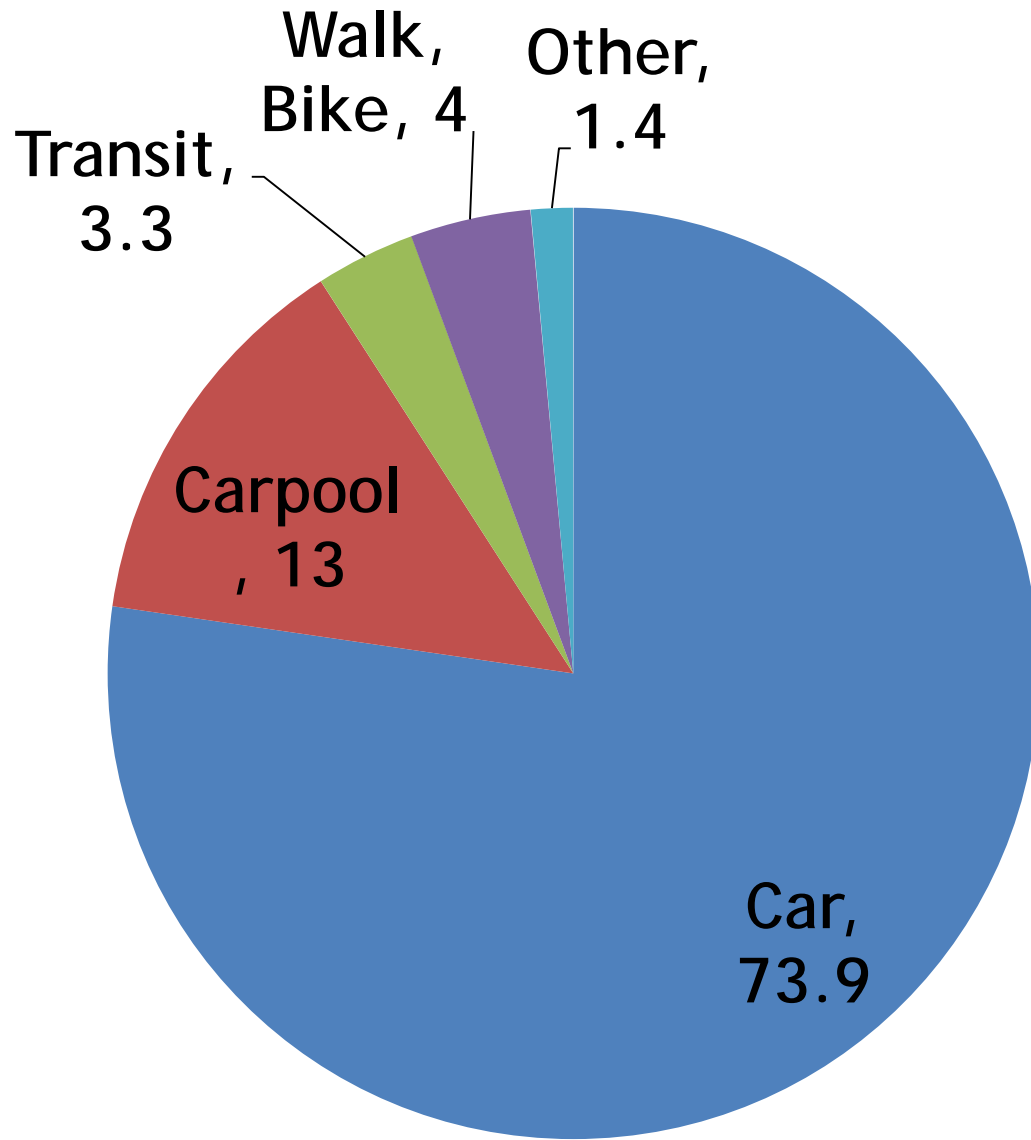
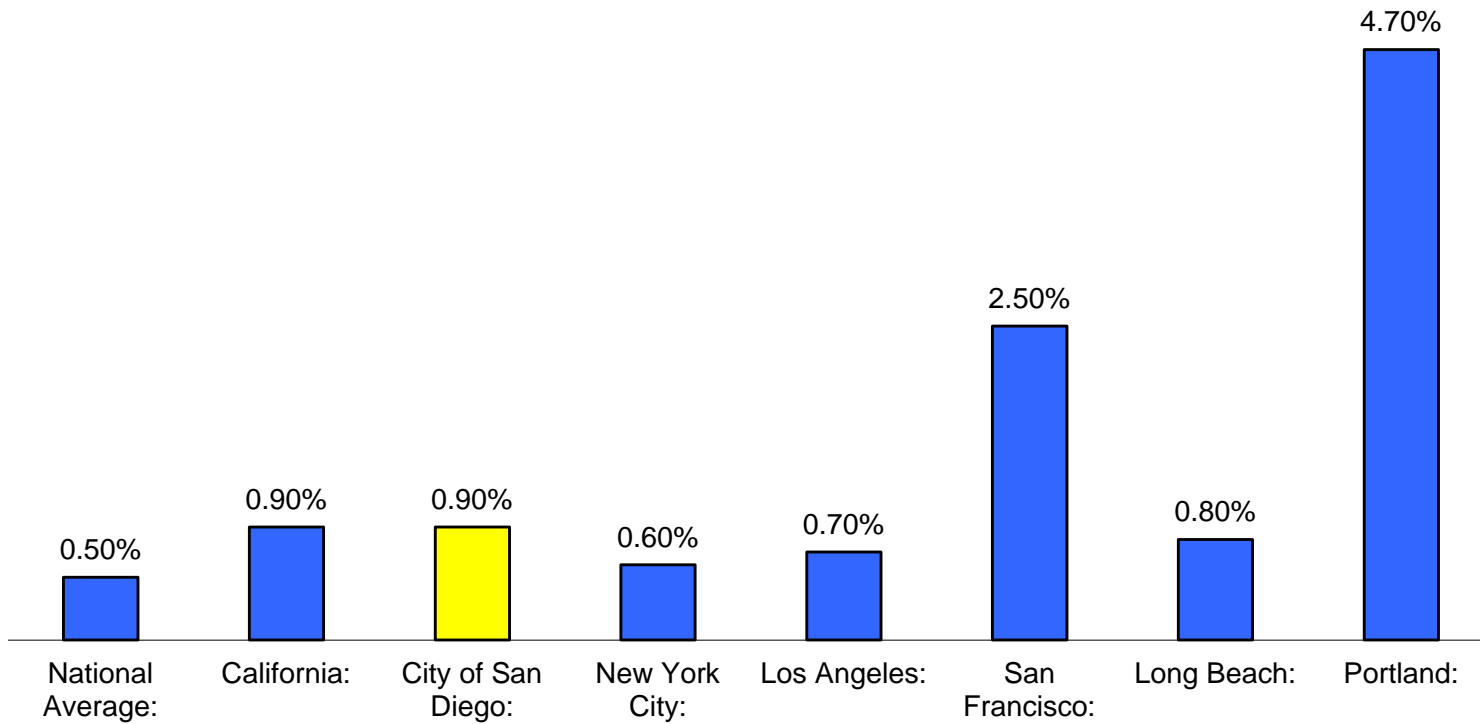


How do you  
typically get to  
work?



