

Getting Your Community In Gear

Bike-Based
Economic
Development
Insights for
Non-Cyclists

Samantha Pearson
Walk It! Bike It! Lewisburg +
Lewisburg Neighborhoods
Corporation



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Before we begin, please take this one question survey. Use the QR code or visit:

bit.ly/BBEDpresurvey

Bike-Based Economic Development

What Does the Person on the Bridge Want?

- Demystifying a market segment
- We don't have to personally identify with a market segment to understand and analyze them
- Higher bar, possibly psychological, with bikes
- All about learning, the more you know...

Bike-Based Economic Development

Cyclists as a Segment

- Admittedly broad
- Multiple sub-segments: resident/visitor, shoestring – economy – comfort – high end
- While you may want to concentrate on the upper end of that spectrum, the work you do will benefit all riders (and others!)
- And all contribute to a healthy bike culture

Bike-Based Economic Development

What Does the Person on the Bridge Offer?

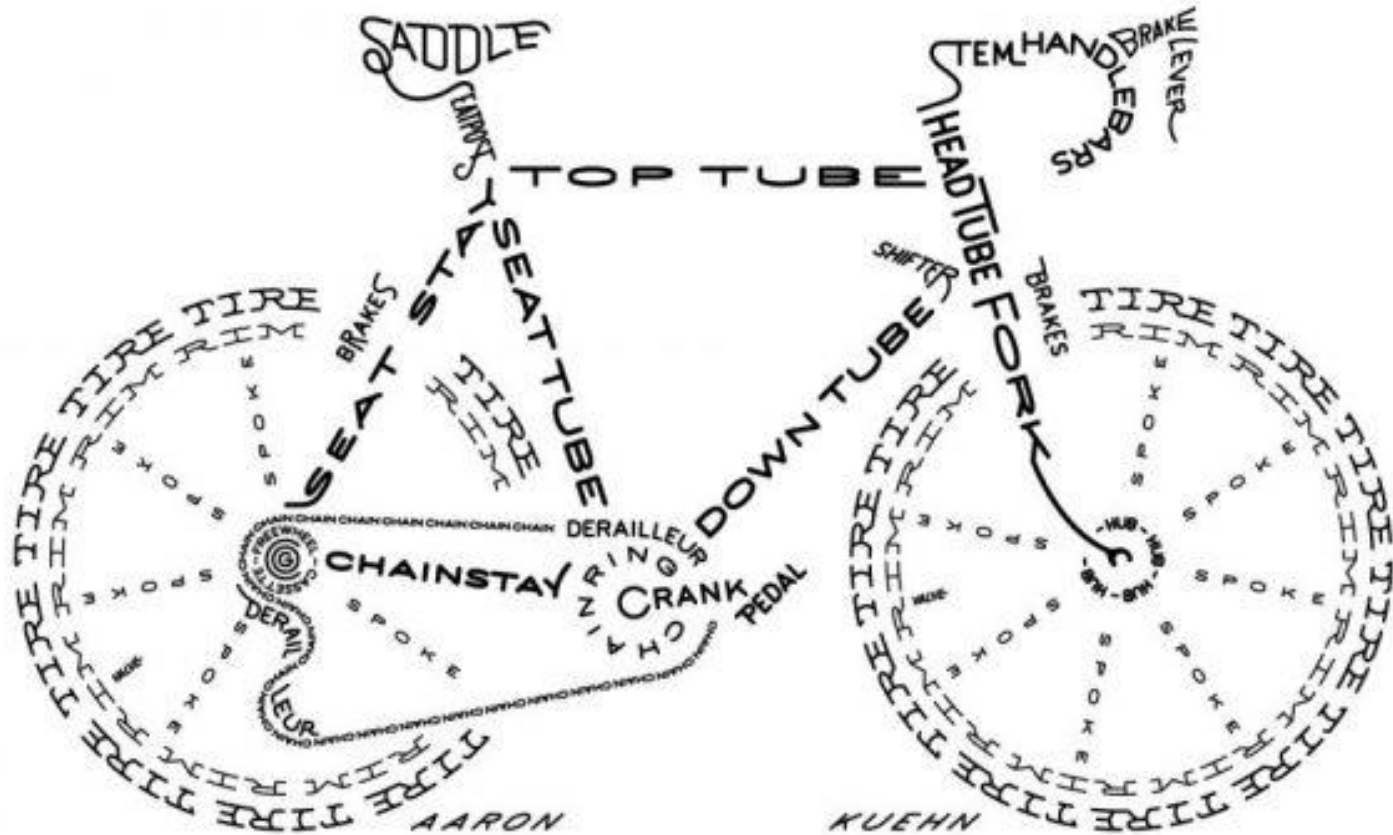
- Investment in the local economy
- Enduring support at a variety of scales
- Path Less Pedaled (pathlesspedaled.com) points out the difference between a driver going 250 miles and a cyclist covering the same distance – one passes you by, unless you're the destination, the other lingers – eating, sleeping, shopping...

Bike-Based Economic Development

What Else Is in It for You?

- Surprising twist
- Improved active lifestyle design including increased bike infrastructure and culture is also good for everyone (co-benefits)
- Even non-riders, both pedestrians and drivers enjoy reduced risk of traffic fatalities in places that invest in separated bike facilities

Define Bike



Define Bike

PA Vehicle Code – Title 75

Pedalcycle Definition

A vehicle propelled solely by human-powered pedals or a pedalcycle with an electric assist. The term does not mean a three-wheeled human-powered pedal-driven vehicle with a main driving wheel 20 inches in diameter or under and primarily designed for children six years of age or younger.

