

A photograph of a person riding a bicycle on a city street. The street is paved with dark asphalt and has white painted markings, including a large 'STOP' sign in the foreground. The background is a brick wall. The text is overlaid on the image in a bright yellow color.

Economic Effects of Traffic Calming on Urban Small Businesses

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Traffic Calming and Small Businesses

- Traffic calming definition
- Businesses and traffic calming
- Improved business conditions
- Benefits of business support
- Need for better outreach tools



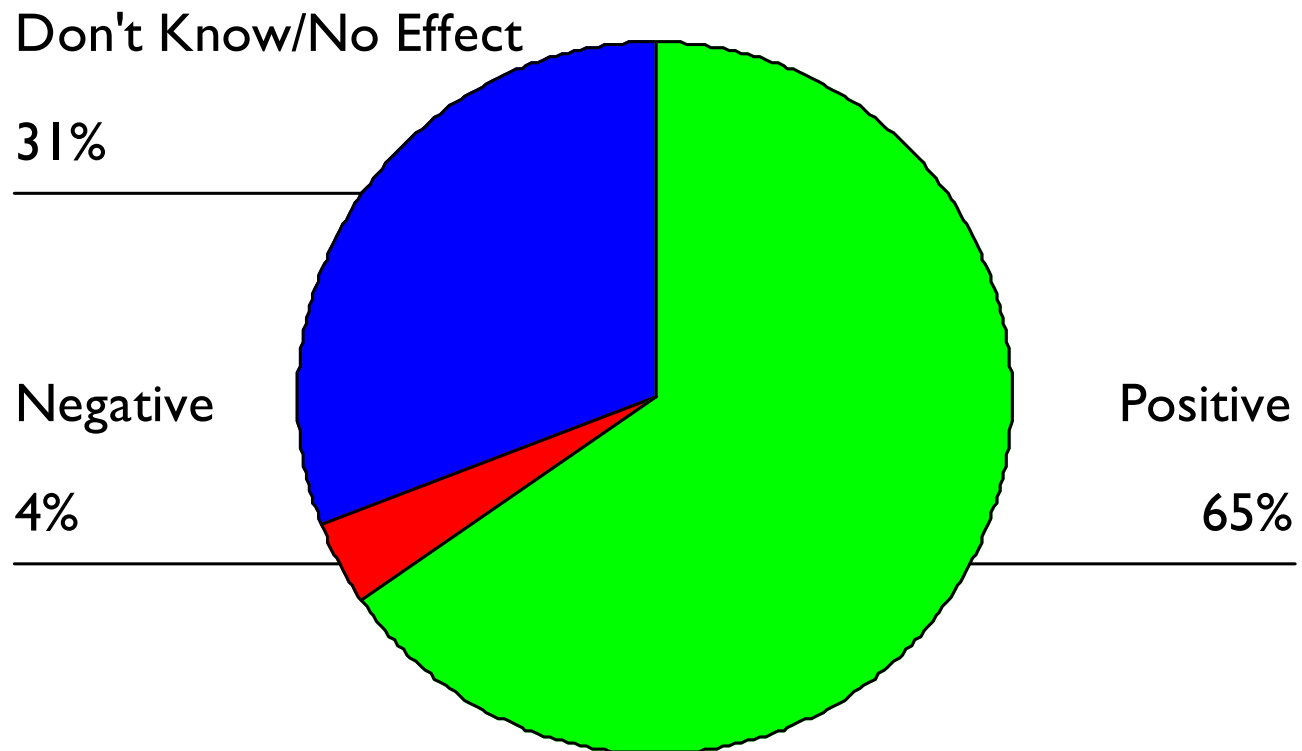
Valencia Street Bike Lane Merchant Survey



