



Using ACS Data in Promoting and Advocating for Bicycling

04/21/13

The League of American Bicyclists



- Member organization
- First founded in 1880
- Current Major Programs:
 - National Bike Summit
 - Bicycle Friendly America
 - Advocacy Advance
 - Womenbike
 - Equity

Why Do Bicycle Advocates Care about the ACS?



We have limited data on rates of bicycling

- We want to know if we're "winning"
- Some programs rely upon measurements (BFA)



Using the ACS to Promote Bicycling

Promoting Bicycling by Recognizing Success



TOP CITIES

BY % OF TOTAL POPULATION

Population: 1,000,000 plus

PHILADELPHIA,
PENNSYLVANIA

2.3%

Population 500,000 - 999,999

PORTLAND,
OREGON

6.1%

Population 200,000 - 499,999

MADISON,
WISCONSIN

6.2%

Population 65,000 to 200,000

DAVIS,
CALIFORNIA

19.1%

TOP 50 CITIES WHERE

BIKE COMMUTING IS GROWING THE FASTEST

BIKE COMMUTING is often associated exclusively with places like Portland, Ore., and Boulder., Colo. The reality is that bicycle commuting is on the rise in communities across the country - and over the last two decades, Detroit tops the list of cities with the biggest increase. There are some other surprises in this Top 50 list.

Promoting Bicycling by Making Data Accessible



TOP 20 BIKE CITIES BY REGION

IN THIS SECTION, we look at the cities with the highest bike commuting modeshare, segmented by region.

As we do every year for our Bicycle Friendly StateSM ranking, we've categorized cities into four regions: East, Midwest, South and West.



TOP COMMUTE SHARE BY CITY SIZE

SIZE MATTERS. Cities compare themselves to peers of a similar size.

In the tables that follow we break down the list of cities into those with more than a million population, those between 300,000 and 1,000,000, and on down to small cities between 65,000 and 100,000. While these population breaks are somewhat arbitrary, they do make for some interesting comparisons. ⁵





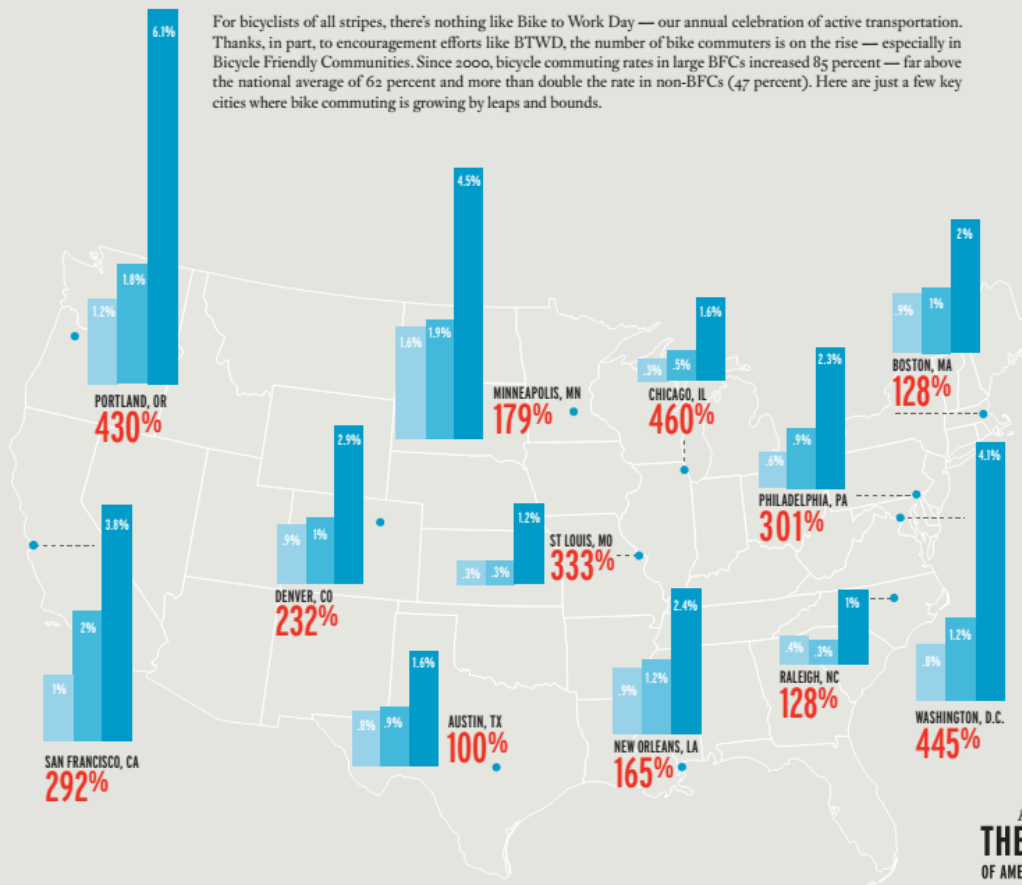
Working With the ACS as an Advocacy Organization