Define Bike

Pedalcycle with Electric Assist

A vehicle weighing not more than 100 pounds with two or three wheels more than 11 inches in diameter, manufactured or assembled with an electric motor system, rated at not more than 750 watts, and equipped with operable pedals and capable of a speed not more than 20 miles per hour on a level surface when powered by the motor source only. The term does not include a device specifically designed for use by persons with disabilities.

Define Bike



Define Bike



Define Bike



Define Bike



Define Bike



Define Bike



Define Bike



Not a Bike



Who Rides?



Who Rides?



Who Rides?

- Tourists
- Visitors from the region
- Residents
- Families and children
- Young and Old
- Wealthy and of modest means
- For fun and for transportation
- Not only people who have no other means of travel or lost their license!

What Do People on Bikes Want?

- Life, Liberty, and Happiness

AKA

- Safety
- Security
- Fun
- Beauty

(Plus lots of beer and ice cream)

What Do People on Bikes Want?

- Safety



What Do People on Bikes Want?

Safety

- State Resources
 - PA Vehicle Code (adopted 1976, adapted 2016)
 - PennDOT Connects
 - LTAP – technical assistance
 - Pedestrian and Pedalcycle Advisory Committee
 - No statewide bike advocacy organization
- National resources
 - League of American Bicyclists
 - Complete Streets, since 2003
 - Vision Zero,

What Do People on Bikes Want?

- Safety



What Do People on Bikes Want?

- Safety



What Do People on Bikes Want?

- Safety



What Do People on Bikes Want?

- Safety



What Do People on Bikes Want?

- Safety



**PLEASE,
DON'T
SQUEEZE.**

#ITSTHELAW



What Do People on Bikes Want?

- Safety

Gettysburg National Military Park

Bicycling Information on Website
No Signs or Info for Drivers

“To reduce the inherent hazards of operating bicycles on several of the State highways that run through the park, bicycles may be operated in a careful and prudent manner in opposition to the one-way direction of traffic on one-way park roads.”



What Do People on Bikes Want?

- Safety



What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

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What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

- Security



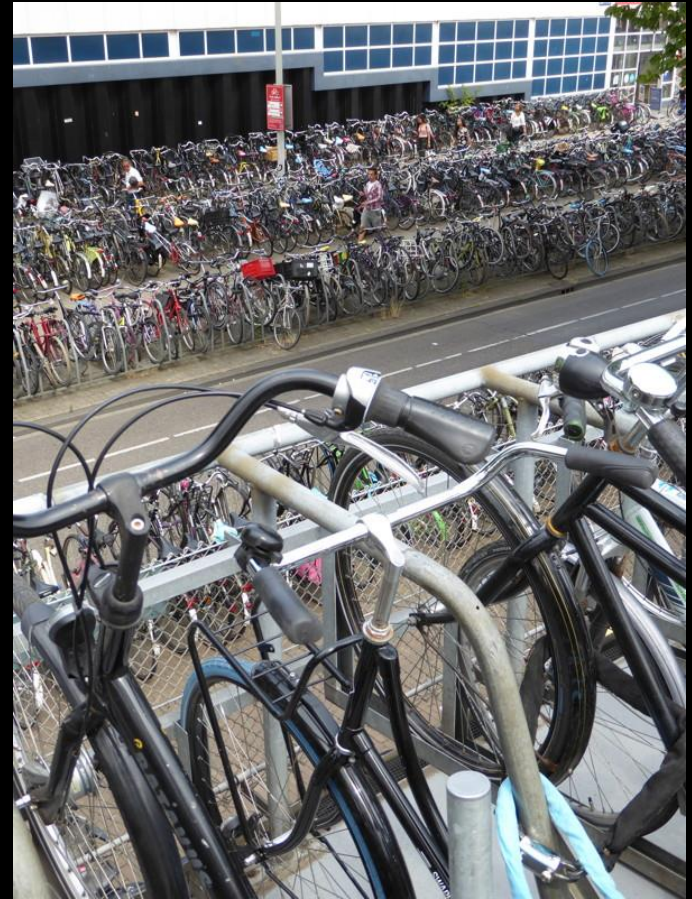
What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

- Security



What Do People on Bikes Want?

- Fun



What Do People on Bikes Want?

- Beauty



What Do People on Bikes Want?

- Beauty



What Do People on Bikes Want?

