Bike Share Financial Impact: Overview

1. Study: Bike share has positive impact on retail businesses.

2. Permitting Experience: Large and small businesses view stations as an amenity.

3. Sponsorship Experience: Multiple industries value opportunity to co-brand with active transportation initiatives.
Station Usage July-August 2012
What do the academics say?


• Station activity regression model, showing a positive and statistically significant relationship between trips at a station and presence of food-related businesses and job accessibility within that station area;

• Business interviews, documenting positive attitudes toward bike share as part of the local business community despite difficulty on behalf of business owners and managers in specifically identifying Nice Ride users when they enter the business; and

• Subscriber survey, revealing that subscribers use Nice Ride to access local businesses and make frequent, modest expenditures on these bike share trips.
Permitting Experience

Approach: Put stations in business districts that want stations.

Experience:

1) Increasing requests. From everywhere.
2) Easier to site stations downtown
   - Hospitality industry
   - Large tenants want healthy, green amenities
   - Most difficult neighborhoods: small business districts with free parking
3) Increasing willingness to trade parking for bike share
Sponsorship Experience

Reasons for sponsorship:

1) Value opportunity to make connection between how we move and health.

2) View urban vitality as essential to national recruiting of talent.

3) Want to see a broad array of sustainable lifestyle choices in one community.

Model

Public/Private Partnership funds expansion

No public support for operations

Results
More:

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