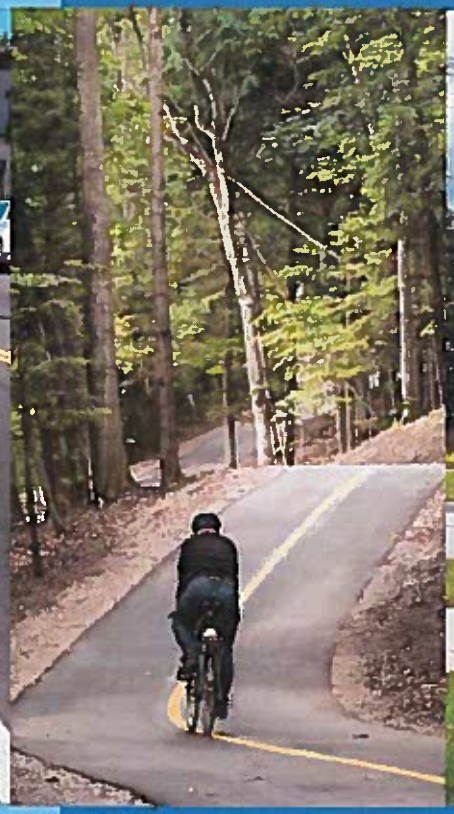
MDOT



Community & Economic Benefits of Bicycling in Michigan

2013-2015

Phase I
Community, Business & Industry - 2013

- Statewide
- Five case study communities
  - Ann Arbor
  - Grand Rapids
  - Holland
  - Traverse City
  - 2 Detroit neighborhoods *
- Household spending on bicycle related purchases
- Manufacturing – revenues/ employment
- Avoided health costs
- Reduced absenteeism
- Event & tourism spending by locals
- Retail business – employment

*SW Detroit & area around Conner Creek Greenway

Unique Blended Data Approach

- Qualitative & Quantitative Data
  - Qualitative data – interviews 70
    - Impacts bicycling has on business or community
    - Understand unique & different roles of bicycling in each community
    - Quotes throughout report making for more interesting read

Unique Blended Data Approach

- Qualitative & Quantitative Data
  - Quantitative data –
    - Household Surveys in Study Communities
      - > 3200 surveys
    - American Community Survey (ACS)
    - Dun & Bradstreet (D&B)
    - MDCH
    - CDC
    - Journal of Occupational & Environmental Medicine
    - National Bicycle Dealers Association

Results
Ann Arbor

- Commuting & Transportation Emphasis
  - $3.0 Million – Retail Revenue
  - $3.4 Million – Local Event & Vacation Spending
  - 39 – Persons Employed by Bicycle Industry
  - $7.2 Million - Avoided Healthcare Costs
- Contribution $25.4 Million

Results
Grand Rapids

- Commitment to Expanded Network & Strong Support from Business Leaders
  - $1.7 Million – *Retail Revenue*
  - $4.3 Million – Local Event & Vacation Spending
  - 32 – Persons Employed by Bicycle Industry
  - $6.5 Million - Avoided Healthcare Costs
- Contribution $39.1 Million

Results
Holland

- Side-Path Network Attracts Tourists/ Residents
  - $1.9 Million – *Retail Revenue*
  - $557,000 – Local Event & Vacation Spending
  - 29 – Persons Employed by Bicycle Industry
  - $2.5 Million - Avoided Healthcare Costs
- Contribution $6.4 Million

Results

Traverse City

- Important role in tourism & transportation
  - $3.3 Million – *Retail Revenue*
  - $765,000 – Local Event & Vacation Spending
  - 41 – Persons Employed by Bicycle Industry
  - $1.6 Million - Avoided Healthcare Costs
- Contribution $5.5 Million

Results

Detroit Neighborhoods*

- Greenway Expansion & Emerging Manufacturing
  - $5.2 Million – Manufacturing
  - $1.6 Million – Local Event & Vacation Spending
  - 59 – Persons Employed by Bicycle Industry
  - $6.5 Million - Avoided Healthcare Costs
- Contribution $20.7 Million

