

# BIKENOMICS

## How Cycling Can Save The Economy by ELLY BLUE

“Elly Blue presents a compelling case for the bicycle. It’s a call to action, pointing out multiple ways that dollars currently spent in the service of the car can better be spent to serve people. She makes her case clearly and both passion and data inform the book. She cites multiple examples where investments in bicycles yield real world rewards. This small book is an inspiration to step away from the automobile and to bicycle forward into a quieter, brighter, better world.”

—Kent Peterson, Kent’s Bike Blog

“Everyday Bicycling is a great book for the budding cyclist with know-it-all aspirations and little time to commit. And it’s something you can grow with as a cyclist, with helpful reminders that what’s right for one is not necessarily right for all.”

—Daniel Penner, Grist

“Blue’s approach is down-to-earth, practical, and kind.” —Sarah Goodyear, The Atlantic Cities

The National Bicycling Summit chose the theme “Bikes Mean Business” for 2013 with Blue’s previous book, *Everyday Bicycling*, for their spotlight author signing event.



*Bikenomics* provides a surprising and compelling new perspective on the way we get around and on how we spend our money, as families and as a society. The book starts with a look at the real transportation costs of families and individuals, and moves on to examine the current civic costs of our transportation system. The book tells the stories of people, businesses, organizations, and cities who are investing in two-wheeled transportation. The multifaceted North American bicycle movement is revealed, with its contradictions, challenges, successes, and visions.

Subject: Transportation / Cultural Studies

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### Comparative Titles

*Bike Snob: Systematically and Mercilessly*  
*Realigning the World of Cycling* 9780811869980  
(Chronicle) \$16.95, 2010  
9780307277190 (Vintage) Traffic 16.00  
2009  
9780870714191 (Oregon State University)  
*Pedaling Revolution: How Cyclists are Changing*  
*American Cities* 19.95 2009  
9780262517812 (MIT) City Cycling  
27.00 2012

Fort Worth, Texas recently paid just over \$12,000 to purchase and install 80 new bike staples in its Near Southside shopping district. Each staple holds two bicycles, so the total cost was \$78 per space. An additional \$160,000 is being spent to restripe the streets in the district, replacing two car traffic lanes with bike lanes. The changes have resulted in a nearly 200 percent increase in business for restaurants on the district’s popular Magnolia Street. By comparison, a car-parking garage in the district built in 2004 cost more than \$5 million for 320 spaces— that’s more than \$16,000 per space. On a recent Sunday afternoon, it sat empty while the bike racks near popular local businesses were full.

Each entry in the *Bikenomics* column (on which the idea for this book is based) was consistently the most popular post on Grist.org during its ten-article run.



Elly Blue is a writer and bicycle activist living in Portland, Oregon. Her work has appeared in **Grist**, **Bicycling Magazine (blog)**, **Bitch Magazine**, **BikePortland**, **The Magazine**, **Momentum**, and **Reclaim** among other publications. She has been featured on **Democracy Now!**, in the **Oregonian**, and on **Oregon Public Broadcasting**. She blogs about bicycling and empowerment at [takingthelane.com](http://takingthelane.com).

**A surprising explanation of why our world is the way it is, and how visionaries are changing it for the better, seen through the lens of our transportation system!**

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