

BY THE NUMBERS

30%



INCREASE in business revenue

The co-owner of an art gallery in Memphis, Tennessee reported that bike lanes slowed down traffic and people started noticing the business more. Business revenues have grown 30% on average each year since implementation.

\$60 MILLION



in economic activity

Bicycle tourists generate \$60 million in economic activity for North Carolina's Outer Banks based on the quality and safety of the bicycling infrastructure.

9% MORE



than similar properties

Lots adjacent to the Mountain Bay Trail in Green Bay, Wisconsin sold for 9% more than similar properties not by the trail.

\$98



GENERATED per day per user

The Great Allegheny Passage multi-use trail draws visitors from across the U.S. and from Canada. 40% of trail users stay overnight in the local communities, spending an average of \$98 per day.

Active transportation refers to the ability to satisfy your transportation needs by safely walking and biking to your destination. The increased physical activity has benefits such as lower rates of chronic diseases like heart and respiratory illness. Transportation agencies and communities enable safe, equitable, active transportation by providing sidewalks and crosswalks, bike lanes, and multi-use paths and trails.

ACTIVE TRANSPORTATION

MAKING
CONNECTIONS

What can you do to support your local economy?

Businesses want to attract customers and improve sales. Cities that add bicycle and pedestrian network infrastructure support business growth - improving the local economy. Even bike share and e-scooters have become common options. Talk with local business leaders including the Chamber of Commerce, business owners, major employers, anchor institutions, and elected officials. What do residents care about and need? Start collecting facts and stories to illustrate that transportation decisions that support wellbeing also provide economic benefits.

https://www.fhwa.dot.gov/planning/health_in_transportation/



U.S. Department of Transportation
Federal Highway Administration



What are the economic benefits of providing bicycle and pedestrian infrastructure?

FOR LOCAL GOVERNMENTS

Attracting business investment to the community

As business improves, so does the local economy. Business expansion and investment decreases commercial vacancies and increases the number of jobs available.

Tourists seek destinations with good non-motorized options. Communities nationwide have used active transportation as a revitalization strategy and to attract private investment. Employers want a community that attracts the talent they need, and increasingly this means bike and pedestrian paths and trails. In Detroit a year-round bike-share program for 9,200 employees in downtown benefited current employees and was a recruiting tool for summer interns - showing the city as a vibrant place to live.

The Longleaf Trace multi-use trail in Hattiesburg, Mississippi has generated an additional \$175,000 in sales tax for the state of which \$31,500 (18%) was returned to the City - from one local bike shop. As the owner states, "I now pay more than \$8,000 in annual property taxes that benefits my city, county, and local school district."



FOR BUSINESSES

Improved competitiveness of business districts

Cities and towns are using investments in active transportation to revitalize their main streets and business districts. Pedestrian and bicycle infrastructure attracts new visitors to the area, increases storefront visibility, and provides a buffer between vehicles and customers. Streets designed for safe walking have been shown to transform business districts.



Increased retail sales

Even in a tough economy, areas that have used bicycle and pedestrian infrastructure as a revitalization strategy have seen sales increases for businesses. Bicycling contributes over \$1 billion per year in economic benefit to the State of Colorado: \$140-193 million in off-season revenues to the ski resorts, \$763 million in manufacturing revenues, and \$200 million in retail sales and services.

Active transportation delivery

Seattle is partnering with UPS to pilot cargo eBikes for lower emissions and improved delivery efficiency. Decision makers can learn how to allocate curb space for transit, bikes, and pedestrians while ensuring deliveries to local businesses.

Sources in this brief include: 2017 National Association of Realtors' Community and Transportation Preferences Survey, 2014 Michigan DOT, "Southwest Detroit and Conner Creek Greenway Case Study", Flusche 2012, Wisconsin DOT 2005, Campos 2009, Boarnet 2017, LGC 2013, Colorado DOT 2000, Moore 2011, StateScoop 2018, Institute of Transportation Engineers 2018. Photos: Shutterstock

FOR COMMUNITY MEMBERS

Increased options for accessing opportunities in the community

According to a national survey, 59% of people who drive for most of their transportation report they lack other options. In places where vehicle ownership is low and public transportation options are limited, improvements to bicycle and pedestrian infrastructure provide safe, equitable, and reliable options for people to reach jobs and other destinations.

Increased wages and the number of jobs available

Along the Great Allegheny Passage multi-use trail, one-quarter of businesses hired more workers to handle the increased business resulting from the trail, and wages for existing employees increased. The bicycling industry in Colorado employs 700 full-time workers with an annual payroll of over \$16 million.



Increased residential property values and neighborhood stability

A wide variety of studies show that residential homes with biking and walking options have higher values. Neighborhoods with good pedestrian infrastructure are more likely to retain their home values during economic downturns. Detroit has successfully been using its investments in greenways as a neighborhood stabilization strategy and has seen home values stabilize near greenways.

