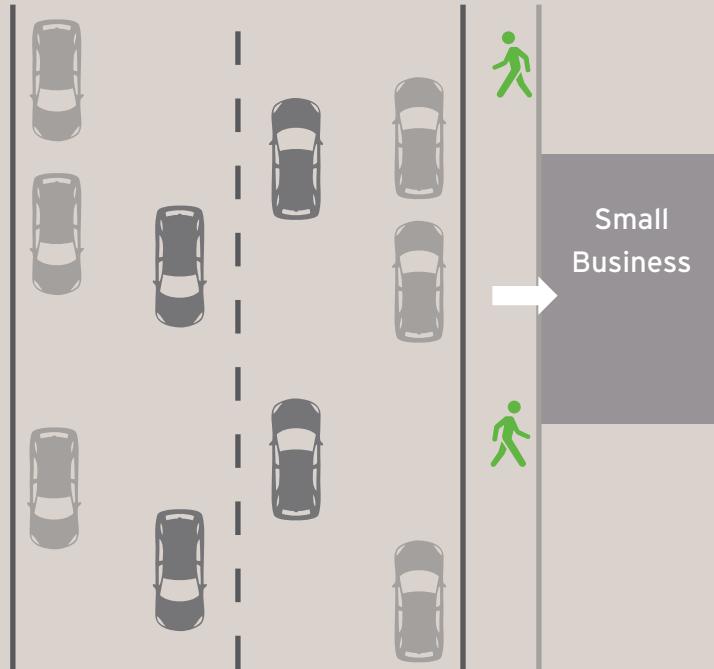
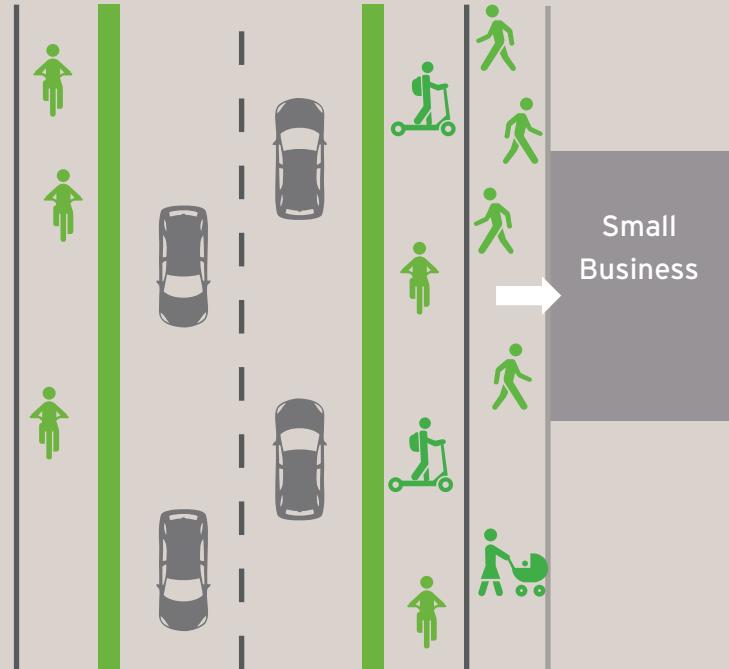


Economic Benefits of Micromobility Access in Downtowns

Car-Dominated Street



People-Friendly Street



- **Low likelihood for spontaneous patrons**
- Parked cars use spaces for hours (may not be a customer)
- Loud, cars drive fast
- Unpleasant for people walking and cycling
- Drivers less likely to discover a new business

- Pedestrians and cyclists spend more, especially at food service businesses, than drivers do.¹
- Cyclists spend more per trip, make shopping and dining trips more often than drivers, and shop at small businesses close to home.²
- Reducing or removing vehicle parking, does **not** translate to financial losses.³

- **High likelihood for spontaneous patrons**
- More bikes in the same area as one car (more customers)
- Quieter, cars drive slowly
- Welcoming for people walking and cycling
- Slower travelers more likely to see a new business

- The number of customers and customer spending increase (or there is no significant impact) as a result of adding bicycle lanes in commercial areas.⁴
- In 2019, the bike industry in Whatcom County accounted for \$582 million in spending and nearly 9,000 jobs.⁵



