



How does  
business  
benefit  
from the  
increase of  
bicycling?

Erin O'Melinn | HUB | [bikehub.ca](http://bikehub.ca)



Your **Cycling** Connection



congestion  
relief

- 10 bicycles or 1 car
- 10x more eyes seeing your business
- Per metre<sup>2</sup> bike parking generates \$31/hour vs. \$6/hour for cars <sup>1</sup>

<sup>1</sup> <http://www.tandfonline.com/doi/abs/10.1080/07293681003767785>



Your Cycling Connection

# local business



Cyclists visit shops more often and spend more money than car drivers <sup>1</sup>

Increased cycling in Philadelphia  
=\$354,000 more daily purchasing power <sup>2</sup>

<sup>1</sup> <http://www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf>

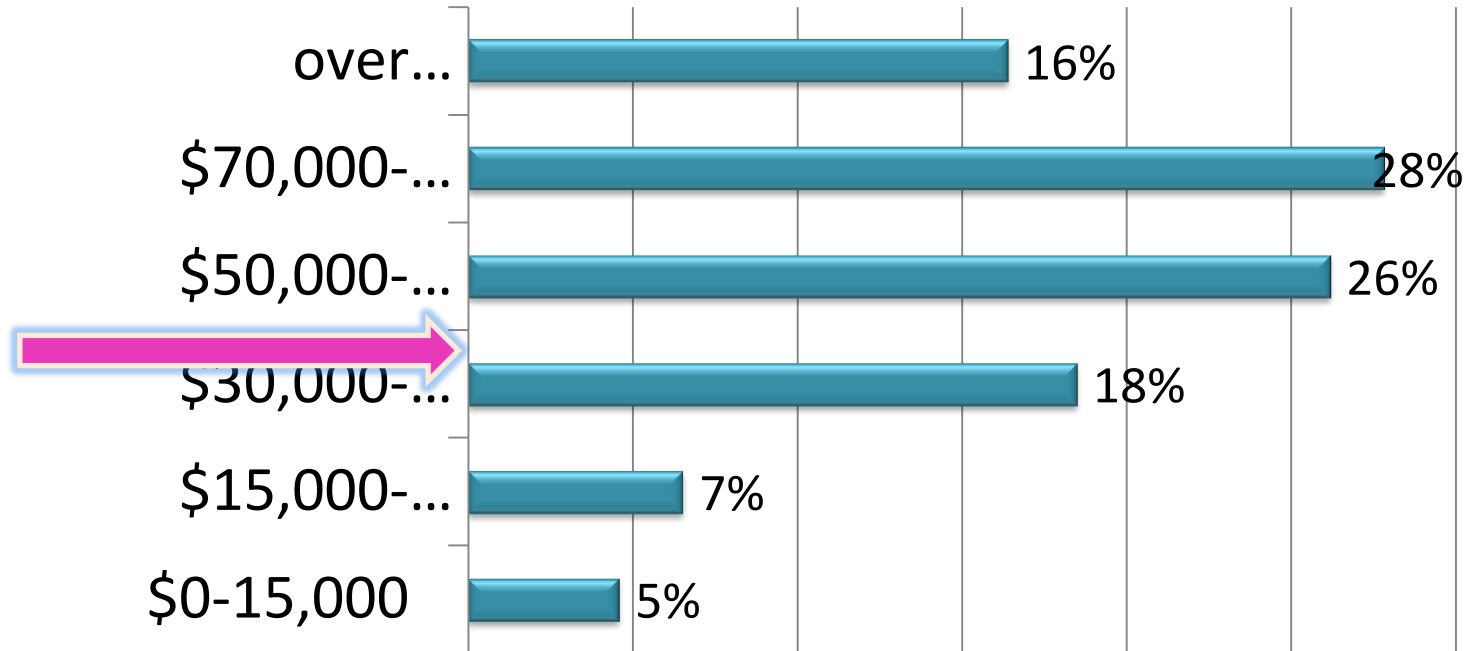
<sup>2</sup> <http://ottawa.ca/cs/groups/content/@webottawa/documents/pdf/mdaw/mdyx/~edisp/con056212.pdf>



