



Can Cycling Help Build Main Street Economies?

Trudy Ledsham & George Liu
Researchers & Presenters

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Daniel Arancibia, Mike Bennington,
Grant McLean

Researchers/Developers

Dr. Beth Savan

Principal Investigator

Today's Roadmap

1. Examine the evidence regarding the effect of cycling and cycling infrastructure on main street shopping districts
2. Explore the relationship of small town/city geographies to the evidence from big city studies
3. New opportunities & roles for cycling stores
4. Conclusions



Photo Credit: M. Bennington

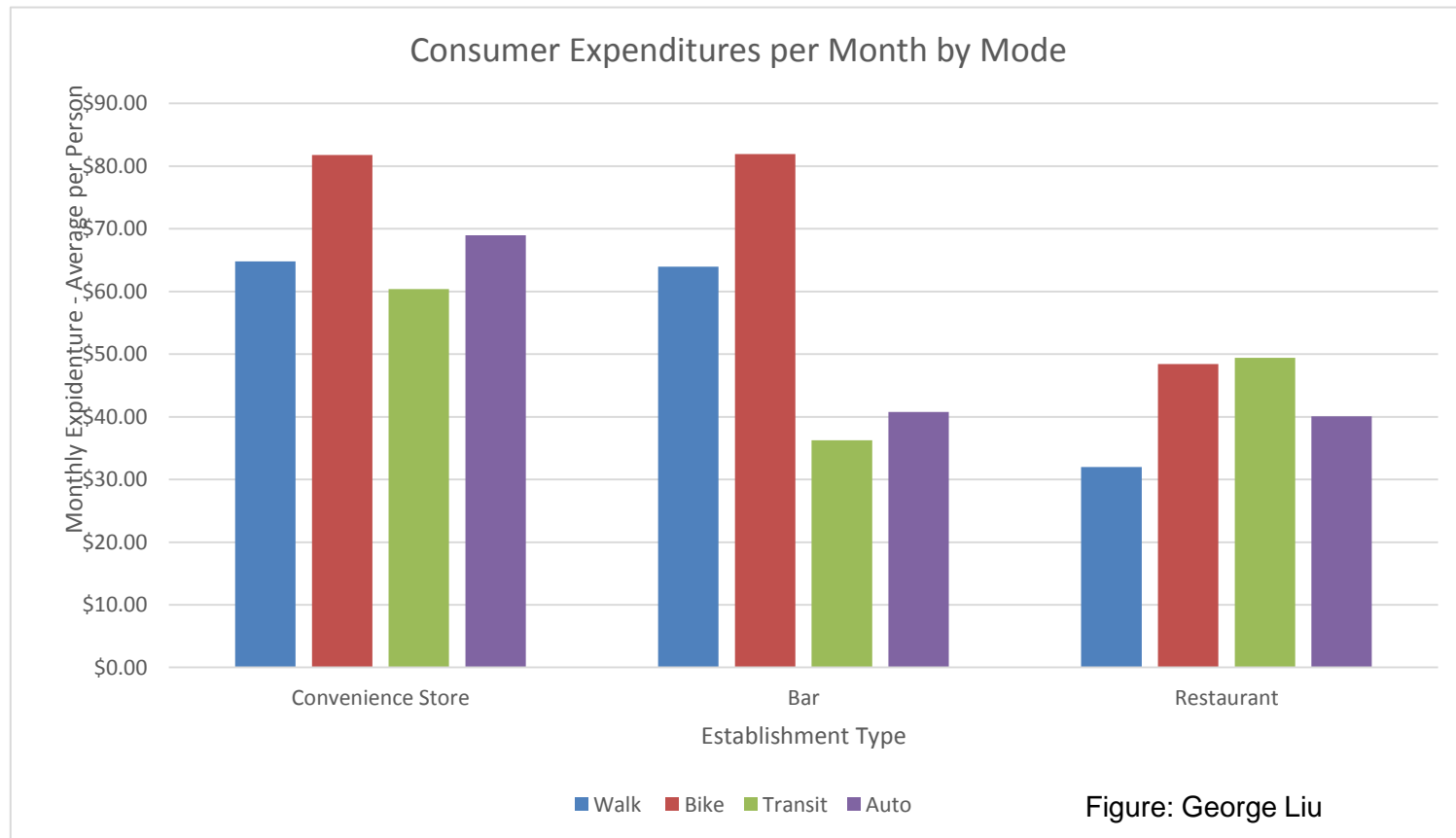
Cyclists and Main Street Economies

A growing body of research is providing evidence that:

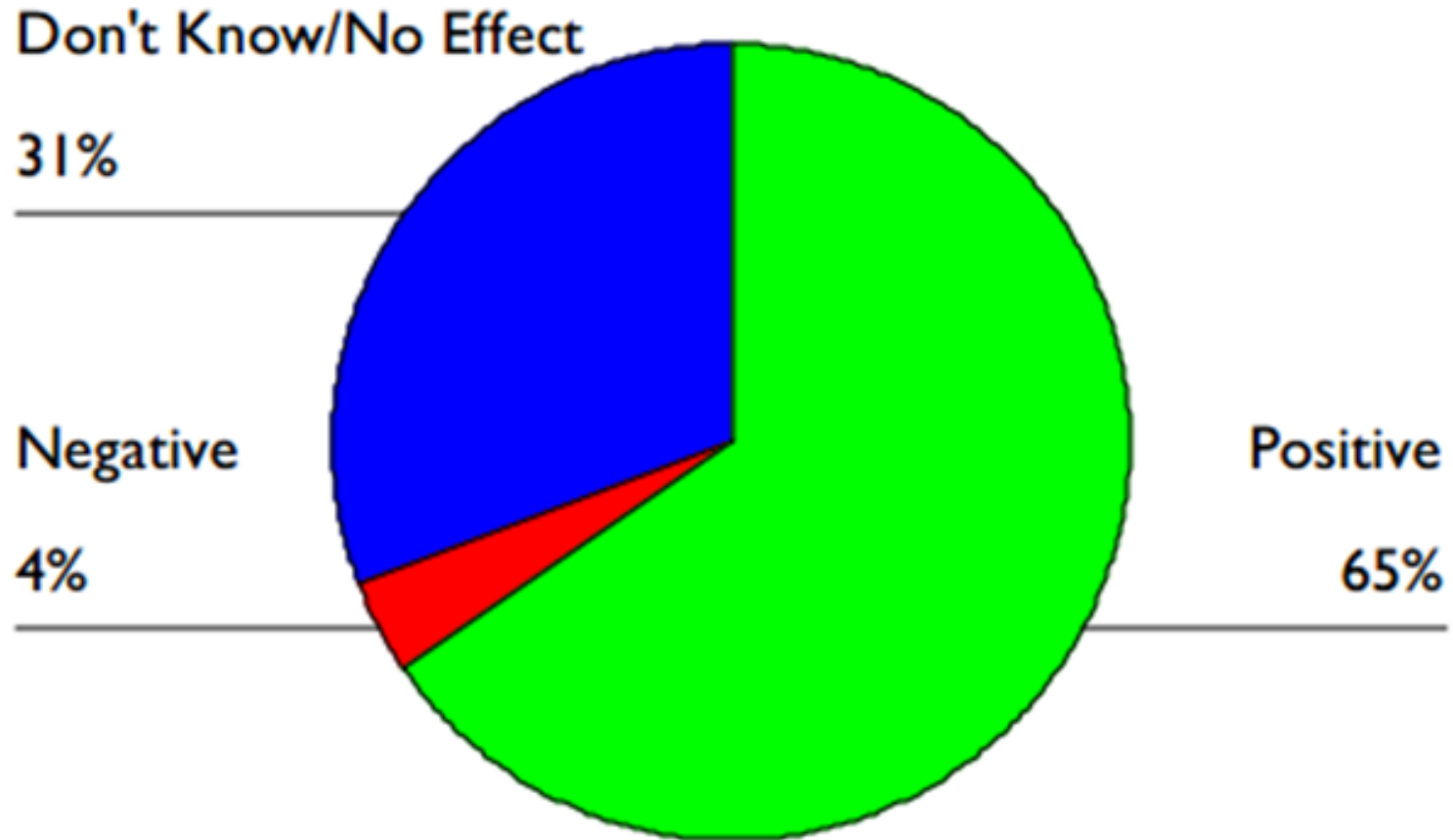
1. Cyclists are great customers
2. Their numbers and economic impact increase with bike lanes
3. Merchants regularly overestimate the share of drivers who shop at their business.
4. Installation of cycle lanes and /or increased cycling positively impact commercial vacancy rate



