

## **BMTS Article Digest**

**June – July 2024**

BMTS Pedestrian & Bicycle Advisory Committee Members:

The following is a compilation of articles that may be of interest to BMTS Pedestrian & Bicycle Advisory Committee members. This and past digests can also be accessed from the Pedestrian & Bicycle Advisory Committee page at <http://bmtsonline.com/about/committees>.



*Sights you get to enjoy while walking!*

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## **Pedestrian & Bicycle Information Center (PBIC) Messenger e-Newsletter**

Go to <http://www.pedbikeinfo.org/newsroom/newsletters.cfm>.

[Subscribe](#) to the new monthly PBIC Messenger. Send news for future issues to editorial team member [Linda Tracy](#).

## **FREE Webinars**

Go to <https://www.pedbikeinfo.org/webinars/>.

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## Come out and play in Broome County

Go All Out Broome County is your simple guide to hundreds of places and thousands of acres in your own backyard or just down the road. Easily locate hidden gems and local favorites then map your next outdoor adventure in Broome County. Go to [www.GoAllOutBroome.com](http://www.GoAllOutBroome.com).



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See the **Two Rivers Greenway Pedestrian & Bicycle Monthly Counting Reports** at <http://bmtsonline.com/data/bikeped-counts>.





Hey there, fellow New Yorkers! Let's give a big round of applause to our state for landing a sweet spot as the [5th safest state for pedestrians](#). Thanks to a study by Ctrialfirm.com, we now know that New York is doing a great job at keeping our walkers safe while they hit the streets.

Massachusetts stole the show by nabbing the title of the safest state for pedestrians with an impressive low fatality rate of 8.50 deaths per 100,000 residents. But, we're holding our own at number 5 with a only 10.13 deaths per 100,000.

It's pretty cool to see states like Minnesota and New Hampshire right on our heels as the 2nd and 3rd safest states. And on the other end of the spectrum, poor Mississippi is giving us the heebie-jeebies with a death rate of 33.40 per 100,000. Yikes!

[The study highlighted](#) how New York's got its act together when it comes to pedestrian safety. Our pedestrian-friendly planning and top-notch transportation networks are definitely not going unnoticed.

While we take a moment to pat ourselves on the back for ranking in the top 5, we also know there's more work to be done. By focusing on things like urban planning, keeping those transportation networks A+ and continuing those safety campaigns, we can make New York even safer for all us walkers.



So, shoutout to New York for strutting its stuff as one of the safest states for pedestrians. It's time to lace up those walking shoes, hit the sidewalks, and keep strolling safely through the Empire State.

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# DISCERNING CYCLIST

## CITIES

### 7 Astonishing Ways Cycling Boosts the Economy



BY PETE REYNOLDS

UPDATED SEP 22, 2023

Cycling is more than just a mode of transportation or a weekend hobby. It's a significant economic driver with far-reaching benefits that most people aren't aware of.

In this article, we're diving into the incredible [economic contributions](#) of cycling, from billion-dollar industries to fuel savings and beyond.

# How Does Cycling Benefit the Economy?

The compelling insights we're about to delve into aren't mere assumptions or anecdotal pieces of information. They stem from an [exhaustive report by the ECF](#) (European Cyclists' Federation). Recognized for its comprehensive research and advocacy for cycling at the European level, the ECF's report sheds light on the tangible economic benefits that cycling brings to the table.

Let's pedal through these key benefits and understand the sheer scale and impact cycling has on our economy.



THE BUSINESS OF CYCLING.

## Cycling Economic Benefits

### 1. A Whopping €150 Billion in Annual Benefits

According to a study conducted in Europe, cycling generates global benefits worth €150 billion annually. Breaking it down, over €90 billion accounts for positive externalities such as environmental benefits and public health. With such substantial gains, it's hard to overlook the economic power of cycling.



## 2. The Booming Cycle Tourism Industry

Forget cruise lines and five-star hotels—cycle tourism is where the real money is. In the European Union alone, cycle tourism is a booming sector, valued at an impressive €44 billion. It comprises 2.3 billion cycle tourism trips per year, rivaling even the cruise industry in terms of economic impact.

### Examples include:

- The Loire à Vélo trail in France generates approximately €40 million per year.
- The Danube Cycle Path, which crosses several countries, has an estimated value of €51 million per year.

## 3. Cargo Bikes: Revolutionizing Urban Logistics

Who says you need a truck for deliveries? Cargo bikes are changing the game when it comes to urban logistics. They could replace up to 25% of commercial deliveries and 77% of private logistics trips in urban areas. In cities like Copenhagen, cargo bikes have become a common sight, providing a greener and more efficient mode of transporting goods.



A CARGO BICYCLE USED FOR DELIVERIES. IMAGE CREDIT: CANVA PRO

## 4. Retail Power: Cyclists and Consumption

Contrary to the belief that cyclists are mostly recreational spenders, they are a potent economic force in the retail sector. Those who cycle to shop contribute to a total consumption volume of €111 billion in the EU. In Amsterdam, for instance, research has shown that bike parking brings in 24% more revenue than car parking per square meter.

## 5. Reduced Employee Absenteeism

Here's something for employers to think about: Employees who cycle to work regularly have, on average, 1.3 fewer days of sickness absence per year. This statistic translates to almost €5 billion in annual savings for employers around the EU. Companies like Google and Apple already have biking facilities to encourage this healthy habit among their workforce.

## 6. The Expanding Bicycle Market

It's a great time to be a bicycle retailer. The value of the bicycle market in Europe was €13.2 billion in 2016, and it's expected to grow at an annual rate of 5.5% until 2022. Electric bikes are a significant contributor to this growth, with sales multiplying by 20 since 2006 and showing an average annual growth rate of 30%.

## 7. Fueling Savings: €4 Billion Averted in Fuel Costs

Last but not least, let's talk about fuel savings. Cycling in the EU saves more than 3 billion liters of fuel per year, which equates to almost €4 billion in savings. To put that in perspective, this amount is comparable to the annual fuel consumption for road transport in a country like Ireland.



THE BICYCLE BUSINESS IS BOOMING.  
IMAGE CREDIT: CANVA PRO

## Conclusion: The Wheel(s) of Fortune

Cycling is a multifaceted gem that goes beyond environmental benefits and personal health. Its economic impact is

both direct and indirect, affecting various sectors from tourism and retail to logistics and

public health. With billions of euros in benefits, cycling proves to be not just a wheel of fun but also a wheel of fortune.



CYCLING TOURISM IS FLOURISHING.