

ECWRPC Mini Conference

Economic Benefits of Bicycling in Rural Communities



WE BIKE, etc.

Consulting in the areas of Engineering, Education and Enforcement

Tracy Flucke



- Vice President –
WE BIKE, etc., LLC
- 30 years municipal
gov. experience
- Avid bicyclist -
recreational, road
tandem

WE BIKED Across America

2014 Bellingham, WA to Bar Harbor, ME

4,352 miles ... 72 days

2015 Green Bay, WI to New Orleans, LA

3,052 miles ... 50 days

Bellingham, WA

Republic, WA

Sandpoint, ID

Coeur d'Alene, ID

East Glacier, MT

Havre, MT

Bismark, ND

Medora, ND

International Falls, MN

Itasca State Park, MN

Minneapolis, MN

St. Paul, MN

Green Bay, WI

La Crosse, WI

Dubuque, IA

Muscatine, IA

Nauvoo, IL

Hannibal, MO

St. Louis, MO

Blytheville, AR

Memphis, TN

Vicksburg, MS

Natchez, MS

Baton Rouge, LA

New Orleans, LA

Venice, LA

Canada

Middlebury, VT

Lincoln, NH

Bar Harbor, ME



Pacific Ocean

Atlantic Ocean

Gulf of Mexico

www.webike.org



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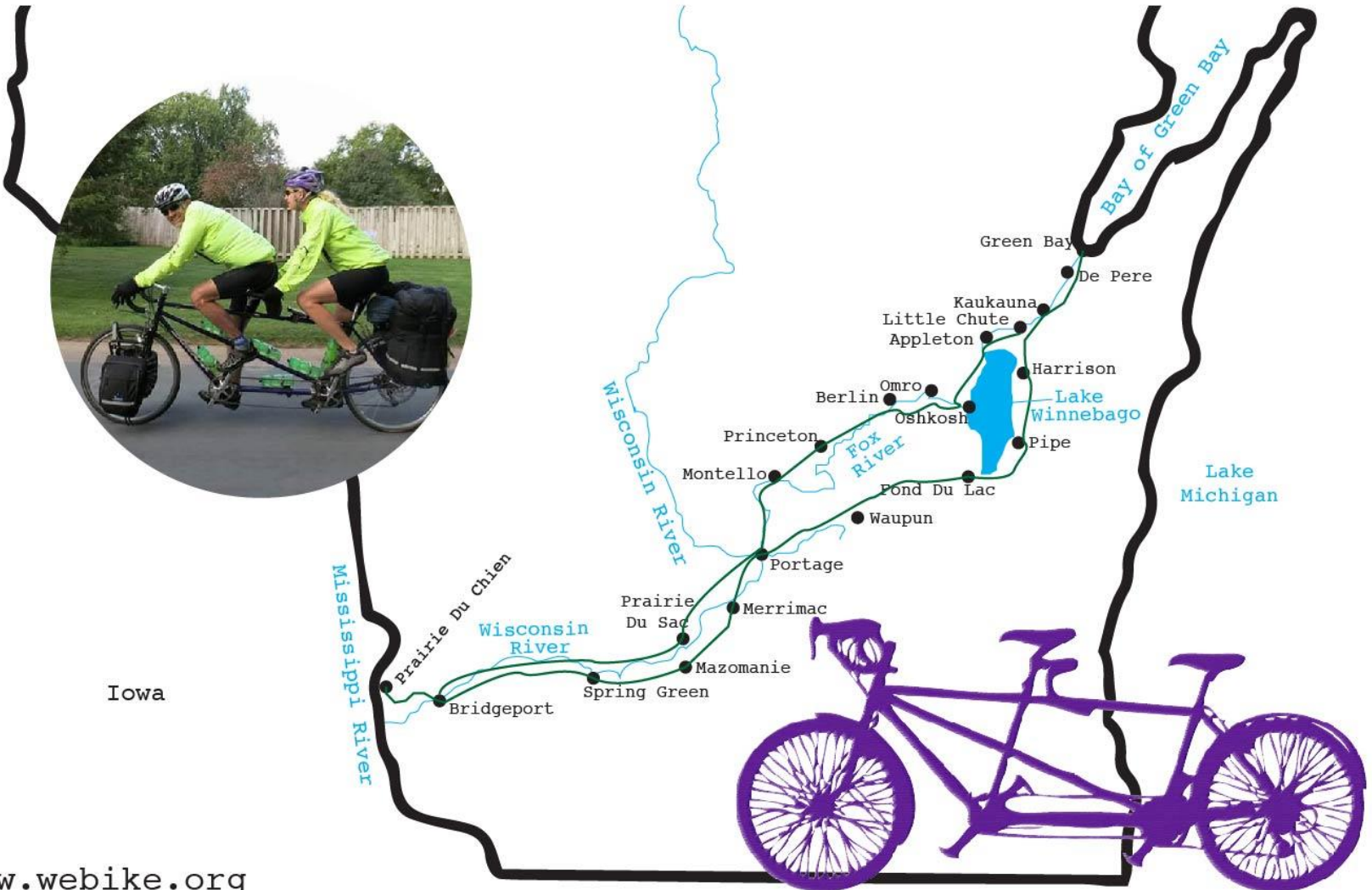
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WE BIKE Across Wisconsin 2015

