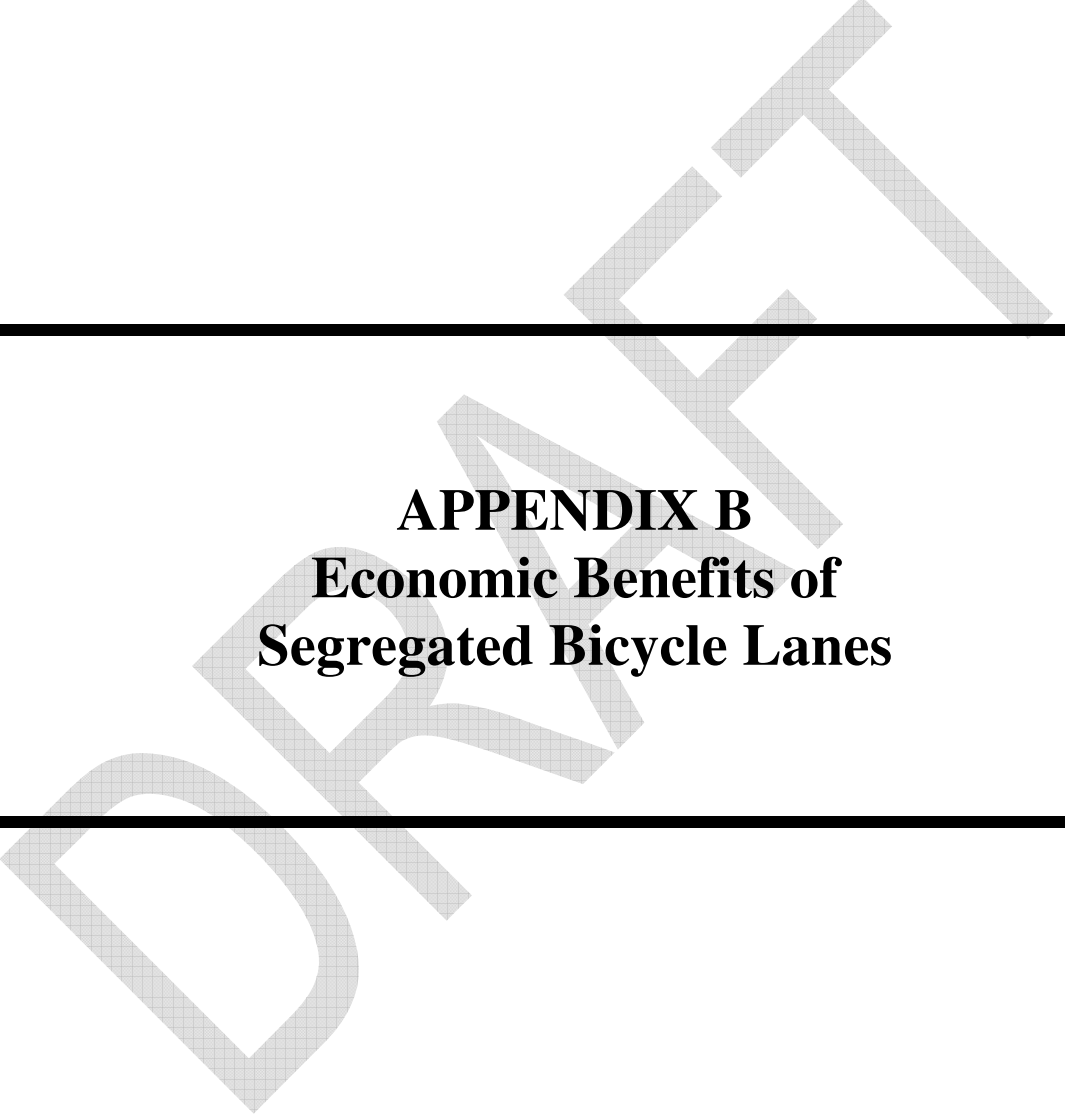

APPENDIX B
Economic Benefits of
Segregated Bicycle Lanes



Summary of the Economic Benefits of Segregated Bike Lanes

(Sources Attached)

