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FEASIBILITY STUDY: Bicycle Friendly Business District – Market District, Eugene OR



LiveMove University of Oregon
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INTRODUCTION

LiveMove, the University of Oregon's Active Transportation and Livability student group, was approached by the City of Eugene and the Eugene Bicycle and Pedestrian Advisory Council (BPAC) in 2014 to begin research on implementation of a local Bicycle Friendly Business District (BFBD) program. A BFBD is a commercial district where people bike to an area to shop and dine and where the employees bike too. BFBD's have been shown to increase patronage to local businesses, promote economic development and create an active family friendly environment. LiveMove developed a case study report and presented it to City of Eugene officials, who suggested the student group take it a step further and find a way to implement the City's first BFBD. After further research, LiveMove began its 2015-2016 project in developing a feasibility study for Eugene's Market District.

Background

Biking is an integral part of the City of Eugene's culture and is the form of transportation that many residents and tourists choose to get around town. Employees, locals, and tourists all use bicycles to maneuver city streets and travel between Eugene's many vibrant and eclectic neighborhoods. Businesses can encourage more cycling by promoting their business as bicycle friendly. 'Bicycle Friendly' means that they provide an extra special service to those arriving by bike, such as free water, public restrooms, or bike racks.

LiveMove has chosen the Market District as the pilot study location for Eugene's first BFBD. The Market District was chosen due to its proximity to the University of Oregon, downtown Eugene, and historic Whiteaker neighborhoods (see Appendix A for City of Eugene's Market District Bike

Map). A BFBD in the District also highlights the areas multi-modal access that include Lane Transit District's EmX, Amtrak train, BoltBus, Greyhound bus, and I-5. Attractions in and near the Market District draw locals and tourists consist of 5th Street Market, Shelton-McMurphey-Johnson House, Skinner Butte Park, and Eugene's Saturday Market. LiveMove is favorable to this area for the location of the first BFBD in Eugene for its quantity and quality of bicycle infrastructure and as being primarily a commercial district.

Project Overview

This project is a continuation of LiveMove's efforts in the Spring 2015. Those efforts resulted in the final report "Case Studies: Bicycle-Friendly Business Districts." The report examines case studies of BFBD's and bicycle-friendly business programs across the country and make recommendations for a city looking to become more bicycle-friendly. In 2016, LiveMove focused on implementing a BFBD within the City of Eugene, and provides recommendations for implementation of a BFBD in Eugene's Market District.

Following are case studies of Downton Boise, ID, and the City of Fort Collins, CO. Summaries of interviews with Market District stakeholders and business owners, and an analysis of a Qualtrics survey distributed to members of the Market District Association give insight to challenges and opportunities of implementing a BFBD in the District. The report concludes with recommendations to City of Eugene and Market District stakeholders to consider for implementation of a BFBD that will strengthen partnerships between businesses, encourage cycling, and promote economic development in the area.

BEST PRACTICES

Although a connection between bikes and businesses has existed for over a century, some still question whether or not this mode of transportation can economically benefit local commerce. After the first Bicycle Friendly Business District (BFBBD) was developed in Long Beach, California, many other jurisdictions followed suit because there was evidence that bikes can, in fact, link to other sectors, such as tourism, economic development, and health. Preliminary research conducted by LiveMove in the 2014-2015 school year resulted in case studies that looked at cities across the country that implemented similar bicycle friendly programs to Long Beach. These cities, however, had very little in common with the City of Eugene, the proposed location for the BFBBD.

Case Studies

Case studies have been completed for two small cities that are comparable in size and access to larger city amenities to Eugene, Oregon. Boise hosts a page on the Downtown Boise website for Bike Town Boise, the downtown bicycle friendly business district. Fort Collins hosts a Bike Fort Collins website that displays information about their downtown bicycle friendly business district and was recently listed as Platinum status by the League of American Bicyclists. These two cities were chosen because they are arguably the most successful in the field, representing the top two locations for most bicycle friendly businesses in the nation (see Figure 1).



Figure 1 Source: League of American Bicyclists

Boise Bike Town

Downtown Boise Idaho, has recently emerged as a mecca for cyclists despite its size and location. Drawing in tourists and residents alike, Bike Town Boise is a movement that links downtown

businesses with cyclists looking to shop, dine, and enjoy other downtown amenities. The City offers bike share, maps that show dedicated bike lanes, bike shops, and corrals, and lists all businesses considered bike-friendly. Additionally, the website has links to bike friendly events around town, bike friendly organizations and programs, and has a list of all local, state, and national laws for cyclists. The organization's comprehensive collection of all cyclist activities and amenities allow visitors and residents to easily access bicycle



infrastructure and enjoy Boise using an alternative mode of transportation.

City of Fort Collins

Fort Collins is a small city located in Colorado, just an hour drive north of Denver. The City was recently awarded Platinum status by the League of American Bicyclists for their work in creating a Bicycle Friendly Business District that engages 50 business in bicycle friendly activities and support. An extensive website hosted by Bike Fort Collins has an exhaustive list of all cycling laws, activities, organizations and amenities for cyclists, and resources for businesses looking to join the program. The advocacy group, which is well staffed and has an advisory board, provides businesses with outreach support and mentorship, opportunities to attend workshops, and ongoing support with operations.