Portland: spending by mode



San Francisco Business Owners Opinion of added Bike Lanes-4 years later

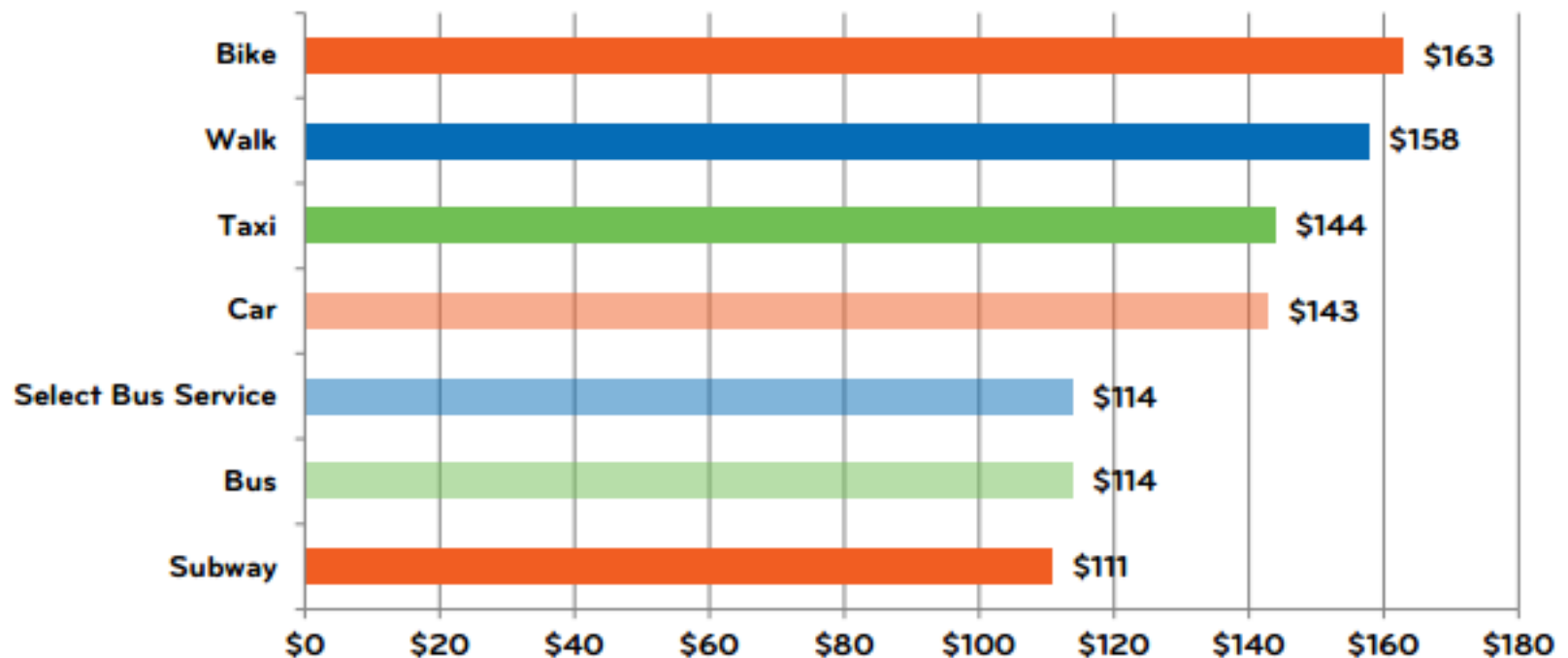


*-Department of Public Administration,
San Francisco State University, 2012*

NY Bike lanes: Good business



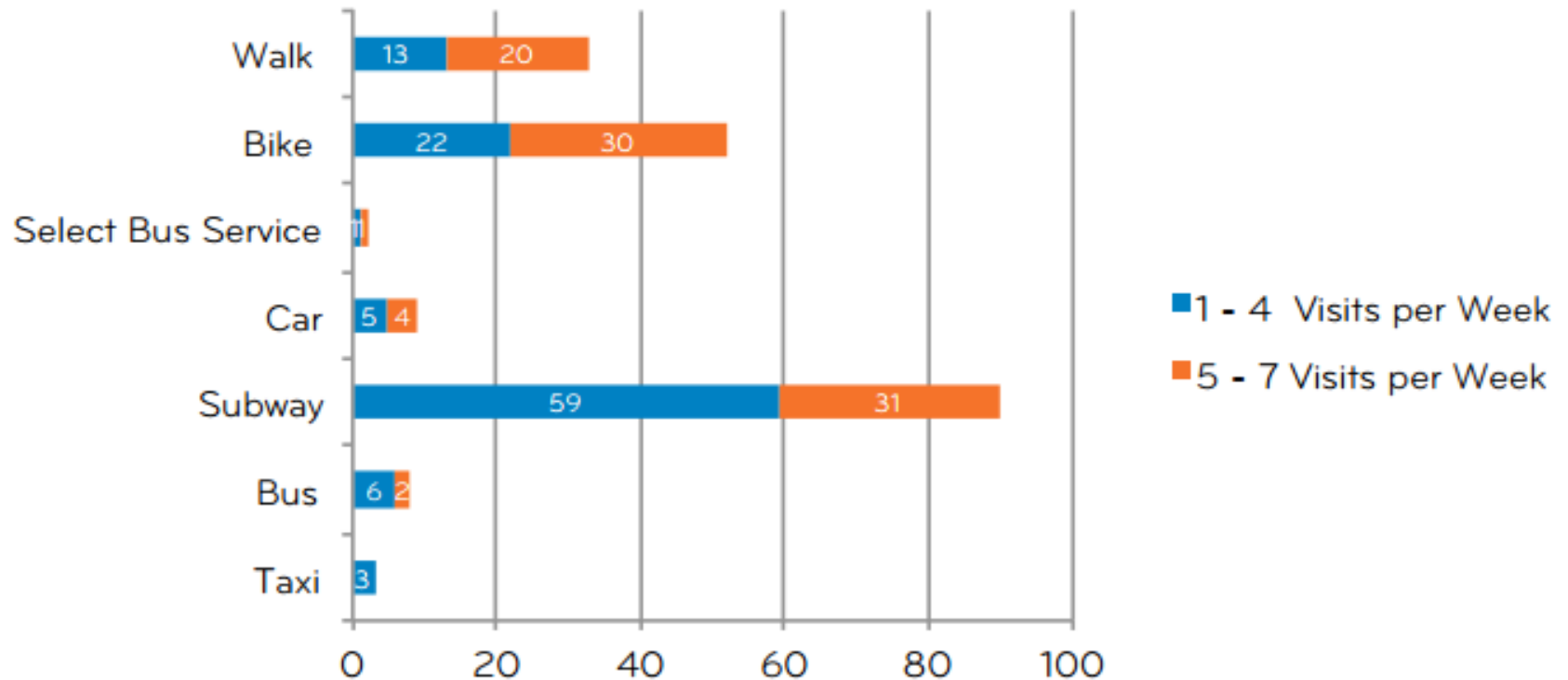
Average Per Capita Spending by Transportation Mode



