



**WISCONSIN
BIKE FED**

BICYCLING: GOOD FOR WISCONSIN

Bicycling is a strong part of Wisconsin's culture and economic prosperity. Last year more than 2.2 million Wisconsin residents reported riding a bicycle for recreation.¹ Wisconsinites of every age, ethnicity and background enjoy the freedom and pleasure that bicycling offers.

Bicycling is an enjoyable pastime and an important growing contributor to our state's economy. We have only begun to realize the economic power of the bicycle. Bicycling creates Wisconsin jobs, provides an affordable mode of transportation and lowers health care costs.

From our quality of life to our state's fiscal well-being, the bicycle presents Wisconsin with many important benefits. It's a vital ingredient in moving Wisconsin forward.



Bicycling Contributes

\$1.5 BILLION

annually and 13,200 jobs to

Wisconsin's Economy.²

FOR OUR ECONOMY

Through industry, tourism and events, bicycling supports the health and growth of Wisconsin's economy.

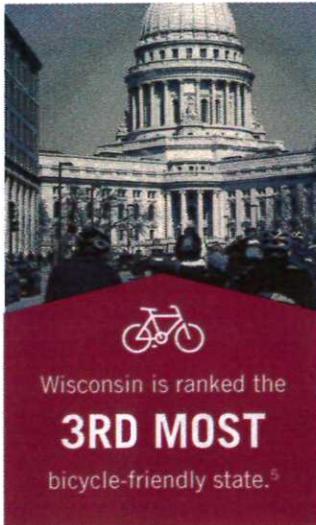
INDUSTRY

Wisconsin is a national leader in bicycling industry. These companies include:

- Gear Grinder
- Hayes Brakes
- Mt. Borah
- Olympic Supply Company
- Tourism
- Pacific Cycle
- Planet Bike
- Saris Cycling Group
- Trek Bicycles
- Waterford Precision Cycles
- Over 200 bicycle-related businesses

TOURISM

- Tourists from outside our state spend \$535 million on Wisconsin bicycling annually.³
- 49% of Wisconsin residents report bicycling for recreation.⁴
- Over 300 bike-related events bring thousands of tourists from around the world to Wisconsin.



FOR OUR HEALTH

The bicycle provides a simple and safe opportunity to improve the health, longevity and well-being of Wisconsin residents.

- The average bicyclist loses 13 pounds the first year of commuting.⁶
- Just 3 hours of bicycling weekly can reduce the risk of heart disease and stroke by 50%.⁷
- U.S. diabetes rates are highest among states with low levels of bicycling and walking.⁸



FOR OUR FUTURE

- In 1964, 50% of U.S. kids walked or biked to school, and the national childhood obesity rate was 12%.²
- In 2004, 3% of U.S. kids walked or biked to school and the national obesity rate jumped to 45%.²
- Today, 32% of Wisconsin youth do not receive the daily recommended amount of physical activity.⁹

BICYCLING GROWTH

Bicycling is steadily increasing across the country. The number of people in the U.S. who bike to work rose 50% from 1990 to 2009, and now a majority of bicycle trips are for transportation rather than recreation.¹⁰

As bicycling increases nationally, it is increasing at an even higher rate in Wisconsin. Since 1990, bicycling to work in Wisconsin increased by 62%.¹¹ Wisconsin is one of the best places to bike in the country. The League of American Bicyclists ranked Wisconsin the 3rd most bicycle-friendly state in the Union.

For our health, our prosperity and our future, bicycling is a smart investment for Wisconsin.

1 *Wisconsin Outdoor Recreation Demand*. Wisconsin department of natural resources. March 2011.

2 Grabow, Maggie, Micah Hahn and Melissa Whited. "Valuing Bicycling's Economic and Health impacts in Wisconsin." The Nelson Institute for Environmental Studies, Center for Sustainability and the Global Environment, University of Wisconsin-Madison. Jan. 2010. 3 Ibid.

4 *Wisconsin Outdoor Recreation Demand*. Wisconsin department of natural resources. March 2011.

