

PBIC Webinar

The Bottom Line: How bicycle and pedestrian projects offer economic benefits to communities



Darren Flusche, *League of American Bicyclists*
Ginny Sullivan, *Adventure Cycling Association*
Mark Wyatt, *Iowa Bicycle Coalition*
Miller Nuttle, *Transportation Alternatives*

May, 7, 2013, 2 pm



Pedestrian and Bicycle
Information Center



THE UNIVERSITY OF NORTH CAROLINA
HIGHWAY SAFETY
RESEARCH CENTER

Today's Presentation

- ⇒ **Introduction and housekeeping**
- ⇒ **Audio issues?**
Dial into the phone line instead of using “mic & speakers”
- ⇒ **PBIC Trainings and Webinars**
www.walkinginfo.org
- ⇒ **Registration and Archives at**
walkinginfo.org/webinars
- ⇒ **PBIC News and updates on Facebook**
www.facebook.com/pedbike
- ⇒ **Questions at the end**





BICYCLING MEANS BUSINESS

May 7, 2013

ADVOCACY ADVANCE | BICYCLE FRIENDLY AMERICA | NATIONAL BIKE SUMMIT
NATIONAL BIKE MONTH | NATIONAL BIKE CHALLENGE | SMART CYCLING | WOMEN BIKE



PANEL

- Darren Flusche, Policy Director, League of American Bicyclists
- Ginny Sullivan, Director of Travel Initiatives, Adventure Cycling Association
- Mark Wyatt, Executive Director, Iowa Bicycle Coalition
- Miller Nuttle, Miller Nuttle, Manager of Campaigns and Organizing, Transportation Alternatives



WHY A SLIDE SHOW?

“We are trying to interest our local business groups in becoming bike-friendly... Would you know of any off-the-shelf talking points or PPT to take to meetings?”

- *New Jersey Bicycling Advocate*



CUSTOMIZE IT

There are many economic benefits

- Grouped into topics
- Use the topics and slides most appropriate for your audience
- Add your local stories



Photo: Julia Livi



BICYCLING MEANS BUSINESS

March 5, 2013

ADVOCACY ADVANCE | BICYCLE FRIENDLY AMERICA | NATIONAL BIKE SUMMIT
NATIONAL BIKE MONTH | NATIONAL BIKE CHALLENGE | SMART CYCLING | WOMEN BIKE



BICYCLING BENEFITS YOU

- Whether you are a
 - Governor
 - Mayor
 - Transportation department official
 - Business owner
 - Realtor
 - Professional
 - Family



BICYCLING BENEFITS BUSINESSES



BIKES LANES & ARTS TRANSFORM NEIGHBORHOODS

Broad Street, Memphis, TN

- \$12 million investment
- 16 bike lanes
- 29 art studios and...



Lance Murphey

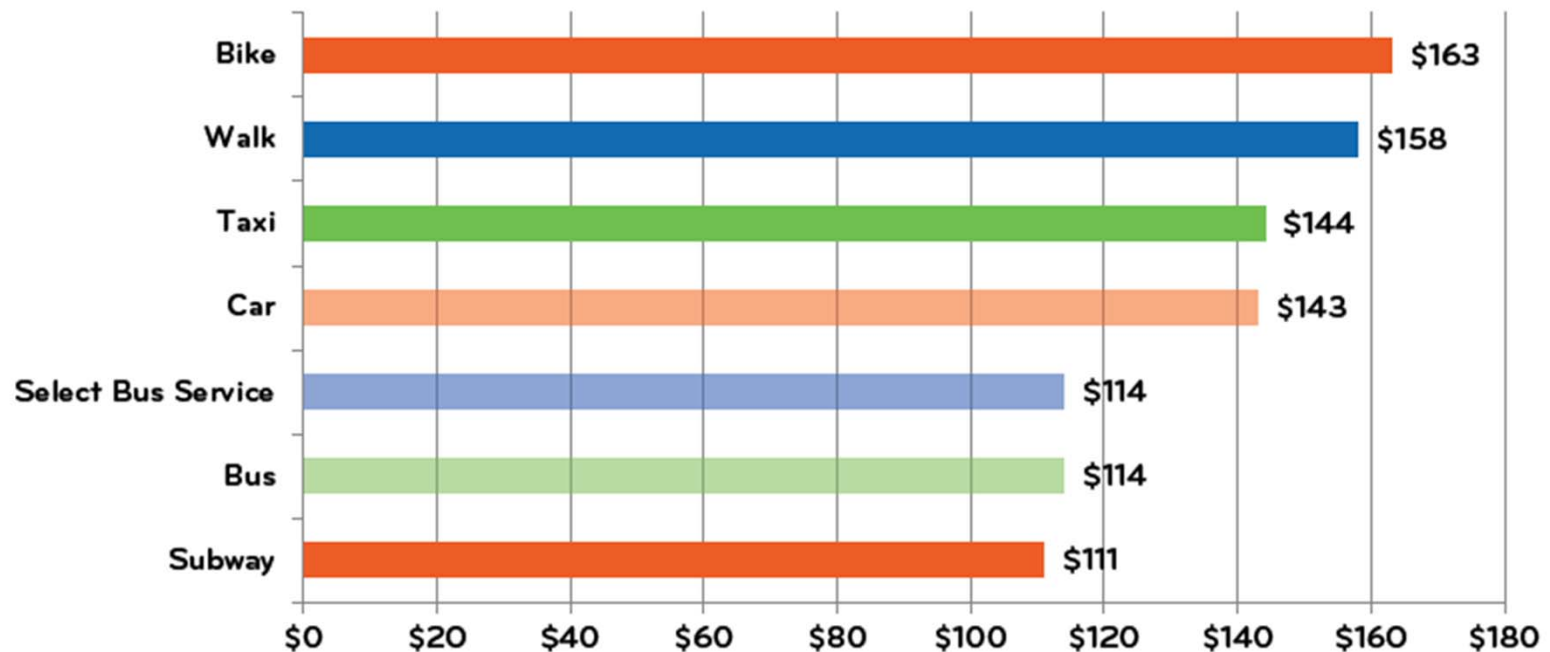
T Clifton Gallery District & arts district took
broad from disinvested...
to thriving.



PEOPLE ON BIKE AND FOOT SPEND MORE PER WEEK

East Village, NYC

Average Per Capita Spending by Transportation Mode

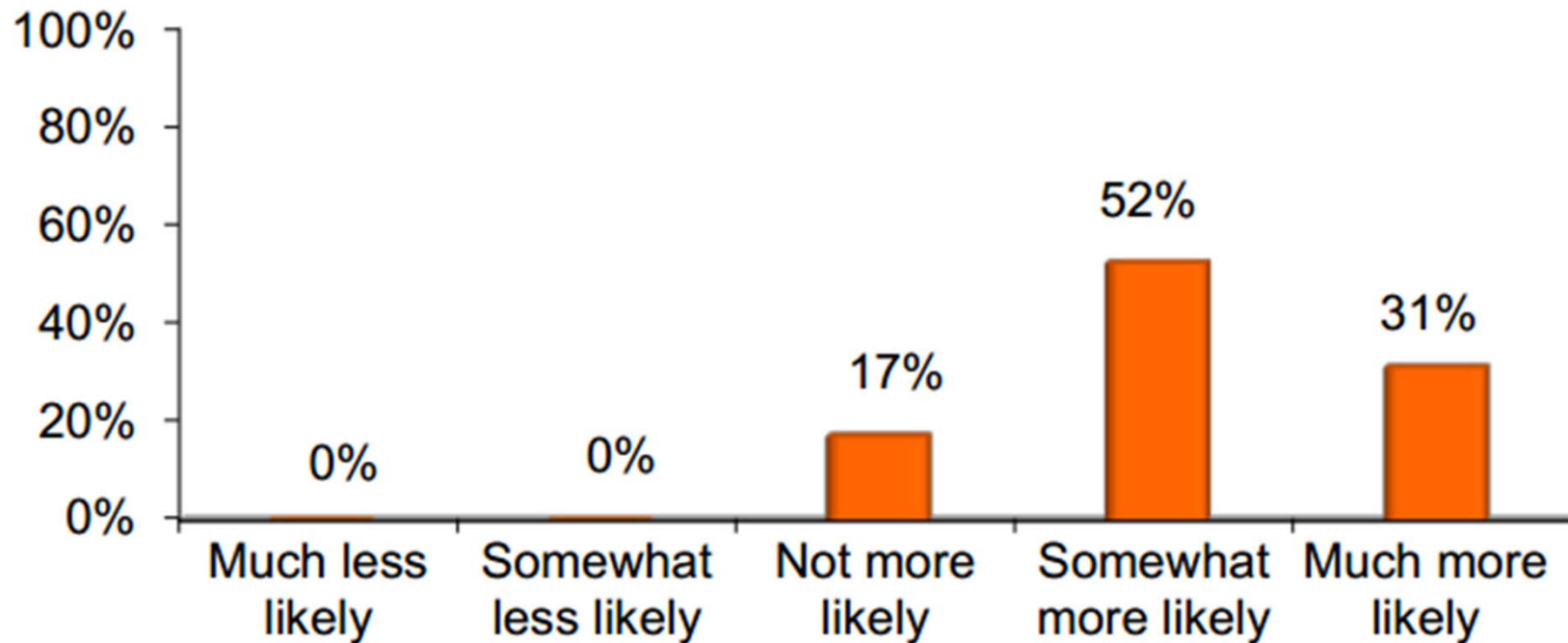




BUSINESSES WANT BIKESHARE

Likelihood to Patronize Establishment if Accessible by Capital Bikeshare

(n = 5,308)





LANES LEAD TO SALES...

Manhattan

Protected bicycle lanes led to a 49% increase in retail sales at local businesses





...& IMPROVE BUSINESS

**Valencia Street,
San Francisco, CA**

2/3 of merchants
say bike lanes had an
**overall positive
effect** on business



Photo: Andy Clarke



“BUT WE NEED
PARKING...RIGHT?”



