

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**



In Europe, the cost of congestion on roads is **1% GDP**



due to:

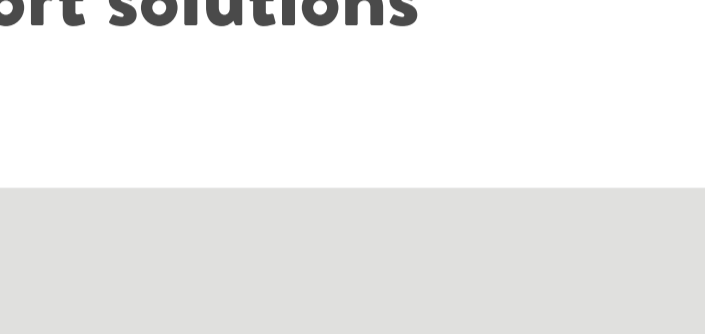
- lost time and productivity
- harm to our health
- worsening air pollution

Sources: The Economist

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

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

0
(near) zero emission modes of travel



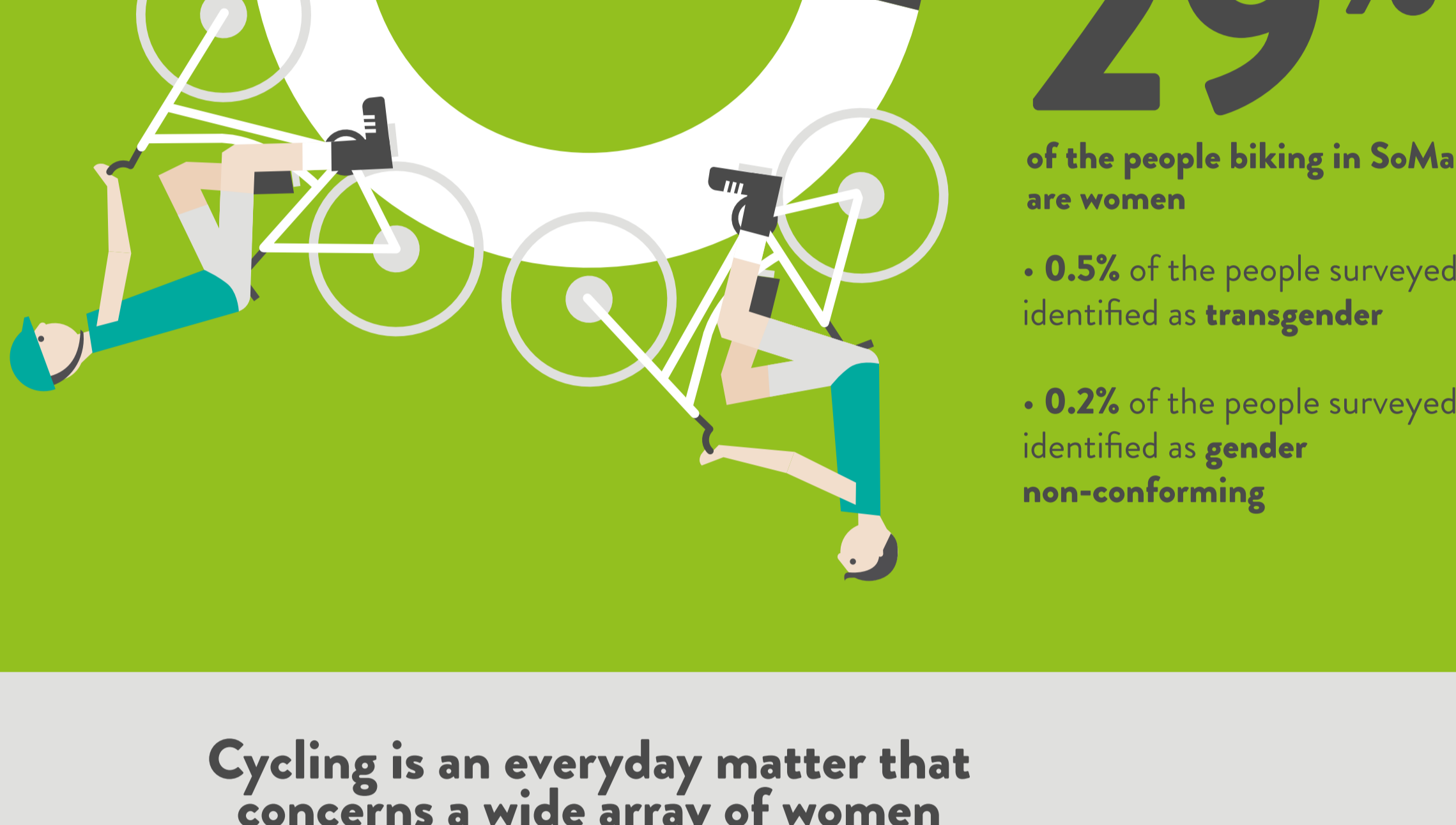
- better user health
- reduced air and noise pollution
- greater affordability and inclusion

