



**DUTCH  
CYCLING  
EMBASSY**

# Biking and the Bottom Line

Chris Bruntlett • Dutch Cycling Embassy  
Friday, March 25th, 2022



# Dutch Cycling: For a Bicycle-Friendly World



The Dutch Cycling Embassy is a vast network of public and private organizations from the Netherlands who wish to share their knowledge and expertise to help cities experience the many advantages of cycling.



**Experience** the Dutch cycling culture first-hand



**Think** about best possible solutions and achievable results



**Act** by applying these solutions to your local context



**Learn** more about effective policies and best practices

[www.dutchcycling.nl](http://www.dutchcycling.nl)









THE VIEW FROM 'FIETSPARADIJS' 



# Cycling

creates positive impacts for individuals, companies, economic sectors and society as a whole

## Bikenomics

studies and assesses the monetary value associated with these benefits

Providing facilities for its employees who cycle to work cost **6x less** than providing parking spaces.  
Pontificia Universidad Catolica, Lima, Peru

A financial business case assesses cycling impacts for individuals or companies



**300+ jobs** in bicycle-related activities with an estimate business volume of more than **34 million €** every year.  
Rotterdam, The Netherlands.



An economic impact assessment investigates cycling impacts on jobs and GDP

**20 billion** is the value of the benefits of investing in cycling for commuting during the Covid-19 pandemic. Italy

A social costs-benefit analysis shows the positive impacts of cycling on society as collective welfare



## WHY is it USEFUL?

to prioritize mobility investments

to investigate who benefits and

### cycling is sustainable economic development policy

**1 Cycling is Environmental Policy**  
the product lifecycle of a bicycle is 93% lower than that of a car in terms of CO<sub>2</sub> per travelled km.

**2 Cycling is Productivity Policy**  
congestion is a key factor in limiting economic development, as each hour spent in traffic is unproductive. Cycling to work enhances productivity and decreases sick leave among employees.

**3 Cycling is Safety Policy**  
1.35 million people are killed every year in road crashes, which are the leading cause of deaths among children and young adults (5-29 years old).

**4 Cycling is Land-Use Policy**  
cars use space inefficiently, as one parking place occupies roughly 20 m<sup>2</sup> – compared to 2 m<sup>2</sup> for a bike – and sits idle for about 22 hours a day.

**5 Cycling is Covid-19 Policy**  
as an affordable mobility solution that can keep people physically distant during the covid-19 crisis, cities around the world have implemented pop-up cycling infrastructure and reclaimed space from cars to people.

**6 Cycling is Mobility Policy**  
cycling investment per traveller is many times cheaper than most other mobility options, especially car-based ones. In addition, each km cycled generates important social benefits whereas each km driven is a significant cost for society.

**7 Cycling is Education Policy**  
pupils and teenagers that cycle or walk to school concentrate better and have on average higher academic results.

**8 Cycling is Equity Policy**  
Cycling provides poor people access to socio-economic opportunities. If design is and feels safe, more women, children and elderly people cycle as well.

**9 Cycling is Public Health Policy**  
30 minutes a day of cycling is equivalent to the WHO weekly recommended level of physical activity and reduces the risk of diabetes, obesity, depression and many other serious diseases.

**10 Cycling is Social Policy**  
bike- and walk-friendly neighbourhoods are more liveable, people-oriented, increase shops' attractiveness and contribute to create vibrant cities.