San Diego Commuter  
Mode Share



Source: NHTSA National Center for Statistics and Analysis

What northern  
European city is  
known for  
prioritizing bikes  
as transport?

a) Norway

b) Helsinki

c) Copenhagen

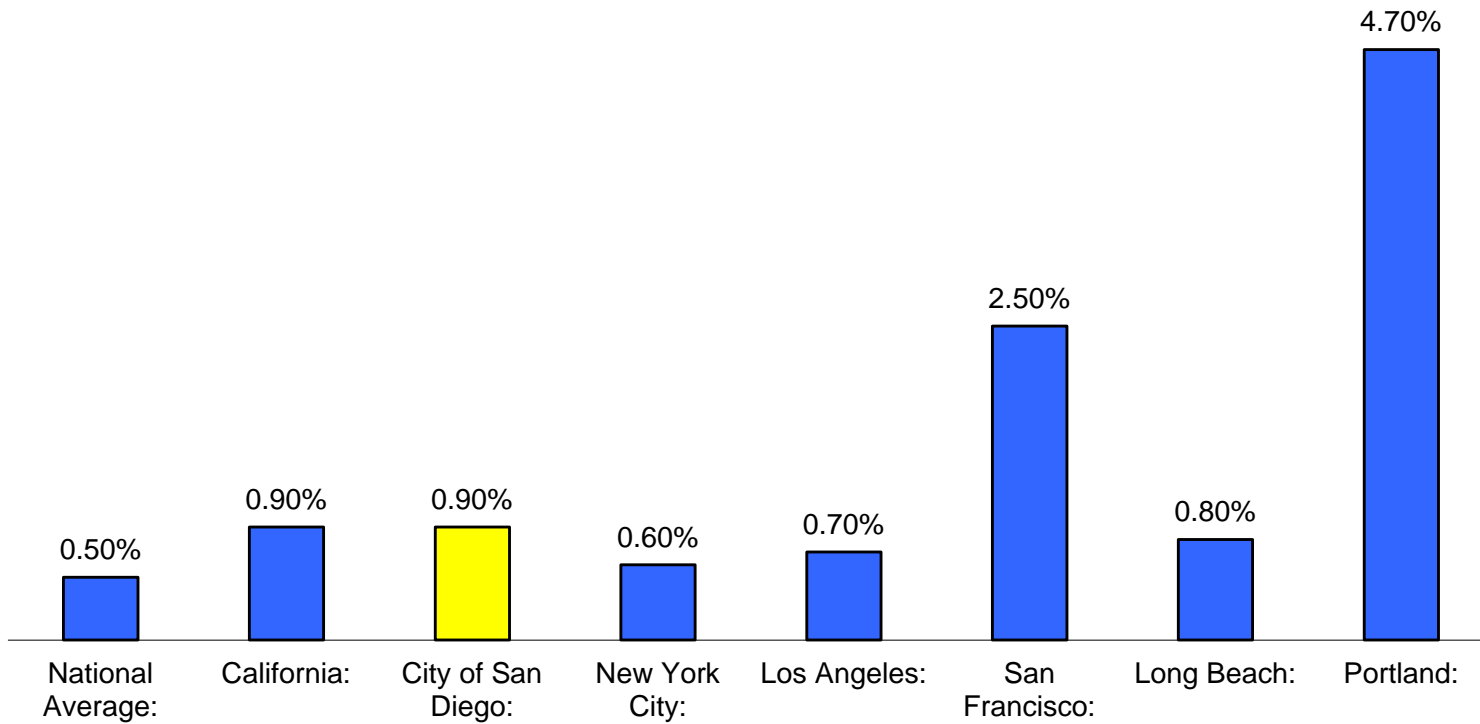
d) Beijing

a) Norway

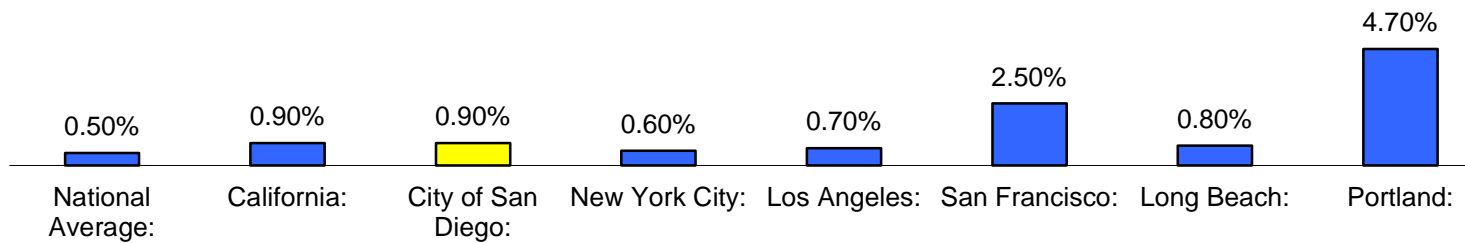
b) Helsinki

c) Copenhagen

d) Beijing

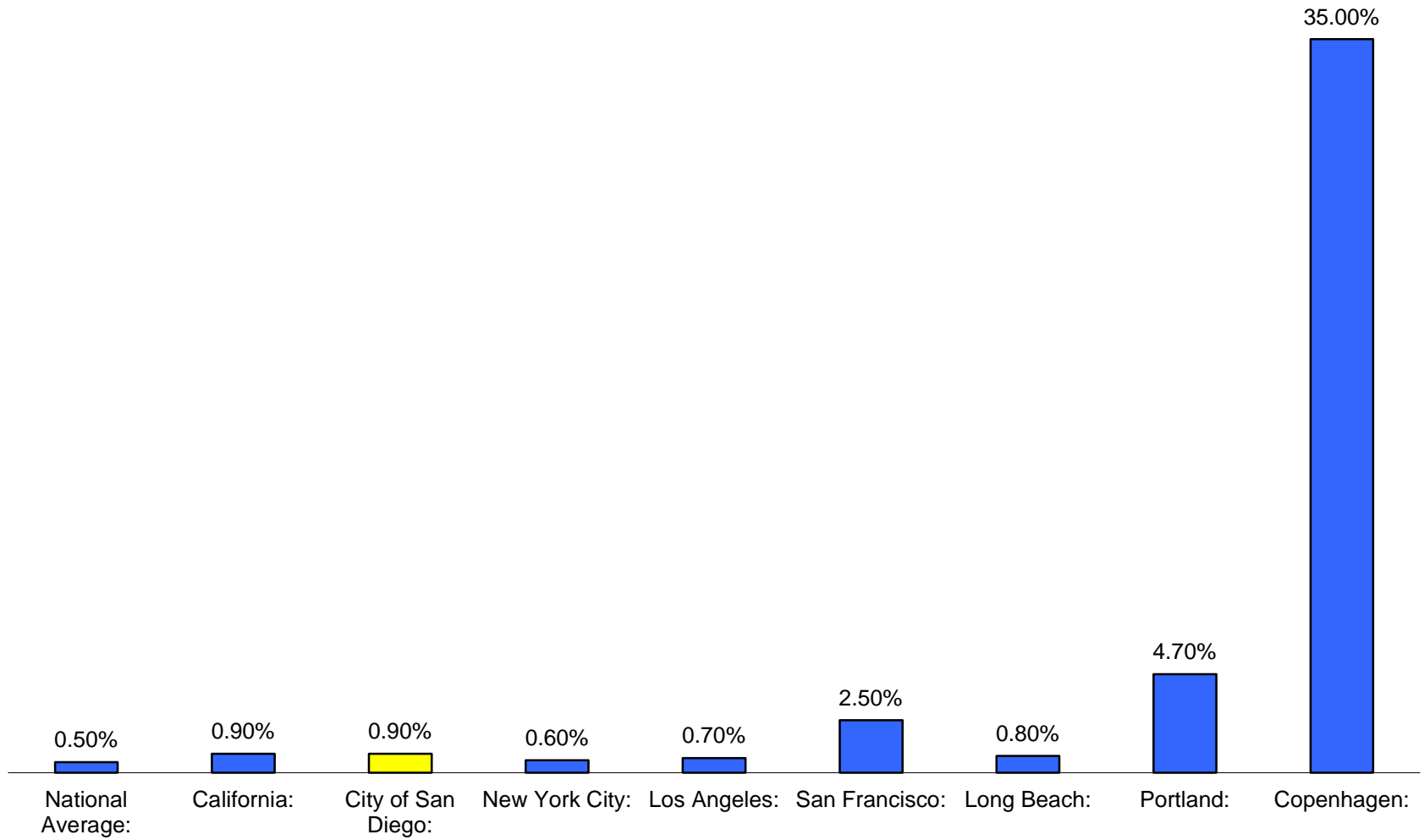


Source: NHTSA National Center for Statistics and Analysis



Source: NHTSA National Center for Statistics and Analysis





Source: NHTSA National Center for Statistics and Analysis

