

STATE OF THE HUB

Boston Bikes Year-End Update, 2011



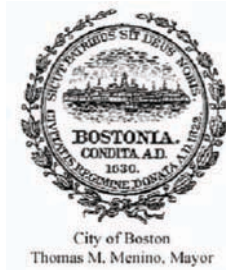
City of Boston
Thomas M. Menino, Mayor



Ethan Fleming Designs



<http://www.cityofboston.gov/bikes/>



Dear Friends,

I am pleased to present this summary detailing the accomplishments of my Boston Bikes initiative.

I launched Boston Bikes four years ago with the goal of transforming Boston into a world-class bicycling city. The City of Boston has made tremendous gains since then. In 2011, the City of Boston achieved recognition from the League of American Bicyclists, the Alliance for Biking and Walking, Forbes, and MSNBC for our success in transforming Boston into one of North America's most bike-friendly cities.

In 2011, we launched the New Balance Hubway bike share system, joining only a few cities worldwide offering bicycles to our residents and visitors as a healthful and environmentally conscious transportation alternative. Community bike programs like the Roll It Forward campaign have brought the benefits of cycling to all Boston neighborhoods and to those less privileged. Boston installed its 50th mile of bike lane – notably on Massachusetts Avenue, one of the city's major thoroughfares linking diverse neighborhoods.

We continued to grow our Hub On Wheels citywide bike ride, held on the same day as the TD Bank Mayor's Cup Professional Race. Bay State Bike Week, an exciting part of May's National Bike Month, brought more riders than ever to Boston's streets, and the monthly Bike Friday events continued to create a festive atmosphere on bike paths and on City Hall Plaza during the summer.

With your help, bike ridership in our city increased nearly 50%. We have created more than 2,500 new bike parking spaces, worked with more than 10,000 youth, and engaged more than 30,000 cyclists directly through programs and events.

Promoting cycling is a key part of my initiative to make Boston a greener and healthier city. As I look at all we have accomplished, I am most proud of the community we have created, our success in establishing 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 2012 to build on our success and continue our great efforts.

Sincerely,

Mayor Thomas M. Menino

Introduction

In 2011 Boston officially gained recognition as one of the great cities for cycling in the United States, heralding in a new era for cycling in the city.

- 1) The New Balance Hubway bike share system, launched July 28, 2011 with 60 stations and 600 bikes, joining only a handful of cities in the United States with full-size public bike share systems.
- 2) Boston's Community Bike Programs continued as a model of biking equity, capping a tremendous two-year run, which included donating more than 1,000 bikes to low income residents.
- 3) Boston installed its 50th mile of new bike lane, notably located on Mass Ave, the spine of the city's on-road bike network.

These initiatives were merely highlights of the City's ongoing efforts, which drew gratifying national recognition. In 2011, the City of Boston fulfilled a three-year goal, earning the "silver" level designation from the League of American Bicyclists' Bicycle Friendly Community program. The Alliance for Biking and Walking ranked Boston as the #1 Safest Biking and Walking City in the nation, with the highest overall rate of biking and walking. Forbes ranked Boston as the third healthiest city, while MSNBC named Boston a "best walking and biking city."

And work continues. Mayor Menino is committed to continuing to transform Boston into one of the best cities to get around by bike in the world. An ambitious goal for the future includes seeing 10 percent of all trips made by bike by 2025. To reach this milestone, the city will need to expand the bike share program, to carve out ever more protected bicycle facilities, to continue the dynamic growth of the community bike programs, and to stay on the cutting edge of bike planning and best practices from around the world.

Boston Bikes is committed to helping all Bostonians to use the bicycle as a viable, safe, and attractive transportation option.

"[Boston Bikes] has truly revolutionized biking in Boston ... we are grateful for the energy and resources you and the mayor's office have invested in biking." – Rachel

"Things in the city really are beginning to change..." – Jeremy

"I love what the Mayor is doing to make the city bike friendly. ... We don't feel like we need to travel anywhere else because Boston is so wonderful." – Larry

"I've been watching with delight all the steps that are being taken to encourage cycling in Boston. Tell the Mayor I'll vote for him..." – Rich



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Bike Share

On July 28, 2011, Mayor Menino launched the New Balance Hubway system, making Boston one of the first cities in the United States to implement large-scale bike share. The New Balance Hubway bike share system serves as the keystone to the Mayor's vision of Boston as a world-class cycling city.

In its first season, the New Balance Hubway exceeded all expectations, posting more than 140,000 trips and 3,700

memberships. Ridership was split almost evenly between annual members using the bikes for commuting, meetings, and recreation, as well as casual users who are often tourists and visitors.

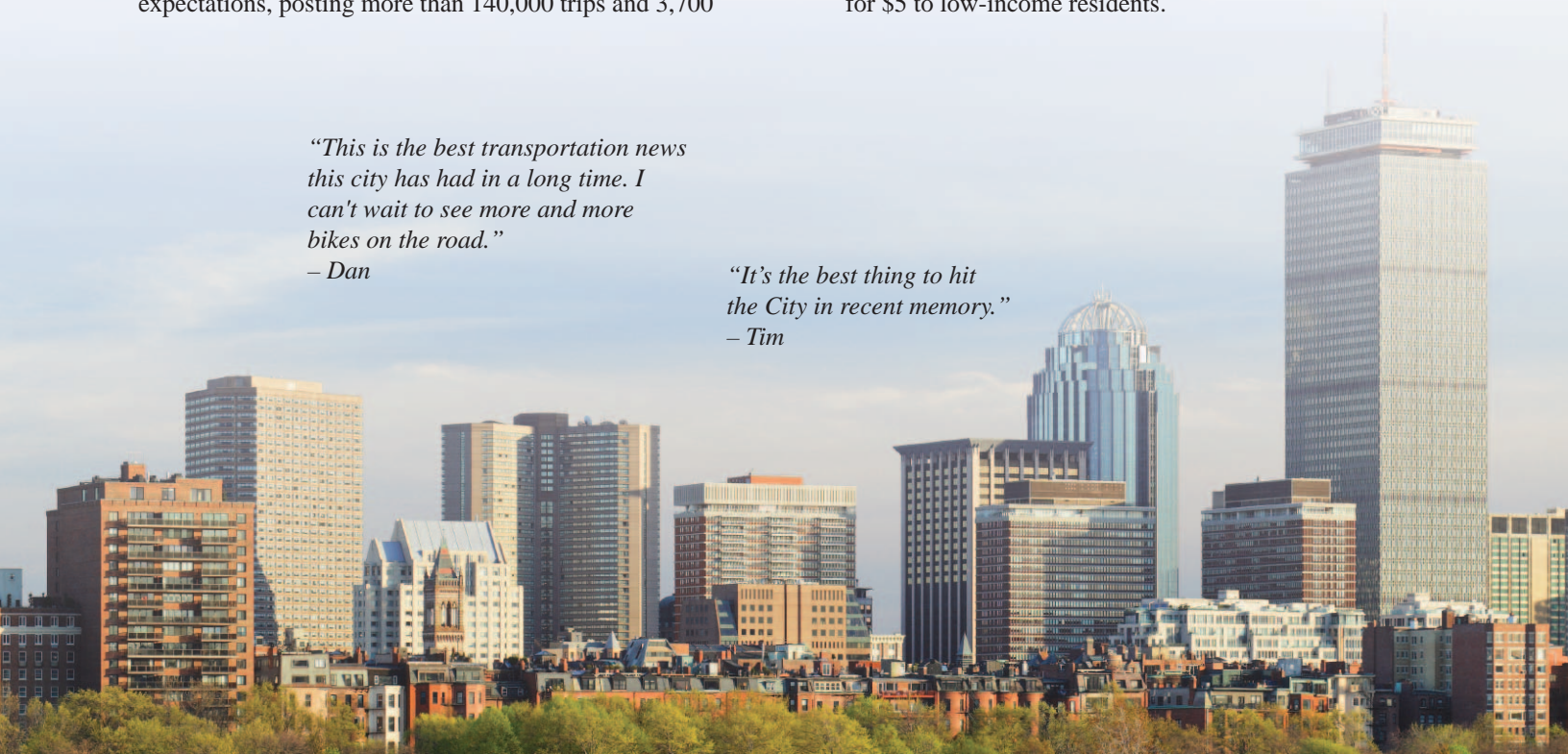
In conjunction with the Boston Public Health Commission, Boston Bikes also offers up to 600 subsidized memberships for \$5 to low-income residents.