[BIT.LY/WRI-BIKENOMICS](https://bit.ly/wri-bikenomics)



# Cycling is beneficial for the economy

## Riding a bicycle costs less!

The annual cost of riding a bike is approx. 300 euros whereas the annual cost of driving a car is approx. 8500 euros.<sup>1</sup>

## Society benefits from an urban km travelled by bicycle

A kilometer covered by bike yields a social benefit of 0.68 euro, whereas cars and buses cost society 0.37 and 0.29 euros per km travelled respectively.<sup>2</sup>

## Cyclists spend more!

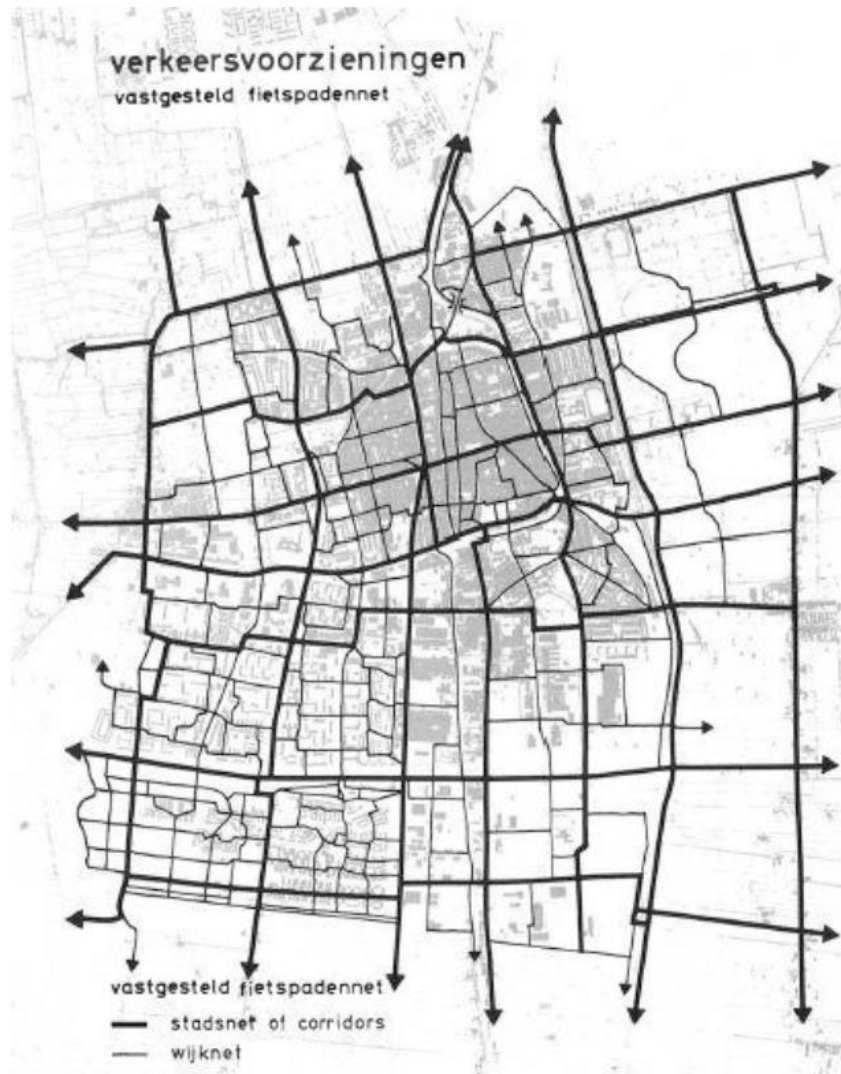
Cyclists shop more locally, more often and are more loyal compared to car drivers. Although cyclists spend less per visit, they spend more overall because they shop more often than people driving.<sup>3</sup>