- In the study on Bloor Street in Toronto (*attachment 1*), it was found that even during peak periods, no more than 80% of paid parking spaces are paid for, and patrons arriving by bicycle or foot visit the most often and spend the most money per month. The study was conducted in July 2008 and surveyed the opinions of 61 merchants and 538 patrons on Bloor Street. It was found that the segregated bike lanes would increase commercial activity. The study found that bike lanes are good for businesses because cyclists can stop on a whim more easily than motorists and support local businesses.
- A study on Prince Street in New York City on widened sidewalks (*referenced in attachment 1*) found that the patrons of Prince Street stores would come more often, drawn by the reduced crowding on sidewalks, and that this increased patronage would offset, by a five-to-one ratio, any lost retail sales from those not coming due to the reduced number of parking spaces. This relates to the pedestrian space that would be created by bike lanes.
- It was determined in the Toronto study that pedestrians, cyclists and public transport users make up 90% of Bloor Street patrons. Providing more space with cycling lanes would improve accessibility. Respondents were asked whether it would be best for the City to install bike lanes, or widen the sidewalk. Bike lanes were preferred.
- The Bike Corral Study conducted in Portland (*attachment 2*) determines that businesses recognize that the investment in quality short-term bicycle corral facilities has been an asset for both bicyclists and their commercial establishment. It also determines that bicycle facilities help to promote sustainability, enhance the street and neighbourhood identity, increase transportation for employees and patrons, increase foot and bike traffic and increase the visibility of businesses from the street. It was determined that with 1 of every 4 customers in Portland is a bicyclist, and the continued investment in quality bicycle parking facilities that can accommodate current demands and attract new customers in an asset for both bicyclists and businesses.
- An article in the Toronto Star (*attachment 3*) reported that only 10% of patrons at local businesses arrive by car, and that patrons arriving by foot and bicycle spend the most money each month. The report also suggested that only 1 shopper can fit in a large car, but many bikes (many people) can park in the space a car would fit. It also notes that a motorist spends \$10,000 annually to own and operate a car, which leaves less money for shopping. The article also points out that cycling is good for the public and businesses in general; bike makers aren't begging for money from the

tax payer like automakers who need government-facilitated financing. Bikes reduce vehicle congestion, and cause less wear and tear on pavement, meaning less property damages. The article sources the Toronto study (*attachment 1*).

- A study on the economic effects of traffic calming conducted in San Francisco found that changes to streets and sidewalks in urban areas make them more attractive and liveable, and positively affect retailers (*attachment 4*). The Valencia Street bicycle lanes were implemented in 1999, and in 2003 (when the study was created) the vast majority 27 merchants interviewed in the district expressed support for them. 66% of the merchants believed the bike lanes have had a positive impact on their sales, and the same percentage would support further traffic calming. The study proposes that traffic calming means economic revitalization, increased property value, increased liveability and safety, and more sales and attraction to customers.
- *Attachment 5* is a brochure which summarizes the positive economic benefits of cycling in Portland. Incorporating segregated cycling facilities into city infrastructure means economic increase due to tours, races and events, distribution and manufacturing of more bicycles, professional services and retail. The bike tours and events bring in an annual amount of \$7 million alone in Portland. Bike manufacturers move to where there is cycling infrastructure and the demand is high. The total economic increase in Portland thanks to cycling is \$63 million, with an estimated 600-800 jobs.
- The North Carolina Department of Transportation conducted a study (*attachment 6*) which found that a conservative estimate of the economic impact of bicyclists is \$60 million. The quality of bicycling infrastructure in the region (segregated bike lanes) had an impact on the decision of tourists to visit the region (and spend money). Economic benefits due to investing in cycling facilities found include: increased retail sales, job preservation and creation and enhancement of nearby property values.
- The European Commission's Report "Cycling: The Way Ahead for Towns and Cities" (*attachment 7*) has a column on Bicycles and Shopping, which identifies a study carried out in Munster that finds cyclists are better customers than motorists. Cyclists buy smaller quantities as they go, and therefore need to go much more regularly, and succumb to shopping temptation. It is stressed in the report that the vitality of commercial enterprises is connected to the quality of the environment. A survey carried out in Strasbourg indicated that there was a more than 30% increase of visits to the unchanged shopping area after pedestrianisation and closure to through traffic in the town centre.

- A report on Quantifying the Benefits of Nonmotorized Transportation For Achieving Mobility Management Objectives by the Victoria Transport Policy Institute (*attachment 8*) found that improved walking and cycling conditions and shifts from motorized to nonmotorized modes can increase economic productivity and development. It also states that improving walking conditions often significantly increases local retail sales and property values. Nonmotorized facilities attract residents and industries that value environmental quality, physical fitness and outdoor recreation.
- The Australian Bicycle Council website (*attachment 9*) includes information on a number of studies conducted in Europe that show when traffic is restricted (by bike lanes), levels of retail activity are generally improved. It states that the Bicycle Council of the Delaware Valley (US) has estimated that increasing bicycle use in Philadelphia has increased the daily purchasing power for Philadelphians by US \$354, 760. (Due to less vehicle use).

