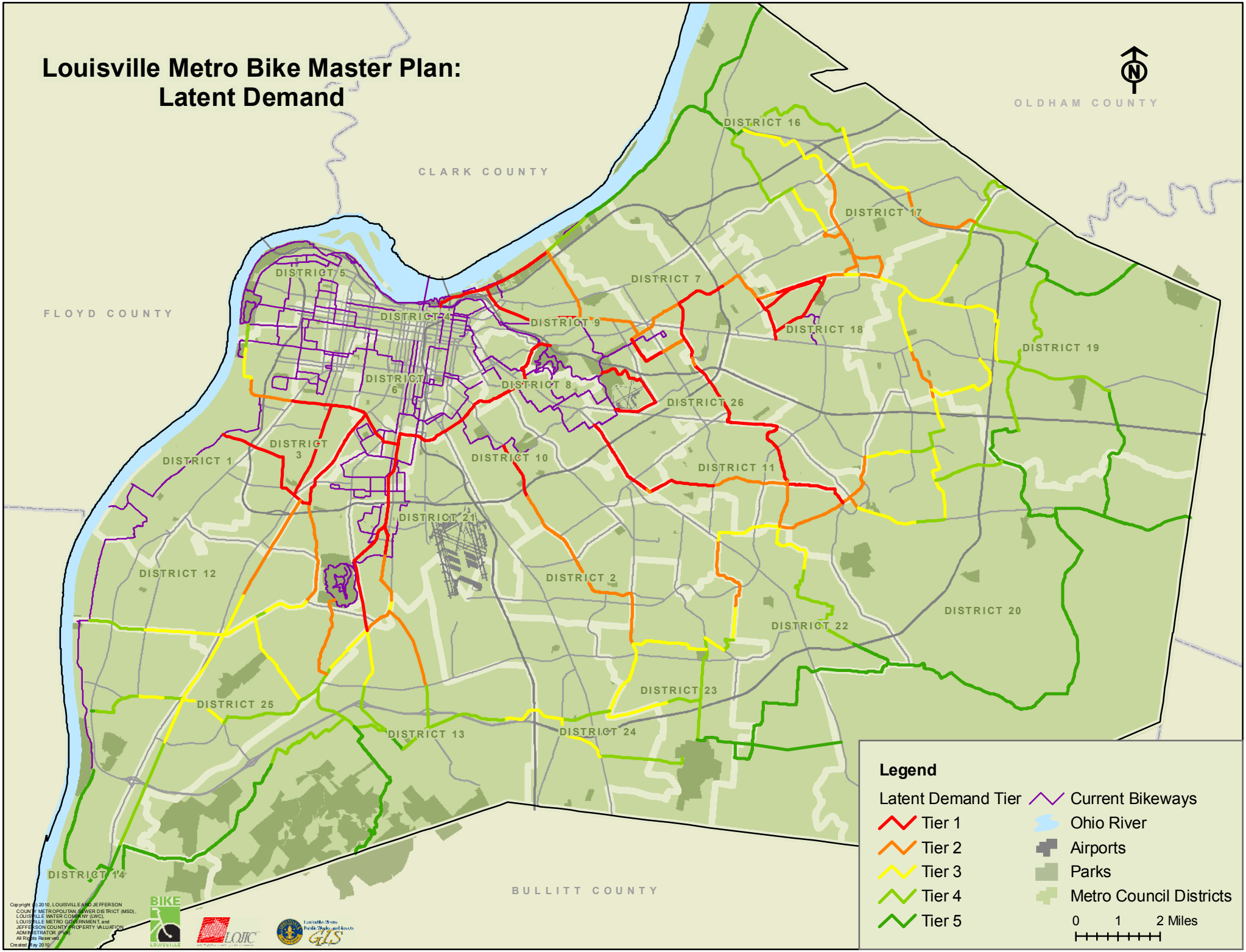Louisville Metro Bike Master Plan: Latent Demand