- Beauty



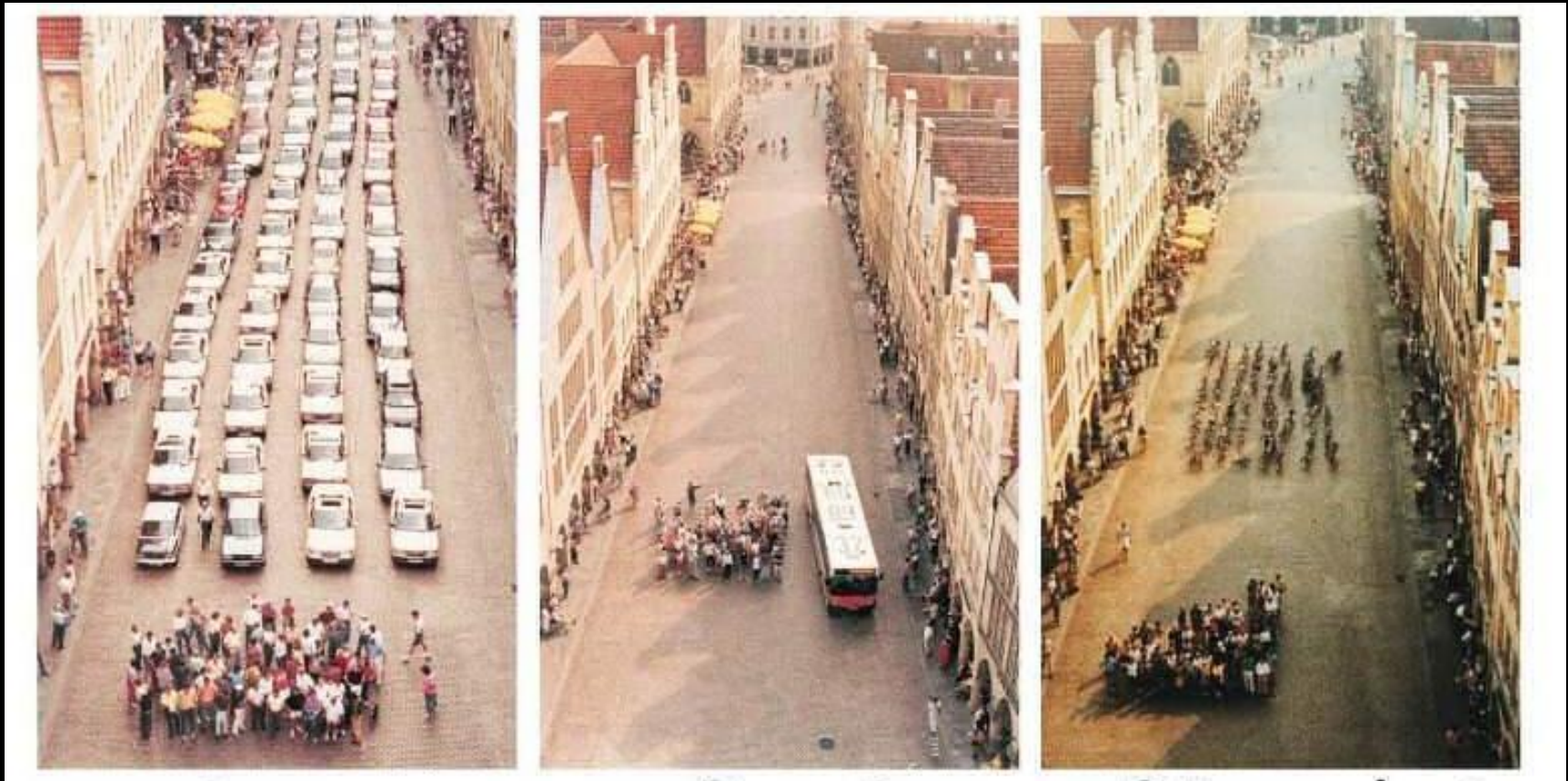
What Do People on Bikes Want?

- Beauty



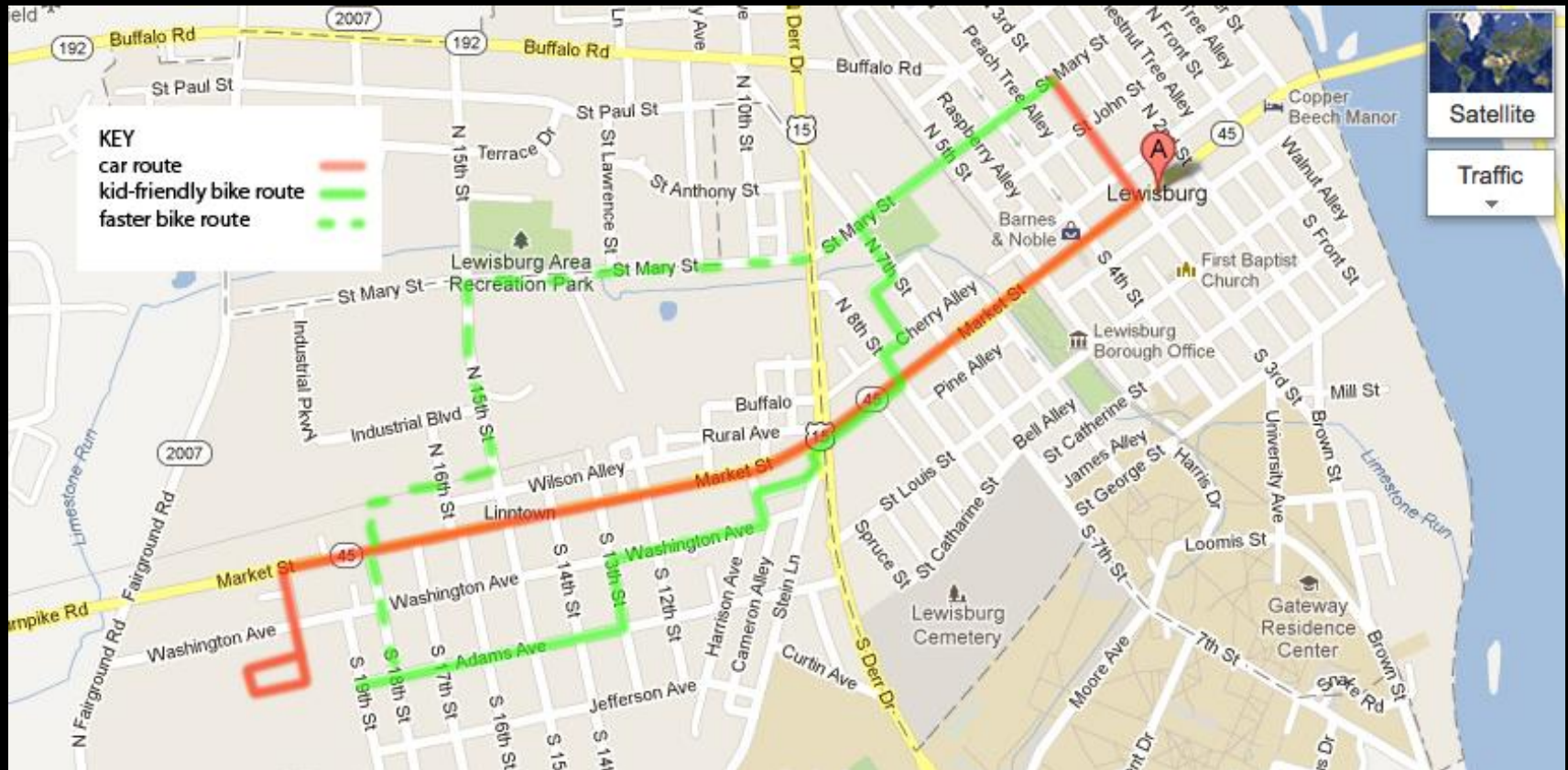
What Do People on Bikes Want?