SOURCE: Wikipedia-Fishtoes2000

*SW Detroit & area around Conner Creek Greenway

Results

Statewide

- $63 Million – *Retail Revenue*
- $38 Million – Local Event & Vacation Spending
- 796 – Persons Employed by Bicycle Industry
- $256 Million - Avoided Healthcare Costs
  - 10% reduction in stroke & 20% reduction in heart disease

–IMPACT $668 Million

Bicycling in MICHIGAN

Population: 9,897,264

Total annual economic impact of bicycling

$668 million

Bicycle Friendly™ State Rank

#14

Bicycling retail revenue

$63 million

Total annual spending associated with bicycling events and vacations in Michigan

$38 million

People employed by bicycling industry: 796

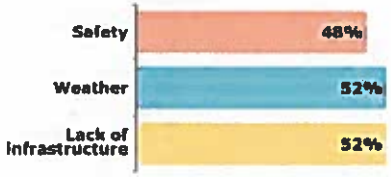
44% Residents who place an annual value of at least $100 on the ability to use bicycle infrastructure

39% Households that reported that someone in their home used a bike for transportation in the last year

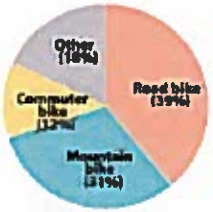
28% Bicyclists who commute by bicycle at least twice a week

4% Residents who participated in a bicycling event or bicycle-oriented vacation in Michigan in the past year

