# Bicycling Means Business

## Iowa - 1

<table>
<thead>
<tr>
<th>Federal Investment in Iowa</th>
<th>Return on Investment for Iowa</th>
<th>Return on Investment for Iowa - 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$12,207,792</strong></td>
<td><strong>$61,230,000</strong></td>
<td><strong>$15,080,000</strong></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>
<td>Annual gross income from bicycle retail stores</td>
</tr>
<tr>
<td>Average biking and walking projects per year » <strong>71</strong></td>
<td>Jobs » <strong>981</strong></td>
<td>Jobs » <strong>237</strong></td>
</tr>
</tbody>
</table>

“Commuter and recreational bicycling generates more than $400 million in economic activity and health savings of $82 million each year.”

— University of Northern Iowa

**Examples of Bicycle Friendly Iowa**

- Cedar Falls
- Iowa City
- Cedar Rapids
- Des Moines
- University Heights
- Broken Spoke
- Bike Tech
- Free Flight
- Meredith Corporation
- World of Bikes
- Rockwell Collins

**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?

FATALITIES VS. SAFETY SPENDING

<table>
<thead>
<tr>
<th>Year</th>
<th>Share of Roadway Fatalities</th>
<th>Share of HSIP Spent on Bicyclist and Pedestrian Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>12%</td>
<td>.35%</td>
</tr>
<tr>
<td>2009</td>
<td>13%</td>
<td>.14%</td>
</tr>
<tr>
<td>2010</td>
<td>14%</td>
<td>.63%</td>
</tr>
<tr>
<td>2011</td>
<td>15.6%</td>
<td>.37%</td>
</tr>
</tbody>
</table>

Source for roadway fatalities: FatS Data 2008-2011, Source for HSIP spent on b/p: FatS Data 2008-2011

THE PROBLEM

The number of people killed on our nation’s roads has fallen dramatically in recent years –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 University of Colorado-Denver, and Norman W. Garrick, Department of Civil & Environmental Engineering at the University of Connecticut.