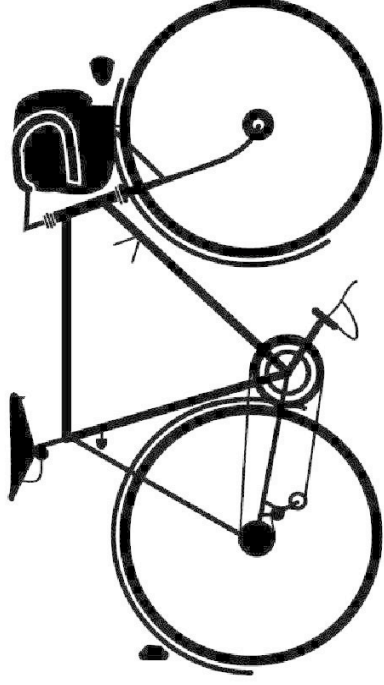


# Bikes Mean Business in Eugene

## An Economic Impact Study of the Downtown Silicon Shire



Amy Combs, Ben Farrell, Kacey Messier, Tristan Sewell

# Overview

- Introduction
- Purpose
- The Silicon Shire
- Methodology
- Demographics
- Hypothesis
- Findings & Results
- Recommendations & Conclusions
- Next Steps



## 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

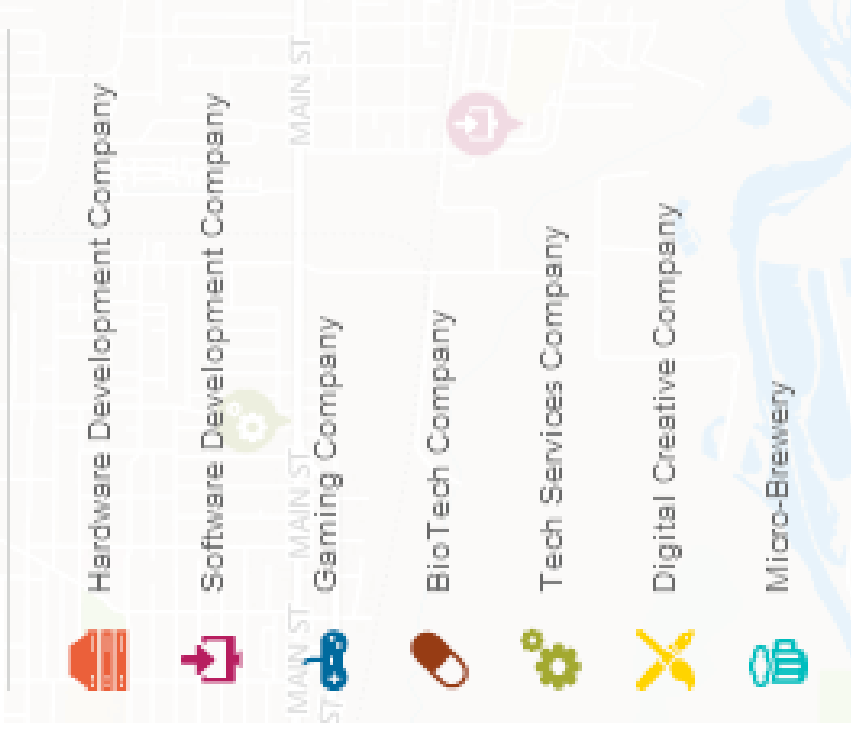
- Sedan: \$24.51/day (AAA, 2012)
- Bike: \$4.52/day (Family Bicycles)
- \$14 redirected into local economy each day