- Beauty



How Is This Different?

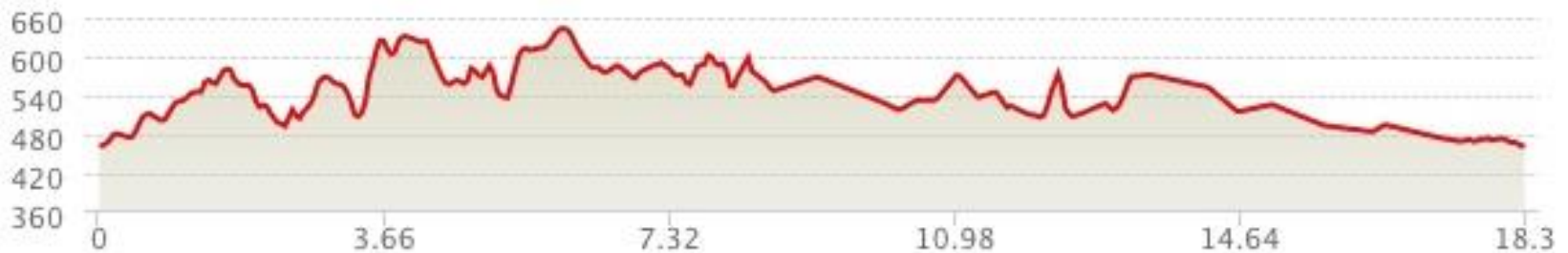
- Fine-grained focus



How Is This Different?



ELEVATION (ft)



How to Get This Perspective?

- Partner with local organizations
- Ask for public input
- Map your community
- Pursue some easy wins
- Be an ally
- Educate yourself



How to Get This Perspective?

- Partner with local mobility-focused non-profits or community organizations

LOCAL ADVOCACY ORGANIZATIONS

 *Bicycle Friendly Business*  *Offers discounts to League members*

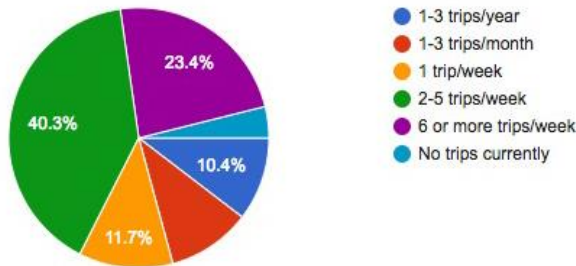
Bike Pittsburgh	Pittsburgh, PA
Luzerne County Bikes and Walks	Wilkes Barre, PA
Dream Ride Projects	Lancaster, PA
Bicycle South Central PA	Dauphin, PA
Bike Erie	Erie, PA
CentreBike (Centre Region Bicycle Coalition)	State College, PA
Faith Friendship Ministries	Mountville, PA
Narberth Cycling Club	Narberth, PA
Bicycle Coalition of Greater Philadelphia	Philadelphia, PA
Coalition for Appropriate Transportation (CAT)	Bethlehem, PA
Lebanon Valley Bicycle Coalition	Palmyra, PA
Philadelphia Major Taylor Cycling Club	Souderton, PA
Transportation Management Association of Chester County	Malvern, PA

How to Get This Perspective?

- Ask for public input -- do a survey

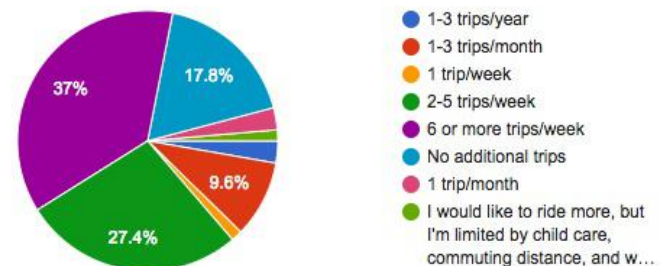
Please estimate your current number of (round) trips (in season) by bicycle in the Lewisburg area.