# Copenhagen Bicycle Mode Split

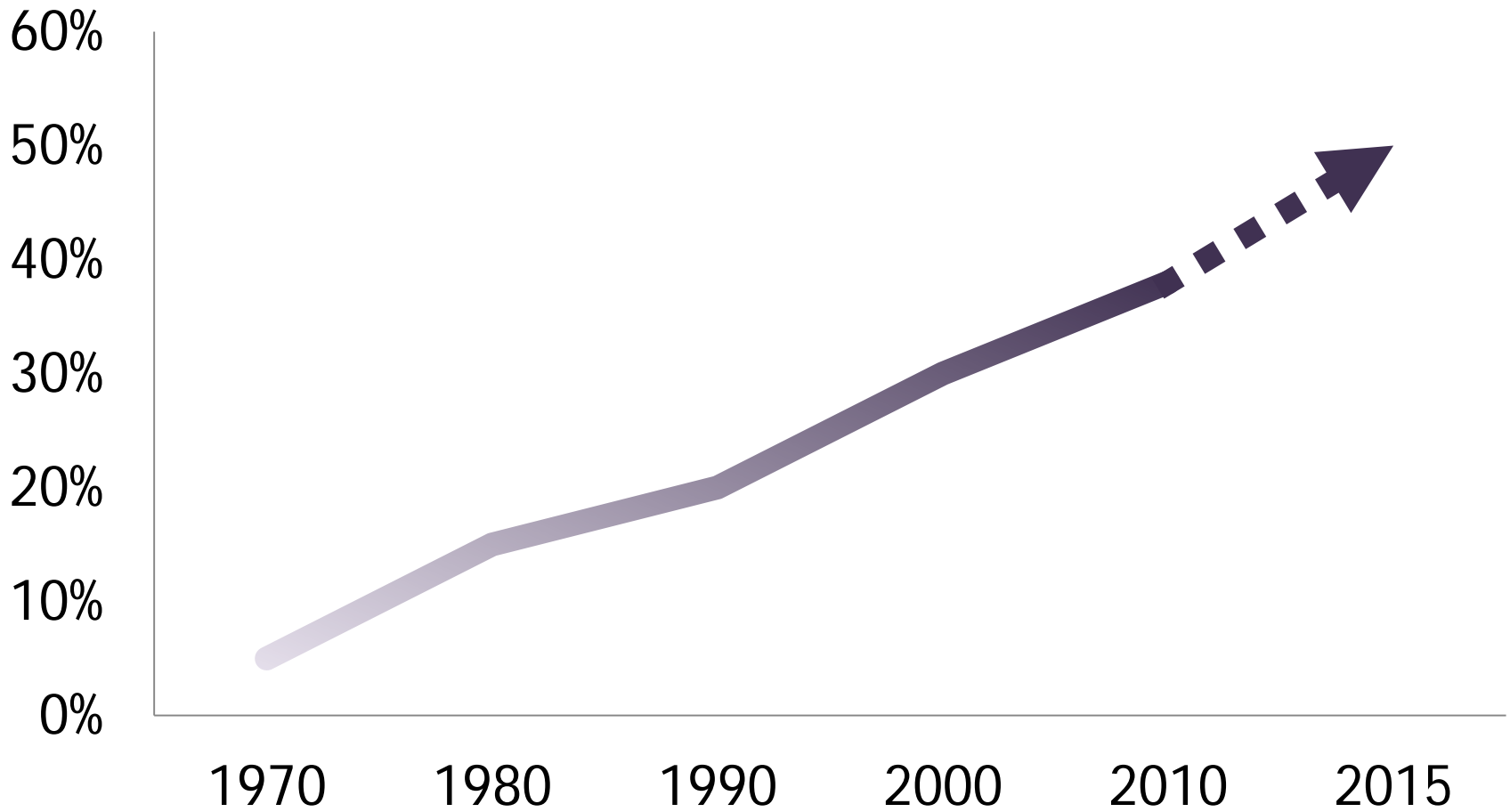




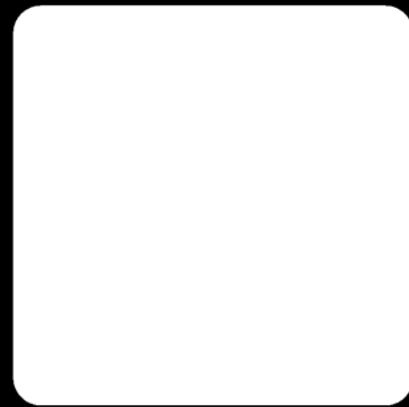
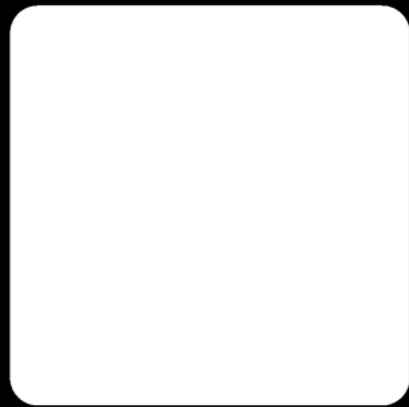
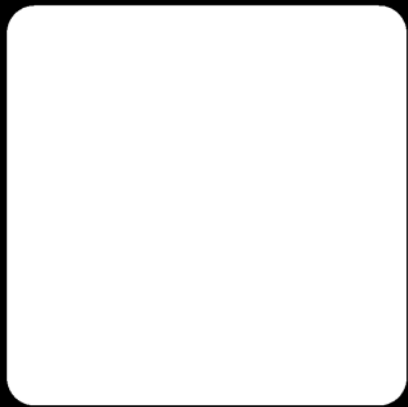
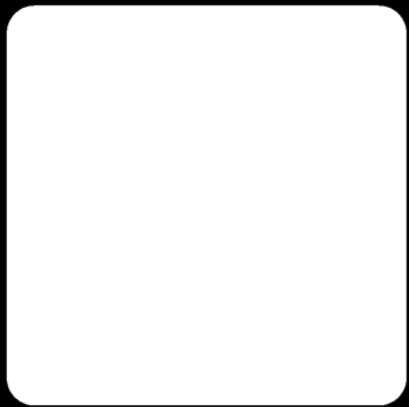
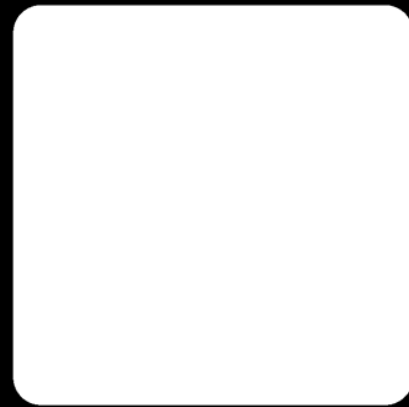
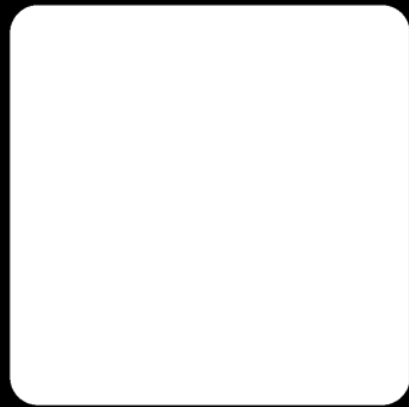
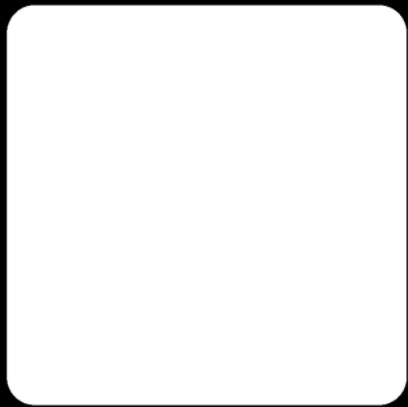
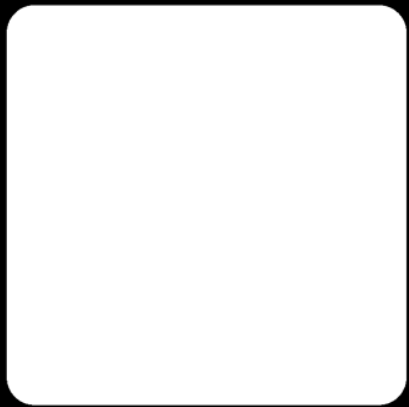
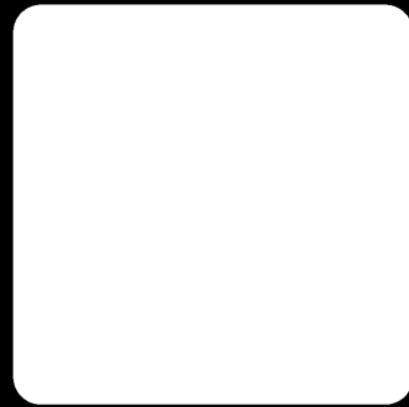
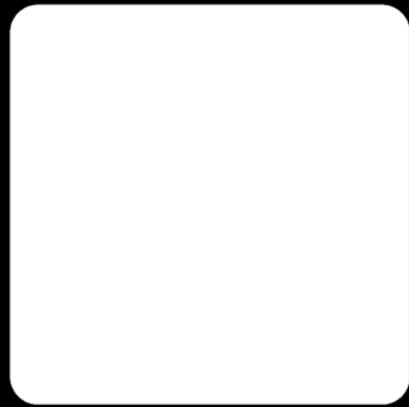
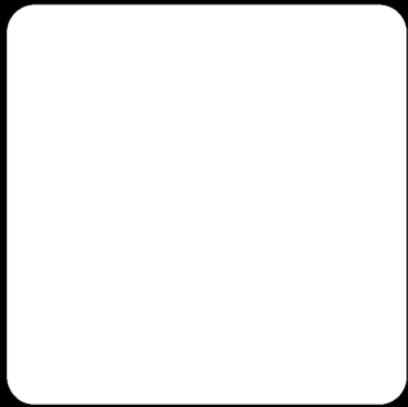
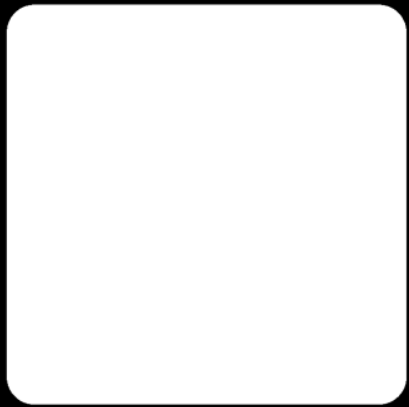
Photo Credit: Copenhagen's City Museum

