



# BICYCLING MEANS BUSINESS OREGON - 4

## FEDERAL INVESTMENT IN OREGON

**\$8,963,717**

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

AVERAGE BIKING AND WALKING  
PROJECTS PER YEAR » **64**

## RETURN ON INVESTMENT FOR OREGON

**\$124,190,000**

ANNUAL GROSS INCOME FROM BICYCLE RETAIL STORES

JOB » **1,505**

“Portland’s reputation as a top cycling destination has contributed to worldwide press and actual tourism visits.”

- Travel Portland

## RETURN ON INVESTMENT FOR OREGON - 4

**\$20,550,000**

ANNUAL GROSS INCOME FROM BICYCLE RETAIL STORES

JOB » **296**

## EXAMPLES OF BICYCLE FRIENDLY OREGON

Ashland  
Beaverton  
Bend  
Albany

Corvallis  
Gresham  
Sisters  
Portland State University

University of Oregon  
EasyStreet Online Services  
Oregon Health & Science University  
Providence St. Vincent Medical Center

Saturno Design  
Standing Stone Brewing Co.  
The Standard  
Regence

**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.