ASK THE MERCHANTS

Bloor Street, ON, CA

75% of merchants
said business would
improve or stay the same
if **HALF** the on-street
parking was removed



Clean Air Partnership, "Bike Lanes, On-Street Parking and Business: A study of Bloor Street in Toronto's Annex Neighborhood," February 2009



BIKE CORALS FIT MORE VEHICLES

Chicago, IL



12 times more
bikes than cars at
Wicker Park corral

Portland, OR,
converted 107 car
spots to 1,140 bike
parking spaces



BIKE PARKING COSTS LESS



\$150-300
cost of bike rack
for two bikes

<http://www.bicyclinginfo.org/engineering/parking.cfm>



\$15,000
average cost
of one structured
parking space

<http://www.carlwalkerconstruction.com/faq.php#ncp5>



“FINE, BUT WE’RE
NOT LIKE *THOSE*
PLACES”



BICYCLE FRIENDLY BUSINESSES



<http://www.bikeleague.org/programs/bicyclefriendlyamerica/bicyclefriendlybusiness/>



BEYOND THE EXPECTED

Indianapolis, IN



Photo: Mark Lee

“We’ve added bike lanes and expanded our greenways to better connect residents to **jobs**, neighborhoods and great amenities to **attract a new generation of talent.**”

— Mayor Greg Ballard



BICYCLING & THE STATEWIDE ECONOMY

THE ECONOMIC BENEFITS OF BICYCLING

By Darren Flusche

All eyes were on the economy in 2009 when we released our report, *The Economic Benefits of Bicycle Infrastructure Investments*. In the three years since, the struggling economy has continued to dominate national and local agendas. During that same period, we have seen a steady stream of research confirming the positive impact bicycling has on business districts, jobs, and household savings. As you can see in the map, the benefits touch every corner of the country, boosting the economic vitality of states and communities. To capture this growing body of evidence, we've updated the report with a wealth of new data and information: visit www.bikeleague.org/reports.

NEIGHBORHOOD/DISTRICT
SAN FRANCISCO, CA
[Valencia Street]

2/3 of merchants say new bike lanes have improved business and supported more traffic calming measures on the street (2004).

STATE
COLORADO

Bicycle manufacturing, retail, tourism and bike races contributed **\$1 billion** to the economy in 2000.

STATE
MINNESOTA

In 2009, people on bikes spent **\$261 million** on bicycling goods and services, supporting more than 5,000 jobs and generating \$35 million in taxes.

REGIONAL/CITY
BOULDER, CO

In 2011, Boulder's bicycle industry exceeded \$52 million in economic activity, supporting 330 jobs.

BIKE TRAIL
MONON TRAIL
[Indianapolis, IN]

11% A home's value increases 11% just for being a half mile closer to the trail.

NEIGHBORHOOD/DISTRICT
MEMPHIS, TN
[Broad Avenue]

Since the Arts District and bike lanes programs started in 2012, 16 new businesses have opened and 29 properties have been renovated.

STATE
IOWA

Commuter and recreational bicycling generates more than \$400 million in economic activity and health savings of \$87 million each year (2011).

STATE
WISCONSIN

Bike recreation and tourism contribute \$924 million annually to the economy. Annual health benefits total \$409 million (2010).

STATE
VERMONT

\$400 million
In 2009, biking and walking generated 1,400 jobs, \$41 million in wages, and \$83 million in revenue. Including health and property value benefits brought the total to \$400 million in economic impact.

NEIGHBORHOOD/DISTRICT
TORONTO, ONTARIO
[Bloor Street]

People who bike spend more money per month than those who drive (2009).

BIKE TRAIL
SCHUYLKILL RIVER TRAIL
[Follows the Schuylkill River from Pottsville to Philadelphia, PA]

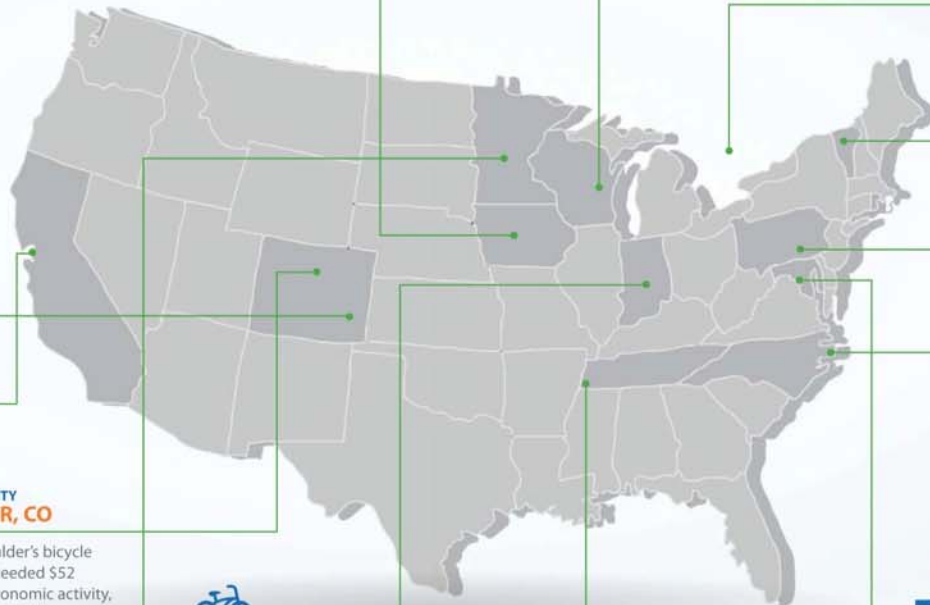
78% of trail users purchase hard goods, like bikes, accessories, and clothing to use on the trail, averaging \$406 per trail user.

REGIONAL/CITY
NORTH CAROLINA'S OUTER BANKS

Bicycle tourism generates \$60 million in economic activity per year. The region sees an annual nine-to-one return on its one-time \$6.7 million investment in bicycle infrastructure.

REGIONAL/CITY
WASHINGTON, D.C.

83% of bikeshare users are more likely to patronize a business if it is located near a Capital Bikeshare station.





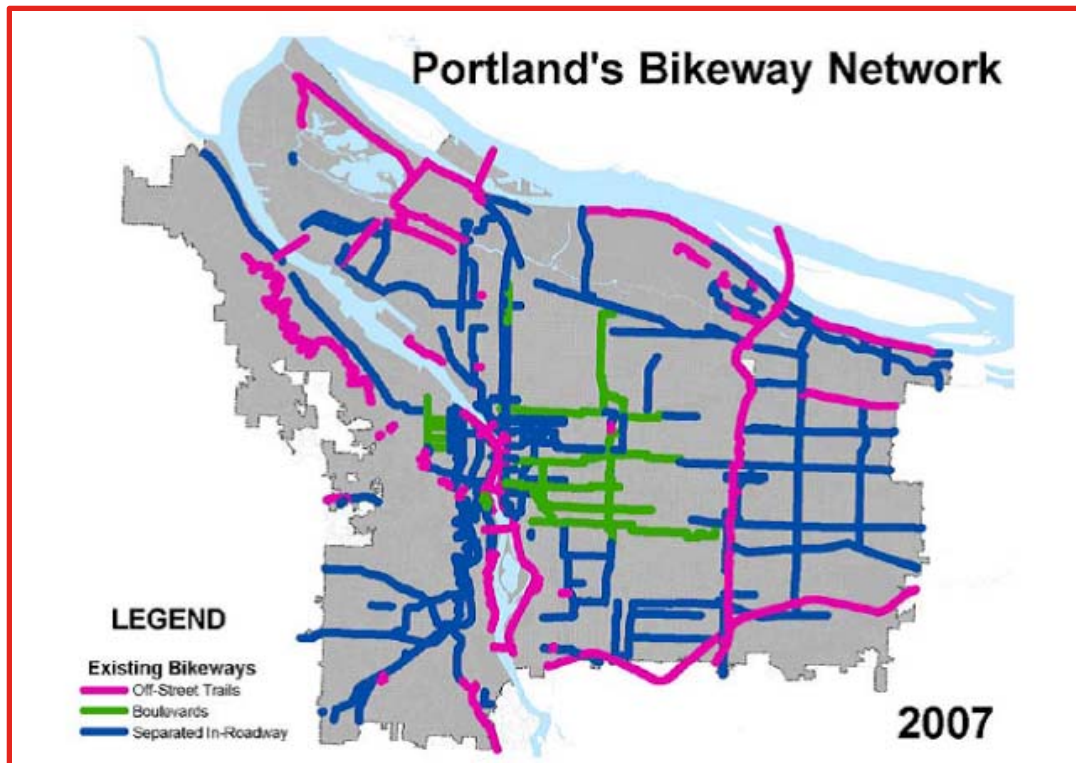
COST EFFECTIVE TRANSPORTATION



ENTIRE NETWORK FOR THE COST OF 1 MILE OF URBAN FREEWAY

Portland, OR

~\$60 million





WHAT WILL \$30 MILLION BUY?

Yale Avenue, Tulsa, OK

**One mile
of Street
Widening**



Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



Source: Tulsa Bicycle/Pedestrian Advisory Committee

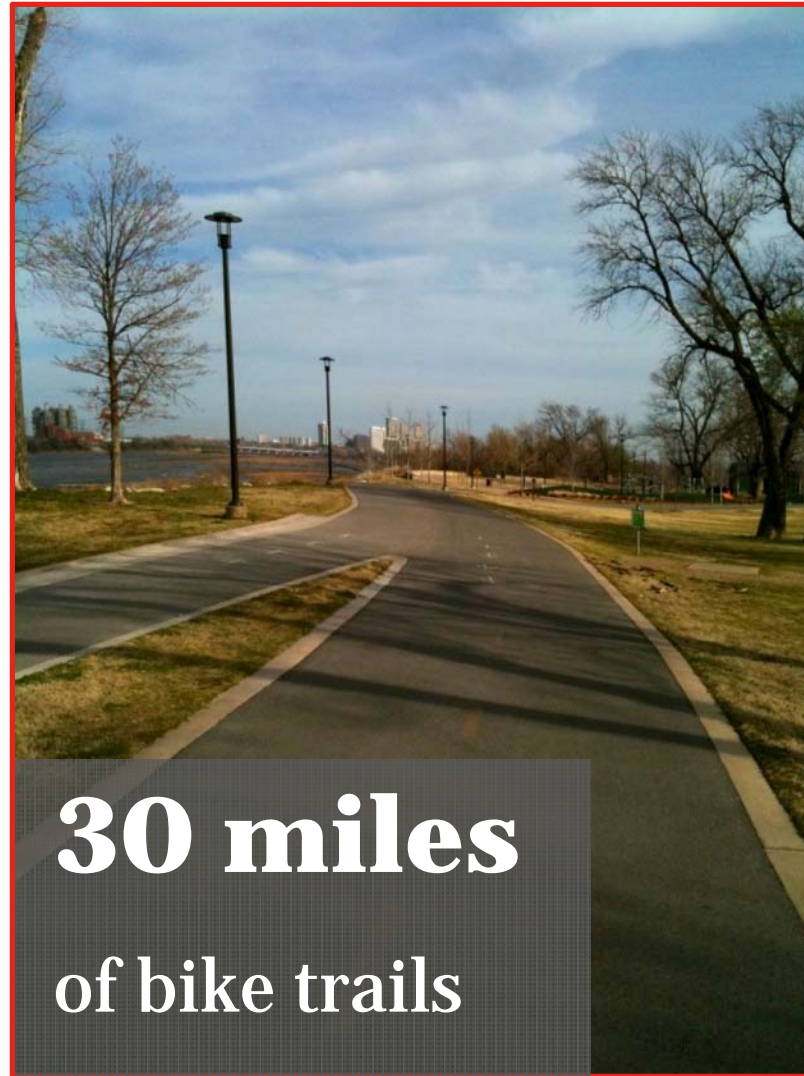


WHAT WILL \$30 MILLION BUY?