Key barriers to bicycling



Top primary bicycle types

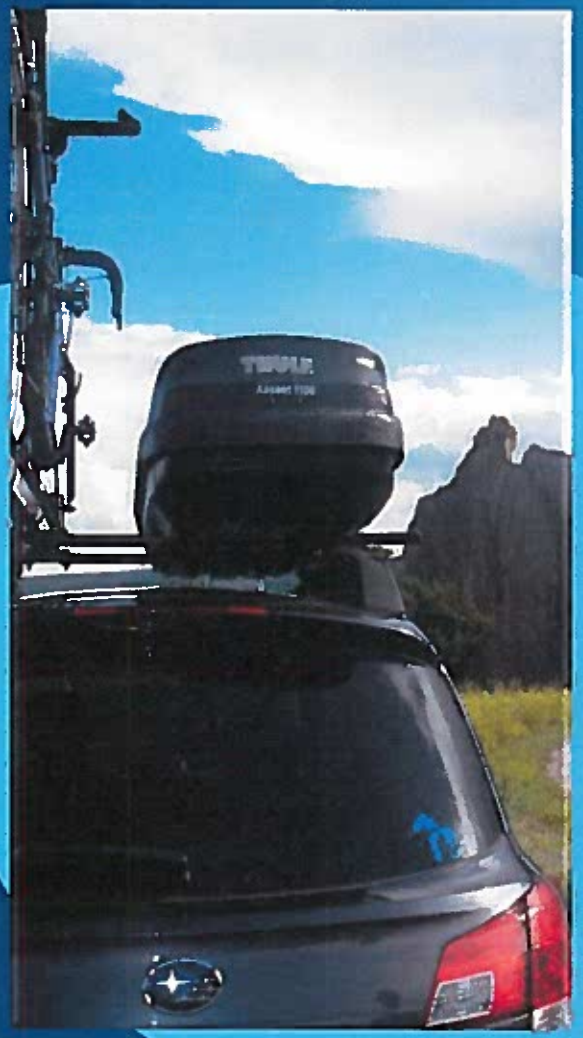


Study funded by MDOT

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at debruynj@michigan.gov

Bicycling in TRAVERSE CITY
Bicycling retail revenue
$3.3 milli
Total annual spending associa
bicycling events and vacations i
$765,00
People employed by bicycling i
Key barriers to bicyclin
Safety
Weather
Lack of infrastructure
Total annual economic i
Bicycling in HOLLAND
Population: 33,307
Miles of ex
"[People] move h
so they can get t
get exercise, to h
Bicycling retail revenue
$1.9 million
Total annual spending associated with
bicycling events and vacations in Michig
$557,000
People employed by bicycling industry:
Key barriers to bicycling
Safety
38%
Weather
Lack of time
39%
Total annual economic impact
Bicycling in GRAND RAPIDS
Population: 189,340
Miles of ex
"Riding a bike
and saving
perspective, the
Bicycling retail revenue
$1.7 million
Total annual spending associated with
bicycling events and vacations in Michigan
$4.3 million
People employed by bicycling industry: 3
Key barriers to bicycling
Safety
41%
Weather
47%
Lack of infrastructure
32%
Total annual economic impact o
Bicycling in Two DETROIT Neighborhoods
(Southwest Detroit and Conner Creek Greenway Corridors)
"Bikes give peo
"If we can bring
a way to do th
have. And they
Bicycling manufacturing revenue
$5.2 millio
Total annual spending associated w
bicycling events and vacations in Mich
$1.6 millio
People employed by bicycling industr
Key barriers to bicycling
Safety
Weather
Lack of infrastructure
36%
Total annual economic impac
Prepared by REC Resour
Bicycling in ANN ARBOR
Population: 114,725
Miles of existing infrastructure: 71
"People live in a place like Ann Arbor because
it's bike-friendly" - Erica Briggs, Washtenaw Riding and Walking Coalition
Silver
Bicycling retail revenue
$3.0 million
Total annual spending associated with
bicycling events and vacations in Michigan
$3.4 million
People employed by bicycling industry: 39
Key barriers to bicycling
Safety
Weather
Lack of infrastructure
44%
50%
42%
25%
12%
Top primary bicycle types
Total annual economic impact of bicycling $25.4 million
Study funded by MDOT

Phase II
Events & Bicycle Travel - 2014



- Out-of-State Tourism Impact
  - Length of stay
  - Party Size
  - Distance Traveled
  - U.S. Bicycle Route Use
  - General Route
  - General Facility Type Used
  - Expenditures

