BICYCLING MEANS BUSINESS: GETTING THE FACTS STRAIGHT

- Darren Flusche, League of American Bicyclists
- Charles Brown, Voorhees Transportation Center
- Kristin Dahl, Travel Oregon
- Jerry Norquist, National Bicycle Tour Directors Association
- Ken Colburn and Chris James, The Regulatory Assistance Project
WHY A SLIDE SHOW?

“We are trying to interest our local business groups in becoming bike-friendly... Would you know of any off-the-shelf talking points or PPT to take to meetings?”

– New Jersey Bicycling Advocate
There are many economic benefits

• Grouped into topics

• Use the topics and slides most appropriate for your audience

• Add your local stories
BICYCLING BENEFITS YOU

• Whether you are a
  • Governor
  • Mayor
  • Transportation department official
  • Business owner
  • Realtor
  • Professional
  • Family
BICYCLING BENEFITS BUSINESSES
BIKES LANES & ARTS
TRANSFORM NEIGHBORHOODS

Broad Street, Memphis, TN

“...traffic and people started noticing the businesses more. Business revenues have grown 30% per year.”

-- Pat Brown
T Clifton Gallery
Owner

“It was probably one of the best things to happen for my business.”

-- Katelynn Meadows
Sweetly Clothing Store
Owner

• $12 Million in private investments
• 16 new businesses
• 29 new construction and renovation projects

Broad Street, Memphis, TN
Photo: Lance Murphey

Broad Avenue + Tillman Street = Binghampton Neighborhood, Spiritual & Health Support, Arts District: FOSTERING A CHOICE NEIGHBORHOOD FUELING ECONOMIC DEVELOPMENT

A bicycling & arts district took broad from disinvested to thriving...
PEOPLE ON BIKE AND FOOT SPEND MORE PER WEEK

East Village, NYC

Average Per Capita Spending by Transportation Mode

- Bike: $163
- Walk: $158
- Taxi: $144
- Car: $143
- Select Bus Service: $114
- Bus: $114
- Subway: $111

BUSINESSES WANT BIKESHARE

Likelihood to Patronize Establishment if Accessible by Capital Bikeshare

(n = 5,308)

- Much less likely: 0%
- Somewhat less likely: 0%
- Not more likely: 17%
- Somewhat more likely: 52%
- Much more likely: 31%
LANES LEAD TO SALES...

Manhattan

Protected bicycle lanes led to a 49% increase in retail sales at local businesses

First protected bicycle lane in the US: 8th and 9th Avenues (Manhattan)

- 35% decrease in injuries to all street users (8th Ave)
- 58% decrease in injuries to all street users (9th Ave)
- Up to 49% increase in retail sales (Locally-based businesses on 9th Ave from 23rd to 31st Sts., compared to 3% borough-wide)

Valencia Street, San Francisco, CA

2/3 of merchants say bike lanes had an overall positive effect on business

Drennen, Emily, “Economic Effects of Traffic Calming on Urban Small Businesses,” San Francisco, CA
“BUT WE NEED PARKING…RIGHT?”
ASK THE MERCHANTS

Bloor Street, ON, CA

75% of merchants said business would improve or stay the same if HALF the on-street parking was removed

BIKE CORALS FIT MORE VEHICLES

Chicago, Il

12 times more bikes than cars at Wicker Park coral

Portland, OR, converted 107 car spots to 1,140 bike parking spaces

Time Out Chicago, “Chicago's first on-street bike parking corral installed,” May 18, 2011
BIKE PARKING COSTS LESS

$150–300

cost of bike rack for two bikes

http://www.bicyclinginfo.org/engineering/parking.cfm

$15,000

average cost of one structured parking space

http://www.carlwalkerconstruction.com/faq.php#ncp5
“FINE, BUT WE’RE NOT LIKE THOSE PLACES”
BICYCLE FRIENDLY BUSINESSES

http://www.bikeleague.org/programs/bicyclefriendlyamerica/bicyclefriendlybusiness/
BEYOND THE EXPECTED

Indianapolis, IN

“We’ve added bike lanes and expanded our greenways to better connect residents to jobs, neighborhoods and great amenities to attract a new generation of talent.”

– Mayor Greg Ballard

Photo: Mark Lee
BICYCLING & THE STATEWIDE ECONOMY
THE ECONOMIC BENEFITS OF BICYCLING

By Darren Flusche

All eyes were on the economy in 2009 when we released our report, The Economic Benefits of Bicycle Infrastructure Investments. In the three years since, the struggling economy has continued to dominate national and local agendas. During that same period, we have seen a steady stream of research confirming the positive impact bicycling has on business districts, jobs, and household savings. As you can see in the map, the benefits touch every corner of the country, boosting the economic vitality of states and communities. To capture this growing body of evidence, we’ve updated the report with a wealth of new data and information: visit www.bikeleague.org/reports.

STATE IOWA
Commuter and recreational bicycling generates more than $400 million in economic activity and health savings of $87 million each year (2011).