WHAT WILL \$30 MILLION BUY?



30 miles
of bike trails

Source: Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



Tulsa Bicycle/Pedestrian Advisory Committee



WHAT WILL \$30 MILLION BUY?



Source: Tulsa Bicycle/Pedestrian Advisory Committee



JOB.



BIGGER BANG FOR THE BUCK

For every dollar spent, bike projects create 1.5x the jobs of road projects

Less \$ for materials
=
more for salaries



Source: Garrett-Peltier, Heidi, Pedestrian and Bicycle Infrastructure: A National Study of Employment Impacts, Political Economy Research Institute University of Massachusetts, Amherst, June 2011



PLACES
PEOPLE
LOVE



SMART COMPANIES USE BIKES TO MAKE SALES...



...SO DO SMART COMMUNITIES



BICYCLING SELLS REAL ESTATE





WALKING DOES, TOO

Walk Home
in the time it takes to
finish your caramel macchiato

Five steps from everywhere you want to be.
Discover the **NEW HOMES** at The Neighborhoods of EYA.

EYA.com

EYA Equal Housing Opportunity

NOW SELLING

- WASHINGTON, DC**
Chancellor's Row
Townhomes from the \$500s
- OLD TOWN ALEXANDRIA**
Old Town Commons
Townhomes from the \$300s
Condos from the \$200s
- OLD TOWN ALEXANDRIA**
The Onyx
Condos from \$225,000
- BASKIN**
Townhomes at Mosaic District
Townhomes from the \$300s
- DETRIT**
Little Falls Place
Townhomes from \$1.4 Million
- WATTSVILLE**
Arts District Hyattsville
Townhomes from the \$300s

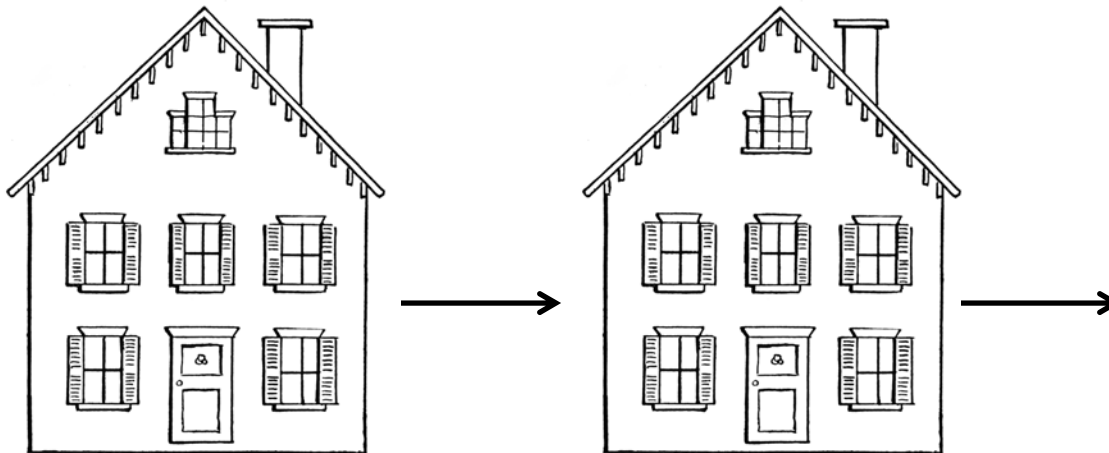
Photo: Darren Flusche



PROXIMITY TO TRAILS RAISES HOME VALUES

Monon Trail, Indianapolis

Otherwise identical houses



Worth **11% more**
for every half mile
closer to trail





TOURISM



BICYCLE TOURING





BICYCLE TOURS AND EVENTS



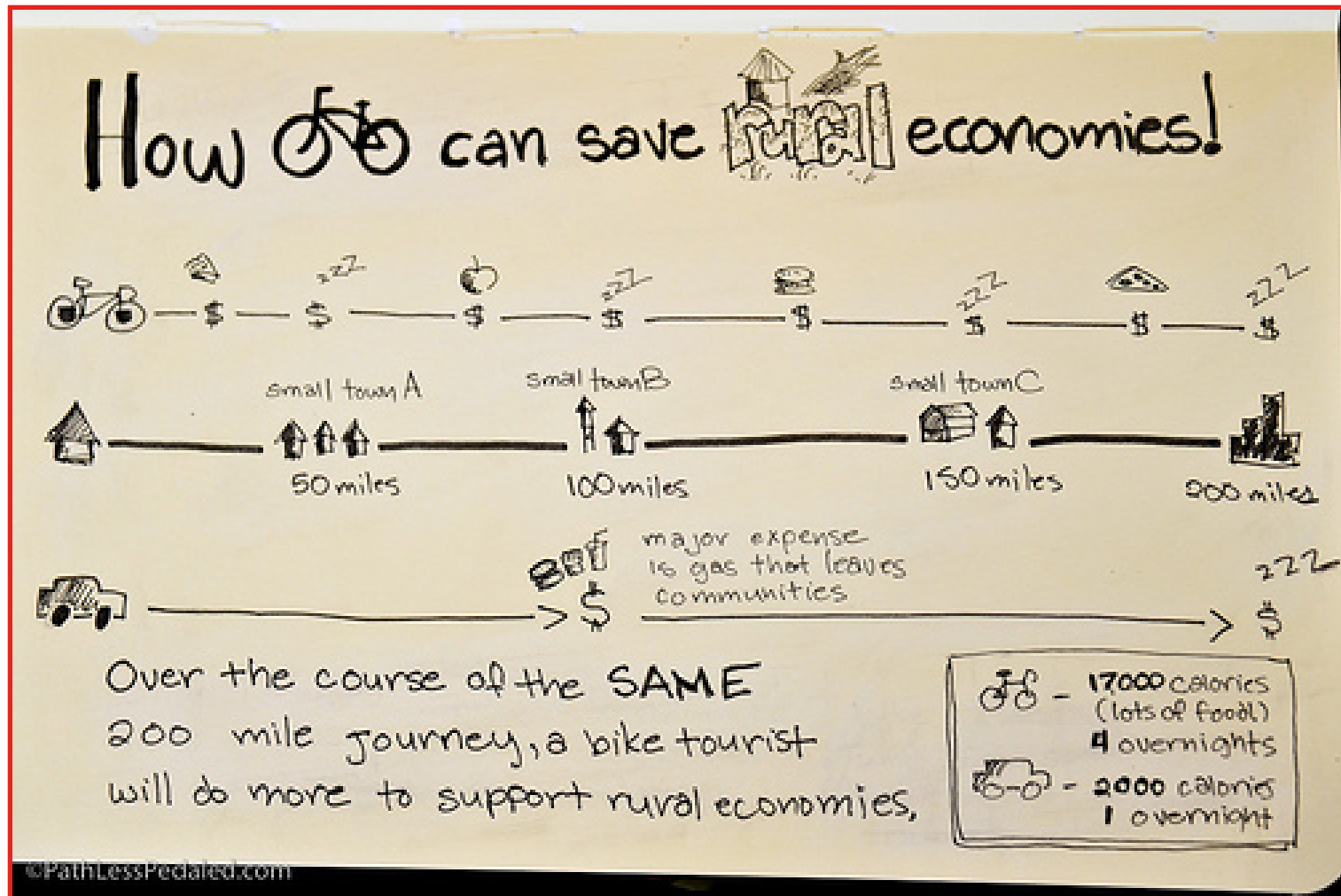
Economic Impact

Total:

Event-related purchases	\$14,582,547.36
Bicycle shipping expenses	\$ 510,064.10
Travel to/from event	\$ 9,321,762.22
Personal spending at event	\$ 6,110,698.67
Support spending at event	<u>\$ 2,070,526.35</u>
Grand Total	\$32,595,598.70



HOW BIKES CAN SAVE RURAL ECONOMIES



Source: PathLessPedaled.com



HEALTH SAVINGS
SAVE THE BOTTOM
LINE



EMPLOYERS SAVE ON HEALTHCARE

2007 – 2011

Quality Bicycle Parts
Bloomington, MN

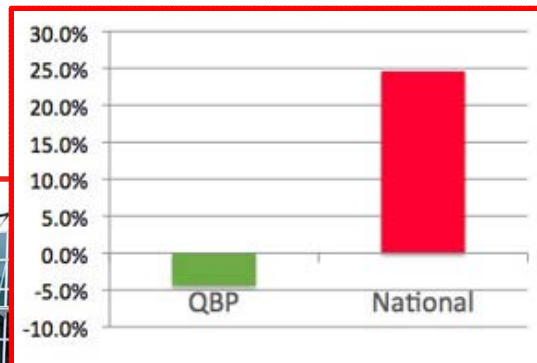
QBP launched
“Bike to Work”
incentive

Average health care
costs increased
24.6%

QBP’s health care
costs decreased
4.4%

Saving

\$200,000





Thank you.