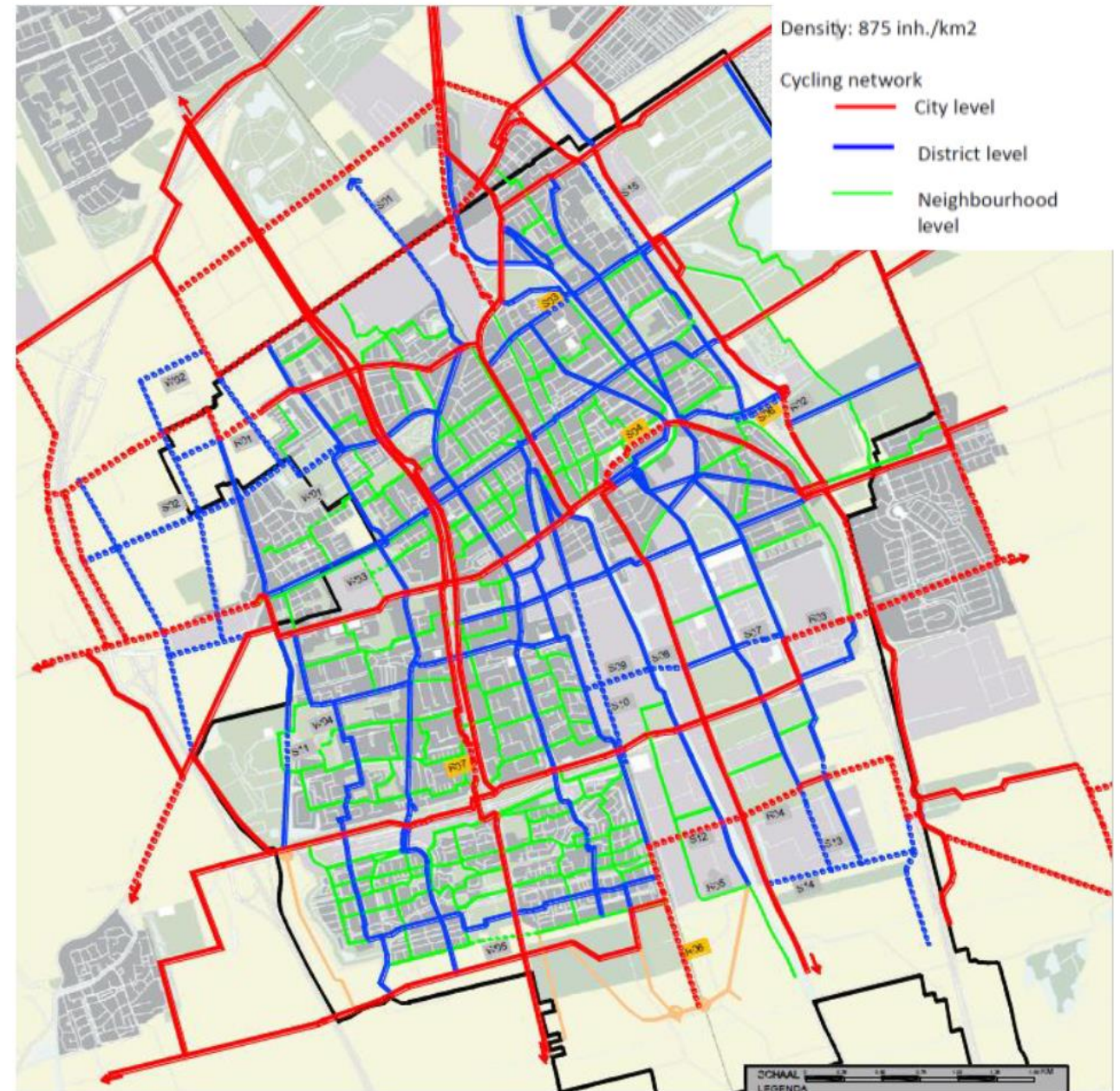


# Delft

1984



Source: Verkeerskunde 1/2014



Source: presentation by Zbynek Sperat

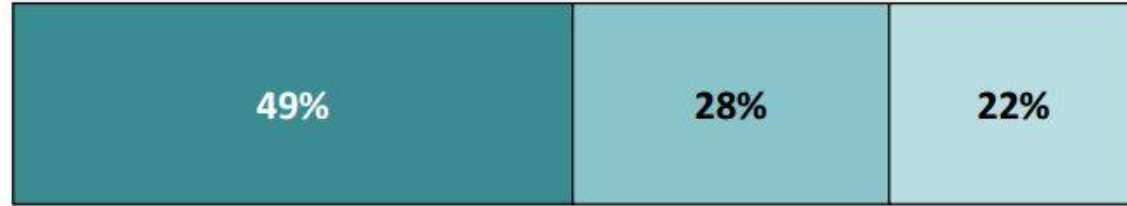




