

Bridging the Gaps

Turning Plans Into Facilities

GAS

UNLEADED

LOL $\frac{9}{10}$

PLUS

OMG $\frac{9}{10}$

PREMIUM

WTF $\frac{9}{10}$

PLANS: What they are...

- Necessary first step
- Vision
- Guiding light and focus
- First defense

PLANS: What they're not...

- A guarantee
- On-the-ground improvements
- Time to sit back and let “the City” do its job
- Permanent

The Gap Between Plans and Facilities

- Political Will.....
- ...which is another way of saying:

US

Who is the voice?

- For bicyclists in Austin
- For pedestrians, joggers, runners and the disabled in Austin

Bicyclists

- League of Bicycling Voters
- Austin Cycling Association
- Yellow Bike Program
- Bicycle Advisory Committee
- Austin Street Smarts Task Force
- COA Bicycle and Pedestrian Program
- Bicycling web sites and bloggers
- Urban Transportation Commission
- Individual activists
- League of American Bicyclists officers
- Ride of Silence
- “Please Be Kind to Cyclists” campaign
- Other
- None of the above

Pedestrians, Joggers, Runners and Mobility Impaired People

- COA Bicycle and Pedestrian Program
- WALK Austin
- Austin Street Smarts Task Force
- A.D.A.P.T
- Capital Metro
- Urban Transportation Commission
- Great Streets advocates
- Other
- None of the above

None of the above.

- None of the entities speaks for ALL potential members of its “group”
- Each entity has other, competing interests and priorities.
- Most are volunteer organizations

Political Will

- Vision: Unified voice
- Professional, full-time, fully-staffed bicycle and pedestrian advocacy organization
- Political arm

Portland

- West Coast mentality
- Four decades of commitment
- Leadership
- Well-staffed bike/ped program
- Bicycle Transportation Alliance
- Six months of crappy weather
- Drizzly, slushy, slippery roads
- Freezing rain
- 300,000 fewer people than Austin

Portland

- West Coast mentality
- Commitment
- Leadership
- Bicycle Transportation Alliance: 3000 members and 18 paid staff

How to get a BTA of our own

- Go back to slides #7 & #8 and tap some smart, passionate people.
- Recognize that all cyclists and pedfolk want basically the same things, respectively.
- Acknowledge the power inherent in joined voices
- Find money

Bike Businesses in Austin

- Austinbikes
- Ozone
- Bicycle Sport Shop
- Freewheeling
- Waterloo
- Discovery
- Nelo's
- Spin City
- Jack and Adam's
- Music City
- University Schwinn
- Tsunami

Bike Biz – con't.

- Eastside
- Performance
- Mellow Johnny's
- Austin TriCyclists
- Buck's Bikes
- REI
- Easy Street Recumbents
- Southside
- Hammerhead Bikes
- Willits Brand Bikes
- I know I've missed some

Bike Events in Austin

- Urban Assault Ride
- Ride for the Roses / Livestrong Challenge
- Danskin Women's Triathlon
- Ride of Silence
- Real Ale Ride
- Shiner Bash
- Jingle Bell Ride
- Tuesday Nighter
- Dirty Du
- Cyclocross races
- Walking/Cycling Festival of Arts and Culture
- Dozens and dozens of triathlons
- ACA Hosted Rides

Bike groups in Austin

- Austin Cycling Association
- Austin Flyers
- Violet Crown
- Team San Jose
- League of Bicycling Voters
- Yellow Bike Program
- Velocity
- Church of the Knobby Tyre
- Austin Ridge Riders
- Austin Triathletes

Join Voices

- Too many challenges for bicyclists to work alone.
- Strength in coalitions
- Can still maintain focus of each mode's specific issues

Feet Businesses (runners, joggers, walkers)

- Hill Country Running
- Bettysport
- RunTex
- Rogue Equipment
- Jack and Adam's
- REI
- Whole Earth Provision Company
- Academy
- RunFAR Racing Services
- Any shoe store
- Any sporting goods store

Feet Groups

- Austin Duathletes
- Austin Triathletes
- Fit Divas and Distance Divas
- Gilbert's Gazelles
- Hill Country Trail Runners
- Latinas 4 Fitness
- Luna Chix
- Rogue Training

Feet Groups – con't.

- Team in Training
- Tough Cookies Don't Crumble
- Tri Zones
- Twenty Six Two
- Baby Bootcamp
- Stroller Strides
- Town Lake Trail Foundation
- Austin Trails Foundation
- Volksmarchers
- Lunchtime walkers at worksites all over town

Running/Walking Events

- Austin Marathon
- Capital 10 K Keep Austin Weird 5K
- Texas Round-up
- Dozens and dozens of smaller events throughout the year.

Running/Cycling Supporters

- **AT&T Austin Marathon:** Coca Cola, Jet Blue, Oroweat, Crocs, Saturn, HEB, Seton
- **Capital 10 K:** Guaranty Bank, Covert Chevrolet, Dell, HEB, Jet Blue, Blue Cross Blue Shield
- **Livestrong Challenge:** Nike, AMD, Nissan
- **Texas Round-up:** AT&T, GM, Pfizer, USAA, KASE 101, KVET, Dell Foundation

Join Voices and Turn Up Volume

- Don't accept crumbs; site data
- How about a charity ride for riding?
- A fundraising 10K for running?
- A 5K walk for sidewalks?

Final Thoughts: Doing Business

- Take responsibility
- Treat your friends right
- Lose the self-righteousness; use the data
- Play well with others, but don't be afraid to get in the game