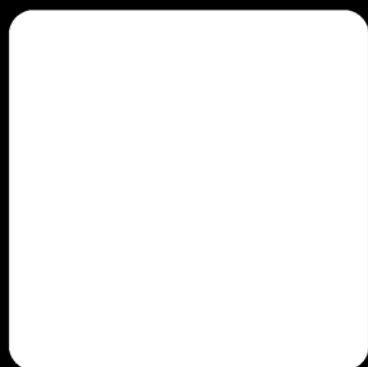
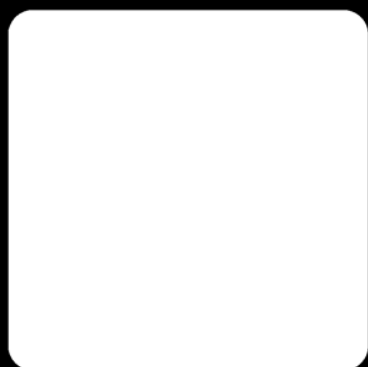
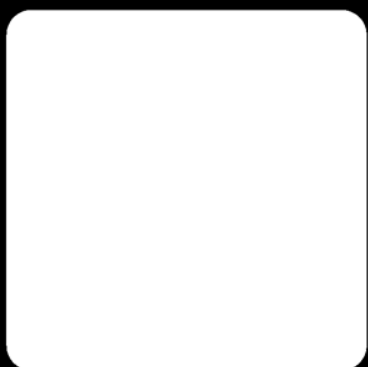
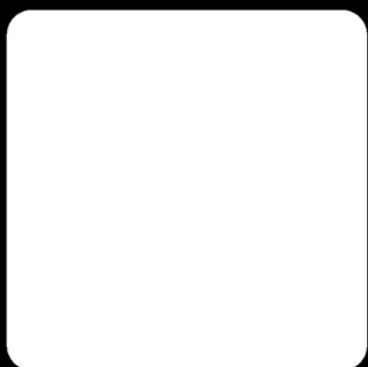
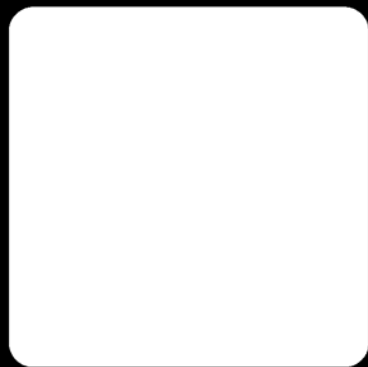
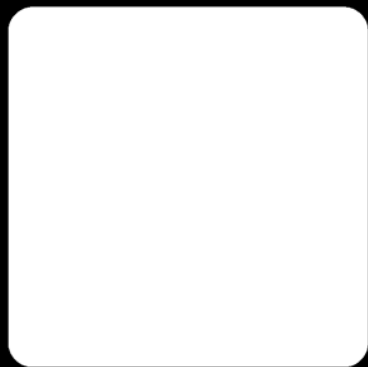
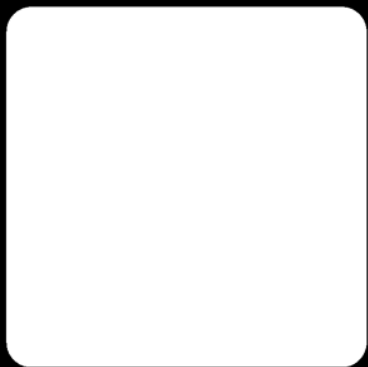
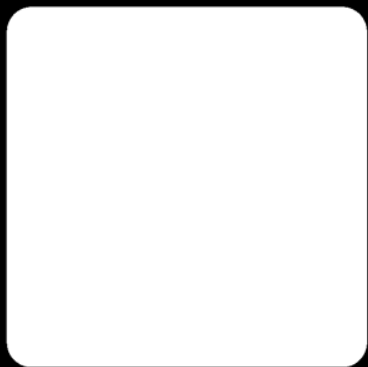
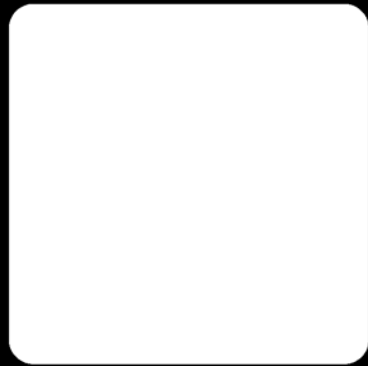
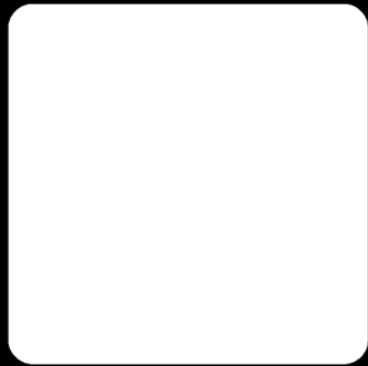
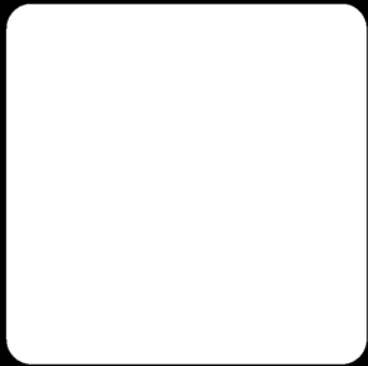
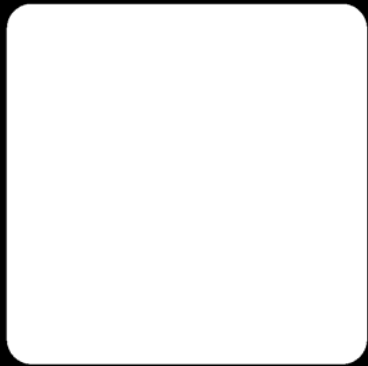


