balance Hubway bike share system expanded within the city and spread into Cambridge, Brookline and Somerville. Hub on Wheels, Bike Week, and Bike Fridays were larger than ever, and we also partnered with Circle the City to offer three Open Streets events last summer. After more than six months of collaboration with other city departments including the Boston Police Department and Boston Public Health Commissioner, we compiled a substantive safety report from which to launch a comprehensive safety and education program. The network plan continues to evolve and guides our annual planning efforts.

In 2012, Boston was recognized for its tremendous improvements in cycling. Walkscore ranked Boston as the 4th most bikeable large US city. The American Community Survey found that Boston had the 14th highest bike ridership of 70 largest US cities. Bicycle Magazines ranked Boston as the 16th "most bike friendly city", up from 26th in 2011. Additionally, Boston Bikes and Hubway were showcased as a best practice at the National League of Cities conference in November. And most importantly, cycling in Boston nearly doubled between 2007 and 2011, with an 82% increase in ridership.¹

The locals had plenty of great things to say too

"Our like of the day goes to Mayor Tom Menino for his work towards making Boston a friendlier city for bikers"
– local business

"Congrats on another great year!" – Paul

"Good work Boston Bikes, loving the growth of bikes in this city" –John

"There are really cool bikey things coming out of Boston" – Melissa

"Go Boston with your progressive bicycle program!!"
– Twitter follower

"Congratulations, Boston. You have come a long way! I never thought I could love you more, but I do." – Alison

Mayor Menino continues to provide his full support to the program in order to ensure that riding a bike is a viable, safe, and attractive transportation option for all Bostonians. Our eyes are set on our ambitious goal of achieving a 10% mode share (i.e.s 10% of all trips in the city made on a bike) by 2020. This year, in concert with the Boston Cyclists Safety Report 2013, the Mayor added a new goal: reduce cyclist crash injuries 50% by 2020. Cycling is an integral part of achieving the city's "Greenovate" goal to reduce carbon emissions by 25% by 2020.

1 American Community Survey 2011 counts.

New Balance Hubway



The Initiative

Boston's bike share program was launched in July 2011 with 61 stations and 610 bicycles. The system demonstrated Mayor Menino's commitment to making Boston a world-class cycling city. Now in its third season, the system averages more than 2,000 trips per day. With overwhelming local support from businesses plus sponsorship, grants and user fees, no city funding has been used for New Balance Hubway.

Accomplished

In 2012, Hubway expanded adding 11 new stations in Boston and 36 in Brookline, Cambridge, and Somerville providing a seamless experience for Hubway riders in the area. By the end of the 2012 season, members could access more than 1,000 bikes from 108 stations in four municipalities.

Our Hubway Birthday Party at the Boston Society of Architects celebrated the tremendous achievements of the city's first year of bike share. Held within the *Let's Talk About Bikes* exhibition, Mayor Menino shared his enthusiasm for the program with hundreds of cyclists who toasted Hubway's success.

At our Rolling Launch Party in August, the other municipalities introduced Hubway to their communities while we showed off our new stations at Boylston St / Washington St and South Bay Plaza with high-fives and helmet giveaways.

During the 2012 season 475,099 Hubway rides originated in Boston. By the close of the second season, the system had generated more than 675,000 total rides.

The MAPC sponsored a Hubway Data Visualization Challenge which produced amazing graphics about Hubway's ridership trends and patterns.



"Happy Birthday Hubway, I've enjoyed the 8 hours, 39 minutes and 49 seconds we've spent together this year!"
— Jennifer

"There is no holy grail, but bike share is pretty close, grateful for Hubway in Boston" — Caroline

"One Boston Hubway user has lost 50lbs by bike community with the new system" — twitter follower

"Awesome to see a new Hubway station down the street from our office!" — Andy

Focus on Equity

Boston is a national leader in incorporating equity into bike share. More than 500 low income Boston residents received \$5 subsidized Hubway memberships this year through a partnership with the Boston Public Health Commission. Partnering with community groups, housing authorities, and faith based organizations, subsidized membership drives took place around the city. In addition to the low cost membership, participants in the program also received a free helmet and additional educational materials.

Looking Forward

This summer, Boston will add up to 20 new stations across the city filling in the existing network as well as expanding into Jamaica Plain and South Boston. We hope to have a total of 92 stations by the end of the season.

Boston is thrilled to be positioned to launch the first helmet vending machine in the country. Boston named Helmet Hub as the preferred vendor to provide helmet vending machines. Pilot machines should be in place by summer 2013.

We continue to work towards making the Hubway a year-round transit system.

