

RHODE ISLAND BICYCLE COALITION



RIBIKE.ORG

Who are you
and what are you
doing here?

You are the best.

Transportation & Touring



How can biking
positively affect your business?

Bicyclists spend more

\$168



\$158

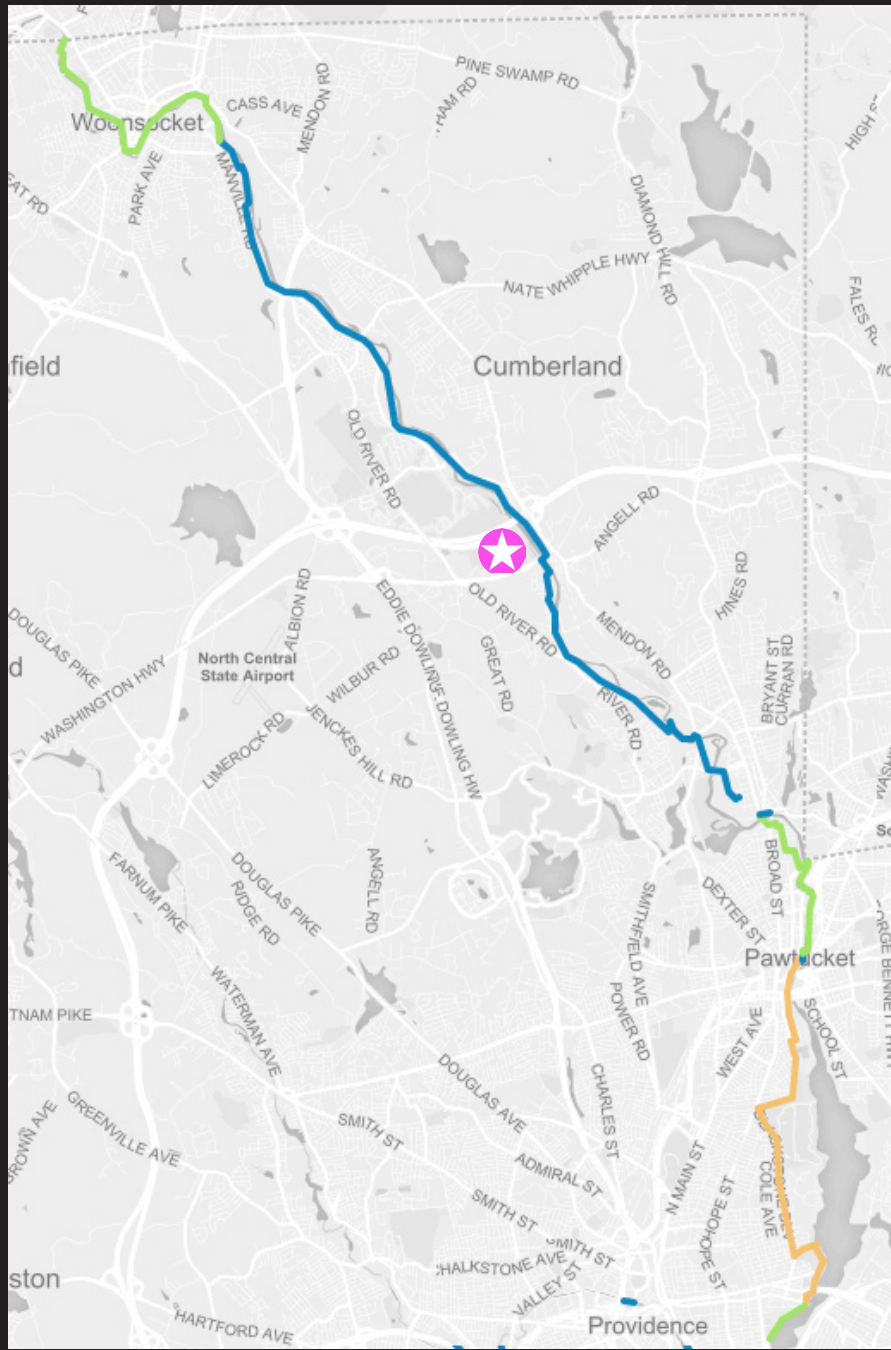


\$143



How many people are biking
near your business location?





Here's what we know.

1. 11.4% of trips nationwide
2. Peace Dale: 300/day
3. 17% of people bike > 24x/yr
4. East Bay Bike Path "so crowded no one goes there anymore"
5. Frequent observation in Providence

We need better data.

1. Existing traffic cameras
2. Placemeter
3. EcoCounter pilot
4. RTC's GoCounter
5. Volunteers with clipboards

How can you get more people
biking to your business?

Bike Parking



Ask for bike lanes



Bike tourism

Bike tourism is booming.



Who are bike tourists?



