

Bicycling in Two DETROIT Neighborhoods

(Southwest Detroit and Conner Creek Greenway Corridors)



Population: 162,998

"Bikes give people an option to get to work and get around."

- Heather Nugen, Back Alley Bikes and the Hub of Detroit

"If we can bring people back here, that's important. Putting people on bikes is a way to do that. They see the architecture, the history, and the potential we have. And they want to come back." - Kelli Kavanaugh, Wheelhouse Detroit



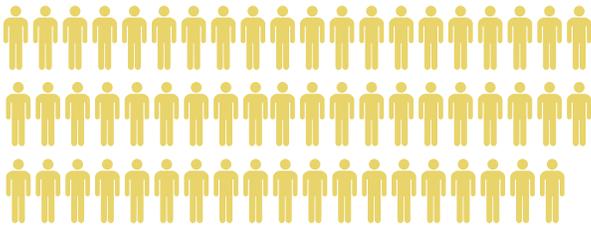
Bicycling manufacturing revenue

\$5.2 million

Total annual spending associated with bicycling events and vacations in Michigan

\$1.6 million

People employed by bicycling industry: 59



48%

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

67%

Bicyclists who bike at least twice a week

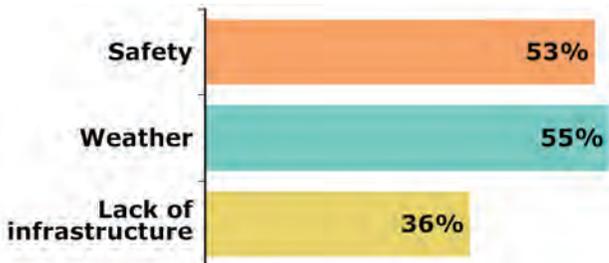
28%

Bicyclists who commute by bicycle at least twice a week

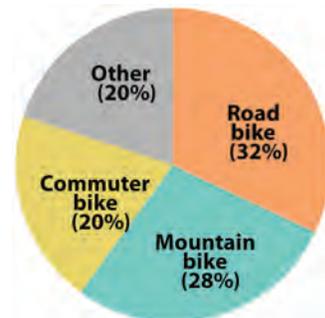
4%

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

\$20.7 million

Prepared by BBC Research & Consulting with support from MDOT

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at debruynj@michigan.gov

This infographic provides a one-page summary of bicycling within two Detroit neighborhoods – Southwest Detroit and the Conner Creek Greenway Corridor¹ – 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 the two Detroit neighborhoods 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 the two Detroit neighborhoods, 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 the two Detroit neighborhoods 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 the two Detroit neighborhoods as reported in Dun & Bradstreet;
- Total annual impact of bicycling – calculated from the following components:
 - Total household retail spending on bicycling reported by residents of the two Detroit neighborhoods in the household survey (\$3.5 million);
 - The total household spending on bicycle events and vacations as reported by residents of the two Detroit neighborhoods in the household survey (\$1.6 million);
 - The average three-year annual revenues of bicycle-related manufactures in the two Detroit neighborhoods as reported in Dun & Bradstreet (\$5.2 million);
 - The avoided health care costs due to physical activity from bicycling based on (\$6.5 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 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 employees in the two Detroit neighborhoods due to bicycling based on (\$3.9 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;² and
 - The number of days per year of avoided absenteeism due to cycling from the London School of Economics.³

¹ Southwest Detroit is defined as ZIP codes 48201, 48208, 48209 and 48216. The Conner Creek Greenway Corridor is defined as ZIP codes 48213, 48214, 48215 and 48234. This study combines the two neighborhoods into one case study community.

² 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.

³ The British Cycling Economy Gross Cycling Product Report. London School of Economics