77 responses



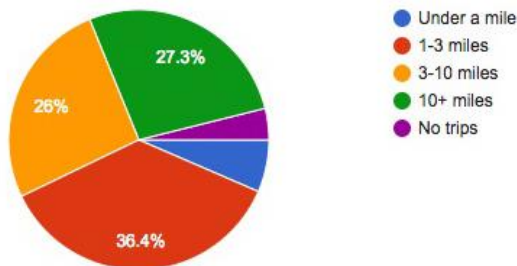
Would you like to ride more? If so, please indicate the desired number of (round) trips (in season) by bike in the Lewisburg Area.

73 responses



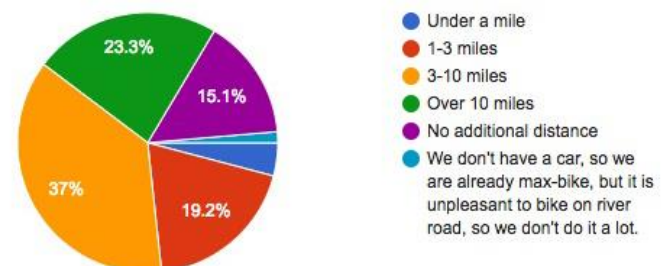
How far do you typically ride on one of these trips?

77 responses



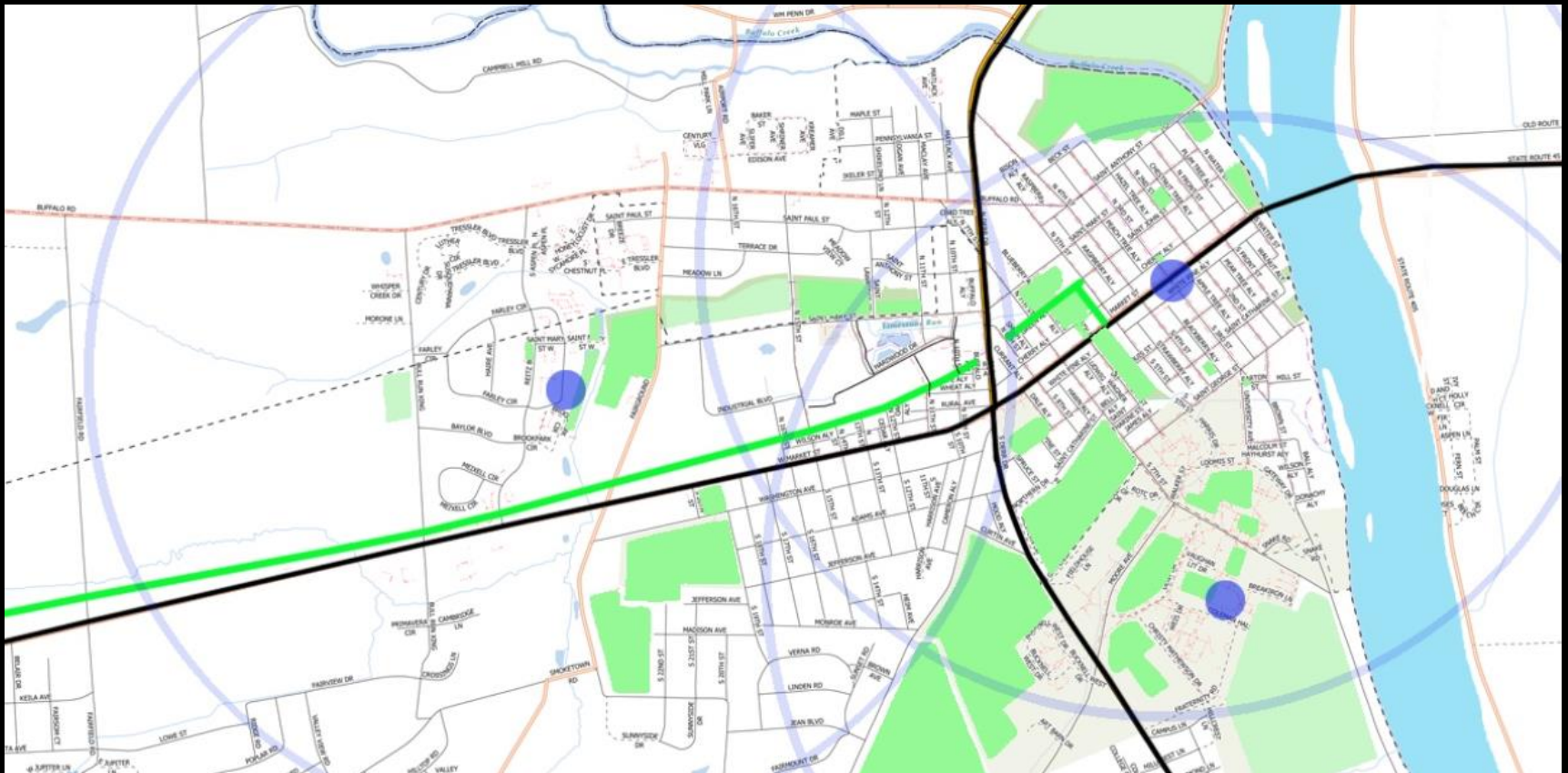
If you would like to ride more, please indicate the desired typical distances for a trip.

