Bicycling in GRAND RAPIDS

Population: 189,340
Miles of existing infrastructure: 42

“Riding a bike isn’t just about getting somewhere and saving gas...From a local economic perspective, there’s a serious trickle-down effect.”
- Matt Ruiter, Velocity Cycles

Bicycle Friendly Community℠ Rating
Bronze

Bicycling retail revenue
$1.7 million
Resident who place an annual value of at least $100 on the ability to use bicycle infrastructure

Total annual spending associated with bicycling events and vacations in Michigan
$4.3 million
Bicyclists who bike at least twice a week

People employed by bicycling industry: 32
Bicyclists who commute by bicycle at least twice a week

Residents who participated in a bicycling event or bicycle-oriented vacation in Michigan in the past year

Key barriers to bicycling

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td>41%</td>
</tr>
<tr>
<td>Weather</td>
<td>47%</td>
</tr>
<tr>
<td>Lack of infrastructure</td>
<td>32%</td>
</tr>
</tbody>
</table>

Top primary bicycle types

<table>
<thead>
<tr>
<th>Bicycle Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter bike</td>
<td>35%</td>
</tr>
<tr>
<td>Road bike</td>
<td>33%</td>
</tr>
<tr>
<td>Mountain bike</td>
<td>11%</td>
</tr>
<tr>
<td>Other (21%)</td>
<td></td>
</tr>
</tbody>
</table>

Total annual economic impact of bicycling
$39.1 million

Study funded by MDOT

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at debruynj@michigan.gov
This infographic provides a one-page snapshot of bicycling within Grand Rapids based on information gathered by BBC Research & Consulting and R. Neuner Consulting for the Michigan Department of Transportation (MDOT) as part of the first phase of a two-phase study on the economic benefits of bicycling in Michigan. The infographic is accompanied by a case study report on Grand Rapids as well as a report providing information on the state of Michigan and the data sources and methodology used for the study. A household survey was conducted with residents in Grand Rapids, which gathered the following information shown on the infographic:

- Annual spending associated with bicycling events and vacations;
- Key barriers to bicycling;
- Percent of residents who place an annual value of at least $100 on the ability to use bicycle infrastructure;
- Percent of bicyclists who bike at least twice a week;
- Percent of bicyclists who commute by bicycle at least twice a week;
- Percent of residents who participated in a bicycling event in Michigan in the past year; and
- Primary types of bicycles used by residents.

Below is a description of the data source for other data on the infographic:

- Population – provided by the U.S. Census Bureau 2012 American Community Survey;
- Miles of existing infrastructure – gathered from interviews with local officials during the case study process;
- Bicycle Friendly Community SM Rating – a rating based on a number of metrics related to bicycling support and participation from the League of American Bicyclists;
- Bicycling retail revenue – based on the three-year average annual revenue of bicycle retailers in the City of Grand Rapids reported in Dun & Bradstreet;
- People employed by bicycling industry – based on the three year annual employment averages for retail bicycle shops and bicycle manufactures located in Grand Rapids as reported in Dun & Bradstreet;
- Total annual impact of bicycling – calculated from the following components:
  - Total household retail spending on bicycling reported by Grand Rapids residents in the household survey ($8.3 million);
  - The total household spending on bicycle events and vacations as reported by Grand Rapids residents in the household survey ($4.3 million);
  - The average three-year annual revenues of bicycle-related manufactures in Grand Rapids as reported in Dun & Bradstreet ($2.6 million);
  - The avoided health care costs due to physical activity from bicycling based on ($13.5 million):
    - The statewide rates of hospitalization for stroke and heart disease from the United States Centers for Disease Control;
    - The proportion of heart disease and stroke due to physical inactivity from the World Health Organization;
    - The proportion of residents who are physically active using their bicycle from the household survey; and
    - The average cost of hospitalization for stroke and heart disease from the Michigan Department of Community Health.
  - The avoided costs of absenteeism for Grand Rapids employees due to bicycling based on ($10.3 million):
    - The proportion of residents who are physically active using their bicycle from the household survey;
    - The cost of absenteeism per day from the Journal of Occupational and Environmental Medicine;\(^1\) and
    - The number of days per year of avoided absenteeism due to cycling from the London School of Economics.\(^2\)

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2 The British Cycling Economy Gross Cycling Product Report. London School of Economics