

State of the Hub

Boston Bikes 2013 Update
Presented March 2014

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Our team of cycling instructors

Boston Bikes was launched in 2007 with the goal of transforming Boston into a world-class bicycling city. At the time, Boston had been rated three times the worst cycling city in the country by Bicycling Magazine.

Today, Boston has officially gained recognition as one of the great cities for cycling in the United States, heralding in a new era for bikes in Boston.

In 2013, Boston achieved numerous milestones. This report presents our accomplishments over the last year.

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Dear Friends,

I am proud to present this report detailing the accomplishments of the Boston Bikes initiative. Two months ago, I pledged to the residents of Boston to listen, learn and lead as I take the helm of city government. Boston Bikes has excelled by doing all three – responding to the growing demand for a robust bicycle network, seeking expert advice to build key links of the bike network, and serving as a model for other cities in ensuring our streets are safe for all cyclists.

Over the last six years, Boston Bikes has made tremendous progress, installing over 80 miles of bike lanes, launching one of the first and most successful full-size bike share systems in the US, and developing a comprehensive Bike Network Plan. In this time period, bicycle ridership has doubled, and Boston has gone from one of the worst-rated cities for biking to one of the best.

I am committed to building on this strong track record. Biking reduces traffic congestion, promotes health and wellness, and reduces our city's environmental impact. Biking is a critical part of a safe, vibrant and sustainable city. We are now launching the second phase of Boston's bike network. In 2014, Boston Bikes will lead a landmark campaign to reduce bicycle accidents by 50 percent, expand the Hubway bike share network, and develop plans for our first downtown cycletracks.

Boston has a remarkable community of residents, advocacy organizations, business leaders, and institutions that together move our great city forward. I look forward to the help of many partners as we accelerate progress toward transforming Boston into a world-class bicycling city.

Sincerely,

Martin J. Walsh

Mayor of Boston



2013 Highlights

Doubled ridership since 2007¹

Rated 5th “Most Bikeable”
US City²

First helmet vending machine in
the US

Landmark Cyclist Safety
Report released

Completed bike network plan

Equity leader in cycling³



Meet Andy

Andy is a 17-year-old junior at City on a Hill Public Charter School in Roxbury, and grew up in the Ashmont neighborhood of Dorchester. In 2013, Andy got a bike – a black Kona he calls “Fender” – through Boston Bikes’ Roll it Forward program, an initiative that has distributed more than 2,800 bikes to low-income residents since its launch in 2010. Boston Bikes is driven by a deep commitment to equity across the cycling landscape. Roll it Forward and our other community bike programs address issues of access to bicycles, provide education about bicycling, and utilize community-based approaches to expand ridership. For Andy, receiving a bike has made getting around the city easier. Last year, he attended MassArt’s Artward Bound, an intensive college-prep program for high schoolers, and he used “Fender” to ride from Ashmont to Roxbury for school, then to MassArt. As he describes, “It takes an hour to get to school by bus. When I bike, it’s faster. It lets me sleep in later.” His classmates have taken notice of him riding to school and have been inspired to start riding themselves. Andy is glad to see more people biking. “The bike saves the environment,” he says, “especially with all the cars. It’s great because it has its own technology, its own engine, it’s more efficient.” But his new bike also has a more personal impact. “It’s like a family to you – it makes you feel at home when you’re on it.”



In 2013, Boston Bikes’ programs touched thousands of people like Andy in every neighborhood of Boston. In the pages that follow, we share a few of their stories.

¹Doubling of ridership calculated using American Community Survey Data ²Ratings issued by walkscore.com for cities with a population greater than 500,000. ³Our commitment to equity is shown throughout our work, especially in our community programs and subsidized Hubway membership program.

By the numbers

100	percent increase in average daily riders since 2007
50	percent goal for reduction in bike injuries by 2020
356	miles of bike facilities planned in the 30-year Bike Network Plan
82	miles of bike lanes installed to date
9,500	active Hubway members
87	New Balance Hubway stations in Boston
1,500,000+	Hubway trips to date
1,081	bikes distributed to low-income residents (2013)
4,976	youth received on-bike training (2013)
16,000+	people participated in Boston Bikes events (2013)

Long-Term Goals

Boston Bikes has two overarching goals, to increase ridership and to improve safety. Long-term, our goal is to reach 10% mode share by 2020 (that is 10% of all trips in Boston will be taken by bike). In the same time period we aim to decrease the bicycle injury rate by 50%.

To measure our progress, we conduct annual counts of bikers and analyze data from the American Community Survey (ACS). We also work with partners in Boston's Emergency Medical Services (EMS) and the Police Department to collect data on bicycle accidents.

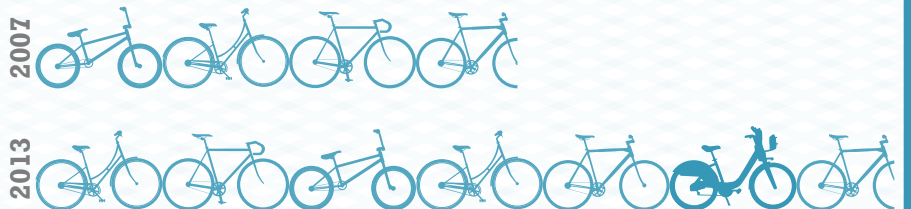
In 2013, we worked with over 50 volunteers to complete annual bike counts in 25 locations around Boston. Our results show an 82% increase in ridership since our first counts in 2007. These results correspond with the ACS survey data, which show a 100% increase in daily riders since 2007. By our count, men still outnumber women 2 to 1. Seventy-six percent of riders counted were wearing helmets. With new cycletracks underway and a growing number of Hubway stations, we expect that the increase in bikers on the streets of Boston will only accelerate. We will conduct our next annual counts in the fall of 2014.

Preliminary numbers suggest that the crash injury rate may be declining. 2013 saw 572 crashes, a 20% increase over 2010. Ridership in the same period, however, increased 42% according to the American Community Survey. The rate of accidents, therefore, is better, though ultimately we aim to reduce the absolute number of crashes as well.

