# Bicycling Means Business

## Nebraska - 1

### Federal Investment in Nebraska

- **$6,350,646**
  - Average annual funds from transportation enhancements, safe routes to school, and recreational trails
  - Average biking and walking projects per year » 56

### Return on Investment for Nebraska

- **$27,780,000**
  - Annual gross income from bicycle retail stores
  - Jobs » 442

- **$9,060,000**
  - Annual gross income from bicycle retail stores
  - Jobs » 158

### Examples of Bicycle Friendly Nebraska

- South Sioux City
- Lincoln
- Omaha
- Activate Omaha

- Cycle Works
- Alley Poyner Macchietto Architecture
- Bike Masters
- Bike Rack Cycling and Fitness

- Carlson Hotels
- Greenstreet Cycles
- PayPal, Inc.
- Physicians Mutual

- University of Nebraska - Lincoln
- Bike Pedalers
- RDG Planning & Design
- Pepe’s Bistro

### WILL YOU VISIT A LOCAL PROJECT THAT’S MAKING OUR COMMUNITY BIKE FRIENDLY?

Learn more at 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 University of Colorado-Denver, and Norman W. Garrick, Department of Civil & Environmental Engineering at the University of Connecticut.

Learn more at [WWW.BIKELEAGUE.ORG](http://WWW.BIKELEAGUE.ORG)