

**PLACES WHERE PEOPLE
BIKE ARE GREAT PLACES
TO LIVE AND WORK.**



NICE RIDE MINNESOTA

A VISION FOR NICE RIDE IN GREATER MINNESOTA
SEPTEMBER 2013

THERE ARE BIKE PLACES.

When you are heading to work on Nicollet Mall in Minneapolis or sipping coffee at a bed and breakfast in Lanesboro, you know you are in a bike place. It's not about big or small, urban or rural. It's about how the place feels.

Some of it is intangible. Do I feel comfortable biking here? Do I see other people walking and biking? Do the businesses here welcome me with my bike?

Some of it is tangible. If the city is creating bike lanes and you see men and women riding in regular clothes, you are in a bike place.

It takes an all-of-the-above approach to create a bike place: bike lanes, education, events and encouragement, advocacy and business participation, and programs to increase access to bikes.

But you don't have to be an expert to know when a town has become a bike place.

IT BECOMES PART OF ITS DNA.



PEOPLE WANT TO ENJOY BIKE PLACES.

Every week, city officials and business owners in cities and towns across Minnesota contact us. They ask, “How can we get Nice Ride here?”

With active-vacations booming, economic development experts across the state are seeking to take advantage of one of the best state trail systems in North America ⁽¹⁾ to bring more people to their town. Many towns are adding infrastructure to connect their downtowns to regional trails.



FOR THE FIRST TIME IN OVER 100 YEARS, CITIES ARE GROWING FASTER THAN SUBURBS. ⁽²⁾

Living close to work is becoming more important than having a front and back yard. When the marketing experts for Ford Motor Company defined the most important trends for 2013, they cited “The Rise of the Intima-City.” Ford cites bicycling and bike sharing as a key component of this trend: “Bicycles embody quality of life fundamentals such as access, mobility and good health.”

America’s love affair with the car is cooling off. Teenagers are driving less, getting their licenses later, and waiting longer to purchase their first new car. For the first time in history, total vehicle miles traveled in the U.S. is declining – since 2005. ⁽³⁾ The decline is greatest among people under 30, who are driving 39% fewer miles than their peers did in 2001. ⁽³⁾

In Minnesota we have a love affair with the bike! A recent ad on MPR put bicycles right behind lakes in the list of things that define Minnesota. Minnesota Business Magazine declared us “the land of 10,000 bikes.” ⁽⁴⁾

GOOD FOR PEOPLE, GOOD FOR BUSINESS.



A reputation for being a bike place is money in the bank. It can help define your city's brand.

The ubiquity of retail centers outside of downtown have changed the way we perceive our cities. Downtown areas are looking for ways to become more vibrant and busy.

People want to vacation, schedule meetings, move their families to, and invest in new business opportunities in places that are vibrant. They want to see people on the street, walking, shopping, and eating at restaurants. Bike places are vibrant places.

During the worst recession in 60 years, private developers invested over \$200 million in new apartments and businesses along the Midtown Greenway. Mayors all over the country have made building bike infrastructure a key strategy in recruiting and retaining talent and are reporting great results. ^[5]

AND THE PAYOFF GOES BEYOND YOUR WALLET

The best thing you can do for your health: make at least 30 minutes of moderate exercise a part of your daily routine. Do it on a bike and save time, save money, and have fun.

Studies show that, in places where people rely more on walking and biking to get to work, obesity levels are lower. Employees who bike to work are healthier and more productive. ^[6]

AN ACTIVE-LIVING REVOLUTION.

We believe an active-living revolution is happening now. We see it in big cities and small towns. We see it where people are choosing to live and how they are choosing to get around. Every time a family chooses to live close to work, shopping, and play and own one less car, they become healthier, and can save up to \$10,000 a year in car ownership costs. ⁽⁷⁾



NICE RIDE IS A CATALYST FOR CHANGE

In Minneapolis, our bike share system has played a small, but highly visible role in revolutionary change. The most important impact of the Nice Ride system has been to help define Minneapolis as a place where people can choose to lead an active, less car-dependent lifestyle. That reputation is helping to create a new vitality in and around downtown.

TIMING IS IMPORTANT

In Minneapolis, our timing was just right. Advocates like the Midtown Greenway Coalition and Transit for Livable Communities had worked for decades to build a constituency for change and completed critical projects like the Midtown Greenway and re-opening of Nicollet Mall to bicycles. The launch of Nice Ride in 2010 helped drive more projects to completion and it made people rethink their perception of downtown — as a bike place.

In Greater Minnesota, we will play a similar role as a catalyst for change. Through our public-private partnership model, Nice Ride can bring sponsorship and public investment to increase access to bikes. Through our existing subscription base and strong media profile, we can draw attention to positive change and help redefine a town as a place where people can choose active lifestyles.