# Purpose

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

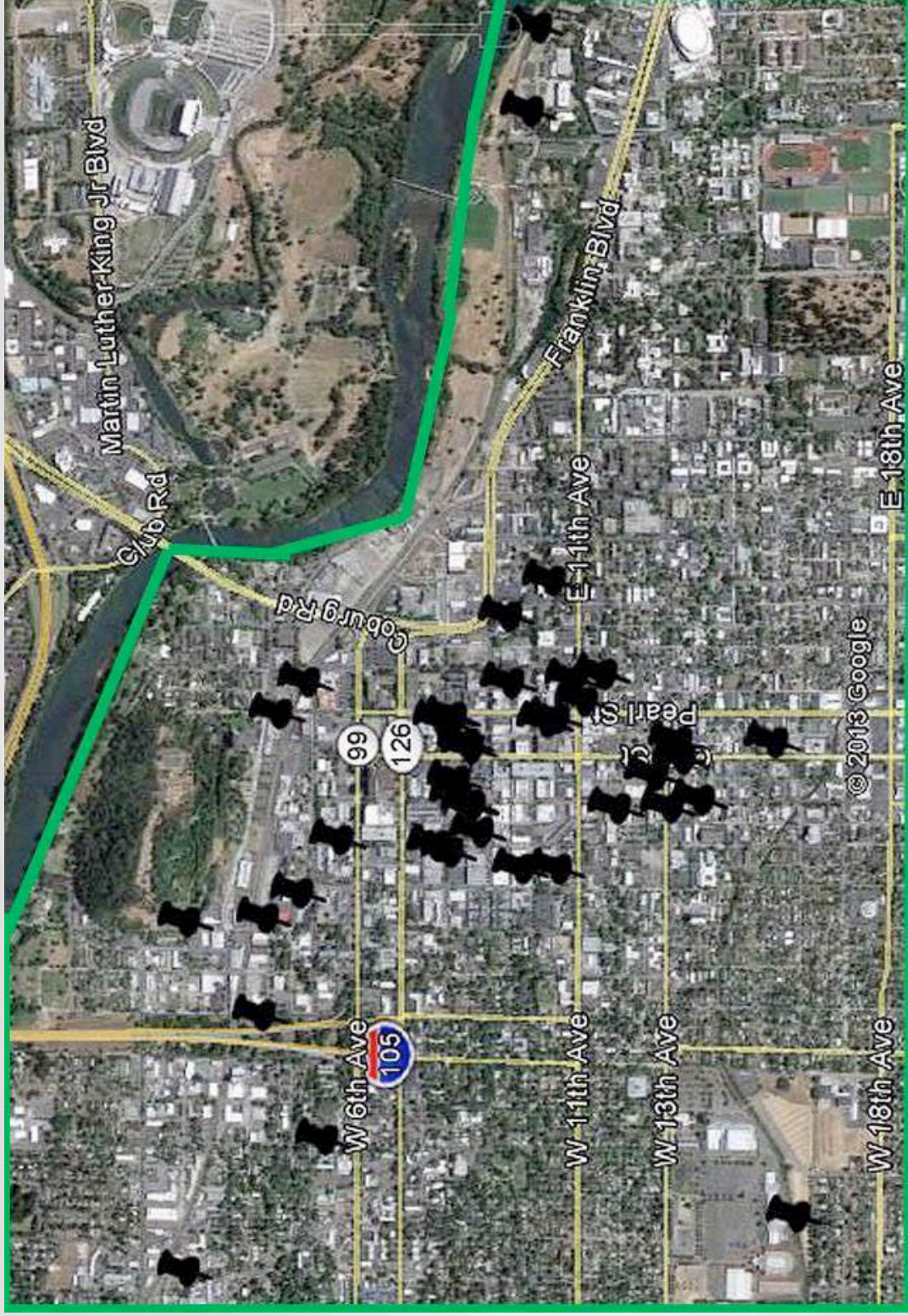
## Tech Companies in the Eugene/Springfield Area