"This is the best transportation news this city has had in a long time. I can't wait to see more and more bikes on the road."

– Dan

"It's the best thing to hit the City in recent memory."

– Tim

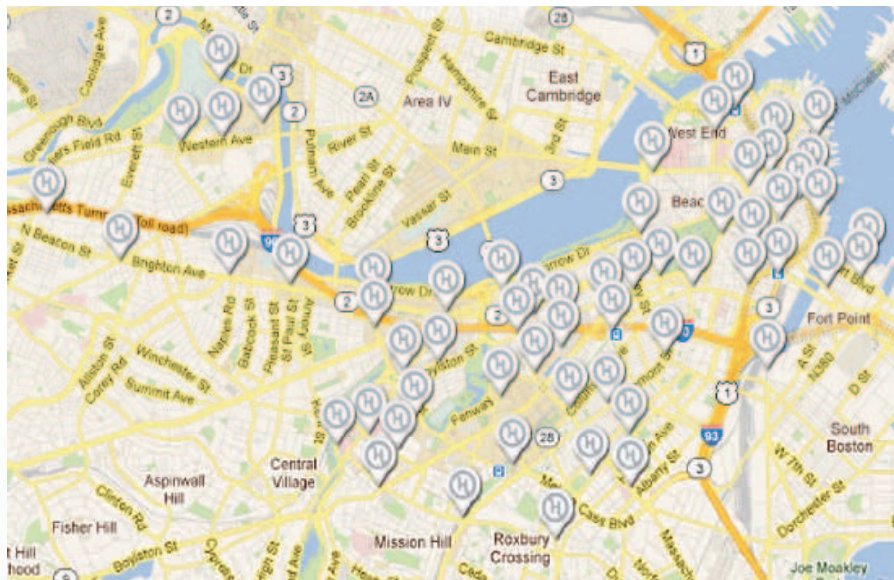


Hubway looks to grow in 2012. The system hopes to expand across municipal borders with launches planned in Brookline, Cambridge, and Somerville. Boston may add select stations in Downtown, at the Seaport, and in Roxbury while planning for future expansion into neighborhoods including Charlestown, Dorchester, Jamaica Plain, and South Boston.

Hubway's growth seeks to implement more than 300 stations and 3,000 bicycles providing a seamless, interconnected system spanning both sides of the Charles River, allowing thousands of daily trips by bike.

Hubway In Review

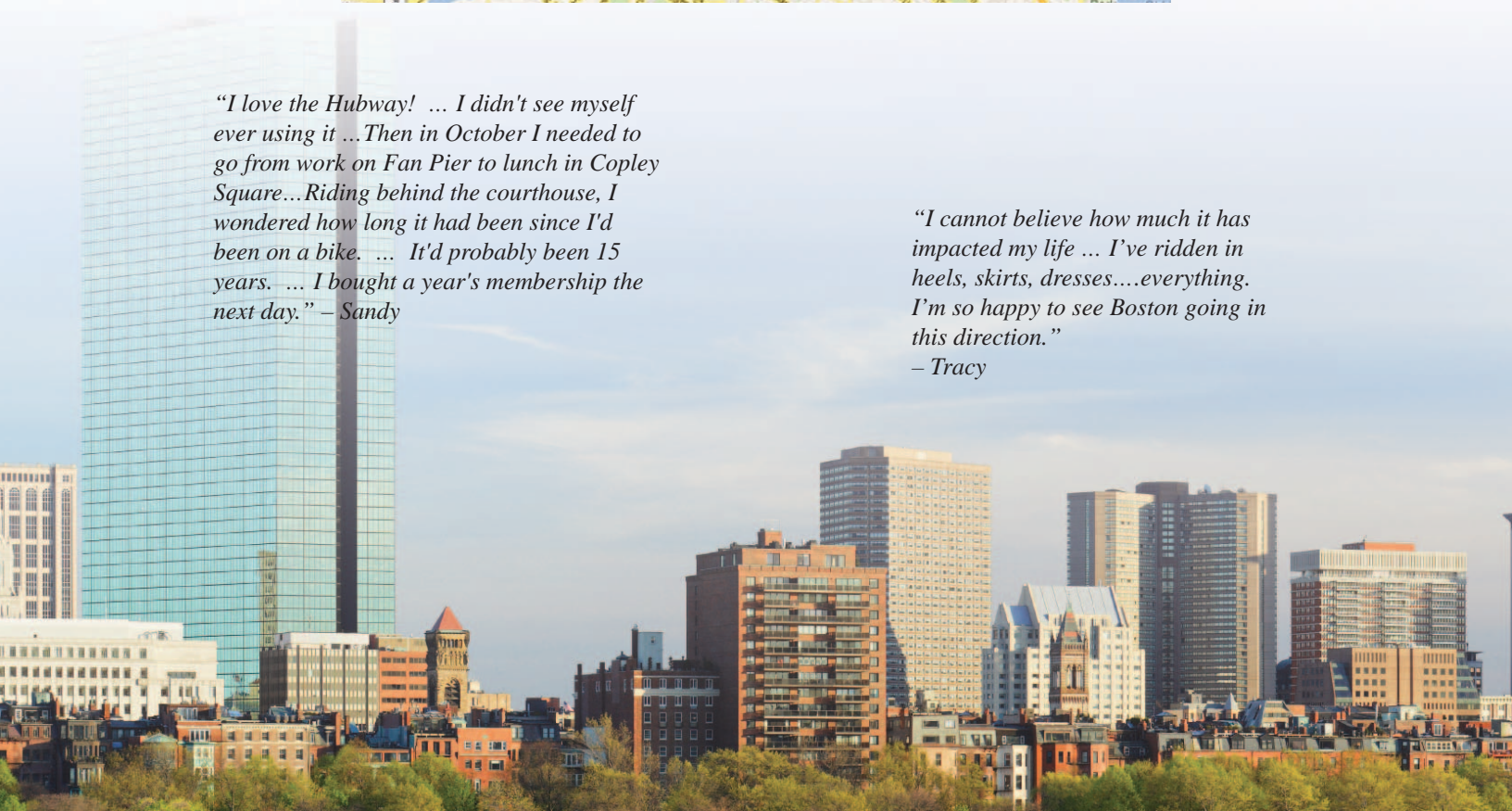
Total rides	142,000
Average rides/day	1,150
Average trip distance	1.13 mi
Members	3,670
Subsidized memberships sold	70



