

Benefits of Becoming a Bike-Friendly Community



A group of cyclists is riding on a tree-lined street. In the foreground, a man in a light blue shirt and a woman in a dark shirt are riding away from the camera. The woman is carrying a child in a stroller on her bicycle. Other cyclists are visible further down the road. Cars are parked along the left side of the street. The scene is bright and sunny, with shadows cast on the pavement.

Bikes are good for people.

- Healthier people
- Saves lives
- Lower health care costs
- Helps households save money
- Resilient transportation system
- Lowers maintenance costs

A group of people riding bicycles on a paved path outdoors. The scene is bright and sunny, with trees and a clear sky in the background. The cyclists are wearing various clothing, including jackets and helmets. The path is wide and appears to be a dedicated bike lane or a park area. The overall atmosphere is active and healthy.

Counties like ours should care about bicycling because:

1. There is war for talent, and you will lose if you aren't bike-friendly.
2. Bike projects have a tremendous ROI.
3. You're leaving money on the table if you don't have bike projects ready.

Educated workers value biking.



The competition for talent is fierce.

“The competition in cities is for talent, and bicycling is a part of that competition for the talent. I’m not doing this because I like to ride bikes, I’m doing this because I’m trying to attract people to our city.”

- Mayor of Indianapolis

Smart leaders are targeting biking.

“You cannot be for a startup, high-tech economy and not be pro-bike....Tell Seattle I expect not only to take all of their bikers but also all the jobs that come with them.”

- Mayor of Chicago

Bikes are a recruiting tool.

“It is easier to recruit nationally with the enticement to relocate to a “bicycle-friendly city.”

*- Manufacturing business owner,
Portland*

Bikes are good for business.



Bike projects spur development.

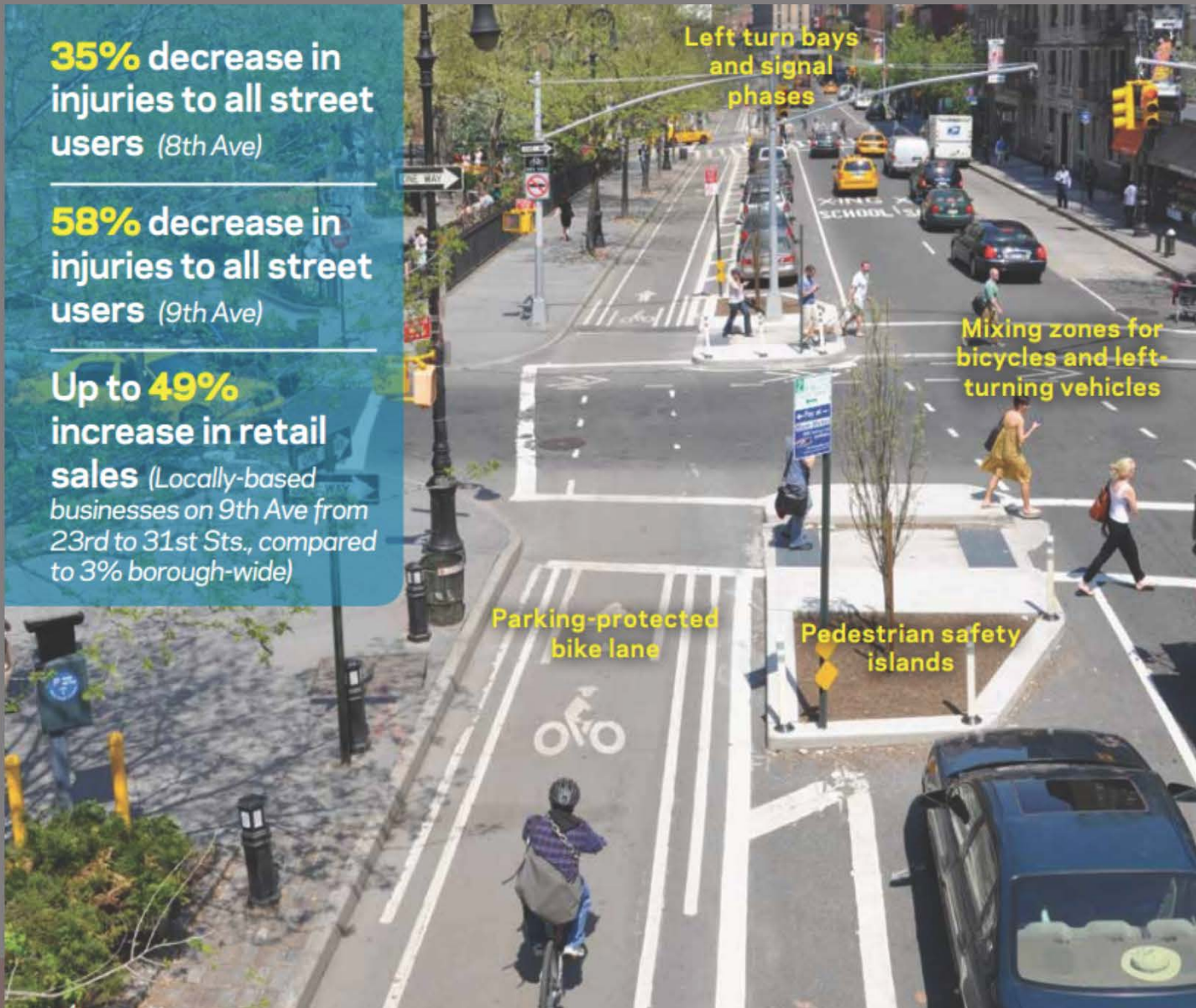


Bike projects spur spending.

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)



Funders are looking for bike projects.



Questions?



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