



Cycling in the Pikes Peak Region: The Economic Benefits



A new study by the Pikes Peak Area Council of Governments demonstrates bicycling's economic benefits to the region.

\$27,857,838

Direct economic impact of bicycling activities in the Pikes Peak region in 2010

For each dollar invested in cycling infrastructure, the region could receive **\$1.80 to \$2.70 in direct economic benefits.**

For an additional **\$1.5 million** investment, the region can create a connected system that could yield up to **\$4 million** in direct benefits.

This makes bicycling among the most cost-effective transportation investments the region can make.



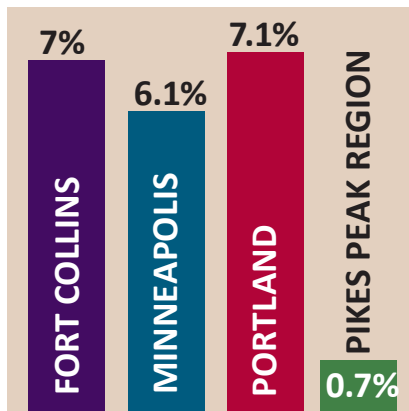
2.5 million auto trips are made each day in the region.

- 20 percent are less than 5 miles.
- 20 percent take less than 5 minutes.
- 43 percent take less than 10 minutes.

If only **1%** of trips under 5 miles were converted to bicycle trips, the economic impact would be **\$4.5 million** per year, and the percent of cyclists would approach half that of Fort Collins.

“Bike-friendly communities tend to be the ones that are growing. Twelve of the top 15 places where people most want to live are bike-friendly communities, and bike-friendly states have the highest job growth rates.”

*Steve Clark, consultant,
League of American Bicyclists.*

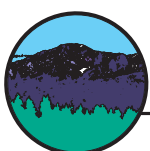


Percent of commuter cyclists

Increasing the number of commuter cyclists in our region to just half that of our benchmark cities would cost approximately **\$10–15 million** per year for 3–5 years in trail connections and other bicycle-related infrastructure projects, yielding a total economic benefit of

\$81 million per year.

We could triple our economic benefit thanks to the latent demand for cycling facilities and to our cycling-friendly weather conditions.



Pikes Peak Area
Council of Governments
Communities Working Together

Read the full study on
www.ppacg.org.



Trails and
Open Space
Coalition

“If you invest in bicycling infrastructure, businesses will follow. SRAM is a great example of that.”

Cory Sutela, SRAM (bicycle components manufacturer)



Cyclists' direct spending

Types of Cycling Trips	Expenditures per Cycling Day	Annual Direct Economic Impact
Resident: Commuter Days	\$3.56	\$941,061
Resident: Utilitarian Days	\$4.00	\$2,374,896
Resident: Recreational Days	\$3.00	\$2,077,881
Non-Resident Recreational Days	\$250/overnight	\$19,818,000
	\$110/day	\$2,646,000
Total		\$27,857,838

80,000 cyclists visit the region and stay overnight each year

22,400 cyclists visit for the day

ANNUAL IMPACT: \$22,646,000

The Pikes Peak region's 16 local governments join together in PPACG to collaborate on issues that cross political boundaries and to reach solutions that benefit the entire region. PPACG's primary focus is regional planning in transportation, aging issues, and air and water quality. We are the region's designated Metropolitan Planning Organization for transportation and its air- and water-quality lead planning agency. PPACG also administers the Pikes Peak Rural Transportation Authority and provides direct services to citizens through the PPACG Area Agency on Aging, Connect for Health Colorado and the State Health Insurance Assistance Program.