"I love the Hubway! ... I didn't see myself ever using it ... Then in October I needed to go from work on Fan Pier to lunch in Copley Square... Riding behind the courthouse, I wondered how long it had been since I'd been on a bike. It'd probably been 15 years. I bought a year's membership the next day." – Sandy

"I cannot believe how much it has impacted my life ... I've ridden in heels, skirts, dresses....everything. I'm so happy to see Boston going in this direction."

– Tracy



Bike Lanes

Capping three years of steady infrastructure development, Boston installed its 50th mile of on-road bike facilities, bringing the total on- and off-road network to more than 100 miles.

Boston also realized a number of landmarks in 2011.

- 1) The City removed 70 parking spots to create space for a dedicated bike lane on Massachusetts Avenue. Cyclists can now ride from the Mass. Ave. Bridge to Melnea Cass Boulevard on nearly uninterrupted bicycle facilities. Gaps will be eliminated in the future, while the City also looks to expand the lanes beyond Mass. Ave. into Dorchester.

- 2) Devoid of any on-road facilities until this year, Boston's downtown core has a new look complete with three miles of bike lane on five streets, as well as a new downtown wayfinding system just for cyclists (coming soon). Should the wayfinding prove successful, look to see the system expand into new regions.



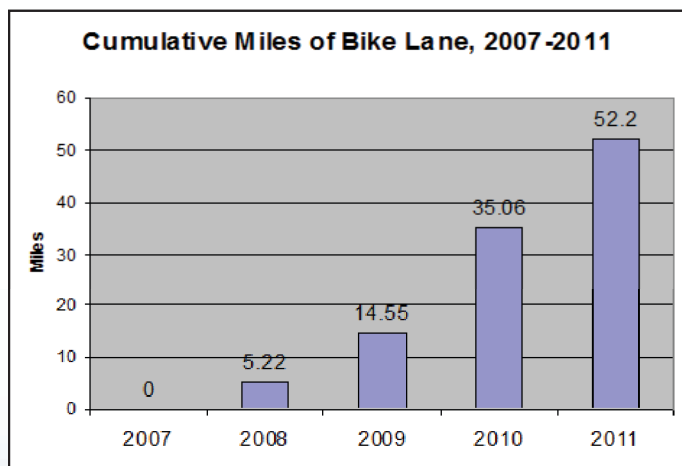
"I have rejoiced with each new section of road graced by a bike lane. What a luxury!"
– John

What an achievement this [Mass. Ave. bike lane] is for cycling in Boston" – Lucas



- 3) Cyclists can now enjoy the waterfront with the first edition of “Harborbike” (bike lanes complementing the existing Harborbike walking paths) along the road of the Greenway and Commercial Street in the North End. Further planning is being undertaken by the Boston Transportation Department to look at potential future cycletracks along this route.
- 4) Bike lanes over the Boston University bridge are complete, thanks to a road diet eliminating the fourth travel lane.

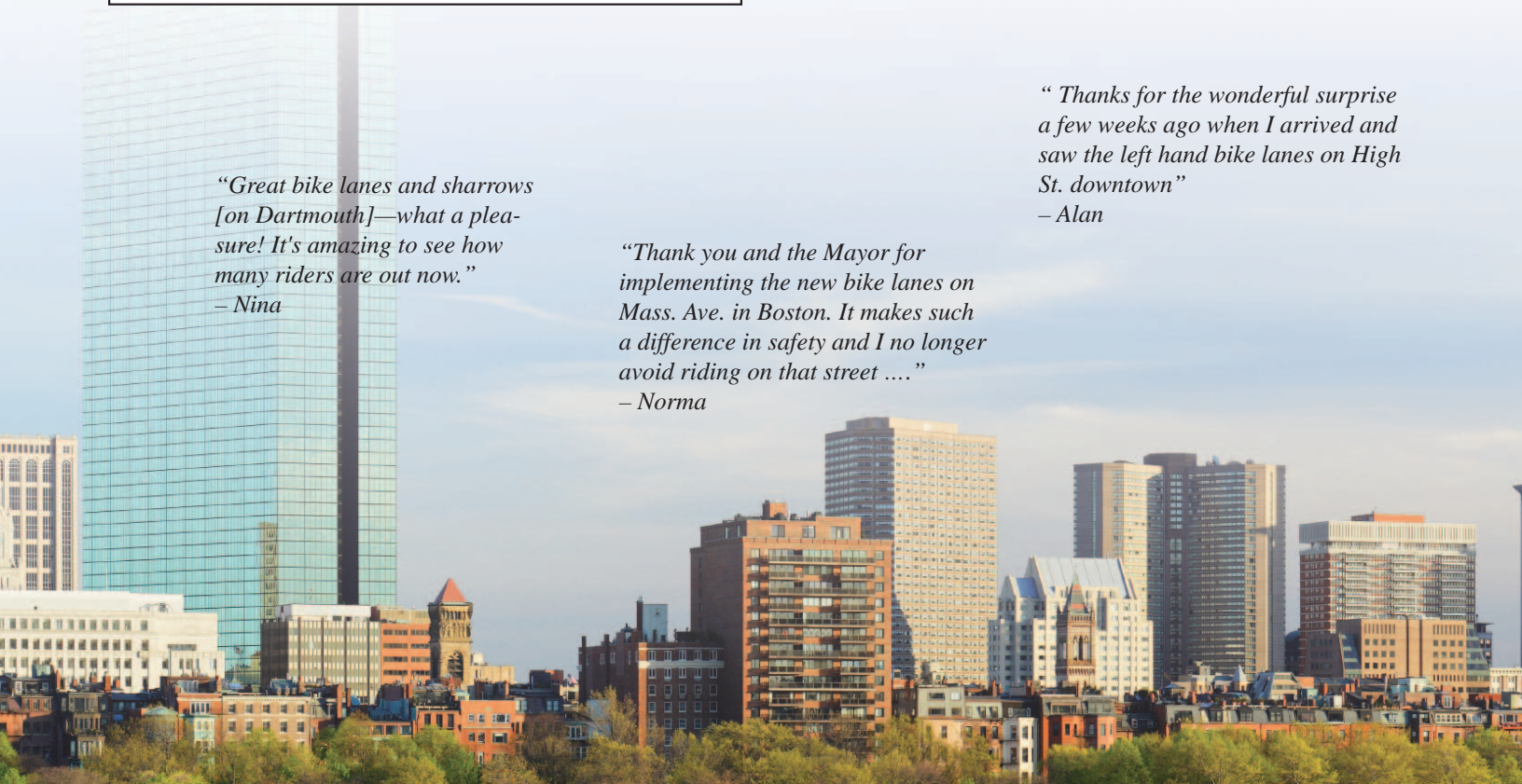
Looking into the future, Boston will continue to build out the bike network, incorporating ever more protected facilities where possible, including cycletracks to accommodate all levels of cyclists.



