

## *How do bicycling investments affect local business?*

- **When San Francisco made its Valencia Street less conducive to automobile travel and better for bicyclists and pedestrians, nearly 40% of merchants reported increased sales and 60% reported more area residents shopping locally due to reduced travel time and convenience. Two-thirds of merchants said the increased levels of bicycling and walking improved business.**

*Drennan, E., 2003, [Economic Effects of Traffic Calming on Small Businesses](#)*

- **After Portland, Oregon removed car parking to install bike parking “corrals”, a study of nearby businesses found 84% agreed that the change enhanced the street and neighborhood for residents and patrons, and that 25% of customers were arriving by bike.**

*Meisel, D., 2010, [Bike Corrals: Local Business Impacts, Benefits, and Attitudes](#)*

- **In a study of Toronto merchants, patrons arriving by foot and bicycle visit the most often and spend the most money per month.**

*The Clean Air Partnership, 2009, [Bike Lanes, On-Street Parking and Business: A study of Bloor Street in Toronto's Annex Neighbourhood](#)*

- **68% of businesses involved in Portland, Oregon's SmartTrips Business program said that promoting biking and walking helped them market their business.**

*Maus, J., 2010, "[PBOT releases results of SmartTrips Business Program.](#)" [BikePortland.org](#), 19 February 2010*

- **A 20-year study of efforts to make streets less friendly for autos and better for pedestrians and cyclists found that after changes are implemented, businesses in these areas show stronger growth than auto-friendly shopping centers.**

*Hass-Klau, C., 1993, [Impact of pedestrianization and traffic calming on retailing](#). [Environmental and Transport Planning](#), 1, 21-31*

For more statistics on the benefits of investing in bicycling, visit [bikesbelong.org/statistics](http://bikesbelong.org/statistics) or contact [kate@bikesbelong.org](mailto:kate@bikesbelong.org)