Sponsors

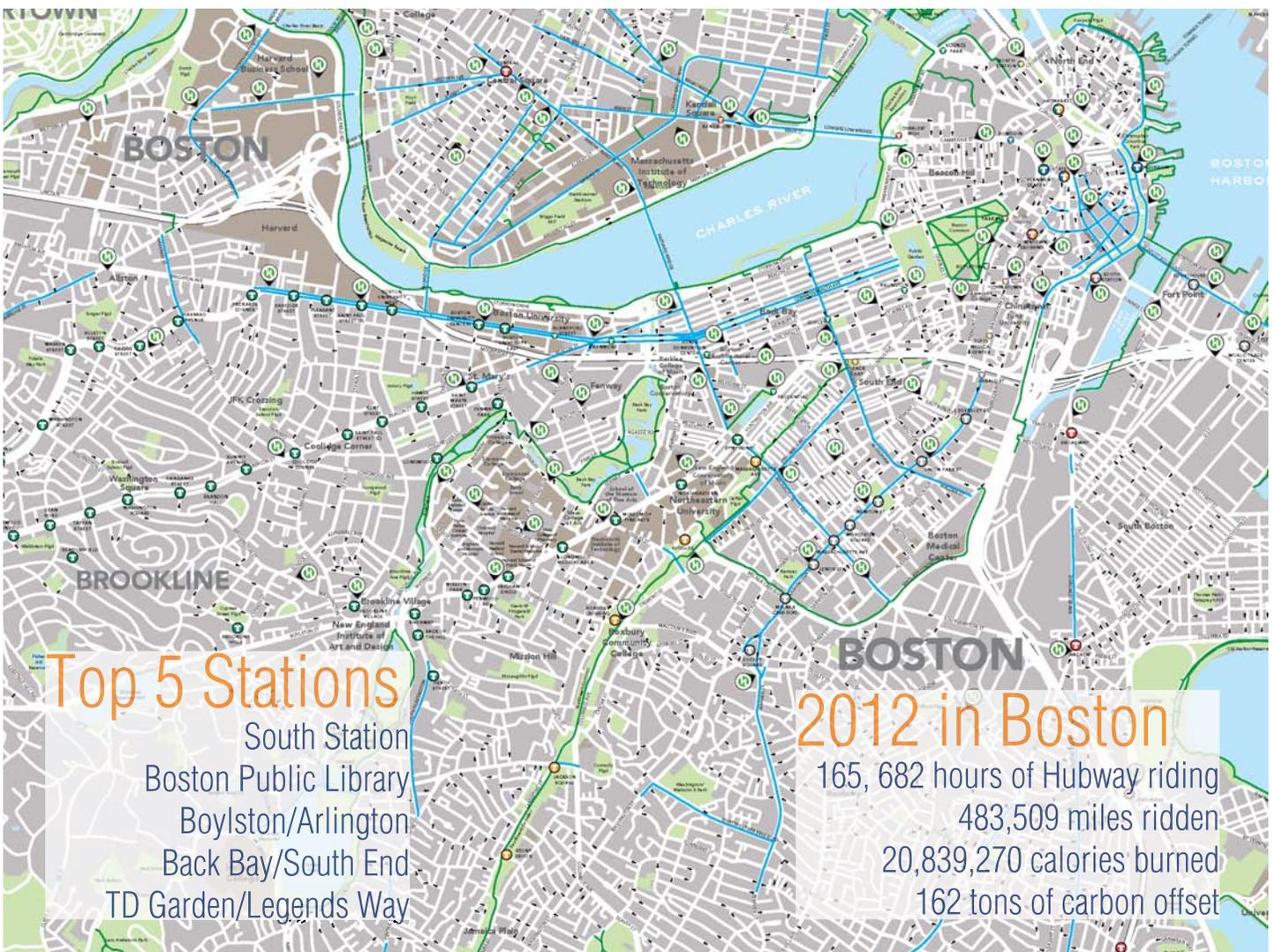
Barr Foundation
Beth Israel Deaconess Medical Center
Prudential Center
Brigham and Women's Hospital
Children's Hospital Boston
Equity Office/ Putnam Investments
Fan Pier
New Balance Sporting Goods Shoe, Inc.
Northeastern University
P&G Gillette
Red Sox Foundation
TD Garden
Seaport Square
Harvard University
Massachusetts Bay Commuter Railroad Company
Mt Vernon Company
Landmark Center
Seaport Hotel
BCEC
Colleges of the Fenway
UMass Boston
Jamestown
Spaulding Hospital

	2011	2012
Total Trips	142,155	533,755
Members	3,733	7,048
Avg. Trips/Day	583	2,188
Revenue	\$725,701	\$1,229,000
Subsidized Members	70	500

System-wide Members to-date

7,048 annual members

94,250 casual members

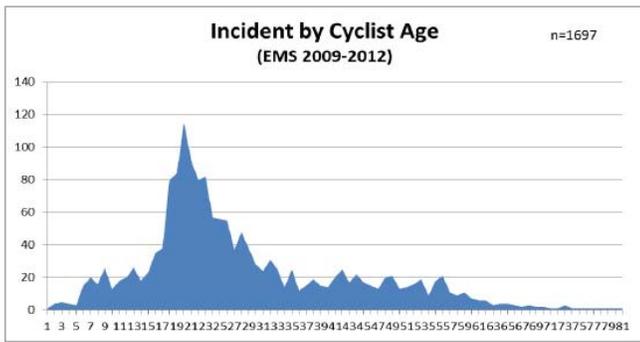


Safety Report

The Initiative

In 2011, Mayor Menino released “A Climate of Progress, the City of Boston’s Climate Action Plan”, establishing an overarching goal for the bicycle programs: 10% bike mode share by 2020. Safety, however, is as important as ridership.

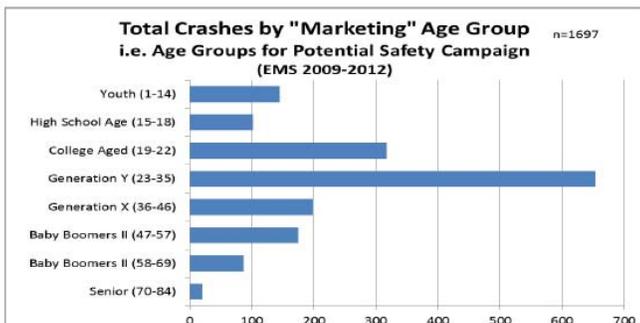
In 2012, the Boston Police Department (BPD) and the Boston Emergency Medical Services (BEMS) collaborated on a project to compile bicycle crash data from 2009 – 2012 in an effort to document where cyclists had been involved in accidents around the city. By geo-coding the data and analyzing other trends, the reports were intended to guide future street and intersection design as well as isolate other issues to address.



Accomplished

The Cyclist Safety Report 2013 was released in May. Looking at the combined results, from BPD incidents, BEMS incidents, and self-reported Boston Bikes crash data, the report included the following key findings:

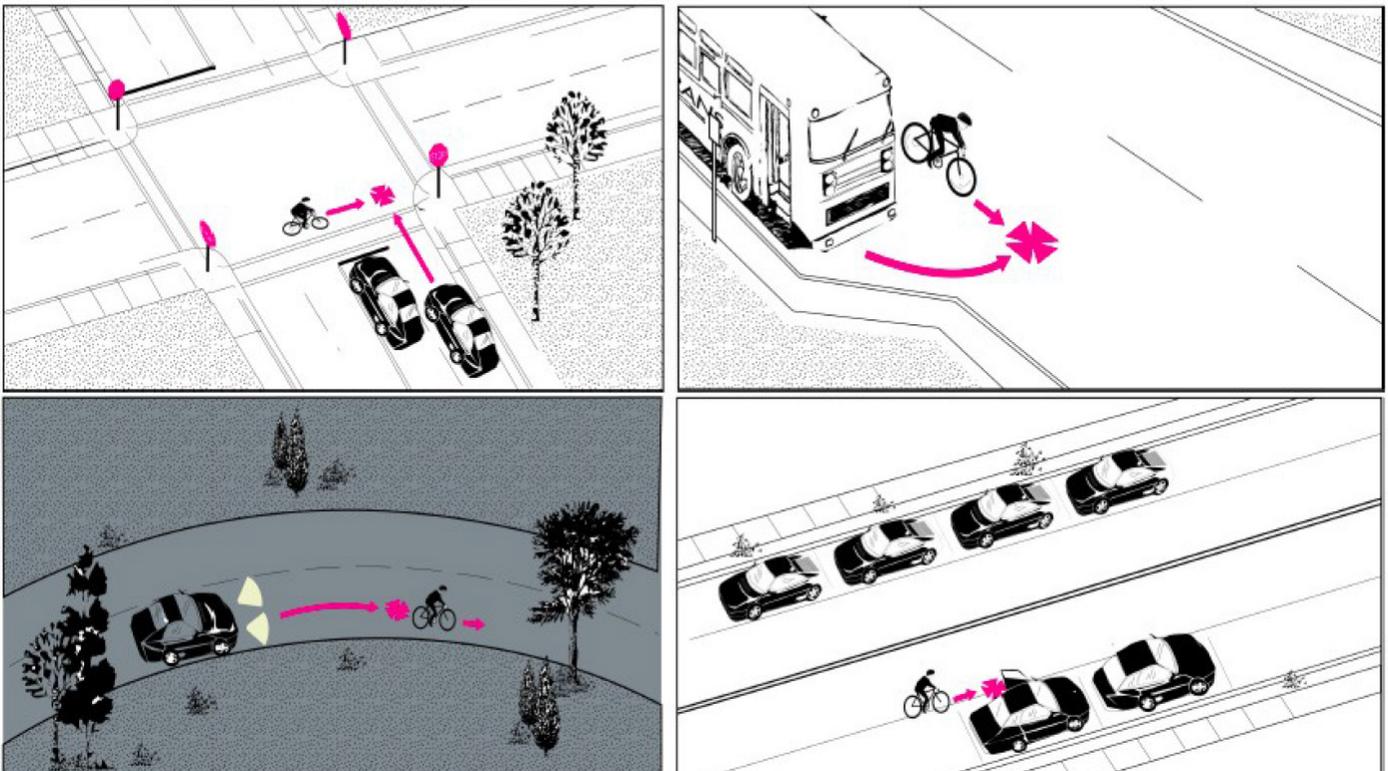
1. Although the number of fatalities spiked in 2012, both BPD and EMS show a minimal increase in total crash incidents between 2010 and 2012. During this same period, cycling trips increased.
2. Injured cyclists were less likely to be wearing a helmet than the average cyclists.
3. A majority of the cyclist crashes that resulted in injury involved motor vehicles.
4. Cyclist crash incidents involving and/or injuring pedestrians are minimal. Pedestrians comprised only 2-3% of incidents and injuries in all cyclist incidents.
5. Key behavioral factors associated with crashes included cyclists not stopping at red lights or stop signs, cyclists riding into oncoming traffic, drivers not seeing the cyclists and drivers opening doors.
6. Roads with the highest numbers of crashes also have high cycling volumes.
7. Young adults, particularly men between 18 and 30 comprise more than half of all injured cyclists.



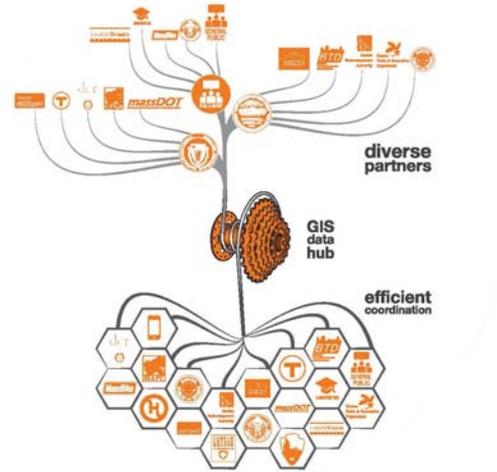
Looking Forward

A direct result from this report, Mayor Menino pledges to decrease the cyclist crash injury rate by 50% by 2020. By simultaneously pursuing safety and ridership goals, the City of Boston will realize its vision of creating a safe, welcoming city for cyclists of all levels.

Figure 12: Collision Depiction Examples from the Pedestrian and Bicycle Crash Analysis Tool



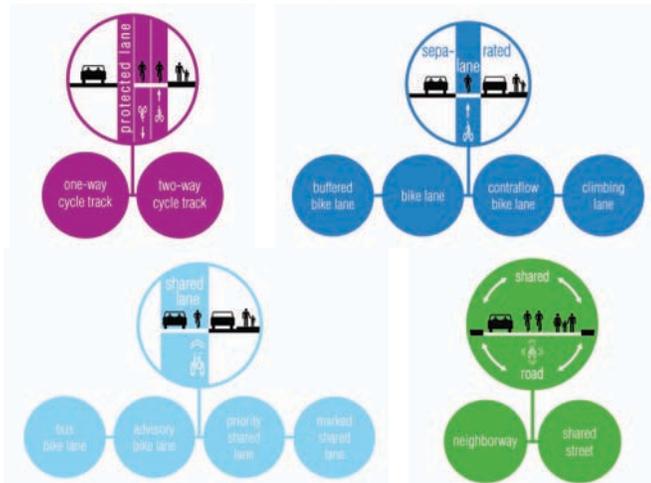
Network Plan



The Initiative

Beginning in January 2011, Boston has been preparing a long term vision for bike infrastructure. The project will be completed in Summer 2013 and will marry a five year implementation plan with a 20 year vision. The primary goal of the Network Plan is to increase bicycling and to improve safety, comfort, and connectivity for people of all abilities. It is intended to guide the development of bike lanes, cycle tracks, neighborways, and other bicycle infrastructure throughout the city in both the short and long term. Facilitated by Toole Design Group, we have gathered community feedback through public meetings and online maps to determine the most ideal routes for bikes in the city.

The Network Plan is designed to align with the Complete Streets initiative that redesigns roadways to put bicyclists, along with pedestrians and transit users, on equal footing with motorists in Boston. The network is focused on connecting people to places in order to attract and support new riders. It also offers cost-effective strategies for significantly improving cycling conditions in the city.



Accomplished

Boston Bikes began 2012 with a major public meeting to refine the plan on a neighborhood basis. Then, using community and advocate suggestions, planners analyzed the proposed routes block by block to determine the most appropriate bike facility type, priority, and phasing. In consultation with other city departments and the Bicycle Network Citizens Advisory Group, a draft plan was completed.

The plan is both ambitious and opportunistic. With the GIS data associated with the plan, we've already begun to develop work plans based on a balance of our highest priorities and streets being repaved or reconstructed in the coming year.