2013 Boston Bike Counts

Estimated Daily Bike Trips¹

1 Bike = 10,000 Trips



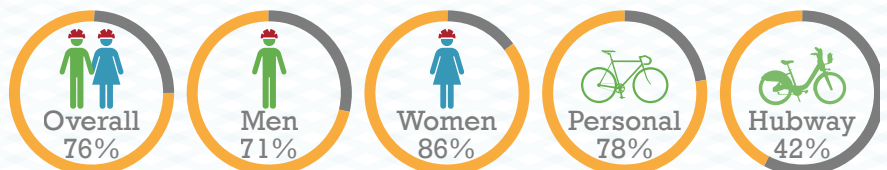
Gender



Top Locations²

1. Harvard Bridge
2. Commonwealth Avenue
3. Longwood Ave / Muddy River
4. Boston University Bridge
5. Columbus / Massachusetts Ave

Helmet Use



1. Baseline of 38,000 bikes calculated using ACS mode share data, Boston Transportation Department 2000 Fact Book. Increase calculated using 2007 and 2013 Boston bike counts.
2. Counts conducted from 7-9am and 4-6pm. Harvard Bridge - 1,490, Commonwealth Ave - 1,223, Longwood Ave / Muddy River - 1,214, Boston University Bridge - 1,168, Columbus / Massachusetts Ave - 1,038



Safety, Education, & Enforcement

The Initiative

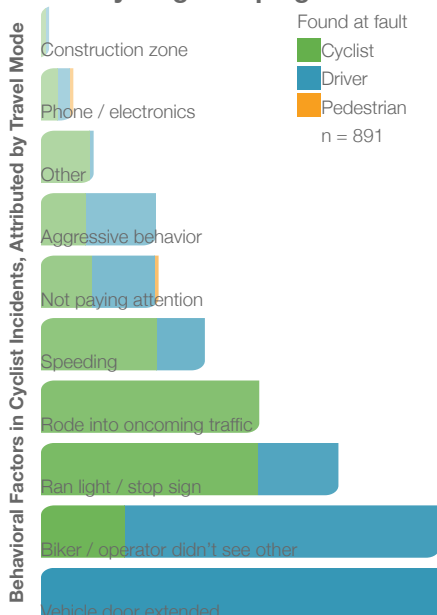
Boston has pledged to reduce the bicycle crash injury rate 50% by 2020 through improvements to bicycle facilities, and safety education targeted at both drivers and cyclists.

Accomplishments

Cyclist Safety Report

In May 2013, Boston Bikes released The Cyclist Safety Report. This landmark study was the result of a 2-year collaboration with the Boston Police Department (BPD) and Boston Emergency Medical Services (BEMS). The report analyzed data from every cycling accident reported between 2009 and 2012, identifying trends to guide future street and intersection design, and inform safety education campaigns.

Urban Cycling Campaign



Campaigns targeting "dooring," cyclists' compliance with traffic rules (red lights, stop signs, etc.), and cyclists' visibility could address factors noted in more than half of the incidents.

Based on findings from the report, Boston Bikes launched the Urban Cycling Campaign, a data-driven initiative to educate cyclists about the most common urban cycling hazards and how to avoid them. Working with dozens of university and community partners, including the Boston Cyclists Union and Dahianna Lopez of Harvard University, we reached 100,000 cyclists in Boston with key safety tips.

**TEST YOUR BIKE-Q.
EARN FREE GEAR.**
bostonbikes.org

BEWARE OF DOORS
You are allowed full use of the road, so ride at least 3 feet from parked cars, even in traffic.

FOLLOW THE RULES
YIELD TO PEDESTRIANS.
Ride in the direction of traffic. Stay off of sidewalks in business districts. Stop for all red lights and stop signs.

AVOID LARGE VEHICLE BLIND SPOTS
Trucks, buses and oversized vehicles have large blind spots, particularly on the right. Avoid overtaking large vehicles. Stay visible to drivers – if you can't see the driver in the mirror, the driver can't see you.

USE HELMETS AND LIGHTS
Wear your helmet. Use lights, reflectors, and bright clothing to see and be seen.

We also distributed more than 1,500 free bike lights, urging cyclists to "be bright."

Driver Education

In 2013, we reached 450,000 drivers through a mailer with the annual vehicle excise tax bill. The flyer provided drivers with the top three ways to reduce bike accidents. To date, nearly two million bike safety flyers have been distributed to Boston drivers, highlighting essential safety information.

**DO YOU KNOW HOW TO
DRIVE SMART
WITH BIKES?**

The roads are changing. Every year more Bostonians are commuting by bike. Now is the time to make sure you know how to share the road safely. We'll all breathe easier!

Take our quiz online
www.bostonbikes.org

BOSTON BIKES

Large Vehicles

Boston actively works to reduce large vehicle conflicts which comprise a majority of cyclist fatalities. In 2013, the City added side-guards to all large city trucks, 18 vehicles total, in the largest pilot in the country. We also reached hundreds of cyclists at an MBTA “blind-spot demo.” Cyclists sat at the wheel to see first-hand how bikes can disappear into a bus driver’s blind spot.



Helmets

While helmets can’t stop accidents, they do reduce crash-related injuries. Boston Bikes actively encourages



Source: BHW Public Affairs.

helmet use for all ages. In 2013, we distributed 3,760 free and low-cost helmets. We also piloted the first-in-the-nation helmet vending machine.

Enforcement

The Boston Police Department conducted targeted enforcement at accident hotspots across the city, handing out 350 violations to cyclists for things like running red lights or riding against traffic. The enforcement actions were aimed at the most risky behaviors contributing to bike accidents. Police also continue to enforce double parking rules, and have given out 1,040 violations since 2010.



The Boston Police Department joined MassBike in shooting a bike safety video that will be used in police officer training across the state. Source: Boston Police Academy.

Academy Training Video

MassBike, the state-wide bike advocacy organization, developed a training video for police officers across Massachusetts to educate them about bike laws, bike safety issues, and interactions between motorists and bicyclists. In the spring of 2014, all 2,000 Boston Police Department officers will complete the training.

Moving Forward

With the pro-bono guidance of two marketing professionals, Boston Bikes is designing Phase II of our safety education campaign aimed at both cyclists and drivers. We will roll-out this campaign in 2014.