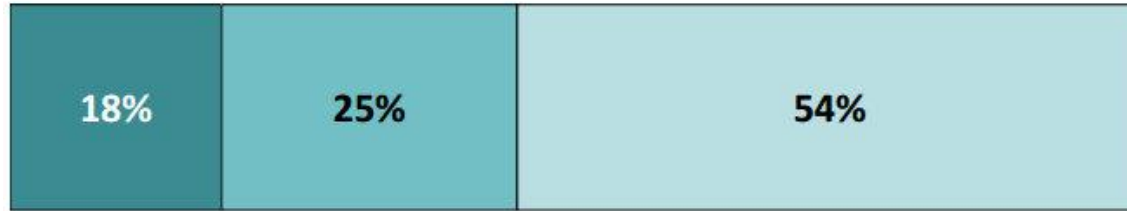
BARRIER: END-OF-TRIP FACILITIES ◯>◯



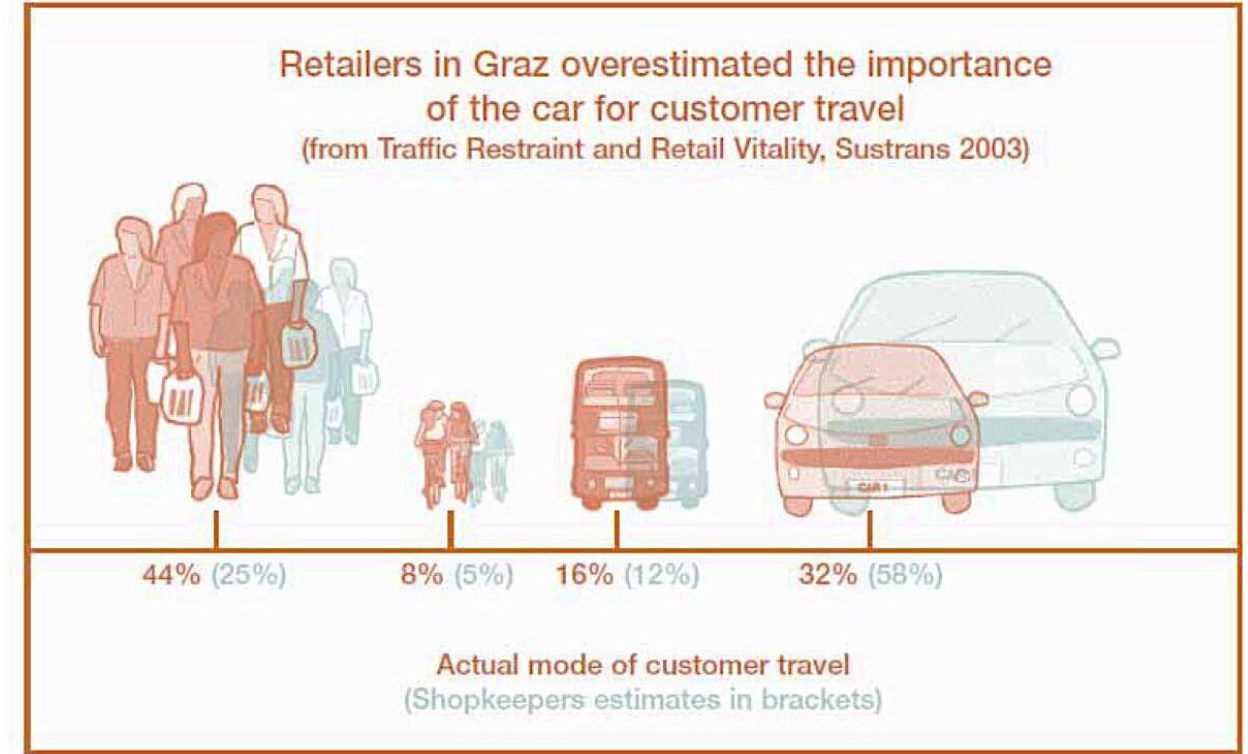
**Customers** surveyed arrived at the corridor by:



**Merchants** surveyed estimated that their customers arrive by:



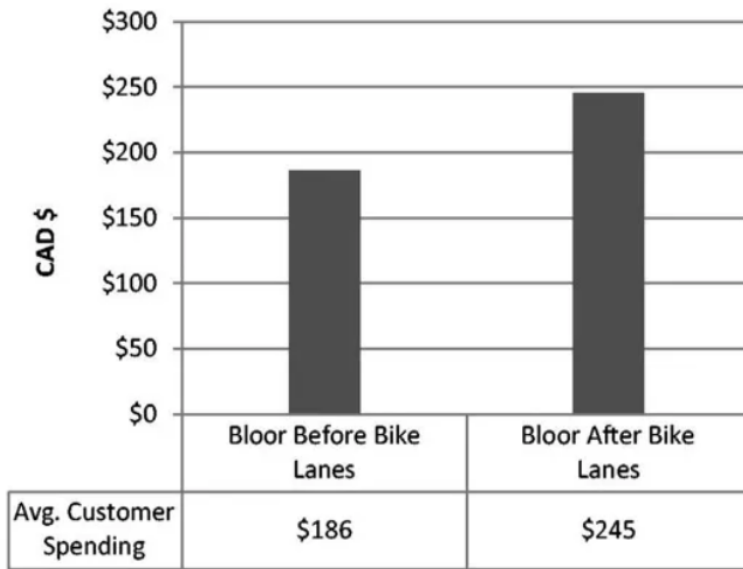
■ **Walk or Bike** ■ **Transit** ■ **Auto** GEARY BOULEVARD (SAN FRANCISCO)