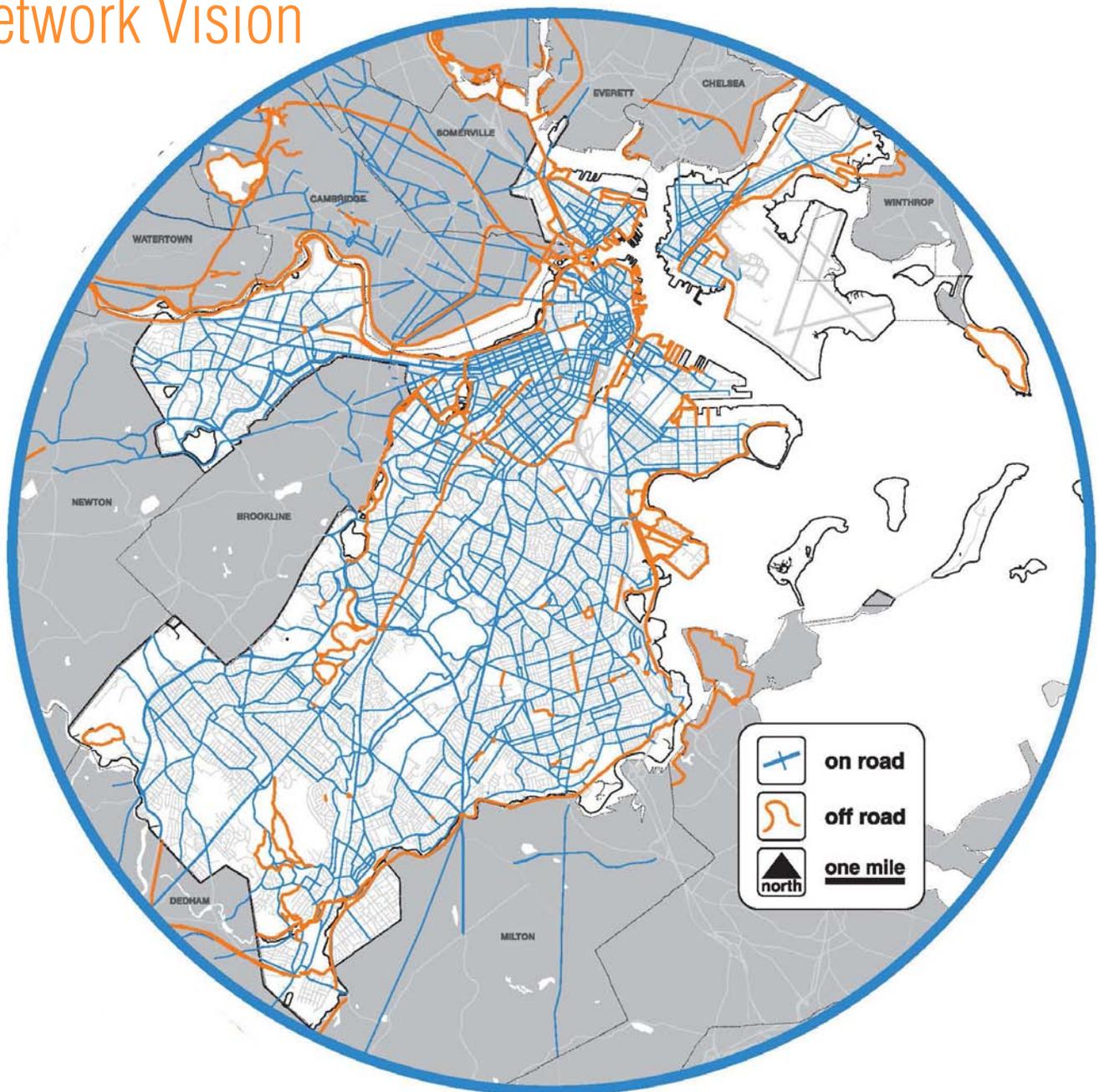
The full build out of the Network Plan has also become our new benchmark for infrastructure targets.

Looking Forward

With additional lane and cycle track installations, we expect to have 32% of the network completed by our next annual update.

In 2013, we also hope to release a completed version of a 20 year Bike Network Plan as well as work plans for the next three years. More details about the individual lanes and facilities can be found in the next section.

Network Vision



Bike Lanes

The Initiative

The City of Boston has been steadily installing bike lanes since 2008 to complement the 63 mile multi-use path network that exists in Boston. The total on-road bike facility mileage now exceeds 60 miles of lanes in addition to 77 green painted bike boxes at intersections and numerous shared lane markings.

Accomplished

The city's cycle track on Western Avenue in Allston was reinstalled and extended in 2012. The facility transitions from a buffered bike lane into a facility protected by bollards and parked cars for riders traveling from North Harvard Street to the Charles River.

An additional 9.3 miles of bike lanes were installed in Boston in 2012. This includes 0.7 miles on Saratoga Street in East Boston, 1.1 miles on Neponset Avenue in Dorchester, 0.6 miles on Main and Warren Streets in Charlestown, 0.9 miles on Albany Street in the South End, 0.6 miles on Cummins highway in Roslindale, and 1 mile on Blue Hill Avenue in Roxbury.

The city's first two-stage left was painted at the intersection of Huntington Avenue and Forsyth Street. This new green paint is designed to help cyclists turn left safely across the wide boulevard and light rail tracks by staying to the right on Huntington, waiting ahead of northbound traffic on Forsyth, and then crossing the tracks at a right angle.



Downtown way-finding signs were installed to help cyclists follow safe, legal routes to major city sights including Faneuil Hall, City Hall Plaza, and the Aquarium.

Brighton Avenue is the subject of a pilot study testing a new facility type called "priority shared lanes." Designed to encourage drivers to use the left side lane outside of peak hours and give bikes more comfort biking in the center of the right hand lane at these times, new paint will be added over the next several months and Boston Bikes, the Boston Transportation Department, and Toole Design Group study the new bike treatment over the next several months. If the results work as proposed, the Federal Highway Administration will approve it as an official facility type.

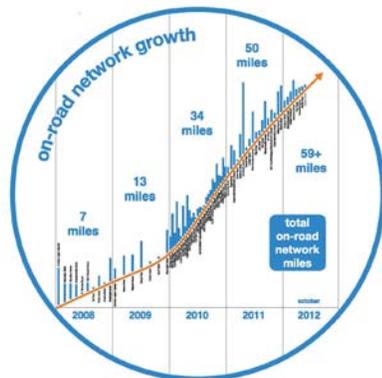
2013 has already begun with new lanes. After a successful public meeting last fall and great support from MASCO, lanes have been installed on Brookline Avenue in the Longwood Medical Area. There are also new lanes on A Street.



Looking Forward

In the 2014 fiscal year, our highest priority is working on cycle track designs for Mount Vernon, Seaver Street, Harrison Avenue, and Summer Streets. These facilities will be both on and off road cycletracks and constructed over the next several years. The design process is underway.

With additional lane installations, we expect to add 15 to 20 miles to the network this year.



