**WOMEN AND BIKING**

A NEW CASE STUDY SHOWS THE ROLE OF WOMEN IN SUSTAINABLE TRANSPORTATION SOLUTIONS

**A Case Study on the Use of San Francisco Bike Lanes**

**SOCIO/CULTURAL FACTORS MAY EXPLAIN WHY WOMEN OF COLOR BIKE LESS**

- **WHY WOMEN OF COLOR BIKE LESS**
  - Some women feel that "people like me" cannot be "real" cyclists, which undermines their confidence to bicycle.
  - Women are more likely to bike during off-peak hours, and are also more likely to bike for non-work related activities like running errands or dropping off children.

**PROTECTED BIKE LANES ARE CRUCIAL TO WALK A BIKE**

- **Increased safety and comfort for cyclists**
  - Women cyclists in SoMa came from a wide range of income levels, with 13% of the people surveyed earning under $20,000 and 13% earning over $250,000.
  - Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**In C40 cities, 1/3 of greenhouse gas emissions come from transport**

- In order to be consistent and effective, these policies need to include all segments of the urban population. With this case study, C40 intended to envision a future where most trips are made by walking, cycling, and shared transport.

**Walking and cycling are key drivers to shift urban mobility for a climate safe future**

- The C40 Cities Climate Leadership Group (C40) aims to enable cities to develop and implement policies and programs that generate measurable reductions in greenhouse gas emissions and climate risks.

**Transport has a big role to play in the fight against climate change**

- Commitments to ensure that cities take direct actions to keep global temperatures at or below 1.5°C of warming compared with pre-industrial levels.

**INVEST IN BIKING**

- The City of San Francisco currently sponsors free bicycle education classes and could expand this to increase bicycle education on those offerings.

**FORM PARTNERSHIPS WITH EMPLOYERS, MERCHANTS, AND COMMUNITY ORGANIZATIONS**

- More protected bike lanes, particularly for TNC drivers sharing the road safely.

**Mobilize communities (such as Uber and Lyft), particularly for TNC drivers sharing the road safely**

- The City of San Francisco currently sponsors free bicycle education classes and could expand this to increase bicycle education on those offerings.

**RIDE A BIKE**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**HERE’S WHAT A LITTLE Biking CAN Do**

- A little biking can make a big difference in our climate goals.

**INCREASE BICYCLE EDUCATION**

- Mobilize underrepresented communities (such as Uber and Lyft).

**THE SOVAR HOME AND CULTURE OF SAN FRANCISCO**

- The SoMa bike lanes, particularly for TNC drivers sharing the road safely.

**EDUCATE DRIVERS ABOUT ROAD SHARING**

- Encourage and support fuller participation in biking programs by the entire community.

**DO YOU RIDE A BIKE IN SAN FRANCISCO?**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**YOU’VE GOT TO BE KIDDING.**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**RECOMMENDATIONS**

1. More protected bike lanes in the city would support cyclists and encourage more women to bike.
2. Invest in bike parking and make sure there is enough bike parking.
3. Women need better representation in bike organizations and media, which can help change the public narrative from "biking is for everyone" to "cyclists are mostly young, fit, white men" to "biking is for everyone".
4. Provide more women-only bicycle classes and better women’s restrooms.
5. Support non-conforming gender identities and make cycling more accessible and inclusive for all.
6. Build more bike lanes and connect with other cycling organizations.
7. Form partnerships with employers, merchants, and community organizations.
8. Educate drivers about road sharing.

**GOT TO BE KIDDING.**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**SAN FRANCISCO**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**THE COSTS AND BENEFITS OF CAR TRANSPORTATION VS. BIKE TRANSPORTATION**

- **Car transportation** costs are high, up to 5x the cost of bike transportation.

**A NEW CASE STUDY SHOWS THE ROLE OF WOMEN IN SUSTAINABLE TRANSPORTATION SOLUTIONS**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**TRANSPORT Is KEY IN THE TRANSITION TO FOSSIL FUEL FREE STREETS**

- Transport is key in the transition to fossil fuel free streets, with carbon transportation solution in San Francisco, and mobility associated with bicycling as a low carbon transportation solution.

**Transport has a big role to play in the fight against climate change**

- The C40 Cities Climate Leadership Group (C40) aims to enable cities to develop and implement policies and programs that generate measurable reductions in greenhouse gas emissions and climate risks.

**IN SUSTAINABLE TRANSPORT SOLUTIONS**

- Cycling is an everyday matter that must be economically viable for everyone.

**THEM.**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**INNOCENT BIKING IS CRUCIAL TO WALK A BIKE**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**GOVERNMENTS NEED TO INVEST IN BIKING AS A VITAL TRANSIT OPTION**

- Women cyclists using the SoMa bike lanes ranged in age from 19 to 67.

**THE C40 CITIES CLIMATE LEADERSHIP GROUP (C40) AIMS**

- The C40 Cities Climate Leadership Group (C40) aims to enable cities to develop and implement policies and programs that generate measurable reductions in greenhouse gas emissions and climate risks.