Creating Value for Urban Cyclists

1 in 5 commuters want to start bike commuting.

We conducted a survey of nearly 2,000 commuters in order to identify the major barriers to bike commuting. While 20% of respondents indicated biking was their most-preferred means of commuting, many were held back by concerns relating to time and convenience. More than half of the respondents felt that biking would take too much time, 40% felt strongly that they did not far enough to bike commute, and 50% agreed that having to look professional at work infringed upon their willingness to bike commute.

Opinions About Bike Commuting

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>1 in 5</td>
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</tbody>
</table>

Biking takes too much time

Distance is too difficult to bike

Inappropriate work professional

Implementing Agencies:

Bureau of Transportation Statistics (BTS) and others.

BTS manages the National Household Travel Survey (NHTS), the primary source of data on commuting behavior. The NHTS asks respondents to keep a travel diary for one week in order to identify the major barriers to bike commuting.

Bikeshare

Bikeshare is a public, non-motorized, transportation service, designed to provide point-to-point bike transportation for short urban trips.

Implementing Agency

The implementation agency, as a municipal transportation authority, assumes ultimate control of the system. They oversee the system design, contract out operations, set user fees, and monitor the level of service provided by the system. The bikeshare operator is a third party who is contracted by the implementation agency to run the daily operations of the bikeshare.

Third-party Operator

The rapid growth of bike sharing has further reduced the barriers to bicycling in urban areas.

Market for Bikes and Cars in the U.S.

The transition away from the car culture and toward biking correlates with sales trends for bikes versus cars in the U.S.

A Solution to ‘Too Many Cars’

In 2012, Americans drove almost 3 trillion miles, enough to travel to the sun and back more than 16,000 times (Pekis and Robios 2012). Cars emit pollutants such as volatile organic compounds (VOCs), nitrogen oxides (NOx), and fine particulate matter (PM2.5), which negatively affect human health, and impact ecological systems at broad regional scales. Beyond local and regional issues, the transportation sector accounts for 28% of total U.S. CO2 emissions, which are a major driver of anthropogenic climate change (IPCC 2011a).

The per person contribution of private sector vehicles is an important emissions source in the U.S., as is shown in figure 3. Based on the inventory of greenhouse gas emissions from the transportation sector estimated by the Environmental Protection Agency (EPA), the transportation sector accounts for 28% of total U.S. CO2 emissions.

SimpleCycle

SimpleCycle produces significant environmental benefits by replacing trips in cars with trips on bikes. For example, if every adult in America replaced one daily car trip with a two mile bicycle ride each year, 8.8 billion gallons of gasoline would not be combusted in 2014.

REFERENCES


ACKNOWLEDGEMENTS

We are very grateful for the help from the Class of 2014 Eco team, our faculty advisor Emily Cohen, and Gary Cushman; Gisele Arrington; The Eco-Entrepreneurship Advisory Council; and the Santa Barbara Social Venture Partners especially Paul Gerstman, Mark Levite, and David Kramer.