"This parking protected bike lane in Boston totally rocks. We need more of these." – twitter follower about Western Ave.

"My compliments to you and the City staff responsible for the recent work to refresh (new thermo plastic) the worn lines forming the bike lane on Washington St near Brighton Center." – Jerome

"Your responsiveness was crucial, Kris – a second set of wider ramps in addition to the apex ramps at Boylston!" – Matt

"Not sure who plowed the cycle track on Western, but it looks great. Was clear and dry by yesterday" – Johanna



Bike Parking



The Initiative

Boston began the year with more than 2,700 bike parking spaces around the city with a high density at schools, libraries, community centers, and public housing facilities. We continuously accept requests and suggestions for bike parking locations throughout the city.

Accomplished

This year Boston installed 118 new racks. Additionally, the city installed three new artistic racks including one modeled after our logo that's now in the heart of Downtown Crossing.

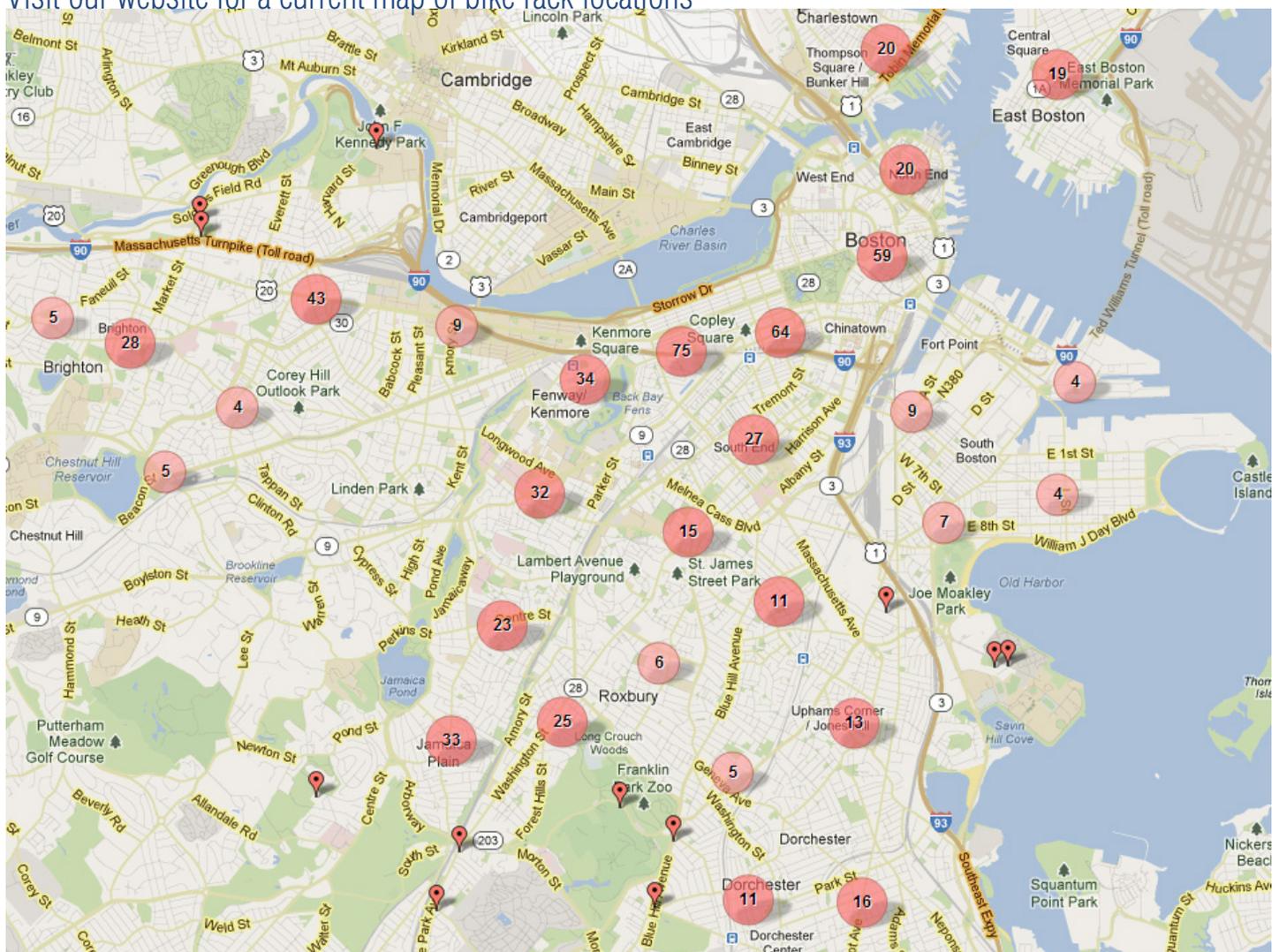
We also installed our first on-street bike parking corrals with two on Commonwealth Avenue in front of Boston University and one on Brighton Avenue at the Refuge Café.



Looking Forward

Another 150 bike racks and at least 3 more on-street corrals will be installed in the upcoming year.

Visit our website for a current map of bike rack locations



Community Programs



The Initiative

Boston Bikes is committed to making cycling equitable and providing great cycling education. Our community bike programs, now in their fourth season, do just that.

Roll it Forward collects, repairs, and distributes bikes to low-income Boston residents who might not otherwise have access to a bike. The **Youth Cycling Program** sends teams of trained instructors and fleets of appropriately sized bikes to visit schools and community centers in Boston to deliver a comprehensive bike curriculum that focuses on learning to ride safely and navigate in an urban environment. **Bike to Market**, implemented by the Boston Cyclists Union, is an initiative to provide free or low-cost bike repairs in low-income neighborhoods where there are no local bike shops.

Accomplished

In 2012, Roll it Forward distributed 428 bikes. To date 1,884 Boston residents have received a used bike along with a lock and helmet through the program. We now accept bikes at twelve locations around the greater Boston area. Donations from Giant and International Bicycle Centers also make the programs possible. Kryptonite provides us low-



cost access to great locks, and Perfect Fuel Chocolate has joined us in rewarding people who donate their used bikes. To ensure that the donated bikes will be safe for their new users to ride, each bike is checked and repaired by our dedicated in-house mechanics with tools from Pedros. Partner organizations like LIFT Boston, the Chinese Progressive Association, Big Brother Big Sister of Massachusetts Bay, the Boston Housing Authority, Artists for Humanity, and area community health centers help us to identify recipients and organize the bike giveaways.