73 responses



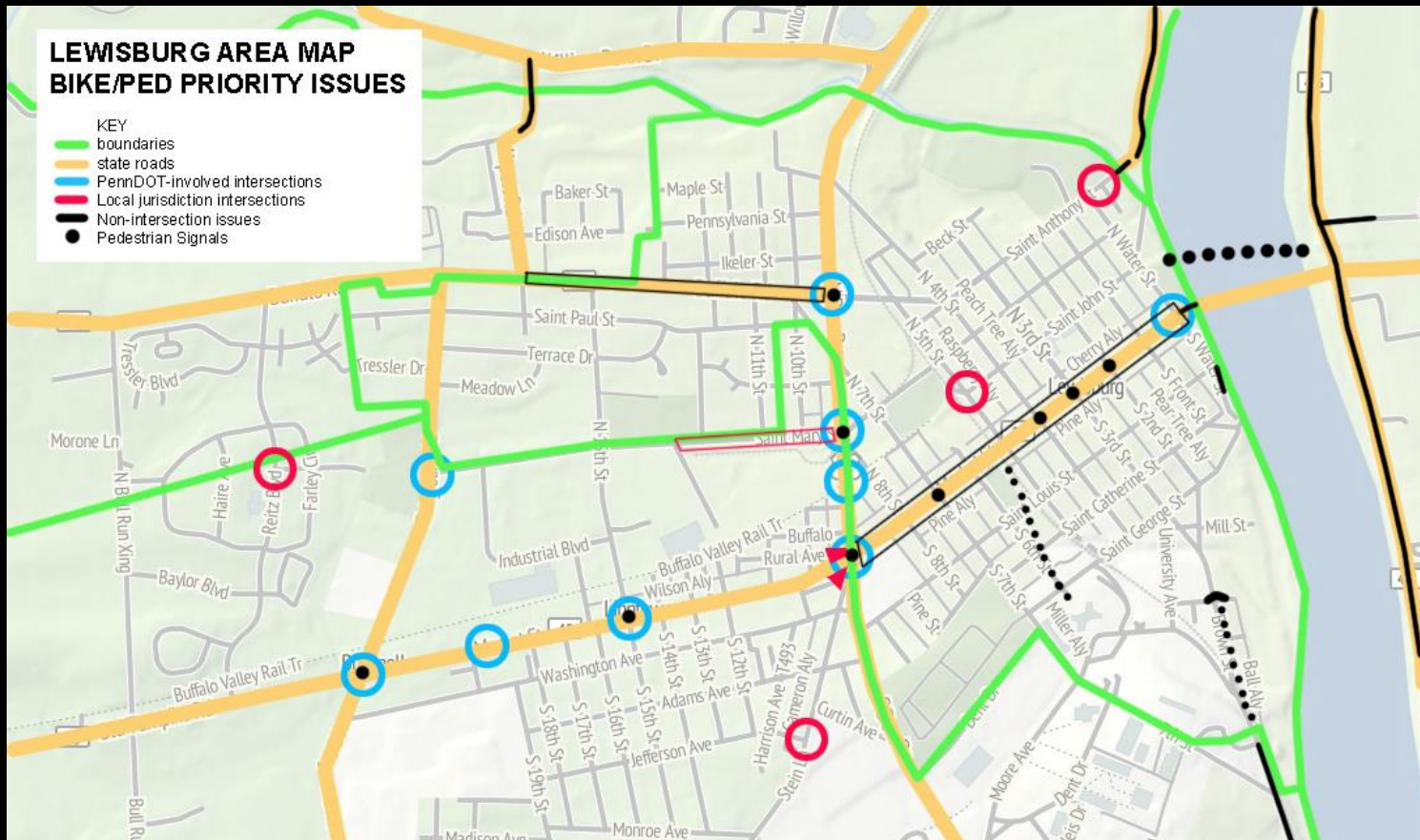
How to Get This Perspective?

- Map the place you are now



How to Get This Perspective?

- Map where you want to be in future



How to Get This Perspective?


- Pursue some easy wins
 - Already accessible? Then brand biking in your place -- provide bells, seat covers, flashers, or high visibility gear
 - Not accessible yet? Start educating



Louie B. Lite says . . .

WALK THE WALK-DRIVE THE DRIVE

- ♦ At locations with traffic lights, pedestrians must obey traffic control signals.
- ♦ At locations without traffic lights, vehicles must yield to pedestrians in a crosswalk.



lewisburgneighborhoods.org/walk-the-walk/

How to Get This Perspective?

- Be an ally
 - Listen to the cyclists in the community
 - Promote safety
 - Be a voice encouraging local officials, business owners, and institutions to recognize the benefits bikes can bring to the community

How to Get This Perspective?

Educate yourself – relevant organizations to follow on facebook

8 80 Cities
Active Towns
Better Block Foundation
Bike Score (part of Walk Score)
CityLab
HUB Cycling
League of American Bicyclists
Main Street America
Momentum Mag
National Complete Streets Coalition
Open Streets Project
PARK(ing) Day

Pedestrian and Bicycle Info Center
People for Bikes
Planetizen
Rails-to-Trails Conservancy
Smart Cities Dive
Smart Growth America
Streetsblog
Streetsblog USA
Strong Towns
Tactical Urbanism Guide
Walk Score
Walkable and Livable Communities

Why Do All This?

- What's waiting for him at the other end of the tunnel?



Why Do All This?

- Personal health



Why Do All This?

- Community health

“Making the Case for Designing Active Cities”

looks at “the co-benefits of activity-friendly environments on **physical health, mental health, social benefits, safety/injury prevention, environmental sustainability, and economics...** All five physical activity settings could be designed so they have positive effects on economic outcomes, **including increased home value, greater retail activity, reduced health care costs, and improved productivity.** Activity-friendly design in all settings [also] had strong evidence of environmental co-benefits based on **reduced pollution and carbon emissions.”**

activelivingresearch.org/making-case-designing-active-cities

Why Do All This?