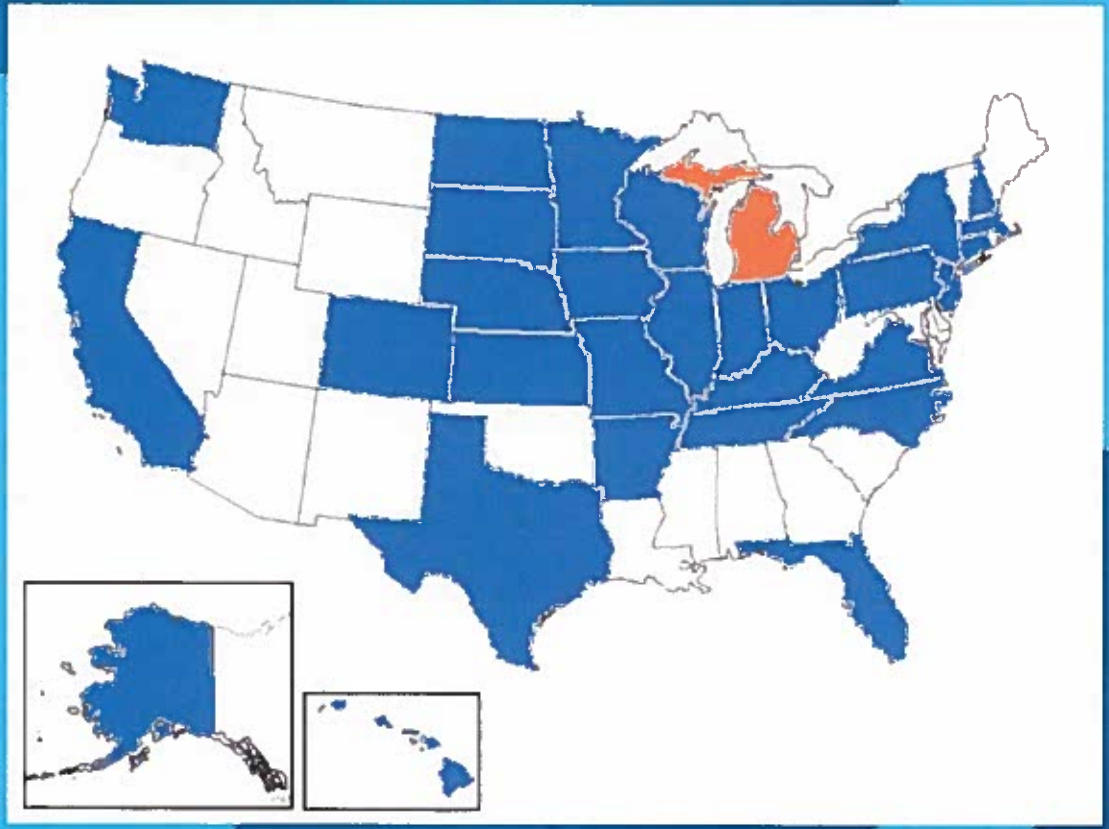
Phase II
Events & Bicycle Travel

- Organized Bicycling Events
  - Intercept Surveys – 2,100 complete
    - Michigander Tour
    - Ore to Shore
    - DALMAC
    - Tour de Troit
    - Apple Cider Century
    - Iceman Cometh
  - Other Events
    - Online Survey – 2,400 complete

Phase II
Events & Bicycle Travel

Where they come from?

- **36 States**
- **3 Countries:**
  - Canada
  - Australia
  - Netherlands



Phase II
Events & Bicycle Travel

Out-of-State Impact per Event

Event	Amount of Impact
Apple Cider Century (ACC)	$1,944,875
Dick Allen Lansing to Mackinac (DALMAC)	$292,588
Bell' Beer Iceman Cometh Challenge	$1,279,978
Michigander	$175,777
Ore-to-Shore	$1,130,280
Tour de Troit (TdT)	$298,185

Phase II
Events & Bicycle Travel

Out-of-State Expenditure Totals

Expenditure	Total Direct Spending
Food and beverage	4,439,503
Lodging	4,259,198
Registration	2,188,279
Transportation	2,013,424
Shopping and Entertainment	1,783,892
Bicycle Related Retail	867,412
Total Direct Spending	$15,551,708

Total economic impact = $21.9 million

Phase II
Events & Bicycle Travel

- Self-Supported Touring
  - >80% over age 45
  - About 50% between ages 55-64
  - 47% reported income of $100,000+
  - Trips average 6 days
  - Nearly 30% stayed >10 days
- Average total trip expenditures $760

the economic impacts of

BICYCLE TOURISM IN MICHIGAN

The total economic impact of organized bicycling events in 2014 was

$21.9 million

GENERAL FINDINGS

The average economic impact of self-supported touring bicyclists per trip:

$760

69%

of out-of-state self-supported touring bicyclists reported using US Bicycle Routes 20 or 35

CASE STUDY EVENTS

Apple Cider Century

Total economic impact:

$1.94 million

DALMAC

1 in 3

out-of-state participants traveled from a non-neighboring state

Iceman Cometh Challenge

participants traveled from:

36 different states and **2** countries

Michigander

Highest average expenditures per participant of the six case study events

$742

Ore to Shore Mountain Bike Epic

97%

were non-local participants

Tour de Troit

7,500

participants in 2014

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at debruynj@michigan.gov

This study was made possible through the Federal Highway Administration State Planning and Research Program administered by the Michigan Department of Transportation.

MDOT

Biking in Michigan

MDOT is working to create a better, safer roadway for all users by providing a variety of services and information supporting walking and bicycling, including:

- Training for engineers and planners
- Educational and safety videos and publications
- Road and trail bicycle maps to view, order or print
- U.S. Bicycle Routes 20 and 35 information
- State and national parks information for bicyclists
- Information on the use of ferries and major bridges

Bicyclists are urged to prepare their own assessment of traffic, roads, and trails, and plan routes appropriate to their riding skills.

Explore Michigan by bicycle!
For information, call The League of Michigan Bicyclists at 517-334-9100 or request a free Michigan Biking & Tourism Information packet.

