



INDUSTRY WEBINAR

peopleforbikes



Topics:

- **How to use the National Bike Challenge to motivate your company**
- **Trends in government investments in new PlacesForBikes**

Alex Logemann, state + local policy analyst

Meghan McCloskey, marketing coordinator, National Bike Challenge



PeopleForBikes is uniting **millions of individuals,**
thousands of businesses and **hundreds of communities**
to make bike riding better for everyone.

Because when people ride bikes, **great things happen.**





peopleforbikes

BUSINESS NETWORK



peopleforbikes

GREEN LANE PROJECT



NATIONAL BIKE CHALLENGE

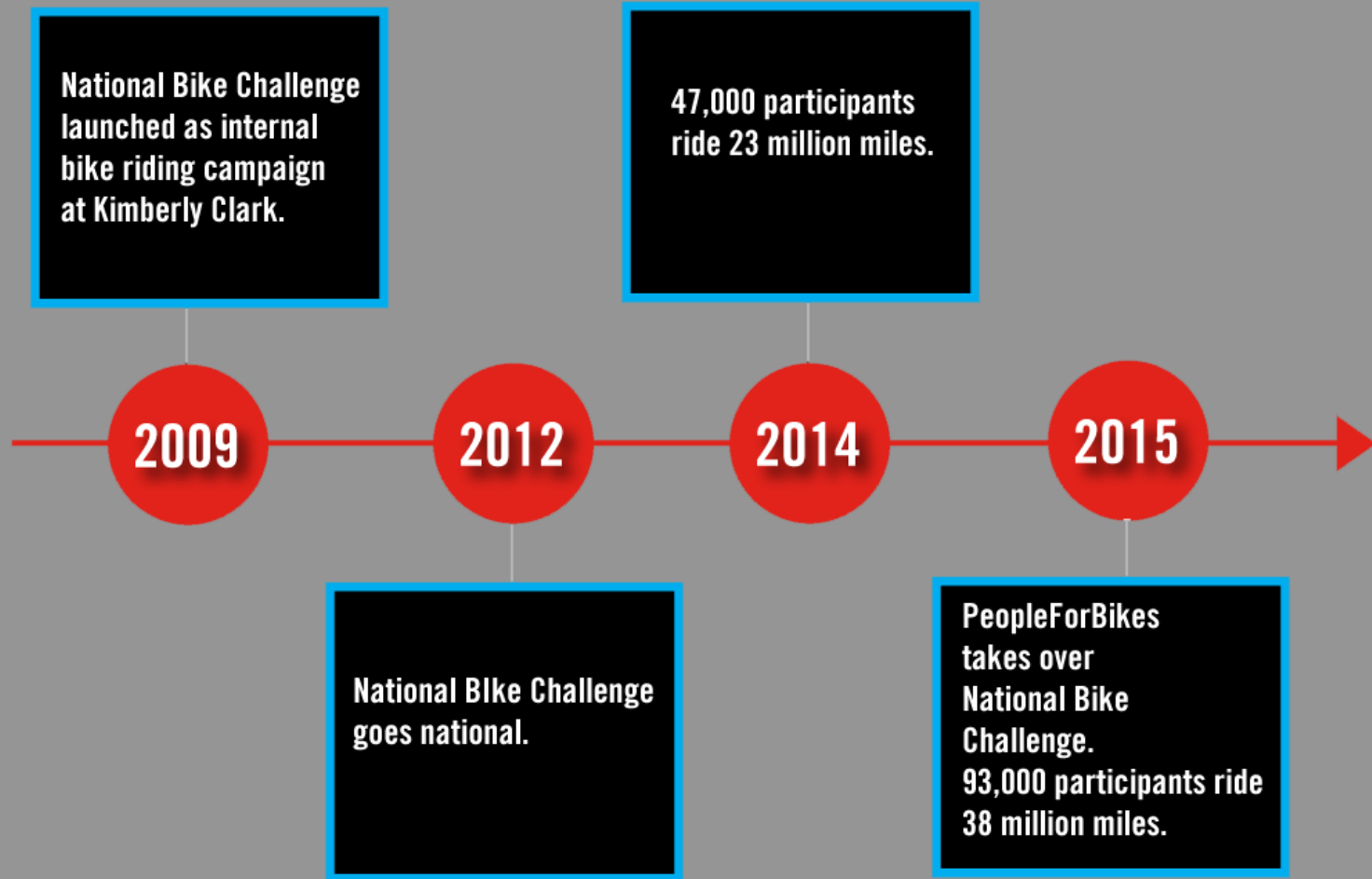
in partnership with **Cottonelle**

Community Grants

ABOUT THE NATIONAL BIKE CHALLENGE

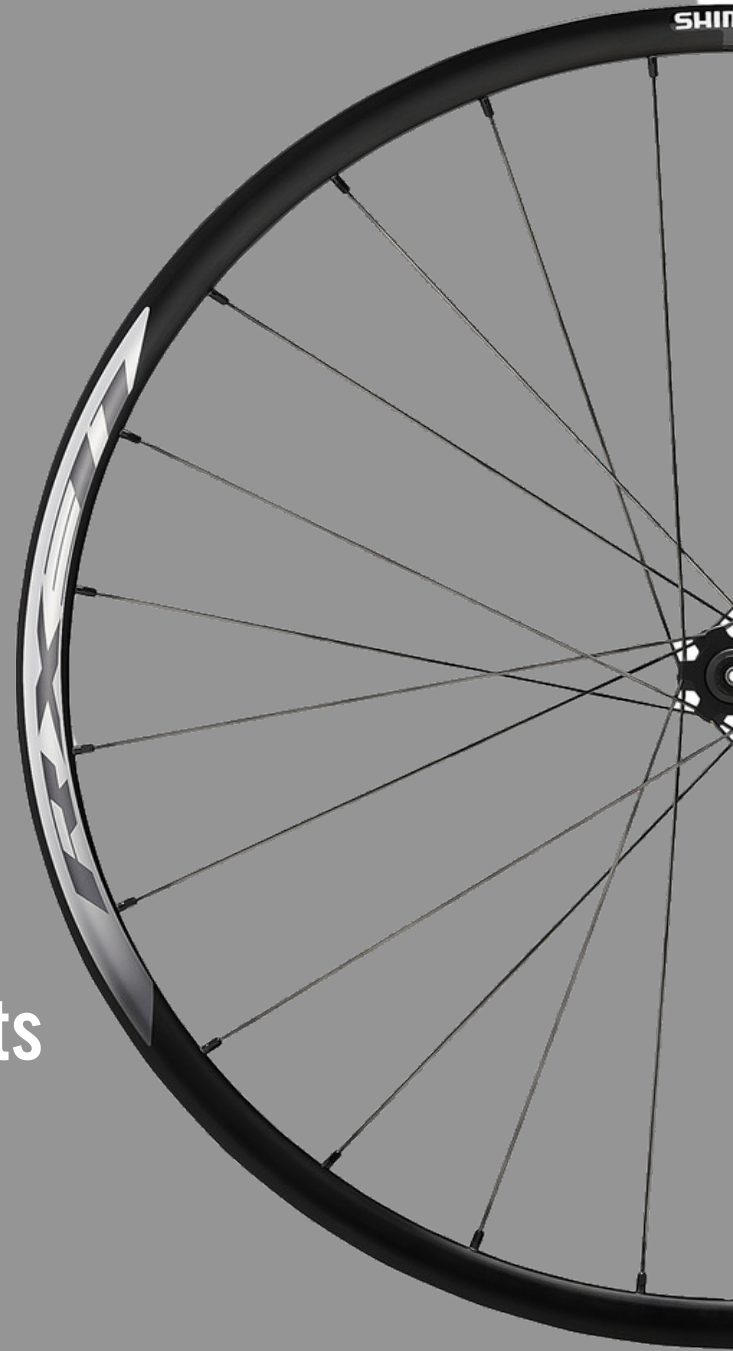
The National Bike Challenge is an online logging center for users to record miles ridden and compete with other riders all over the country.