STATE WISCONSIN
Bike recreation and tourism contribute $924 million annually to the economy. Annual health benefits total $409 million (2010).

STATE VERMONT
$400 million
In 2009, biking and walking generated 1,400 jobs, $411 million in wages, and $83 million in revenue. Including health and property value benefits brought the total to $400 million in economic impact.

NEIGHBORHOOD/DISTRICT
TORONTO, ONTARIO
(Bloor Street)
People who bike spend more money per month than those who drive (2009).

BIKE TRAIL
SCHUYLKILL RIVER TRAIL
(Follows the Schuylkill River from Pottsville to Philadelphia, PA)
78% of trail users purchase hard goods, like bikes, accessories, and clothing to use on the trail, averaging $406 per trail user.

REGIONAL/CITY
NORTH CAROLINA’S OUTER BANKS
Bicycle tourism generates $60 million in economic activity per year. The region sees an annual nine-to-one return on its one-time $6.7 million investment in bicycle infrastructure.

NEIGHBORHOOD/DISTRICT
MEMPHIS, TN
(Broad Avenue)
Since the Arts District and bike lanes programs started in 2012, 16 new businesses have opened and 29 properties have been renovated.

STATE MINNESOTA
In 2009, people on bikes spent $261 million on bicycling goods and services, supporting more than 5,000 jobs and generating $35 million in taxes.

STATE COLORADO
Bicycle manufacturing, retail, tourism and bike races contributed $1 billion to the economy in 2000.

REGIONAL/CITY
WASHINGTON, D.C.
83% of bikeshare users are more likely to patronize a business if it is located near a Capital Bikeshare station.

REGIONAL/CITY
BOULDER, CO
In 2011, Boulder’s bicycle industry exceeded $52 million in economic activity, supporting 330 jobs.

NEIGHBORHOOD/DISTRICT
SAN FRANCISCO, CA
(Valencia Street)
2/3 of merchants say new bike lanes have improved business and supported more traffic calming measures on the street (2004).
COST EFFECTIVE TRANSPORTATION
WHAT WILL $30 MILLION BUY?

Yale Avenue, Tulsa, OK

One mile of Street Widening

Source: Tulsa Bicycle/Pedestrian Advisory Committee
WHAT WILL $30 MILLION BUY?

600 miles of quality bike lanes

Source: Tulsa Bicycle/Pedestrian Advisory Committee
WHAT WILL $30 MILLION BUY?

100 miles of sidewalk

Source: Tulsa Bicycle/Pedestrian Advisory Committee
WHAT WILL $30 MILLION BUY?

300 miles of buffered bike lanes

Source: Tulsa Bicycle/Pedestrian Advisory Committee
WHAT WILL $30 MILLION BUY?

120 miles of bike boulevards
WHAT WILL $30 MILLION BUY?

30 miles
of bike trails

Source: Tulsa Bicycle/Pedestrian Advisory Committee
WHAT WILL $30 MILLION BUY?

20 miles of physically separated cycle tracks
WHAT WILL $30 MILLION BUY?

2,000
Rapid Flashing Beacons

Source: Tulsa Bicycle/Pedestrian Advisory Committee
ENTIRE NETWORK FOR THE COST OF 1 MILE OF URBAN FREEWAY

Portland, OR ~ $60 million

http://www.portlandoregon.gov/transportation/article/370893
JOBS.
BIGGER BANG FOR THE BUCK

For every dollar spent, bike projects create 1.5x the jobs of road projects.

Less $ for materials = more for salaries

Source: Garrett-Peltier, Heidi, Pedestrian and Bicycle Infrastructure: A National Study of Employment Impacts, Political Economy Research Institute, University of Massachusetts, Amherst, June 2011.
SMART COMPANIES USE BIKES TO MAKE SALES...

...SO DO SMART COMMUNITIES
BICYCLING SELLS REAL ESTATE
WALKING DOES, TOO
PROXIMITY TO TRAILS RAISES HOME VALUES

Monon Trail, Indianapolis
Otherwise identical houses

Worth 11% more for every half mile closer to the trail
TOURISM
BICYCLE TOURING
BICYCLE TOURS AND EVENTS

Economic Impact

Total:

Event-related purchases $14,582,547.36
Bicycle shipping expenses $ 510,064.10
Travel to/from event $ 9,321,762.22
Personal spending at event $ 6,110,698.67
Support spending at event $ 2,070,526.35

Grand Total $32,595,598.70
HOW BIKES CAN SAVE RURAL ECONOMIES

Over the course of the SAME 200 mile journey, a bike tourist will do more to support rural economies.

Source: PathLessPedaled.com
EMPLOYERS SAVE ON HEALTHCARE

Quality Bicycle Parts
Bloomington, MN

2007 – 2011

QBP launched "Bike to Work" incentive

Average health care costs increased 24.6%

QBP’s health care costs decreased 4.4%

Saving
$169,880

“Quality Bike Products Health and Wellbeing Program” Report
Thank you.

For more information, contact League Policy Director Darren Flusche at darren@bikeleague.org

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