# Methods





**Map of Survey Area**  
**Black Pins 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**

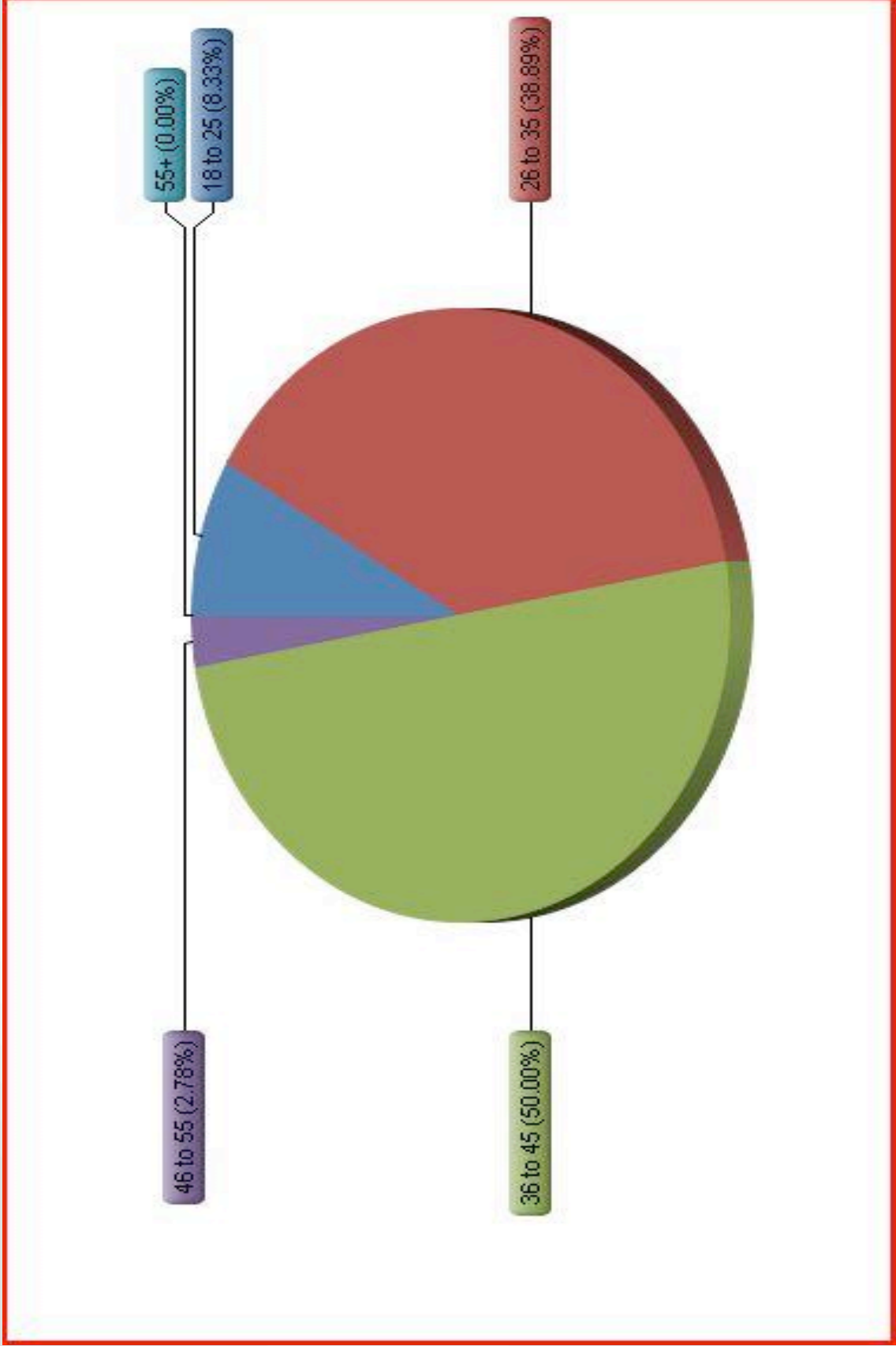




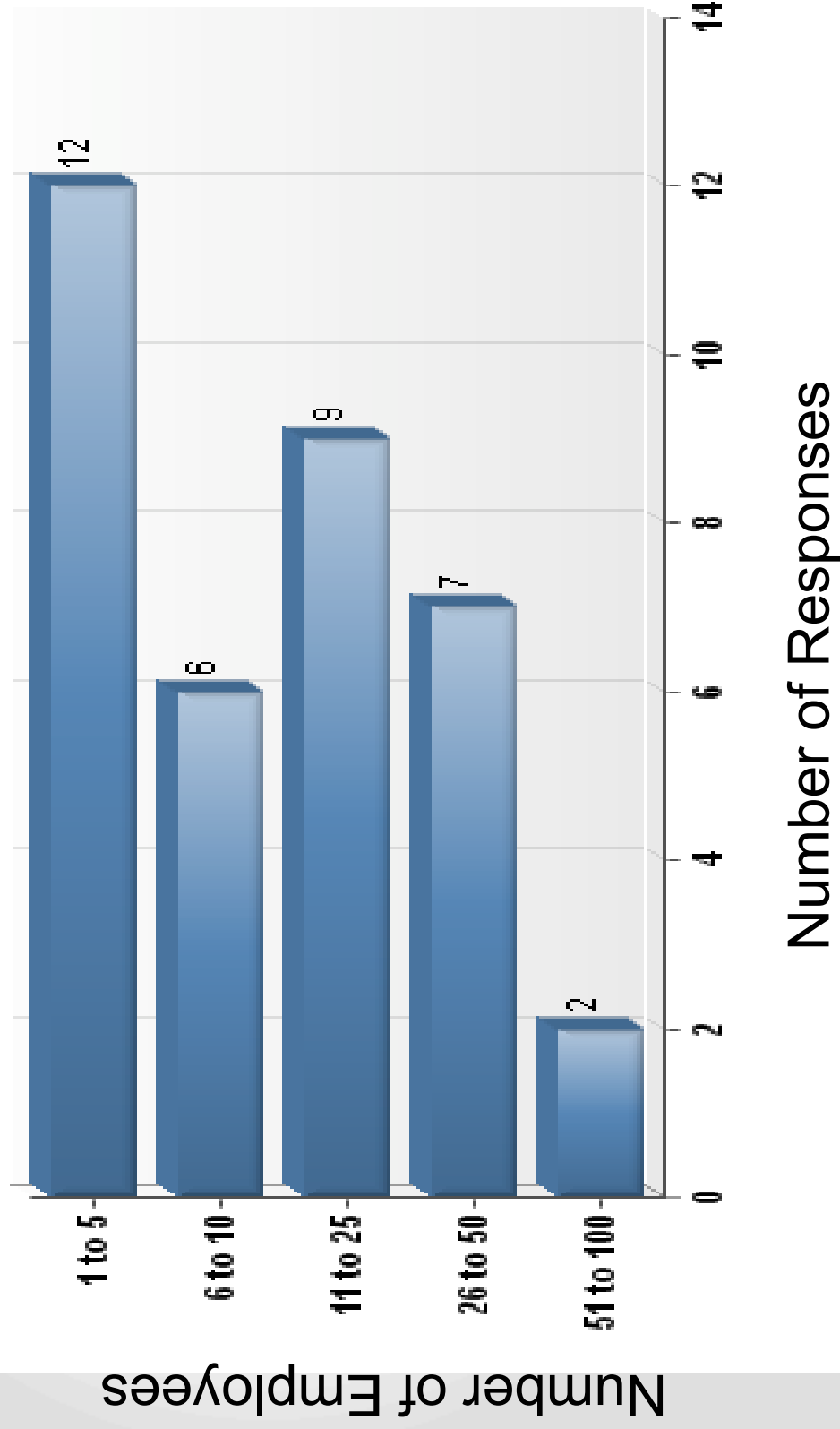
## Business Types and Response Rates

Business Type	Quantity	Responses	Response Rate
Software Development	29	13	45%
Digital Creative	9	8	88%
Tech Services	9	7	77%
<u>Micro Brewery</u>	5	4	80%
Gaming	4	3	75%
Hardware Development	1	2	200% <sup>9</sup>
Bio Tech	1	0	0%

What is the age range of the greatest portion of your employees?