- Project area
- Bike lane project
- On-street census
- Interviewed businesses

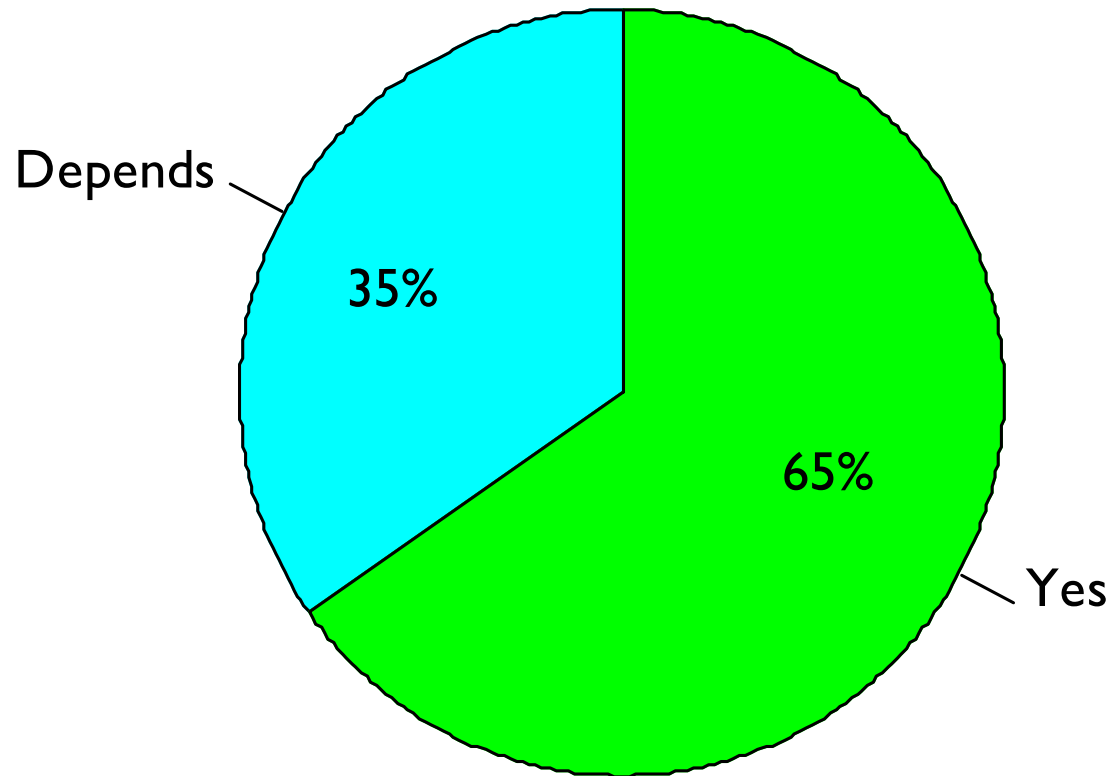
Key Result #1

General impact on business



Key Result #2

Support more traffic calming
on Valencia Street



Hypotheses

1. Economic Revitalization and Property Values
2. Livability and Safety
3. Sales and Attracting Customers
4. Parking
5. Impact on Employees
6. Construction and Costs

Results

<i>Impact of Traffic Calming</i>	<i>Better</i>	<i>Worse</i>	<i>Balanced</i>	<i>No Effect</i>	<i>Don't Know</i>
Economic revitalization for area	44%		4%	30%	22%
Commercial/residential property values	15%			52%	33%
Attractiveness of street	73%			23%	4%
Effect of reduced auto speed on sales	46%	8%	4%	39%	4%
Effect of traffic congestion on Valencia Street	41%	7%	26%	22%	4%
Effect of traffic congestion on nearby streets	22%	11%		52%	15%
Sales	37%		4%	30%	30%
Pedestrian safety	62%			35%	4%

Results Cont'd.

<i>Impact of Traffic Calming</i>	<i>Better</i>	<i>Worse</i>	<i>Balanced</i>	<i>No Effect</i>	<i>Don't Know</i>
Pedestrian activity	22%			63%	15%
Number of customers who ride bicycles	63%			30%	7%
Area residents shopping locally	56%		4%	33%	7%
New customers from outside the neighborhood	44%			44%	11%
Customer parking	15%	12%	4%	65%	4%
Access for delivery trucks	35%	39%	12%	12%	4%
Use of middle traffic lane for double parking	70%	15%	7%	7%	
Convenience for employees	67%			30%	4%
Effect of bike lane construction on business	0%	12%	12%	46%	31%

Next Steps



- More research into attitudes of small businesses
- Another case study
- Econometric studies
- Outreach tools needed for urban small businesses
- Benefits of better outreach to small businesses

A photograph of a person riding a bicycle on a road. The road has white painted markings, including the word 'BIKE' in large letters. The background is a blurred urban street scene with buildings and a sidewalk. The overall color palette is warm, with a lot of orange and brown tones.

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