



# BICYCLING MEANS BUSINESS NORTH CAROLINA - 3

## FEDERAL INVESTMENT IN NORTH CAROLINA

**\$16,678,823**

AVERAGE ANNUAL FUNDS FROM TRANSPORTATION ENHANCEMENTS,  
SAFE ROUTES TO SCHOOL, AND RECREATIONAL TRAILS

AVERAGE BIKING AND WALKING  
PROJECTS PER YEAR » **62**

## RETURN ON INVESTMENT FOR NORTH CAROLINA

**\$135,290,000**

ANNUAL GROSS INCOME FROM BICYCLE RETAIL STORES

JOBS » **2,219**

“It’s not a coincidence that Bicycle  
Friendly Communities are the  
ones that people want to live in,  
to work in, to go to school in.”

- Len Cone, City of Chapel Hill Transportation Demand Management

## RETURN ON INVESTMENT FOR NORTH CAROLINA - 3

**\$8,100,000**

ANNUAL GROSS INCOME FROM BICYCLE RETAIL STORES

JOBS » **188**

## EXAMPLES OF BICYCLE FRIENDLY NORTH CAROLINA

Cary  
Greensboro  
Asheville  
Duke University

Chapel Hill  
Durham  
Raleigh  
Wilmington

University of North Carolina at  
Greensboro  
Performance, Inc.  
URS Corporation

University of North Carolina at  
Wilmington  
National Institute of Environmental  
Health Sciences

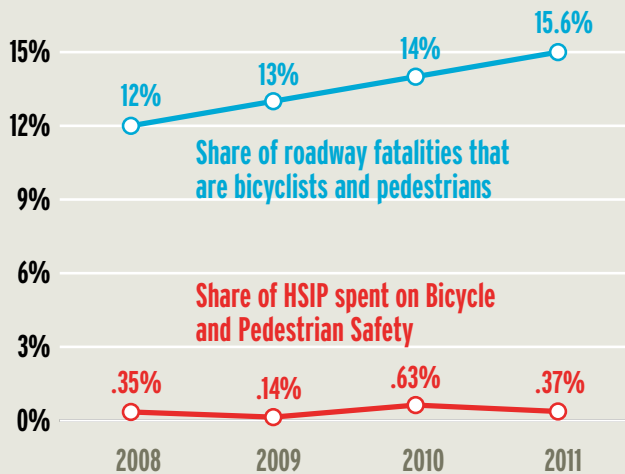
**WILL YOU VISIT A LOCAL PROJECT THAT’S MAKING  
OUR COMMUNITY BIKE FRIENDLY?**

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

# TOWARD ZERO DEATHS – FIXING A SAFETY BLINDSPOT

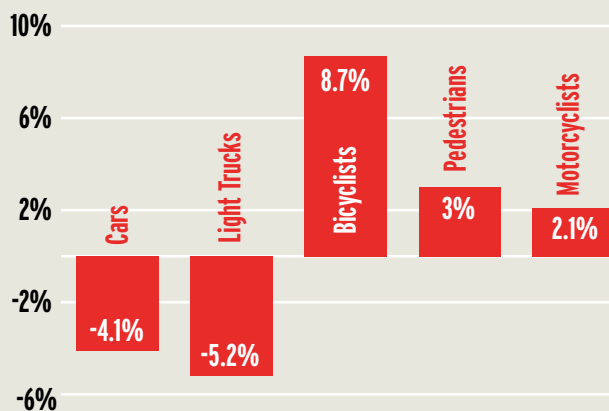
## WILL YOU SUPPORT A NATIONAL PERFORMANCE MEASURE TO REDUCE BICYCLIST AND PEDESTRIAN DEATHS?

### FATALITIES VS. SAFETY SPENDING



SOURCE FOR ROADWAY FATALITIES: FARS DATA 2008-2011 SOURCE FOR HSIP SPENT ON B/P: FMIS DATA 2008-2011

### PERCENT CHANGE IN FATALITIES 2010-2011



### 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.