## About how many employees work here?



# Hypotheses

**H<sub>1</sub>** Silicon shire companies that have more employees are more likely to be concerned with bike infrastructure than those with fewer employees.

**H<sub>1</sub>** We reject the null hypothesis.

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



# Hypotheses

**H<sub>2</sub>** Gaming Companies, Digital Creative Companies, and Micro-Breweries are more likely to be concerned with bike infrastructure than other company types.

**H<sub>2</sub>** We accept the null hypothesis.

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



# Hypotheses

**H<sub>3</sub>** Companies whose employees are under age 35 are more likely to bike to work than companies whose average employees are over 35.

**H<sub>3</sub>** We reject the null hypothesis.

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

**H<sub>4</sub>** 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.

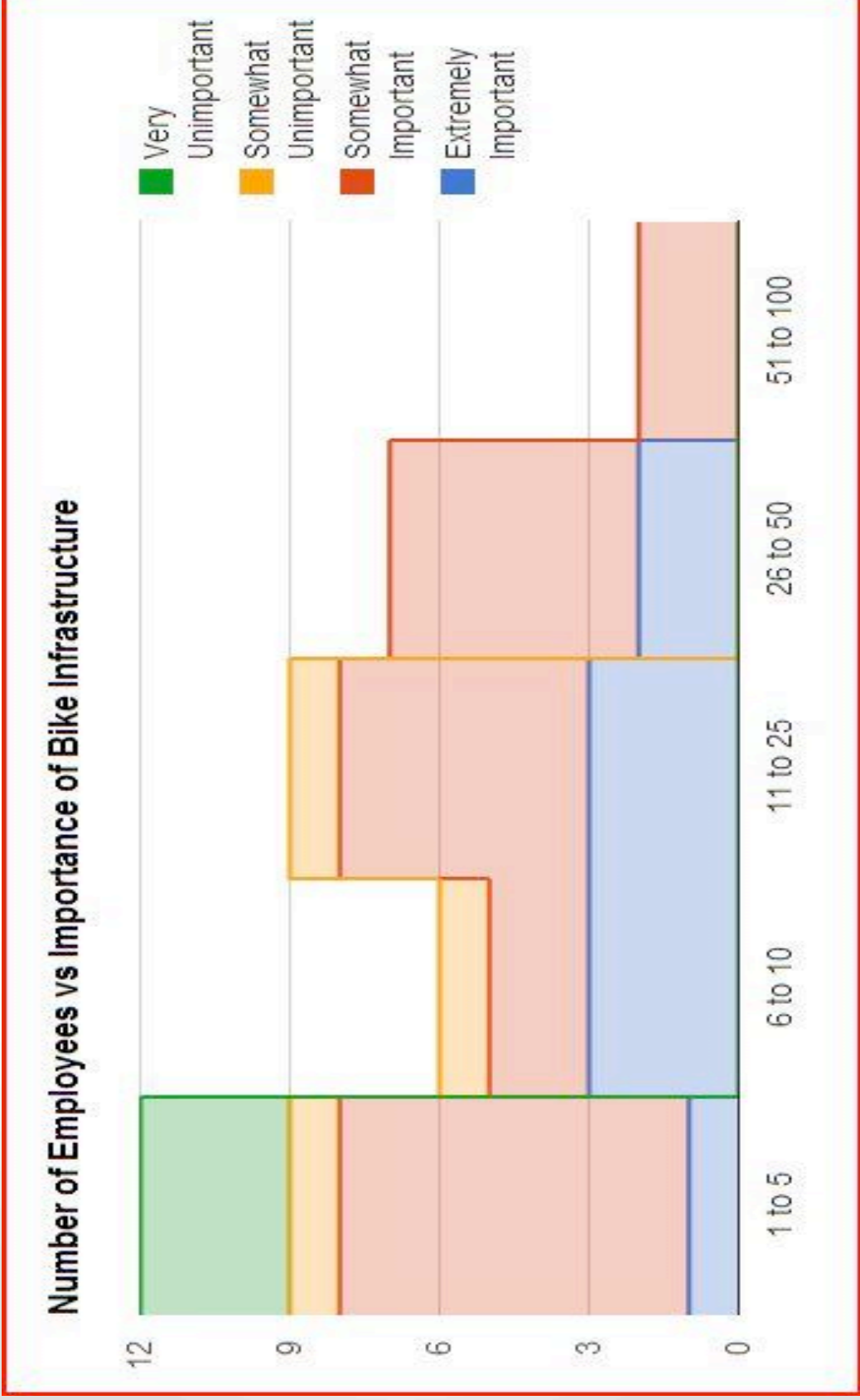
**H<sub>4</sub>** We accept the null hypothesis.

