

# Strengths

- **Grid network**
- **Flat topography**
- All ages/groups/genders are bikers
- Cycling culture
- Grid network
- Critical mass
- Good destination for cycling
- High transit use
- Connected to everywhere
- Multi cultural population
- Young culture
- Strong bicycle advocacy organisation

# Weaknesses

- Car culture/addiction
- Lack of legal protection & enforcement for cyclists and pedestrians
  - Lack of funding from all levels of government
  - Outdated engineering standards
  - Snow/Cold
  - Urban Sprawl
  - Open space deficient
  - High cost of land
  - Lack of a downtown transportation plan
  - Risk aversion policies
  - Kids don't cycle
  - Lack of legal protection for cyclists and pedestrians
  - Lack of quality bicycle infrastructure
  - Rules Rules Rules
  - Cars as status symbol for lower income

# Opportunities

- **Bicycle sharing**
- **Physical fitness (in limited time)**
- **Strong advocacy organisation**
- Immediate access to shopping and local amenities- on the way home
- Funding
  - Special Service Areas
  - Menu money (aldermen)
  - Bus Rapid Transit
- Increasing population density
- Community Development Corporations
- Shift in modal split
- Rising fuel/parking prices
- Space making
- New administration
- Marketing/ Branding (lifestyle, cool, efficient, fast, freedom)
- Physical fitness (in limited time)
- Foster public enthusiasm for public space and Celebration the public realm
- Complete streets policy

# Threats

- **Cumbersome, dismissive approval process**
- **Low priority in transportation projects**
- **Parking meter deal**
- New administration
- Political interference
- Car vs cyclists
- Protective parents/ culture
- Antiquated development standards
- Misperception of who cyclists are

# What should be in the New Chicago marketing campaign 2010-2015



- **Individualized marketing (Travel Smart)**
- **Identification (cycling is normal)**
- Customized marketing targeting
- Long term marketing strategy (frappez toujours)
- Joy
- Freedom
- Experience it
- Saving money, saving time (esp. for short trips)
- Safety on the new (ThinkBike produced) bicycle provisions
- Families with children
- Some days you take the bike, some days you take transit, some days you take the car, some days you combine them
- Bicycle friendly (separate) facilities make it better for everyone
- Include local bike organization and blogs in the campaign
- We don't force people to change, but if they change.... Better car throughput
- Opportunity for physical fitness
- Open Streets

# Include in the new Chicago Bike Plan



- Early childhood mobility (and bicycling) education programmes
  - Cycle to school
    - cycling school bus
    - cycling education at schools
    - cycling exam (children of 9 years)
    - safe routes to school
- Prep school cycling education
- Improve quality bike routes (quality standards)
  - colour (red carpets)
  - texture
  - buffers
  - continue bike infra on intersections
  - elevated facilities
  - bike boxes
  - green waves for bikes
  - safe bike routes
  - parked cars protect bikes

# Include in the new Chicago Bike Plan (2)



- Better integration with all city planning (CCAP, City And Health Plan)
- Bike-transit integration
  - bike-transit-route planner for suburbs
  - **Individualized marketing (Travel Smart)**
  - bike parking at every major transit station and train station
  - improve bike routes to stations
- More covered bike parking
- On-street bike parking
- Bike Sharing launched with a minimum of 2.500 bikes
- Timeline for implementation

# Include in the new Chicago Bike Plan (3)



- Improve law enforcement to protect cyclists
- Maintenance and upgrade for existing bikeways
- Goal for crash reduction on cyclists
- Close co-operation with ActiveTrans