5 Bicycle friendly state: 2014 state rankings. League of American Bicyclists. <http://bikeleague.org/content/states>

6 One World. Two Wheels campaign, www.1world2wheels.org

7 Ibid.

8 Alliance for Biking & Walking. *Bicycling and Walking in the United States: 2010 Benchmarking report*. 2010.

9 Overweight Among High school children: How does Wisconsin rank?, *Wisconsin Medical Journal*, 2005, Vol. 104, no. 5.

10 Alliance for Bicycling & Walking. *Bicycling and Walking in the United States: 2012 Benchmarking Report*. 2012.

11 Ibid.

Good Morning,

We would like to share with you our thoughts about why we think bicycle riding should be made the official state exercise of Wisconsin.

First, you should know a little bit about us. We are 4th and 5th grade students from James Fenimore Cooper School in Milwaukee, Wisconsin. We are in an enrichment group for reading. Our teachers presented us with this challenge. We accepted and we think we have done well.

Of course we had to relate this to the CCSS(which of course stands for the Common Core State Standards)These are some of the standards we addressed.

Speaking and Listening-

Presentation of Knowledge and Ideas

SL5.4 Report on a topic or text, or present an opinion, sequencing ideas logically and using appropriate facts and relevant, descriptive details to support main ideas or themes; speak clearly at an understandable pace.

SL5.5 Include multimedia components and visual displays in presentations when appropriate to enhance the development of main ideas or themes.

SL5.6 Adapt speech to a variety of contexts, using formal English when appropriate to task and situation.

Writing

Research to Build & Present Knowledge

W5.7 Conduct short research projects that use several sources to build knowledge through investigation of different aspects of a topic.

Now we will present how we went about this and then share with you what we learned.

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Where to start, who to ask?

Figuring this out was our first task

The Bike Federation came to mind

And State Senator Chris Larson, if he could find the time

The Bike Federation was a great resource

And Senator Larson gave us info on the process of course

He gave us booklets to read on how bills become laws

He said he would introduce this bill because he supported our cause

So we started our research and worked for days

Sharing what we learned was just the first phase

Bike Trails, Bike Clubs, Bike Safety and such

We were swamped in information there was so much

Like health benefits for the young and the old

How biking helps the environment and you can even ride in the cold

What to include in our speech when we came to this city

IT WOULD BE A SHAME IF THIS BILL DIED IN COMMITTEE

So we respectfully ask you listen to our plea, to make bike riding the state exercise to be.

Did You Know?

The first bike was made in 1817 by Baron Karl Von Drais. It had no pedals and was called the running machine.

Since then the bike has seen many changes going from so difficult to ride that it was called a "Bone Shaker" to the sleek racing bikes and mountain bikes of today.

In the world today there are over 1 billion bicycles in use.

2 mins 1 sec

People ride bikes for many different reasons include health benefits, for an economical impact, and environmental issues.

Let's start with some of the health benefits
DID YOU KNOW?

*Riding a bike burns an average of 540 calories an hour

*Bicycling to school improves children's cardio-respiratory fitness, which means it's good for the heart and the lungs.

*Women who bike 30 minutes a day have a lower risk of breast cancer.

*Countries with the highest level of cycling, generally have the lowest obesity rates.

*Bicycling which is an anerobic exercise can improve self-esteem which is good for your mental health.

*In the NYC school system elementary and middle school students who placed in the top third of a fitness scale had better math and reading scores than students in the bottom third of the fitness scale. Those who were in the top 5% for fitness scored an average of 36 percentage points higher on state reading and math exams than did the least-fit 5%.

Maybe more kids riding bikes could help Wisconsin's test scores too.

There are many more health benefits, but let's move on to the economic advantages of bicycling.

Economics

The bicycling industry in the state of Wisconsin has a huge economic impact for our state.

DID YOU KNOW?

*At 20% of the nation's bicycling industry, Wisconsin has one of the largest bicycle industries in the country.

*Over 3,400 jobs are attributed to the bicycle industry in Wisconsin.