Photo Credit: Copenhagen's City Museum

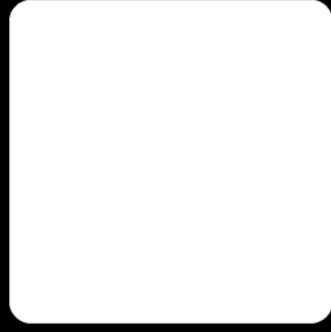
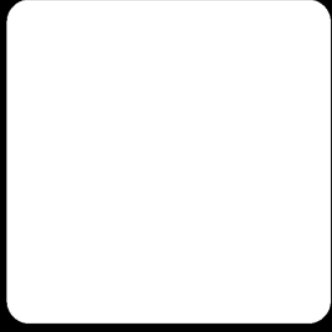
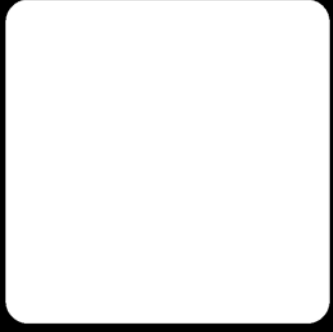
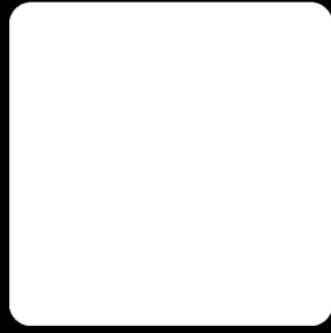
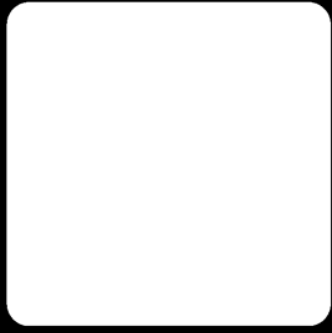
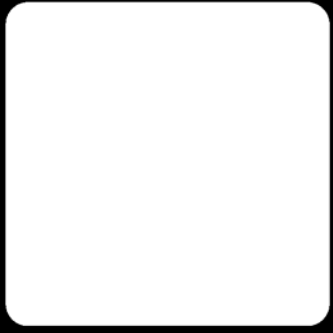
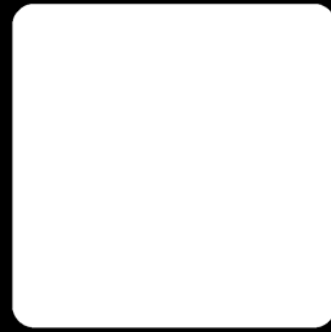
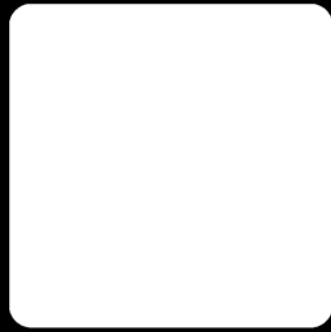
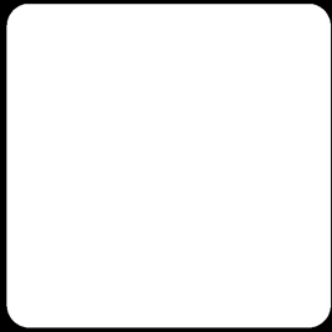
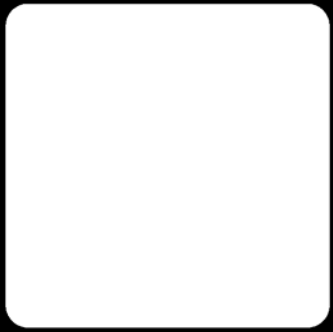


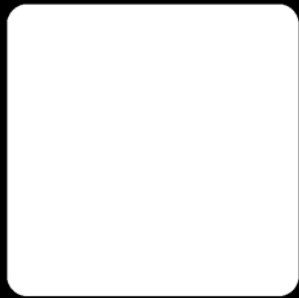
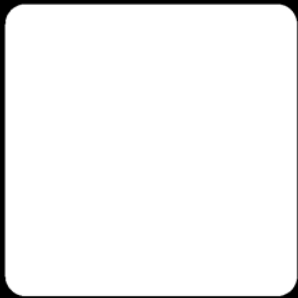
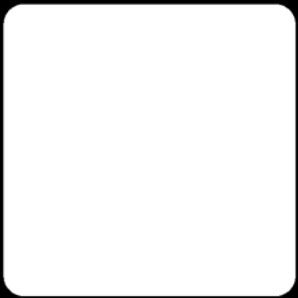
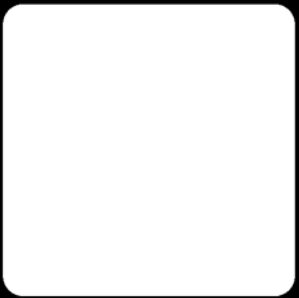
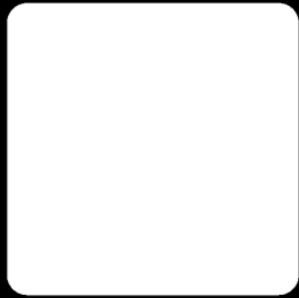
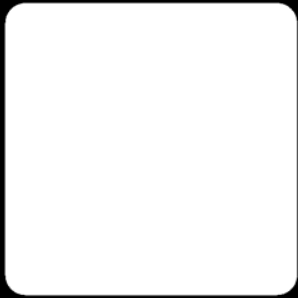
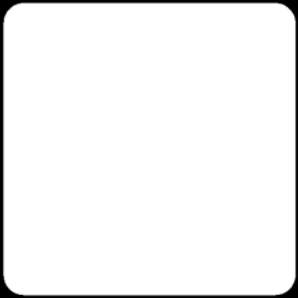
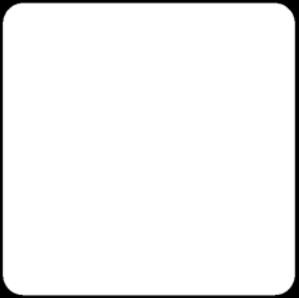
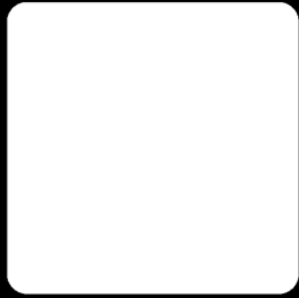
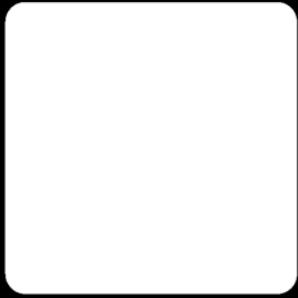
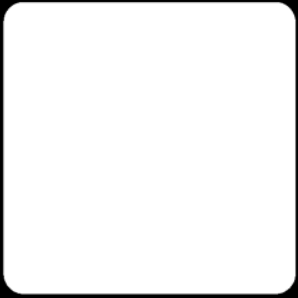
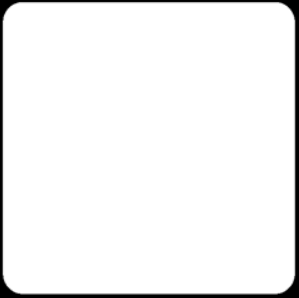


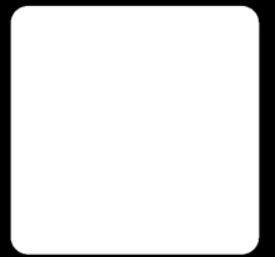
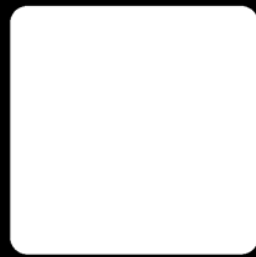
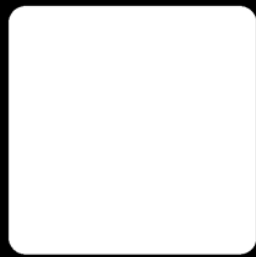
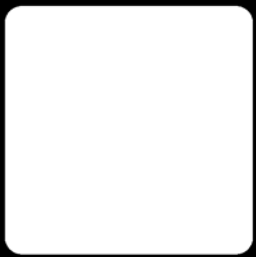
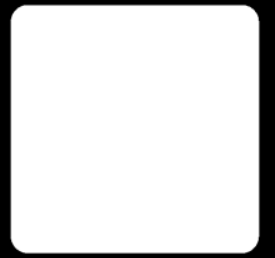
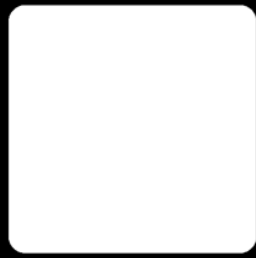
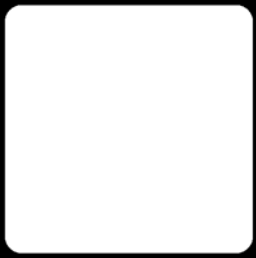
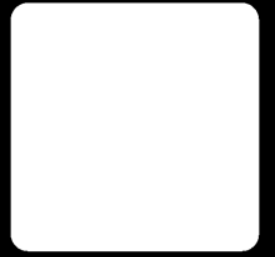
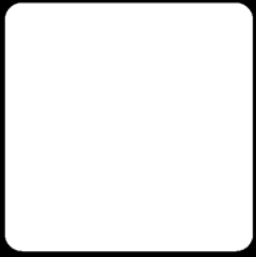




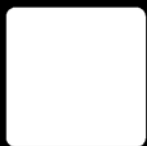




















Where'd it go?

