Colored pavement bike lanes improve visibility and identity, indicate areas of conflict, and help reduce vehicle speeds by making the vehicular travel way appear narrower. Paint can be used to mark the lanes if the roadway surface is pretreated to avoid slipperiness; colored asphalt or a thermoplastic coating provide a higher level of traction and durability. These lanes are often used to bridge short segments where there is higher potential for vehicular or pedestrian conflicts.

Colored pavement bike lane in Boston, MA. Source: National Association of City Transportation Officials (NACTO) Bike Design Guide.

Additional images:
Sources: NACTO Bike Design Guide; Toole Design Group; NACTO Bike Design Guide.