

# Bicycling in HOLLAND



Population: 33,307

Miles of existing infrastructure: 17

"[People] move here because of the sidepaths, and ... buy bikes so they can get to Evergreen Commons, to the library, to the beach, get exercise, to have fun." - Laura Harris, Cross County Cycle



Bicycling retail revenue  
**\$1.9 million**

**45%**

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

**44%**

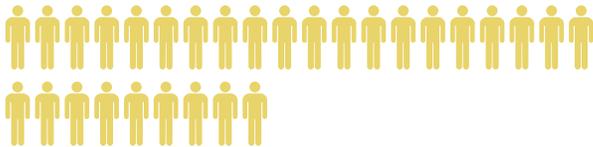
Bicyclists who bike at least twice a week

**\$557,000**

**31%**

Bicyclists who commute by bicycle at least twice a week

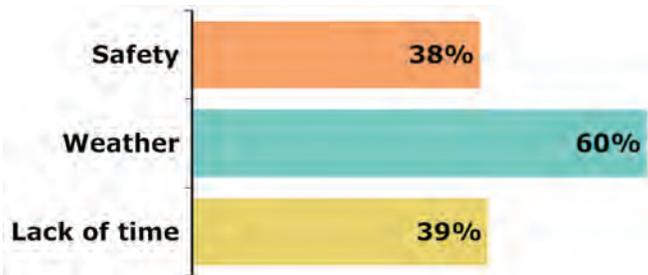
People employed by bicycling industry: 29



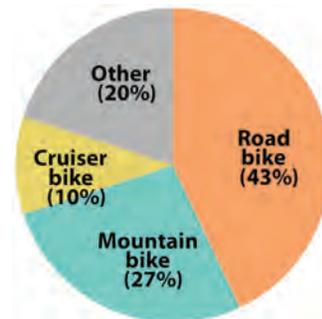
**10%**

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 **\$6.4 million**

Study funded by MDOT

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This infographic provides a one-page summary of bicycling within Holland 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 Holland 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 Holland, 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<sup>SM</sup> 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 Holland 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 Holland as reported in Dun & Bradstreet;
- Total annual impact of bicycling – calculated from the following components:
  - Total household retail spending on bicycling reported by Holland residents in the household survey (\$1.1 million);
  - The total household spending on bicycle events and vacations as reported by Holland residents in the household survey (\$557,000);
  - The average three-year annual revenues of bicycle-related manufactures in Holland as reported in Dun & Bradstreet (\$410,000);
  - The avoided health care costs due to physical activity from bicycling based on (\$2.5 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 Holland employees due to bicycling based on (\$1.8 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;<sup>1</sup> and
    - The number of days per year of avoided absenteeism due to cycling from the London School of Economics.<sup>2</sup>

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<sup>1</sup> 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.

<sup>2</sup> The British Cycling Economy Gross Cycling Product Report. London School of Economics