



Bicycling Means Business:
The Economic Benefits of Active Transportation

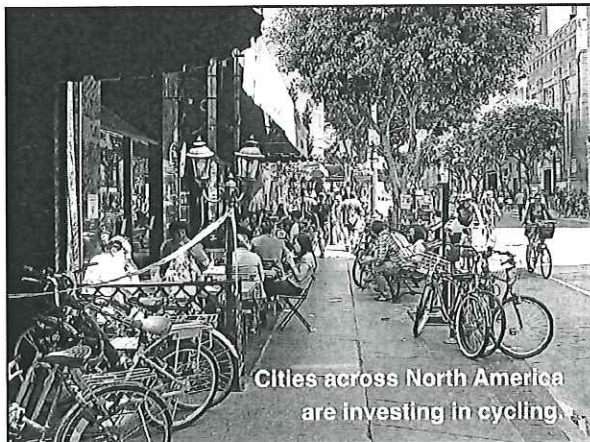
or, How to Build a Great Cycling (and Walking) City



Why bike?




- healthier, more productive workers
- fewer emissions, cleaner air, healthier community
- less congestion, slower speeds, increased retail visibility
- \$10,000/year to drive a car vs \$300/year to ride a bike




Cities across North America are investing in cycling.

Kilometres of on- and off-street bike paths in major Canadian cities



City of Calgary Cycling Map 2017

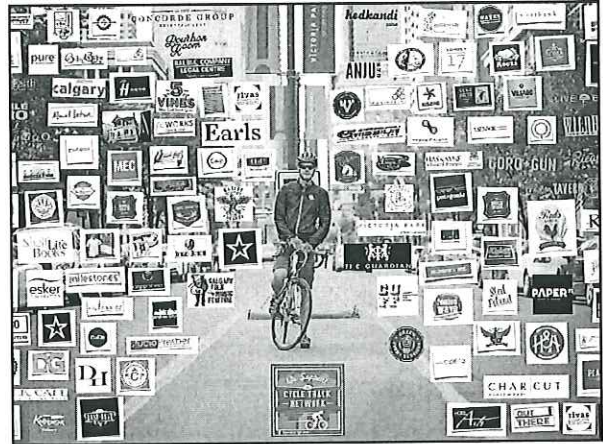
Calgary:	1,032
Montreal:	648
Toronto:	640
Vancouver:	289
Ottawa:	221
Windsor:	50



**I bike
I buy.**

bikes welcome
www.ikeibuy.ca

In New York City businesses on Eighth and Ninth Avenues saw an almost 50% increase in sales after the installation of protected bike lanes.



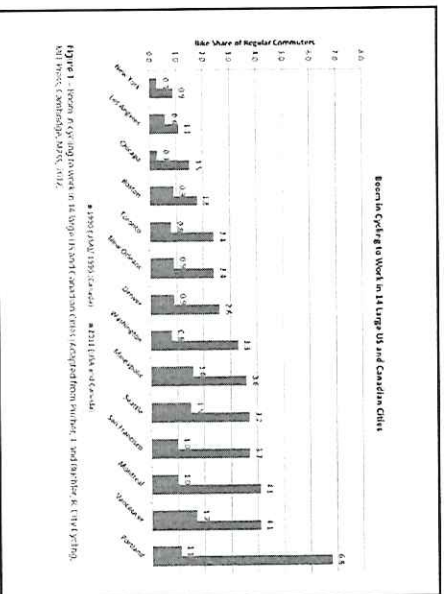

ikeibuy.ca

\$118024.41
SPENT BY CUSTOMERS ON
BIKES.

Every study going demonstrates that cyclists spend as much or more per person than driving customers.

Kitchissippi Councilor Jeff Leiper wants to know how much you spent today while riding your bike. Add your purchases below, and watch the total grow!





Who is Cycling?