Nearly 4,000 students (3,947 to be exact) at 20 schools in 14 neighborhoods participated in the Youth Cycling Program (YCP) in 2012 bringing the total number of participants to just under 12,000. YCP makes students excited about cycling and school. Teachers reported higher attendance and behavior improvement when their students have the bike program to look forward to each day. 67% of the youth who participated reported wanting to bike more after the program, and 25% of them reported that the best part of biking was being able to get exercise.¹

Bike to Market repaired 1,187 bikes in the summer of 2012 at 50 events throughout the city. By co-locating with farmers markets, the program links physical activity and healthy eating. Repairs have been made on bikes that haven't been used for years and ones that broke only a few blocks away.

Looking Forward

Community cycling programs will continue to serve Boston in 2013 with plans to collect 800 bikes, distribute 600 Roll It Forward bikes, reach another 4000 young people through the Youth Cycling Program, and provide another 50 days of Bike to Market repairs.

1 2011 YCP survey conducted by Boston Bikes

Rolled Forward in 2012:

64 adult bikes
126 teen bikes
238 youth bikes



"Thank you so much for allowing my fourth grade students to participate in the YCP bike program. They just completed a full week of learning, riding, and having fun! Several of my students participated in this program last year, and when I told them it would be returning this year, they were ecstatic. My students understood that it was a privilege to participate in this program and that in order to ride, homework would have to be fully completed and turned in on a daily basis. I'm not surprised that my students returned more fully completed homework assignments over the past week than they have during any other week of this school year! It was an educational and healthy activity that all of my students looked forward to engaging in each afternoon. One of my students didn't know how to ride a bike on Monday but by the end of today he was riding without any support from either coach. It was an unforgettable moment. Thank you once again!" – Jessica, teacher

"A bike is like riding a witches broom, wooshing past every room. You see it out the window, flash it goes by, just like a shooting star in the sky. A bike has true magic deep inside, but in the open, let it fly!" – Lila, Sophia, and Kate, students

"Thank you very much for bringing the bikes to our school and helping me learn how to ride and helping me keep my balance. I have a new bike now I ride up and down the streets now. It's very nice that you helped me learn thanks you very much it was awesome" – Aaliyana, student

"Kids are willing to exercise longer with bicycles - they want to do it. There is a general excitement about bicycle riding in PE class that is not always present for other activities. Every year we have 10 -20 "new" riders, kids who learn or dramatically improve their riding. This has been a tremendous confidence booster for them. Most of what we do does not produce that feeling of accomplishment, certainly not as fast" – Boston Public School teacher

"Thank you again for partnering with our school again. This morning I was stopped by a parent and thanked for this programming. He said that he can't ride a bike and so if it wasn't for this program his son would fall into this same category. He also mentioned his son's excitement and that his son asked for a bike (and helmet) for his birthday (this week). The good news is that all the family members chipped in to meet this ask and his son is now practicing and making a lot of progress on his new bike." – Boston Public School principal

Education & Enforcement



The Initiative

Education and enforcement are two of the six E's that guide Boston Bikes. In addition to our community bike programs, we also offer targeted adult classes, gather feedback, provide a range of safety resources, and continue to remind all road users of the value of sharing. Discounted helmets continue to be available through more than 30 participating vendor locations for \$7.99 to make riding your bike, or a Hubway bike, with a helmet affordable to everyone. We also sent out information to 450,000 drivers about watching out for bikes in the annual excise tax mailer.

Accomplished

After women told us why they ride or don't ride on posters at three events, we offered two sold-out pilot classes just for women. At one evening class, we discussed safe commuting techniques with casual riders, and in a morning session, we worked on riding skills and basic bike repair with novice riders. Both classes culminated in group rides. Additionally, we offered two Hubway bike safety classes in partnership with MassBike.

Riders who showed up at Bike Fridays wearing helmets could enter a raffle to win free lights and gift certificates to Wheelworks.

The Be Bright, Be Right campaign informed cyclists that front lights and rear reflectors are required at night in Massachusetts. Combined with targeted enforcement by police officers, cyclists without lights received flyers rather than tickets. Participating retailers offered a 15% discount on lights as part of the campaign. The Boston Police Department also offered helmets to cyclists not wearing them when they were pulled over for moving violations during another period of targeted enforcement.

Boston Bikes was proud to sponsor the second printing of Bike Safe Boston's "the Bicyclist's Accident Report" – wallet-sized flyers that allow riders to quickly gather the necessary information and know their rights in the event of an accident.

be bright

be right

know the law

- Cyclists must display a front light visible from 500 feet and a rear light or reflector.
- Cyclists shall signal by either hand, the intention to stop or turn unless deemed unsafe to let go of handlebars.

Read about Chapter 85, Section 11b & other laws at www.bostonbikes.org/resources/bike-laws

Visit the bike shops listed on the back of this card to receive 15% off any bicycle light or combination front/rear set.

(1) coupon per customer, offer expires 12-31-12.

BOSTON BIKES

Looking Forward

With the release of the Boston Cyclist Safety Report 2013, Boston Bikes is eager to launch a major safety campaign this year. Following from the recommendations in the report, Boston is adding stickers on all Boston cabs warning passengers about dooring cyclists. The city is also conducting the nation's largest pilot installation of side guards on 19 large public works vehicles this year.



"I really appreciated the one-on-one support. I enjoyed the entire workshop." -- response from women's workshop participant

"Thanks to all of the facilitators and the Bike Czar for their help and time!!" -- response from women's workshop participant

3 easy ways to reduce accidents:



3 feet

Give bicyclists plenty of space when passing. And stay out of bike lanes!

3 seconds

Pause and check your mirror before you open your door. It's the law



3 directions

Look carefully in every direction when you turn - and always use your signals!

**LOOK OUT FOR BIKES.
WE'LL ALL
BREATHE EASIER.**

This year, more bicyclists will be on the roads of Boston than ever before. That's good news for all of us! It keeps our air cleaner and our roads less crowded with cars. Do your part by looking out for bicyclists whenever you drive.



www.BostonBikes.org

Events



The Initiative

Before there was Boston Bikes, there was Hub on Wheels – a 10, 30, or 50 mile ride around Boston that included riding along Storrow Drive without any cars. Boston Bikes has gone on to expand the events that celebrate cycling to include the TD Bank Mayor's Cup, Bike Week, Bike Friday, and a new partnership with Circle the City. We also participate in other bike events around the city by bringing our tent, maps and safety materials, and occasionally our fleet of bikes.



Accomplished

In 2012, Boston Bikes participated in the three inaugural Circle the City events. CTC closed streets to cars and opened them to people in order to promote healthy, active living along corridors adjacent to and connecting parks. We provided bike tours, free bike rentals, a children's bike rodeo, a helmet giveaway, and information to promote cycling at each of the events.