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



# H<sub>1</sub> Cross Tabulations

## Findings & Results

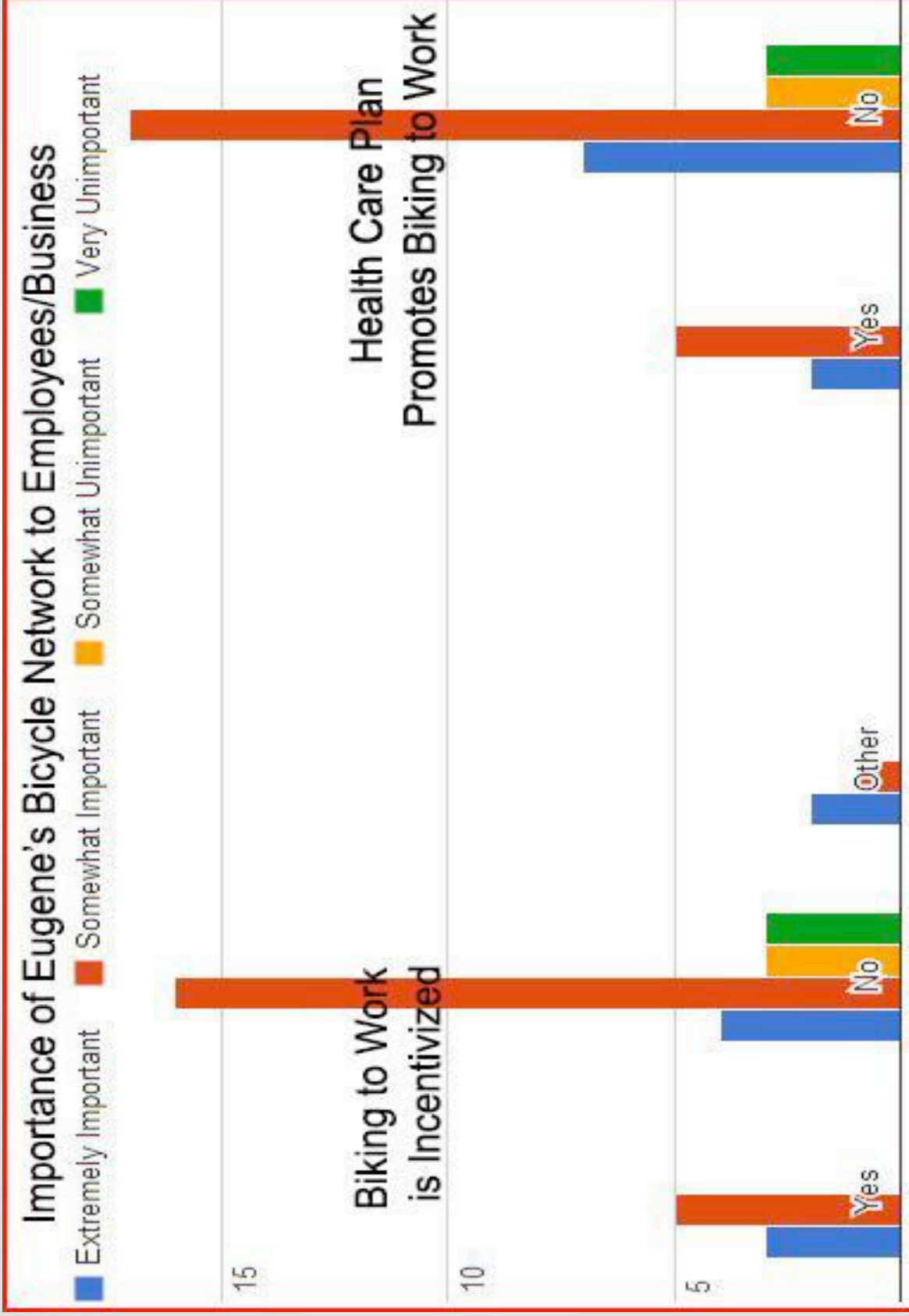


**Number of Employees**

Number of Respondents

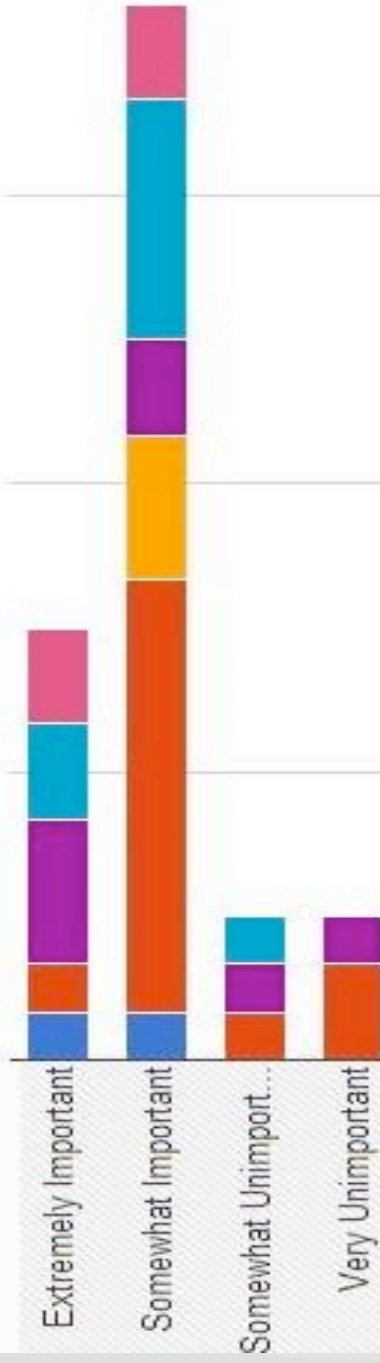


