



How does
business
benefit
from the
increase of
bicycling?

Erin O'Melinn | HUB | bikehub.ca



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congestion
relief

- 10 bicycles or 1 car
- 10x more eyes seeing your business
- Per metre² bike parking generates \$31/hour vs. \$6/hour for cars ¹

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



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local business



Cyclists visit shops more often and spend more money than car drivers ¹

Increased cycling in Philadelphia
=\$354,000 more daily purchasing power ²

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

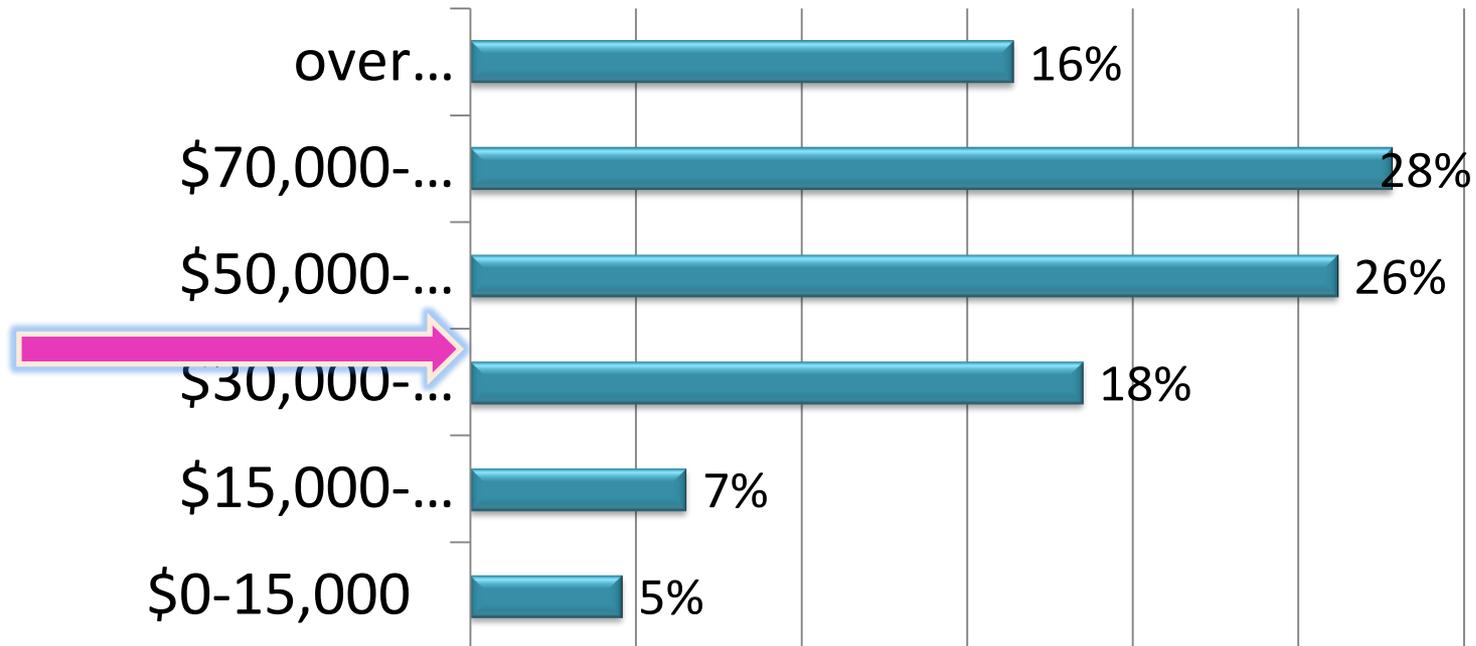
² <http://ottawa.ca/cs/groups/content/@webottawa/documents/pdf/mdaw/mdyx/~edisp/con056212.pdf>