Advocacy Means Promoting Growth

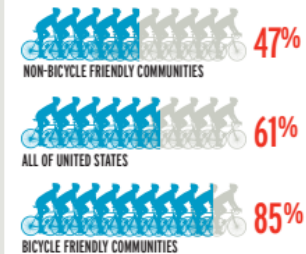


THE GROWTH OF BIKE COMMUTING

For bicyclists of all stripes, there's nothing like Bike to Work Day — our annual celebration of active transportation. Thanks, in part, to encouragement efforts like BTWD, the number of bike commuters is on the rise — especially in Bicycle Friendly Communities. Since 2000, bicycle commuting rates in large BFCs increased 85 percent — far above the national average of 62 percent and more than double the rate in non-BFCs (47 percent). Here are just a few key cities where bike commuting is growing by leaps and bounds.



OVERALL GROWTH OF BIKE COMMUTING (2000-2012)



BFC and non-BFC numbers based on average of 70 largest cities

Key: Data from the American Community Survey

- 1990 BICYCLE COMMUTER SHARE
- 2000 BICYCLE COMMUTER SHARE
- 2012 BICYCLE COMMUTER SHARE
- TOTAL PERCENTAGE INCREASE FROM 1990-2012

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Learn more about the Bicycle Friendly American program at www.bikeleague.org/bfa

Advocacy Means Promoting Competition



RIVALRIES BY THE NUMBERS

CITY	ESTIMATED POP.	MODE SHARE					GROWTH IN MODE SHARE		
		2012	2011	2005	2000	1990	1990 TO 2012	2005 TO 2012	2011 TO 2012
BOSTON, MA	621,383	2%	1.7%	0.9%	1%	0.9%	128.3%	113.3%	15.4%
NEW YORK, NY	8,184,899	1%	0.8%	0.5%	0.5%	0.3%	220.4%	102.7%	17.5%
SEATTLE, WA	610,710	4.1%	3.5%	2.3%	1.9%	1.5%	170.3%	77.6%	18.7%
PORTLAND, OR	585,429	6.1%	6.3%	3.5%	1.8%	1.2%	430.3%	76.9%	-2.4%
KANSAS CITY, MO	460,665	0.4%	0.3%	0.0%	0.1%	0.1%	285.5%	1761.4%	42.4%
ST. LOUIS, MO	319,156	1.2%	0.3%	N/A	0.3%	0.3%	332.8%	NA	260.9%
PITTSBURGH, PA	305,759	1.4%	1.4%	1.0%	0.4%	0.4%	231.0%	35.9%	-1.2%
CLEVELAND, OH	396,240	0.6%	0.6%	0.4%	0.2%	0.1%	385.0%	60.1%	-0.4%
TULSA, OK	393,577	0.1%	0.4%	0.3%	0.2%	0.2%	-27.6%	-43.0%	-65%
OKLAHOMA CITY, OK	582,278	0.2%	0.2%	0.2%	0.1%	0.1%	36.4%	9.2%	3.3%

Advocacy Means Providing Hooks for Stories



TOP CITIES FOR WOMEN BICYCLISTS



THE POPULARITY OF BICYCLING is skyrocketing nationwide and interest among women is rising, too. Still, women are underrepresented as riders and leaders in many aspects of the bicycle movement. The League's Women Bike program works to get more women on bikes. Here are eight cities that have higher than average overall bike commute rates — and more than 50% of the riders are women.