# Bicycle, Golf Cart & Pedestrian Highway

A digital rendering of a multi-use transportation highway. The scene is set outdoors under a clear blue sky with light clouds. In the foreground, a wide, paved path leads towards the background. On the left side of the path, there is a raised, landscaped area with green grass and several trees. A woman in a black athletic outfit is jogging along this area. In the center of the path, a white golf cart with a red front panel is driving away from the viewer. To the right of the golf cart, two people are riding bicycles in the same direction. Further back on the path, a pedestrian is visible. The path is bordered on the right by a modern, grey metal railing with a glass infill. In the background, a large, modern building with a white, diamond-patterned facade is visible. The overall atmosphere is bright and active, suggesting a well-maintained, multi-modal transit system.

A monarch butterfly is perched on a single water droplet that has just landed on a surface, creating concentric ripples. The entire scene is set against a teal, slightly blurred background. The butterfly's wings are orange with black veins and spots. The text "The end of LOS?" is overlaid in white, centered horizontally and partially overlapping the butterfly and the ripples.

The end of LOS?



What are we  
quantifying re:  
traffic  
engineering?





















# Case Study 1: Pedestrians aren't bad people...

# Little Italy







Lily Pond

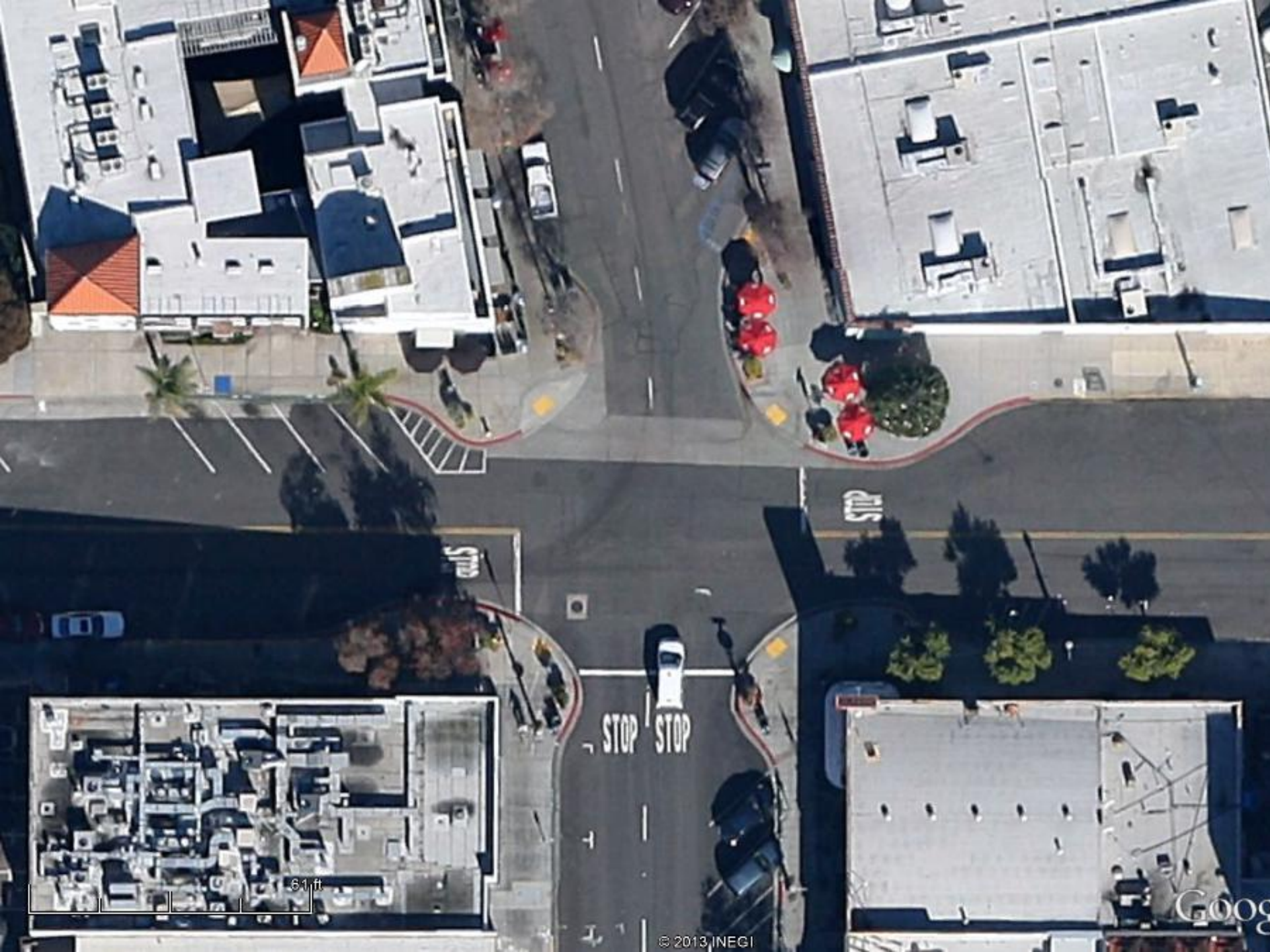
San Diego

3535 ft

© 2013 Google

© 2013 INEGI

Google



61 ft



61 ft



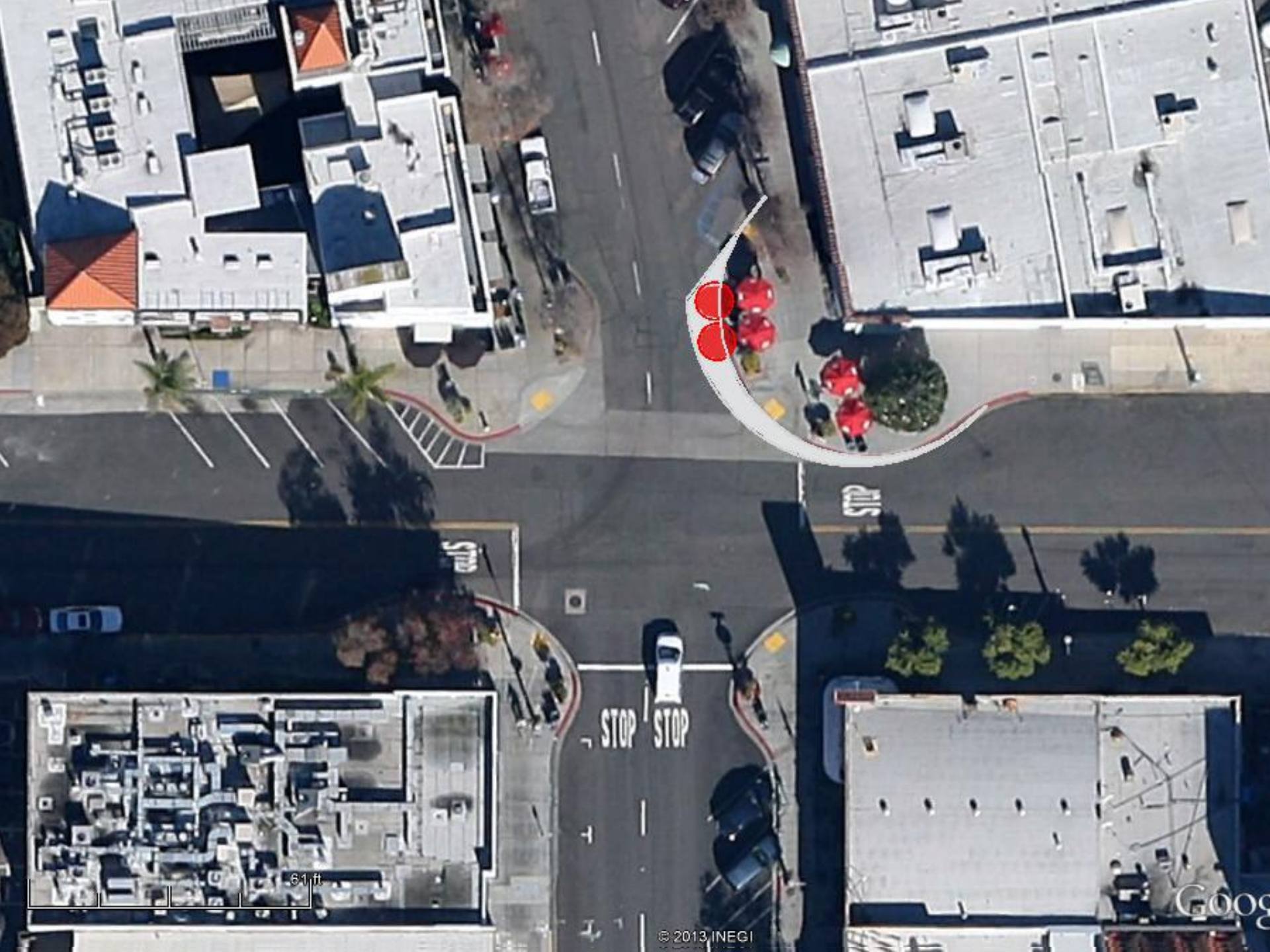
61 ft



61 ft

STOP STOP

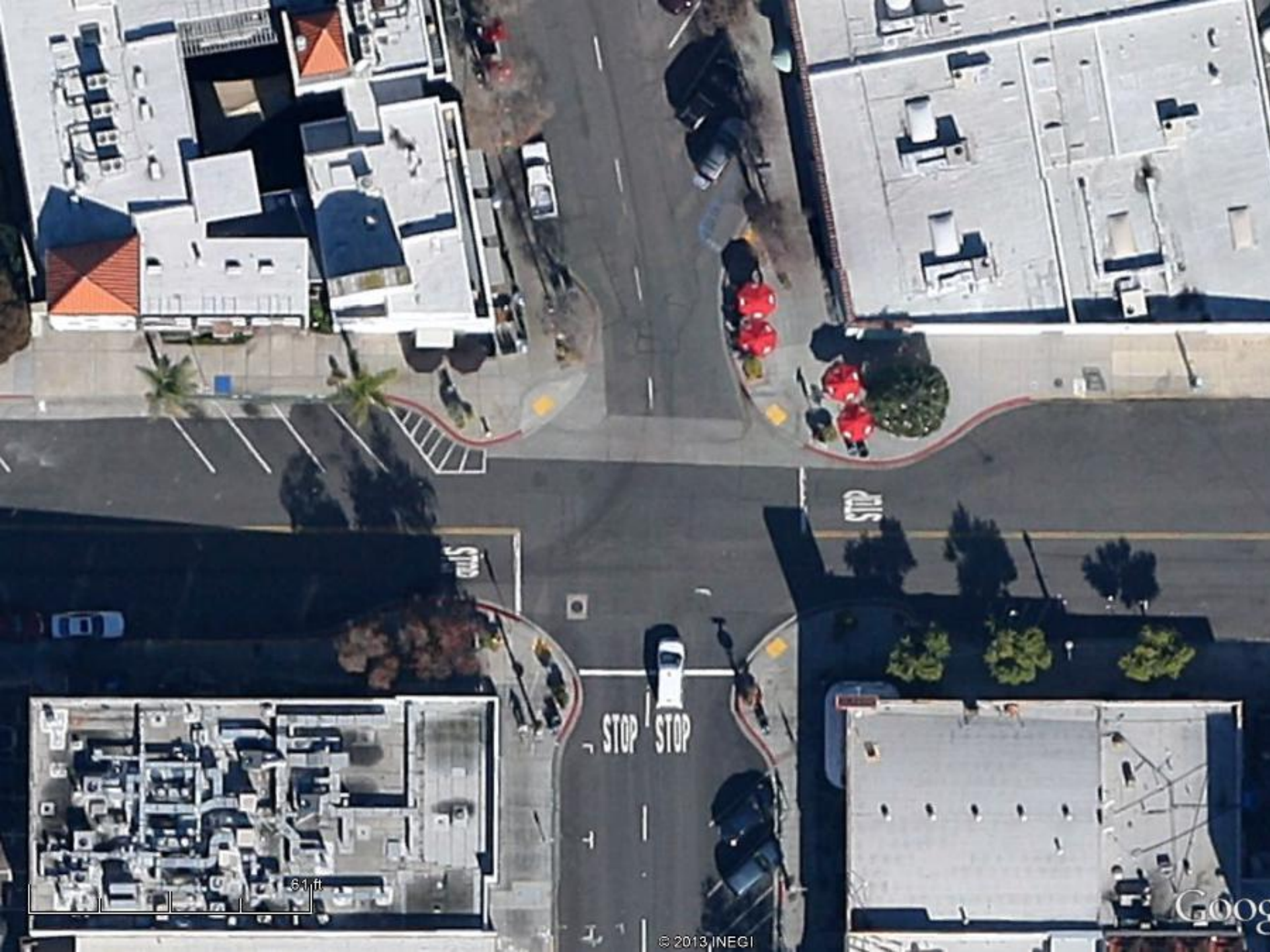




51 ft

STOP STOP

STOP



61 ft

STOP

STOP STOP

Google

© 2013 INEGI









Princess Pub & Grille

PRINCESS  
PUB & GRILLE

Princess  
Pub & Grille

La Jolla  
Copa Day  
Princess Pub & Grille

DAILY SPECIALS  
SALMON RICE  
WITH LEMON SAUCE  
PENNE ARRABBIATA











Sports Arena Boulevard





# Case Study 2:

What do traffic studies  
have to do with peoples'  
values?









# ROUNDABOUTS

**Roundabouts**  
Bird Rock Roundabouts - La Jolla, CA

# Case Study 3:

## If you build it...

# Bicycling Magazine

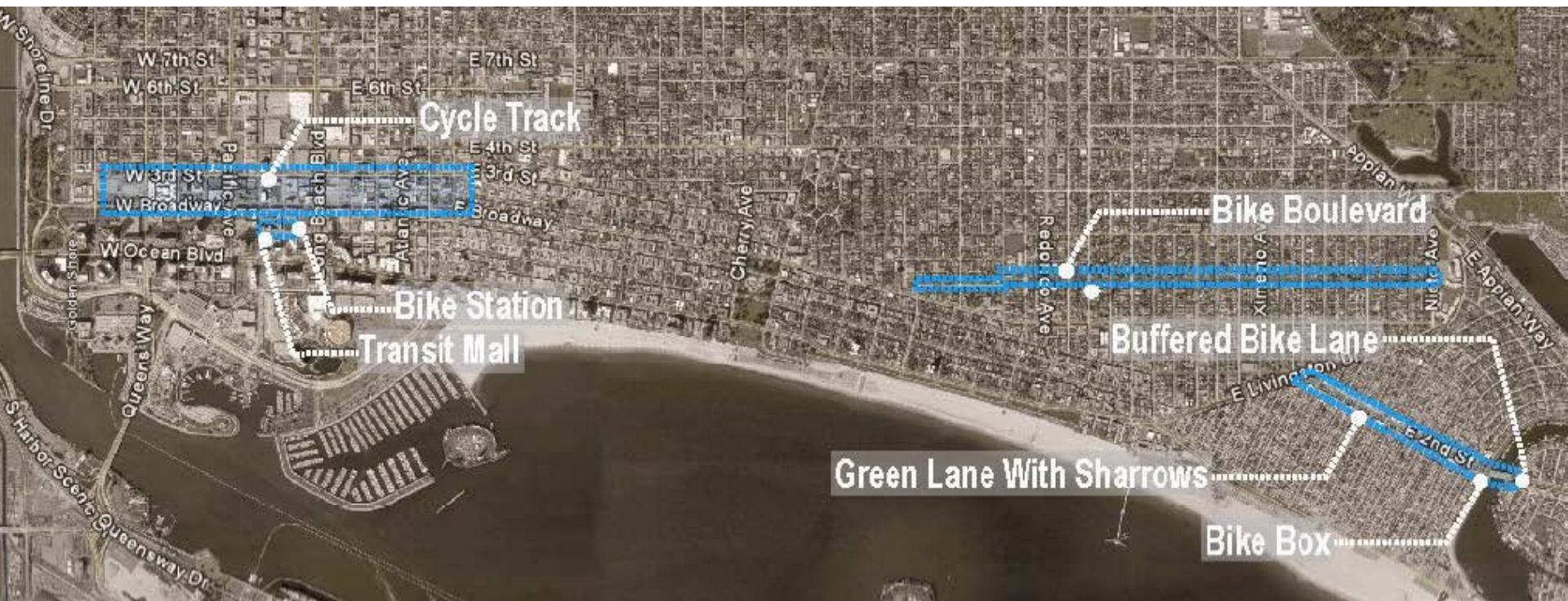
## America's Top 25 Bike-Friendly Cities



