

Bicycling Means Business: The Economic and Business Benefits of Bicycling

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Presentation for “Advancing Bicycling in the Capital Region”

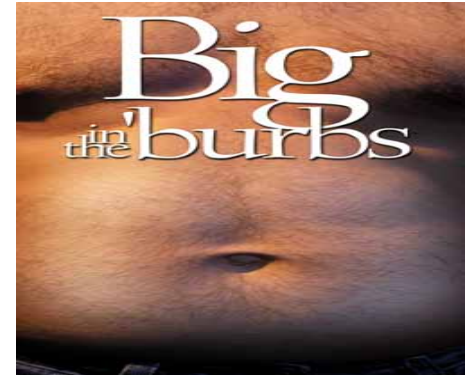
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Benefits of a Bicycle



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Benefits of Bicycling





Advocacy Advance



Tools to Increase Biking and Walking

Bicycling Means Business:

The Economic Benefits of Bicycle Infrastructure

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This report is a product of Advocacy Advance — a partnership of the League of American Bicyclists and the Alliance for Biking & Walking.



[http://www.advocacyadvance.org/site_images/content/Final_Econ_Update\(sm all\).pdf](http://www.advocacyadvance.org/site_images/content/Final_Econ_Update(sm all).pdf)

Economic Benefits of Bicycling



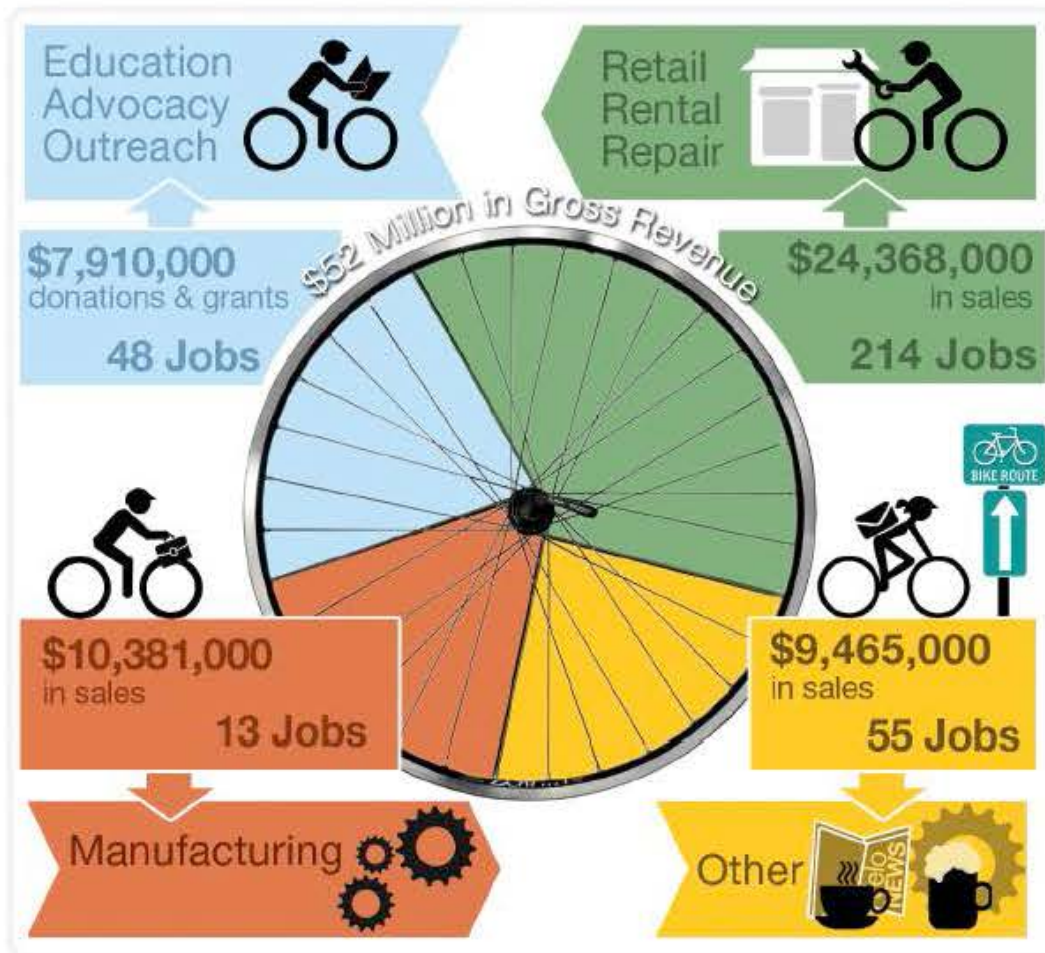
- Bicyclists buy bicycles and gear
- Bicyclists bike to local shops to buy all kinds of things
- Bicycle tourists spend money on all kinds of things



