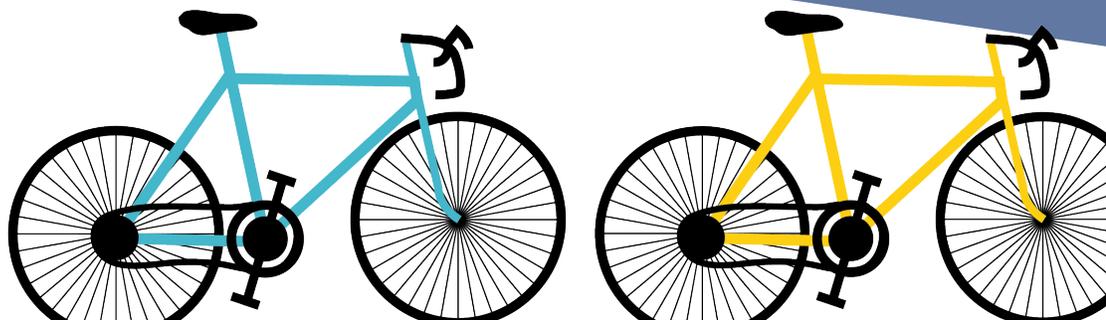


Bikes Mean Business!



Your **Cycling** Connection



About HUB Cycling

We get more people cycling more often through education, action, and events.

HUB Cycling is a non-profit organization that has worked to remove barriers to cycling in Metro Vancouver since 1996, while cultivating the health, environmental, and economic benefits that active transportation can bring. We've educated thousands of people, motivated thousands more, and championed improvements that benefit current and future bike commuters.

Summary

Active transportation has become a priority across the world, with federal, provincial, and local governments supporting and encouraging it as a way to fight climate change, reduce congestion, improve health, and create cities with a better quality of life for its residents. The BC government aims to double the percentage of trips taken by active transportation by 2030, and has a roadmap to do so in the CleanBC Roadmap to 2030 Plan.

Studies have shown that merchants overestimate the number of people who arrive by car to their businesses, and underestimate the number who arrive by foot, bike, and transit. In addition, the percentage of trips made by personal vehicle has been decreasing across the Lower Mainland, while trips on foot, transit, and bike have been increasing.

Cities around the world are building bike lanes to provide safe infrastructure for people on bikes to get to where they need to. Cities like Copenhagen and Amsterdam have long had bike lanes, and bike usage is high even in suburban districts. Bike trips made up 62% of commuter trips in Copenhagen in 2022, which has increased slowly from a low of 10% in the early 1970s. The 1970s was also when bike lanes started being built in these cities. And these cities are not so different from Vancouver in terms of climate—generally gray and moderately wet. And businesses have thrived as more people got on their bikes.

Protected bike lanes not only get more people cycling more often, they are often tied to larger street improvements that improve safety and access for all road users. Better yet, countless studies show that safer cycling infrastructure is beneficial to local businesses. Studies across the world have shown that cycle infrastructure has a positive or neutral impact on revenues. While people biking may spend less per trip, they tend to make more trips and shop local rather than going to a big box store or mall.

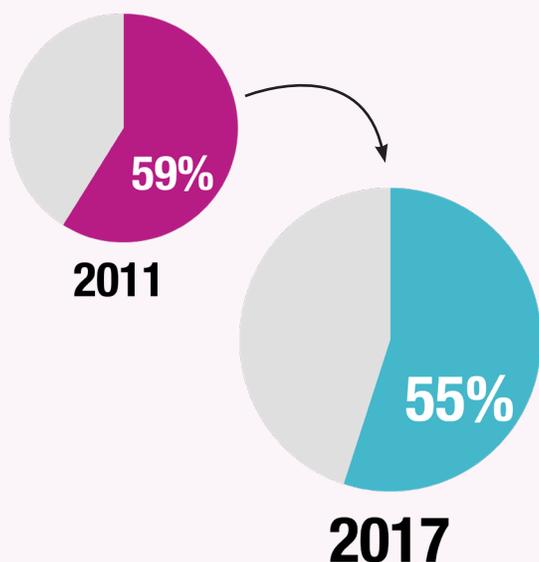
All that to say—bikes mean business!