Bikes Not Bombs' B.O.C.A Youth Organizing Program was one of many community partners that helped distribute 100,000 flyers to cyclists in Boston.

Network Plan

The Initiative

In 2011, Boston launched a collaborative planning process to develop a seamless network of on- and off-street routes linking destinations from one end of Boston to the other. Implementing the network plan is an important part of Boston's goals for 2020 to increase bike trips to 10% of all modes and decrease bicycle crashes by 50%.

Accomplishments

The Boston Bike Network Plan and 5-Year Action Plan was completed in 2013, featuring a 30-year vision for a robust network. The plan will connect every neighborhood with a comprehensive network of bicycle routes that attract riders of all ages and abilities. Consistent with that vision, the plan purposefully incorporates state-of-the-practice facilities that emphasize protection and separation between vehicles, cyclists, and pedestrians.

The 356 planned miles include 59 miles of cycletracks (exclusive bike facilities separated from motor vehicle lanes and sidewalks), 108 miles of off-street paths, 116 miles of exclusive bike lanes, 35 miles of "neighborways" or bike boulevards and 38 miles of shared lanes.

To date, 39% of the network is installed. This includes:

- 82 miles of bike and shared lanes, the majority of which are exclusive bike lanes
- 58 miles of multi-use path
- 1.25 miles of cycletracks

Moving Forward

The Network Plan outlines an aggressive 5-year action plan for implementation of the Network. By 2017, we seek to complete 75 miles of the bike network, including numerous miles of cycletracks.



2008 55 miles



2013 120 miles



2018 195 miles

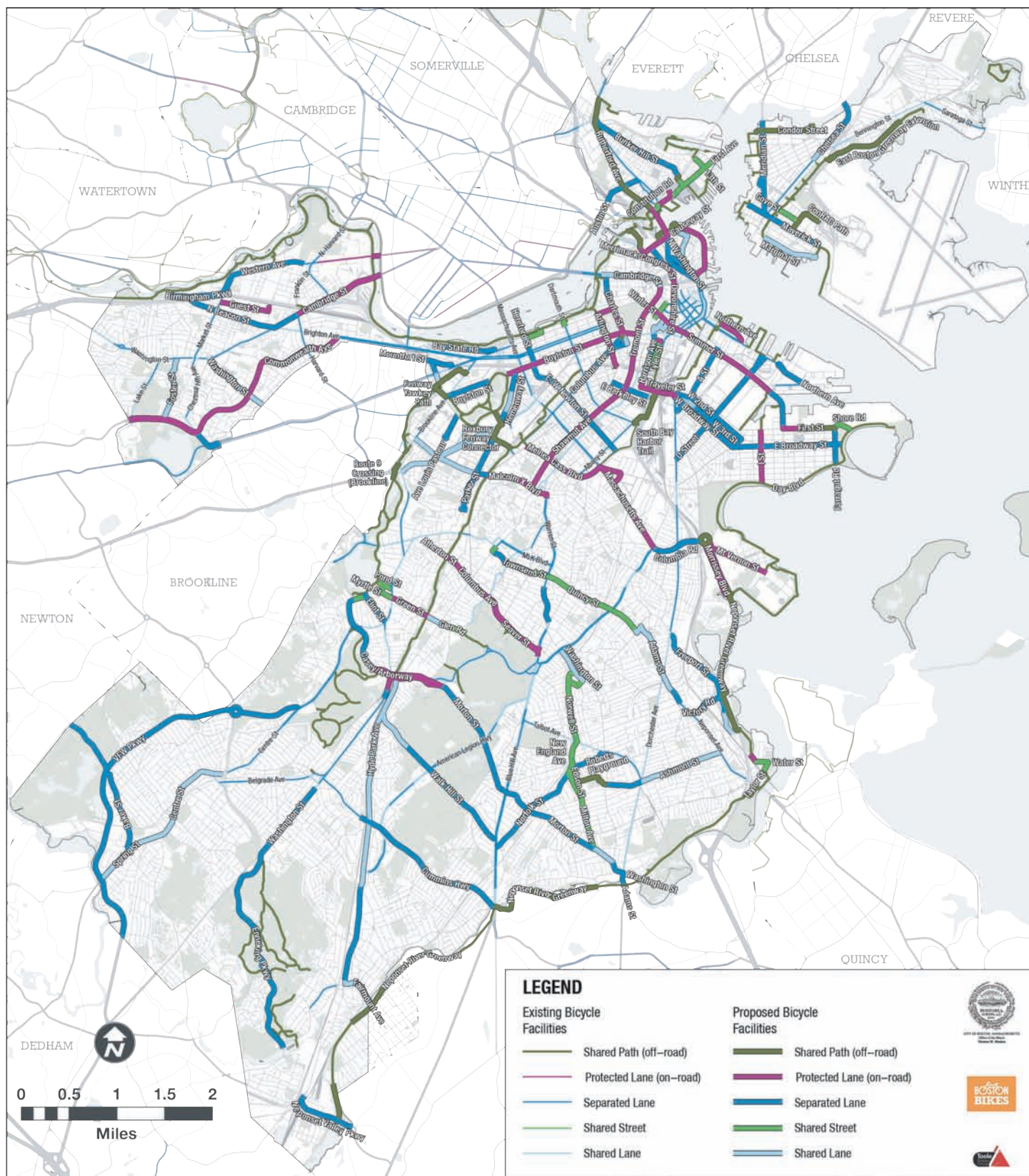


2043 356 miles

The 30-year Boston Bike Network Plan anticipates steady growth in the on- and off-street bike network.

Boston Bike Network Five-Year Plan

Fall 2013

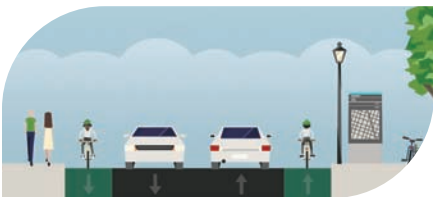


In the first 5 years, Boston seeks to complete 75 miles of the network plan. Because projects are often subject to delay or modification, Boston Bikes has included 105 miles in the 5-year action plan, anticipating that 75% will actually be accomplished.

Types of Infrastructure



Shared-use paths are physically separated from traffic and designated for shared use by bicyclists and pedestrians.