“Great bike lanes and sharrows [on Dartmouth]—what a pleasure! It’s amazing to see how many riders are out now.”
 – Nina

“Thank you and the Mayor for implementing the new bike lanes on Mass. Ave. in Boston. It makes such a difference in safety and I no longer avoid riding on that street”
 – Norma

“ Thanks for the wonderful surprise a few weeks ago when I arrived and saw the left hand bike lanes on High St. downtown”
 – Alan



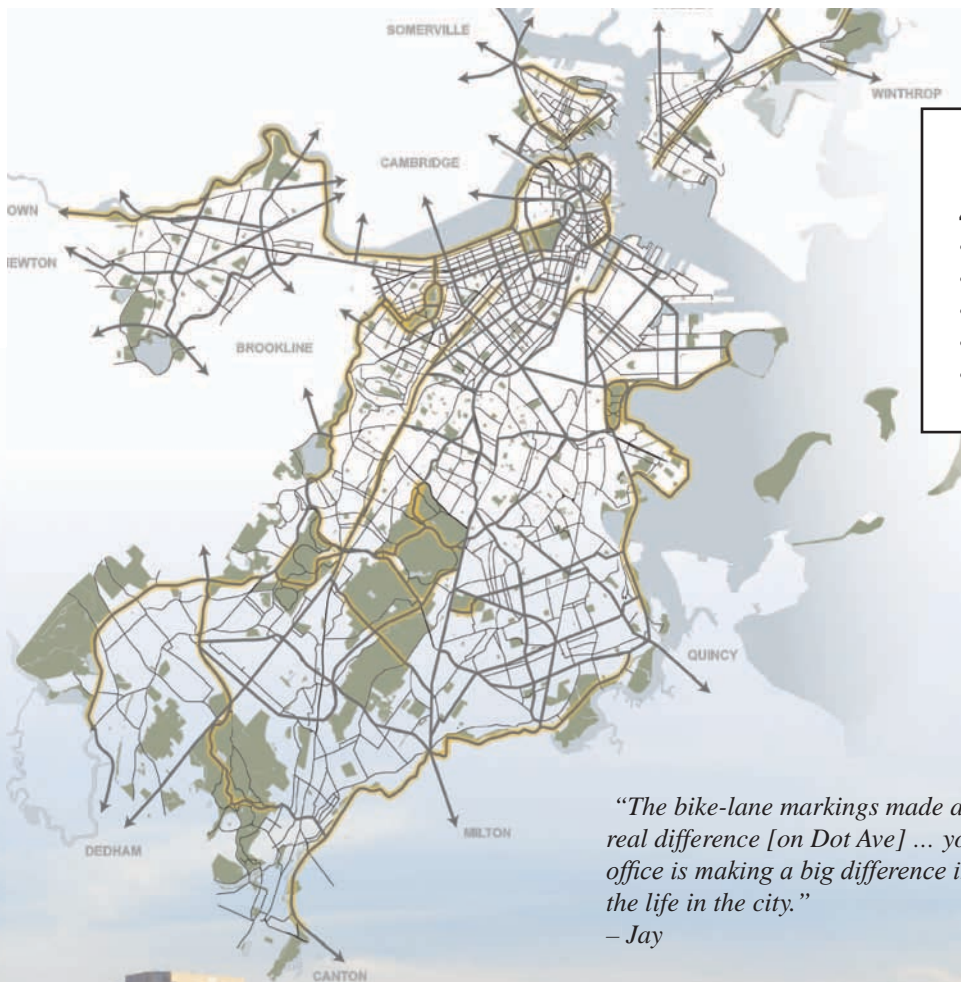
Network Plan

With the rapid growth of the City's bike lanes (50 miles in four years!) and New Balance Hubway helping more people to make more daily trips by bike, the City charged Toole Design Group to create a bold plan for a comprehensive bike network in Boston.

The Boston Bike Network Plan will be a blueprint for installation over the next 10 years, as the City seeks to connect every neighborhood with a network that attracts riders of all ages and abilities.

Over the last twelve months, Toole Design Group collected suggestions for routes and visited 400 miles of roadway and paths in Boston. At the same time, they conducted more than a dozen meetings and open houses with the City to collect feedback from the public, city and state agencies, neighbors, advocates, and residents to improve the plan.

The City and Toole Design Group look forward to unveiling the draft network in March 2012, followed by more meetings and feedback with the goal of delivering the final network plan and resource guide later in the year. Look for the network to include cutting-edge features like "neighborways," cycletracks, bike signals, and wayfinding.



Proposed Network Mileage

420 Total Miles (approximate)

- 95 Multi-Use/ Off-Street Paths
- 64 Cycletracks/ Separated On-street Paths
- 85 Neighborways
- 95 Bike Lanes
- 77 Shared Lanes

"The bike-lane markings made a real difference [on Dot Ave] ... your office is making a big difference in the life in the city."

— Jay

Bike Parking

In 2008, Mayor Menino pledged to add 500 bike parking spaces per year for three years. The City has worked diligently to fulfill this promise, installing 2,700 new parking spaces since that date. The City now has 1,212 bike racks with coverage at more schools, community centers, libraries, and public housing facilities.

In 2011, the City also adopted stringent bike parking standards for new developments, consistent with LEED standards, which specify requirements for outdoor bike parking, indoor/secure parking, showers, and even bike share stations on larger developments.

Existing Bicycle Parking

MBTA


- o 3 Bike Cages
- o 260+ Spaces per Cage

Boston University

- o 3400 Spaces
- o 8 Indoor Bike Rooms

Longwood Medical Area

- o 2500+ Spaces



*"I saw the new bike racks today!
They are fantastic...They will get
used now on a daily basis, which is
fantastic."*

– Sarah

COMMUNITY BIKE PROGRAMS

The Community Bike Program is one of the pillars of Mayor Menino's bike programs, having successfully put nearly 10,000 new residents on bikes during the last two years.

