# Bicycling Means Business

## California - 24

<table>
<thead>
<tr>
<th>Federal Investment in California</th>
<th>Return on Investment for California</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,099,471</td>
<td>$1,158,700,000</td>
</tr>
<tr>
<td>Average Annual Funds from Transportation Enhancements, Safe Routes to School, and Recreational Trails</td>
<td>Annual Gross Income from Bicycle Retail Stores</td>
</tr>
<tr>
<td>Average Biking and Walking Projects per Year » 167</td>
<td>Jobs » 9,741</td>
</tr>
</tbody>
</table>

“The Bicycle Plan will help improve the quality of life for every Angeleno, by providing a clean transportation option for their daily commute... and making it more accessible to lead a healthy, active lifestyle.”

- Los Angeles Mayor Antonio Villaraigosa

## Examples of Bicycle Friendly California

- Santa Monica
- Fresno
- San Jose
- Orange County
- Sacramento
- Hewlett-Packard Company
- Williams-Sonoma, Inc.
- Facebook
- Apple, Inc.
- Sierra Nevada,
- Stanford University
- REI Santa Barbara
- Dudek
- KTU+A Planning + Landscape Architecture
- University of California Irvine
- Ledford Law Corporation

## Return on Investment for California - 24

<table>
<thead>
<tr>
<th>Annual Gross Income from Bicycle Retail Stores</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,158,700,000</td>
<td>9,741</td>
</tr>
<tr>
<td>$34,980,000</td>
<td>335</td>
</tr>
</tbody>
</table>

## Will You Visit a Local Project That’s Making Our Community Bike Friendly?

Learn more at [WWW.BIKELEAGUE.ORG](http://WWW.BIKELEAGUE.ORG)
TOWARD ZERO DEATHS – FIXING A SAFETY BLINDSPOT

WILL YOU SUPPORT A NATIONAL PERFORMANCE MEASURE TO REDUCE BICYCLIST AND PEDESTRIAN DEATHS?

THE PROBLEM

The number of people killed on our nation’s roads has fallen dramatically in recent years—from 37,423 in 2008 to 32,367 in 2011. But this movement Toward Zero Deaths has a significant blindspot: The number of bicyclist and pedestrian deaths is on the rise.

Pedestrian and bicyclist fatalities have increased from 12% of all roadway deaths in 2008 to almost 16% in 2011.

Even as the number of fatalities has increased, the attention to bicycle and pedestrian safety has not. Less than 0.5% of federal Highway Safety Funds are spent improving bicyclist and pedestrian safety. Currently, there is no incentive or guidance given to states to reduce the annual toll of 5,000 pedestrian and cyclist deaths.

THE SOLUTION

MAP-21, the new transportation law, provides a solution. The U.S. Department of Transportation must set safety performance measures for reducing fatalities and serious injuries. We believe the U.S. Department of Transportation should set a national performance goal to reduce bicyclist and pedestrian fatalities. These performance measures will allow maximum flexibility to state and local governments to achieve those goals.

“There is now growing evidence to suggest that cities with higher bicycling rates also have better road safety records.”

— Wesley E. Marshall, Department of Civil Engineering at the University of Colorado-Denver, and Norman W. Garrick, Department of Civil & Environmental Engineering at the University of Connecticut.