NY Bike lanes: Good business



Visitor Frequency by Transportation Mode



Merchants regularly overestimate the share of drivers who shop at their business

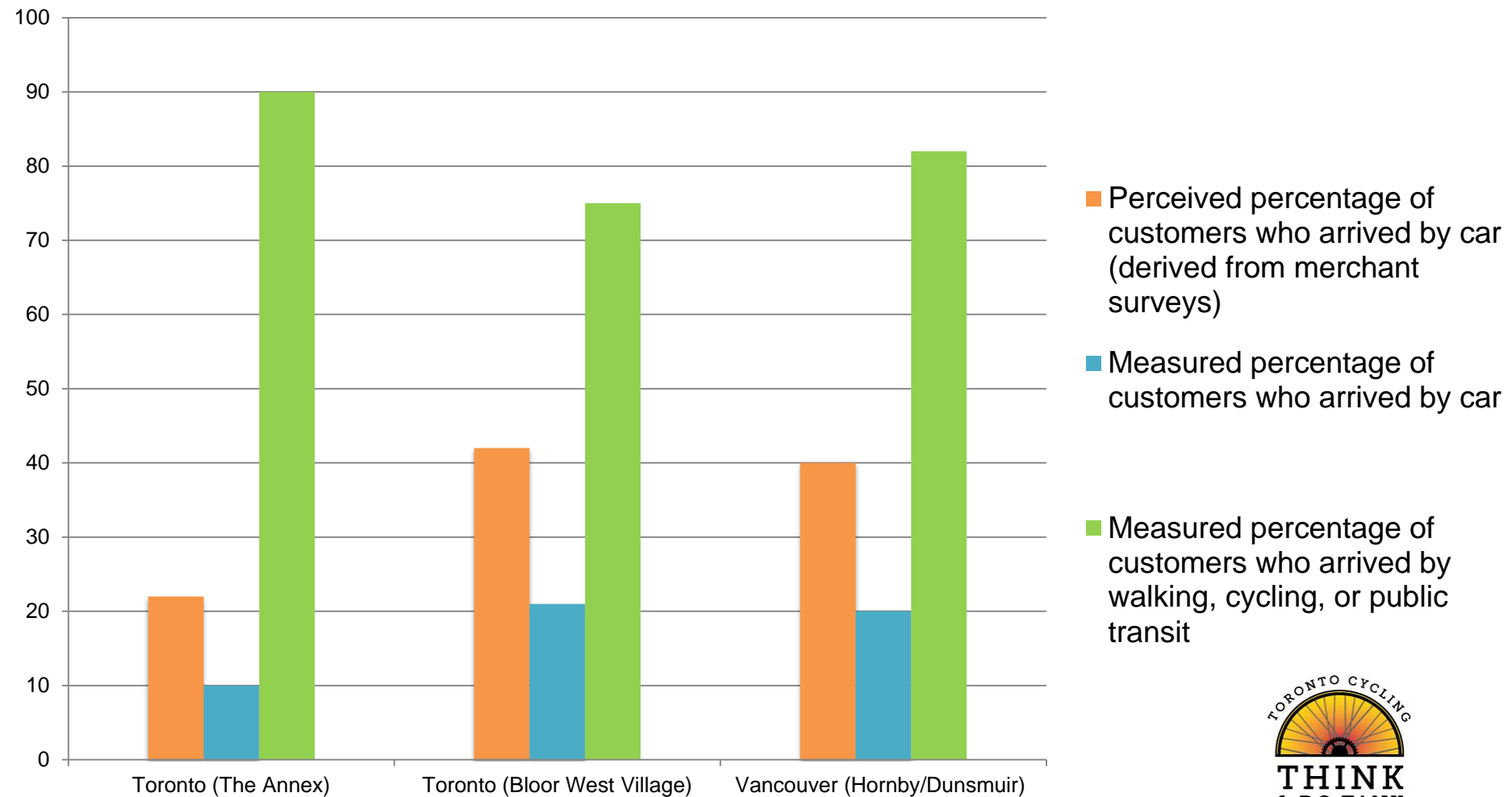


Figure Credit: Daniel Arancibia 2014

Bike lanes=lower commercial vacancy rates



“Up to **177% increase in bicycle volumes**” in First and Second Avenues (buffered bike lanes were incorporated to both). Accompanied by “**47% fewer commercial vacancies**” compared to 2% more borough wide.

“**49% fewer commercial vacancies**” at Union Square (included widened sidewalks and a protected bike lane), compared to a 5% increase borough wide.

“**Up to 49% increase in retail sales**” in businesses located at 9th Ave. (where buffered bike lanes were added) compared to a 3% increase borough wide.

- New York City Department of Transportation, 2012

We are starting to see Cycling Promotion focus on the Economic Benefits of Cycling



1. Davis, Dutzak and Baxandall (2012) "Transportation and the New Generation: Why Young People Are Driving Less and What It Means for Transportation Policy, Frontier Group. 2. April Economides, "The Economic Case for Bicycle-Friendly Business Districts," 2012 http://www.transportationissuesdaily.com/nine-reasons-to-create-a-bicycle-friendly-business-district/#_edrefB. 3. CAA Annual Driving Costs http://www.caa.ca/wp-content/uploads/2012/06/CAA_Driving_Cost_English_2013_web.pdf. 4. New York City Department of Transportation "Measuring the Street: New Metrics for 21st Century Streets," 2012, <https://3n8a8provhmx.cloudfront.net/americanbikes/pages/21/attachments/original/1357851810/2012-10-measuring-the-street.pdf?1357851810>. 5. Melbourne Study 6. Velo Quebec, "Bicycling in Quebec, 2005", <http://www.veloquebec.info/documents/bicyclingquebec2005-en.pdf>. 7. The Clean Air Partnership, "Bike Lanes, On-Street Parking and Business: A study of Bloor Street in Toronto's Annex Neighbourhood," 2009 <http://www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf>. Clifton et. Al. "Consumer Behaviour and Travel Mode Choices" http://otrec.us/files/OTS2012_Morrissey-Poster.pdf