Affluent ($\frac{1}{2} > \$100k$)



Educated (40% graduate degrees)



Good customers
(Spend more, visit more)

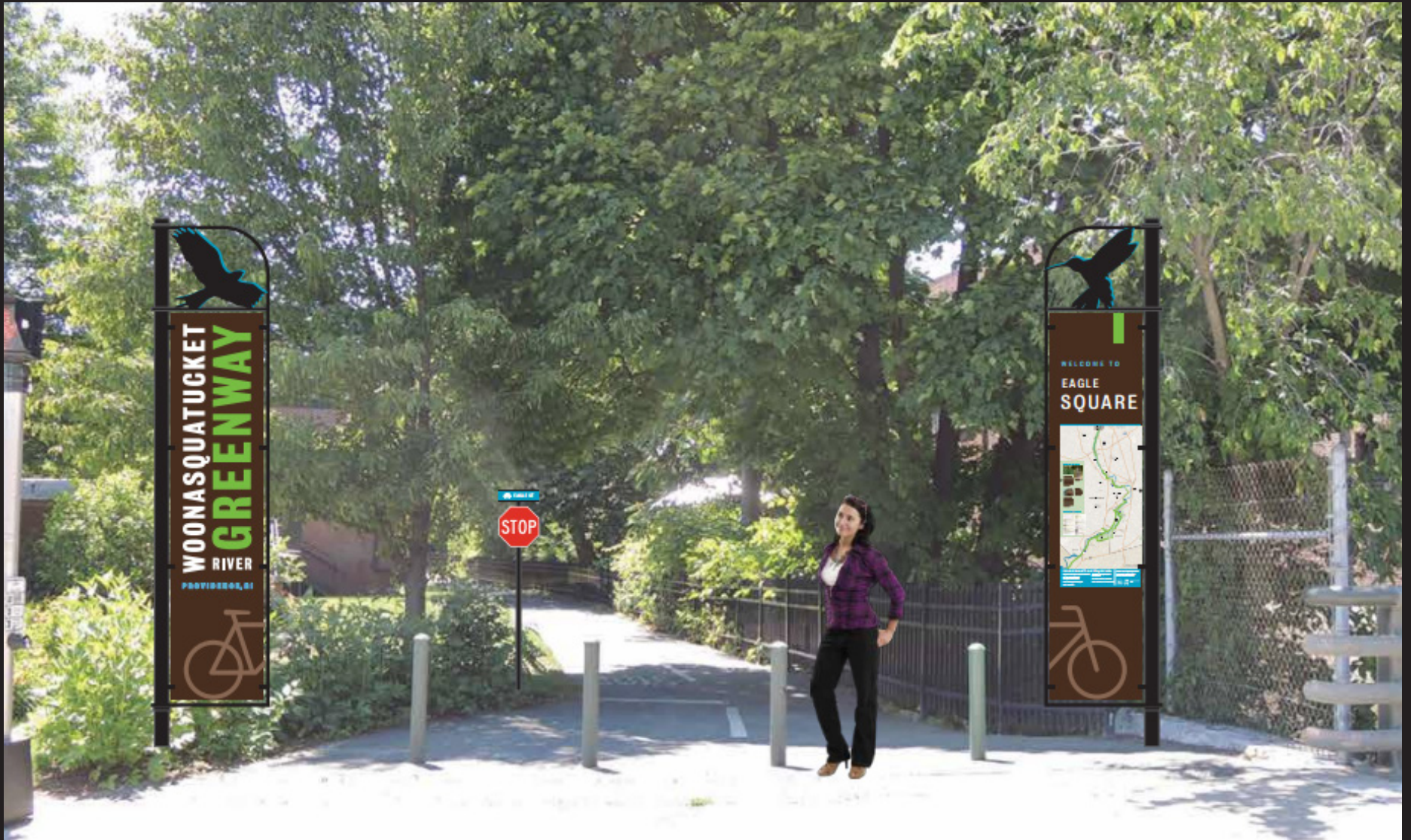
“Wallets on Wheels”



What bike tourists want

1. Friendly, welcoming attitude
2. Secure bike parking
3. Bike maps of local area
4. Basic repair kit, pump, repair stand
5. Roll-in to hotel/B&B rooms

Signage



Signage





**BICYCLE FRIENDLY
BUSINESSSM**

more energized, alert, and
productive employees



decrease your healthcare costs

BETTER SAFETY, MORE BIKING

Physical fitness improves work. ¹¹ People who ride their bike regularly benefit in many different ways.

UP TO **32%**

USE FEWER SICK DAYS

UP TO **55%**

HAVE LOWER HEALTH COSTS

UP TO **52%**

INCREASE PRODUCTIVITY

attract and retain top talent



draw more customers



“It allowed us to not only tell our customers, but get their feedback on how we can do better. More bike racks and a fix-it station allows our customers and employees to be happy, which has more people visiting us.”

—Chris Lennert, VP Operations, Left Hand Brewing Company



BICYCLE FRIENDLY BUSINESSSM

- Most important thing is you're trying
- Really trying to get employees to bike (activities, facilities, benchmarking, etc)
- Making it easy for customers to bike
- Getting involved in advocacy helps too!
- Application fee scaled to # employees, \$50 for <50 employees & all nonprofit/government



Get Involved in RIBike!

- Attend events (rides, meetings, parties)
- Partner on events
(trainings for staff, wellness classes)
- Sponsor events (become known as bike-friendly)
- Join as an individual (\$40-100)
- Join as a business (\$100+)