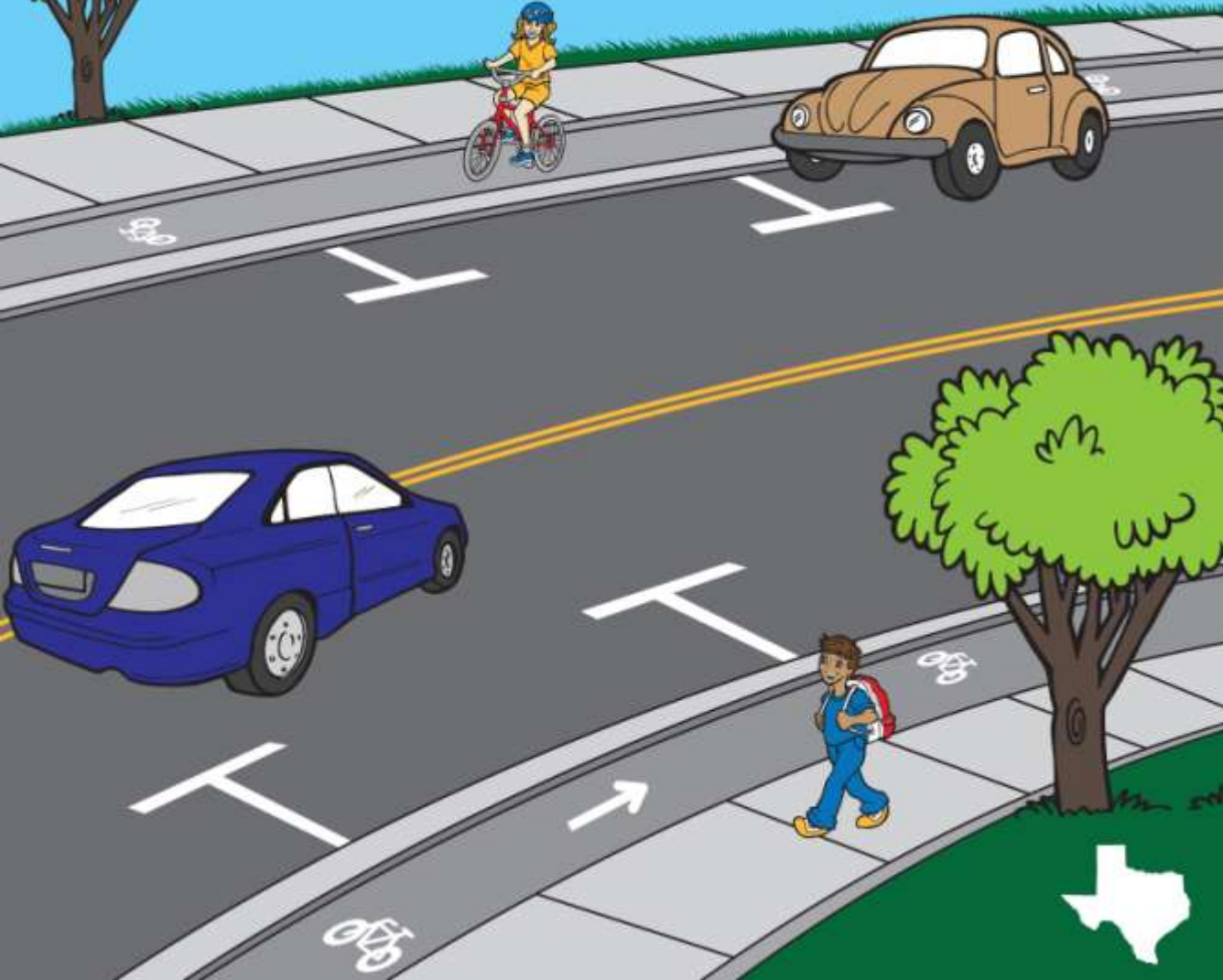


Complete Streets



Economic Benefits of Complete Streets

Robin Stallings
Executive Director

BikeTexas

robin@biketexas.org

H-GAC

February 21, 2014

Houston

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Texas Bicycle/Gear Annual Retail Sales



\$400 Million Total Retail Sales

\$24 Million Total Sales Tax

20% of all Sporting Goods Sales Tax

Bigger than Hunting

2013

Source: Texas Comptroller

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“You cannot be for a startup, high-tech economy and not be pro-bike.”