CITY	POPULATION	% OF WOMEN BIKE COMMUTERS	TOTAL % OF BIKE COMMUTERS
SPOKANE VALLEY, WA	90,638	67.5%	1.1%
PROVIDENCE, RI	178,438	58%	1.2%
SAN LEANDRO, CA	86,884	56.7%	1.35%
LUBBOCK, TX	236,060	55.5%	.76%
SCOTTSDALE, AZ	223,517	55.5%	0.9%
CHICO, CA	87,712	52.4%	5.7%
YUMA, AZ	95,424	50.7%	0.8%
RICHMOND, CA	106,526	50.1%	1.5%



Spokane Valley Online

The Spokane Valley News Herald

City of Spokane Valley, WA

[Home](#)

Spokane Valley one of "Top Cities for Women Bicyclists"

12/13/2013



By MIKE HUFFMAN
Managing Editor

With women making up 67.5 percent of its bicycle commuters, the city of Spokane Valley is ranked first of eight communities identified as "Top Cities for Women Bicyclists" by The League of American Bicyclists. The ranking is also based on Spokane Valley's higher than average bicycle commuter rate of 1.1 percent, which is almost twice the national average of .6 percent.

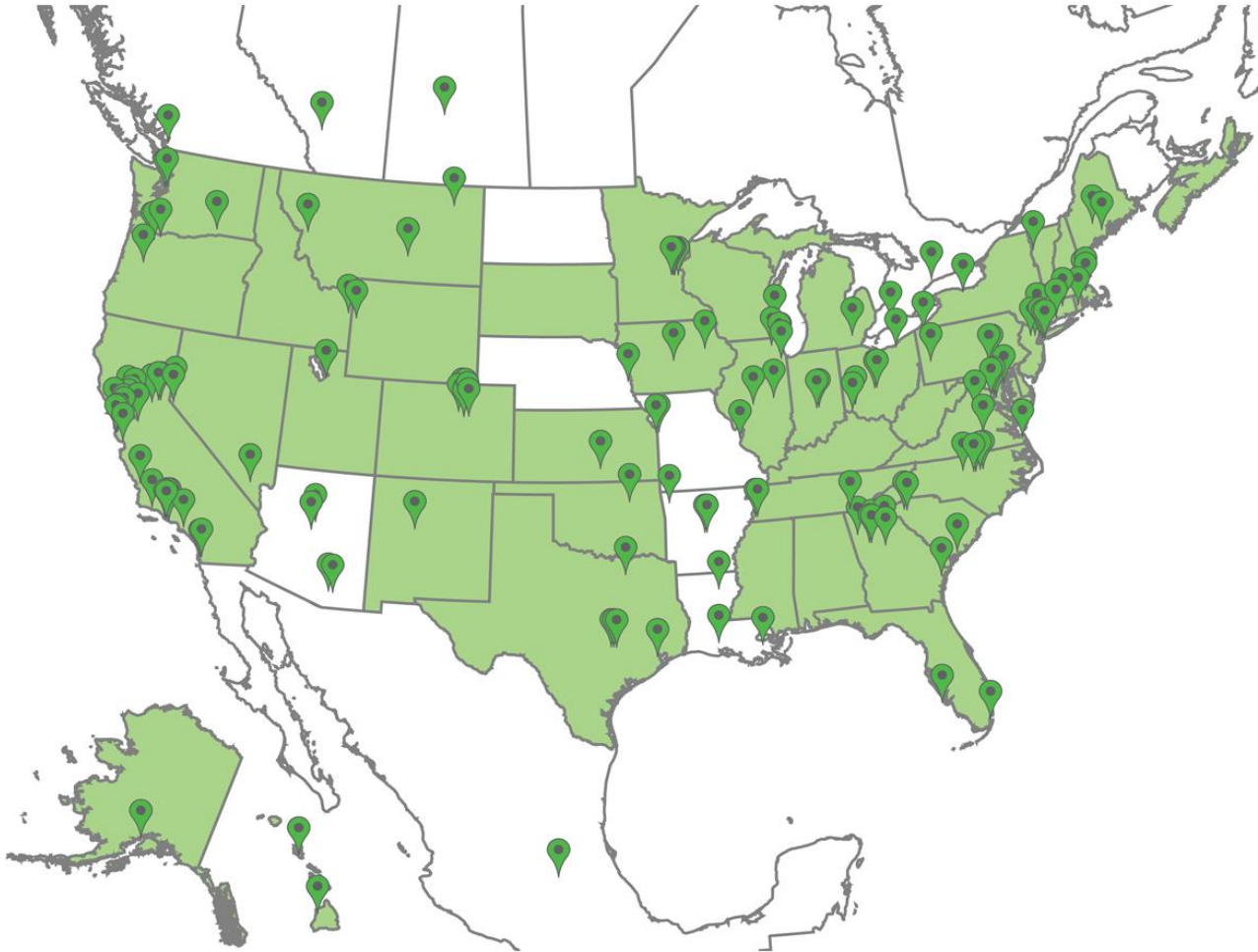
"This recognition is valuable to our city," said Mayor Tom Towey, "especially as more and more of our population are interested in bicycling not just for commuting but for its health and economic benefits, too."