Your **Cycling** Connection

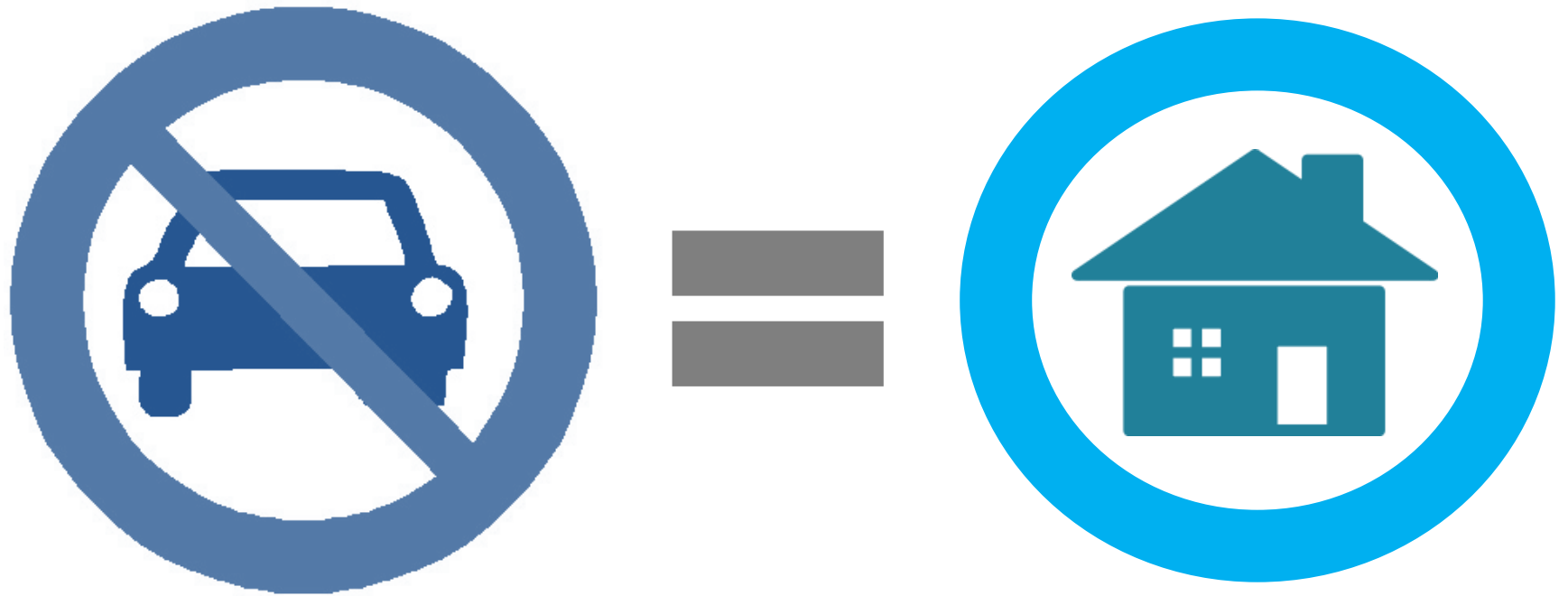
# cyclists have money to spend

Personal Annual Income of Metro Vancouver Cyclists



More disposable income due to reduced car insurance, maintenance, parking and fuel costs

cycling = affordability



a vehicle costs \$8,000/ year



Your **Cycling** Connection



# economic contributions



The City of  
Portland's  
economy benefits  
by \$90  
million/year from  
bicycle-related  
activity, up 38% in  
2 years

[http://www.altaplanning.com/App\\_Content/files/fp\\_docs/2008%20Portland%20Bicycle-Related%20Economy%20Report.pdf](http://www.altaplanning.com/App_Content/files/fp_docs/2008%20Portland%20Bicycle-Related%20Economy%20Report.pdf)



Your Cycling Connection

# economic contributions



The bicycling industry contributes ~\$133 billion a year to the U.S. economy, supports ~1.1 m jobs, generates \$17.7 b in taxes

# facilities cost & job creation



3 miles highway  
= 1,250 miles bike lane  
(distance of Los Angeles to  
Seattle)<sup>1</sup>

Hornby bike lanes (2km)  
including full separation,  
signage, signals, and seasonal  
plantings, cost the same as one  
left hand turning bay for cars

bike lanes = twice as many jobs  
as road construction<sup>2</sup>

<sup>1</sup>[http://www.bikeleague.org/resources/reports/pdfs/economic\\_benefits\\_bicycle\\_infrastructure\\_report.pdf](http://www.bikeleague.org/resources/reports/pdfs/economic_benefits_bicycle_infrastructure_report.pdf)

<sup>2</sup> Garrett-Peltier, Heidi, Political Economy Research Institute at the University of Massachusetts, Amherst.