Bike Lanes, On-Street Parking and Business

A Study of Bloor Street in Toronto's Annex Neighbourhood



February 2009

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TABLE OF CONTENTS

TABLE OF CONTENTS	i
List of Tables	ii
List of Maps	ii
List of Figures	ii
Executive Summary	1
1. Introduction	2
1.1 Study Purpose	2
1.2 Study Description	2
2. Context.....	4
2.1 Background.....	4
2.2 Cycling Infrastructure and the Bike Plan	5
2.3 The Bloor Annex Neighbourhood	6
3. Methodology.....	9
3.1 Existing Precedent.....	9
3.2 Surveys	9
3.2.1 Merchant Survey	9
3.2.2. Pedestrian Survey	11
3.3 Parking Data	12
3.4 Data Analysis.....	13
3.5 Study Limitations.....	13
4. Findings.....	15
4.1 Merchant’s Perceived Customer Travel Habits	15
4.2 Merchant’s Perceived Effect of Potential Street Changes.....	15
4.3 Pedestrian Survey Respondents	16
4.4 Visitor Habits and Consumption.....	18
4.5 On-Street Parking Usage.....	19
4.6 Off-Street Parking	22
5. Discussion	23
6. Conclusions & Recommendations.....	25
References	26
Appendix A – Merchant Survey	27
Appendix B – Pedestrian Survey	28

LIST OF TABLES

Table 1. Distribution of survey respondents by survey location	11
Table 2. Distribution of survey respondents by survey day of the week	12
Table 3. Merchant estimate of customers that drive and park in the area.....	15
Table 4. Number of days per month visiting the Bloor Annex	17
Table 5. Money spent in the area per month.....	17
Table 6. Preferred change to the street.....	18
Table 7. Bloor Street and Spadina Road average on-street parking usage	20
Table 8. Bloor Street and Spadina Road average hourly on-street parking usage	21
Table 9. Toronto Parking Authority average parking lot usage.....	22

LIST OF MAPS

Map 1. The Bloor Annex neighbourhood within the larger Toronto context	3
Map 2. Suggested Bloor-Danforth Bikeway	5
Map 3. The Annex Land Use	8
Map 4. The Annex built form and transportation network	9
Map 5. Municipal paid parking options in the Annex	8
Map 6. Pedestrian intercept locations	11
Map 7. Study area boundary	16
Map 8. Pedestrian survey respondents' places of residence – Scale: Greater Toronto Area	17
Map 9. Pedestrian survey respondents' places of residence – Scale: Toronto.....	17

LIST OF FIGURES

Figure 1. Sample street configuration, including bike lane and streetcar.....	4
Figure 2. Typical Bloor Annex cross section facing east.....	7
Figure 3. Bloor Street facing east at Bathurst Street	7
Figure 4. North side parking restrictions.....	8
Figure 5. Typical side street parking restrictions	8
Figure 6. North side street parking	8
Figure 7. Pay-and-display machine.....	8
Figure 8. Lippincott parking lot.....	8
Figure 9. Types of businesses on Bloor	10
Figure 10. Types of businesses that responded to the survey	10
Figure 11. Response rate by type of business.....	10
Figure 12. Merchants' perception of the impact on business of reduced parking	16
Figure 13. Transportation mode share – live or work in the area	18
Figure 14. Transportation mode share – do not live or work in the area.....	18
Figure 15. Transportation mode share – Total.....	18
Figure 16. Bloor Street average on-street parking usage.....	19
Figure 17. Palmerston parking lot	22
Figure 18. Toronto Parking Authority average parking lot usage.....	21

EXECUTIVE SUMMARY

Proposals to install bike lanes on major streets are often met with opposition from merchants who fear that the reallocation of road space from on-street parking to on-street bike lanes would hurt business. The purpose of this study is to understand and estimate the importance of on-street parking to business on Bloor Street in the Annex neighbourhood of Toronto.

To encourage more Canadians to use bicycles for utilitarian trips more often, it is essential that the implementation of bike lanes on major streets be accelerated. The Bloor-Danforth corridor is a particularly attractive option for a city-wide east-west bike lane in Toronto because it is one of the only long, straight, relatively flat routes that connects the city from end to end; there are no streetcar tracks; and it has one of the highest incidences of bicycle collisions in the city.

This report is about the development and testing of new analytic tools to determine the public acceptability and economic impact of reallocating road space. The study – conducted in July of 2008 – surveyed the opinions and preferences of 61 merchants and 538 patrons on Bloor Street and analyzed parking usage data in the area.

Among the study’s findings:

- Only 10% of patrons drive to the Bloor Annex neighbourhood;
- Even during peak periods no more than about 80% of paid parking spaces are paid for;
- Patrons arriving by foot and bicycle visit the most often and spend the most money per month;
- There are more merchants who believe that a bike lane or widened sidewalk would increase business than merchants who think those changes would reduce business;
- Patrons would prefer a bike lane to widened sidewalks at a ratio of almost four to one; and
- The reduction in on-street parking supply from a bike lane or widened sidewalk could be accommodated in the area’s off-street municipal parking lots.

The spending habits of cyclists and pedestrians, their relatively high travel mode share, and the minimal impact on parking all demonstrate that merchants in this area are unlikely to be negatively affected by reallocating on-street parking space to a bike lane. On the contrary, this change will likely increase commercial activity.

It is recommended that this type of study be replicated on other commercial streets where there is concern about reducing parking to accommodate wider sidewalks or bicycle lanes.

Specifically, the researchers also recommend that the City of Toronto use this study to look more closely at the future of Bloor Street as a candidate for a cross-town bikeway.