Wisconsin leads the country in bicycle and bicycle equipment manufacturing. Eleven hundred direct jobs alone are attributed to bicycle manufacturing.

Bicycle manufacturers in Wisconsin include the Trek Corporation and Waterford Precision Cycles. Saris Cycling Group manufactures bicycle racks and bicycle related fitness equipment.

Mad Rax and Rudy Rack also produce bicycle racks. Hayes Disc Brake manufactures brakes for bicycles among other products and Mt. Borah Designs produces bicycle clothing.

That's a lot of businesses with a lot of jobs for the people of Wisconsin.

Economics (2)

*Wisconsin has an extensive network of trails including a nation leading 1,500 miles of rails to trails.

*Mountain biking opportunities in 26 Wisconsin state parks and forests. Because of this here are other examples of positive economic impact bike riding has for the state of Wisconsin.

For the counties of Sawyer and Bayfield, mountain biking provides an annual economic benefit of over a million dollars and 35 annual jobs.

Wisconsin's State Trail Pass provides over \$ 1.3 million yearly in user fees with approximately half of that revenue coming from bicycling in the state park system.

Wisconsin has over 50 one-day bicycle tours and many multiple day tours. Some examples are Miller Ride for the Arts which has had over 200,000 riders and has made \$14.8 million since 1981.

Sprocket's Annual Great bicycle Ride Across Wisconsin (SAGBRAW) had 1140 riders in 2004 and the Great Annual Bicycle Adventure Along the Wisconsin River had 900 riders with the economic impact of the combined events coming between \$3.7 and \$6.2 million dollars.

All of these events, tours, and races bring lots of tourists from all over the country to our state.

These visitors spend money on lodging, retail purchases, gas, food entertainment and souvenirs including Green Bay Packer's merchandise. There are even requests for cheese on line by these participants.

We should do anything and everything we can to keep the bike industry in our state strong. Making bike riding the official state exercise could help.

Environmental Benefits DID YOU KNOW?

*It takes less to make a bike - Bikes take far fewer natural resources to make than cars, the production of which generates 1.2 billion cubic yards of pollution each year.

*Bikes help to reduce traffic - Cars produce 97 pounds of pollution per mile annually. Bikes produce none and use minimal fossil fuels. Bikes are also 50% faster than cars during rush hour.

*Biking combats noise pollution - Not only does riding a bike help combat noise pollution, which affects wild animals but it results in less road kill too.

*Bikes help to keep land free for nature - 20 bikes can fit in the space of one car, so if more people rode them, we need to clear less land for parking lots.

Finally, everything you wanted to know about biking, but were afraid to ask.

DID YOU KNOW?

Bicycles are one of the most requested items from Santa

The NCAA has Road Cycling Championships and events that already happen annually in Wisconsin and could generate up to a million dollars a day with a relatively small investment by the local and state government.

When the Packers played in the old city stadium from 1925-1956 players would smuggle kids into games at the back gate. After the Packers moved to what is now Lambeau Field, it was replaced by kids lending players their bikes to ride to the practice field during training camp. That tradition continues today.

That Bubl'r Bikes, Milwaukee's bike share system is expanding, as are other bike share programs across the state and country.

Bike riding is a life long activity that can be enjoyed by the young and the old. You can bike by yourself, with a friend, or as an entire family.

Bike riding in the state of Wisconsin is a win, win, win, for the people, the economy, and the environment,

In our research we found only two other states with official state exercises. Missouri has the jumping jack and walking is the official state exercise of Maryland.

Wisconsin could be next. We've learned that our state motto is "Forward."

We ask that you move forward not as republicans and democrats who have different ideas on how to run the government, but as Wisconsin citizens who can work together, cooperate, and compromise to make bike riding the official state exercise.

Bicycling is a practical, healthy, environmentally conscious transportation alternative.

At Cooper School our motto is "Do the Right Thing."
We hope you will choose to follow our motto and make bicycle riding the official state exercise of Wisconsin.

We thank you for your time.