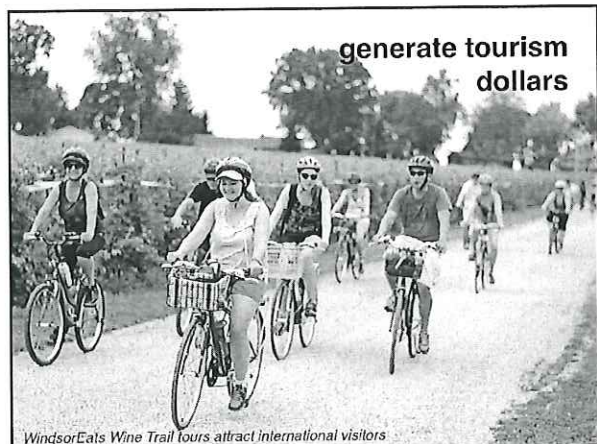
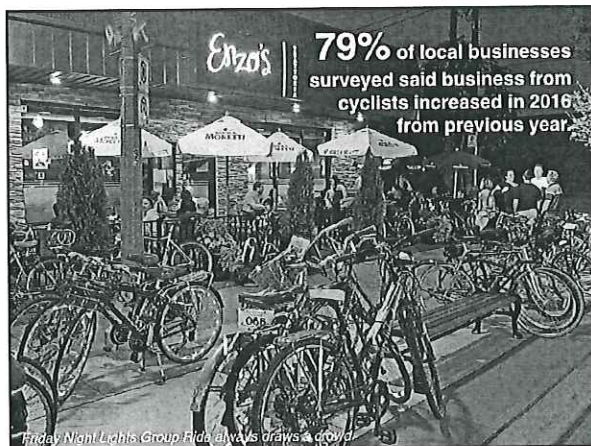
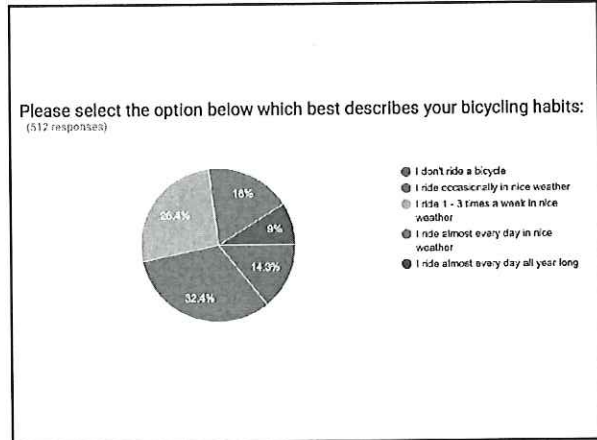
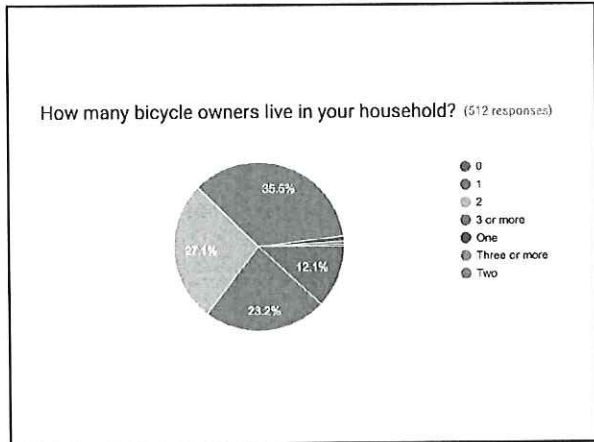
- 18-45 year olds
- Post-secondary graduates
- Tech-sector
- Young families