This program was launched with grant funding from the Boston Public Health Commission. The Community Bike Program is comprised of four components.



Roll it Forward

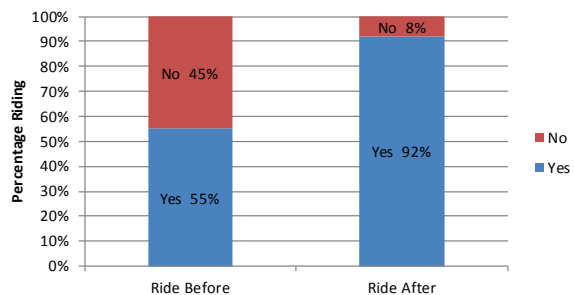
Roll it Forward sought to collect, repair, and distribute up to 1,000 bikes to low-income residents in Boston in two years. Boston Bikes achieved just that milestone, distributing the 1,000th bike (and a number more) to members of Mattapan Vigorous Youth.

Roll it Forward: Unequivocal Results

- 92% of youth ride at least 2-3 days per week compared with 55% who rode at all before.
- 95% of youth wear their helmets.
- 27% of youth improved their health or weight.

Results from phone survey of parents and guardians of Roll it Forward recipients

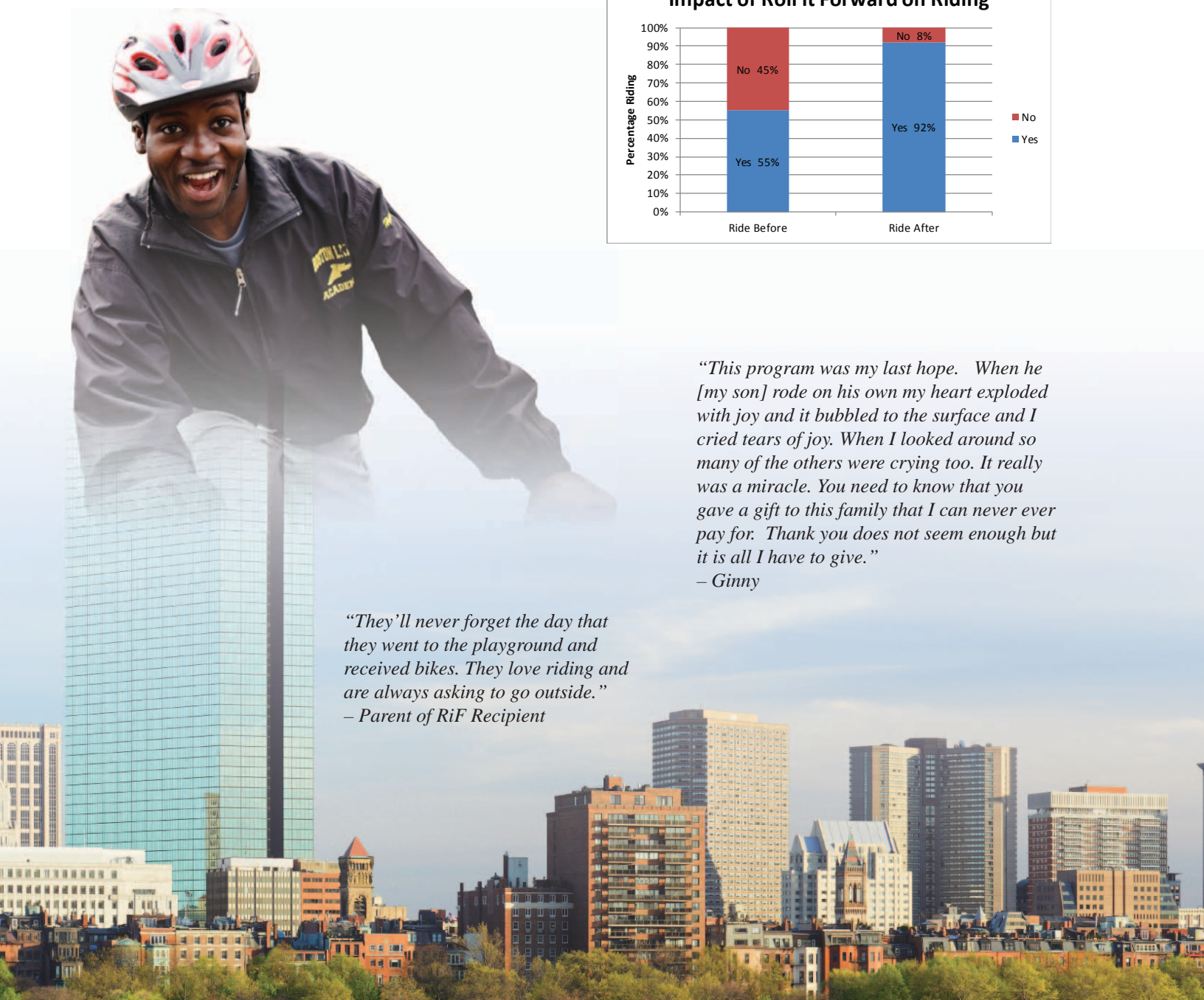
Impact of Roll it Forward on Riding



"This program was my last hope. When he [my son] rode on his own my heart exploded with joy and it bubbled to the surface and I cried tears of joy. When I looked around so many of the others were crying too. It really was a miracle. You need to know that you gave a gift to this family that I can never ever pay for. Thank you does not seem enough but it is all I have to give."

— Ginny

"They'll never forget the day that they went to the playground and received bikes. They love riding and are always asking to go outside."
— Parent of RiF Recipient



Youth Cycling Program

Boston Bikes' Youth Cycling Program (YCP) aims to bring high-quality bike programming to thousands of youth and adults every year. The program focuses on providing

on-the-bike training, emphasizing riding skills, safety, and how to make cycling a lifestyle choice. In two years, Boston Bikes worked with 7,773 youth at 48 sites, providing 426 classes.



Community Bike Days

A staple of the Mayor's bike programs, Boston Bikes partnered with numerous organizations to bring biking to their community programs. Boston Bikes teams joined partners to lead bike rides, providing instruction, offering free bike rentals, and much more. The program supported 672 participants at nine events.

Summer Internships

New in 2011, Boston Bikes hired 30 Boston Public School youth interns through the ABCD Summer-Works program. The interns received comprehensive training before hitting the streets to serve as public ambassadors to Boston Bikes by disseminating bike safety information, distributing helmets, manning bike share stations, and more.

Bike To Market

Bike to Market, delivered by the Boston Cyclists Union, provides free bike repair throughout the summer at farmers markets. Recognized by the Center for Disease Control as a potential Best Practice, the program repaired 1,632 bikes at 80 farmers markets since 2011.



