



Reduced per capita vehicle miles by 23%, from 10,300 to 7,900 annual miles.

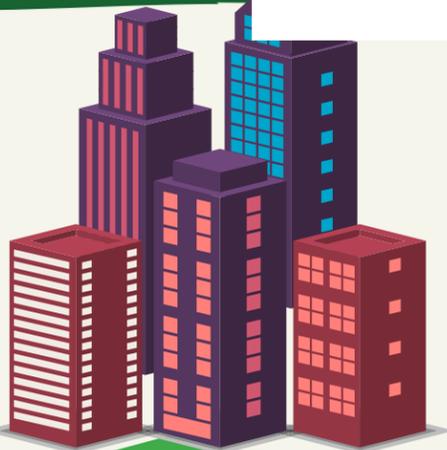
Took 16% more walk trips and 24% more bike trips.

Reduced the share that has a driver's license from 79% to 74%.

Promoting cycling can help attract young customers, especially those at post-secondary institutions.¹

Bicyclists often have more discretionary income.³

Bike lanes can help to attract customers.⁴



Save upwards of **\$6,500** on annual car ownership costs.

49% increase in sales after the installation of protected bike lanes in business districts.



Bicyclists travel at a speed that makes it easier to notice businesses and stop in along their way.²

"Having 100 people go by our shop by bike (and foot) is significantly better than 1,000 speeding by in their cars"
- Matt Berman, business owner in L.A.

Providing bike parking can help to increase retail sales.⁵

\$150 per month
\$212 per month

Customers who arrive by bicycle visit businesses more often than those arriving by car and spend more money per month.⁷



\$29
\$97
Replacing a car parking space with a corral (park at least 6 bikes) can increase the per hour retail spending from \$27 to \$97.

\$83 per day
\$66 per day

Bikes attract tourists, and bike tourists spend money.⁶

72% of cyclists visit 5 store visits per month

42% of drivers visit 3 store visits per month

42% of cyclists spent \$100 to \$499 per month

30% of drivers spent \$100 to \$499 per month

Bicycling Increases Profitability



1. Davis, Dutzik and Baxandall (2012) "Transportation and the New Generation: Why Young People Are Driving Less and What It Means for Transportation Policy, Frontier Group. 2. April Economides, "The Economic Case for Bicycle-Friendly Business Districts," 2012 http://www.transportationissuesdaily.com/nine-reasons-to-create-a-bicycle-friendly-business-district/#_ednref8. 3. CAA Annual Driving Costs http://www.caa.ca/wp-content/uploads/2012/06/CAA_Driving_Cost_English_2013_web.pdf. 4. New York City Department of Transportation "Measuring the Street: New Metrics for 21st Century Streets," 2012, <https://d3n8a8pro7vnm.cloudfront.net/americanbikes/pages/211/attachments/original/1351785187/2012-10-measuring-the-street.pdf?1351785187>. 5. Melbourne Study 6. Velo Quebec, "Bicycling in Quebec, 2005", <http://www.veloquebec.info/documents/bicyclingquebec2005-en.pdf>. 7. The Clean Air Partnership, "Bike Lanes, On-Street Parking and Business: A Study of Bloor Street in Toronto's Annex Neighbourhood," 2009 <http://www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf>. Clifton et. Al. "Consumer Behaviour and Travel Mode Choices" http://otrec.us/files/OTS2012_Morrissey-Poster.pdf