

WOMEN AND BIKING

A Case Study on the Use of San Francisco Bike Lanes

SAN FRANCISCO

C40 CITIES

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

-1.5°C



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. C40 is committed to ensuring that cities take direct actions within their city limits to contribute to keeping the world within 1.5°C of warming compared with pre-industrial temperatures.

Transport is key in the transition to fossil fuel free streets

C40 cities are committed to streets that are safe and accessible for everyone and envision a future where most trips are made by walking, cycling and shared transport.

In C40 cities

1/3

of greenhouse gas emissions come from transport



Source: «Deadline 2020, How cities get the job done», C40

In Europe, the cost of congestion on roads is

1% GDP

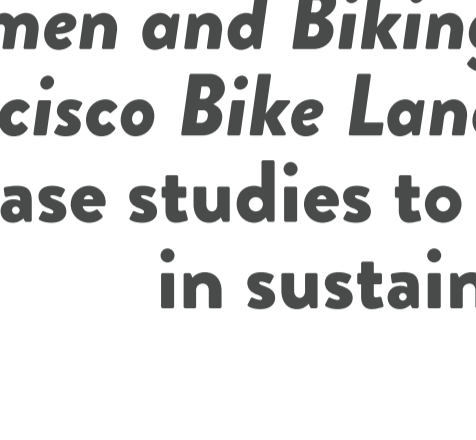
due to:

- lost time and productivity
- harm to our health
- worsening air pollution

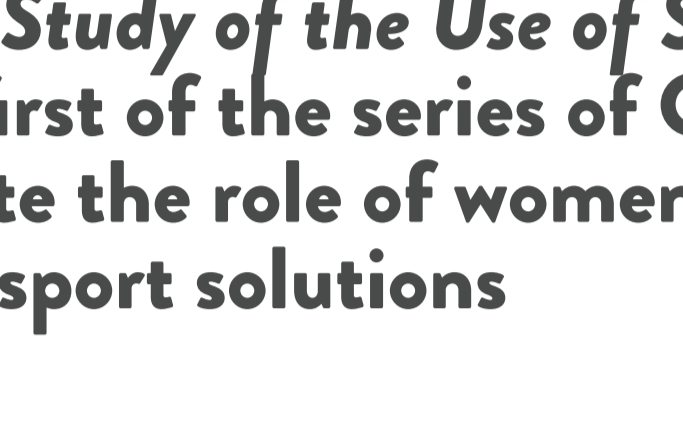


Sources: The Economist

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



(near) zero emission modes of travel

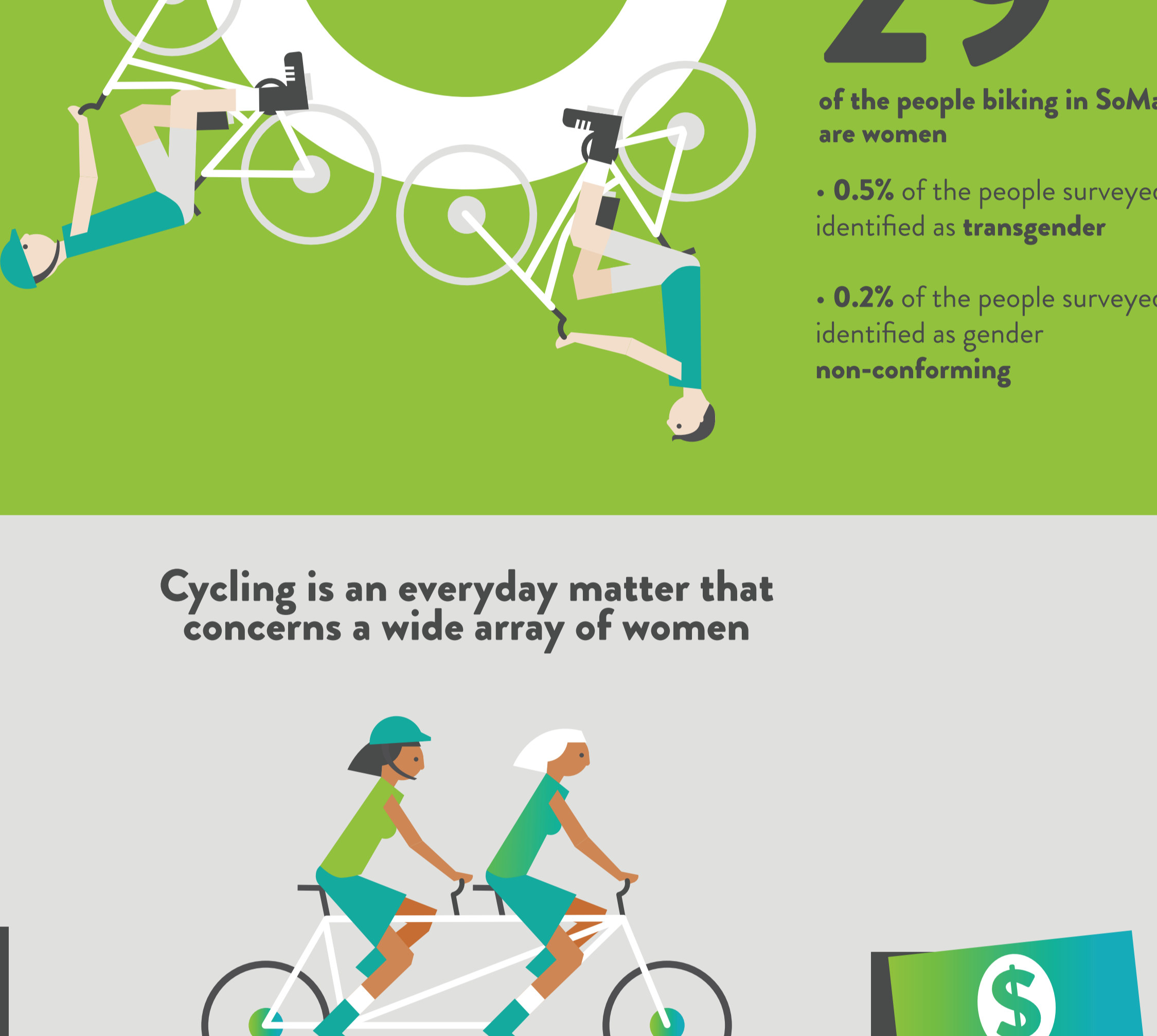


- better user health
- reduced air and noise pollution
- greater affordability and inclusion

Women and Biking: A Case Study of the Use of San Francisco Bike Lanes is the first of the series of C40 case studies to investigate the role of women in sustainable transport solutions

SAN FRANCISCO

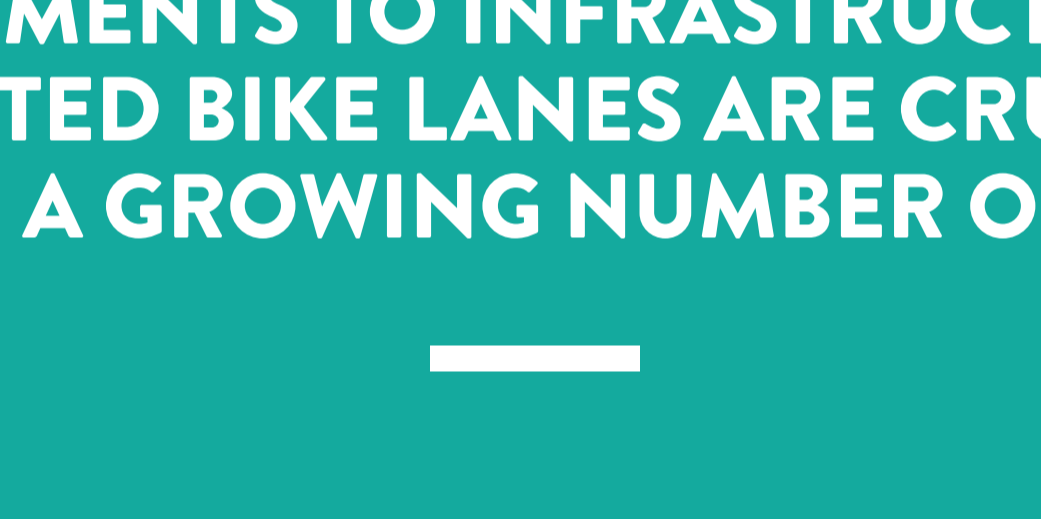
WHITE MEN ARE DISPROPORTIONATELY REPRESENTED IN CITY BIKING



Cycling is an everyday matter that concerns a wide array of women



Of the women using the SoMa bike lanes, over 2/3 bike every day



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



Women cyclists in SoMa came from households with incomes ranging from under \$20,000 to over \$250,000

IMPROVEMENTS TO INFRASTRUCTURE AND PROTECTED BIKE LANES ARE CRUCIAL TO ENSURE A GROWING NUMBER OF BIKERS

16 miles

That's the current mileage of protected San Francisco bike lanes out of over 229 miles of total bike lanes in the city.