This aligns with new consumer interest in compact livable neighbourhoods



PEMBINA
institute

2014 RBC-PEMBINA HOMEBUYERS SURVEY

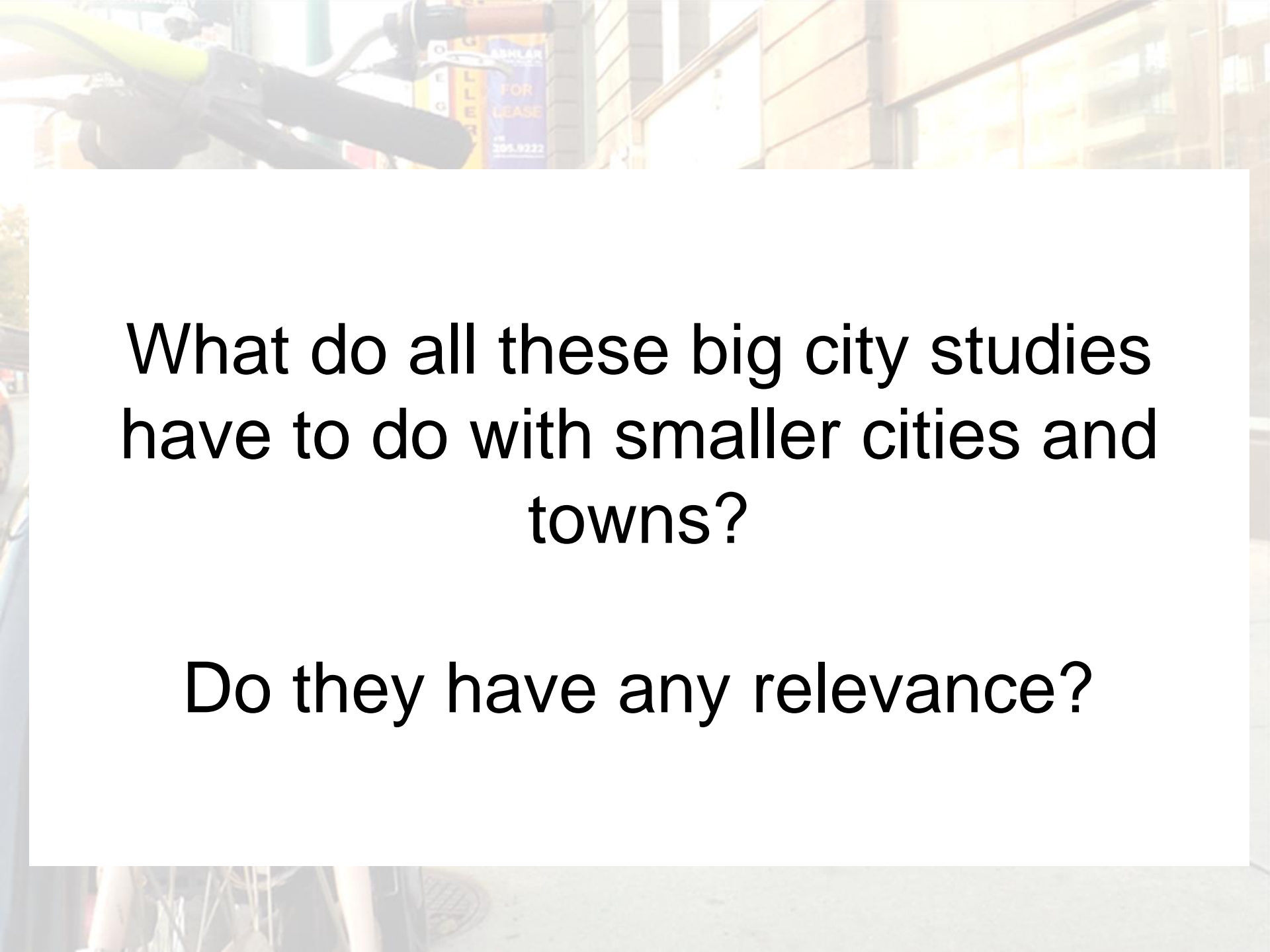


81%

OF HOMEBUYERS PREFER WALKABLE, TRANSIT-FRIENDLY NEIGHBOURHOODS TO CAR-DEPENDENT LOCATIONS, EVEN IF IT MEANS TRADING A LARGE HOUSE AND YARD FOR A MODEST HOUSE, TOWNHOUSE OR CONDO.



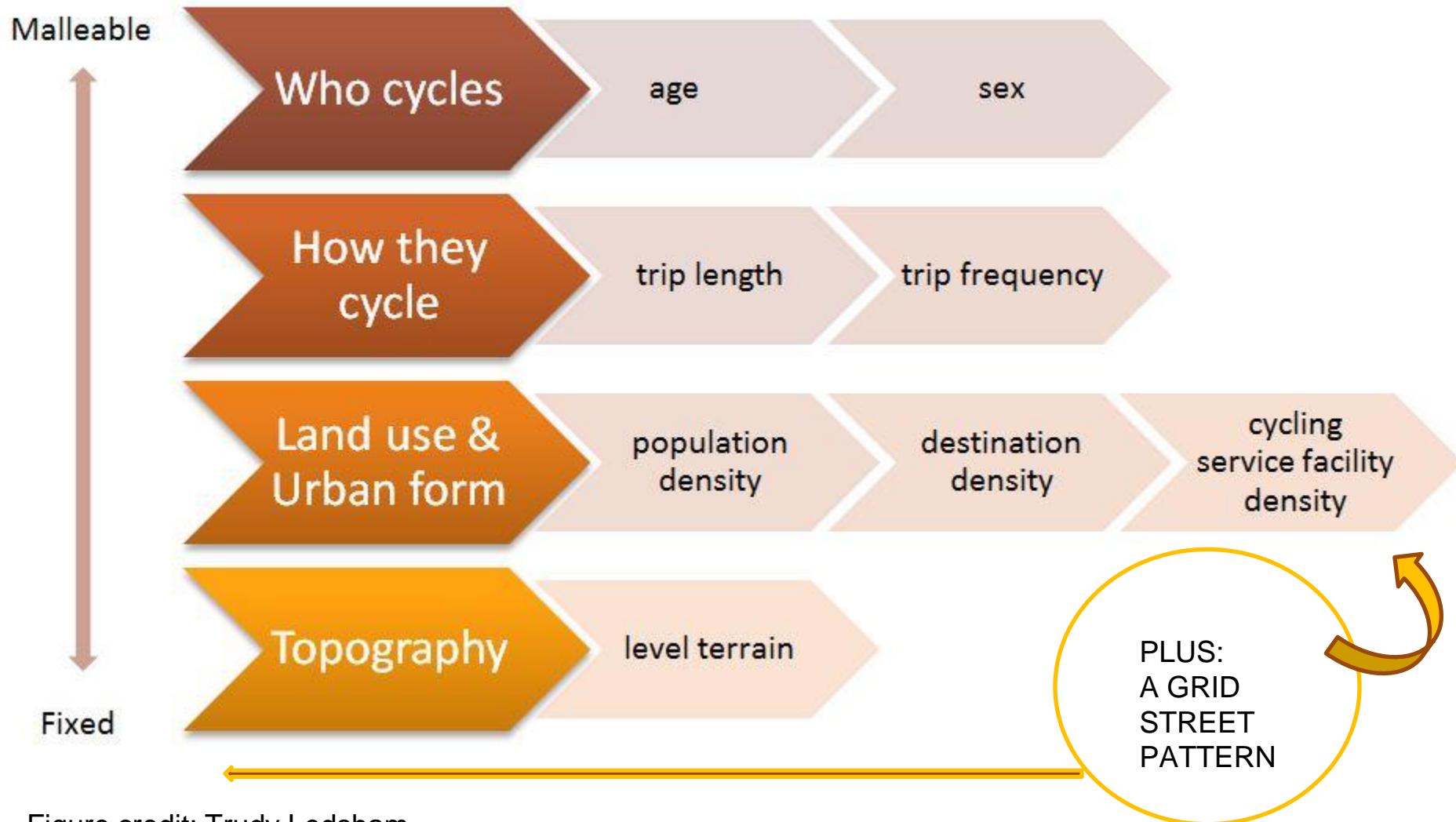
IF PRICE WERE NOT AN ISSUE, ALL AGE GROUPS WOULD PREFER TO LIVE IN A LOCATION-EFFICIENT CITY OR SUBURB, WITH **82%** OF RESPONDENTS OVER 60 AND **84%** UNDER 35 EXHIBITING THAT PREFERENCE.

