

# Attracting People Who Walk and Bike

## AIR QUALITY AND YOUR BUSINESS'S BOTTOM LINE



Motor vehicles are the largest source of air pollution. Replacing some car trips with walking and bicycling is good for air quality. These studies show it can also be good for business.

### DENVER—SALES MORE THAN DOUBLE WITH NEW BIKE LANE

A study of Larimer Street before and after bike lanes were installed showed an increase in the sales index to between 500 and 800 compared to 150 for nearby streets with similar business mixes.<sup>1</sup>

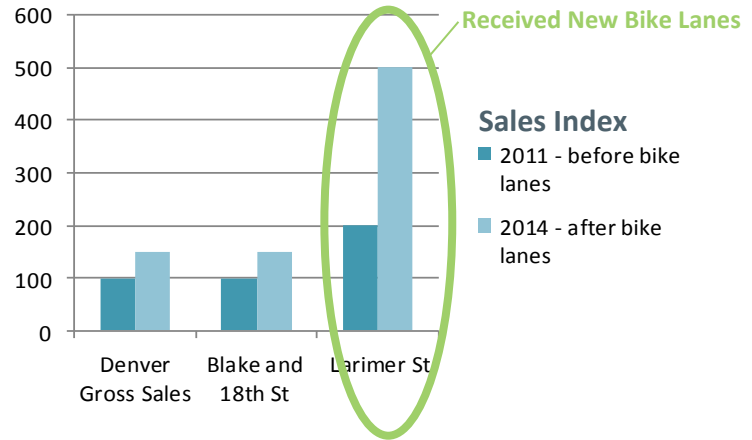


Photo Joseph Rose/The Oregonian 2010

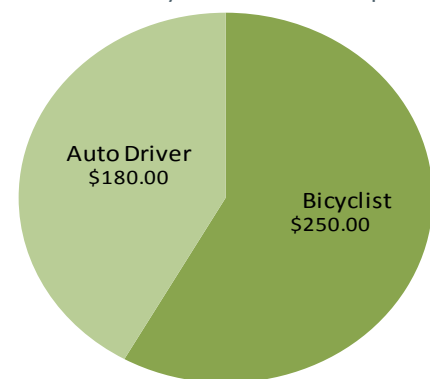
### PORTLAND: PEDESTRIANS AND BICYCLISTS SPEND AS MUCH OR MORE THAN DRIVERS

A study of 78 businesses in metropolitan Portland found that non-drivers, including cyclists, are “competitive consumers, spending similar amounts or more, on average, than their counterparts using automobiles.”<sup>2</sup>

### DAVIS: CYCLISTS OUTSPEND DRIVERS

An analysis of 1,900 shopping trips to downtown Davis, CA, showed cyclists not only took slightly more trips than drivers did, but spent more per trip, leading to a monthly total of roughly \$250 for cyclists and \$180 for drivers.<sup>3</sup>

Davis (CA) Bicyclist vs. Driver Spending



References: Most of the information in this flyer was taken from “The Complete Business Case for Converting Street Parking Into Bike Lanes” CityLab, March 13, 2015. <http://www.citylab.com/cityfixer/2015/03/the-complete-business-case-for-converting-street-parking-into-bike-lanes/387595/>

<sup>1</sup> Economic and Traffic Impacts Following the Installation of New Bicycle Facilities: A Denver Case Study, by Stephen Antonio Rijo. <http://denver.streetsblog.org/wp-content/uploads/sites/14/2015/07/Economic-and-Traffic-Impacts-Following-the-Installation-of-New-Bicycle-Facilities-A-Denver-Case-Study-Rijo-S-MA-Thesis.pdf>

<sup>2</sup> Consumer Behavior and Travel Mode Choice, Clifton, Kelly, Muhs, Christopher; Morrissey, Sara, Morrissey, Tomas; Currans, Kristina; and Ritter, Chloe. [http://kellyjclifton.com/Research/EconImpactsofBicycling/OTRECReport-ConsBehavTravelChoices\\_Nov2012.pdf](http://kellyjclifton.com/Research/EconImpactsofBicycling/OTRECReport-ConsBehavTravelChoices_Nov2012.pdf)

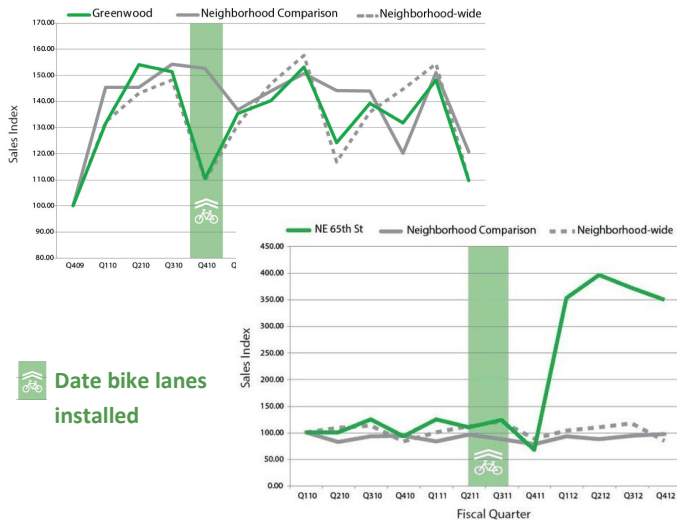
<sup>3</sup> Bicyclists as Consumers: Mode Choice and Spending Behavior in Downtown Davis, California. Popovich, Natalie and Handy, Susan. <http://trrjournalonline.trb.org/doi/abs/10.3141/2468-06>

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Business districts investing in safe, pleasant walk/bike facilities are attracting new customers, regularly outperforming car-oriented districts limited by their parking supply. The result is generally higher profits, happy customers, and better air quality.



## SEATTLE: SALES INCREASE AFTER PARKING REMOVAL

Retail sales data in Seattle showed that where a bike lane replaced 12 parking spaces, retail sales went up four times compared to sales before the bike lane and compared to other streets in the neighborhood. Another street with a road diet and bike lanes showed retail sales stayed the same after installation, showing that removing parking for safety improvements did not negatively impact business.<sup>4</sup>

## SAN FRANCISCO: NON-DRIVERS SPEND MORE THAN DRIVERS

A survey of 1,187 shoppers in major retail centers found that shoppers who walked, biked, or took transit spent more per month than drivers because they visited the area more often. "The belief that recreational customers predominantly travel by car and spend more than transit riders is not reflected in the data, nor is this belief consistent with similar observations in other cities."<sup>5</sup>



Image courtesy pedbikeimages.org/Dan Burden

<sup>4</sup> Bikenomics, Measuring the Economic Impact of Bicycle Facilities on Neighborhood Business Districts. Rowe, Kyle. <http://seattletransitblog.com/2013/08/06/seattle-case-study-economic-impacts-of-bike-facilities/>

<sup>5</sup> Modal Choices and Spending Patterns of Travelers to Downtown San Francisco, California. Impacts of Congestion Pricing on Retail Trade. Bent, Elizabeth and Singa, Krute. <http://trrjournalonline.trb.org/doi/abs/10.3141/2115-09>

<sup>6</sup> "Every Study Ever Conducted on the Impact of Converting Street Parking Into Bike Lanes Has on Business" -CityLab, March 13, 2015. <http://www.citylab.com/cityfixer/2015/03/the-complete-business-case-for-converting-street-parking-into-bike-lanes/387595/> Results are also seen in studies of New York; Auckland, Christchurch, and Wellington, New Zealand; Dublin, Ireland; Vancouver and Toronto, Canada; Bristol, England; Graz, Austria; and Melbourne, Australia.