For more information, contact
League Policy Director
Darren Flusche at
darren@bikeleague.org

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WASHINGTON, DC 20006

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WWW.BIKELEAGUE.ORG



*Building Bicycle Tourism
& the U.S. Bicycle Route System*

*Adventure Cycling Association
Ginny Sullivan, Director of Travel Initiatives*

Adventure Cycling Association inspires and empowers people to travel by bicycle.



Kyle Sparks

What is bicycle tourism?





Tourism Trends

- *Chadwick, Martin & Bailey travel trends:*

Active vacations

Sustainable travel

Experiential travel

- *New York Times Travel Magazine (March 2010):*

50% of American travelers want a culturally authentic experience

Who are Bicycle Travelers?



DIY – Self
Contained

Ride Centered





Event Centered

Urban Visitors





Shoe String: \$25/day

Economy: \$25-75/day

Comfort: \$75+/day

Bike Travel Demographics

- ***Highly Educated***
- ***Higher Discretionary Income***
- ***Bike travelers spend more than average tourist***
- ***Typically stay longer in an area***
- ***Overnights to Multi-Day/Week/Month***
- ***Less direct impact on local environment***
- ***Green travel potential and linkage with trains/buses***
- ***Sweet spot for 50-64 yr olds, which as of 2010 accounts for 43 percent of increase in consumer spending***





“America’s Bicycle Travel Experts”

AKA Bikecentennial – started in 1973

Largest cycling membership group in North America: 45,250 globally

Adventure Cyclist – largest distribution bicycle magazine available

32+ staff and many volunteers

Outside Magazine 2008 & 2012 Best Place to Work

Gear sales specific to the bike traveler

Cycling tours and the best bike route maps in North America – 40,000+ miles



New Routing
Northern Tier
Sections 3 & 4
Lewis & Clark
Sections 3 & 4
Available May 2012



In creating the ever-growing Adventure Cycling Route Network, we've researched and developed 40,699 miles of prime cycling routes in the U.S. to date. These routes follow some of the most quiet, scenic roads and bike trails in North America.

- Adventure Cycling Bicycle Route
- Bicycle Routes using the same road
- Adventure Cycling Mountain Bike Route
- Ferry

For more information on the routes and to find out how to purchase our maps, please visit www.adventurecycling.org.

Last Updated - Feb 2012

41,420 miles of routes

Travel Initiatives



- *Make bicycle travel more convenient
- *Integrate bicycles into existing transportation
- *Bolster bicycle tourism



M Wyatt



UNITED STATES
BICYCLE ROUTE SYSTEM

CONNECTING PEOPLE COMMUNITIES *and* THE NATION



Membership: 2012 = 5.5% growth rate
*--20% growth rate in membership over
the last decade*

Advertising/Corporate Support
increased 10% in 2012

Tours – 33% increase in 2012

Donations – 23% increase in 2012

Map Sales: In 2012 - 33,500 maps
sold, gear sales topped \$900,000, an
increase of 7%.

*In the last decade, Adventure Cycling's
map sales have grown 66%, and total
sales revenue has grown 90%.*



Bike Tourism

Bike Tourism Promotions





Cycling
"AMERICA'S MOTHER ROAD"



Get the Bike
Travel Fix on
Route 66



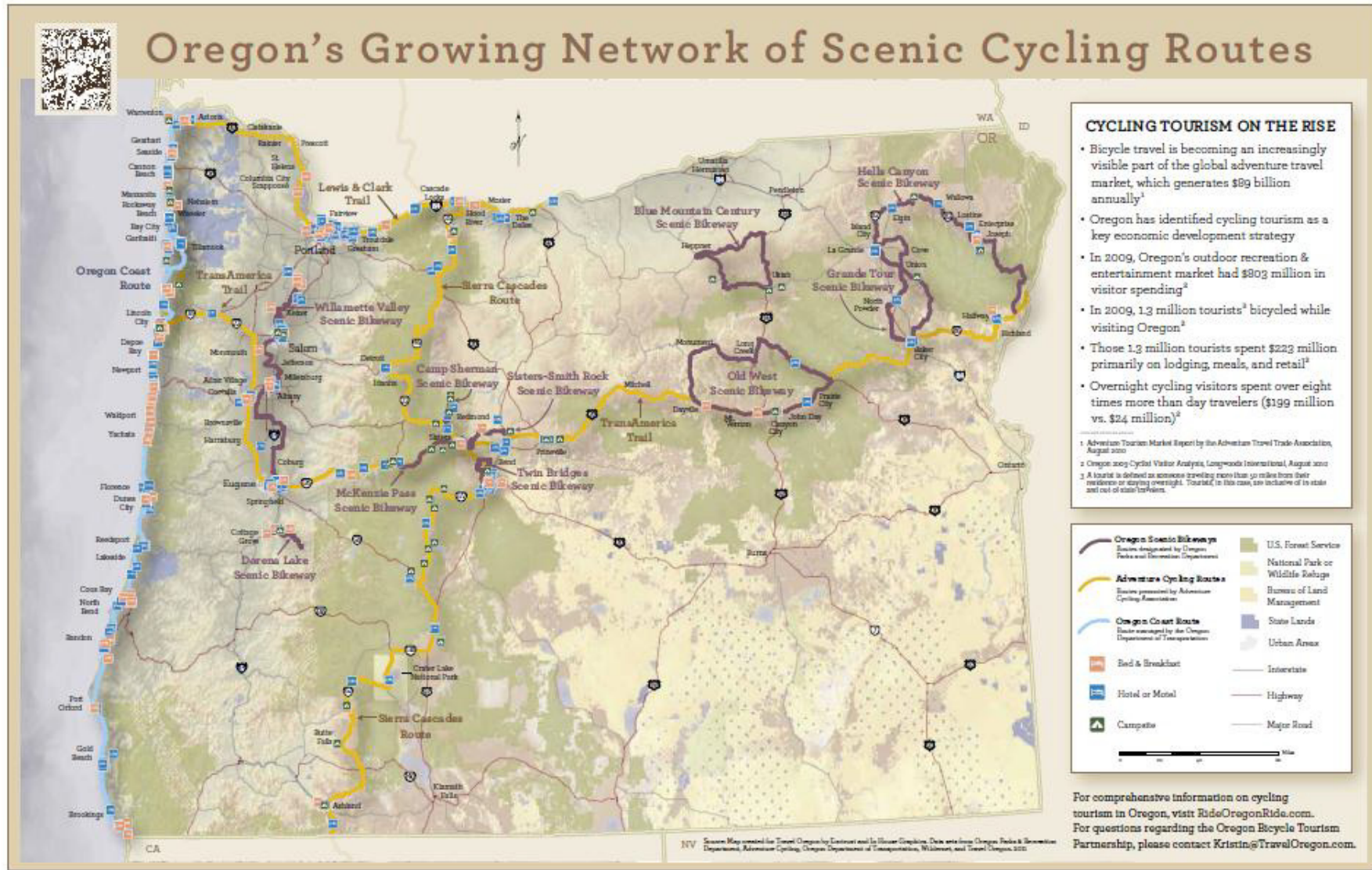


UNITED STATES BICYCLE ROUTE SYSTEM

CONNECTING PEOPLE COMMUNITIES *and* THE NATION

Ride Oregon Ride

video: <http://www.youtube.com/watch?v=-a-r68dy4ls>



“Oregon has identified road cycling and mountain biking as a key strategy for economic growth through tourism.”

**Holly Macfee, Vice President
Global Brand Strategy
Travel Oregon**









St. Francois Co. Jail
Erected 1870
At a cost of \$11,000.00
Retired from service September 1996

AL'S TransAmerica
PLACE Trail Inn



*Lanesboro, MN (just 800 people)
\$25 million*

Europe!

44 billion Euros
for bike tourism
= \$57 billion





Financials

- ***WI -- \$534 million from out-of-staters for cycling (out of \$1.5 billion total for cycling)***
- ***Quebec – est. \$160 million annually along La Route Verte – for hospitality alone***
- ***MN -- \$427 million for recreational road and mountain biking – sizable chunk for tourism***
- ***Great Allegheny Passage – \$40.6 million gross revenue in 2008. Tracked \$98/day spending by overnight cyclists.***
- ***CO – nearly \$200 million for summer biking in ski country***
- ***NC – Nine-fold return on Investment: \$6.7 million in infrastructure = \$60 million in economic impact***



Oregon –\$325.8 million/year

-- out of the 17.4 million visitors, 1.5 million planned to ride before they came & **4.5 million rode a bike while there.**



70% = word of mouth
or happenstance

3% learned through a
Park/Trail Website

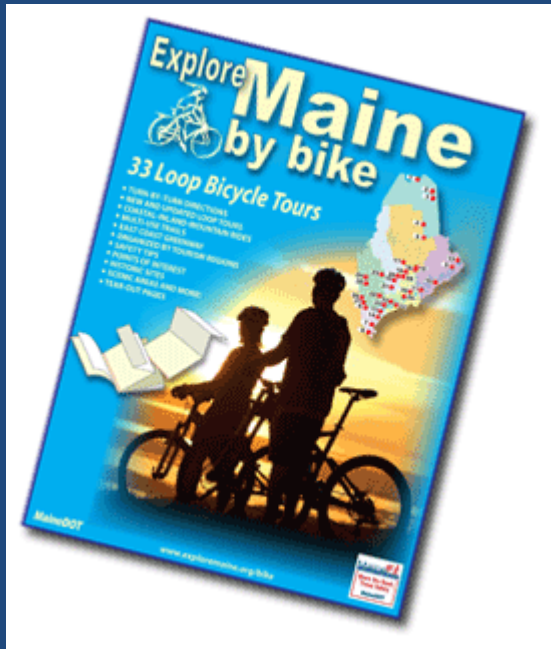
.3% learned via
tourism website.

- **6 Trails in Illinois**
- **Triple Bottom Line** (Economics, Health, Environment)
- **35%** spend money in restaurants/bars
- **Majority** bought accessories for trail use (shoes, bikes, clothing, camping gear, etc.)



M Wyatt

Bicycle Tour Network –11 largest multi-day rides created more than **\$32 million** in economic impact in 2011.