- Bikes are good for business

- 1) **Bicycling creates jobs.**
- 2) **Cyclists spend more and stay longer than other motorized tourists and commuters.**
- 3) **Employees who bicycle save businesses money on health insurance costs and increased productivity.**
- 4) **Bicycle parking is cheaper and a more efficient use of space than car parking.**
- 5) **Bicycle infrastructure has a significant return on investment.**
- 6) **Bicycle-friendly cities & communities are attracting young people, which are attracting businesses.**

adventurecycling.org/resources/blog/bikes-bucks-6-ways-bicycling-benefits-businesses-local-economies/

Why Do All This?

- Bikes are good for everyone!

"The reason for bikeways is not what they do for bicyclists, but what they do for the whole community."

— Transportation Engineer Dan Burden

aarp.org/livable-communities/getting-around/info-016/why-bicycling-infrastructure-is-good-for-people-who-dont-ride-bikes.html

Assessing Your Community

- Bike organizations or groups
- Bike parking
- Bike destination stores
- Bike destination sites – trails, routes, skill parks
- People services – food, drink, shelter
- Bike people services – charging, water, wifi, food at all hours, showers, bike repair, shipping, ice cream, beer
- Bike culture

Taking It to the Next Level

- A network of destinations
- Connections between communities
- Clear mapping and signage
- Integration of cycling options with transit
- Expect bikes – even in bad weather
- Advertising how fantastic you are
- Inviting in and supporting big bike events

Just Taking the Next Step

- Talk to the municipality
- Advocate with law enforcement
- Keep shoulders and routes clear
- Focus on shared benefits messaging
- Engage the non-cycling public
- Consult with locals in the know
- Map routes and share that information
- Cultivate cycling culture

Where to Even Start?

- Path Less Pedaled – Bike-Friendly Business Basics – how businesses can attract cyclists
- Adventure Cycling – studies of the touring market and its economic impacts
- League of American Bicyclists – Bicycle-Friendly Business/University/Community Certifications
- Find a Bike Summit or advocacy organization you can engage with either nearby or at large
- Consider getting out there yourself – rent something fun, try something new and different

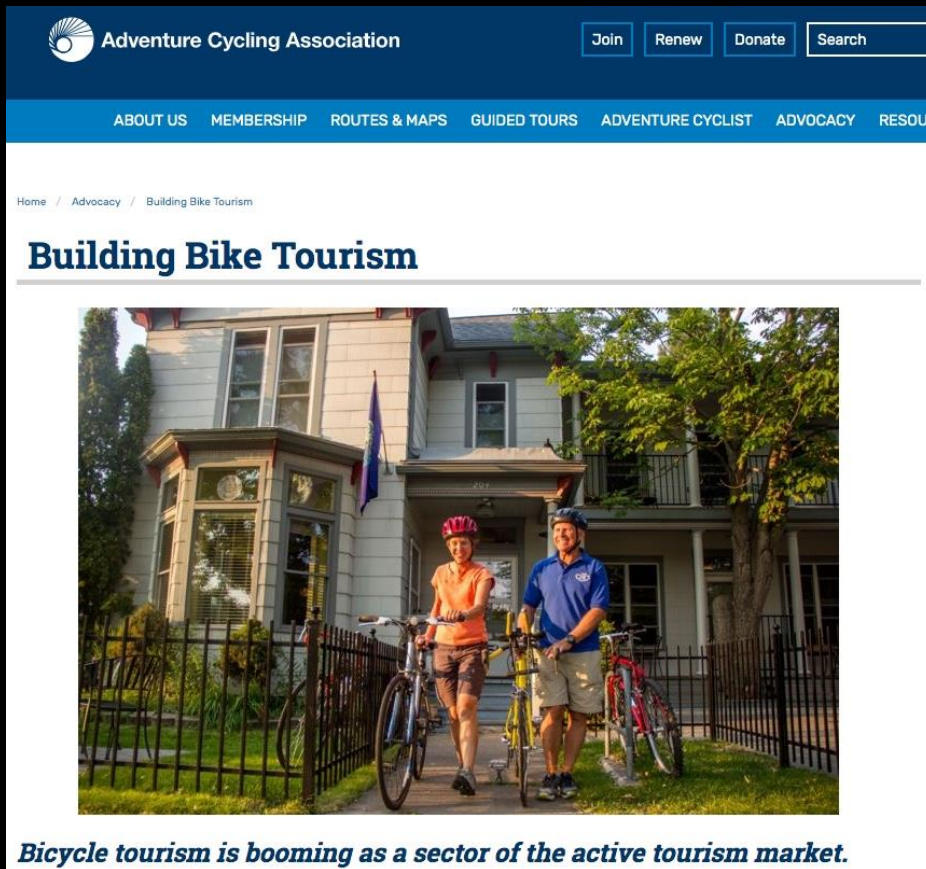
Where to Even Start?

- Path Less Pedaled



Where to Even Start?