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

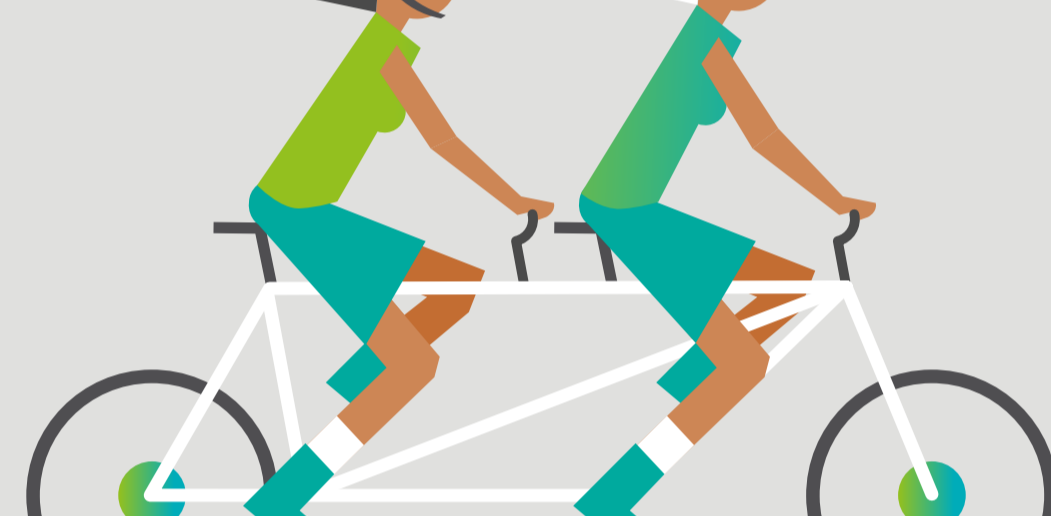
In order to be consistent and effective these policies need to include all segments of the urban population. With this case study, C40 intended to investigate issues of gender, race, affordability and mobility associated with bicycling as a low carbon transportation solution in San Francisco, with a focus on the SoMa neighborhood.

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**

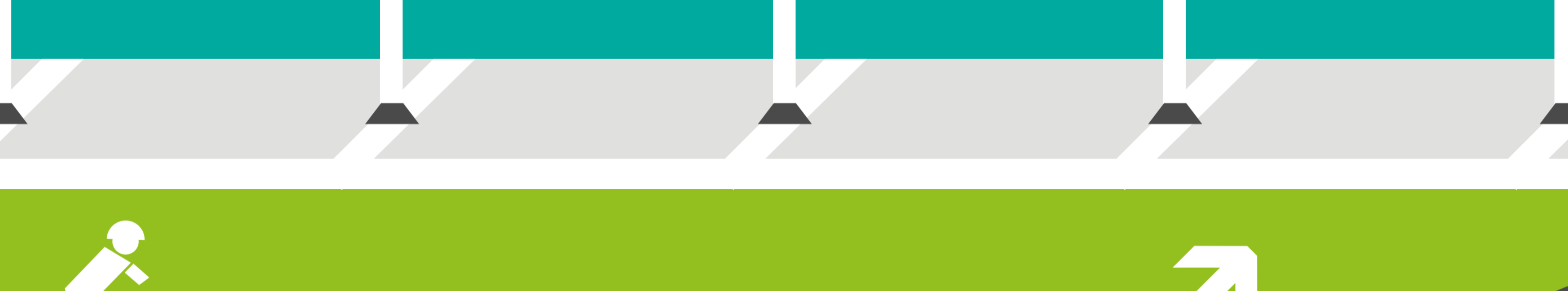
Women cyclists in SoMa came from households with incomes ranging from under **\$20,000 to over \$250,000**

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.