Maine – MDOT bike page (hosts bike touring route book)

- 30,000 visitors annually
- 22,000 unique
- 67 hits per day



Powering Ahead— The Triple Bottom Line of Bicycle Tourism

- *Money*

- *Visibility*

- *Facilities*



Money

Visibility



VIRTUOUS CYCLE

***Combine with
local-serving
transportation***

***Facilities &
Networks***



VIRTUOUS CYCLE

**For traveling and
everyday cyclists**



Remember that European Parliament study = \$57 billion?

“Cycle tourism has a role to play in more sustainable future for domestic and international tourism, and

that cycle tourists bring major benefits to localities which currently do not enjoy mainstream tourism development.”

Yet the barriers continue to be

- **Poor integration with public transport**
- **Lack of consistent infrastructure**



Path Less Pedaled

<http://pathlesspedaled.com/>



Path Less Pedaled



Six Steps to the Triple Bottom Line

- 1. Build and Brand Bike Facilities – Create destinations*
- 2. Build and Brand Local, Regional and State Networks*
- 3. Connect with the U.S. Bicycle Route System*

Six Steps to the Triple Bottom Line

4. Develop, promote, and cross-pollinate ALL types of bike tourism

- *Day tours*
- *Bike Sharing*
- *Bike Overnights*
- *Events*
- *Multi-Day Tours*



M Wyatt



Six Steps to the Triple Bottom Line

*5. Connect with, educate, and utilize tourism and economic development agencies -**Tell your story!***

*6. Capture and connect with bike tourism interests: **hospitality industry, restaurant association, etc.***



Let's Do it!

www.adventurecycling.org

PBIC Webinar

Mark Wyatt
Iowa Bicycle Coalition

To view the presentation, go to:

<http://prezi.com/hmerwapkef9p/copy-of-bike-tourism/?kw=view-hmerwapkef9p&rc=ref-3136329>



Pedestrian and Bicycle
Information Center



EAST VILLAGE SHOPPERS STUDY

A SNAPSHOT OF TRAVEL AND SPENDING PATTERNS
OF RESIDENTS AND VISITORS IN THE EAST VILLAGE



TRANSPORTATION
ALTERNATIVES



The Political Context

DNAinfo.com New York
neighborhood news

Community Board 11 Withdraws Support of East Harlem Protected Bike Lanes Updated November 16, 2011 9:06pm

November 16, 2011 9:06pm | By Jeff Mays, DNAinfo Reporter/Producer

Comments [+](#) share [print](#) [f](#) RECOMMEND



Community Board 11 voted to rescind its support of protected bike lanes like this one on Columbus Avenue on First and Second avenues. (DNAinfo/Leslie Albrecht)

HARLEM — After an overwhelming vote to support the installation of protected **bike lanes** along First and Second avenues from 96th to 125th streets in East Harlem in September, Community Board 11 has reversed gears.

The board rescinded its support Tuesday night in

a vote spearheaded by two area business owners, **Frank Brija** of the legendary **Patsy's Pizza** at 2287 First Ave. near East 116th Street, and Erik Mayor of the popular newcomer, **Milk Burger**, at 2056 Second Ave., near East 106th Street.

"All the facts were not laid out for the residents and the business lane plan. "There was not enough information distributed."

Mayor and Brija voiced similar concerns at a meeting with the Department of Transportation Manhattan Borough Commissioner, saying that more than 60 business owners claimed to have not been consulted and did not support it.

But every business from East 96th to East 125th streets on First and Second avenues said Department of Transportation Manhattan Borough Commissioner also made presentations at the community board about the plan.

CB 11 District Manager George Sarkissian and chair of the Public Safety and Transportation Committee Peggy Morales also said they canvassed area businesses to make sure they were aware of the plan.

The board rescinded its support Tuesday night in a vote spearheaded by two area business owners, **Frank Brija** of the legendary **Patsy's Pizza** at 2287 First Ave. near East 116th Street, and Erik Mayor of the popular newcomer, **Milk Burger**, at 2056 Second Ave., near East 106th Street.

November 16, 2011



METHODOLOGY

Table 1: DATA COLLECTION LOCATIONS AND TIMES

DATE	LOCATION	TIME
July 15	1st Avenue at St Marks Place	12 to 4 pm
July 18	2nd Avenue at 4th Street	12 to 4 pm
July 19	1st Avenue at 4th Street	5 to 9 pm
July 22	2nd Avenue at St Marks Place	12 to 4 pm
July 28	2nd Avenue at 9th Street	9 am to 1pm
July 29	1st Avenue at St. Marks Place	10 am to 4 pm
July 30	2nd Avenue at 9th Street	5 to 9 pm



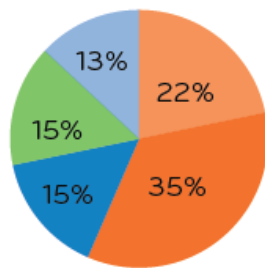
Table 2: MEAN DOLLAR VALUES

RANGE OF AVG SPENDING PER VISIT	MEAN DOLLAR VALUE
Less than \$20	\$10
Between \$20 and \$49	\$35
Between \$50 and \$99	\$75
Over \$100	\$100



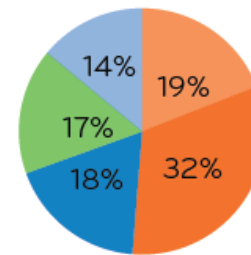
RESULTS

Female Respondents (n=184)



- 25 or younger
- 26 to 35
- 36 to 45
- 46 to 55
- 56 or higher

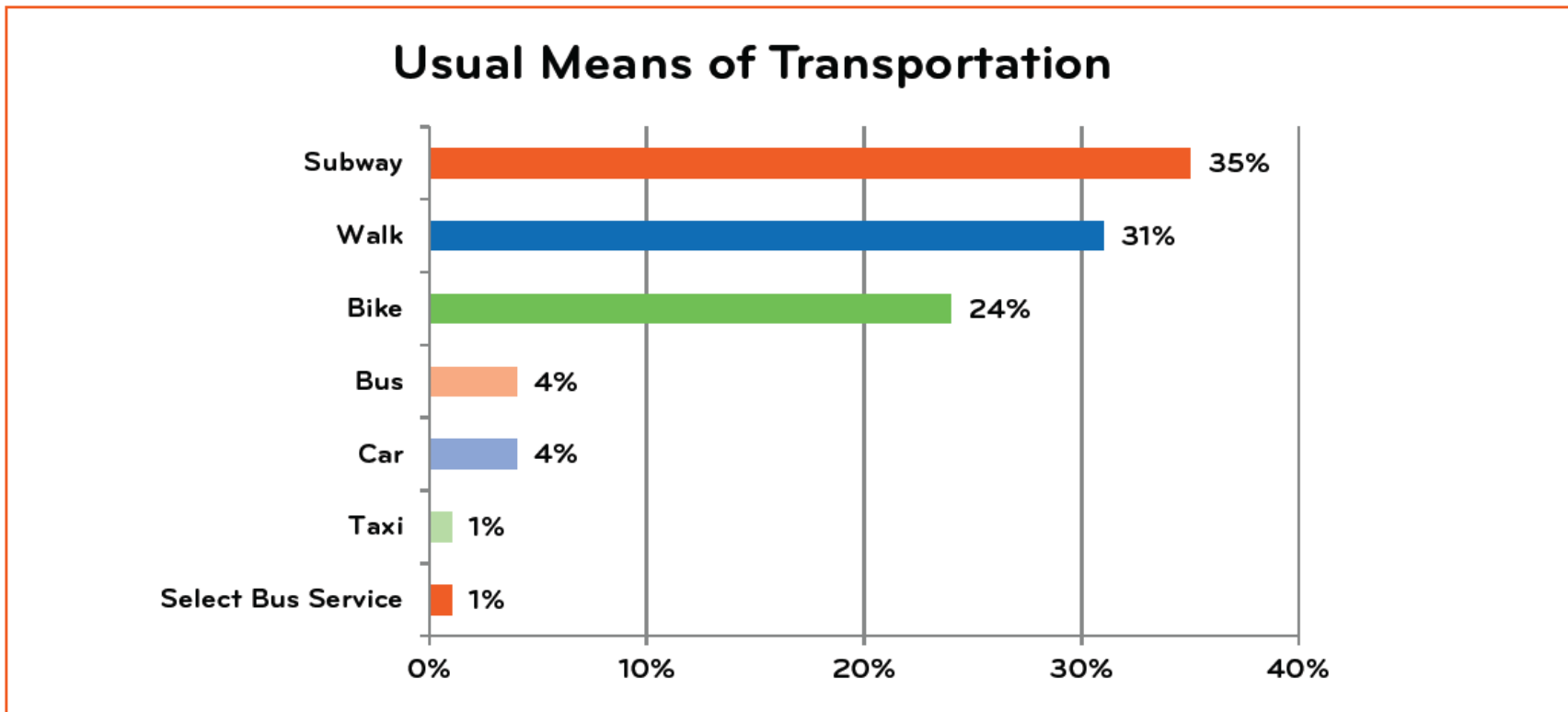
Male Respondents (n=236)