Your Cycling Connection



# real estate values

Vancouver, BC:

65% of realtors would use a bikeway as a selling feature of a home. Bike paths placed 3<sup>rd</sup>/39 features crucial in the home buying decision

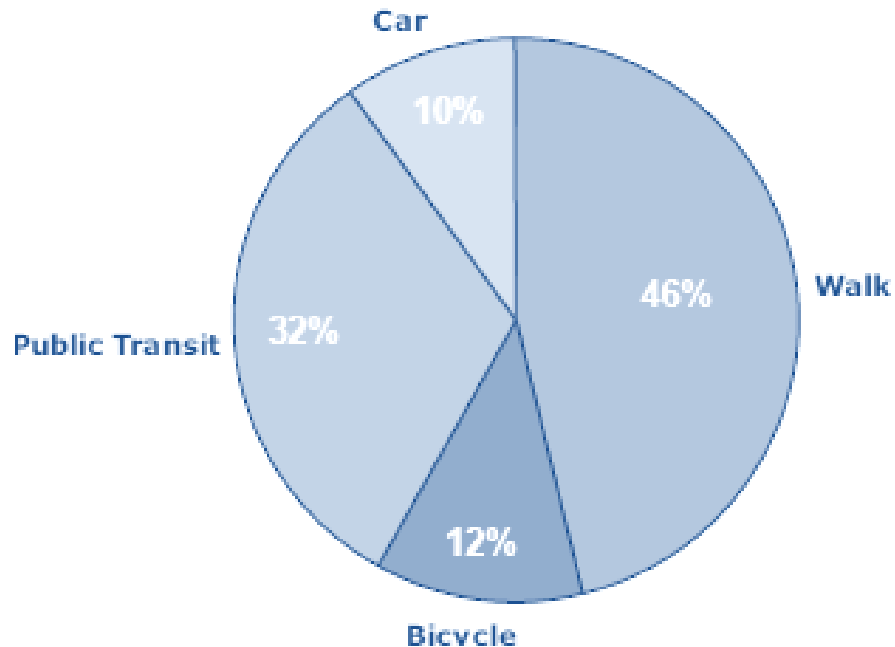


[http://www.cite7.org/resources/documents/BFCD\\_ConsolidatedManual.pdf](http://www.cite7.org/resources/documents/BFCD_ConsolidatedManual.pdf)



Your Cycling Connection

# myth busting



**Toronto:** Most merchants (70%) estimated that 11-75% of customers came by driving, customer intercept surveys: only 10% drove

<sup>1</sup> <http://www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf>



# businesses benefit

## San Francisco, CA

2/3 merchants said new lanes had a positive overall impact on their business <sup>1</sup>

## Madison, WI:

3% increase in sales tax revenues in areas where they deployed new bike racks <sup>2</sup>

## Davis, CA

shops command a rent premium along major cycling routes because they bring in so much business <sup>3</sup>



<sup>1</sup><http://ottawa.ca/cs/groups/content/@webottawa/documents/pdf/mdaw/mdyx/~edisp/con056212.pdf>

<sup>2</sup>[http://changelabsolutions.org/sites/changelabsolutions.org/files/CA\\_BikeParking\\_FactSheet\\_20120925.pdf](http://changelabsolutions.org/sites/changelabsolutions.org/files/CA_BikeParking_FactSheet_20120925.pdf)

<sup>3</sup><http://www.marinbike.org/Resources/EconomicBenefitsOfBicycling.pdf>



Your Cycling Connection

# bicycling supporting business

- [Guide for Marketing to Cyclists](#)
- [Bikeability Assessments & Awards](#)
- Discover Downtown By Bike map booklet and website with promotions @ [discoverbybike.com](http://discoverbybike.com)



Your Cycling Connection





Business  
& bikes  
make a  
beautiful  
pair

Erin O'Melinn | HUB | [erin@bikehub.ca](mailto:erin@bikehub.ca)



Your **Cycling** Connection