Bikes Mean Business in Eugene
An Economic Impact Study of the Downtown Silicon Shire

Amy Combs, Ben Farrell, Kacey Messier, Tristan Sewell
Why Biking Matters

• Saves money
• Creates economic activity
  • Jobs
  • Slower pace, more local purchases
• Improved health + happiness
  • More social
• Lower social costs
  • Reduced climate impacts
  • More bikes, fewer accidents
• Biking positive feedback loop
Biking in Eugene

About 4,800 people bike to work each day
(American Community Survey, US Census)

Bike infrastructure creates 3.6 more jobs per million dollars than roads (Garret-Peltier, 2011)

Cost of ownership for one year
  • Sedan: $24.51/day (AAA, 2012)
  • Bike: $4.52/day (Family Bicycles)
    • $14 redirected into local economy each day
Purpose

To investigate the role of bicycling in attracting Silicon Shire businesses to central Eugene

www.siliconshire.org
Map of Survey Area
Black Pens denote businesses in the survey area
Green line is the boundary for survey
Survey Distribution - February 26 - March 6, 2013

- Email
- Phone & In Person

Response Rate: 64%

Qualtrics

Limitations

Opportunities
<table>
<thead>
<tr>
<th>Business Type</th>
<th>Quantity</th>
<th>Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Development</td>
<td>29</td>
<td>13</td>
<td>45%</td>
</tr>
<tr>
<td>Digital Creative</td>
<td>9</td>
<td>8</td>
<td>88%</td>
</tr>
<tr>
<td>Tech Services</td>
<td>9</td>
<td>7</td>
<td>77%</td>
</tr>
<tr>
<td>Micro Brewery</td>
<td>5</td>
<td>4</td>
<td>80%</td>
</tr>
<tr>
<td>Gaming</td>
<td>4</td>
<td>3</td>
<td>75%</td>
</tr>
<tr>
<td>Hardware Development</td>
<td>1</td>
<td>2</td>
<td>200%</td>
</tr>
<tr>
<td>Bio Tech</td>
<td>1</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
What is the age range of the greatest portion of your employees?

- 36 to 45 (50.00%)
- 26 to 35 (38.89%)
- 18 to 25 (8.33%)
- 46 to 55 (2.78%)
- 55+ (0.00%)
About how many employees work here?

Number of Employees

Number of Responses

- 1 to 5: 12
- 6 to 10: 6
- 11 to 25: 8
- 26 to 50: 7
- 51 to 100: 2
Hypotheses

H₁ Silicon shire companies that have more employees are more likely to be concerned with bike infrastructure than those with fewer employees.

H₁ We reject the null hypothesis.

There is a strong positive correlation between company size and concern with bike infrastructure.
Hypotheses

H₂  Gaming Companies, Digital Creative Companies, and Micro-Breweries are more likely to be concerned with bike infrastructure than other company types.

H₂  We accept the null hypothesis.

There is no relationship between business type and concern with bike infrastructure.
Hypotheses

$H_3^*$ Companies whose employees are under age 35 are more likely to bike to work than companies whose average employees are over 35.

We reject the null hypothesis.

$H_3^*$ Companies whose employees are younger than 35 are more likely to have a higher percentage of employees who bike to work than companies whose employees are older than 35.
Hypothesis

**H₄** Businesses who invest in bike facilities or programs are more likely to believe that biking has a higher impact on their business than companies who do not invest in bike facilities or programs.

**H₄** We accept the null hypothesis.

There is no relationship between company investments in bike facilities and programs, and perceptions on the impact of bike infrastructure.
H₁ Cross Tabulations

Number of Employees vs Importance of Bike Infrastructure

Number of Respondents

Number of Employees
Findings & Results

H1 Cross Tabulations

Importance of Eugene's Bicycle Network to Employees/Businesses

- Extremely Important
- Somewhat Important
- Somewhat Unimportant
- Very Unimportant

Biking to Work

- Promotes Biking to Work

- No

Biking to Work is Incentivized

- Yes

- No

- Other
**H₂ Cross Tabulations**

How important is Eugene's bicycle network to your business and/or employees?

<table>
<thead>
<tr>
<th>Importance</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Important</td>
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<tr>
<td>Somewhat Important</td>
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<tr>
<td>Somewhat Unimportant</td>
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<tr>
<td>Very Unimportant</td>
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</tbody>
</table>

Did your decision to locate downtown have anything to do with Eugene's bike infrastructure?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
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<tr>
<td>Other</td>
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</tbody>
</table>

Number of Responses
Findings & Results

H₃ Cross Tabulations
H₄ Cross Tabulations

Businesses vs Infrastructure

Provide Bike Parking

Perceived Bike Share Program Impact on Business

Yes | No | High Impact | Medium Impact | Low Impact | No Impact | Not sure

- Micro Brewery
- Digital Creative Company
- Tech Services Company
- Bio Tech Company
- Gaming Company
- Software Development Company
- Hardware Development Company
Key Findings Overview

- 83% said that Eugene’s bike network was important to their business
- Companies with more employees were more concerned with bike infrastructure
- Employees younger than 35 are more likely to bike to work
- 22% of businesses who responded provide additional incentives to bike to work beyond bike parking
- 66% thought a bike share in downtown would have been good for business
Recommendations

- Continuing to improve bike infrastructure in Eugene particularly downtown
- Add more secure bike parking racks for businesses
- Inform businesses on opportunities to integrate biking into employee health insurance plans via Point2Point
- Market bike sharing through planning and implementation phase
Recommendations

- Promote **Cycle Lane** smartphone app
- Approach Silicon Shire about sponsoring bike share
- Expand and redefine survey area
Direct Feedback

"Implement 'Dutch' style biking lanes that are physically separate from the roads. Connect the Amazon bike trail into downtown."

"Need more bike racks throughout the city of Eugene."

"At our new building we plan to have secure and covered bike parking, as well as showers and company bikes to use during the day. Our location in addition to biking also allows many people to walk to work. The more bike infrastructure the better, in my opinion, let us know if we can help."

"Integrating river paths and the cross traffic paths is an important aspect to access downtown, and into north Eugene."

Recommendations & Conclusions
General Feedback

“During summer months, biking increases to about 25% of employees. Bike incentive is $20.00 per month. If we moved, we would consider a location easily accessible by bike/walking.”

“"I love to bike!"

“We would like to see the bike culture grow in Eugene and see a way to measure this impact on businesses.... good luck!"

"Being a smaller part of a larger company that isn’t located in Eugene, my responses reflect the low impact of biking on my business, but it is an important part of the Eugene culture and a reason why I continue to live and work here (and possibly hire further)."

"While bicycling doesn't have a direct impact on business decisions, the fact that people can and do like biking to work has a positive overall impact on our culture."

"Those who do bike are very grateful that Eugene is a bike-friendly city."
Questions