

Bikes Mean Business

More and more people are traveling by bike, whether to get to work or school or to run errands. As a business, improved infrastructure and encouragement programs can bring more shoppers to your store and bring many other benefits.

Benefits of better bike infrastructure near your place of business:

- Encourages local shopping & dining
- Increased sales
- More customers
- Enhanced visibility of businesses
- Increased foot traffic
- Reduced parking congestion & costs
- Free, convenient customer parking
- Reduced air pollution
- Increased public safety
- Improved community health
- Increased employee productivity
- Positive media attention

How can businesses support the bicycling trend?

- Give discounts and promotions to bicyclists – one-time, weekends, or daily
- Advocate for better bike lanes and facilities near place of business
- Provide incentives for employees to ride to work
- Offer bike parking: racks or corrals on or near the premises
- Participate in events, such as:
 - Community bike rides that bring customers to your business
 - Festivals with bike repairs and bike valet

Statistics

- Along San Francisco's Valencia Street, 2/3 of merchants said that new bike lanes had a positive overall impact on their business.¹
- A 2009 Study of Bloor Street, a commercial street in Toronto, Ontario, found that people who had biked and walked to the area spent more money in the area per month than those who drove there.²
- After a protected bike lane was installed on 9th Avenue in New York City, local businesses on this street saw a 49% increase in retail sales, compared to 3% increase for businesses throughout the city.³
- Also in New York City, a protected green bike lane in Union Square resulted in 49% fewer commercial vacancies nearby, compared to a 5% increase in vacancies throughout the city.⁴
- A study in Portland, OR found that:⁵
 - Businesses within a half-block radius of a bike corral perceive that bicyclists account for about ¼ of their total customer base;
 - Two thirds of businesses within a half block radius of a bike corral believe that bike corrals increase foot and bike traffic in the area;
 - Forty percent of businesses estimate that they have seen an increase or strong increase in customers who are bicyclists as a result of new bike corrals.
- A bike corral can hold up to 12 bike parking spaces in place of one car parking space, an increase in parking by 400%.
- The average cost of installing bike racks is \$200 compared to a parking space, which is \$15,000.⁶
- Eighty-three percent of Capital Bikeshare users in the Washington, D.C. metro area said that they are more likely to patronize a business if it is located near a Capital Bikeshare station.⁷

¹ 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).

² Ibid.

³ 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>

⁴ Ibid.

⁵ 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.

⁶ Elly Blue, "Parking," *Bikenomics: How Bicycling Will Save the Economy (If We Let It)*, September 2011.

⁷ Ibid.