Making Transit Fun

Enticing Davenporters to leave their cars at home (on occasion)

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City of Davenport

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Question:

“Is something as simple as joy the easiest way to change people’s behavior for the better?”
“Can we get more people to choose the stairs over the escalator by making it fun to do?”
“66% more people than normal chose the stairs over the escalator.”
Vehicles with heart fluttering appeal ...

Car manufacturers have succeeded in capturing our hearts and our imagination.
Question (restated):

“Can we get more people to walk, bike, or ride transit if it can offer them an enjoyable experience?”
Walking

“How can we entice people to walk here?”
Walking

Create a pleasurable environment through landscaping, lighting, traffic buffers, enriched paving, crosswalks, & art.
Biking

“How can we entice people to bike here?”
Biking

Revert one-way traffic back to two-way, add tinted bicycle lanes & street trees
Transit

“How can we get people from here to there?”
Transit

Pedestrian pier with water-taxi docking facility
Water Taxi

Downtown Davenport, Iowa to downtown Rock Island, Illinois
“Even a bike rack—properly designed—can provide more than functional utility.”
Thank you.