



**MISSOURI
BICYCLE
FEDERATION,
INC.**

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H.B. 590: Bicycling License Plate

House Bill 590

Creates a personalized license plate benefiting the Missouri Bicycle Federation.

- Sponsored by Representative Michael Sutherland, District 99 (Warrenton).
- Co-Sponsored Jeff Grisamore (47, Lee's Summit), Jason Grill (32, Parkville)

This bill would create a new personalized license plate available for purchase by MBF members. The plate will promote bicycling and road safety, and the revenue generated will help support MBF's educational and safety programs.



Sample license plate, actual design to be determined.



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H.B. 642: Complete Streets

House Bill 642

“Requires the department of transportation to provide full consideration for bicyclists, pedestrians, disabled persons, and transit users in its plans, programs, and projects.”

Sponsored by Representative Mike Sutherland (District 99, Warrenton).

Co-sponsors: Vicki Englund (85, St. Louis), Jeff Grisamore (47, Lee’s Summit),

Jason Grill (32, Parkville), Beth Low (39, Kansas City),

Jake Zimmerman (83, Olivette), Jeanne Kirkton (91, Webster Groves).

What are Complete Streets?

“The streets of our cities and towns ought to be for everyone, whether young or old, motorist or bicyclist, walker or wheelchair user, bus rider or shopkeeper. But too many of our streets are designed only for speeding cars, or worse, creeping traffic jams. They’re unsafe for people on foot or bike — and unpleasant for everybody.”

-Complete the Streets Committee

Complete Streets are essential for children and older Americans, as well as people who use wheelchairs, have vision impairments, or simply cannot afford a car.

Complete Streets are supported by a broad coalition, including AARP, the disability community, transit operators, bicycle, pedestrian, and running groups, the American Planning Association, and the Institute of Transportation Engineers.

Components of Complete Streets can include sidewalks,

What does this bill do?

It requires MoDOT to give full consideration to all road users, but it does not dictate how they do their jobs. It gives MoDOT the flexibility to provide facilities that are appropriate to each road and make sense in each community.

A Complete Street can be as simple as a paved shoulder on a rural blacktop road or as comprehensive as a livable urban street with bike lanes, sidewalks, pedestrian refuges, bus shelters, etc.

This bill not force MoDOT to put a bike lane on every state highway, but it will help them to start treating everyone as legitimate road users, not just motorists.



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S.B. 125: Context Sensitive Solutions

Senate Bill 125

"This act requires the Department of Transportation to embrace principles of context sensitive design and context sensitive solutions in its policies and procedures for the planning, design, construction, and operation of transportation projects."

- Sponsored by Senator Joan Bray, District 24 (St. Louis).
- Supported by Missouri Bicycle Federation, Scenic Missouri, and Missouri Votes Conservation.

Context Sensitive Solutions/Context Sensitive Design

Transportation projects that fit better into their surrounding environmental, geographic, and community contexts.

- Balance the movement of automobiles with environmental sustainability, community development, historic preservation, etc.
- A much higher level of community input and consensus is sought.
- Disruption to the community is minimized.
- Lasting value beyond the movement of motor vehicles
- The facility is safe for both road users and the community.
- www.contextsensitivesolutions.org

National situation

- Federal Highway Administration endorses CSS and provides best practices guidance.
- 22 states have CSS policies via legislation, executive order, or DOT policy
 - including Illinois, Iowa Minnesota, Kentucky, and Michigan.



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Bicycling and Walking: Where Missouri Stands

Bicycling and walking are surprisingly large sources of strength in Missouri's economy. But there is much room for improvement.

Amount of Walking and Bicycling

- Nationally, 9.5% of trips are made by walking or bicycling. But Missourians walk and bicycle **at half the national average**.
- Nevertheless, about **2 million Missourians** are regular bicyclists.
- Missouri's bicycling infrastructure ranked **42nd out of the 50 states** in a 2008 survey--we need to improve that.

Safety

- Bicyclists and pedestrians represent less than **5% of trips**, but **7.5% of roadway deaths** and **15% of roadway injuries** in Missouri.

Benefits

- **Transportation:** Over 26% of Missouri's population has no driver's license and 8.3% of Missouri households have no motor vehicle available.
- **Health:** A walkable and bicycleable Missouri makes for healthier citizens.
- **Congestion:** Walking, bicycling, and transit work together to reduce traffic, congestion, greenhouse gases, and pollution.
- **Liveability:** People want to live where they can bicycle and walk safely.

Economic Cost

- Because we don't have Complete Streets meeting the needs of those who want to walk, bicycle, or use transit, Missourians commute more via single-occupant vehicle than the national average. This means **our household commute costs are \$700-\$1000 higher** than average.
- Cities across the country are working hard to make themselves bicycle- and pedestrian-friendly. Missouri is lagging behind. **To attract high-quality industries and employees, Missouri needs to change that situation**--become more walkable, more bicycleable, and more livable.

Economic Impact

Even with the minimal attention we currently pay to bicycling and walking in Missouri, bicycling and trails in Missouri generate:

- **\$950 million in annual retail sales**
- **\$1.2 billion in total economic activity and 14,365 jobs**
- **\$79 million in state tax revenue**