Boston Bikes also partnered with 12 additional events in 11 neighborhoods including Bike & Kite, the JP Spring Roll, the Mattapan Food and Fitness Coalition Bikeathon, and the Blue Hill Avenue Annual Street Bazaar.

Beginning with Bike Week in May, we celebrated cycling on City Hall Plaza one Friday each month through the summer. Bike Fridays start as convoys that travel across the neighborhoods of Boston and surrounding communities picking up cyclists. With Boloco serving breakfast burritos and the music blaring, we welcomed Boston's bike commuters and thanked them for taking a better way to work. Vendors and community partners offered product samples, bike tune ups, and additional information.

Thousands of spectators came out to cheer for the elite cyclists speeding around City Hall in the annual Mayor's Cup – a series of professional criterium races. This year's races were won by Luke Keough and Erica Allar. The following day 4,594 riders took part in the 8th Annual Hub on Wheels.

Looking Forward

Boston Bikes hopes to add new events this year and add some fun twists to the existing ones.

We hope to see you at the following upcoming 2013 events:

- Bike Fridays: June 28th, July 26th, and August 30th
- Circle the City: July 14th and September 29th
- TD Bank Mayor's Cup: September 21st
- Hub on Wheels: September 22nd

Visit our website for a complete calendar.



"This is great!! let's close State Street to cars ALL the time." – bicyclists in response to email about Circle the City in August.

"Thanks for a great afternoon in Boston for my friends and family at Hub on Wheels" – David

"Thank you so much for coordinating the bike rodeo for us at Franklin Park on Saturday. You have been so generous and supportive of our efforts to get folks biking safely--especially young people... Galen and Kimel were great and the bike give-away was a brilliant hit!" – Lanae

1 SAM ADAMS PARK STAGE 10 am - 1 pm ▶ Circle the City information tent ▶ Hip Cornhole Game ▶ Boston Bikes ▶ National Park Service @ Fenway Hall: Freedom Trail walking tour 10:00 am - 11:00 am ▶ Opening remarks ▶ Live performance by Misadventure 12:00 pm - 12:45 pm ▶ Jambalaya 1:00 pm ▶ Closing remarks	5 FITNESS AND FUN + SCAVENGER HUNT 10 am - 1 pm ▶ Group on the go ▶ Boston Museum for Health ▶ Group Boston Bikes and WalkBoston Scavenger Hunt ▶ Boston by Foot walking tour ▶ Greater Boston Bikes and WalkBoston Association 10 am - 11 am ▶ Wellness Boot Camp ▶ Wellness Boot Camp 11:30 am - 12:30 pm ▶ Wellness Boot Camp 12:30 pm - 1:30 pm ▶ Walk by Bike
2 STATE STREET ACTIVITIES 10 am - 1 pm ▶ Live performance: music on the keyboard harmonica ▶ Arts for All: Supporting ▶ Local artists perform songs ▶ Silkskirt Spin: Street art chalk masterpiece ▶ Walk by Bike ▶ Boston Fire Department obstacle course ▶ Park Connect: Fresh Truck ▶ Ben & Jerry's New Froyos Greek Yogurt Truck (free samples) 12:00 pm - 12:45 pm ▶ Bicycling Academy	6 GREEN LIVING 10 am - 1 pm ▶ Circle the City information and volunteer booth ▶ Boston Garden Center and City Tree with rescue plants ▶ Local Green Living: All-Local Green Booth ▶ Bikes for Boston: pedal-powered fun ▶ EPA: "No Quality Emissions Vehicle" ▶ Boston Electric: electric car demo ▶ New Stop Living ▶ Sustainable Boston
3 KIDS' ZONE 10 am - 1 pm ▶ Circle the City information tent ▶ Boston Collaborative for Food and Fitness ▶ Fruits and Veggies: Wheel of Fun ▶ Boston Bikes ▶ Boston Garden Center ▶ Super Soccer Skills 10 am - 12 pm ▶ Face Painting 12 pm - 11:45 am ▶ Spin Bicycle Drum Circle ▶ Bicycling Academy: Station for Kids	7 DANCE STAGE 10:00 am - 10:30 am ▶ Opening remarks 10:30 am - 11:15 am ▶ Jambalaya 11 am - 12:00 pm ▶ South End Bike Riders 12:00 pm - 12:45 pm ▶ On-Ramp Soccer Party 1:00 pm - 2:00 pm ▶ Drum Connection 2:00 pm ▶ Closing
4 BOSTON BIKES HEADQUARTERS 10 am - 1 pm ▶ Bike Repair: Fix n' Roll, Apr 1 to 8 ▶ Local and Custom Fairs (free samples) ▶ Free Bike Rentals ▶ Boston Bikes 10 am - 1 pm ▶ Bike tour led by Jessica Miles (12 miles) ▶ "Rappin' from Boston Cyclists Union tent" 11 am - 12 pm ▶ Bike tour led by Laurie Proulx (explore the new bike lanes downtown) ▶ Hoped Greenway	BIKE VALET 10 am - 1 pm ▶ Boston Bikes bike valet sponsored by the Boston Collaborative for Food and Fitness 11 am - 1 pm ▶ Boston Society of Architects "Let's Talk About Bikes" Exhibition * See us at 200 Congress Street

Economic Development

The Initiative

Promoting bicycle-oriented businesses in manufacturing, sales, and planning has been part of Boston Bikes' mission from its inception. Since 2008, we've also been honoring Bike Friendly Businesses across all industries for their efforts to making cycling a viable commuting mode for their employees. The gold, silver, and bronze awards acknowledge the scope of each business's commitment to promoting cycling through the provision of bike parking, repair tools, and shower facilities; the use of bike messengers; the availability of guaranteed rides home and other commuter incentives; and their participation in city cycling events.

Accomplished

From 2007 through 2012, 650 new jobs were created in the bike industry in Boston, nearly tripling the total jobs for people ride, build, sell, and plan for bikes professionally.

43 Businesses were honored as 2012 Bike Friendly Businesses at a ceremony with Mayor Menino on City Hall Plaza last May. Children's Hospital was recognized as being the Most Bike-Friendly Business. 27% of the businesses that applied did so for the first time. Applicants were able to score new points by providing new employees with information about commuting by bike or by obtaining corporate Hubway memberships.

In the fall of 2012, the League of American Bicyclists also added 8 Boston companies to their list of the nation's most bike friendly businesses: REIBoston (Silver), AEW



Capital Management (Bronze), AIR Worldwide (Bronze), Dana-Farber Cancer Institute (Bronze), Stantec Planning & Landscape Architecture (Bronze), 40Berkeley (Honorable Mention), Judge Baker Children's Center (Honorable Mention), and The HYM Investment Group, LLC (Honorable Mention). Fifteen other area businesses and agencies were already recognized by LAB.