Bike lanes are on-road facilities designated for the exclusive use of bicyclists through pavement markings and signs. Bicycle lanes are one-way lanes located in between a travel lane and on-street parking or next to the curbside when parking is not present.



Buffered bicycle lanes are bicycle lanes with an additional painted buffer to provide more separation from motor vehicles.



Cycletracks are bike facilities physically separated from adjacent travel lanes. They can be at the same level of the sidewalk, or on the roadway. Cycletracks can either be one-directional or two-directional, and can be provided on both sides of two-way streets or on one side of one-way streets.



A **contraflow bicycle** lane is used when there is a need to provide two-way travel for bicyclists on street that is one-way for motor vehicles. Cyclists traveling in the contraflow direction are provided with a bicycle lane that is clearly indicated for this purpose with pavement markings and signs.



Bus-bike lanes are on-road travel lanes designated for exclusive bus and bicycle use. They are indicated with pavement markings and signs.



Shared lane markings, also known as “sharrows,” are a solution on streets where there is insufficient room to stripe a bicycle lane. They can help to position bicyclists in a safe location on the street. They are also a visible reminder to motorists to share the road with bicyclists.

Advisory bicycle lanes are used on low-volume, low-speed, two-way streets that are not sufficiently wide to provide full bicycle lanes. The bicycle lane line is dashed, and no centerline stripe is provided on the street. Motor vehicles are able to move into the adjacent bicycle lanes to pass each other, similar to the way motorists negotiate space on narrow residential streets with on-street parking.

Priority shared lanes are a new facility type used when there is insufficient room to install bicycle lanes. They are designated with shared lane markings which are supplemented with dashed lane lines on either side and/or green-colored pavement.

On a **shared street**, extremely low traffic speeds and volumes enable all modes of travel to share one space. Sidewalks are blended with the roadway, and separated bicycle lanes are not necessary. Shared streets use a combination of pavement materials, street furniture, planters, parking, and other features to reduce travel speeds to less than 15 miles-per-hour.

Local recommended routes are quiet residential streets that provide connectivity to neighborhood destinations and primary routes. These facilities may need wayfinding treatments to direct cyclists, but do not require additional infrastructure or pavement markings.

Neighborways, also known as bicycle boulevards, are quiet, low-volume residential streets designed for slower speeds which give priority to bicyclists and pedestrians. Neighborways are designated with pavement markings, signs, and traffic calming devices.

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.

Accomplishments

In 2013, we installed 20 miles of shared or exclusive bike lanes. Nearly 40% of the mileage called for in the 30-year Bike Network plan is now in place.

One of our most innovative programs is a pilot study on Brighton Avenue. The street is an important commercial corridor and a critical link in the Bike Network Plan, connecting to facilities on Commonwealth Avenue, Harvard Avenue, and Cambridge Street. As a part of our goals to increase ridership and to improve safety, we are conducting a Federal Highway Administration experiment with a new facility type called “priority shared lanes.” The study is evaluating the potential effectiveness of priority shared lanes and how they modify user behaviors. The experiment is comprised of four phases:

- Phase 1: Survey of existing conditions
- Phase 2: Installation of standard shared lane marking symbols and standard signs
- Phase 3: Supplement standard shared lane markings with dashed lane lines and custom “Change Lanes to Pass” signs
- Phase 4: Supplement shared lane markings and dashed lines with green-colored pavement

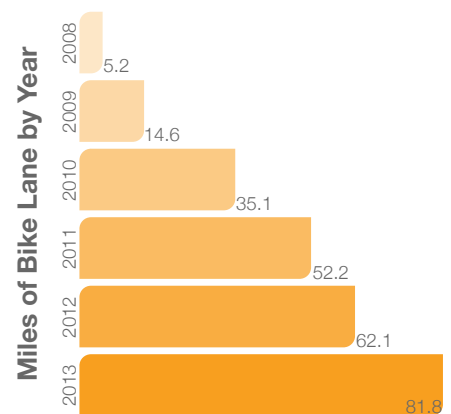
During each phase, video is collected to observe and analyze user behaviors. In 2013, we completed the first two phases of the project, and we are now in the process of installing Phase 3 treatments.

Moving Forward

We plan to continue our steady progress on new bike lanes in 2014. We hope to celebrate our 100th mile of bike lane by the end of the year. Look for early-season new markings on Marginal Street in East Boston, Hemenway Street in the Fenway, and West 4th Street in South Boston.

Boston’s first complete mile of bike lane was installed just over six years ago. As the lanes weather, an increasing priority is maintenance. Throughout 2014, we will identify and re-install bike lanes that have faded.

In Massachusetts, bikes may always use the full lane.



Dashed lines on Brighton Avenue, as part of the third phase of the “Priority Shared Lane” pilot. Source: Toole Design Group

Cycletracks

The Initiative

Cycletracks are exclusive bike lanes that are separated from car traffic to provide bikers with a high level of comfort and safety. Cycletrack installations elsewhere in the country have proven to dramatically increase ridership and decrease injury rates. Boston is working to install several high-profile cycletracks that would transform the city's bike network and accelerate progress toward becoming a world-class biking city.

Accomplishments

Boston was selected as a Green Lane Focus City, a two-year intensive program organized by the national organization PeopleForBikes to support the development of cycletracks. Boston was one of six cities chosen this year from a pool of more than 100 U.S. cities. The Green Lane project will provide financial, strategic, and technical assistance to create low-stress streets and increase vitality in urban centers through the installation of protected bike lanes (cycletracks).

In 2013, Boston initiated public planning processes for three high-impact, high visibility cycletracks in the downtown area – the Public Garden, Summer Street, and the Connect Historic Boston Bike Trail. In addition, projects are underway for new cycletracks in the neighborhoods of Allston, Dorchester, Jamaica Plain, and Roxbury, creating critical neighborhood links.

Moving Forward

The City will be working on a variety of cycletracks, from relatively easy to implement “paint-only” projects to

complex, sidewalk-level facilities that require major construction. Our current cycletracks in various stages of planning, from early concept to advanced design, include:

Cambridge Street, Allston – On-street cycletrack using paint and flexible bollards in design.