The background image shows a city street scene. In the foreground, there's a blurred view of a person's legs and feet, suggesting they are walking. In the background, a multi-story building with a brick facade is visible. A sign on the building reads "FOR LEASE" and "205.9222". There are also some other signs and a yellow pole visible on the left side of the image.

What do all these big city studies
have to do with smaller cities and
towns?

Do they have any relevance?

Key Factors Influencing Cycling Participation



The Big Picture: Toronto Residents 2006 to 2011

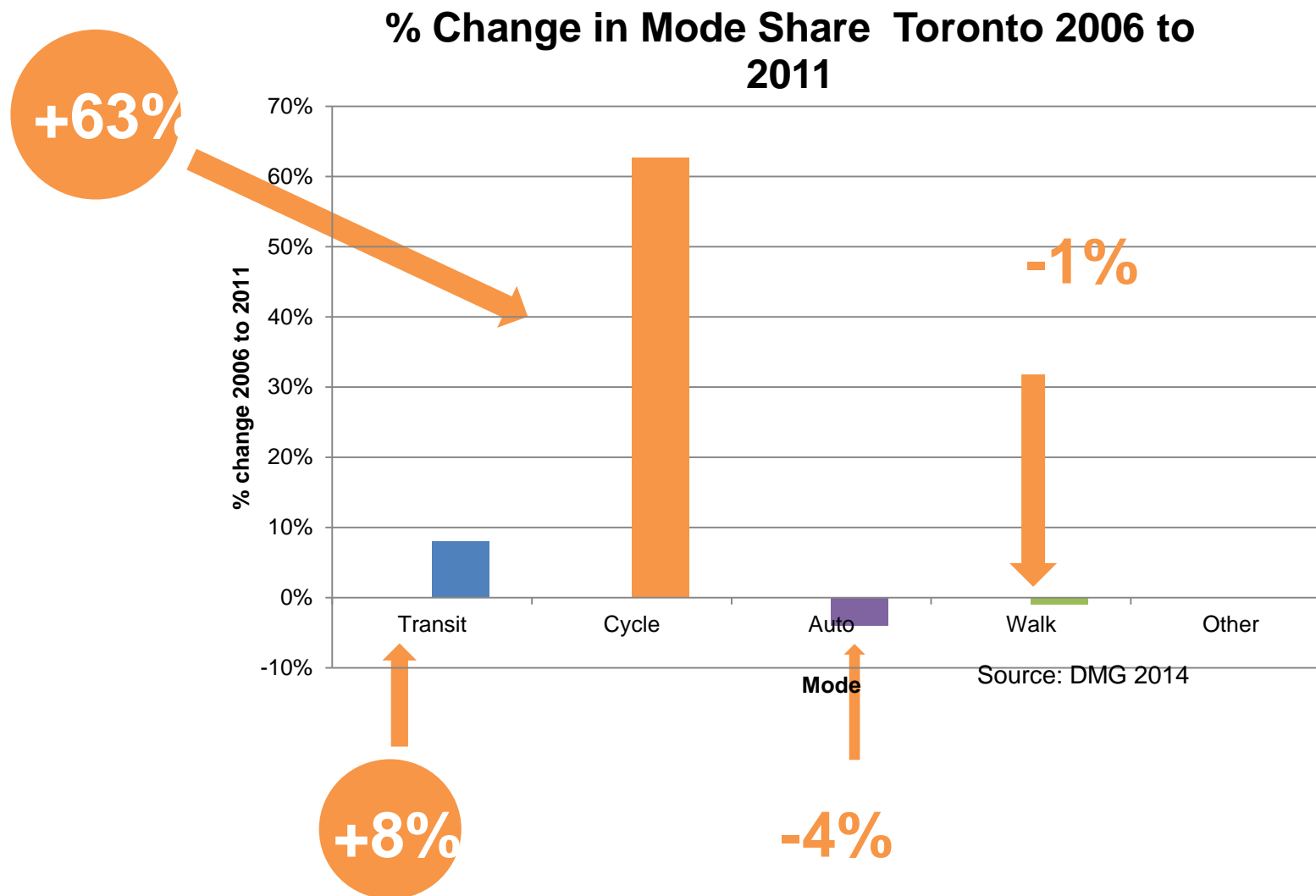
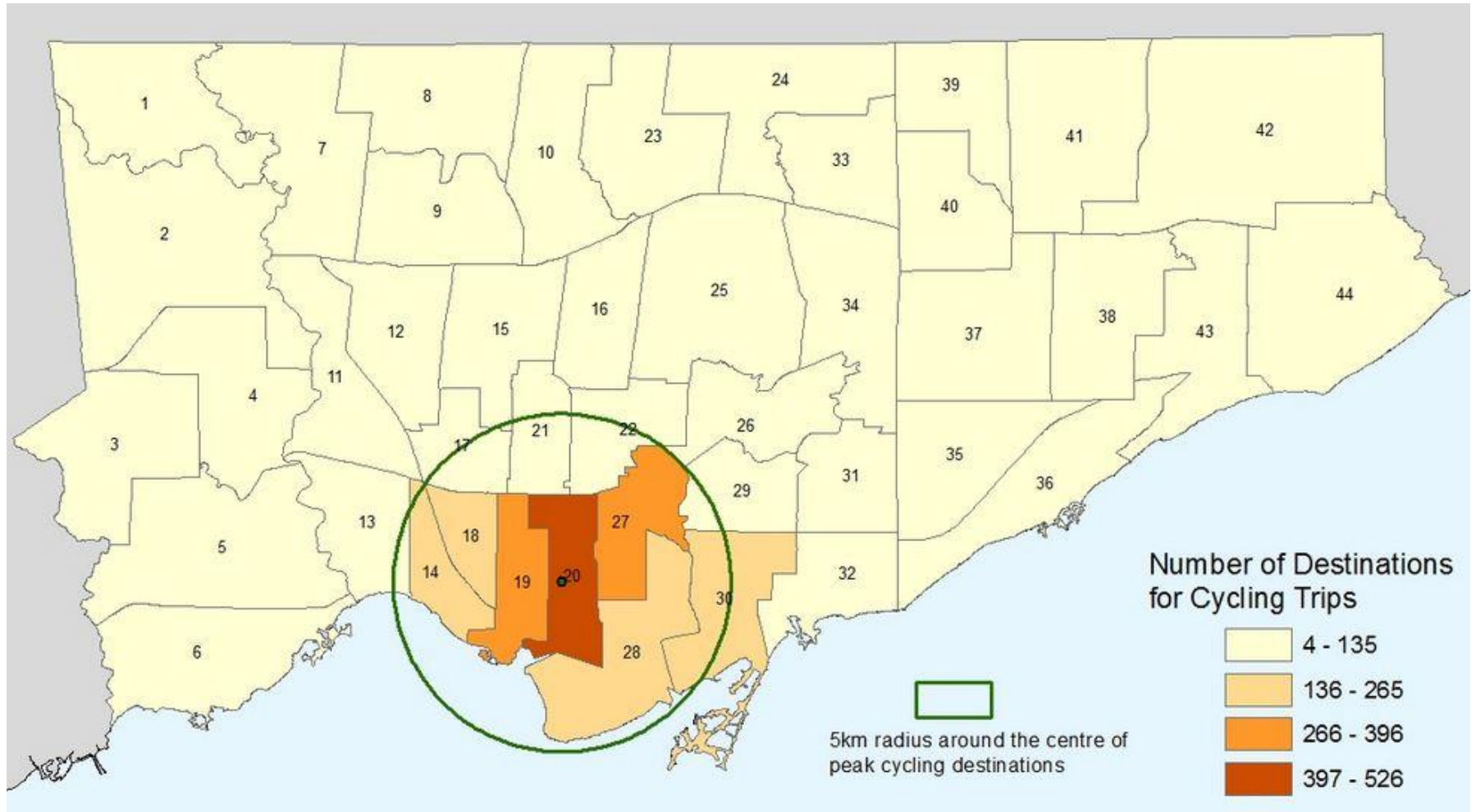
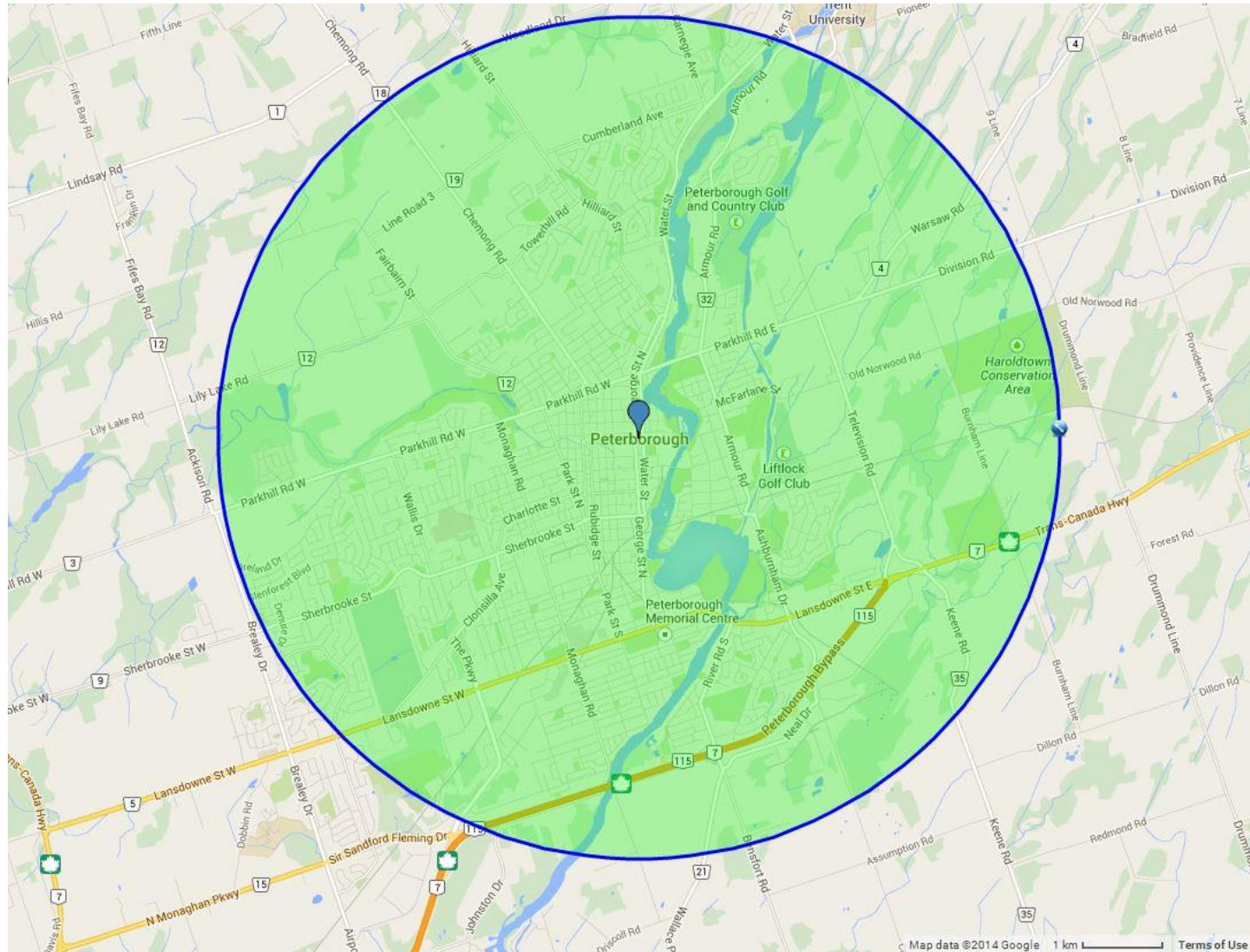