+196% That's the **increase** in biking since **2006**

Source: SFMTA's Bike Program for 2017 - 2021

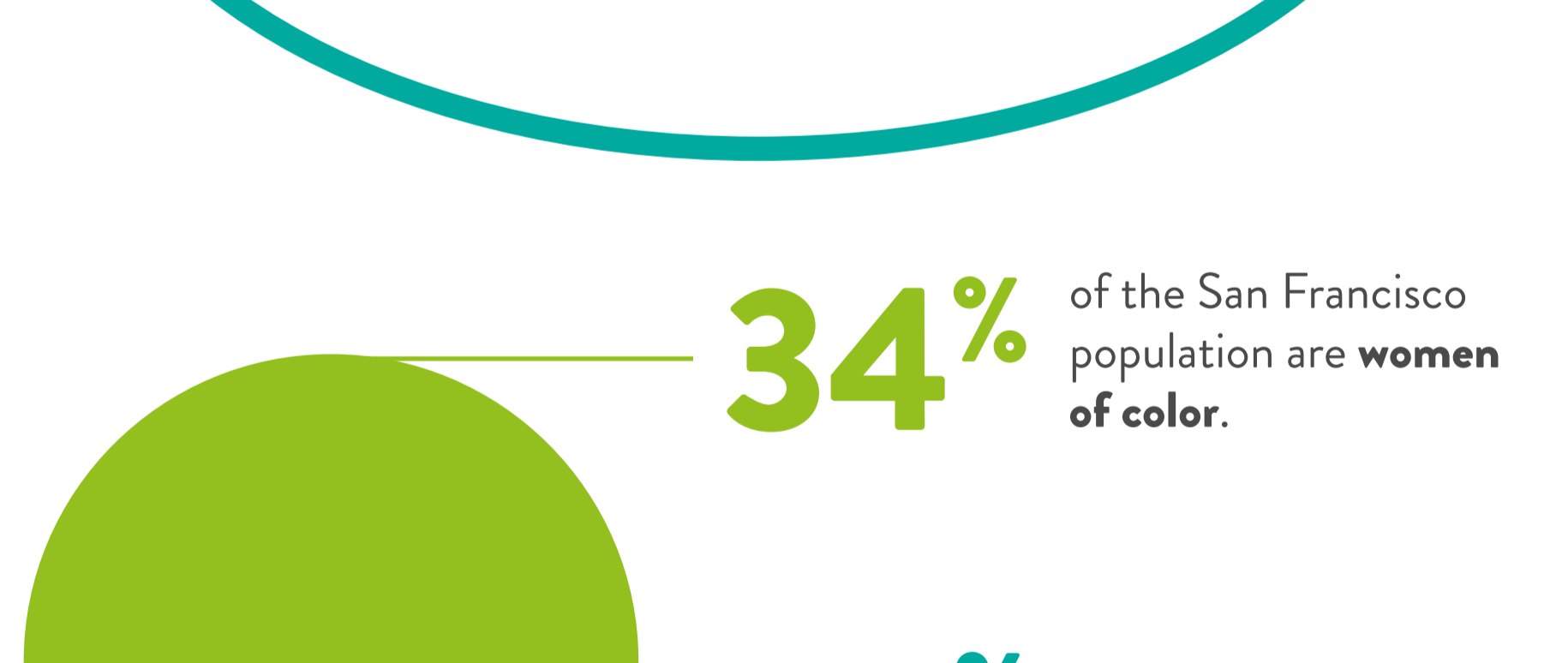


SOCIO-CULTURAL FACTORS MAY EXPLAIN WHY WOMEN OF COLOR BIKE LESS

Some women feel that "people like me" don't biker. 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 **underrepresented** 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 people of color 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.