Casey Overpass, Western, and River Streets, Jamaica Plain – Street-level cycletracks to be installed as part of a MassDOT project

Connect Historic Boston, North End and North Station – Sidewalk-level cycletracks, design to be complete in September 2014 with construction starting thereafter

Malcolm X Boulevard, Roxbury – Street-level cycletrack, In early concept phase

Mt. Vernon Street, Dorchester – Street-level cycletrack using paint and flexible bollards, partially installed in 2013, to be completed spring 2014

Public Garden, Beacon Hill – Two-way street-level cycletrack proposed on four streets around the Public Gar-

den, In early concept phase, planning started and more public process to do to determine how to proceed

Summer Street, South Boston – Sidewalk-level cycletrack, design in process as part of Crossroads project

Westland Avenue, Fenway – Street-level cycletrack using paint and flexible bollards, could be installed as early as 2014

Public processes will be completed for all projects.



Two-lane cycletracks offer protection from moving traffic.



Special paving separates the at-grade bike path from the sidewalk, improving safety for walkers and bikers.



Planters, greenery, and special pavers provide a visual as well as a physical barrier.

Cycletracks increase riders

Other cities' experience with cycletracks suggests protected bike lanes are one of the best ways to increase ridership.

Measured increases* in ridership:

54% Protected bike lane on Dunsmuir Street in Vancouver, Canada

55% Protected bike lane on Kinzie Street in Chicago

56% Protected bike lane on Columbus Avenue in NYC

115% Protected bike lane on Market Street in San Francisco

190% Protected bike lane on Prospect Park West in NYC

200% Buffered median bike lanes on Pennsylvania Avenue in Washington, DC

266% Buffered bike lanes on Spruce and Pine Streets in Philadelphia

*Source: http://www.peoplepoweredmovement.org/site/images/uploads/Protected_Bike_Lanes_Mean_Business.pdf

...and improve safety

The NYCDOT Columbus Avenue assesment suggests cycletracks can improve safety.

Measured changes* in behavior after installation of cycletrack:

34% decrease in accidents

66% decrease in cyclists riding on sidewalks

72% decrease in the number of vehicle speeding

*Source: http://www.nyc.gov/html/dot/downloads/pdf/2011_columbus_assessment.pdf

"Over the next six years, I want to take Boston from one of the best bicycling cities in the country to one of the best in the world. Investing in protected bike lanes is a critical path to that success."

- Mayor Martin J. Walsh, March 2014

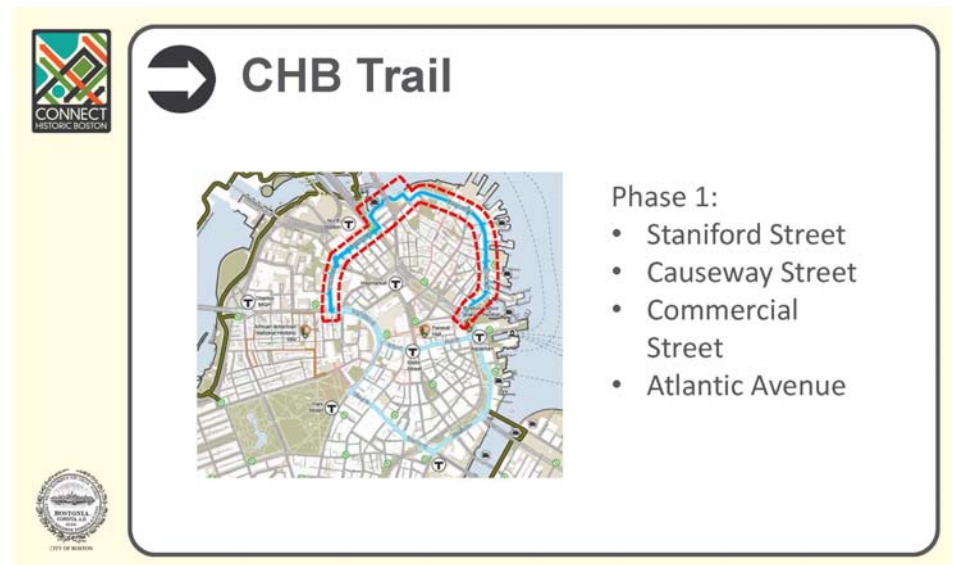
Connect Historic Boston

The Initiative

Connect Historic Boston is an initiative between the City of Boston's Transportation and Public Works Departments and the National Park Service (NPS). The goal is to improve connections for walking, biking, and public transit to National Park Service and other historic sites in downtown Boston, as well as to employment, tourist and entertainment destinations. At the core of the initiative are improvements to amenities for pedestrians at four locations and two cycletrack projects: a 2-mile two-way continuous cycletrack linking the Rose Kennedy Greenway, Beacon Hill and regional shared-use trails, and a protected multi-use path on Constitution Road to connect to the Charlestown Navy Yard. For people just getting to know Boston, the out-and-back nature of the trail will make it easy to go from site to site and return along the same route. The trail will be separated from traffic in order to appeal to the broadest range of people and abilities.

Accomplishments

In 2013, Connect Historic Boston was awarded a \$15.5 million TIGER grant, helping to fast-track the project's implementation. The CHB trail is the single largest bicycle infrastructure project undertaken to date in the city. Planning for Phase I of the initiative is well underway, and includes cycletracks at Atlantic Avenue and Commercial Streets, Causeway and Staniford Streets, and one on Constitution Road.



Phase I of the Connect Historic Boston Bike Trail. Source: Howard/Stein-Hudson Associates, Inc.



A rendering of the cycletrack on Causeway Street, part of Phase I of the Connect Historic Boston Trail. Source: Howard/Stein-Hudson Associates, Inc.

Moving Forward

Plans for the Connect Historic Bicycle Trail will be completed by the summer of 2014. Construction is scheduled to begin in early 2015.

Bike Parking

The Initiative

While Boston Bikes has received much publicity for our high-profile projects like cycletracks and Hubway, we continue steady progress behind the scenes to build the city's inventory of bike parking.

Accomplishments

To date we've installed 1,508 racks, including 3 on-street bike corrals and 7 artistic bike racks.

