D Economic and Health Benefits

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ECONOMIC AND HEALTH BENEFITS

Introduction

While the recreational and environmental benefits of bike and pedestrian facilities are commonly recognized, these facilities also benefit the economy, public health and the larger transportation network. The following highlights compelling research into the benefits of bicycling and pedestrian facilities.

Economic Benefits

Investing in bicycling and walking stimulates the local economy by supporting local businesses, generating tourism revenue, and creating jobs:

$75.66
per month

People who travel to a business on a bike spend less per visit but visit a business more often, spending more money per month on average than those who drive.

$61.03
per month

Ten customers who arrive by bike fit in the parking space of one customer who arrives by car.

24% ↑

The average young person is driving 23% less, biking 24% more, and taking transit 40% more.

23% ↓

$21,038
vehicle cost savings/3 days

Bicycling saves money. In the 2014 Garfield County Clean Energy Bike and Walk to School Challenge, *participants saved $21,038 over three days* on vehicle costs, which included automobile wear, gasoline, and emissions expenses. Eight schools participated in the challenge.

Bicycle facilities promote tourism and encourage return visits in Colorado. *The total revenue from cycling tourists at resorts is between $141 million and $193 million.* Half of all summer visitors at Colorado ski resorts spend time bicycling; of those 699,000 people, 70 percent are from out of state.

Following the restriping project that was implemented along West 38th Avenue in Wheat Ridge, CO:

- Bicyclists counts increased 45%
- Pedestrians counts increased 38%
- Sales tax revenues increased 16% since 2011
- Average traffic speed along West 38th Avenue decreased from 42 to 36 mph.
- Traffic accidents decreased by 11%

HEALTH BENEFITS

Physical activity is a key health objective that can be advanced through a transportation system that supports safe bicycling and walking.

For every $1.00 invested in bicycle and pedestrian trails, there is a $3.00 cost savings in direct medical expenses for users.

2 Years Longer

An adult cyclist typically has a level of fitness equivalent to someone 10 years younger and a life expectancy two years longer than average.

10 Years Younger

Currently, 42% of adults in Garfield County are considered overweight and 21% are obese. 24% of children are overweight and 13% of children in Garfield County are obese.

In a study of Garfield County residents, the top concerns regarding physical activity in the community were: not making enough time for physical activity, and having limited access to active facilities.

Active Transportation: Pathway to Health

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