A multitude of economic impact studies have been conducted across the country to assess the effect of streetscape improvements on business, specifically through the installation of road diets, bike lanes and complete street designs. **Consistently, findings prove that bicycle infrastructure boosts business; makes the street safer and more comfortable; does not impact motor vehicle flow; and improves market values.** The following facts hail from industry-leading reports on the topic:

> Street improvements such as the addition of new bike lanes, complete streets or road diets **improve business conditions and raise the revenues for businesses**. (1)
>
> Creating or improving active travel facilities generally has **positive or non-significant economic impacts** on retail and food service businesses along or near the facilities, regardless of whether parking or travel lanes are removed or reduced. (2)
>
> The changes in travel patterns, spending patterns and neighborhood desirability as a result of street improvements for bicycle and/or pedestrian mobility can have an impact on both business activities and **economic vitality** of the neighborhood. (1)
>
> Retrofits mean more comfortable people, **more comfortable people means better business**. The introduction of bike lanes can significantly increase levels of comfort and safety for motorists, cyclists and pedestrians. (4)
>
> A new bicycle facility brings increases in ridership. Road diets and complete streets retrofits increase bicycling or pedestrian volumes while having **little to no effect on vehicular traffic flow**. (2)
>
> Retailers often **overestimate the importance of car parking** and fail to see its many downsides, including congestion and low shopper turnover. (5)
>
> While bicyclists and automobile drivers spend similar amounts per trip, **bicyclists spend more overall at more locations**, typically taking more frequent trips than automobile drivers. (5)
>
> Business owners are apprehensive of changes to streets that are perceived to benefit pedestrians and cyclists while reducing convenience for drivers. Data shows after these types of changes are implemented, **businesses see improved performance and they often become vocal supporters** of further enhancements to the public realm. (3)
>
> The available evidence suggests that fears of disastrous consequences for local businesses are unfounded and that local governments can **invest in bicycles and pedestrians without regret**. (2)

When streets within urban shopping districts are pedestrianized or receive streetscape enhancements, businesses generally see increases in both the number of shoppers and in revenues. Property owners see real estate value increases. The design quality of a street appears to contribute to these outcomes on its own, regardless of other factors, and simply **improving street design can have a major impact on market values**. (3)

The impact of cycling facilities on **commercial loading and accessibility can be mitigated** through the introduction of loading zones, accessible loading zones and curb ramps, designated pick-up/drop-off areas and education to encourage the use of laneways for deliveries, where appropriate. (4)

Practices for studying economic impacts of bike/ped improvements from all resources assessed:

Use before-and-after data to calculate the degree of change in the chosen economic indicator (at least 1-2 years before and after installation).

Control for variables unrelated to the bike/ped design with statistical modeling and/or by using one or more comparison sites that have similar baseline characteristics but does not have the new bike/ped design.

Choice of economic indicator is important (e.g., measure of sales or sales tax from businesses abutting the new facility).

Statistical testing to improve inferences about the economic effect on local businesses improves the quality of the study.

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