Our bike friendly businesses continue to be leaders in providing secure, protected bike parking for their residents and employees. Boston boasts more than 40 enhanced bike parking facilities around the city, including covered racks, bike cages, and technology-advanced bike rooms. In 2013 a new Pedal & Park bike parking facility was installed at the Ashmont T-station, and more are on the way to Dudley Square and the Back Bay T-station.

Moving Forward

Boston aims to install another 250 bike racks and more on-street corrals in the upcoming year.

Artistic Bike Racks

Artists for Humanity, a non-profit that provides arts programming, skills-development, and employment opportunities to Boston youth, is one of Boston Bikes' many outstanding community partners. Since 2009, when the group won a statewide competition, Artists for Humanity has been adding a creative touch to the otherwise-mundane design of bike parking. Their playful and sometimes colorful bike racks – including those replicating the Boston Bikes' logo – are now permanently installed in bustling commuter centers from East Boston to Jamaica Plain to Downtown Crossing. Their designs also include the Mattapan and U-lock racks (shown to the right). All their racks are designed and created by teams of youth, who learn concrete skills along the way. Among their new artistic racks created in 2013 is this steel guitar (pictured below), which will be installed in Jamaica Plain in 2014.



New Balance Hubway

The Initiative

New Balance Hubway continues its tremendous success in transforming Boston to be a world-class cycling city. Hubway launched in 2011 with 61 stations and 610 bikes. Today, as the system approaches 2 million total trips, with 130 stations in Boston, Cambridge, Somerville and Brookline, Hubway has become a critical piece of metro-Boston's transportation network.

A Focus on Equity

Boston is a national leader in eliminating economic barriers to bike share. Since the launch of Hubway, 897 low-income residents have received \$5 subsidized memberships through partnerships with the Boston Public Health Commission, community groups, housing authorities, and faith-based organizations across the city.

Boston Bikes launched Prescribe-a-Bike, a landmark partnership with Boston Medical Center (BMC) to address disparities in physical fitness and health, and to increase access to affordable transportation for low-income Boston residents. Prescribe-a-Bike allows BMC doctors and nurses to write prescriptions for \$5 Hubway memberships for their low-income patients.

Meet Annette & John, Hubway Members

Born in India, Annette moved to Boston in 2006 to study voice at Berklee School of Music. Now on the faculty at Berklee, Anette uses her Hubway membership to get all over the city. As she describes, "Hubway really made me realize how closely connected Boston is." When asked why she likes biking, Annette rattles off a long list — it's convenient, it allows her to do more things in the city and get to new places, it's affordable, and efficient. Plus, she adds, as more people bike, "We'll all be healthier and the air will be cleaner...I'm so glad to live in a city that supports bike share."



John first heard about the subsidized Hubway membership program when he was a resident at the New England Shelter for Homeless Veterans on Court Street. A veteran of the Korean War, John had back surgery in the 80s, and still has a hard time walking long distances. But as John describes, "I could ride [a bike] all day. I love it because I'm getting back into shape. When I'm on a bike, it makes me feel like I could lift up the back end of a car!" John, who grew up in South Boston, now uses Hubway regularly to get to doctor's appointments or to enjoy a ride along the waterfront. "It's beautiful — what sights we have in this city! Hubway is one of my favorite programs that the city provides."



"One City Finally Solved Bike Sharing's Big Safety Problem"

"It's not every day that the mayor of a major city hails the installation of a vending machine. But the automated dispenser that has just debuted in Boston is likely to merit the fanfare." -Time Magazine

As one of the first US cities to launch bike share, Boston once again is proving to be a trendsetter. In August, we piloted a first-in-the-nation helmet vending station, provided by HelmetHub, a Boston-based tech startup. In 2014, we anticipate offering helmets for rent for \$2 and \$20 for purchase. The City of Boston is committed to improving safety for all cyclists, and we believe that helmet vending machines located at strategic Hubway stations can help increase the rate of helmet use among Hubway riders (currently significantly lower than the rate on personal bicycles).

Accomplishments

In 2013, we added 16 new Hubway stations in Boston. The number of trips system-wide grew a whopping 75% over 2012. Indeed, it seemed no goal was too big for Hubway's momentum, as together with our partners in Cambridge, Somerville, and Brookline, we surpassed even our most ambitious expectations for the year:

Goal	Accomplished
120 regional stations	→ 130 regional stations
2,500 average daily trips	→ 4,117 average daily trips
8,000 active members	→ 9,586 active members
600 cumulative subsidized members	→ 897 cumulative subsidized members



Moving Forward

The first-in-the-nation Prescribe-a-Bike pilot will help us reach hundreds of new potential subsidized members in 2014 who will be encouraged directly by their health-care providers to give biking a try. Once the pilot is complete, we plan to expand the program to other hospitals in Boston.

Other plans for the year include expanding the HelmetHub pilot to 4 machines, and installing 10 new Hubway stations to continue to fill in the network throughout the city.



Thanks for the support!

Thanks to the generous sponsors, grantors, and partners who have made Hubway a success!

Grantors

Barr Foundation
Boston Public Health Commission (CPPW)
Federal Highway Administration (CMAQ)
Federal Transit Administration (Buslivability)
Public Works Economic Development Fund

Partner Agencies

Boston Metropolitan Planning Organization
Massachusetts Bay Transit Authority
Massachusetts Department of Transportation
Metropolitan Area Planning Council

Partner Municipalities

City of Boston
City of Cambridge
City of Somerville
Town of Brookline

Sponsors

New Balance Sporting Goods Shoe, Inc.

AllstonGreen District
Beth Israel Deaconess Medical Center
Boston Children's Hospital
Brigham and Women's Hospital
Colleges of the Fenway
Equity Office/ Putnam Investments
Fan Pier
Harvard University
Jamestown
Landmark Center
Massachusetts Bay Commuter Railroad Company
Massachusetts Convention Center Authority
Northeastern University
Prudential Center
Putnam Investments
P&G Gillette
Red Sox Foundation
Seaport Hotel
Seaport Square
Spaulding Hospital
State Street Corporation
TD Garden
UMass Boston

Economic Development

The Initiative

Businesses play a critical role in making Boston a vibrant city and a leader in innovation. So Boston Bikes works to encourage the business community to be leaders in promoting and improving biking in Boston. Since 2008, we've been honoring Bike Friendly Businesses across all industries for their efforts to encourage employees to commute by bike. The gold, silver, and bronze awards recognize the city's many outstanding businesses that promote cycling in a myriad of ways including:

- Bike parking
- Repair tools
- Shower facilities
- Guaranteed rides home
- Commuter incentives
- Hubway memberships or company fleet bikes
- Participation in select cycling events

In addition to the Bike Friendly Business Awards, Boston Bikes encourages bicycle-oriented businesses in manufacturing, sales, and planning by inviting them to share their work at our events. Additionally, every year we track the number of new jobs created in the bike industry in Boston in our Annual Job Survey.