EVOLUTION OF THE CHALLENGE



2015 NBC—FACTS + FIGURES

- ✓ Exceeded 75,000 participant goal and mileage goal of 35 million
- ✓ First time in NBC history that both goals were reached
- ✓ Final numbers: 93,000 participants logged 38 million miles

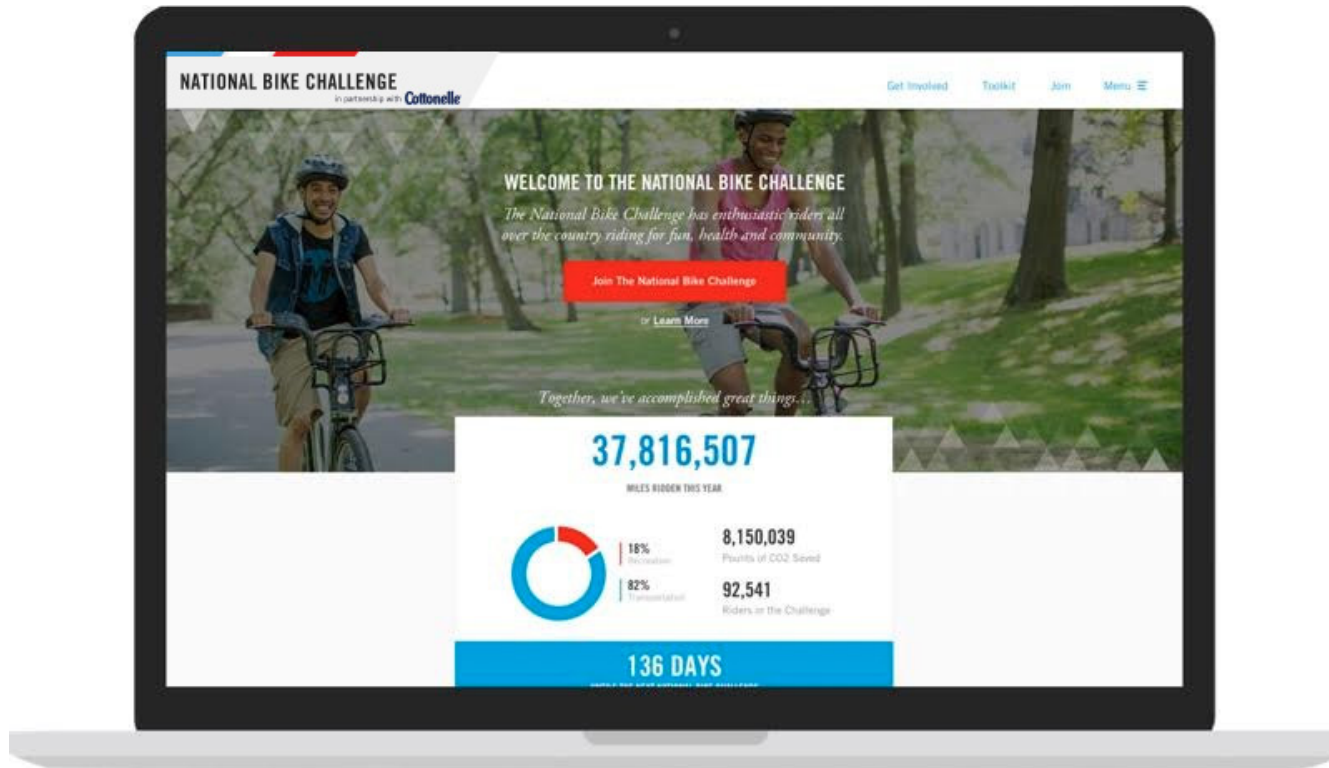


2016 NBC GOALS

PARTICIPANT GOAL: 100,000
MILEAGE GOAL: 75 MILLION



NEW NBC WEBSITE



- NEW BADGES FOR DIFFERENT ACHIEVEMENTS
- EASIER TO INTERACT WITH PARTICIPANTS ACROSS THE COUNTRY
- MORE INTUITIVE MILEAGE LOGGING

NBC + YOUR COMPANY



Send **internal emails** highlighting the challenge



Encourage friendly **smack talk**



Set up **rivalries** between different worksites



Set up a **commuter challenge**



Encourage vendors to join the challenge



INFRASTRUCTURE FUNDING

**Better PlacesForBikes
means more people riding**

WHAT WE'LL COVER

- **Federal funding**
- **State + local funding**
- **Trends**
- **Opportunities**
- **Your role**

The background of the entire slide is a photograph of the U.S. Capitol building in Washington, D.C., showing its iconic dome and neoclassical architecture under a clear blue sky.