- Mayor
Rahm
Emanuel,
Chicago

Americans — especially young people
— are driving less and biking more.

A SHIFT TO CAR-LITE LIFE

The average young person is driving less and biking and taking transit more. ⁴

+24%



+40%



-23%

What is a Complete Street?



Both of these intersections move 25,000 vehicles per day

The traffic circle is:

- Less congested
- Less expensive
- Safer
- More attractive to business investment
- Conducive to active transportation



Courtesy of Dan Burden

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Complete Streets In Urban Areas



Chicago,

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Complete Streets In Urban Areas



Montreal,

QC

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Complete Streets In Urban Areas



Houston, TX

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Complete Streets In Urban Areas



Austin, TX

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Complete Streets Economic Benefits

Increase in:

- Property Values
- Sales Tax Revenues
- Private Investment
- Health Care Savings
- Visitor Spending

Increases residential property values by

\$64 Million
across the state



Courtesy of Dr. John Pucher

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Increased Property Values

There is market demand for solutions that increase street flow without adding gridlock.

\$510

For every quarter mile nearer to an off-street bicycle trail, the median home value in Minneapolis-St. Paul increases by \$510. ¹



Bikes are Good for Business



- Fort Worth added Bike Lanes and Bike Parking
- Cycling levels rose and safety improved both for cyclists and pedestrians

Retail sales along
Magnolia Street
increased by 160%

Courtesy of Dr. John Pucher



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The most valuable customers
are those who stop by often.

BIKE SHOPPING: SMALLER TRIPS, MORE VISITS

People who arrive to a business on bike spend less per visit but visit more often, resulting in more money spent overall per month. ¹²

In Portland, OR, people who traveled to a shopping area by bike spent 24% more per month than those who traveled by car.

Studies found similar trends in Toronto and three cities in New Zealand.

AVERAGE SPENDING PER TRIP



Auto

Bike

AVERAGE SPENDING PER MONTH



Auto

Bike



Increased Private Investment



West Palm Beach
invested in Complete
Streets...

... and one
developer invested
\$1.2 Billion



Courtesy of Dan Burden

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Bikes are Good for Business

New York City

- **380 miles** of bike lanes and paths since 2000
- **4X** Increase in bike trips since 2000
- **74%** Decrease in serious cyclist injuries
- **56%** Increase in retail sales along cycle tracks

Courtesy of Dr. John Pucher

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Bikes are Good for Business

Broad Avenue in Memphis



- **\$12 Million** in private investments

- **16 new** businesses

- **29 new construction** and renovation projects

Courtesy of Dr. John Pucher

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Reduced Health Care Costs

Employees who exercise regularly
are less expensive to insure.

BETTER SAFETY, MORE BIKING

Physical fitness improves work. ¹¹ People who ride their bike regularly benefit in many different ways.

UP TO **32%**

USE FEWER SICK DAYS

UP TO **55%**

HAVE LOWER HEALTH COSTS

UP TO **52%**

INCREASE PRODUCTIVITY

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BikeTexas

Increased Visitor Spending

Copperas Cove
Chamber of Commerce & Visitors Bureau
"The Front Door of the City"

Home Visit Us Live Here **Bike / Run Central Texas** News & Press Chamber Do Business Calendar Contact Info

CopperasCove.com > Bike / Run Central Texas

WELCOME TO BIKE / RUN CENTRAL TEXAS!