Towey is himself a bicyclist who enjoys riding around Spokane Valley.

Spokane Valley's top ranking was cited in TLAB's report "Where We Ride: An Analysis of Bicycling in American Cities."

Data for the report was gleaned from the U.S. Census Bureau's American Community Survey for 2012, which includes statistics on commuting habits.

Advocacy Means Providing Products for Diverse Constituents



Advocacy Means Using Data to Frame Issues



TOP 30 CITIES IN WHICH BIKING KNOWS NO AGE BOUNDARIES



THE JOYS OF BICYCLING don't change, no matter your age. From your first time pedaling without training wheels to a lazy afternoon ride far into retirement, bicycling is suitable for any age group. That is even more evident in the commuter data, which shows rates of bicycling remaining relatively steady across age groups. In this data set, we segment American cities into three age groups, from the average youngest to average oldest population:

TOP 10 CITIES THAT BRAVE THE ELEMENTS



BIKING in the rain, snow and cold isn't always fun, but it's not stopping American bike commuters from braving the elements. Even in the rainiest, coldest and snowiest climates across the country, people are still getting on their bikes to ride to work. Here, we look at the cities with the highest rates of bicycling in the rainiest, snowiest and coldest pockets of the country.⁶

TOP 10 CITIES WITH HIGHEST BIKE/ WALK/TRANSIT SHARE



MULTIMODAL TRANSPORTATION is on the rise. Fewer and fewer Americans are taking to cars to get to and from work. More and more commuters are turning to their bicycles, their subway systems and their own two feet to get around. Here we break down the top 10 cities, in three population segments, with the highest share of non-drivers by looking at the rates biking, walking and transit all together.

