



Industry Focus

Hawai'i's Bicycle Revolution

In addition to switching from fossil fuels to clean energy, the best way to become less dependent on fossil fuels is by consuming less energy. One of the many things that can be done to accomplish that is to encourage the usage of alternative modes of transportation, such as bicycles.

While Hawai'i is not known for its bike culture, the construction of the 2-mile King Street Protected Bike Lane in Honolulu has been very effective in encouraging Honolulu's population to cycle to work or school by making the



Source: Honolulu Bicycle Program

commute safer as illustrated in the table below (Source: <http://www.honolulu.gov/bicycle/kingcycletrack.html>). The protected lane has also contributed to the safety of pedestrians who no longer have to compete with cyclists for space on the city's sidewalks.

Table 1. Number of cyclists on King Street, in Honolulu, before and after the installation of the protected bike lane.

Date	Bicyclists on Sidewalk	Total Bicyclists
8/26/2014	281 (70%)	402
2/11/2015	99 (14%)	687 (71% increase)

What is the effect of the increase of interest in cycling in terms of jobs? As Carl Nethercutt of the Bike Shop told us, the store has been busier than a year ago when the protected bike lane did not exist, which has led to more workers being hired. What is interesting, is that the majority of the store's new customers that turn to cycling do so because of traffic congestion or high gas prices, and not necessarily because they are aware of the state's environmental goals. This shows us how, by appealing to the needs of consumers, the state or other agencies can progress on an issue that by itself may not draw as much interest.

The King Street Protected Bike Lane is not the only cycling project in the state. Hawai'i B-cycle¹, a pilot bike sharing program in Kailua, aims at getting more people on bikes and out of their cars, particularly for short trips around town and its successful implementation may lead to its state-wide expansion. Finally bicycle tours in Maui, Hawai'i and Kaua'i County are becoming more prominent and provide the opportunity for travelers and locals alike to commute and sightsee in a more energy efficient way.

¹ <https://hawaii.bcycle.com>