# H<sub>1</sub> Cross Tabulations

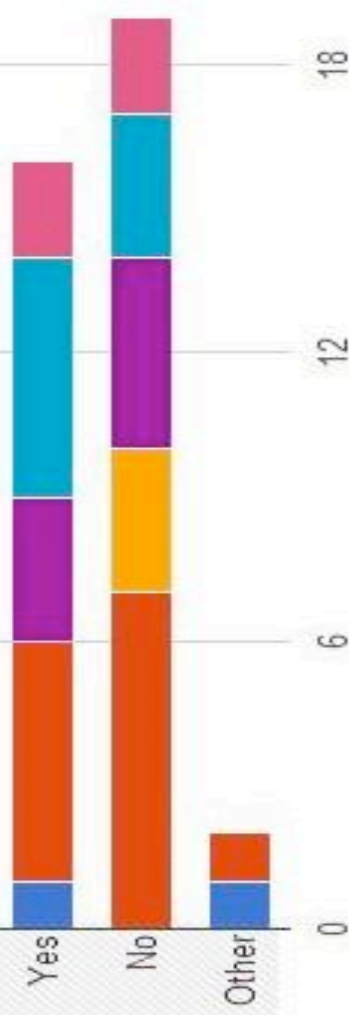


# H<sub>2</sub> Cross Tabulations

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



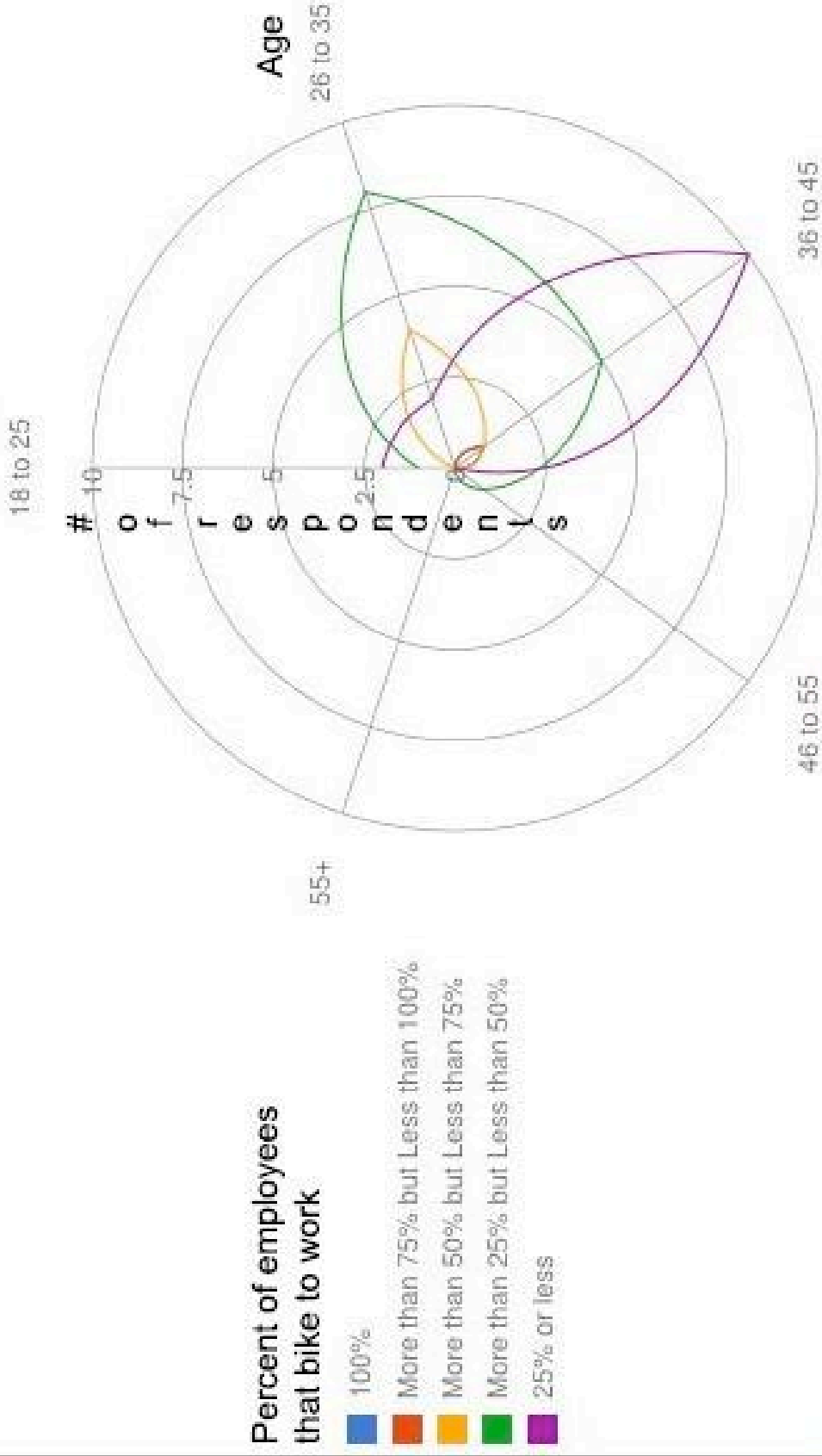
Did your decision to locate downtown have anything to do with Eugene's bike infrastructure?



