

Economic Value

Active Transportation & Local Businesses



Promoting active transportation will benefit Norfolk businesses.

What is Active Transportation?

Active Transportation [AT] refers to people-powered transport such as walking, cycling, using a wheelchair, in-line skating or skateboarding.¹



People who walk or cycle spend more money at local businesses than drivers

- Walkers and cyclists stay close to home and buy what they need from local businesses.
- Your business is more visible to walkers and cyclists rather than drivers speeding by in a car.
- It's easier to lock up your bike and walk into a shop than to find a parking spot.
- People walking and cycling are eyes on the street. They bring life to the community and make public spaces safer.

AT infrastructure savings

The cost of building a parking space for a bicycle is about 5% of the cost of building a parking space for a car. Almost 20 bicycles can be parked in the space needed for one car.²

Supporting AT can attract new customers...

Kerry Bockenolt, from Kerry's St. James Street Eatery in Waterford, promotes her business with a simple sign on the Waterford Heritage Trail. Offering use of her washrooms, waterbottle fill ups, bike racks and a comfortable patio draws in the trail users. Her trail customers include daily users and visiting cyclists who need a rest stop. When asked why she is getting involved, Kerry said, "My philosophy is if you want the community to support you, you have to support the community. The trail network in Waterford continues to grow and I'm pleased to be a part of it."³

Port Dover Enhancement Project

In 2012, Norfolk County and the spirited citizens of the Port Dover Enhancement Association received a Downtown Revitalization Grant to implement a more pedestrian scale downtown on Port Dover's Main Street. Upgrades included period themed lighting, tree planting, nautical themed street names and way finding signage, and most importantly, benches, waste receptacles and bicycle racks at key locations.

Their goal was two-fold: to encourage local residents to walk and cycle to the core; and to set the stage for the new on-road Lake Erie Waterfront Trail, extending from Windsor to Niagara Falls, tying together all the towns and hamlets along the Lake Erie shore.

Port Dover and its sister communities are feeling the benefits of these new AT supports with businesses signing on to cycle-friendly programs and more residents walking, cycling and jogging to the main business core for goods and services. The County looks forward to building upon these successes with implementation plans in other Norfolk towns and hamlets.⁴

Chris Baird, General Manager of Development and Cultural Services Department, Norfolk County

Local businesses can support AT by...

- Installing a bike rack; providing a bicycle repair kit and tire pump.
- Sharing a bike with other stores for running errands and making neighbourhood deliveries
- Joining the Ontario by Bike network. Their website showcases businesses that offer bicycle friendly places to eat, sleep or visit. It's free to join! <http://ontariobybike.ca/>

Influence local changes that support AT:

- Attend community consultations for the Official Plan Review and AT Master Plan.
- Educate your ward councillor about the economic value of AT.
- Challenge local businesses to be bicycle-friendly!



Bottom Line: Promoting AT makes good business sense; attracting customers who walk or cycle will increase revenue for Norfolk businesses.

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- 1** Public Health Agency of Canada. 2010. What is Active Transportation? Retrieved April 17, 2014 from <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pa-ap/at-ta-eng.php>
 - 2** Interface for Cycling Expertise and Habitat Platform Foundation. (2000). The Economic Significance of Cycling. Retrieved April 17, 2014 from <http://www.ocs.polito.it/biblioteca/mobilita/EconomicSignificance.pdf>
 - 3** Bockenholt, K. Personal Communication, February 24, 2014.
 - 4** Baird, C. Personal Communication, February 26, 2014