Missouri's Potential

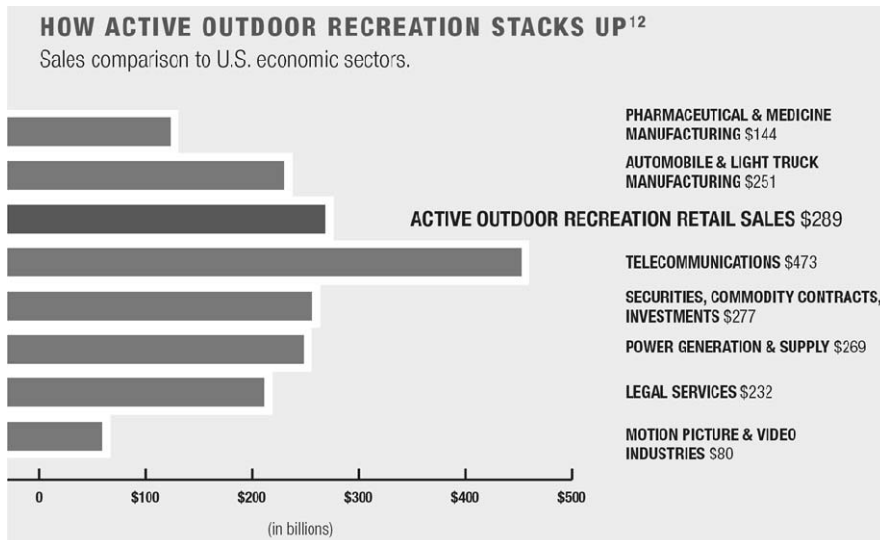
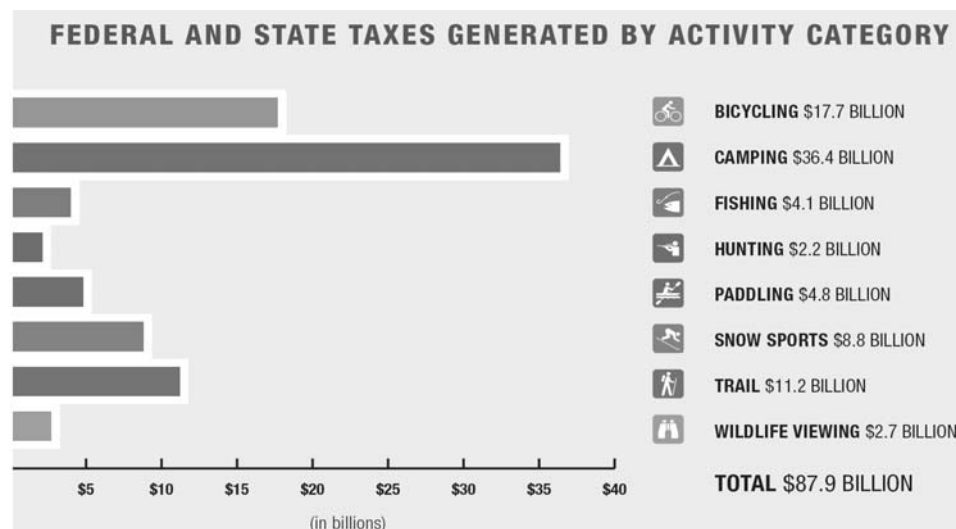
- Bicycling and trails provide **sustainable growth** in rural communities.
- The Katy Trail has **500,000 visitors annually** from all 50 states.
- **4.3% of Missouri tourists bicycle or hike**--more than boat or golf and about the same as gambling and nightlife.
- **Tour of Missouri Professional Bicycle Race** brought over 430,000 spectators and \$30 million in direct economic impact; this will increase.



Outdoor Recreation is an Overlooked Economic Giant

The Active Outdoor Recreation Economy is big business. It on par with or larger than other major economic sectors in the U.S., such as telecommunications, hospitals and motion pictures and videos. Conservatively, the outdoor recreational economy represents \$733 billion annually in all sectors of the U.S. economy from manufacturing to retail to real estate to food services.

Missouri's natural beauty makes outdoor recreation a natural fit.



For More Information

To learn more, contact Missouri Bicycle Federation Executive Director Brent Hugh, 816-695-6736 or director@mobikefed.org

Information Sources

- **Driver license and household with no access to automobile:** <http://mobikefed.org/2005/09/how-many-missourians-are-non-drivers.php>
- **Fatality numbers:** Missouri Traffic Safety Compendiums for 2003, 2004, 2005.
- **Injury numbers:** Missouri Department of Health and Senior Services InjuryMICA figures, 1996-2002.
- **Commuting mode and cost statistics:** "A Heavy Load: The Combined Housing and Transportation Burdens of Working Families," Center for Housing Policy, October 2006, page 4, http://www.cnt.org/repository/heavy_load_10_06.pdf
- **National, regional, and state economic impact of bicycling recreation and associated charts:** *The Active Outdoor Recreation Economy*, Outdoor Industry Foundation, Fall 2006. <http://outdoorindustryfoundation.org/resources.research.recreation.html>
- **Amount of Missouri tourists who bicycle and hike:** *Economic Impact of Missouri's Tourism and Travel Industry: July 2004 – June 2005 (FY05)*, Michael Kaylen, Ph.D., University of Missouri, 2006, <http://www.visitmo.com/pdf/MIZZOU-Econ%20Impact%20FY05%20EXECUTIVE%20SUMMARYt--May-2006.doc>



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Who are those bicyclists anyway?

MoBikeFed has recently surveyed its members and supporters--and the results are surprising:

- Our members have **much higher than average household income**
Median household income \$99,000 vs \$41,900 for Missouri
- Our members **contribute to political campaigns** far more than average
41% of our members made a contribution during the last election cycle, far higher than the national average (about 10%)
- Our members **vote more** than the national average
99% voted in the last presidential election vs 69% of Missouri registered voters
- Our members/supporters **care about bicycle/pedestrian issues** and vote according to them.
93% consider bicycle/pedestrian issues important enough to affect their vote in an election.
- Our members **reflect all political parties**
Republican/Democratic/Independent breakdown of our membership is within 4% of the national averages
- Our members come from **all parts of the state**, small towns and large, rural, suburban, and urban areas

In short, our members are respected opinion leaders, active in their communities, who care about their beliefs; they donate and vote accordingly.