Economic Benefits of Bicycling

SUPPORTING BICYCLISTS AND BICYCLING INFRASTRUCTURE IS GOOD FOR THE (LOCAL) ECONOMY

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Thanks to Brian Shelton, Graduate Assistant in Urban Planning at Virginia Tech
Cycling is very sustainable

Environmentally friendly:
- Virtually no pollution at all
- Almost no nonrenewable resources used

Socially sustainable:
- Financially affordable
- Physically possible for most
- Physical, mental, and social health benefits from physical activity

Economical:
- Low private and public costs
- Improved health from cycling can reduce medical costs for individuals and society
Economic Benefits of Cycling

- Public Health
- Environmental Benefits
- Traffic Impacts
- Bicycle Industry
  - Manufacturing
  - Wholesale
- Bicycle infrastructure
- Businesses
  - Tourism
  - Sales
- Savings for households/individuals
  - Health care
  - Car transport
Some Findings from the Literature

- Cycling is associated with consumer spending
  - cyclists spend less per trip than drivers, but shop more frequently
- Cycling infrastructure, traffic calming, and investments in walking environments are effective at attracting customers
- Bikesharing can generate new travel and spending
- Regions and cities which support bicyclists and the bike infrastructure report economic benefits for homeowners, businesses and consumers through increased job creation, increased economic activity, and savings in transportation and healthcare costs
Traffic Impacts

Space Required to Transport 48 People

**Infrastructure**

Figure 1: Job Creation: Making a Case for Healthy Transportation Investments
Jobs Created Per Million Dollars Spent

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenways, Sidewalks and Bicycle Facilities</td>
<td>17.0</td>
</tr>
<tr>
<td>Pavement Widening</td>
<td>12.5</td>
</tr>
<tr>
<td>New Highway Construction</td>
<td>12.5</td>
</tr>
<tr>
<td>Bridge Construction or Replacement</td>
<td>11.6</td>
</tr>
<tr>
<td>Safety and Traffic Management</td>
<td>10.3</td>
</tr>
<tr>
<td>Pavement Improvement</td>
<td>9.0</td>
</tr>
</tbody>
</table>

*Source:* American Association of State Highway and Transportation Officials (AASHTO), Average Direct Jobs by Project Type (2012); jobs in terms of full-time equivalents (FTE)
Summary

• Supporting bicyclists and bicycling infrastructure is good for the (local) economy
• Multitude of benefits for the public, economy, businesses and individuals: health, environment, traffic, jobs, revenue, expenditures
How to make city cycling safe and convenient for everyone

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