Main Points

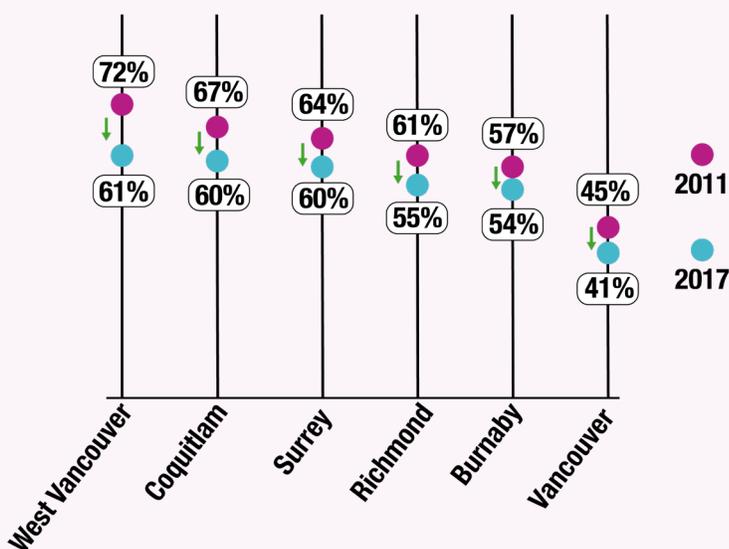
- 1** Across Metro Vancouver, fewer people are driving, and more are walking, taking transit, and biking
- 2** Merchants overestimate the number of people who arrive by car and underestimate the people who arrive by foot, bike, and transit
- 3** Bike lanes have been found to have positive or neutral impacts to revenue, especially for local biz!
- 4** If you build it, they will come
- 5** Canadians believe bike lanes make a community better a better place to live
- 6** Cities with similar climates have high levels of year-round biking
- 7** Opponents often change their minds to support bike facilities after they are built

1 Across Metro Vancouver, fewer people are driving, and more are walking, taking transit, and biking

The percentage of all trips taken by personal vehicle is decreasing in Metro Vancouver



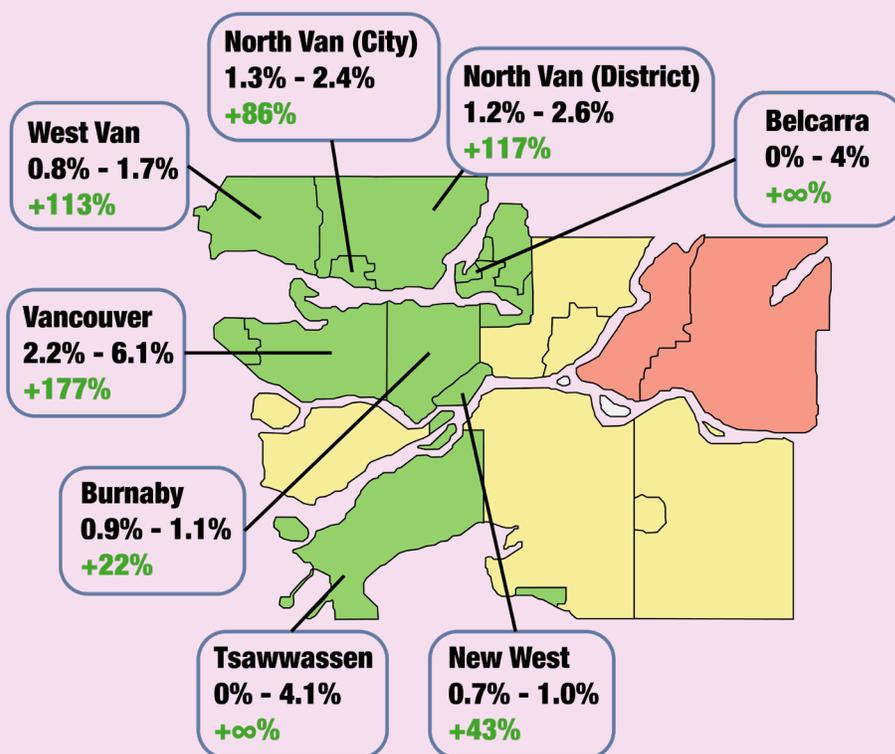
Many suburbs saw a bigger drop in personal car usage than Vancouver between 2011 and 2017



Source: [TransLink Trip Diary](#)

Biking is the fastest-growing mode of transportation in the region and province

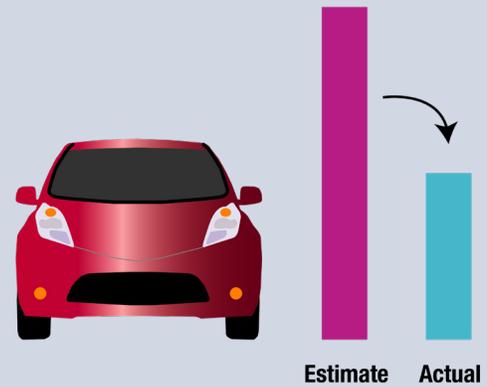
According to census data, the percentage of people commuting to work by bike increased in most municipalities between 1996 and 2016, while staying stable in others.