Accomplishments

In 2013, 41 businesses were honored as 2013 Bike Friendly Businesses at a ceremony with Transportation Commissioner Thomas Tinlin on City Hall Plaza. Thank you and congratulations to all our award winners!

2013 Bike Friendly Businesses

Most Bike Friendly

Boston Children's Hospital

Gold

Dana-Farber Cancer Institute
Harvard Medical School
Harvard University
Landry's Bicycles
Patagonia
REI Boston
Toole Design Group
Urban AdvenTours

Silver

A Better City
AEW Capital Management
EnerNOC
Geekhouse Bikes
John Hancock Financial Services
Next Phase Studios
Seaport Hotel & World Trade Center
Stantec Consulting Services, Inc.
TranScomm at BU Medical Center
Tsoi/Kobus & Associates
Zipcar

Bronze

60 State Street
Adi's Bike World
Boston Global Investors
Boston Properties
Boston University
Brigham and Women's Hospital
Bulfinch Hotel
Communispace Corporation
Emmanuel College
Equity Office
Foley Hoag LLP
HNTB Corporation
Jacobs Engineering Group
McMahon Associates
Meister Consultants Group
Nixon Peabody LLP
ONE Marina Park Drive
P&G Gillette
Simmons College
The Westin Boston Waterfront
United Way of Massachusetts Bay
and Merrimack Valley



Moving Forward

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

Representatives from Boston Children's Hospital with Commissioner Tinlin and Boston Bikes Director Nicole Freedman

Youth Cycling Program

The Initiative

The Youth Cycling Program (YCP) visits Boston schools and other youth-serving organizations and features an active curriculum that gets kids and teens riding bikes. Our professional instructors visit schools for 2 weeks at a time, with a fleet of bikes and helmets. We aim to see each group of students 3–4 times during our stay; conducting first a classroom-based interactive bicycle safety workshop, and then moving to on-the-bike activities. Older grades have the option of going on a group ride to local paths or parks.

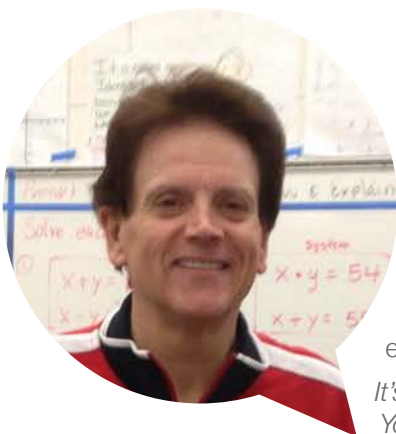
Accomplishments

In 2013, we ran 37 sessions of the Youth Cycling Program at 27 locations, providing on-bike instruction to 4,976 students. Consistently our BPS partners report their students' enthusiasm for the program, and comment that classroom attention and attendance often improve during the program. In the 3 years since YCP began, we have taught just under 17,000 youth.

Moving Forward

In the spring of 2014, the Youth Cycling Program team is scheduled in 17 BPS schools, seven of which have never hosted the program before. We will also work with three community partners over school vacation week. In the summer, we will work with the Boston Public Library to offer teens a workshop on getting around by bike at ten branch libraries. The interactive curriculum will include tips for avoiding accidents and staying safe, advice on how to avoid bike theft, instruction in basic bike mechanics, and much more.





Meet Jack

Jack is a physical education teacher at West Roxbury Academy, and has taught in the Boston Public Schools for 15 years. Jack has hosted the Youth Cycling Program three times, and last year piloted a combination with Roll it Forward, selecting 10 students who would get their own bike to keep at the end of the program. We asked Jack to tell us a little about the experience:

It's been outstanding [working with Boston Bikes]. You see a student who couldn't ride and then a week later they can! It's like life - you fall, you get

up and try it again. Ninety percent who can't ride learn by the end of the visit.

With the obesity issue, biking is great because they don't realize they are exercising. The bike is relaxing, it can get you somewhere, and it's great cardio - you work out and don't have to work too hard.

The program works for everyone - those who are shy and those who are louder. The enthusiasm level for the bikes is high - the kids are always asking me when/if we're going to have the bike program again.

I had one student who jumped up to lead. I was a bit surprised - he had some behavior and attendance issues. But he jumped in and did a great job. During the bike program visit, he was here ten days in a row. The rest of the year, he has not been in school more than three days straight. Knowing he had bikes each day got him in the door.

Another youngster had lost a lot of weight so I said to him, "What have you been doing - playing basketball?" [The teen was one of the ten recipients of Roll it Forward bikes.] And he replied, "No, I've been riding the bike! I take the bike everywhere - to the store, anywhere I want to go. I just like it and get a high from riding." The youth, a 17-year-old from Dorchester, lost 20 pounds in 2-3 months. He told me, "I couldn't go long at the beginning, but now I go longer. I go home and I get on my bike. I look good, I feel better." He tries to ride every day, even if it's cold. He didn't know how to ride before the program - he felt too heavy. The bike has really changed his life and upped his self-confidence.



Roll it Forward

The Initiative

Roll it Forward seeks to eliminate barriers to biking by providing bikes and safety education to individuals who may not otherwise have access. Each year we collect thousands of donated bikes (both new and used), repair them, and then distribute or “roll them forward” to low-income Boston residents. By distributing bicycles and providing proper bike safety education, the Roll it Forward program promotes a healthier lifestyle of increased physical activity and fewer trips by car.

Accomplishments

In 2013, Roll it Forward distributed 1,081 bicycles through partnerships with 43 different organizations at 70 distribution events in 18 neighborhoods of Boston.