Walk & Roll Bellingham

¹. Institute for Transportation Development and Policy (ITDP) ². Popovich, N., & Handy, S. L. (2014). Bicyclists as Consumers: Mode Choice and Spending Behavior in Downtown Davis, California. *Transportation Research Record*, 2468(1), 47-54. <https://doi.org/10.3141/2468-06> ³. The Business Case for Active Transportation - NACTO ⁴. Liu and Shi; Volker & Handy; Arancibia et al ⁵. <https://www.cascadiadaily.com/2022/jan/26/bellingham-mountain-biking-its-not-just-galbraith/>



Broadway protected bike lane in Seattle. Photo Credit: People for Bikes

Seattle

A protected bike lane in Seattle saw a **30.8% increase** in food service employment on that corridor compared to 2.49% and 16.17% increases in control areas. "The findings refute assertions made by bike infrastructure critics that new lanes hurt adjacent businesses by making car access less convenient," says TREC.¹

Medford

Following a recent design of new bicycle facilities along Main Street in Medford, Oregon in late 2023, business owners are already finding that not only are more people walking and biking in the area, but the resulting slower traffic speeds have resulted in **a more pleasant environment for everyone, attracting new visitors.**¹

Indianapolis

Two corridors were improved with separated bike lanes, that included a reduction in parking and a narrowing of driving lanes. On both corridors, **substantial growth in the food service sector** - measured by employment, sales and wages - was exhibited compared with control corridors and Indianapolis as a whole.²

Minneapolis

In 2012, bike lanes were installed on Central Avenue in Minneapolis by reducing the width of the travel lane and removing parking lanes. Retail employment increased by 12.64% – significantly higher than the 8.54% increase calculated in the control study area a few blocks away. The same corridor also recorded a **dramatic 52.44% increase in food sales**, which more than doubled the 22.46% increase in the control area.³



Virginia Ave in Indianapolis; before and after. Photo Credit: People for Bikes

Go Down the Rabbit Hole

Studies

1. <https://trec.pdx.edu/news/study-finds-bike-lanes-can-provide-positive-economic-impact-cities>
2. <https://www.tandfonline.com/doi/full/10.1080/01441647.2021.1912849#abstract>

Reviews & Groups of Studies

3. https://bikeleague.org/sites/default/files/Bicycling_and_the_Economy-Econ_Impact_Studies_web.pdf
4. https://itdp.org/wp-content/uploads/2022/06/Making-the-Economic-Case-for-Cycling_6-13-22.pdf
5. <https://www.peopleforbikes.org/statistics/economic>
6. [https://nitc.trec.pdx.edu/research/project/1161/Understanding_Economic_and_Business_Impacts_of_Street_Improvements_for_Bicycle_and_Pedestrian_Mobility_-_A_Multi-City_Multi-Approach_Exploration_\[Phase_2\]](https://nitc.trec.pdx.edu/research/project/1161/Understanding_Economic_and_Business_Impacts_of_Street_Improvements_for_Bicycle_and_Pedestrian_Mobility_-_A_Multi-City_Multi-Approach_Exploration_[Phase_2])

News articles

7. <https://www.kittelson.com/ideas/myth-busters-are-bike-lanes-bad-for-business/>
8. <https://www.businessinsider.com/bike-lanes-good-for-business-studies-better-streets-2024-3>
9. <https://www.bloomberg.com/news/articles/2015-03-13/every-study-ever-conducted-on-the-impact-converting-street-parking-into-bike-lanes-has-on-businesses>
10. <https://amiba.net/bicycling-means-business/>
11. <https://www.cbc.ca/news/business/biking-lanes-business-health-1.5165954>

1. <https://www.kittelson.com/ideas/myth-busters-are-bike-lanes-bad-for-business/>

2. <https://www.peopleforbikes.org/reports/the-national-study-of-the-economic-impact-of-street> - Click Indianapolis Report

3. <https://www.peopleforbikes.org/reports/the-national-study-of-the-economic-impact-of-street> - Click Minneapolis Report