Goal: Increase bike ridership by a broad range of residents for fun, fitness, and transportation.
What will it take?

- Success is a community-wide cultural shift.

- Must focus on all five “E’s,” not just bike rides or bike lanes alone.
Mayor's Hike & Bike Series

Mayor's Hike & Bike Attendance

- Mem Day '05: 800
- Lab Day '05: 1200
- Mem Day '06: 2000
- Lab Day '06: 2500
- Mem Day '07: 3000
- Lab Day '07: 4000
Retrofitting Streets Using Chicago’s Model Standards

First shared-lane Markings in KY On Clark Memorial Bridge

<table>
<thead>
<tr>
<th>Bike Lane Miles</th>
<th>0</th>
<th>5</th>
<th>10</th>
<th>15</th>
<th>20</th>
<th>25</th>
<th>30</th>
<th>35</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles</td>
<td>0</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>20</td>
<td>25</td>
<td>30</td>
<td>35</td>
<td>40</td>
</tr>
<tr>
<td>2005</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30</td>
<td></td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>
Trails that will bring the community together...
Unified and System-Wide Signage

A landmark Complete Streets Policy
All city busses are equipped with bike racks.
Freewheelin Bicycle Checkout Program

Freewheelin' Louisville

Where fun meets function.
Humana’s Freewheelin bike program
Free wheels to free your mind. your body. your planet.
the Freewheelin philosophy
the Freewheelin philosophy

- Freewheelin is about a feeling and creating emotive engagement. It’s all about you, your health, and your environment.

- The bike is a universal symbol and tool for personal and environmental health.

- Built on best in class partnerships: Metro Louisville, area organizations and expertise in the bike industry.

- Leverage the enormous interest, growth and visibility in bicycling globally.
What was global...
...is truly becoming local.

- “Bridge to a bicycle friendly Louisville” community ride, August 12, 2007
- US cities with broad bike sharing initiatives include: Portland, San Francisco, Boston, Chicago and of course, Louisville
- Humana’s Freewheelin Program
...and **Louisville** has been noticed.
Why Humana?
Why Humana?

- Our associates and our members
- Our community and environment
- Our commitment to an engaged, healthy and environmentally aware workforce
- Innovation Center’s focus on life + happiness
  - to test and learn and to bring new ideas to life
So how does it work?
What have we learned?

- Our associates are engaged and responsive
  - 2,000+ participants in Freewheelin (22% of the population)
  - Each of our bikes are checked out 4x per day
  - More than 50% want to incorporate physical activity into their daily routine
  - More than 40% want to increase their energy level
  - Majority of rides are during the workday (75.6%)

- Our associates are asking for expansion
  - So we are adding 100 bikes to our fleet and
  - Adding 4-6 new Freewheelin stations

- They’re asking for friends and family Freewheelin cards...
the Freewheelin background

- The Freewheelin infrastructure is forward compatible
- It is networked, green and completely scalable
- Addresses very current issues and topics, with a solution people will participate in
  - Current Economic Situation
  - Corporate Social Responsibility
  - Environmental Sustainability
  - Health and Wellness
  - Complimentary to TARC, Mayor’s Healthy Hometown Movement
What are we asking of Louisville?
Join in and start Freewheelin.

- For their organizations and their employees
- They are key business leaders and citizens of the Louisville community
- Collectively there is a bigger community picture
Louisville’s Freewheelin Community
Downtown Freewheelin Community

29 Freewheelin Stations
400 Freewheelin Bikes
Freewheelin’s next steps...
the Freewheelin proposal

First Louisville...but also lead pilots in 4-5 additional communities

- Together with our partners, identify specifics of a Freewheelin program designed for these organizations and communities
  - Recommended number of bikes & stations
  - Operational needs
  - Costs, timing, sustainability modeling
  - Product development
  - Metrics and data analytics / informatics

- Humana’s community campaign

- When is the tipping point?
With your support it is now.
Thank you.

nkvamme@humana.com
502-580-5891
Bikes are Serious Transportation?

Andy Clarke
Executive Director
League of American Bicyclists
Railvolution: November 3, 2007
What is the BFC Program?

- Started in 1996 with simple criteria
- Revised in 2002
- 4 Award levels
  - Platinum
  - Gold
  - Silver
  - Bronze
Designated Communities

- **Platinum**
  - Davis, CA

- **Gold**
  - Boulder, CO
  - Corvallis, OR
  - Madison, WI
  - Palo Alto, CA
  - Portland, OR
  - San Francisco, CA
  - Tucson region, AZ

- **Silver**
  - Arlington, VA
  - Austin, TX
  - Bellingham, WA
  - Chicago, IL
  - Eugene, OR
  - Folsom, CA
  - Fort Collins, CO
  - Gainesville, FL
  - Jackson, WY
  - Olympia, WA
  - San Luis Obispo, CA
  - Santa Barbara, CA
  - Santa Cruz, CA
  - Scottsdale, AZ
  - Stanford, CA
  - Steamboat Springs, CO
  - Tempe, AZ
Bronze Communities

- Beaverton, OR
- Bloomington, IN
- Boca Raton, FL
- Brentwood, CA
- Brunswick, ME
- Carmel, IN
- Cary, NC
- Chattanooga, TN
- Flagstaff, AZ
- Gilbert, AZ
- LaCrosse, WI
- Lexington, KY
- Louisville, KY
- Mesa, AZ
- Milwaukee, WI
- New York, NY
- Presidio, CA
- Santa Clarita, CA
- San Jose, CA
- Schaumburg, IL
- Shawnee, KS
- Sunnyvale, CA
- Washington, DC
- Ada County, ID
- Albuquerque, NM
- Ann Arbor, MI
- Ashland, OR
- Auburn, AL
- Bend, OR
- Burlington, VT
- Carrboro, NC
- Chandler, AZ
- Chico, CA
- Denver, CO
- Lawrence, KS
- Liberty Lake, WA
- Longmont, CO
- Mountain View, CA
- Orlando, FL
- Park City, UT
- Redmond, WA
- Roswell, GA
- Salt Lake City, UT
- South Sioux City, NE
- Spartanburg, SC
- Vancouver, WA
What Do BFC’s Have?

• Commitment to action
  – Action Plan
• Targets, measures
• Network of all facilities
  – Complete Streets policy
• Breadth of programs
• People riding bikes!
1992: 83 miles of bikeways, 2,850 daily trips

2006: 263 miles of bikeways, 12,046 daily trips
40%
$1000
$40,000
MUTCD
Now In Stock
$200 million
Priceless
Priceless
Priceless
Priceless
Priceless
Campaign Partners

Bikes Belong Coalition

www.bicyclefriendlycommunity.org

Pedestrian and Bicycle Information Center