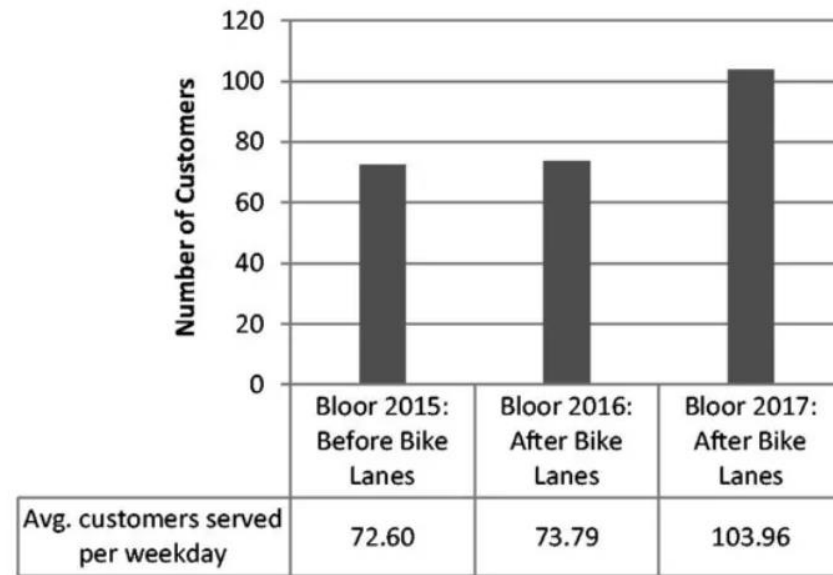
BARRIER: RETAIL PERCEPTION GAP ➤



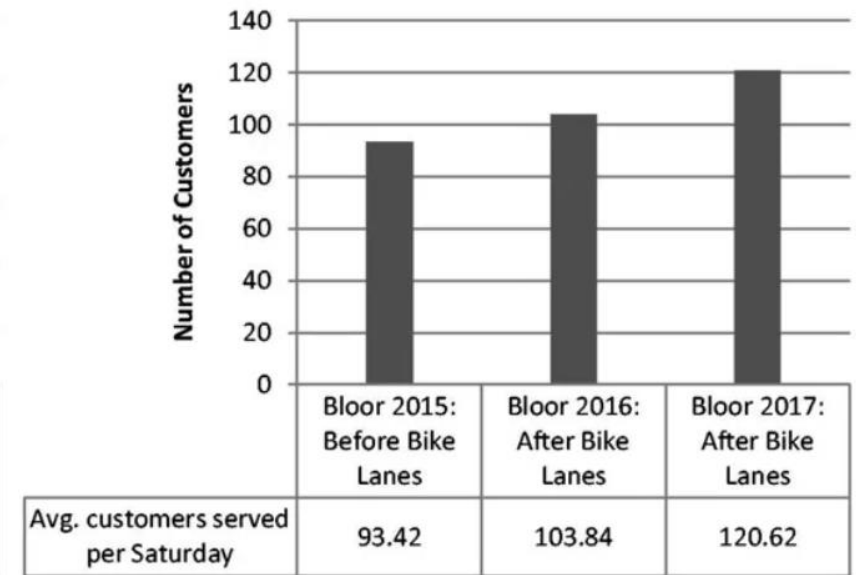
(A) Estimate of average customer spending  
(per customer per month) on **Bloor Street**



(C) Average number of customers served  
(per weekday per merchant) on **Bloor Street**



(D) Average number of customers served  
(per Saturday per merchant) on **Bloor Street**



CASE STUDY: TORONTO 





Figure 30 Retail spend per hour generated by one car parking space allocated to car parking in Lygon Street, Carlton, where the car park is fully utilised at all times by a car.



Figure 31 Retail spend per hour generated by one car parking space allocated to six bike parking spaces in Lygon Street, Carlton, where the car park is fully utilised at all times by six bikes.

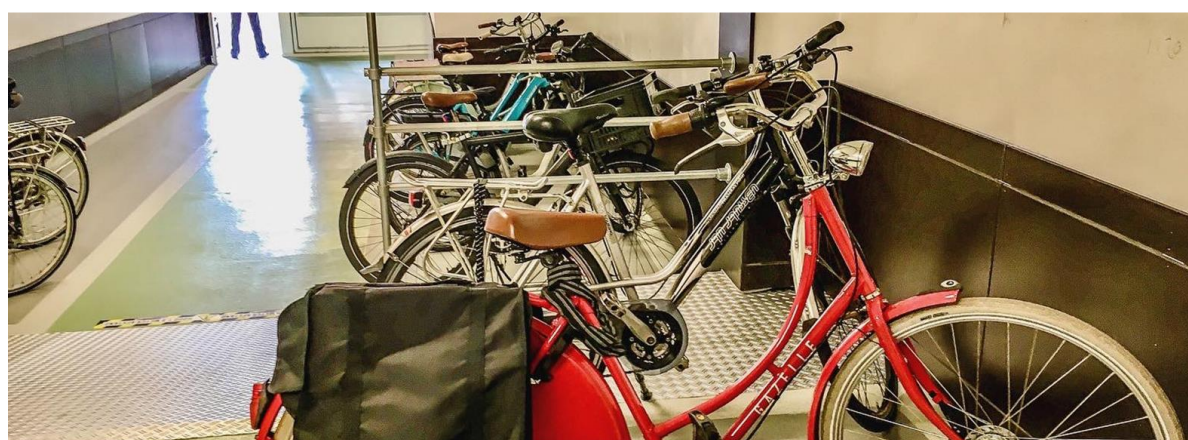
# CASE STUDY: MELBOURNE ○>○





# 'FIETSVLONDER' BIKE PLATFORM 🚲





RETAIL BIKE PARKING o>o





'BIG BOX' BIKE PARKING >>>





‘BIKELASH’ IS INEVITABLE ○>○





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