- 25 or younger
- 26 to 35
- 36 to 45
- 46 to 55
- 56 or higher



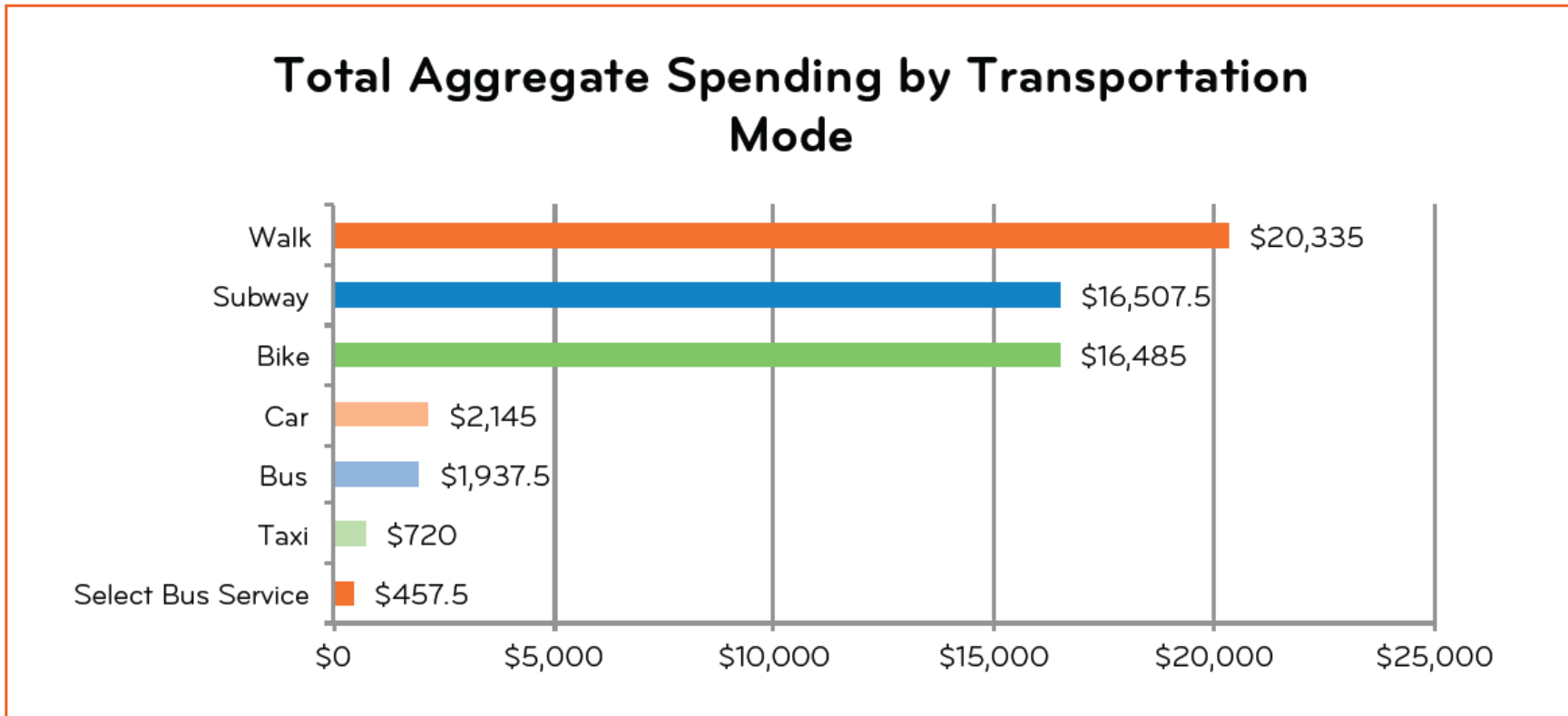
RESULTS



*Roughly one percent of New Yorkers city-wide ride a bicycle as their usual mode of transportation

