

Bicycling in TRAVERSE CITY



Population: 14,702

"Bicycling is becoming more of a transportation option for more and more people in Traverse City." - Matt McCauley, Northwest Michigan Council of Governments



Bicycling retail revenue
\$3.3 million

53%

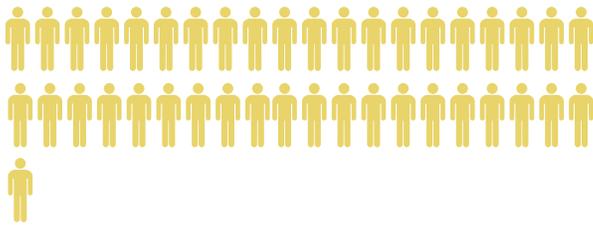
Residents who place an annual value of at least \$100 on the ability to use bicycle infrastructure

Total annual spending associated with bicycling events and vacations in Michigan
\$765,000

55%

Bicyclists who bike at least twice a week

People employed by bicycling industry: 41



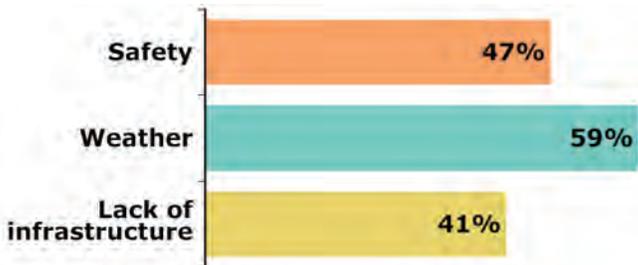
26%

Bicyclists who commute by bicycle at least twice a week

23%

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

Key barriers to bicycling



Top primary bicycle types



Total annual economic impact of bicycling **\$5.5 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 Traverse City 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 Traverse City 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 Traverse City, 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 CommunitySM 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 Traverse City 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 Traverse City as reported in Dun & Bradstreet;
- Total annual impact of bicycling – calculated from the following components:
 - Total household retail spending on bicycling reported by Traverse City residents in the household survey (\$1.8 million);
 - The total household spending on bicycle events and vacations as reported by Traverse City residents in the household survey (\$765,000);
 - The average three-year annual revenues of bicycle-related manufactures in Traverse City as reported in Dun & Bradstreet (\$0);
 - The avoided health care costs due to physical activity from bicycling based on (\$1.6 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 physical 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 Traverse City employees due to bicycling based on (\$1.3 million):
 - The proportion of residents who are physical 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

¹ The Health and Productivity Cost Burden of the “Top 10” Physical and Mental Health Conditions Affecting Six Large U.S. Employers in 1999, by Dr. Ron Z. Goetzel, et al.

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