Biking Quick Links

- Economic Benefits of Bicycling
- Non-Motorized Plans by MDOT Region
- Tourism Information
- Promotional Organizations
- Biking in State/National Parks
- Bicycles on Ferries
- Biking on Major Bridges
- Mi Commute - Biking
- Mi Drive: Traffic and Construction by Location or Route

Video Links
Northwestern Highway Bicycle Lane: A Safer Place to Ride"Share the Road" PSAU.S. Bicycle Route 35 opening event in Traverse CityHAWK Walk event in Ann ArborMi Commute - My Bike and I

Maps and Brochures

- MDOT Road and Trail Bicycling Maps
- Order MDOT Bicycling Maps
- On-Road Biking
- Off-Road Biking
- U.S. Bicycle Routes in Michigan
- Michigan State Transportation Map
- What Every Michigan Bicyclist Must Know
- What every Michigan DRIVER should know about bicycle lanes PDF

Training

Training Wheels PDF
An educational course on planning and design of on-road bicycle facilities.

Walkability Reviews PDF
A hands-on evaluation of the walking conditions in a portion of the community and a discussion of design improvement ideas.

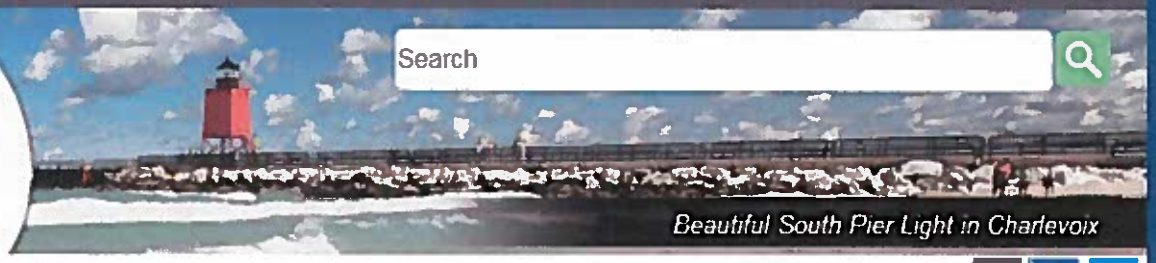
SAFETY > --- Safety Go

PLANNING > --- Planning and Design Go

RESEARCH > --- Research
Economic Benefits of Bicycling
Evaluating Pedestrian Safety Improvements (RC-1585)
Impact of Non-Freeway Rumble Strips - Phase 1 (RC-1575)
RC-1542 - Improving Driver's Ability to Safely and Effectively Use Roundabouts: Educating the Public to Negotiate Rounda
Sharing the Road: Optimizing Pedestrian & Bicycle Safety & Vehicle Mobility (RC-1572)

Safe Routes to S
Michigan Safe Rout
National Safe Route

www.michigan.gov/mdot-biking



The Economic Benefits of Bicycling

This *Community and Economic Benefits of Bicycling in Michigan* report is separated into two Phases that highlight the economic benefit bicycling has on Michigan's local and statewide economies. The 2014 Phase I report finds that bicycling provides an estimated $668 million per year in economic benefit to Michigan's economy, including employment, retail revenue, tourism expenditure, improved health, and increased productivity. Using both quantitative and qualitative data, the report takes a unique approach to illustrate both the economic benefits of bicycling on a statewide basis, as well as broader benefits bicycling can have on communities. Phase II of this project includes data on the economic impact of bicycling "events," bicycle touring, and Michigan as a bicycle destination. Released in the spring of 2015, the report estimates out-of-state participation in organized bicycle events contributes nearly $22 million to the State economy. It also includes a detailed analysis of the direct expenditures of six large organized events along with secondary impacts of these events.

Phase I Reports

- Statewide Report
- Statewide Infographic
- Ann Arbor Case Study
- Ann Arbor Infographic
- Detroit Neighborhoods Case Study
- Detroit Neighborhoods Infographic
- Grand Rapids Case Study
- Grand Rapids Infographic
- Holland Case Study
- Holland Infographic
- Traverse City Case Study
- Traverse City Infographic

Phase II Report

- Economic Impacts of Bicycling Events and Bicycle Touring in Michigan
- Bicycle Events Infographic

Transportation

Events/ Recreation

Manufacturing

Community

www.michigan.gov/mdot-biking