HUB ON WHEELS & TD BANK MAYOR'S CUP

Photo by Galen M. Mook

Mayor Menino's Hub On Wheels citywide bike ride & TD Bank Mayor's Cup Professional Race is the largest one-day cycling celebration on the East Coast. Known collectively as the TD Bank Cycling Celebration, the two-part event is the first in the country to successfully merge a major citywide participant ride with a spectator-friendly, high-energy professional race and festival.

Every year more and more cyclists come out to ride in the now familiar 10-, 30-, and 50-mile Hub On Wheels routes looping through Downtown,





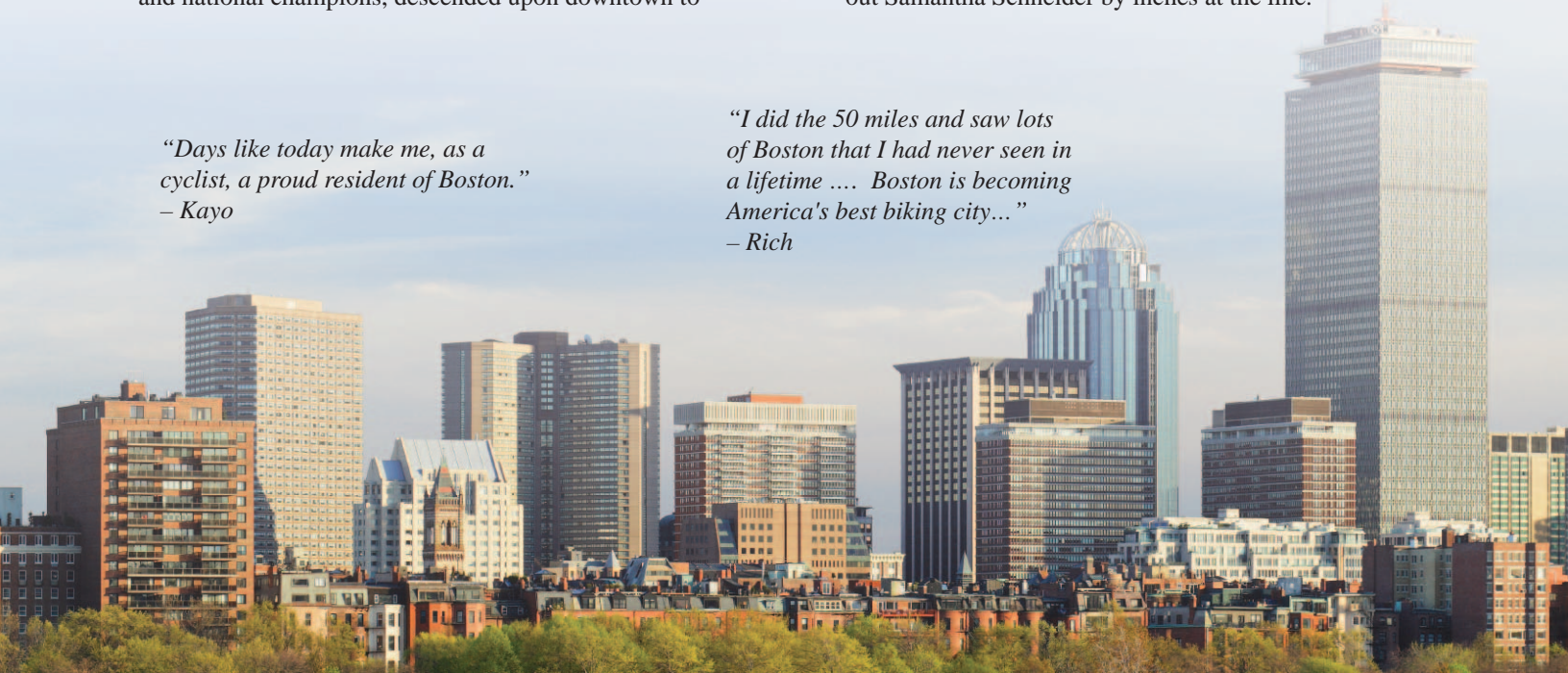
Back Bay, Jamaica Plain, Roslindale, Hyde Park, Dorchester, and South Boston. The seventh edition of Hub On Wheels drew a record 4,500 riders.

In only its third year, the TD Bank Mayor's Cup has become one of the biggest and richest one-day criteriums in the country. The men's event was the final race of the season-long USA CRITS series. More than 200 of the nation's top professional racers, including Olympians and national champions, descended upon downtown to

battle for bragging rights and \$40,000 in prize money. For the men the winner emerged after 60 minutes of racing from a bunch sprint to the line. Ken Hanson proved to be the speediest on the day, while 20-year-old Massachusetts resident Luke Keough scored an impressive third place to hold on to both the series lead and the Best Young Rider title. The women's event proved just as animated as the men's, and the race ended in a field sprint after 24 fast miles with veteran Jen McRae edging out Samantha Schneider by inches at the line.

"Days like today make me, as a cyclist, a proud resident of Boston."
– Kayo

"I did the 50 miles and saw lots of Boston that I had never seen in a lifetime Boston is becoming America's best biking city..."
– Rich



BIKE WEEK & BIKE FRIDAY

Recruiting New Riders: Bike Week & Bike Friday

- 54.3% of inexperienced participants started to bike more after Bike Friday.
- 21% of participants are not regular commuters
- 45% of all cyclists start biking because it is the best way to work or school
- 8% of all cyclists start riding because they participated in an event

- 2010 Boston Bikes Survey & 2008 Bike Week / Bike Friday Survey

A collaboration with National Bike Month, Boston's "new" Bike Week officially kicked off the cycling season in May. Starting with a block party hosted by Giant Cycling World, including demonstrations by champion trials rider Jeff Lenosky, a bike tour of the city's new bike lanes, food, and music. The week's events also included Mayor Menino's Bike Festival with guided bike escorts, food, music, and a bike expo for nearly 1,000 people. In addition, dozens of local organizations hosted myriad cycling events all month long.

For the past four years, the last Friday of every summer month has been a Bike Friday in Boston. Guided convoys from Belmont, Brighton, Cambridge/Somerville, Dorchester, Jamaica Plain, Lexington, Newton, and West Roxbury, have brought nearly 5,000 commuters downtown by bike this summer. Participants enjoy a car-free journey, a free breakfast, a bike expo, and camaraderie all before 9am.

Boston Bike Week and Bike Friday successfully recruit new people to cycling and encourage existing cyclists to bike more.



BIKE SAFETY

Free & Low-Cost Helmet Distribution, 2011

Total Helmets Distributed	5,126
o Boston Public Health Commission	2,260
o Boston/ Hubway Retail Sales	1,074
o Hubway Registration	498
o Alta bike share events	225
o Boston Police Department	320
o BU Police Department	800
o Roll it Forward	689
o Bike to Market	240
o Other	20

The launch of New Balance Hubway introduced thousands of new riders to cycling, and Mayor Menino seized the opportunity to create innovative safety, enforcement, and education programming.