Fox Wisconsin Heritage Parkway

Green Bay - Prairie du Chien - Green Bay

600 miles - 10 days



Benefits of Bicycling

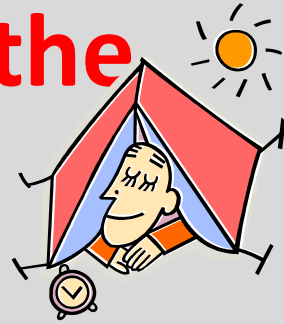
- 1) Health
- 2) Transportation
- 3) Environmental
- 4) Transportation Choices
- 5) Efficiency
- 6) Quality of Life
- 7) **Economic Benefits**



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Economic Impact of Bicycling in the State of Wisconsin



- 1) \$1.5 billion annually (both bicycle industry and tourism)
- 2) \$535 million annually from out-of-state visitors (bicyclists)
- 3) Single day bicyclists spend an average of \$28.00 a day
- 4) Multi-day bicyclists spend an average of \$75.00 a day

How can rural communities get a share of the economic development benefit?



Rural Communities Can:

- 1) Provide bicycle access to their community; on road, trails, etc.
- 2) Place signage that welcomes and directs bicyclists
- 3) Have services available – water, restrooms, convenience stores, restaurants, grocery, etc.
- 4) Offer places to stay in community, public and private spaces



Success Stories

- 1) Erie Canal - Canalway Trail – Upstate New York
- 2) Bicycle Loops - Columbia County, Wisconsin
- 3) Bill White Bike Camp –Twin Bridges, Montana

Erie Canal – Canalway Trail



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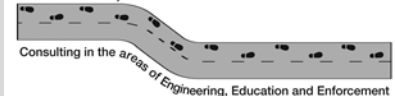
Erie Canal - Economic Impact

- 1) \$253 million generated in sales annually
- 2) \$55 million spent annually, from visitors outside the 35 county service area (only 3%)
- 3) \$26 average per person per visit
- 4) \$531 average per person per visit with at least one overnight stay