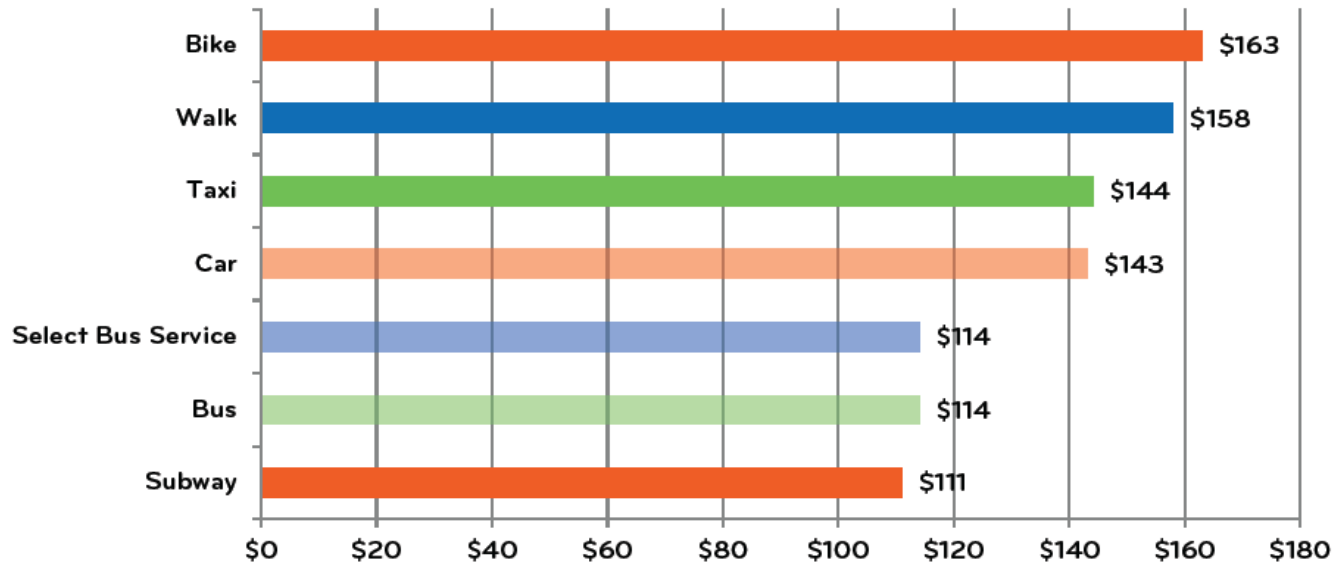


RESULTS



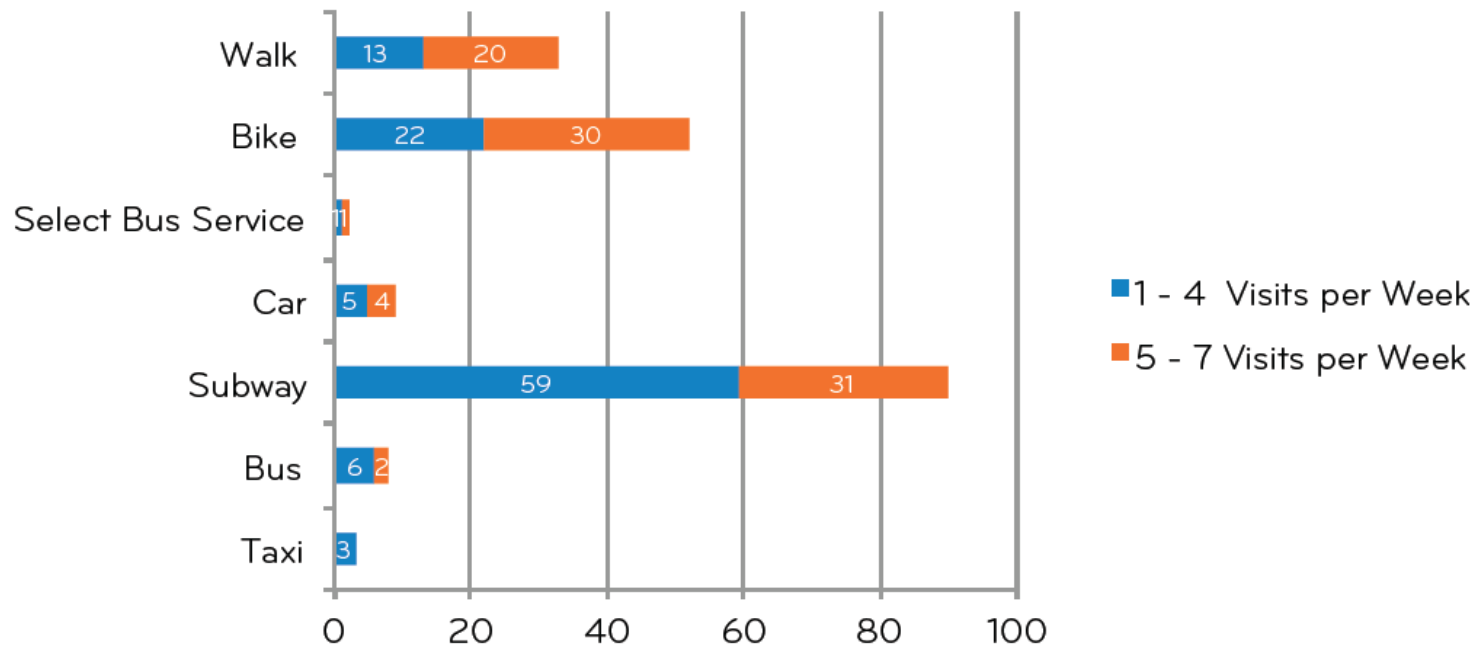
RESULTS

Average Per Capita Spending by Transportation Mode



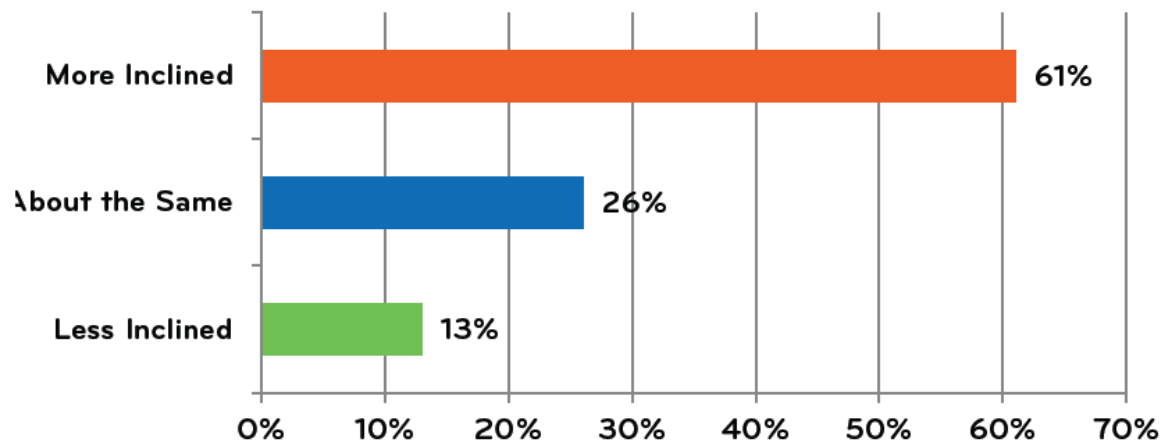
RESULTS

Visitor Frequency by Transportation Mode



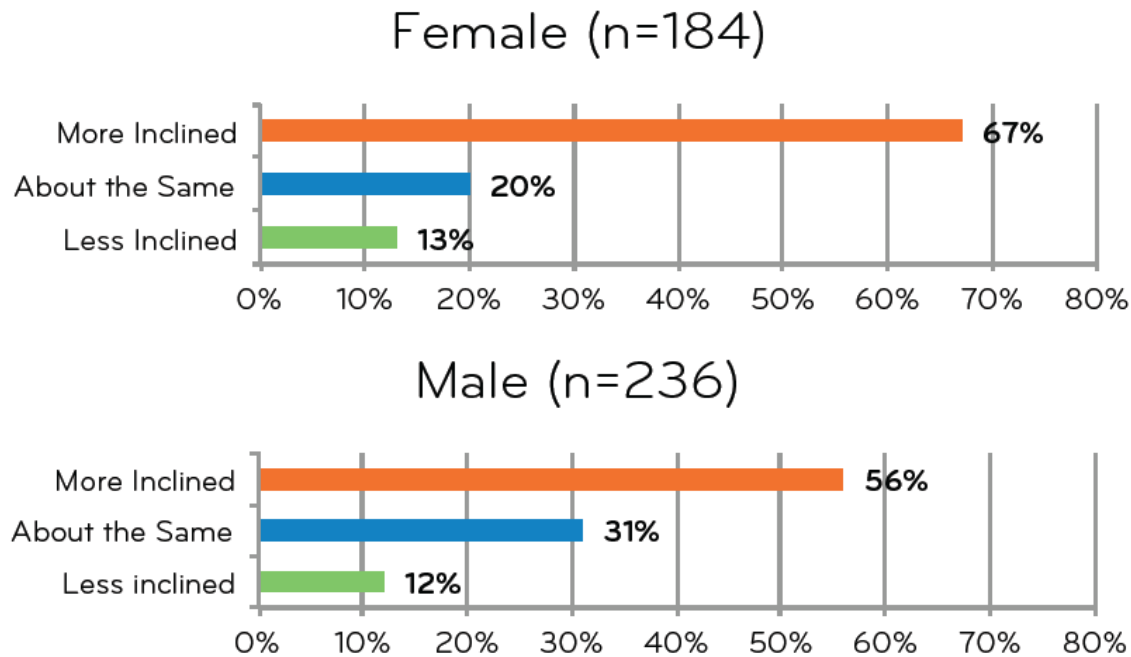
RESULTS

Are you more or less inclined to ride a bike to the neighborhood with the addition of the 1st and 2nd Avenue protected bike lanes?



RESULTS

Are you more or less inclined to ride a bike to the neighborhood with the addition of the 1st and 2nd Avenue protected bike lanes?



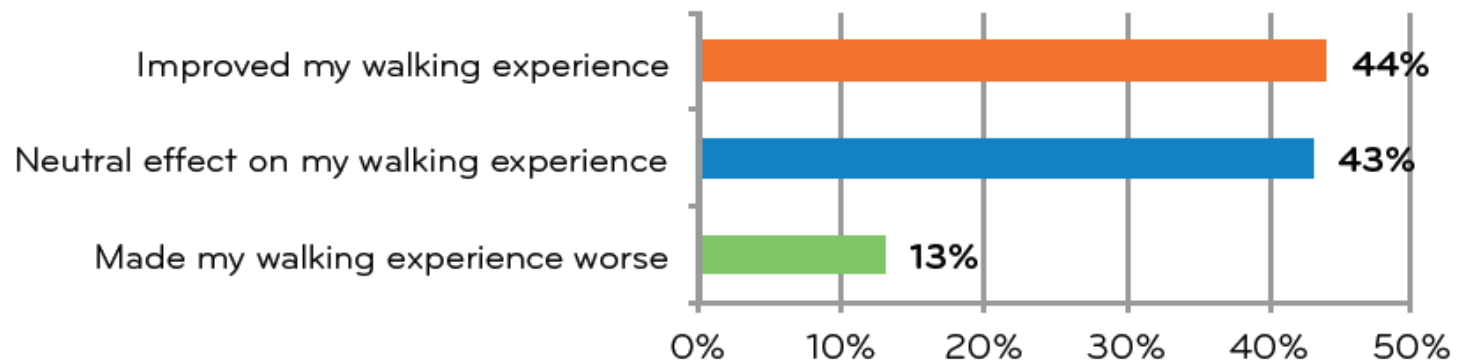
*45 percent of self-identified 'regular bicyclists' in the study were female

Approximately 35 percent of bicyclists citywide are female



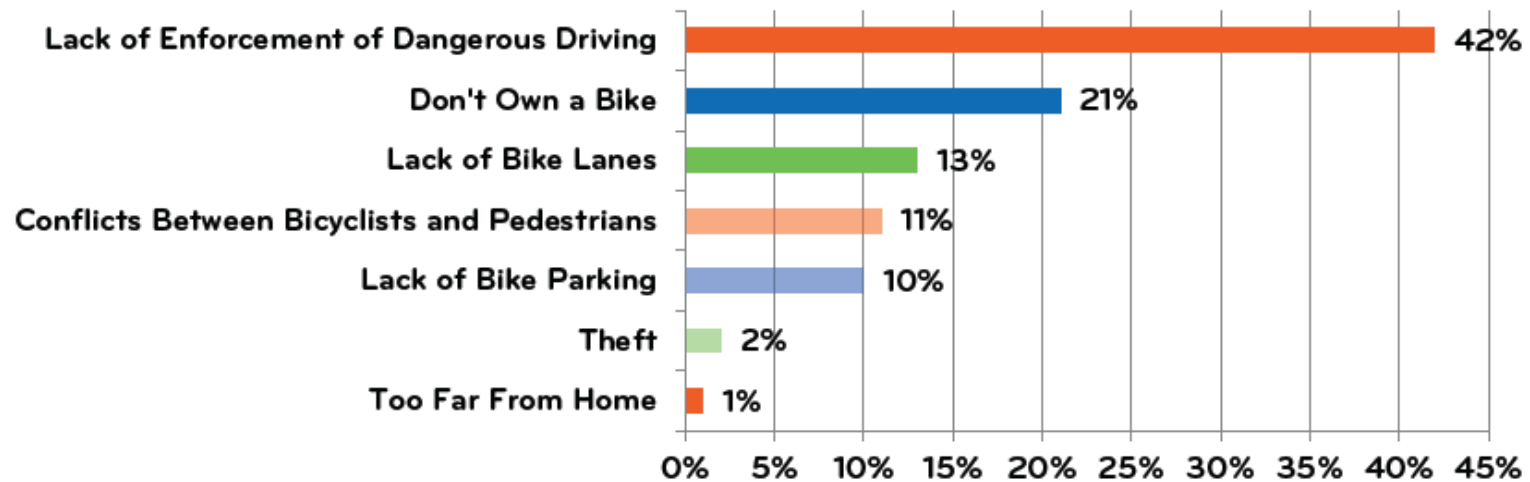
RESULTS

How was the shortened crossing distance associated with the protected bike lanes impacted your walking experience in the neighborhood? (n=417)



RESULTS

What do you see as the biggest barrier to riding a bike to this neighborhood?



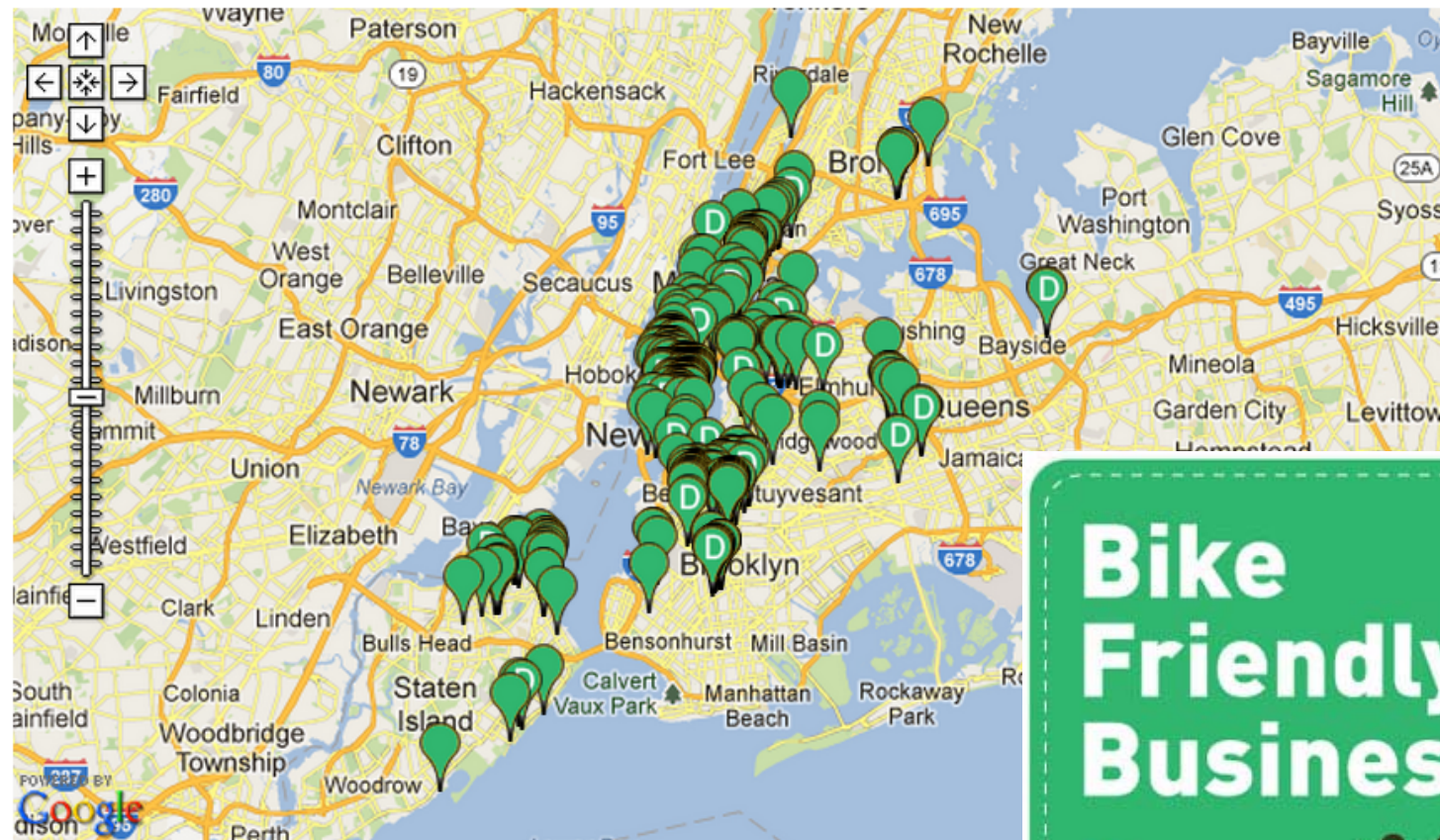


BOTTOM LINE

- 95 Percent Arrive by Bike, On Foot or Public Transit
- Spend 95% of Retail \$
- Better bike lanes = more higher-paying customers

Making the Most of the Study

Bike Friendly Businesses Directory



Making the Most of the Study

Bikers are better than drivers for the economy

By Sarah Laskow



Seth W.