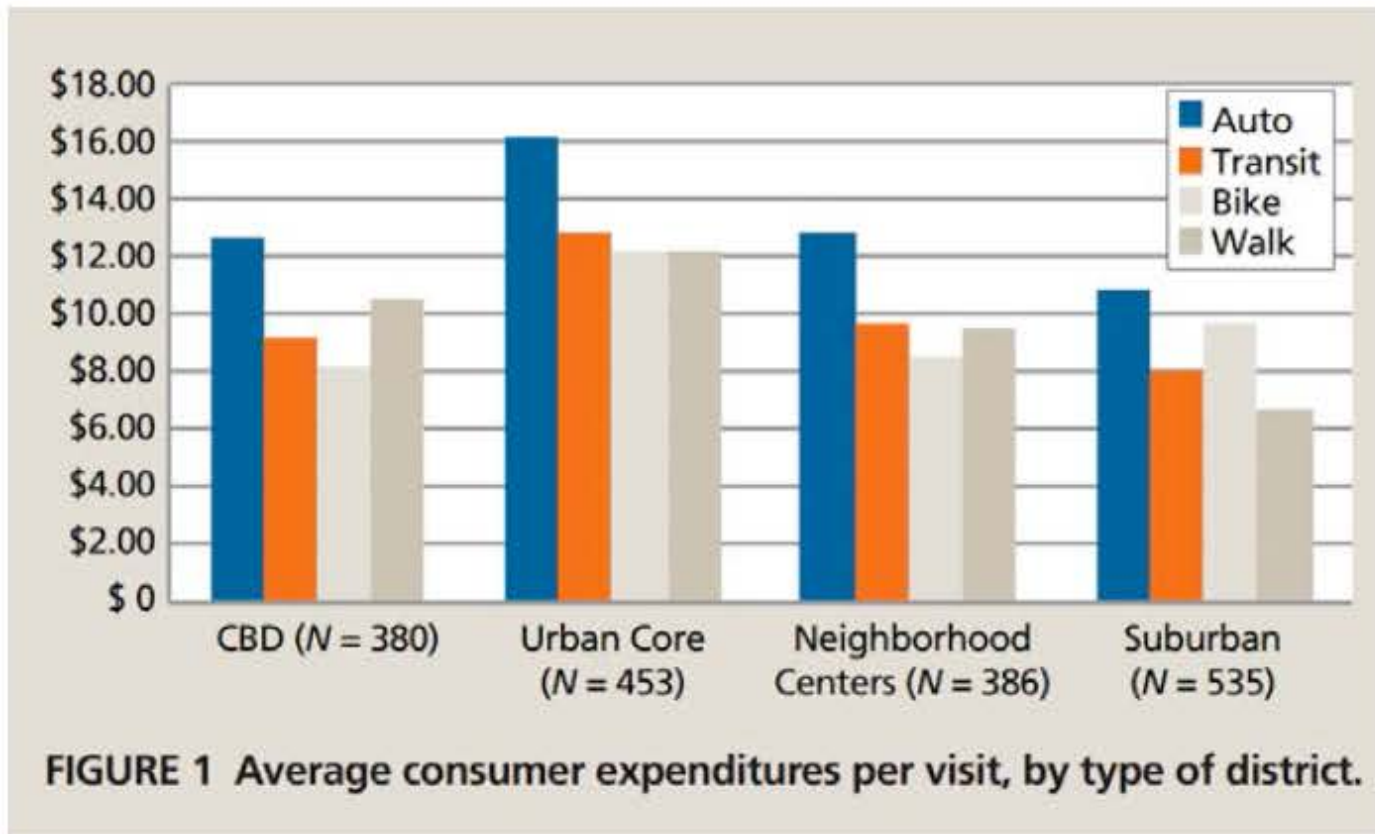
- Bicyclists save money on transportation
- Employers save money on health insurance, absenteeism
- Developers and businesses save money on parking provision
- Cities save money on infrastructure construction and maintenance

Estimates: Total Impact on Economy

Boulder's Bicycle Economy



Research: Bicyclists as Consumers



Portland study shows that bicycles spend less than drivers per trip but...

...make more
trips per month
and spend more
in total per
month!

TABLE 1 Average Customer Expenditures by Mode of Travel and Type of Establishment

Mode	Establishment	Trips per Month	\$ per Trip	\$ per Month	N
Auto	Bar	1.6	25.55	40.21	88
	Convenience	9.9	7.98	79.37	543
	Restaurant	2.2	18.74	41.16	409
	Total	4.5	13.70	61.03	1,040
Bike	Bar	4.9	14.08	68.56	42
	Convenience	14.5	7.30	105.66	63
	Restaurant	3.5	12.08	42.52	48
	Total	7.1	10.66	75.66	153
Transit	Bar	1.8	19.54	35.35	13
	Convenience	10.9	6.91	75.62	53
	Restaurant	3.5	11.52	40.68	36
	Total	5.7	10.15	58.16	102
Walk	Bar	3.1	22.17	68.42	53
	Convenience	12.6	6.13	77.34	254
	Restaurant	2.6	16.74	43.77	131
	Total	5.9	11.25	66.22	438
Total	Bar	2.5	21.78	53.59	196
	Convenience	10.9	7.36	80.40	913
	Restaurant	2.4	17.39	41.78	624
	Total	5.0	12.60	63.46	1,733

NOTE: N = number of respondents.

Research: Davis Downtown

	Bike	Car
Trips per month	3.66	3.14
Percent who bought	82.5%	85.3%
Average spending per trip	\$59.16	\$53.83
Monthly spending	\$248.62	\$182.10



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