

Portland Office of Transportation

Economic Benefits of Bicycling



DRAFT June 2006

The Study

- Surveyed more than 100 bike-related businesses
- Sectors:
 - Retail/repair
 - Manufacturing/distribution
 - Tours, rides, races, and events
 - Professional services

Bike Industry: Retail/repair/rentals

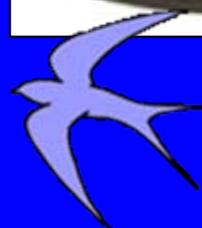


- 40+ specialty shops
- Many new shops
- + Bikes sold at “big box” retailers – lower cost but high volume



Bike Industry: Manufacturing/distribution



 **IRA RYAN**
cycles

Bike Industry: Tours, races, rides, events



More than 2100 annual races, rides, tours, and events, averaging 7 per day!

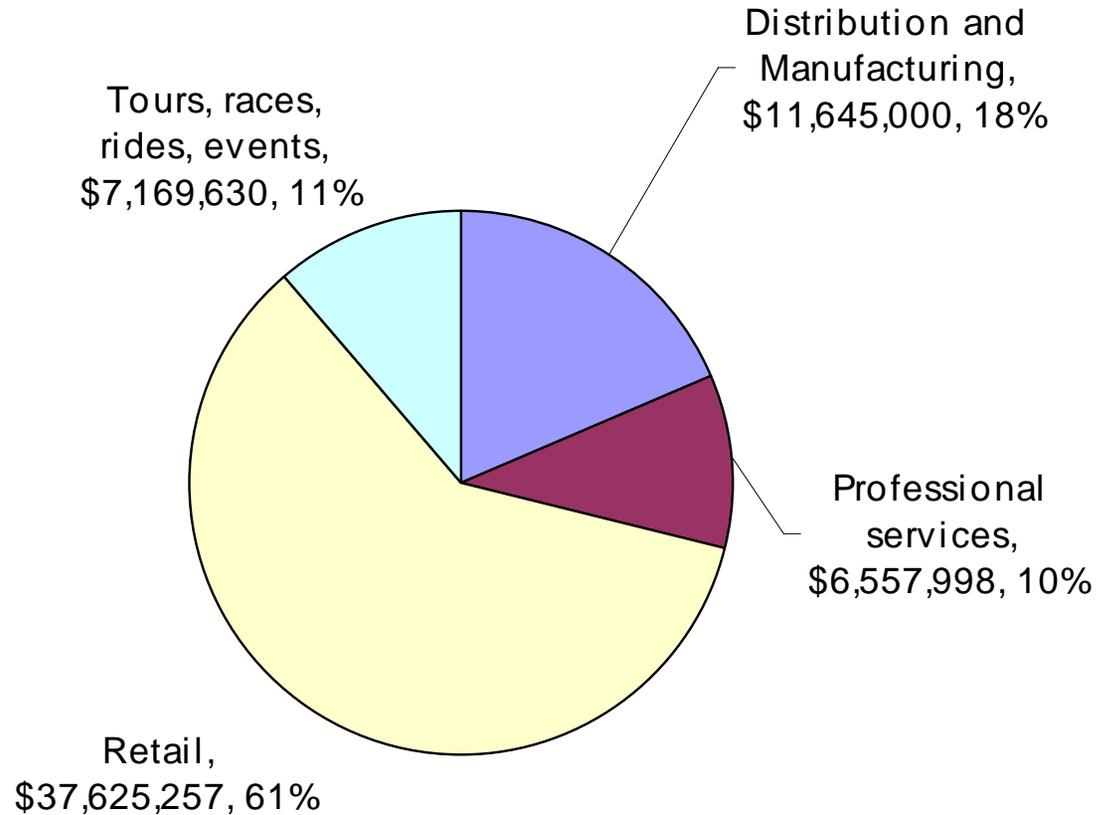
Bike Industry: Professional Services



Professional services: advocacy, planning, artists, bikeportland.org, legal support, other creative entrepreneurs

Bike Industry Growth

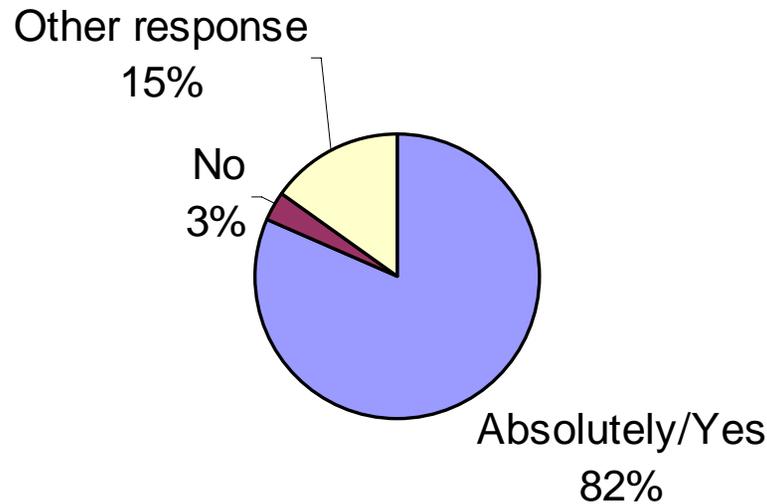
Economic Activity Related to Bicycling



\$63 million in revenue
800+ jobs

Bike Industry Growth

Is Portland's Reputation for Bike Friendliness Good for Business?



- + Numerous restaurants & coffee shops report their business depends on bicyclists

Bike Industry Growth

A very large part of why we moved here from SF is the unparalleled bike friendly reputation of this city with high livability. We can attract customers who wish to live well without a car, and that is within easy imaginative reach here, because of the city layout development policies, density, generally supportive approach of city government, and promotion and expansion of bike facilities. We live on a bike route and get bike-by business.”

Accessory Manufacturer

It is easier to recruit nationally with the enticement to relocate to the “bicycle-friendly city”.

Components Manufacturer

We moved here for the bike-centric community.”

Wholesale Components Distributor

There are 5 frame builders in Portland and we all have tons of business.”

Frame builder, reports 10-fold in revenue in 4 years

Portland’s reputation has a really huge effect. When I talk to people they get real excited and say “we are trying to do things like Portland.” I have this conversation all the time; they ask lots of questions because we’re the model for the nation.”