Mother Nature Network brings us a bit of news that will have every bike lover saying, "Ha! I told you we were good for America." Because bikers, it turns out, are better consumers than car drivers.

STREETS BLOG.ORG

Transit | Bicycling | Walking | Public Space | Bike Sharing

Tuesday, October 2, 2012

9 Comments

TA Survey: Customers on Foot Bring Big Business to East Village Retailers

by Stephen Miller

NEW YORK OBSERVER

STREET FIGHTERS TOO

Bilking the Bikers: East Village Gets Cyclist-Centric Business District

The East Village Shoppers Survey came to the rather self-evident conclusion that people on foot and bike spent more overall and per capita at local businesses than those who drove. It also found that more women bike regularly in the neighborhood than in New York City as a whole. A fact easily confirmed by *The Observer's* impromptu survey while drinking coffee



Bike lanes tied to increased consumer spending

Studies out of Portland, Ore., and New York City reveal that bicyclists spend more money than consumers who travel by car or public transportation.

Tue, Oct 16 2012 at 8:00 AM



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429

Related Topics: [Public Transportation](#), [Alternative Transportation](#), [Save Money](#)



Photo: [mindfrieze/Flickr](#)



Making the Most of the Study

Hudson Square is the place to be

Hudson Street will be a grand allée, created by widening sidewalks to provide space for small outdoor “living rooms” in verdant surroundings.

YOU COULD BE HERE
Rendered view of Hudson Street

Without sidewalk setbacks, several businesses.

Small seating is allowed in shaded areas.

A double row of trees lines the west side of the street.

A buffered bike lane protects pedestrians and the public from traffic.

Planted pedestrian refuge islands make the street safer and greener.



For more information about the Hudson Square Strategic Improvement Plan, visit www.hudsonsquare.com

HudsonSquareBid.com





Gearing up for Citi Bike

Gripes aside, many businesses are rolling with bike-share program.

ARTICLE

COMMENTS

BY MATT CHABAN  AND ADRIANNE PASQUARELLI 
MAY 5, 2013 12:01 A.M.

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RELATED NEWS

- Crain's launches iPad app
- Under pressure from Cuomo, Con Ed unplugs exec bonuses

Rosario Safina will be peddling—and pedaling—his wares around town this spring. The truffle salesman plans to use Citi Bike to help him transport his exotic stock to clients such as Nobu and Koi, cutting down on valuable time he would have spent



Making the Most of the Study





Measuring the Street: New Metrics for 21st Century Streets



Even though most New Yorkers use mass transit every day, the city's buses are the slowest in North America. In partnership with MTA New York City Transit, DOT has introduced a new level of bus service, Select Bus Service (SBS), to some of the city's busiest corridors. SBS includes off-board fare payment, three-door boarding to reduce boarding time; red bus lanes and Transit Signal Priority (TSP) to keep buses moving; and new shelters, buses, and bus bulbs to improve the passenger experience. SBS projects also include features to enhance pedestrian, cyclist, and traffic flow and safety.

KEY METRICS

- Bus ridership
- Bus travel speeds
- Economic vitality (sales tax receipts, commercial vacancies, number of visitors)

Dedicated lanes for both buses and bikes: First and Second Avenues (Manhattan)

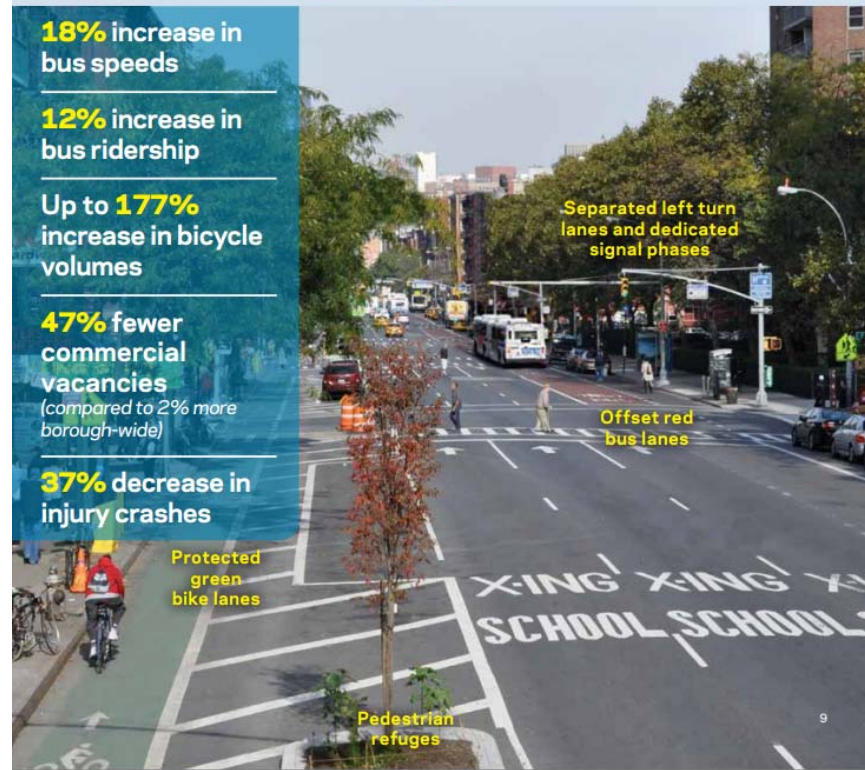
18% increase in bus speeds

12% increase in bus ridership

Up to 177% increase in bicycle volumes

47% fewer commercial vacancies
(compared to 2% more borough-wide)

37% decrease in injury crashes



Designing safer streets

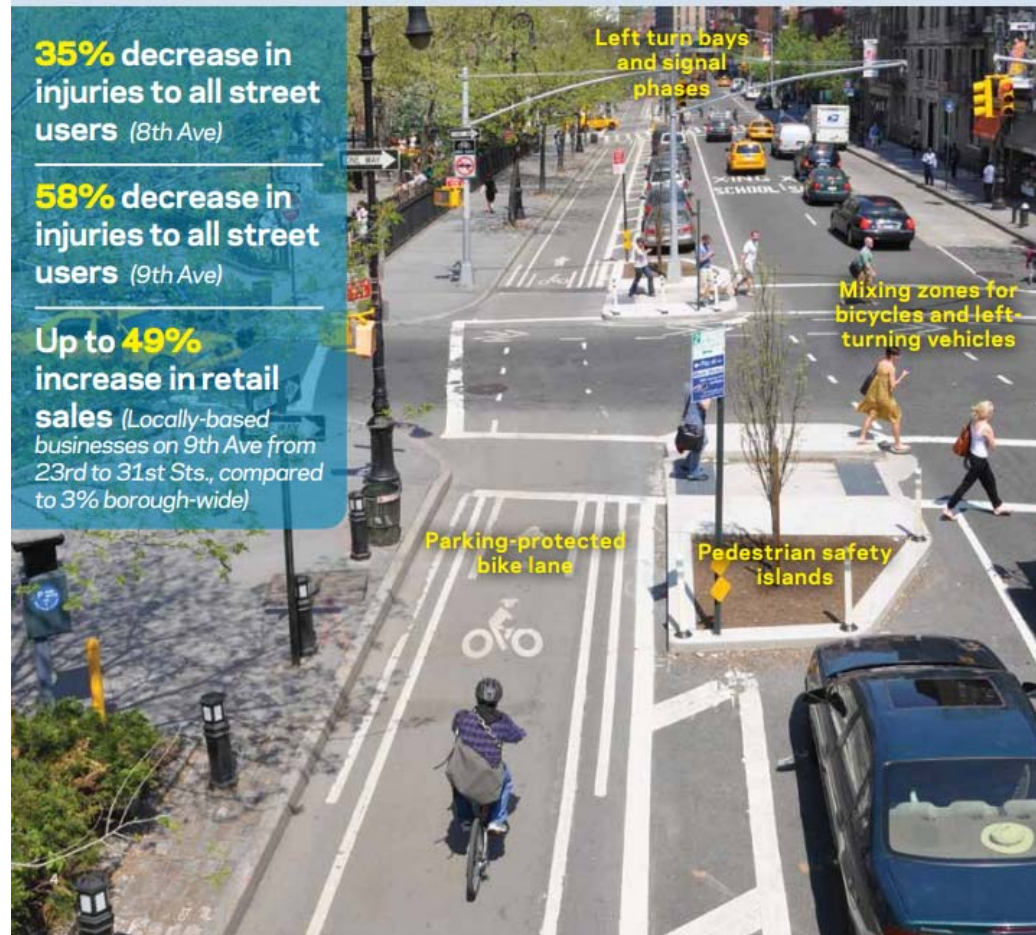
Safe and attractive options for all users

First protected bicycle lane in the US:
8th and 9th Avenues (Manhattan)

35% decrease in injuries to all street users (8th Ave)

58% decrease in injuries to all street users (9th Ave)

Up to 49% increase in retail sales (Locally-based businesses on 9th Ave from 23rd to 31st Sts., compared to 3% borough-wide)



EAST VILLAGE SHOPPERS STUDY

A SNAPSHOT OF TRAVEL AND SPENDING PATTERNS
OF RESIDENTS AND VISITORS IN THE EAST VILLAGE

Transportation
Alternatives

[Transalt.org/reports](https://transalt.org/reports)

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Thank You!

⇒ **Archive at www.walkinginfo.org/webinars**

- Downloadable and streaming recording, transcript, presentation slides

⇒ **Questions?**

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