Enforcement: The Boston Police Department worked side by side with the Brookline Police Department, as well as the Boston University and Northeastern Police Departments to increase compliance by cyclists and drivers with rules of the road. Police issued 220 tickets to cyclists, 279 tickets to drivers, and distributed more than 700 helmets. The enforcement campaign lit up the blogosphere and was featured on WCVB TV5's Chronicle show.

Education: Boston Bikes conducted a major outreach campaign to cyclists and drivers. Boston Public School interns took to the streets to flier 10,000 bicycles with safety information, and the City mailed fliers to every registered driver in Boston via excise tax mailings, totaling nearly 500,000. In partnership with MassBike, the City also offered live bike safety education classes several times per month at multiple locations throughout the summer.

Helmets: In conjunction with Hubway, the city implemented a multi-pronged helmet program that distributed nearly 1,800 free or low-cost helmets in 2011.

1. More than 30 retailers, including all CVS and Walgreens locations, sold low-cost helmets for as low as \$7.99 throughout the City.
2. Hubway subscribers had the option to have a subsidized helmet delivered to their door upon registration.
3. Boston Public School interns, during the peak season, manned key high-volume stations, selling and fitting helmets and offering safety tips and advice.



BIKE FRIENDLY BUSINESS AWARDS

Boston Bike's 4th Annual Bike Friendly Business Awards recognized 50 companies for leading the way in bike friendly practices. Since 2008, nearly one hundred companies have been recognized. Fourteen of our companies went on to receive national recognition through

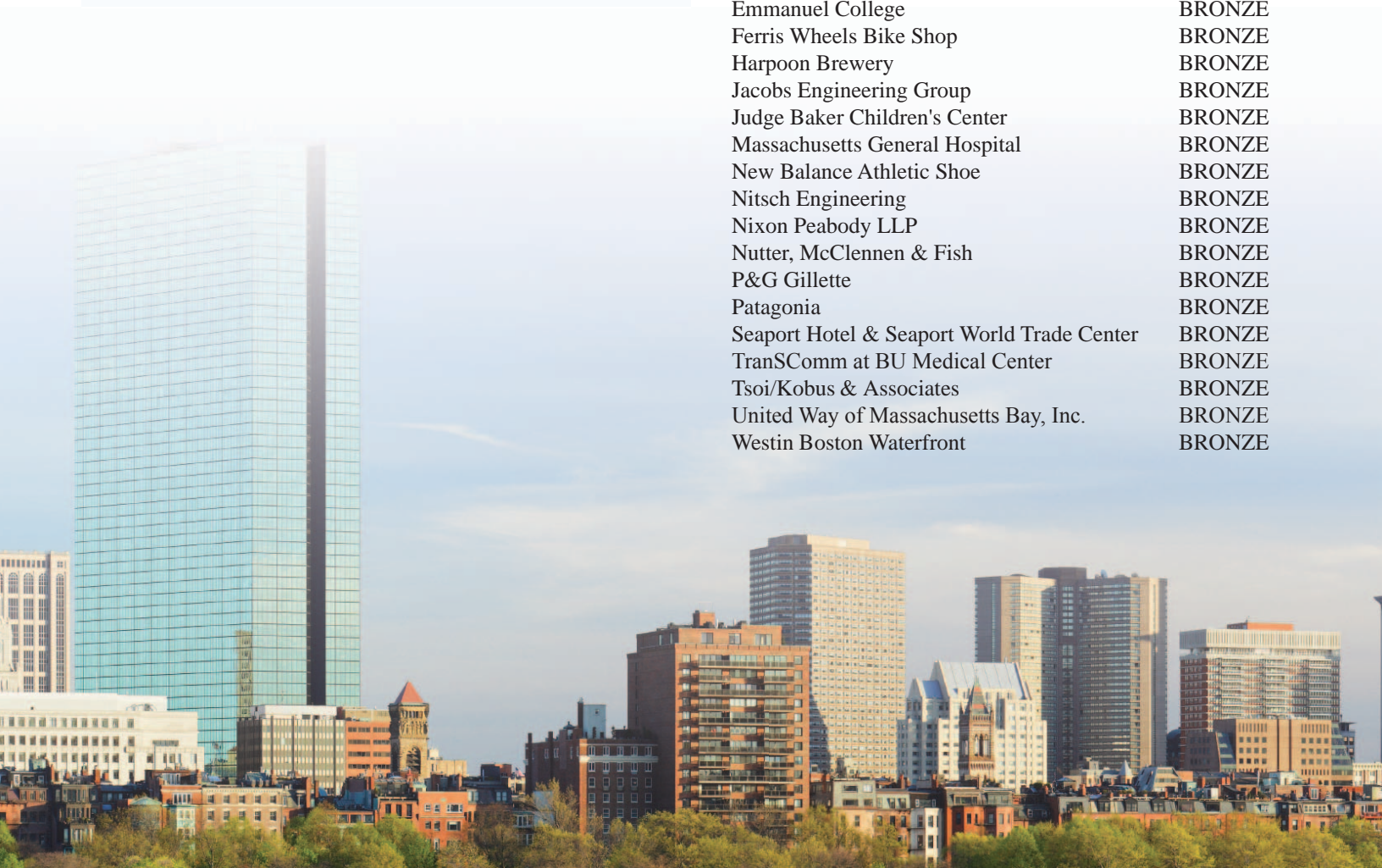
the League of American Bicyclists' Bike Friendly Business Program, comprising more than 10 percent of the nation's bike friendly businesses to date. Beth Israel Deaconess Medical Center took top honors as the most bike friendly business in Boston.



2011 Bike Friendly Businesses



AEW Capital Management	GOLD
Beth Israel Deaconess Medical Center	GOLD
Children's Hospital Boston	GOLD
Commuter Choice Program, Harvard University	GOLD
Institute for Human Centered Design	GOLD
Landry's Bicycles	GOLD
Urban AdvenTours	GOLD
Brigham and Women's Hospital	SILVER
Dana Farber Cancer Institute	SILVER
EnerNOC, Inc	SILVER
Foley Hoag LLP	SILVER
Geekhouse Bikes	SILVER
Harvard Medical School	SILVER
John Hancock	SILVER
MASCO	SILVER
MyBike	SILVER
Next Phase Studios	SILVER
Recreational Equipment, Inc. (REI)	SILVER
Toole Design Group	SILVER
Zipcar	SILVER
A Better City	BRONZE
Blue Cross Blue Shield of MA	BRONZE
Boston Global Investors	BRONZE
Boston Properties	BRONZE
Boston University	BRONZE
Cambridge Systematics	BRONZE
Emmanuel College	BRONZE
Ferris Wheels Bike Shop	BRONZE
Harpoon Brewery	BRONZE
Jacobs Engineering Group	BRONZE
Judge Baker Children's Center	BRONZE
Massachusetts General Hospital	BRONZE
New Balance Athletic Shoe	BRONZE
Nitsch Engineering	BRONZE
Nixon Peabody LLP	BRONZE
Nutter, McClennen & Fish	BRONZE
P&G Gillette	BRONZE
Patagonia	BRONZE
Seaport Hotel & Seaport World Trade Center	BRONZE
TranSComm at BU Medical Center	BRONZE
Tsoi/Kobus & Associates	BRONZE
United Way of Massachusetts Bay, Inc.	BRONZE
Westin Boston Waterfront	BRONZE



Economic Development

Inspired by Portland, Oregon's success in creating a vibrant cycling economy, the City has worked diligently to encourage new bike-industry companies in Boston, with ten new bike opening in Boston since 2007.

