

Factsheet: Bikes Mean Business

More and more people are traveling by bike, whether to get to work or school or to run errands. For businesses, improved infrastructure and encouragement programs can bring customers and other benefits.



Image Source: Flickr

How do businesses benefit from better bike infrastructure nearby?

- Encourages local shopping & dining
- Increased sales and more customers
- Reduced parking and traffic congestion
- Improved air quality and community health
- Free, convenient customer parking
- Increased visibility and foot traffic
- Increased employee productivity and safety
- Positive media attention

How can businesses support the bicycling trend?

- Give discounts and promotions to people biking – one-time, weekends, or daily
- [Advocate](#) for better bike lanes and facilities near your place of business
- Provide incentives for employees to ride to work, such as bonuses and team competitions¹
- Offer secure bike parking onsite or nearby; some city transportation departments will install bike racks by request. (bike.ped@sanjose.gov in SJ)
- Participate in events, such as community bike rides that bring customers to your business, or festivals with bike repairs and parking ([SVBC offers valet bike parking services](#) for events)
- Integrate biking with Transportation Demand Management policies to reduce traffic congestion and benefit the environment



Up to **12 bikes** fit the space of one car



[Bike lockers](#) offer more secure bike parking

Image Sources: Pinterest; Wikimedia Commons

What do business owners say about the benefits of bicycling?

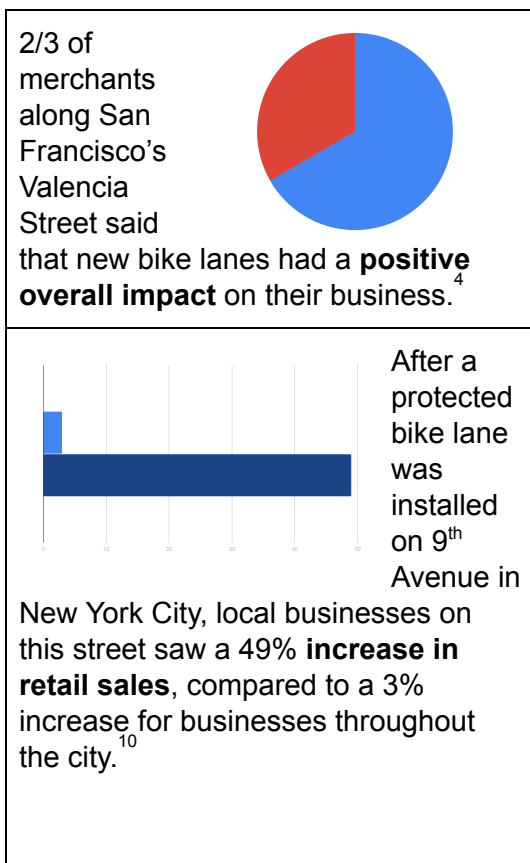
“We have definitely benefited from increased usage of the bike lane” -Steve da Cruz, owner of Vancouver’s The Parker restaurant. He initially opposed the bike lane, but **“business is better than ever”** now at his restaurant.²

After expressing “reservations,” [Teatro Group](#) restaurant service director Karen Kho now describes protected bike lanes in Calgary as **“another avenue for people to come and visit [their] restaurant.”**³

¹ Kit Fox. “The 25 Best Companies for Cyclists,” **Bicycling**, 2018, <https://www.bicycling.com/culture/g20967875/the-top-25-best-companies-for-cyclists/>

² Jen St. Denis. “Bikes good for business, group says,” **Business in Vancouver**, 2014, <https://biv.com/article/2014/05/bikes-good-for-businesses-group-says>

³ Cailynn Klingbeil. “How small businesses are learning to love bike lanes,” **The Globe and Mail**, 2018, <https://www.theglobeandmail.com/report-on-business/small-business/sb-managing/small-businesses-are-changing-their-tune-on-bike-lanes/article30365164/>



Statistics

- Recent studies in Portland, New York, San Francisco, and Davis, CA, have all found that people who had biked and walked to business areas spent more money in those areas per month than those who drove there.⁵
- A study in Portland, OR found that:⁶
 - Businesses within a half-block radius of a bike corral perceive that bicyclists account for about 1/4 of their total customer base;
 - 40% of businesses estimate that they have seen an increase or strong increase in customers who are bicyclists as a result of new bike corrals.
- The average cost of installing bike racks is \$200 compared to a parking space, which costs up to \$18,000.⁷⁸
- 83% of bikeshare users in the Washington, D.C. area said that they are more likely to patronize businesses located near Capital Bikeshare stations.⁹

Resources to Learn More

How Bikes Drive Business

- [Strong Towns](#)
- [Citylab](#)
- [Business in Vancouver](#)
- [The Source \(LA Metro\)](#)

How Employees Benefit

- [Bicycling Magazine](#)
- [League of American Bicyclists](#)
- Silicon Valley Bicycle Coalition's [Bicycle Friendly Workplace](#) program



Image Source: Colorado Springs Business Journal. "Protected bike lanes coming to Pikes Peak Avenue"

⁴ Darren Flusche, "Bicycling Means Business: The Economic Benefits of Bicycle Infrastructure," **League of American Bicyclists. Alliance for Biking and Walking**, 2009/2012, [http://www.advocacyadvance.org/site_images/content/Final_Econ_Update\(small\).pdf](http://www.advocacyadvance.org/site_images/content/Final_Econ_Update(small).pdf).

⁵ Eric Jaffe. "The Complete Business Case for Converting Street Parking Into Bike Lanes," **Citylab**, 2015, <https://www.citylab.com/solutions/2015/03/the-complete-business-case-for-converting-street-parking-into-bike-lanes/387595/>

⁶ Drew Meisel, "Bike Corrals: Local Business Impacts, Benefits and Attitudes" (Portland State University, School of Urban Studies and Planning, 2010), http://bikeportland.org/wp-content/uploads/2010/05/PDX_Bike_Corral_Study.pdf.

⁷ Lynn Weigand, et al., "Cost Analysis of Bicycle Facilities," **Robert Wood Johnson Foundation**, 2013, https://activelivingresearch.org/sites/default/files/Dill_Bicycle_Facility_Cost_June2013.pdf

⁸ Marco Boulais, "How much does it cost to build a parking space?," **Tim Haahs Parking Database**, 2017, <http://www.timhaahs.com/parkingdatabase/how-much-does-it-cost-to-build-a-parking-space/>

⁹ Ibid.

¹⁰ New York City Department of Transportation, "Measuring the Street: New Metrics for 21st Century Streets," **New York City Department of Transportation**, 2012, <http://www.nyc.gov/html/dot/downloads/pdf/2012-10-measuring-the-street.pdf>