Join the dozens of bicyclists and runners seen each weekend on the breathtaking roads around Copperas Cove. Along with miles and miles of deserted roads, just perfect for avid bikers and runners - or beginners - you'll find a Texas Friendly welcome

Taking advantage of the area's popularity with bicyclists, Copperas Cove has long been recognized and promoted as the Bike / Run center of Central Texas. On any given weekend in Cove, there are 100 to 200 bicyclists using Cove as a jumping off spot for bike and run tours on farm to market and county roads. Cove is in the middle of miles of scenic, well-maintained, traffic-free paved roads. There are at least 25 bicycle routes ranging in distance from 10 miles to 100 miles, loops that start or end in the Copperas Cove area.



For more information on touring the area by bicycle, or to schedule a bike or run event, contact the Copperas Cove

Room Nights Doubled!

READ SOME COMMENTS FROM ENTHUSIASTS ABOUT COPPERAS COVE BIKE / RUN EVENTS ...

What a Wonderful Race Course, I certainly hope you'll be able to put this into our 2010 schedule. How about a Spring and Fall race???? Now that would be a great way to start and end the Racing Season. Your Team did a Super job with both days especially considering all the incidents you were faced with on Saturday and the weather on Sunday. Thanks for Great Weekend of Racing, Johnny Moore Team MVC

LOCAL ADVERTISEMENT
FIND IT IN COVE. BUY IT IN COVE.
Copperas Cove

ADVERTISEMENT
COMFORT SUITES

ADVERTISEMENT
Pharmacy

Meat Market

H-E-B
OPEN 24 Hours

Features & Amenities
Free Breakfast
Fitness Center

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What will \$30 million in government expenditures buy?

Yale Avenue, Tulsa, OK

ONE mile of
street widening

Courtesy of Dr. John Pucher

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BikeTexas

What will \$30 million in government expenditures buy?



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BikeTexas

“Tampa should be a city where you can live, work and play and not have to get into your car.

Bicycles are a big part of that if we're going to be hip, if we're going to be cool.”

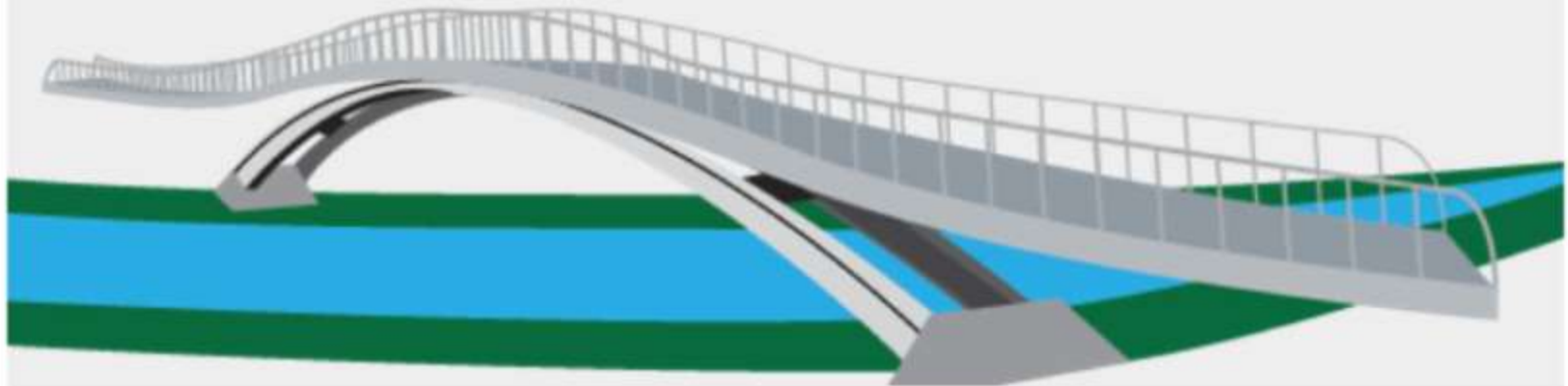
-- Mayor Bob Buckhorn,
Tampa



Learn More



Texas Trails & Active Transportation Conference
March 26-28, 2014 • Fort Worth, TX



TexasTrails.BikeTexas.org

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