- Adventure Cycling



The screenshot shows the Adventure Cycling Association website. The header includes the logo, navigation links (Join, Renew, Donate, Search), and a menu (ABOUT US, MEMBERSHIP, ROUTES & MAPS, GUIDED TOURS, ADVENTURE CYCLIST, ADVOCACY, RESOUR). The main content area features the breadcrumb 'Home / Advocacy / Building Bike Tourism' and the title 'Building Bike Tourism'. Below the title is a photograph of a man and a woman with bicycles in front of a house. At the bottom of the page, a caption reads: *Bicycle tourism is booming as a sector of the active tourism market.*

National Advocacy Projects

Train Travel

Building Bike Tourism

Bicycle Tourism 101

How to be Bicycle Travel Friendly

Cyclists Only Lodging

Economic Impact

Bicycle Tourism Resources

U.S. Bicycle Route System

Where to Even Start?

- League of American Bicyclists

BICYCLE FRIENDLY COMMUNITY



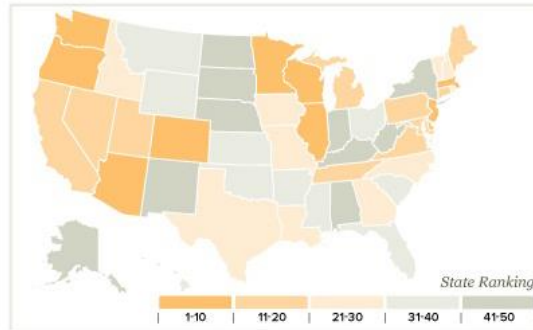
BICYCLE FRIENDLY BUSINESS



BICYCLE FRIENDLY UNIVERSITY

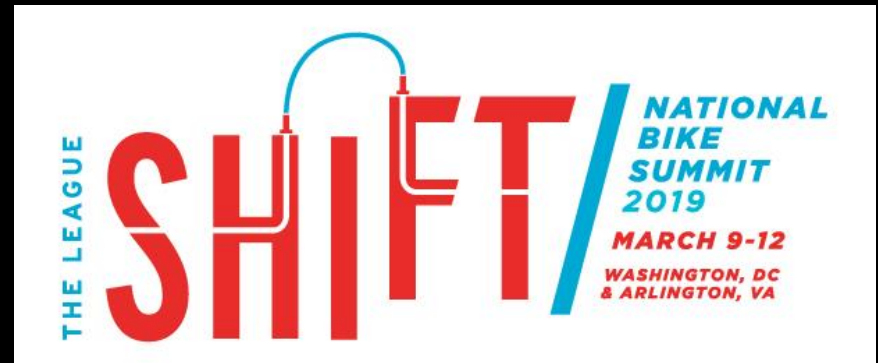


BICYCLE FRIENDLY STATE



Where to Even Start?

- Summits and Advocacy Organizations



Highlights

- Not every cyclist is the same, but they all share many similar needs
- Economic benefits of cycling are out of proportion to their average purchases
- Improved cycling infrastructure and culture benefits everyone, even non-cyclists
- Educating the public about how Streets Are For Everyone makes everyone SAFEr
- Bike parking and vision zero design might not be familiar but there are principles and guides available

Questions?

Samantha Pearson

Lewisburg Neighborhoods

Walk It! Bike It! Lewisburg

elmstreet@windstream.net

570-523-0114

781-366-0726 txt

Louise B. Lite says . . .

WALK THE WALK—DRIVE THE DRIVE

- ◆ Drivers must allow 4 feet of distance from a bicycle when passing & they may cross the center line—IF safe to do so—to provide the required clearance.
- ◆ PA law defines bicycles as vehicles & assigns riders the same responsibility & rights to the road as drivers. Follow all signals and signs!



lewisburgneighborhoods.org/walk-the-walk/

WalkItBikeItLewisburg.org

LewisburgNeighborhoods.org/about/walk-it-bike-it-lewisburg/

LewisburgNeighborhoods.org/walk-the-walk/

Thank you!

Samantha Pearson
Lewisburg Neighborhoods
Walk It! Bike It! Lewisburg
elmstreet@windstream.net
570-523-0114
781-366-0726 txt

...my dog and pony show...



Resources












Shared: 11 tabs



Scan this QR code using the Barcode Scanner app on your mobile or tablet

Bike-Based Economic Dev Links

-  Bike-Based Economic Development Pre-survey - Google Forms
-  Making the Case for Designing Active Cities | Active Living Research
-  Why cities with high bicycling rates are safer for all road users - ScienceDirect
-  How to Pass a Bicyclist
-  Bicycle Parking Guidelines - Association of Pedestrian and Bicycle Professionals
-  EssentialsofBikeParking_FINA.pdf
-  The Path Less Pedaled
-  Building Bike Tourism | Travel Initiatives | Adventure Cycling Association
-  BeierleBikeTourism.pdf
-  unPAved of the Susquehanna River Valley - Home
-  Walk the Walk - Drive the Drive - Lewisburg Neighborhoods Corporation

Fine Print

Photo credits

Happy bike passenger – momentum mag photo courtesy of Tern

Bike lock images – thebestbikelock.com

Overloaded panniers – sheldonbrown.com

Baskets on bicycle – worldatop.blogspot.com

Ghostbike – bicycling.com

Bike crash test dummy – Ottawa Sun video screen capture

Recumbent riders – StateCollege. Com

Longtail bikes – Cargo Bike Mag

Vespa rider – The Brooklyn Paper / Jeff Bachner

Skateboarding – Jooinn.com

Drainage grate design – mybikeadvocate.com

Car/Bus/Bike Capacity images – Muenster, Germany Planning press office

Resources

Videos: <https://www.fastcompany.com/3063344/these-animated-videos-show-just-how-much-space-cars-waste-in-our-cities>

