

New Name for Bike Lanes

Full Results: Here, in descending order from most to least popular, is what our staff had to say about the terms (**bolded items were strong themes mentioned by many people**). Bike Lane, Bike+ Lane and LIT Lane were by far the most popular, with the others drawing much more lukewarm or critical responses:

Term	Pros	Cons
Bike Lane	<ul style="list-style-type: none"> • Simple; a term people already know and understand. • Hundreds of standards, guidelines, signs, and maps already use this terminology. • Selling people on “the bike lane is for more than just bikes” is a lighter lift than introducing new terminology and getting it to stick. • Still represents most lane users. • People understand complexity (bike lanes have always allowed non-bike vehicles such as trikes and unicycles; water bottles are called water bottles even when we put sports drinks in them). 	<ul style="list-style-type: none"> • Bike+ does the same thing plus a little more (analogous to LGBT+ terminology that has been widely adopted). • There are real differences between human-powered and motorized bikes and scooters. If “bike lane” is retained, it is important that these differences don’t get lost. Bike lanes may need to be designed better to accommodate expanding uses.
Bike plus/ Bike+ Lane	<ul style="list-style-type: none"> • Uses already-familiar language while explicitly acknowledging other modes. • Clear communication that builds on what people already know. • Striping with bike lane symbol would still be appropriate, no need to immediately replace signs and striping. • Positive. • Inclusive without being wonky. 	<ul style="list-style-type: none"> • Bikes can be polarizing. • Possible ambiguity about what “+” means. • Hard to say. • Too prescriptive.
LIT Lane (Light Individual Transportation)	<ul style="list-style-type: none"> • Simple and catchy, only one syllable, alliterative • Already catching on some places (ie 2019 Bike Summit). • Intuitive. 	<ul style="list-style-type: none"> • “Lit” is associated with being drunk. • Wonky, creates a confusing new term that must be explained to people. • “Separated LIT lane” shortens to SLIT lane. • Unclear.
Micromobility Lane	<ul style="list-style-type: none"> • Good idea behind the concept. 	<ul style="list-style-type: none"> • Clunky and long. • Wonky/jargon/technical/not readily understood. • Would probably be shortened to Micro Lane • Bikes aren’t always micromobility; makes bikes seem inferior to cars.
Green Lane	<ul style="list-style-type: none"> • Short and catchy. • More flexible than bike lane. 	<ul style="list-style-type: none"> • Many cities don’t have green paint in bike lanes; no city has green paint in all bike lanes. • Including environmentalism adds complexity, is problematic and potentially polarizing. • Environmental benefit of scooters isn’t yet proven. • Might be proprietary.
Personal Mobility Lane	<ul style="list-style-type: none"> • Could appeal to disability community. 	<ul style="list-style-type: none"> • Unlikely to be used/isn’t catchy/uninspiring/too long. • Cars, walking, and running are all personal mobility too. • Wonky. • Unclear. • Doesn’t sound public or inclusive (sounds like it’s for dockless bikes and scooter company rentals).
Slow Lanes	<ul style="list-style-type: none"> • None listed 	<ul style="list-style-type: none"> • Does this imply that other lanes are fast lanes? • Unclear who can use it – what about a motorcycle that is going 15 mph? • Unappealing branding (who wants to be in the slow lane?). • Golf cart lanes are already called this.