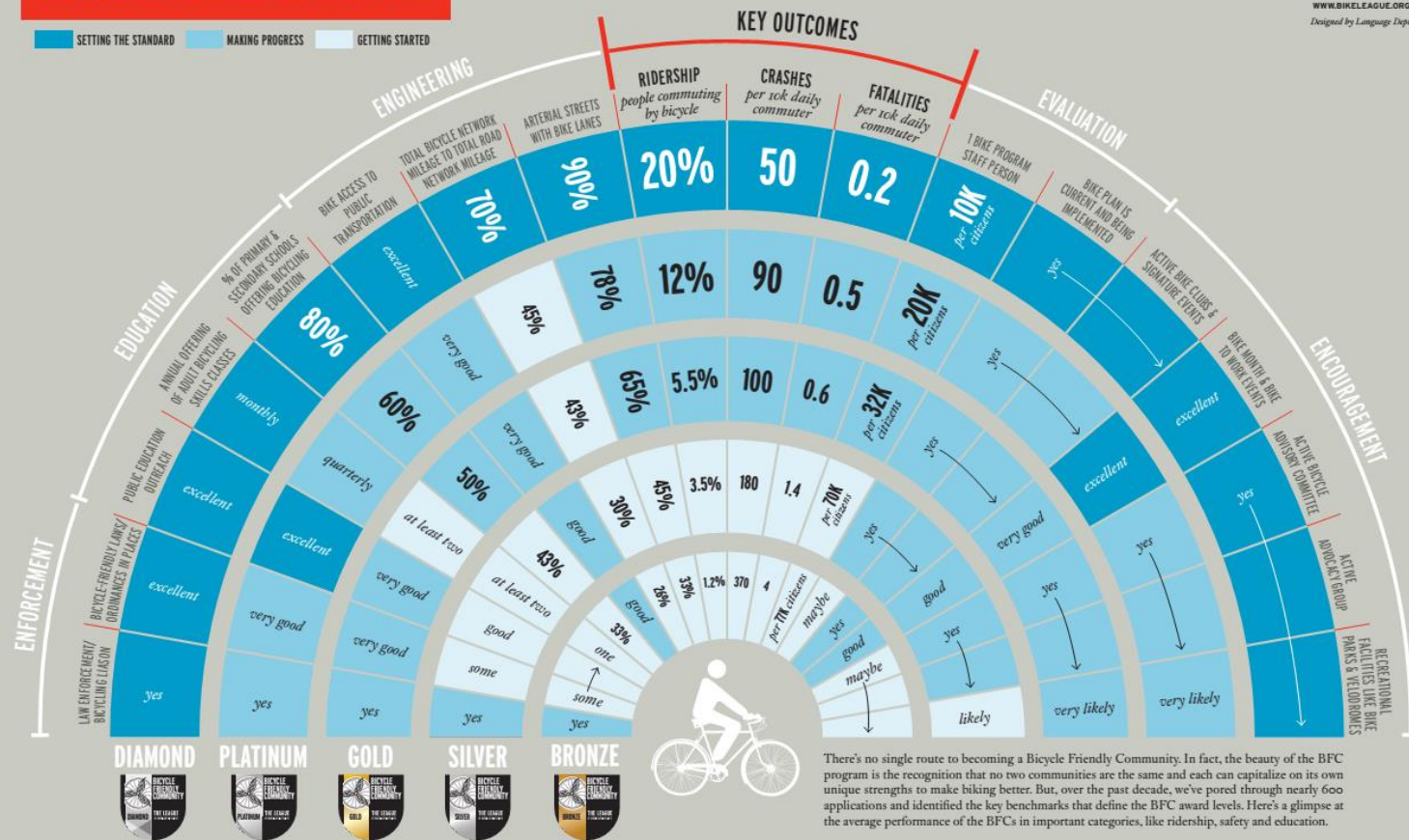
Advocacy Means Using Data to Support Programs



THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

SETTING THE STANDARD MAKING PROGRESS GETTING STARTED

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Designed by Language Design





Media

Very positive media reception

- 2700 page views

Stories in many publications, including:

- Streetsblog
- Houston Chronicle
- Oregon Public Broadcasting
- Salt Lake City Tribune
- Associated Press
- Utah Public Radio



Conclusion

The ACS is extremely helpful

- It gives critical data
- It can be a base for other analysis

We look forward to new data mashups

- New Census Report – [Modes Less Traveled](#) is a great step in the direction of more detailed analysis



Thank you!

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