FEDERAL FUNDING

**Transportation
Reauthorization
\$4+ BILLION
OVER FIVE YEARS**

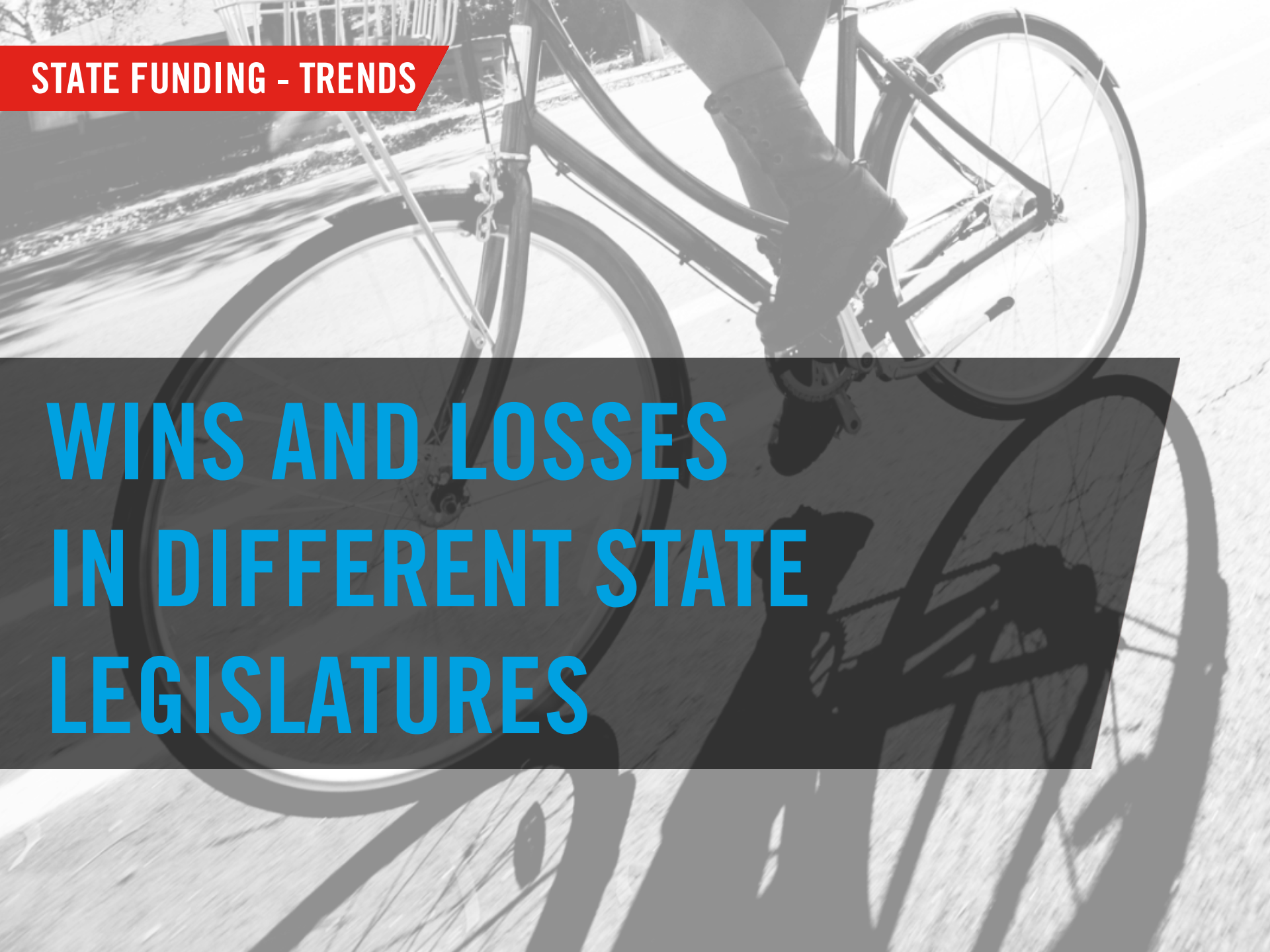
**TIGER
\$500 MILLION**



STATE FUNDING

A photograph of two people riding bicycles on a paved city street. The person in the foreground is a man wearing a dark shirt, dark pants, a white helmet, and sunglasses. He is riding a black bicycle. Behind him is a woman wearing a dark top, dark shorts, a blue helmet, and a backpack. She is also riding a black bicycle. The street has white lane markings. In the background, there are trees, utility poles, and the Chicago skyline, including the Willis Tower. The sky is clear and blue.