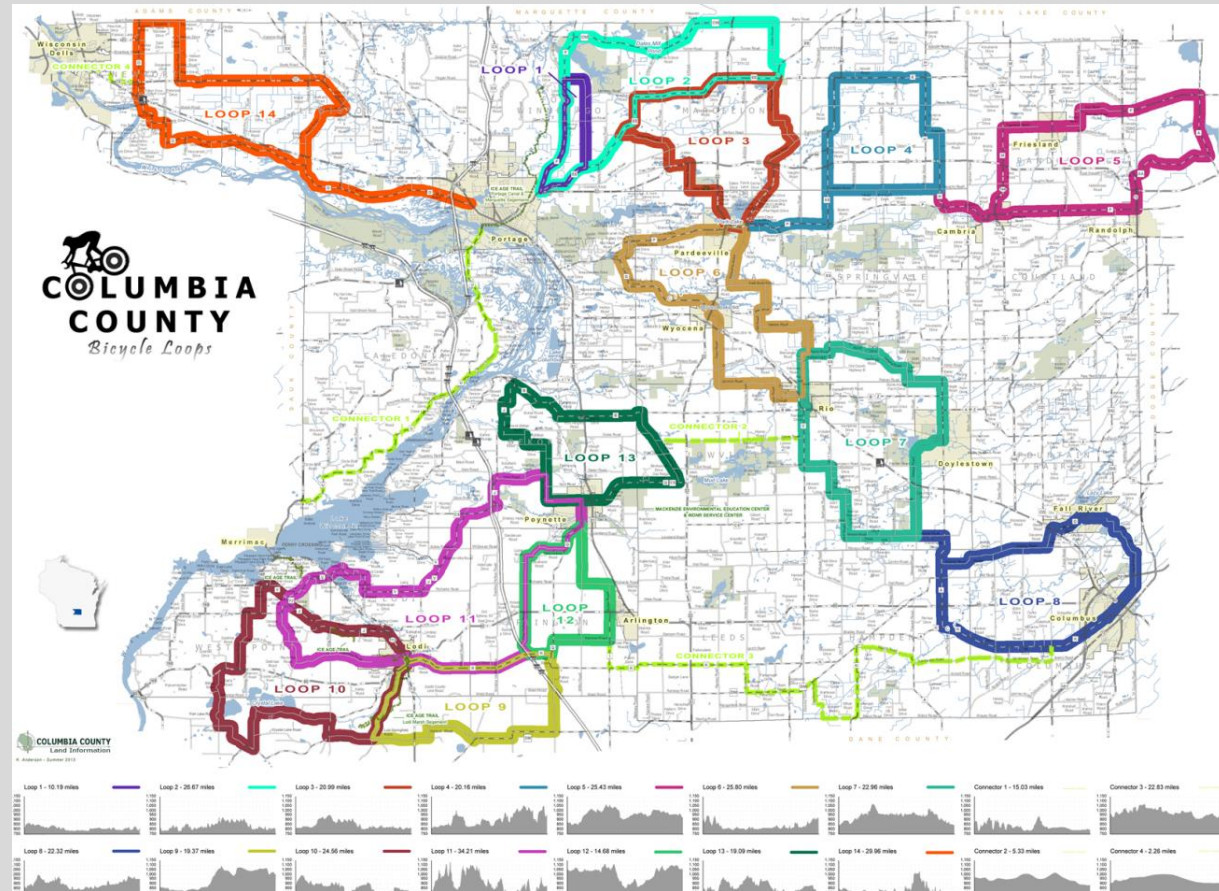
Brockport, NY



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Columbia County - Bicycle Loops



fox | wisconsin
heritage parkway

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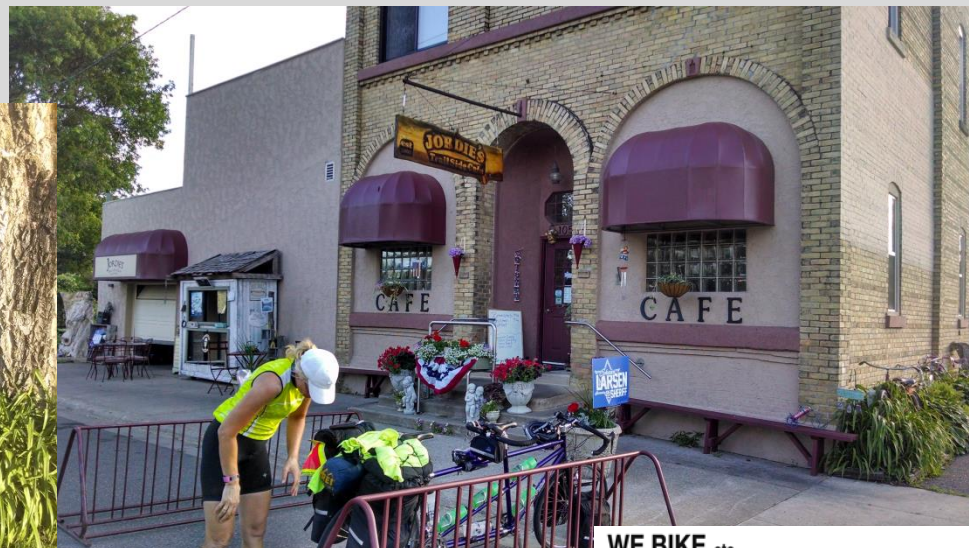
Twin Bridges, Montana (population 381)



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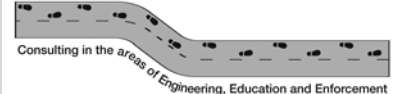
Other Bicycle Camps



So how are you going to get your piece of the pie?



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Contact Information

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