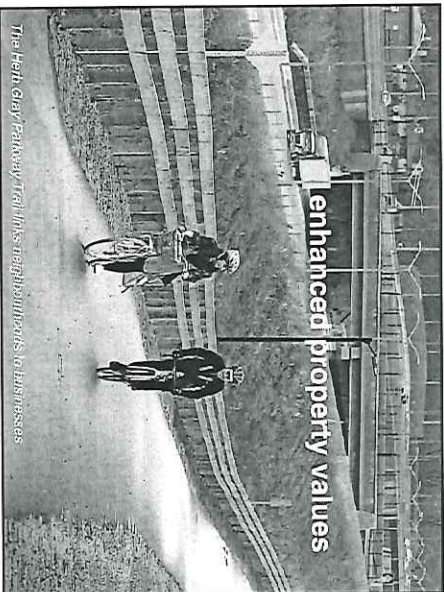
44,000

cycle trips in 6 weeks
on the riverfront trail

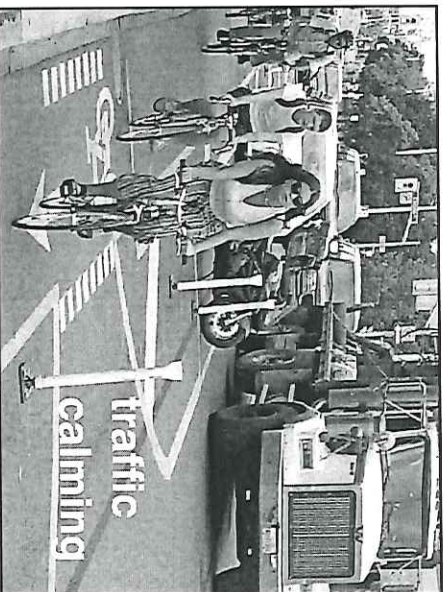
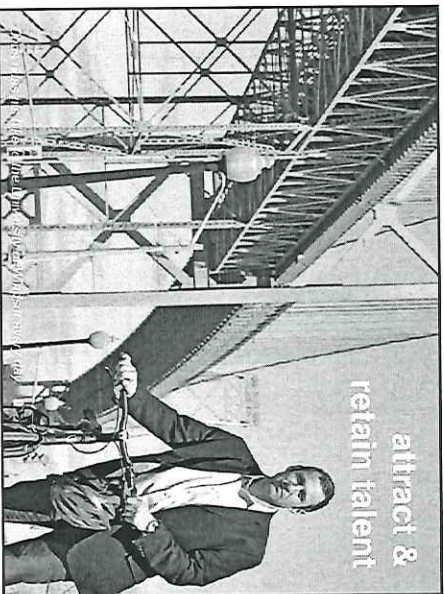
CYCLING SURVEY FOR 5 MINUTES

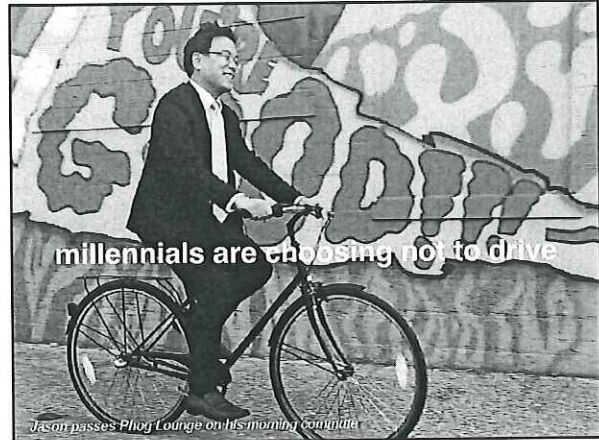
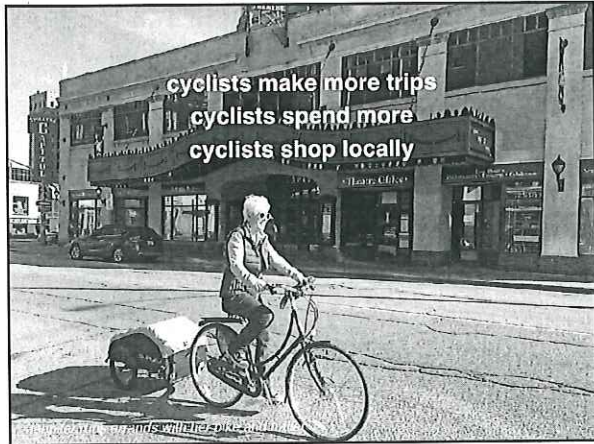
CYCLING SURVEY FOR 5 MINUTES





The Heath Clay Parkway Trail links neighborhoods to businesses






How do we increase cycling?

Demand already exists.

58% of Ontarians say they would choose to cycle more if they had:

- Safe routes including protected bike lanes.
- Consistent networks that link neighbourhoods to destinations.
- End-of-trip facilities. Secure and convenient parking.



So far, it's highlight the best of Windsor's food and drink scene



What can you do?

1. Install secure bicycle parking.
2. Sponsor and/or support cycling events.
3. Support the development of cycling infrastructure.
4. Encourage customers and employees to participate in Bike To Work Day/Week/Month.



bike windsor essex

*Safe Streets
Vibrant Neighbourhoods
Healthy Communities*