For many families, the Roll it Forward bikes serve as a first step in adopting cycling as an ongoing activity for health, convenience, or affordable transportation. According to Boston Bikes’ Roll it Forward survey, only 45% of Roll it Forward participants have access to a personal car. For these households, a bike can play a particularly important role in expanding transportation options.

Moving Forward

In 2013, we will continue to make cycling an accessible transportation option for all residents of Boston through Roll it Forward bike distributions. We plan to distribute at least 850 bikes in neighborhoods across Boston.

Meet Je’lik,
a Roll it Forward
recipient, his
mom Tianna,
and Big Brother
Zach



Je’lik is a 9-year-old who received a bike during a Roll it Forward event in Franklin Park with Big Brothers Big Sisters. Je’lik’s Big Brother Zach was skeptical about the event at first, because Je’lik was the only kid who didn’t know how to ride a bike. But after some one-on-one attention with a Boston Bikes instructor, Je’lik was on a roll. When he realized he was biking without support, he broke into a wide grin. “He just kept going,” says Big Brother Zach. “He was so happy and excited. He kept saying ‘I can’t wait to show mom!’”

Je’lik had tried unsuccessfully to learn to ride several times before, which was part of what made the experience especially poignant for Je’lik’s mom Tianna. As Je’lik rode up to their South End apartment for the first time, “All I could do was cry,” says Tianna. “You get emotional when your kid achieves something.” According to Zach, learning to ride has been “a big confidence builder” for Je’lik. “The more he gets better, the more he’s prepared to overcome other obstacles in his life.”

Before Roll It Forward

- 94% of recipients didn’t have a working bike
- 71% of recipients biked less than once a week
- 55% of recipients biked less than once a month

After Roll It Forward

- 81% of recipients report biking one or more times per week
- 45% report biking four or more times per week

2013 Bike Giveaways:

Recipients by age

- 52% - 12 and under
- 36% - 13-19
- 12% - 20+

Hosting Partner Type (share of bikes distributed):

- 19% - Boston Housing Authority
- 11% - Boston Public Schools
- 6% - Community Health Centers
- 54% Other Community Partners

Bike to Market

The Initiative

Bike to Market was launched in 2010 to help increase capacity for bike repair in neighborhoods that don't have the benefit of a local bike shop. The program is operated by the Boston Cyclists Union.

Accomplishments

Bike Union staff and volunteers taught basic repair and maintenance, sold helmets, locks and bike parts at cost, and talked one-on-one with cyclists about bike safety. They also shared information about cycletracks and bike network improvements, and encouraged residents to get involved in planning for safer streets in their neighborhoods.

In 2013, more than 150 Union volunteers repaired 816 bikes at farmers' markets in Dorchester, East Boston, Mattapan, Mission Hill, Roxbury, Roslindale, and South Boston.

Looking Forward

In 2014, Bike to Market will run 40 events at 20 locations around the city. Look for Bike to Market starting in June.



Bike Union volunteer Lee Archung teaches bike maintenance to a visitor in Grove Hall.



The bustling Bike to Market stand in Mission Hill.



Volunteers Tai Man and Zack Cerza help a visitor in South Boston.

Events & Encouragement

The Initiative

Throughout the year, Boston Bikes holds public events to celebrate cycling and encourage more people to try biking.

Accomplishments

The Hub On Wheels citywide bike ride & TD Bank Mayor's Cup Professional Race is the largest two-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. Nearly 5,000 riders came out to take part in the now-familiar 10, 30, and 50-mile Hub On Wheels routes looping through nearly every neighborhood in Boston. The TD Bank Mayor's Cup, now in its 5th year, has become one of the biggest and richest one-day criteriums in the country. More than 200 top professional racers descend upon Boston for high speed, fast-action racing, navigating 40-50 laps of a tight 0.7 mile circuit around City Hall Plaza. Last year, the exciting event drew roughly 10,000 spectators. Erica Allar, from Tucson, AZ won the women's race for the second year in a row, and Massachusetts native Luke Keough won the men's race.

Now in its second year, Circle the City (CTC) was a successful event held in June and again in September. A collaboration between several organizations, including the Emerald Necklace Conservancy, as well as City agencies, CTC closed streets to cars and opened them to people in order to



promote healthy, active living along corridors adjacent to and connecting parks. At each of the events, Boston Bikes provided bike tours, free bike rentals, a children's bike rodeo, a helmet giveaway, and information to promote cycling.

Every year beginning with Bike Week in May and continuing through the summer, Boston celebrates cycling one Friday each month. Bike Fridays start as convoys that travel across the neighborhoods of Boston and surrounding communities picking up cyclists. The convoys converge on City Hall Plaza, with music, food and coffee (provided by sponsor Boloco), and an expo of vendors and community programs. Together, the Bike Week/Bike Friday series drew more than 1,000 participants.

Boston Bikes was in 11 neighborhoods, joining partners for 12 community events including Bike & Kite, the JP Spring Roll, the Mattapan Food and Fitness Coalition Bike-a-thon, and the Blue Hill Avenue Annual Street Bazaar.



Moving Forward

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

We hope to see you at the following upcoming 2014 events:

Bike Fridays

Circle the City

TD Bank Mayor's Cup

10th Annual Hub on Wheels

For a complete calendar visit:
bostonbikes.org



Meet Cheryl & Sam mother & son Bike Friday riders

A mother-son duo from East Boston, Cheryl and Sam were regular riders in the 2013 inaugural East Boston convoy to Bike Friday. For both of them, the sometimes harrowing 6.5-mile ride through Chelsea, Everett, and Charlestown felt much safer with a group. For Sam, a 5th-grader at the Eliot School, the convoy added a fun variation to his everyday trip to school "It was a great experience, biking in a larger group... It was interesting to see that so many other people are biking too." For Cheryl and Sam, bikes are the best way to get around the city to their many activities – sports practice, outings with friends, music lessons (they both laugh as they describe their experience strapping a cello onto the back of Cheryl's bike). Cheryl describes that as regular bikers they've helped friends realize that bikes are a great transportation option. "A lot of people think it's not safe or it's too difficult or that you have to be super-fit to do it," she explains, "I don't think it has to be like that.... For us, it's easier to get around by bike than any other way." Sam smiles, "We like to be bike ambassadors. We try to be as nice as we can be."