- Funding programs vary dramatically between states
- 20 states have a dedicated source of bike funding in state law

A black and white photograph of a person riding a bicycle on a paved path. The person's legs and feet are visible, wearing dark clothing and shoes. The bicycle has a basket on the front. A long, dark shadow of the person and the bicycle is cast onto the path, indicating it is either early morning or late afternoon. The background is slightly blurred, showing some foliage and a fence.

STATE FUNDING - TRENDS

WINS AND LOSSES IN DIFFERENT STATE LEGISLATURES

WINS



**FLORIDA - \$25 MILLION IN
ANNUAL FUNDING FOR
SHARED USE TRAILS**



**WASHINGTON – LONG-TERM
TRANSPORTATION BILL WITH MORE
THAN \$200 MILLION FOR BIKES**

THREATS



**TENNESSEE – BILLS THAT WOULD HAVE
ELIMINATED FUNDING FOR BIKE PROJECTS
THROUGH GAS TAX**



**COLORADO – BILL THAT WOULD HAVE
CUT BIKE INFRASTRUCTURE AS
AN ELIGIBLE USE FOR STATE FUNDS**

LOSSES



WISCONSIN - \$2 MILLION IN FUNDING ELIMINATED

OPPORTUNITIES



**CALIFORNIA – PROPOSAL TO BOOST
ACTIVE TRANSPORTATION PROGRAM
FUNDING BY \$100 MILLION PER YEAR**



**MINNESOTA – PROPOSAL TO
INCREASE BIKE AND PED FUNDING
BY \$50 MILLION**

LOCAL FUNDING - TRENDS

- **GENERALLY, VOTERS ARE APPROVING MORE MONEY FOR BIKES!**
- **BOND MEASURES ARE POPULAR**





**PHOENIX, AZ – MULTI-MODAL
BALLOT INITIATIVE PASSED**

**AUSTIN, TX – CITY IS CONSIDERING
TRANSPORTATION BOND MEASURE
THAT MAY INCLUDE BICYCLE MASTER PLAN**



**SEATTLE, WA – BALLOT MEASURE
PASSED THAT PROVIDES \$65 MILLION
FOR PROTECTED BIKE LANE NETWORK**



INFRASTRUCTURE FUNDING

- **BIG WINS FOR BIKES
FEDERALLY AND LOCALLY**
- **INCREASED ACTION AT THE STATE
LEVEL LEADS TO THREATS AND
OPPORTUNITIES**



WHY SPEAK UP?

- **THE INDUSTRY VOICE IS NOT ALWAYS HEARD DURING THE LEGISLATIVE PROCESS. LAWMAKERS WANT TO KNOW HOW TRANSPORTATION FUNDING BILLS AFFECT YOUR BUSINESS.**
- **TRANSPORTATION REVENUE PROVIDES:**
 - **PLACES FOR YOUR CUSTOMERS TO USE YOUR PRODUCTS**
 - **INFRASTRUCTURE TO MOVE YOUR PRODUCT**



HOW TO HELP

- **PARTICIPATE IN OUR CAMPAIGNS.
TAKE ACTION!**
- **USE THE LOCAL ENGAGEMENT
PORTAL**

ARE YOU SIGNED UP?



peopleforbikes™

BUSINESS NETWORK



WHAT WE DO

PeopleForBikes is working to unite millions of individuals, thousands of businesses and hundreds of communities to make biking better for everyone.

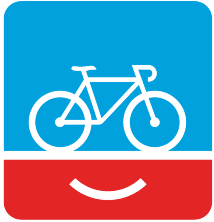
MUST-READ NEWS

WHAT'S FAIR IS FAIR

500+ Retailers Take Action

Industry asks House Speaker Ryan to move on e-fairness

[FULL STORY](#)



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Q&A

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