Most recently, two international bike leaders opened offices in Boston. Vittoria, the Italian bicycle tire manufacturer, opened its first North American office in the Innovation District. BMC of Switzerland set up shop in the city. Helmet Hub (a tech start-up focused on dispensing bike helmets through vending machines at bike share stations), Sweet Idea, Boston Collective Delivery, and Luxe Wheelworks all opened in Boston in 2012.

Looking Forward

Mayor Menino continues to welcome new cycle-friendly and bicycle-oriented businesses to Boston and values their contribution to the city's economic development.

2012 Award Winners

Gold Awards:

Beth Israel Deaconess Medical Center
Ciclismo Classico
Commuter Choice Program at Harvard University
Dana Farber Cancer Institute
The Eliot Hotel
Geekhouse Bikes
Landry's Bicycles
Recreational Equipment, Inc.
Toole Design Group
Urban AdvenTours
Zipcar Boston

Silver Awards

40 Berkeley
A Better City
AEW Capital Management
AIR Worldwide
John Hancock Financial Services
Massachusetts General Hospital
Metropolitan Area Planning Council
Next Phase Studios
Patagonia
Stantec Planning and Landscape Architecture
TranSComm at Boston University Medical Center

Bronze Awards

Boston Global Investors
Boston Pedicab
Boston Properties
Brigham and Women's Hospital
Cambridge Systematics
Communispace Corporation
Emmanuel College
Equity Office Properties
Foley Hoag LLC
Health Resources in Action
HYM Investment Group LLC
Judge Baker Children's Center
New Balance Athletic Shoe
Nitsch Engineering
Nutter McClennen & Fish
One Marina Park Drive
Procter & Gamble/Gillette
Tsoi/Kobus & Associates
United Way of Massachusetts Bay & Merrimack Valley
Westin Boston Waterfront

Social Media & Outreach

The Initiative

Boston Bikes launched bostonbikes.org in 2011 and joined Facebook and Twitter. Through these forums and through the city website, we continue to keep the public aware of our ongoing efforts, offer free bike maps, accept bike rack suggestions, and provide other resources for cyclists.

Accomplished

In 2012, we worked to strengthen the brand of Boston Bikes by completely converting over to our new orange box logo. We also updated our email blast format and sent out 11 updates over the course of the year.

With a focused emphasis last summer, we took our social media to the next level with 400% growth in Twitter followers and 20% growth in Facebook likes. We also used social media platforms to share “infragraphics” about the meaning of pavement markings.

Our bostonbikes.org blog featured “Cyclists of the Week” throughout the summer telling the individual stories of twelve Boston cyclists. Our news feed has also highlighted new bike infrastructure, roll it forward giveaways, and city-wide campaigns to make the streets safer. The website now has RSS capability, making it easier to subscribe.

We continue to work with other city departments to promote cycling and have collaborated most recently with the Mayor’s Office and the Department of Public Works to “spotholes” in the recent pothole repair campaign.

 2649 likes  1588 followers



Looking Forward

If you want to stay connected, visit our websites, like us on Facebook and twitter, and subscribe to our email list.

Check us out online at www.bostonbikes.org or www.cityofboston.gov/bikes

Follow us on twitter @bikeboston or on facebook at www.facebook.com/bostonbikes



count bikes as they CROSS the LINE

ARLINGTON

	MEN		WOMEN		
	helmet	no helmet	helmet	no helmet	
bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	bike
Hubway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hubway
bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	bike
Hubway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hubway

Ridership

The Initiative

Boston Bikes has been counting cyclists annually since 2007 and collecting self-reported bike routes online. Together this data has shown consistent growth in ridership and helped us to plan bike infrastructure around the city.

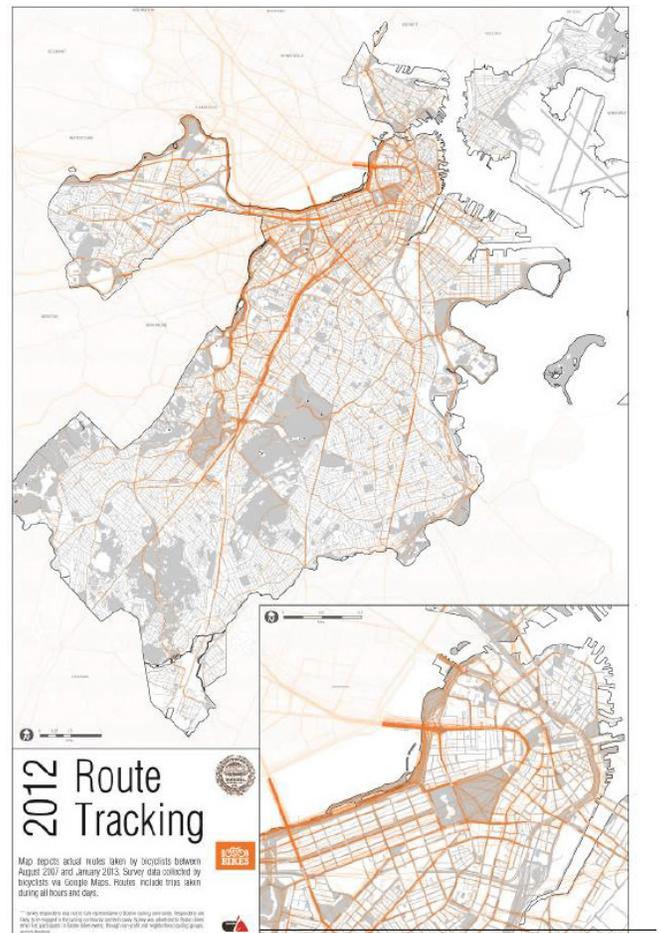
Accomplished

With the help of over 25 volunteers, we conducted morning and evening counts at 34 locations in September 2012. Using new count sheets, we were able to gather data on gender, helmets, and Hubway ridership. At our count locations, we found that women made up 32% of riders and 72% of riders were wearing helmets.

Overall, ridership has increased by 82% since we started counting in 2007.

Looking Forward

We are looking for new ways to use technology to better track the number of cyclists in Boston. We will also be looking for count volunteers again this fall.



Partnerships

Boston Bikes would like to thank the countless agencies, organizations, sponsors, volunteers and citizens that have contributed to our success.

City of Boston
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 Boston 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 Office of New Urban Mechanics
Mayor's Press Office
Office of Budget and Management
Property Management
Public Improvement Commission