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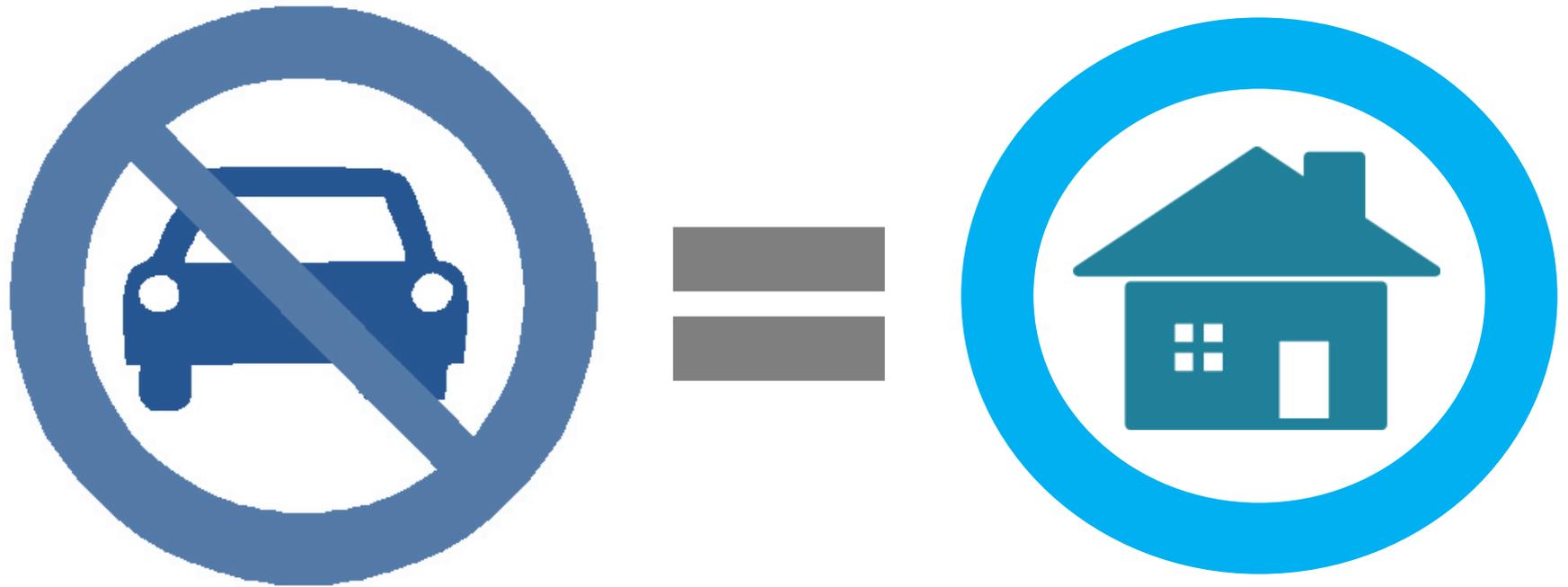
cyclists have money to spend

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



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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



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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)¹

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 construction²

¹http://www.bikeleague.org/resources/reports/pdfs/economic_benefits_bicycle_infrastructure_report.pdf

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

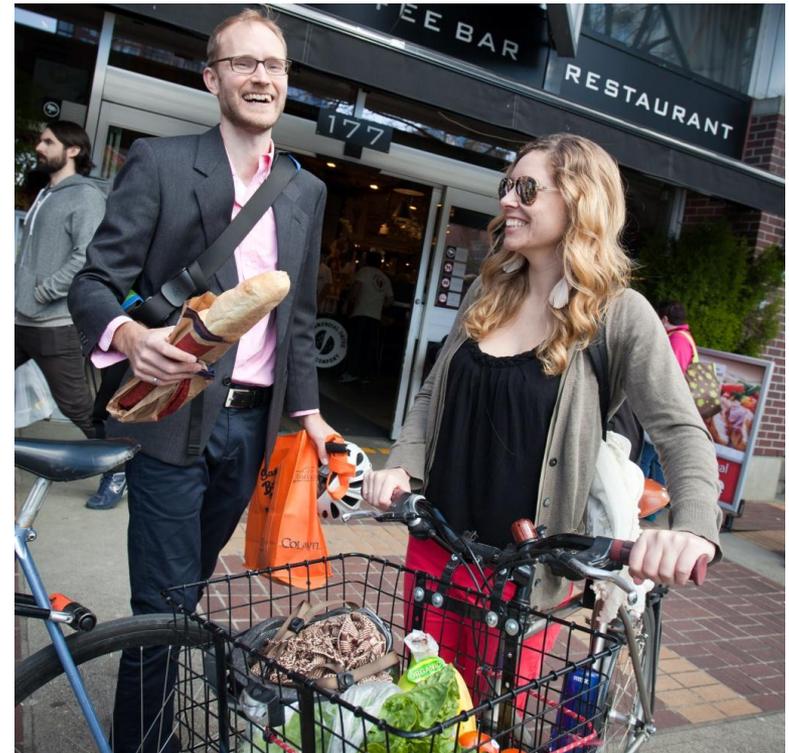


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real estate values

Vancouver, BC:

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

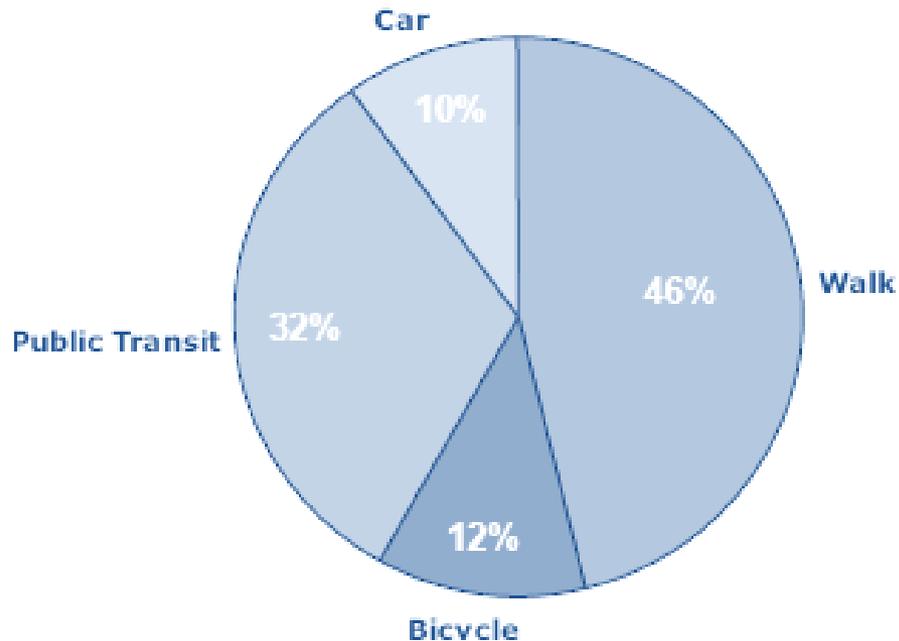


http://www.cite7.org/resources/documents/BFCD_ConsolidatedManual.pdf



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myth busting



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

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



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businesses benefit

San Francisco, CA

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

Madison, WI:

3% increase in sales tax revenues in areas where they deployed new bike racks ²

Davis, CA

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



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

²http://changelabsolutions.org/sites/changelabsolutions.org/files/CA_BikeParking_FactSheet_20120925.pdf

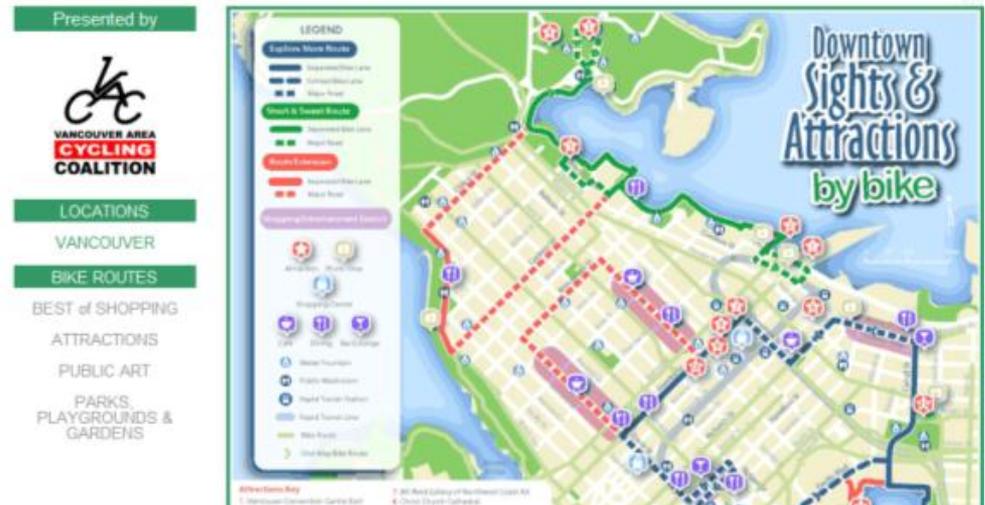
³<http://www.marinbike.org/Resources/EconomicBenefitsOfBicycling.pdf>



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bicycling supporting business

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



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Business
& bikes
make a
beautiful
pair

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