Source: Statistics Canada

2 Merchants overestimate the number of people who arrive by car and underestimate the people who arrive by foot, bike, and transit

Studies in [Berlin](#), [Dublin](#), [Toronto](#), and [Bristol](#) found that merchants vastly overestimate the number of people who arrive to their businesses by car, by up to 100%.



3 Bike lanes have been found to have positive or neutral impacts on revenue, especially for local biz!

23 studies

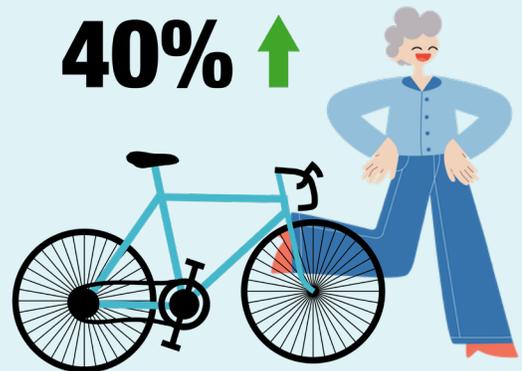
across the US and Canada found bike lanes to have **positive or neutral impacts** to revenue.

Source: [Volker & Handy \(2020\)](#)

People cycling spend less per trip, but make more trips, and visit local shops rather than big box stores or malls

Source: [Clifton \(2013\)](#)

People who walk and bike in London spend 40% more than those who drive.



Source: [Transport for London](#)

4 If you build it, they will come



The Burrard Bridge bike path was met with criticism when it was built, with many saying that nobody would use it.

It is now the **busiest bike route in North America**, with over 1,800 trips a day in the winter and almost 8,000 trips a day in the summer.

Source: [City of Vancouver \(2018\)](#)

European cities that added bike lanes during the Covid-19 pandemic had a 48% increase in biking over those that didn't.

Researchers estimated that this would generate between \$1-7 billion in health benefits.

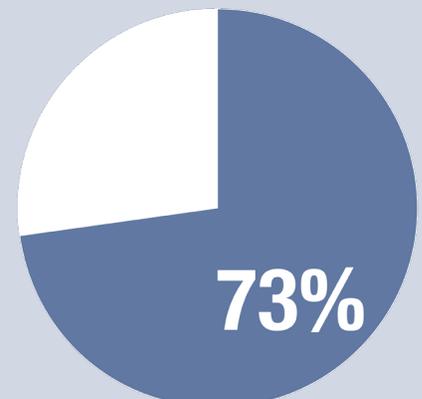
Source: [Kraus & Koch \(2021\)](#)



5 Canadians believe bike lanes make a community a better place to live

A 2018 Angus Reid survey found that **73% of Canadians think bike lanes make a community a better place to live**

Source: [Angus Reid \(2018\)](#)



6 Cities with similar climates have high levels of year-round biking

Many cities with similar or higher levels of biking are as wet as Vancouver



City	% Bike	Precip (mm)	Precip days
Vancouver	7.3%	1189	169
Copenhagen	49%	645	157
Portland, OR	5.3%	938	159
Amsterdam	48%	838	132
Bogotá	9%	1012	181

of people who bike in Copenhagen bike year round

Source: [EPOMM \(2014\)](#)

7 Opponents often change their minds to support bike facilities after they are built

In 2010, the Downtown Vancouver BIA adamantly opposed the proposed protected bike lanes on Hornby and Dunsmuir Streets. They were concerned about the 170 on-street parking spots that would be lost. However, they discovered that only 20% of customers arrived by car, after doing intercept studies. A study of nearby off-street parking was done, and the supply was more than demand. Signage was added to let drivers know where the off-street parking was.

DVBIA is now a platinum member of HUB Cycling and says it is fully aligned with HUB's goals.



“More people than ever before are walking or cycling to stores, restaurants and cafes, and that’s helping move people more efficiently through the city, creating a vibrant local economy, as well as attracting talent and innovation.”

—Charles Gauthier, President and CEO of DVBIA

Where to go for more info, support, and to participate in the cycling community

Want to support cycling improvements in your community? [Become a HUB Cycling organizational member!](#)

Want to raise your business' profile in the cycling community? Sponsor [Go By Bike Week](#) or learn more by emailing events@bikehub.ca.

Want tips and tricks to attract the cycling crowd? [Check out our marketing to cyclists guide](#).

Want to get more of your employees cycling to work for the health and wellness and productivity benefits? Take a look at [Bike Friendly Building consulting](#) for how to build better end of trip facilities.



Your **Cycling** Connection

For all sorts of information about cycling in Metro Vancouver and to learn more about HUB Cycling, visit bikehub.ca