

# Number Crunch

## Bikes Belong Reviews Research

BY RAY KEENER

Our industry suffers from a lack of data. While private firms perform research for individual companies, no industry organization has been able to direct a coordinated effort to increase industry intelligence.

When the Bikes Belong Foundation created a new position for Kate Scheider a year ago as research and statistics coordinator, the landscape changed. She is tasked with compiling research to make the case for bicycling with government leaders, the media and the public.

Bikes Belong recently convened a symposium of 11 university researchers and six guests from advocacy, industry and engineering backgrounds to assess the current state of our col-

lective knowledge.

Symposium attendees were asked to grade 13 bicycling-related research topics based on how much information is available. The average rating was a D+, reflecting the lack of quality information.

The quality and quantity of bicycling research will continue to be key in convincing Congress and community leaders about the benefits of bicycling. These performance-based facts and outcomes will be especially important in determining bike program funding in the pending renewal of the federal transportation bill.

Bikes Belong hopes to reconvene this group annually to foster a steady dialogue between the research and advocacy sides of bicycling.

### Top Four Areas Of Existing Research

1. Demographics of cyclists
2. Participation levels
3. Environmental benefits of bicycling
4. Safety