Boston's first "Bike Innovation District" is officially open in South Boston as of January, 2012. With Geekhouse Bikes

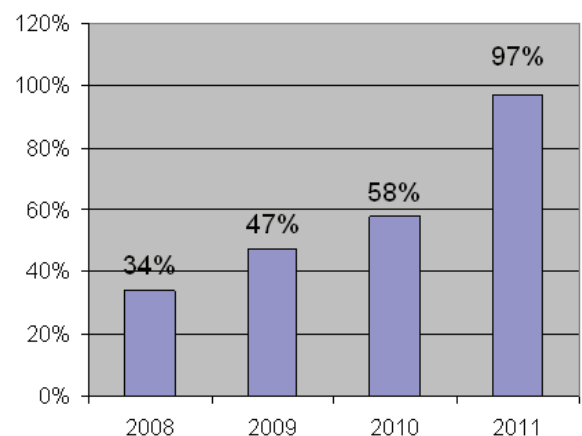
at the helm, a collection of bike industry companies share resources, ideas, and more in their collective space in South Boston.

Boston continues to see tremendous growth in bike-industry related employment with a near doubling of jobs since 2007.

NEW Bike Industry Companies 2007-2011

1. Ashmont Cycles
2. Dutch Bikes
3. Giant Cycling World
4. My Bike (shop)
5. New Balance Hubway
6. Revolution Cycles
7. Royal H Cycles
8. Superb Bikes
9. Toole Design Group
10. Firefly Bicycles

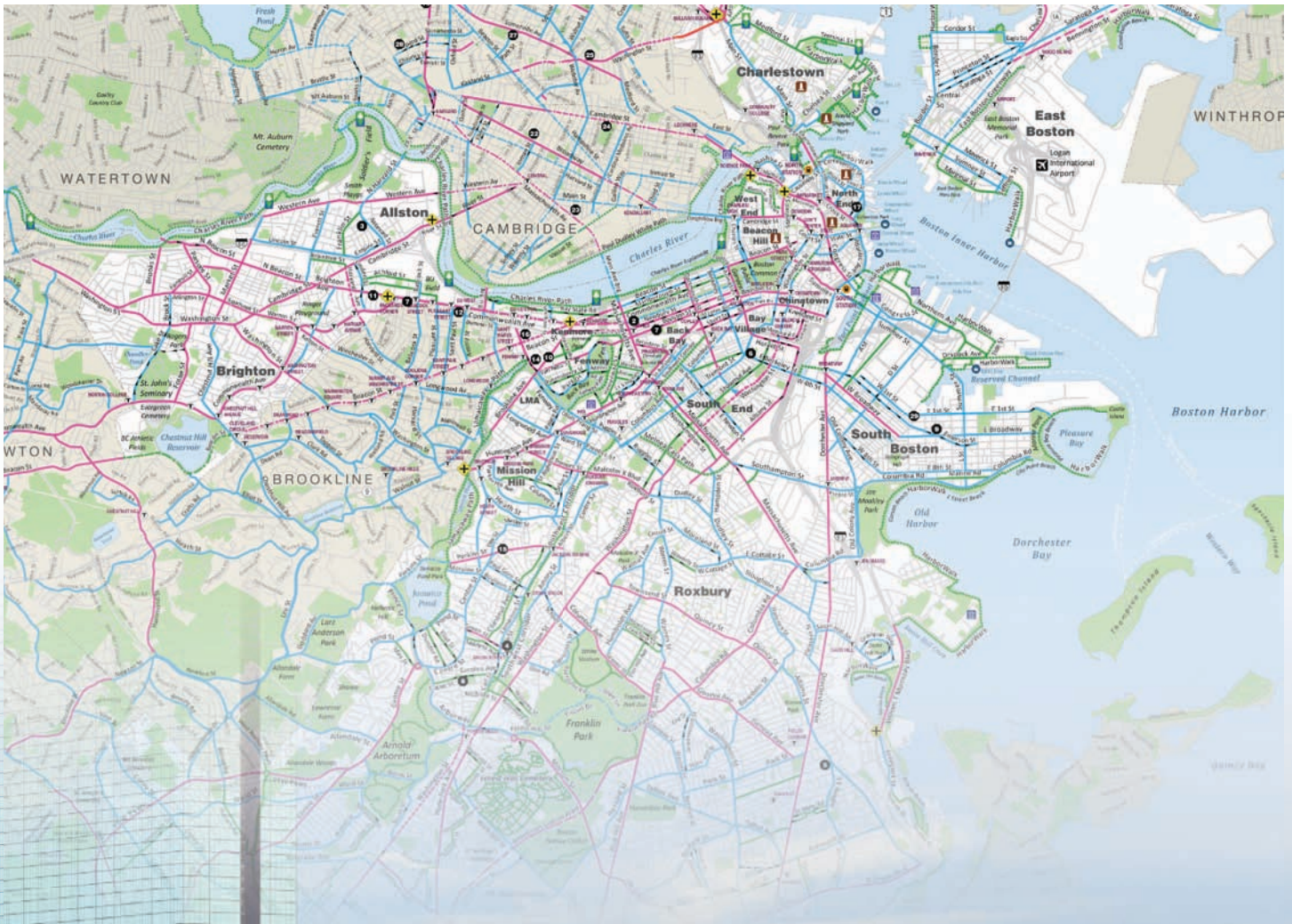
Percentage Increase Bike-Industry FTE, since 2007



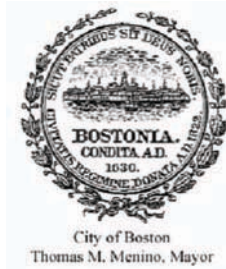
Bike Map

The third edition Boston Bike Maps rolled off the press in 2011, bringing the total number of maps distributed to 96,000. The latest versions now show the locations of New Balance Hubway stations.

In addition, the Boston Bike Map's crowd-sourced routes were used as the foundation for Ride the City's interactive map, which provides users with route suggestions based on individual origins and destinations. Both maps can be viewed at: www.cityofboston.gov/bikes.



PARTNERSHIPS



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

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 Press Office
Office of Budget and Management
Property Management
Public Improvement Commission