Number of Responses

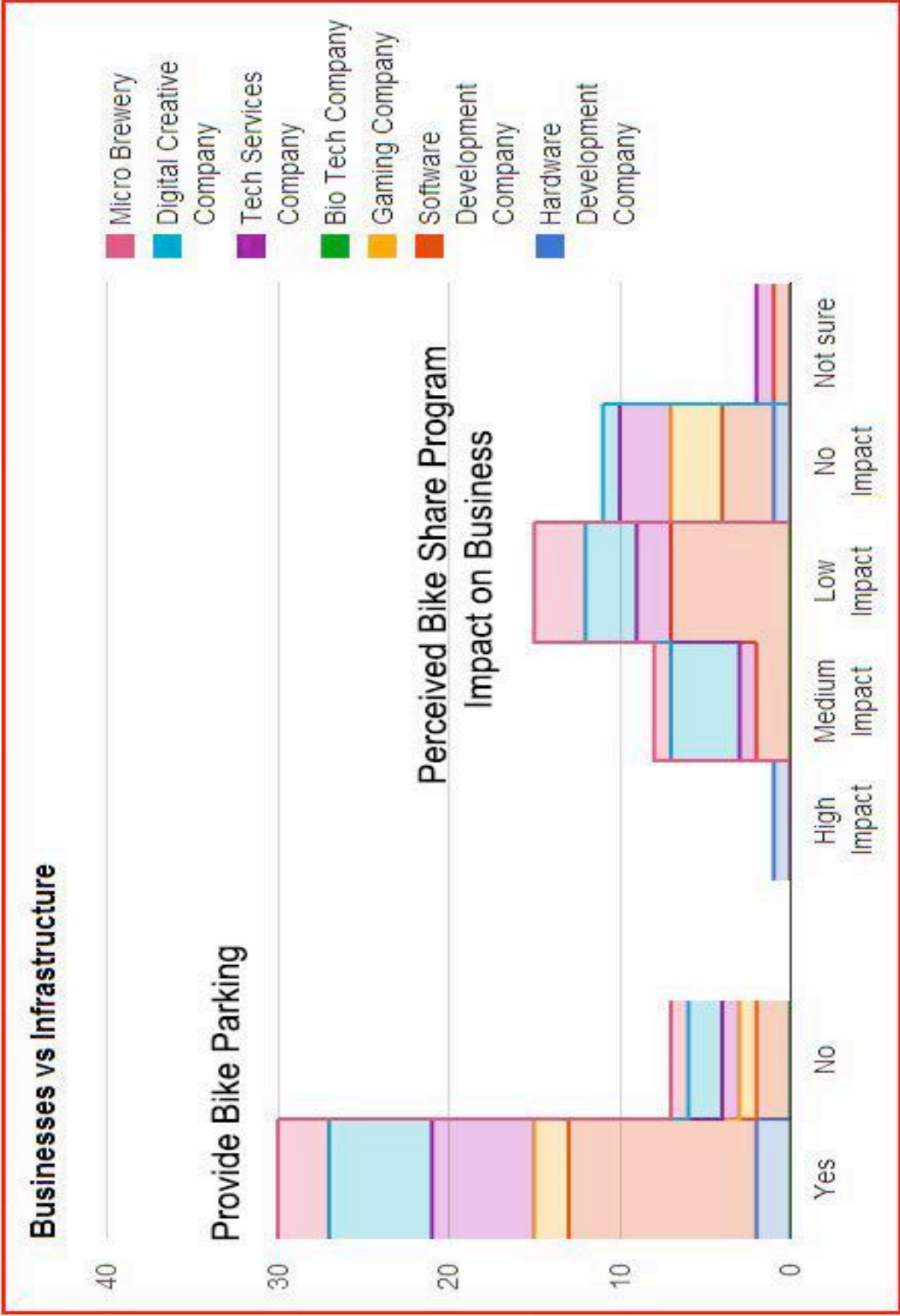
# H<sub>3</sub> Cross Tabulations

Age vs Affinity to Bike to Work



# H<sub>4</sub> Cross Tabulations

## Findings & Results



# 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



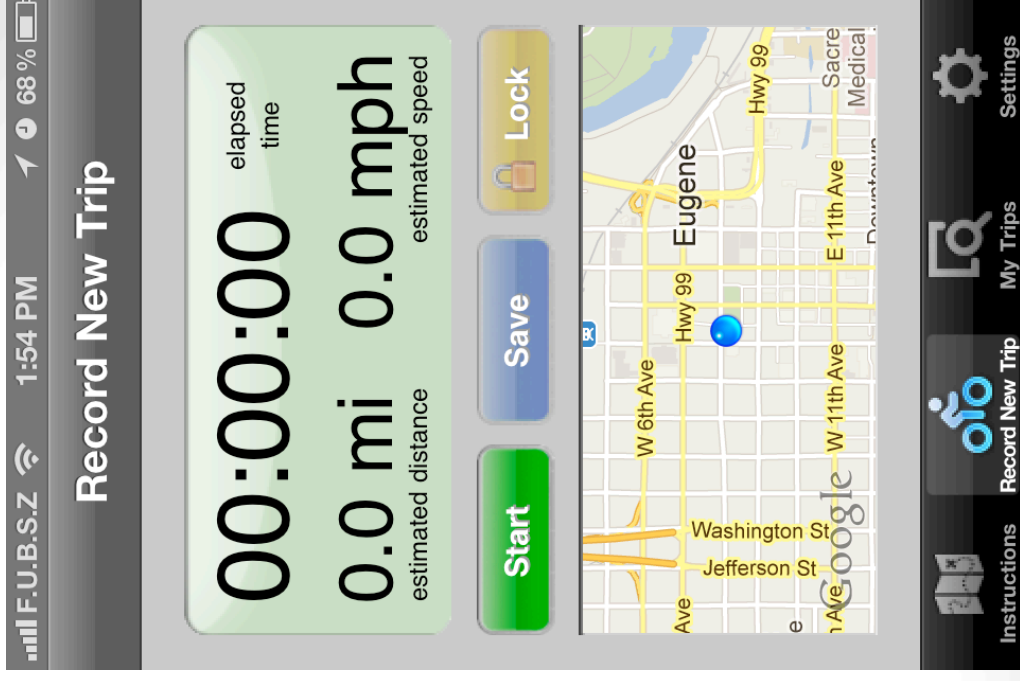
# Recommendations

- 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

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

**“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.”**



# 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!”**

**“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.”**

**“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).”**

**“Those who do bike are very grateful that Eugene is a bike-friendly city.”**



# Questions?

