

Bicycles & Pedestrians:

Their Impact on Business

SPECIAL POINTS OF INTEREST:

- Business Impacts
- Bike Friendly Business Designation
- Bicycle & Pedestrian Amenities
- Workplace Wellness
- Next Steps

Neighborhoods and local businesses tend to see positive economic impacts when bicycle and pedestrian amenities (such as bike lanes, bike racks, and seating areas) are installed. Businesses also see the payback when they support their employees in their efforts to be physically fit through Workplace Wellness Plans. Read on to learn more about these bicycle and pedestrian amenities and programs and the positive impacts they could have on your business!

Business Impact

Based on studies by the New York Department of Transport and Portland State University's School of Urban Studies and Planning:

49% increase in sales at locally owned businesses after a protected bike lane was installed in a business district

172% increase in local business retail sales after turning an underused parking space into a pedestrian plaza (similar effects from parklets)

14% increase in fronting businesses when turning a curb lane into a seating area

Business owners identified the following **KEY BENEFITS** with the placement of bike parking corrals adjacent to their establishments

INCREASED numbers of customers

IMPROVED sidewalk and café seating environment for customers

IMPROVED visibility of the business from the street

INCREASED the street and neighborhood identity

Bicycle and Pedestrian Amenities

Protected Bike Lanes provide a safe and efficient location for the average bicyclist to ride. The majority of people who don't use their bikes to commute don't due to the lack of feeling safe. Protected Bike Lanes invite these and many others to use their bicycles to get around town. Protected Bike Lanes also add to the neighborhood's identity and also help improve the streetscape.

Providing ample, convenient, comfortable and secure bicycle parking is an important part of serving those who currently use bicycles for transportation and encouraging future cyclists. Bicycle parking is an inexpensive and efficient means of increasing both public and private parking capacity for the city as a whole.

A parklet repurposes part of the street into a space for people. Parklets are intended as aesthetic enhancements to the streetscape, providing an economical solution to the need for increased public open space. They provide amenities like seating, planting, bike parking, and art.

Protected Bike Lanes



Bike Corrals



Parklets



Temporarily set up in front of Zeitgeist Arts in Downtown Duluth

Photo By: San Francisco Planning Department

Workplace Wellness

Reasons your employees should **BIKE, BUS, or WALK** to work

REDUCED HEALTH CARE COSTS

According to the Centers for Disease Control, moderate physical activity (such as biking to work) saves 5 to 12 percent in employer annual medical costs, compared with a 6.5 percent savings from employees who don't smoke. The health and wellbeing program at Quality Bicycle Parts in Bloomington, MN saves an estimated \$301.60 per employee annually, resulting in an employer medical cost savings of \$104,052 over a 3 year period.

DECREASED ABSENTEEISM & TURNOVER

A study by the National Center for Health Statistics found that physical activity is one of the few factors that have a statistically significant effect on absenteeism. Physically fit employees are absent an average of two fewer days per year.

INCREASED PRODUCTIVITY

Bicyclists and walkers arrive at work with less stress than those who commute by automobile. The Berkeley Wellness Letter reports that "chronic exposure to traffic congestion produces an increase in baseline blood pressure, lowering of frustration tolerance, increases in negative mood, and aggressive driving habits." In contrast, bicyclists and walkers often report feeling relaxed and more alert after arriving at work, ready for a more productive day. Quality Bicycle Parts estimated a 1.3% reduced overall productivity loss with employees partaking in the health and well being program, resulting in a \$649 per employee per year productivity loss reduction.

REDUCED PARKING COSTS

It is not unusual for employers to spend over \$60 per employee per month for a parking spot. At over \$800 per year per employee, considerable savings can be achieved when employees use alternative means of getting to work.

In companies with employee physical activity initiatives, the improvements in productivity and reductions in absenteeism, turnover and injury can result in a benefit of \$513 per worker per year.



Bicycle parking at a Duluth business that supports their employees in their efforts in biking to work.



To learn more about the Bike Friendly Business Designation, please visit:

www.bikeleague.org/content/businesses

Bike Friendly Business Designation

Bikes are good for businesses and their employees. Through the Bicycle Friendly Business program, employers are recognized for their efforts to encourage a more bicycle friendly atmosphere for employees, customers, and the community.

TESTIMONIALS:

“By receiving the initial recognition, we were able to justify installing lockers and increasing our overall support of cycling in our workplace.” —CHUCK KRIVANEK
Human Resources Manager, InterContinental Hotels Group

“It allowed us to not only tell our customers, but get their feedback on how we can do better. More bike racks and a fix-it station allows our customers and employees to be happy, which has more people visiting us.” —CHRIS LENNERT
VP Operations, Left Hand Brewing Company



We're here to make sure it's natural – not merely possible – to be active and access healthy foods in our community

The Healthy Duluth Area Coalition is committed to changing the policies, systems and environments of our city to encourage active living and affect how residents access healthy foods. We bring together the people who can facilitate the greatest change, who advocate for wellness, and who strive for health equity. We are here to help everyone be well by supporting active living and healthy eating, and by working to make the healthy choice the default choice.

Find us online at:



www.healthyduluth.org

Healthy Duluth Area Coalition

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