Figure credit: Trudy Ledsham

Destination Focus Toronto

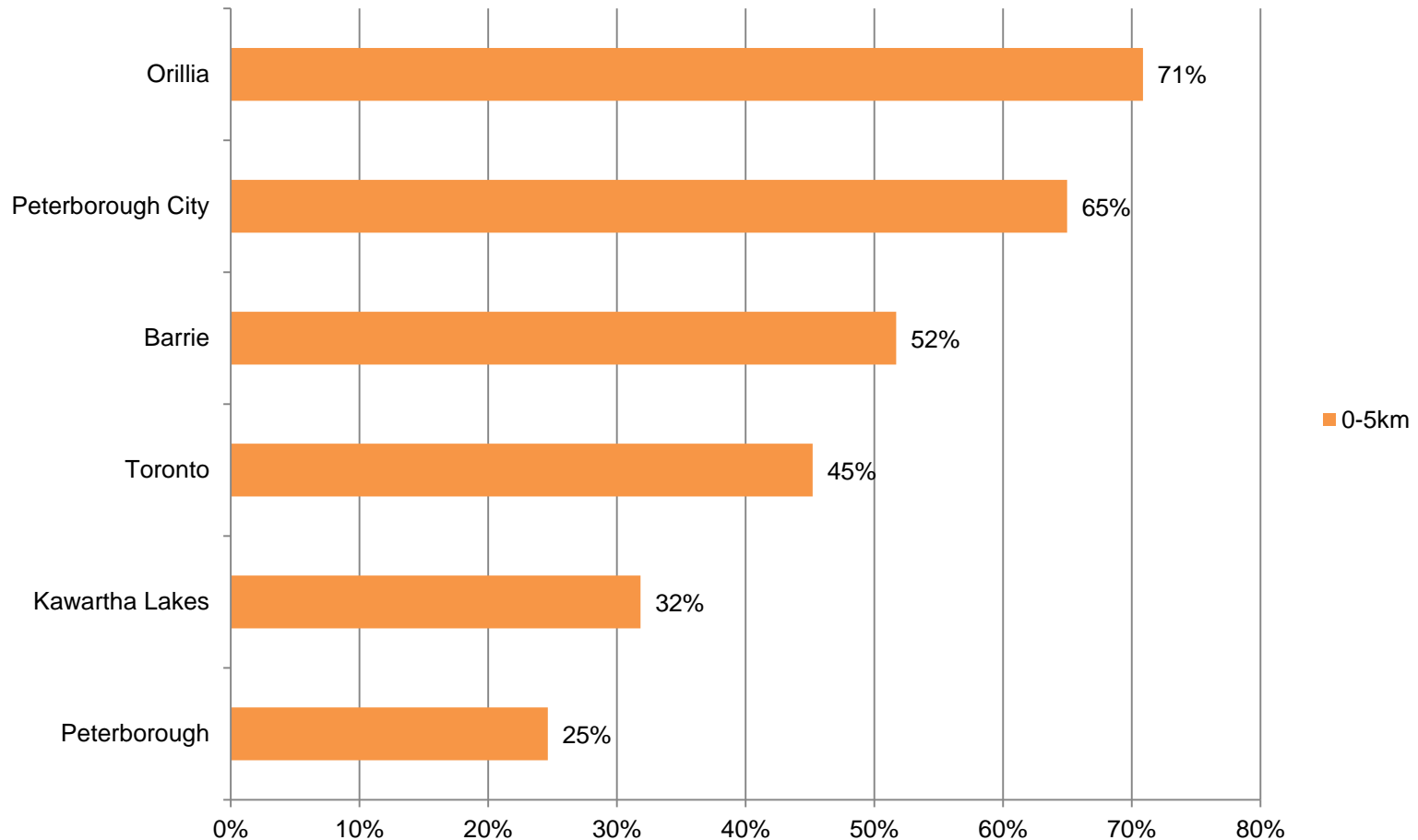


What does 5km look like in Peterborough?



Trip Distance Comparison

% of trips between 0 & 5km in length



Travel Modes in Central Business Districts of Large Cities

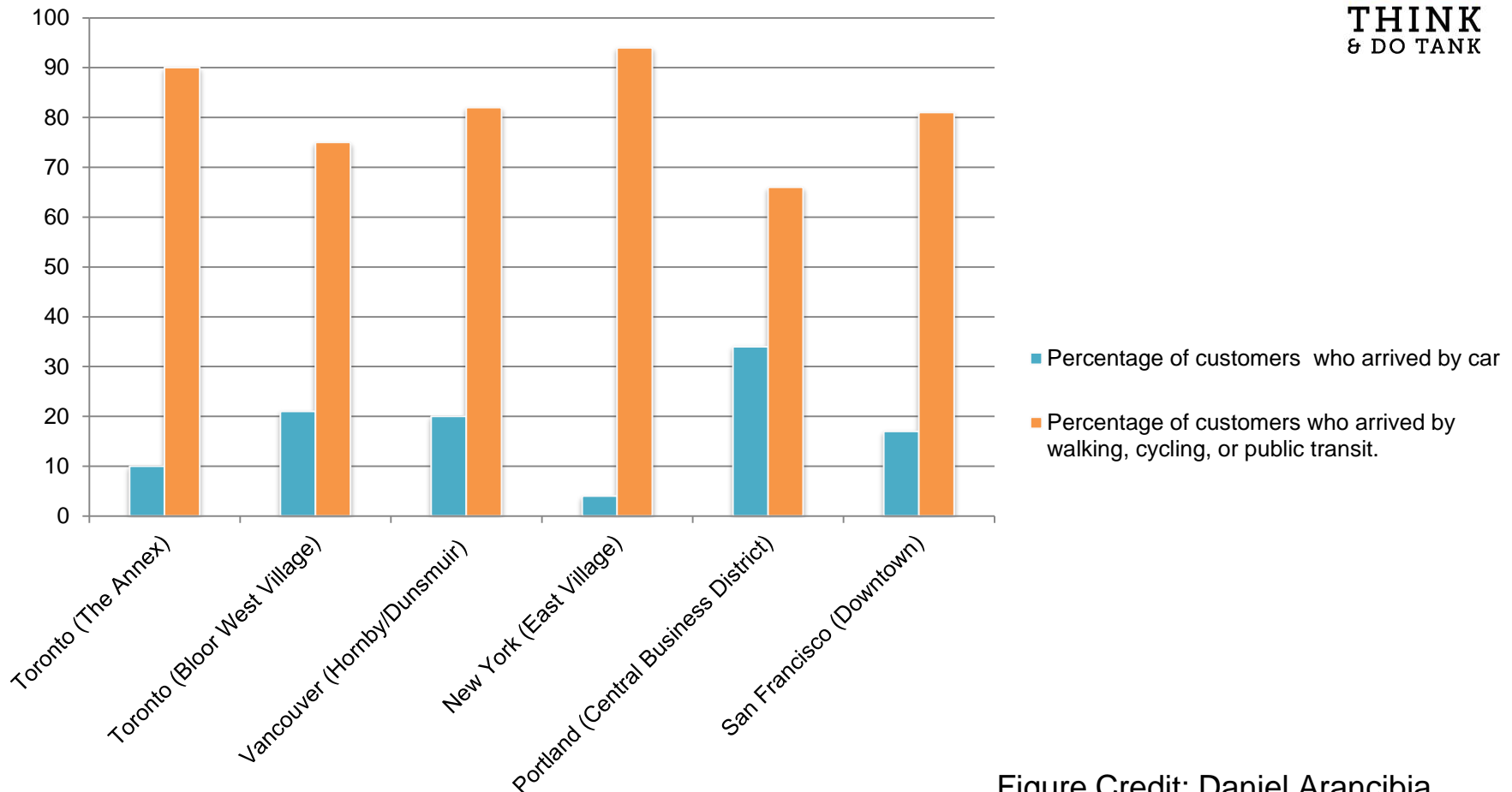
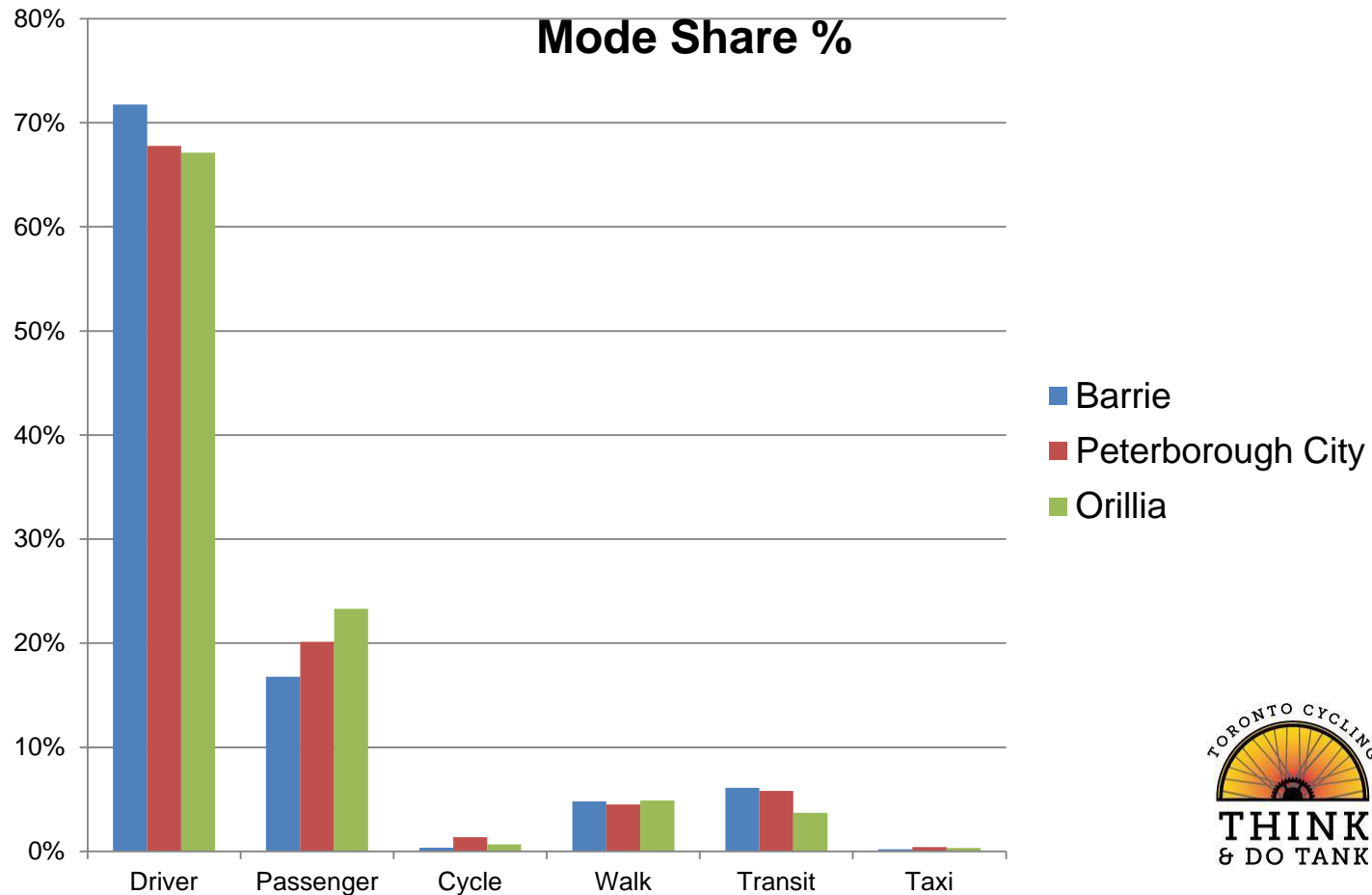