Source: SFMTA 2017 annual report

+196%

That's the increase of biking since 2006

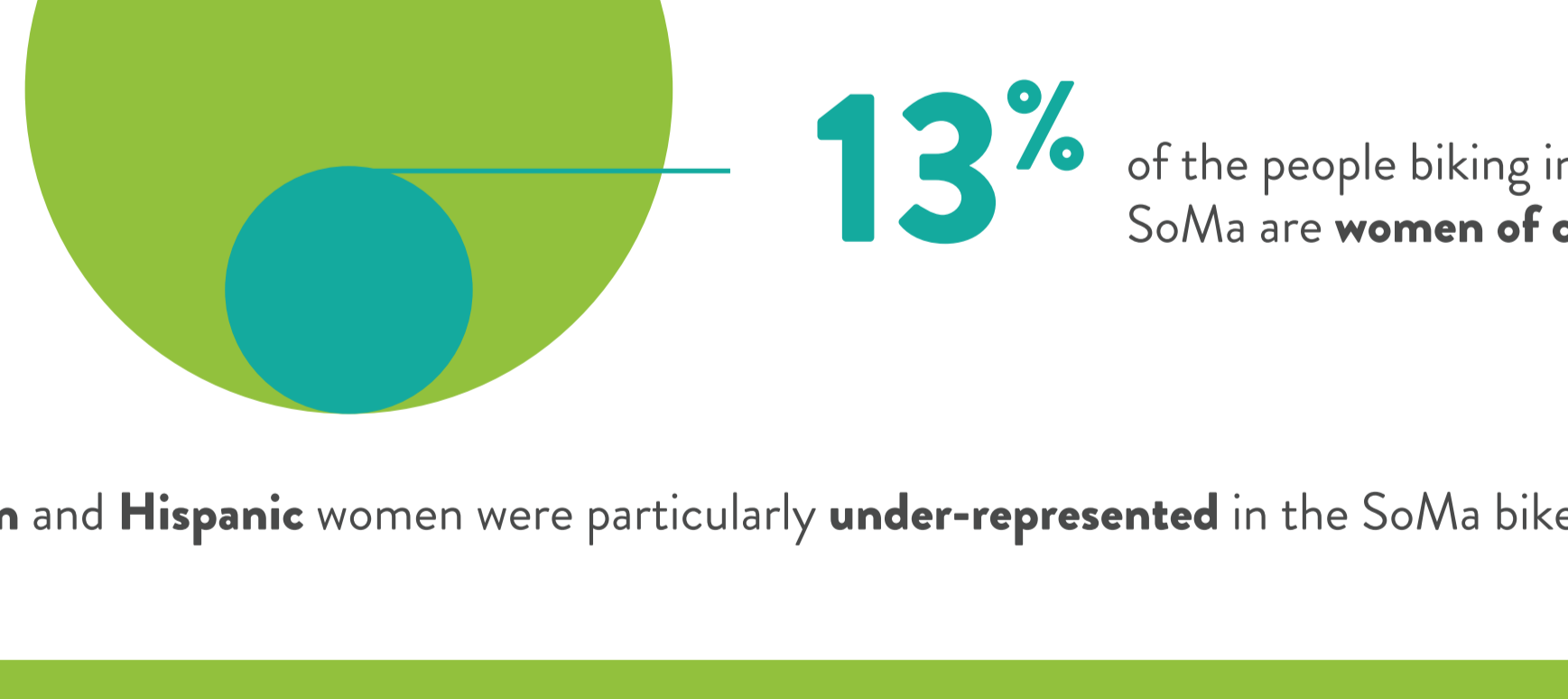


SOCIO-CULTURAL FACTORS MAY EXPLAIN WHY WOMEN OF COLOR BIKE LESS

Some women feel that "people like me" don't bike. This suggests the need for resources targeting and programs led by women and people of color.

DO YOU RIDE A BIKE IN SAN FRANCISCO?

YOU'VE GOT TO BE KIDDING.



Asian and Hispanic women were particularly under-represented in the SoMa bike lanes.

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.



RECOMMENDATIONS

Overcoming gender and ethnic/racial barriers will require investment in partnerships with these communities to complement investments in protected bike lanes and secure bike parking

1 More protected bike lanes
Continue to expand the network of protected bike lanes and strive for a standard design so that rules of the road are consistent and clear.



2 Form partnerships
Form partnerships with employers, merchants, schools, and cultural centres to improve bike parking and other facilities that support biking (i.e., lockers, showers, changing rooms).
Work with non-governmental organizations to offer assistance with bike selection, bike education, repair classes, and biking buddies/mentors for those new to biking.



3 Educate drivers about road sharing
Educate drivers about rules for sharing the road safely, particularly for TNC drivers (such as Uber and Lyft).

4 Invest
In addition to (protected) bike lanes, investments in secure and clearly signed bike parking throughout the city would support cyclists and encourage more biking. An increase in both public and private bike parking is needed.

5 Increase bicycle education
Increase bicycle education to target and provide more support for women and people of color. The City of San Francisco currently sponsors free bicycle education classes and could expand on those offerings.

6 Change the narrative
Change the public narrative from "cyclists are mostly young, fit, white men" to "biking is for everyone" to encourage women and minorities to bike more. Providing more diverse and inclusive imagery of cyclists would be a good start.

7 Mobilize communities
Mobilize underrepresented communities to encourage and support fuller participation in the city's biking programs by the entire community.

