

Portland Office of Transportation

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# 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!

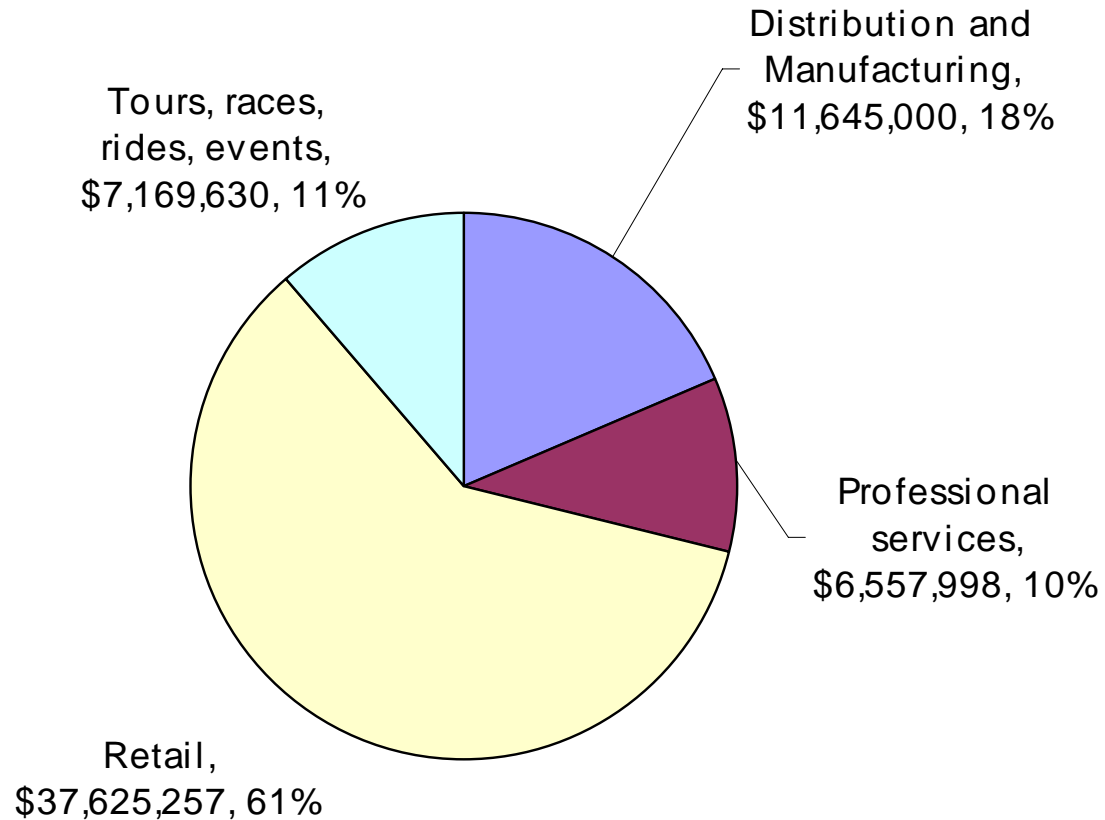
# Bike Industry: Professional Services



Professional services: advocacy, planning, artists, [bikeportland.org](http://bikeportland.org), legal support, other creative entrepreneurs

# Bike Industry Growth

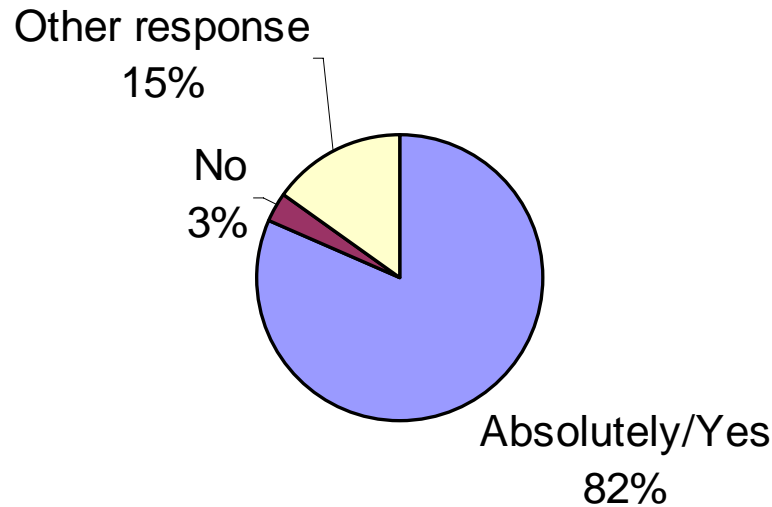
## Economic Activity Related to Bicycling



\$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."*