Figure Credit: Daniel Arancibia

Sources:

Smaller centres seem to be more Auto centric



Data Source: DMG 2014, Figure credit: Trudy Ledsham

CREATING CHANGE



Photo credit: Mike Bennington

CREATING CHANGE

It's not all about infrastructure-although infrastructure is important

1. Identify who has an interest.
2. Cycling stores can create another stream of business: the new utilitarian cyclist
3. Create partnerships for promotions and programs
4. Use behaviour change programs to reach those who are already interested in change, but have not yet made the leap. 31% of Canadians are willing to cycle for transportation (Winters et al, 2010)



CREATING CHANGE

It's not all about infrastructure-although infrastructure is important

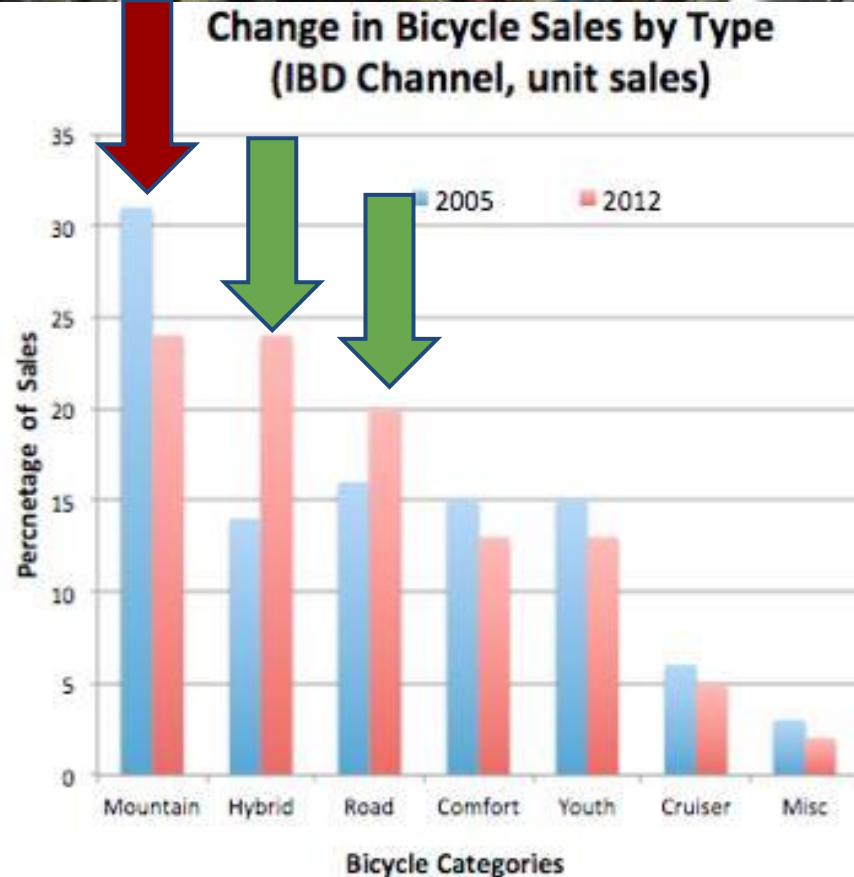
Cycling stores can create another stream of business:
the new utilitarian cyclist



Shift towards Pavement bikes

Bicycles for pavement riding have increased in sales.

Mountain bikes no longer the dominant product category.



Source: U.S. Commerce Department statistics,
Gluskin Townley Group estimates

Experiential Marketing - New/Potential riders





Traditional Marketing - Appeals to Enthusiasts



Participation Frequency



Composition of American Cyclist Population:
Ridership Frequency

Cyclist Category* (days ridden/year)	Population (millions)	% of total cyclists
Infrequent (6-24)	15.41	39.2% 
Occasional (25-109)	18.55	47.2% 
Frequent (110+)	5.35	13.6%
Total 2012	39.3 million	*NSGA stats

The “hardcore” frequent cyclist is the minority type of cyclist.

Experiential Marketing - New/Potential riders



memories
personal
emotional
feel
sense
act think relate
experience
interaction

BUT...




Who has the time and
resources???

Attracting New Cyclists through Partnerships

6th annual

TOUR DE DUFFLET

May 21 - June 30, 2013
Daily except Mondays (rain or shine)
Tuesdays-Saturdays 10a-7p, Sundays 12p-5p



Get a little exercise and something sweet by cycling to all 3 Dufflet cafes in one day. Registered participants will receive a souvenir and refreshments as they get their passports stamped at each location.

A \$5 registration fee (payable on the day of your ride) will be donated to the Cycle Toronto. Visit touredufflet.blogspot.com and follow @touredufflet for updates and photos.

Local Independent Businesses

Be a community catalyst and co-produce events to mix customer bases.

- Share resources
- Cross pollinate
- Create experiences



Organizational Partnerships





Conclusions

1. We know cyclists are great customers in large urban areas
2. We know smaller centres frequently have the urban form and trip distances necessary to support cycling-they are compact urban areas
3. BIA's in smaller towns may be important partners for cycling advocates-feet on the street mean business
4. Cycle stores in smaller urban areas have great potential to catalyze behaviour change through outreach, programs for new commuter cyclists, and partnerships with other businesses and organizations
5. We need research directed specifically to smaller urban areas that seeks to understand the specific barriers experienced by potential cyclists in those areas.

THANK YOU !

Questions, Ideas, Suggestions?

Contact us:

Trudy Ledsham

Toronto Cycling Think & Do Tank

trudy.ledsham@utoronto.ca

&

George Liu

Toronto Cycling Think & Do Tank

georgeintraffic@gmail.com



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