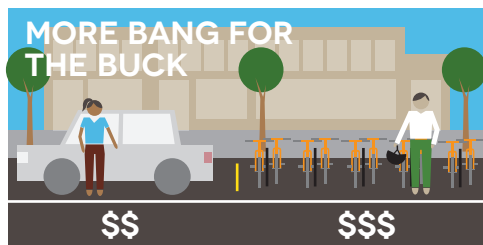


REGIONAL ACTIVE TRANSPORTATION PLAN

ECONOMIC BENEFITS OF WALKING AND BIKING INVESTMENTS

INCREASES SALES FOR RETAIL BUSINESSES



Retail revenue per hour of occupied parking is higher for bike parking (69¢ per square foot) than for auto parking (19¢ per square foot).¹

People who walk or bike to businesses spend less per visit but visit more often, resulting in **more money spent overall each month** compared to customers who arrived by car.²

IMPROVES RECRUITMENT OF TALENT AND WORKERS



Over 75% of millennials say it is important for their city to offer opportunities to live and work without relying on a car.³

CEOs recognize that **bikeable places attract top talent**. Companies are **relocating their offices to more bikeable areas** to better attract the well-educated 25 to 35-year-olds they seek to hire.⁴

INCREASES COMMERCIAL AND RESIDENTIAL PROPERTY VALUES



Reducing traffic speeds by 5–10 mph can increase residential property values by approximately 20%.⁵

In communities across the United States, a **one-point increase in Walk Score** (which assigns a value to addresses based on walkability) is associated with a **\$700-\$3,000 increase in home values**.⁶

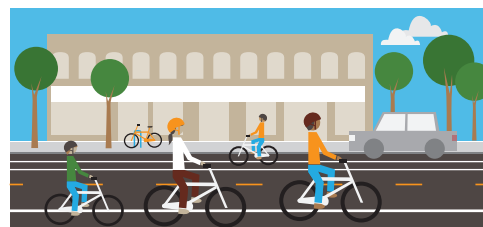
REDUCES HEALTHCARE COSTS FOR INDIVIDUALS, BUSINESSES, AND COMMUNITIES



Annual health care costs decreased by 4.4% after a Minnesota employer provided incentives for employees to bike to work compared to a national 24.6% increase during the same period.⁷

Every \$1 spent on evidence-based physical activity and nutrition programs **saves \$5.60 in health spending within five years**.⁸

STIMULATES LOCAL ECONOMIES AND CREATES JOBS



Walkable, bikeable places attract **bicycle tourists and other travelers who spend on average \$18-\$80 per day** in the community.⁹

Pedestrian and bicycle infrastructure projects create 8–12 jobs per \$1 million of spending. By comparison, road infrastructure projects create 7 jobs per \$1 million of expenditures.¹⁰

¹ Lee, A., What Is The Economic Contribution of Cyclists Compared to Car Drivers in Inner Suburban Melbourne's Shopping Strips?, 2008. ² Clifton, K., Morrissey, S., & Ritter, C. Business Cycles: Catering to the bicycling market. TR News Magazine 280 (2012): 26-32. ³ Access to Public Transportation a Top Criterion for Millennials When Deciding Where to Live, New Survey Shows - The Rockefeller Foundation. (2014, April 22). Retrieved September 28, 2015. ⁴ Walljasper, J. How Bicycling Is Transforming Business. Dec 2012. ⁵ Litman, T. Evaluating Traffic Calming Benefits, Costs and Equity Impacts. Victoria Transport Policy Institute. 1999. ⁶ Cortright, J., Walking the Walk: How Walkability Raises Home Values in U.S. Cities. August 2009. Web. ⁷ Streetsblog.org, QBP Health and Wellbeing Program CaseStudy, June 2013. ⁸ American Public Health Association. Public Health and Chronic Disease Cost Savings and Return on Investment. Web. ⁹ North Central Texas Council of Governments. Economic Benefits of Active Transportation. ¹⁰ Garrett-Peliter, Heidi. Pedestrian And Bicycle Infrastructure: A National Study Of Employment Impacts. Political Economy Research Institute University of Massachusetts, Amherst, 2011.