### Best Cities

There are many important things a city can do to gain our consideration for this list: segregated bike lanes, municipal bike racks and bike boulevards, to name a few. If you have those things in your town, cyclists probably have the ear of the local government—another key factor. To make our Top 50, a city must also support a vibrant and diverse bike culture, and it must have smart, savvy bike shops. If your town isn't named below, use this as an opportunity to do something about it. Already on the list? Go out and enjoy a ride. (Note: We considered only cities with populations





Cycle Track

Bike Station  
Transit Mall

Bike Boulevard

Buffered Bike Lane

Green Lane With Sharrows

Bike Box

# Broadway - Before



# Broadway - After



# 3<sup>rd</sup> - Before



# 3<sup>rd</sup> - After





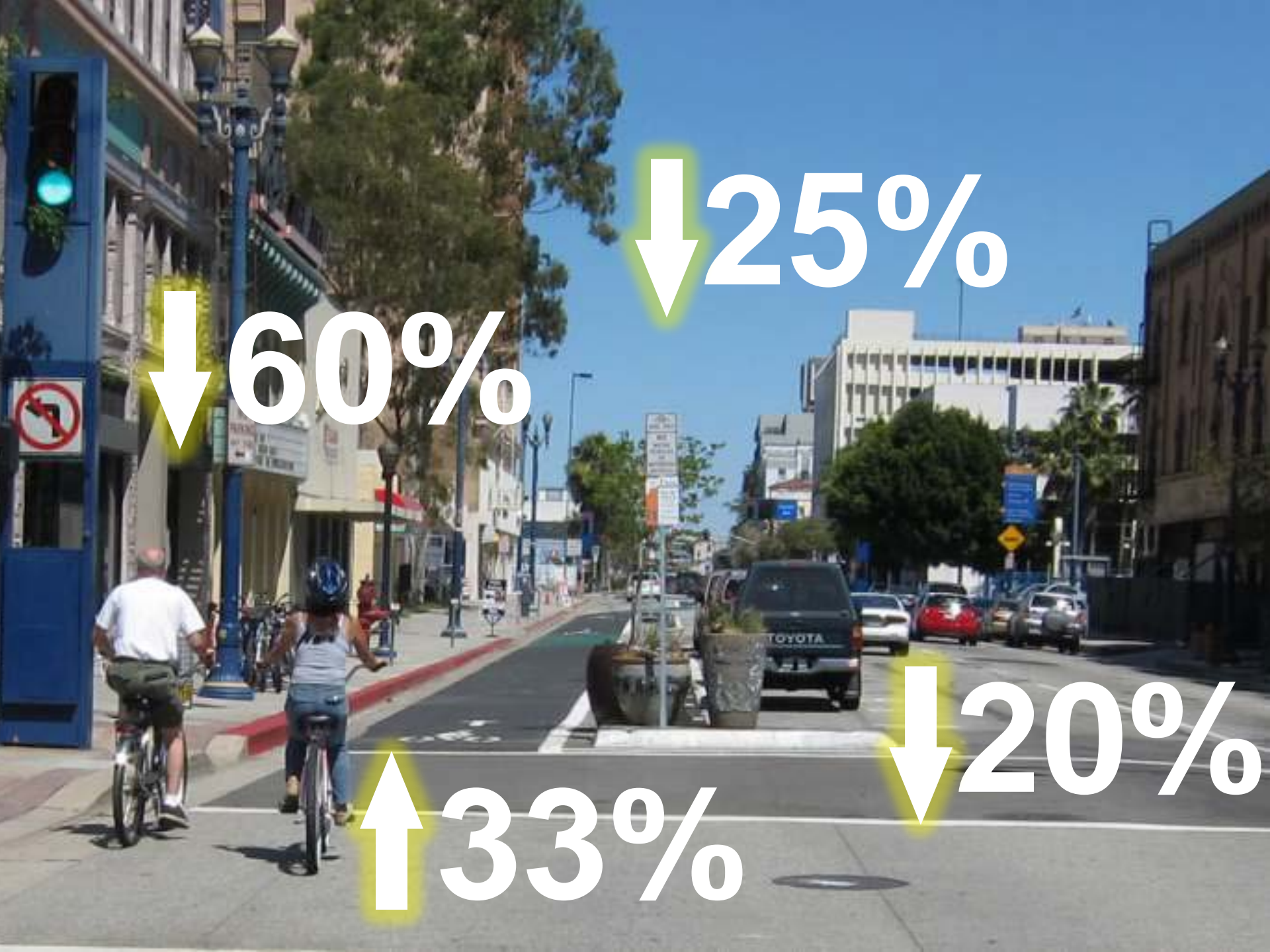
Sidewalk

Bikeway

Curb

Parking

Vehicle Lanes



↓ 60%

↓ 25%

↑ 33%

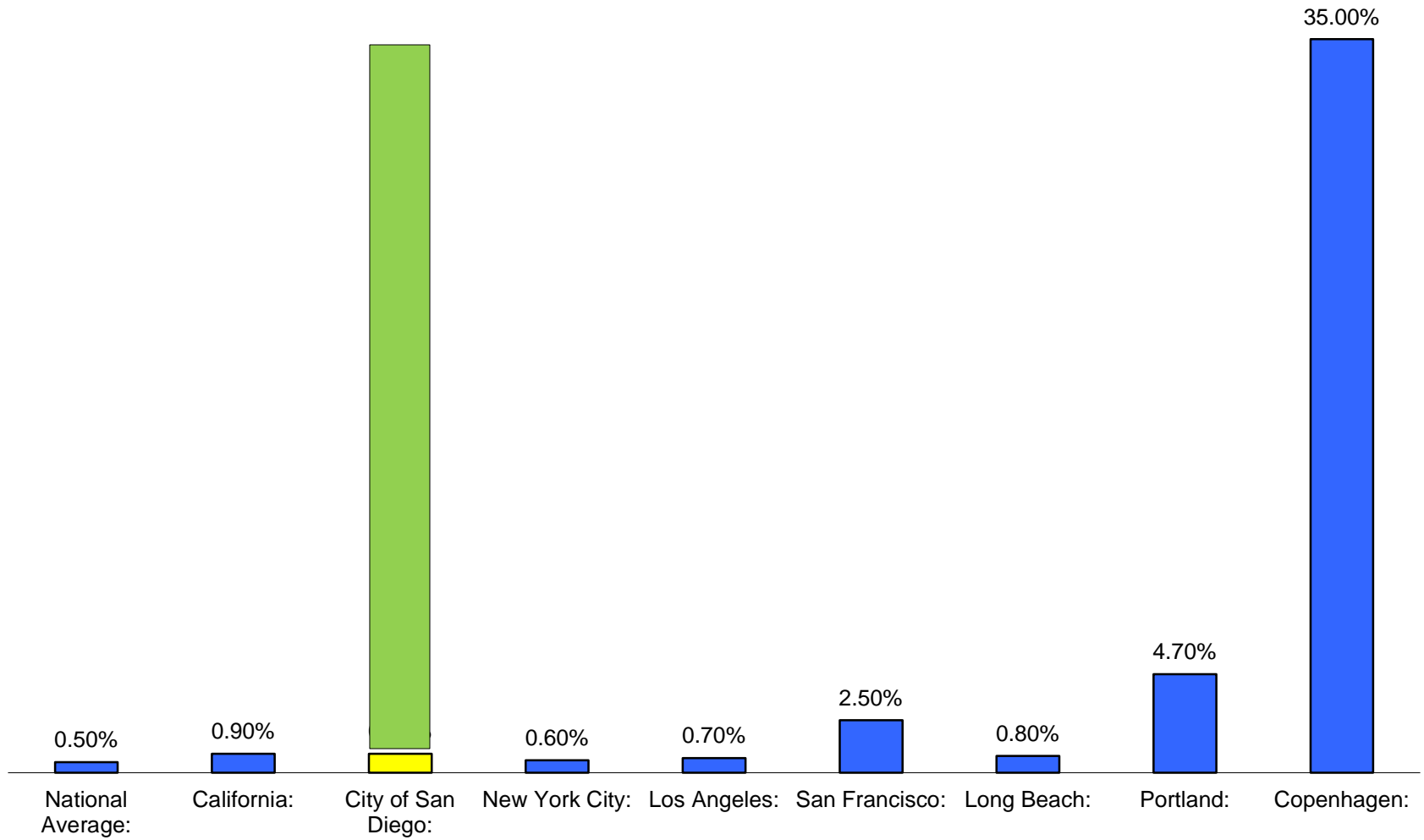
↓ 20%





↑ 300%





Source: NHTSA National Center for Statistics and Analysis

Contact: Seth Torma, AICP, PTP  
storma@koacorp.com