We want to invite cycling tourists to towns where we feel they will have a good experience without the use of their cars.

OUR STRATEGY.

PIONEER DIFFERENT TOOLS

Nice Ride's goal is to increase access to bikes, introduce people to the health and economic benefits of an active-lifestyle, and create vibrant town centers in Greater Minnesota. Our tools will be different. Our urban bike share system in the Twin Cities works well for a dense urban population. We need a different solution in Greater Minnesota, one that will fit the needs of smaller cities and towns.

NICE RIDE CENTERS

We envision a staffed Nice Ride Center, with a fleet of rental bikes available for both short and long term use, as a key component of our Greater Minnesota strategy.

Nice Ride Centers will be located in heart of the town—the center of the bike place. Bike lanes and connections to state trails near the bike center must be safe with strong way-finding tools.

Nice Ride Centers must be highly visible, with storefront signage, a fleet of high-quality rental bikes out front, and connected to Nice Ride subscribers and the world through our website and social media outlets.

The Nice Ride Center will offer a high-quality bike, with lights, fenders, cargo-space intended for daily transportation. We won't cut corners on any bike carrying our brand or that of our sponsors.

Our rental program will allow reservations for groups of business people or tourists, but will go beyond recreational rental. We will offer long-term rentals at low prices on a trial basis, intended to introduce people who are not cyclists to the experience of getting around on a high-quality bike for everyday transportation.

We envision the Nice Ride Center as a focal point for an intensive collaboration with local partners to impact how people perceive their town as a bike place, including events like open streets, helmet giveaways, social rides, outreach to under-served communities, education, maps, and participation in local festivals and events held on Main Street.

The Nice Ride Center will be a partner to local merchants, situated near coffee shops, cafes, hotels, and other services and businesses that cater to active lifestyles.

Most importantly, we envision a center offering what our customers want: a place they can rely on when they choose to leave the car behind and experience Minnesota the best way—on two wheels.

SUPPORT LOCAL BIKE SHOPS

An important goal for our Greater Minnesota expansion is to support local bike shops. In every bike place, you find local shops with an ample inventory of bikes and well-trained mechanics. To succeed, our initiatives in Greater Minnesota must cultivate each community's local bike resources. We will partner with local bike shops to operate Nice Ride bike centers and ensure that the revenue from bike purchases, rentals, and maintenance stays in the local economy.

PLAYING TO OUR STRENGTHS

The Bike Alliance of Minnesota and the national Alliance for Biking and Walking have developed deep expertise and are supporting local advocates with tool kits to build constituency and set agenda for change and assistance with the "Bike Friendly City" application process. Transit of Livable Communities and the state's Pedal Minnesota are guiding innovation in infrastructure design and leading statewide tourism and encouragement programs.

WHAT DOES NICE RIDE MINNESOTA ADD?

Nice Ride Minnesota is an operating entity poised to work with communities who are ready to become bike places. We know how to handle vendor contracts, leasing, and insurance. The focus on quality customer experience and ability to maintain positive media focus has led to strong sponsor relationships. We are recognized as a national model for public-private partnership, leveraging private contributions to move public-funding decisions forward.

In Greater Minnesota we will deliver high-quality bikes and service. With the right partners, we will move quickly to make an impact.

(1) 2010 National Trails Award from American Trails

(2) 2010 Census data; analysis by William Frey, Brookings Institution, 2011

(3) A New Direction: Our Changing Relationship with Driving, U.S. PIRG, May 2013

(4) The Land of 10,000 Bikes, Minnesota Business Magazine, August 2010

(5) Bicycling Means Better Business; Jay Waljasper; October 18, 2012

(6) Walking, Cycling, and Obesity Rates in Europe, North America, and Australia, Bassett et al, Journal of Physical Activity and Health, 2008

(7) Bike to Work Infographic: Environmental and Health Benefits; Huffington Post Green; Dec. 13, 2011

(8) What That Car Really Costs to Own; Consumer Reports; August 2012 decisions forward.

IF YOU SHARE OUR VISION:

Nice Ride Minnesota is a nonprofit corporation. After a business plan review, our Board of Directors must approve all new initiatives that will commit us to long term operating obligations.

If you are working to make your city or town a bike place, Nice Ride wants to help. The first step will be an assessment of your town's bike infrastructure and current initiatives to determine whether the timing is right. For more information, contact:

Anthony Desnick
Director, Greater Minnesota Strategies
Nice Ride Minnesota

2701 36th Avenue South
Minneapolis, MN 55406

niceridemn.org

adesnick@niceridemn.org

Phone: 612 206 3143
Mobile: 612 701 0203



NICE RIDE MINNESOTA