Lessons Learned

Both Boise, ID and Fort Collins, CO have extensive Bicycle Friendly Business programs that run through multiple neighborhoods within the city. Their websites are updated frequently and they both have incredibly active alternative transportation networks that are supported by both the city government and other local organizations. There are many pieces of these programs that can be adapted for the purposes of implementing a BFBD within the City of Eugene, particularly the Market District.

LOCAL OUTREACH

This section provides summaries of interviews with Market District stakeholders and business owners, an analysis of a Qualtrics survey distributed to members of the Market District Association, and review of bicycle count data collected by the Central Lane Metropolitan Planning Organization. These methods are utilized to assess the level of interest in, and current levels of participation, with activities that contribute to a bicycle friendly business district (BFBD), and provide a baseline of cyclists travelling in the area. Outreach is particularly important to gauge the level of interest and identify opportunities and challenges specific to creation of a BFBD in Eugene's Market District. These opportunities and challenges provide lessons learned, and assist in providing recommendations.

Stakeholder Interviews

Stakeholder interviews were conducted with five business owners. Feedback was also received at a Market District Association monthly meeting attended by six additional business owners. Stakeholder interviews included an introduction to LiveMove and the concept of a Bicycle Friendly Business District. Interview questions sought to identify opportunities and challenges with implementation of a BFBD within the Market District, general feedback regarding promoting cycling within the area, and suggestions for possible champions

The following sections provide summaries of the feedback received from the stakeholder outreach:

Interview 1:

This interview was with a manager from a historic tourist attraction that is recognized by Travel Oregon as a "Bicycle Friendly Business." I wanted to meet with her to find out how the program has worked out for their business and what her thoughts were about a Bicycle Friendly Business District. She mentioned that there hasn't been a large amount of bicycle traffic received from the program and that it might be hard for bicyclists to find their location. She is very interested in hoping to attract more bicyclists to their location due to the historic founder's interest in bicycling. She expressed a desire to host a vintage bike event or a bike ride around Eugene's Historic District. A suggestion was to discuss this idea with the Downtown Neighborhood Association since the Market District is also a part of that Association and has a large attendance of local businesses. The Lane Arts Council was another suggested contact to inquire about a potential partnership.

Interview 2:

This interview was with a health-oriented business that offers numerous incentive programs to employees for commuting by sustainable transportation options such as biking, walking or carpooling. They offer showers, lockers, bike repair kits, covered/locked bike parking, a cash incentive for every mile commuted by a sustainable transportation option, a yearly award to an employee with the most logged miles, and they participate in the annual Business Commute Challenge. Some suggestions included partnering with the group "Beyond Toxics" for a community ride and reaching out to organizations such as: GreenLane Sustainable Business Network, the Willamette Valley Sustainability Foods Alliance, and Net Impact. They are very interested in participating in a

Bicycle Friendly Business District as they are opening up a new retail location in the District.

Interview 3:

This interview was with the owner of a bicycle shop who is very interested in the idea of a Bicycle Friendly Business District; however, declared the main challenge everyone in Eugene faces is bike theft. They stated that the first thing that needs to be resolved is how to have safe and secure bike parking, otherwise, customers do not feel comfortable riding their bike and parking them at the business just to see them stolen as they finish shopping. This owner allows employees and customers to bring their bike inside the business. They offer bike rentals, helmet fitting, mechanical support, community giving program, GEARS discount, and a racing team discount. The owner is willing to offer a discount to other businesses interested in purchasing a bike repair kit or tools to offer their employees or customers who bike. An employee at this business expressed interest in leading community ride events in the District.

Interview 4:

The interview was conducted with a business owner of a fitness studio located within the District. They mentioned how a few of the studio's employees bike to work but others feel it is too far to commute. The owner did not think that having an employee incentive program would be fair for those who are unable to commute by bike. They are however, interested in the concept of a Bicycle Friendly Business District and love the suggestion of holding District-wide bicycle events. The business owner currently runs the Market District Association's Facebook page and would be happy to incorporate any advertising onto the social media page. They also agree with other's concerns about bike theft and lack of

secured bike parking in the area. The business owner liked the suggested idea that some businesses, like REI, offer bike parking inside their building.

Additional suggestions made by the business owner included partnerships with Eugene Electric Bicyclists to help with marketing and events, and Cascade Courier for increasing deliveries via cargo bike. Suggested business resources include Falling Sky, which hosts bike events and offers bike rentals. An event opportunity may be the City of Eugene's Sunday Streets, hosted in the Market District. The business owners suggested a model for bike friendly facilities and secured bike parking maybe found on the University of Oregon's campus. They recommended WeBikeEugene.org as a popular website promoting cycling in Eugene which may also be a BFBD partnership opportunity. The business owner also recommended that the District's website include a video on bicycle safety, as well as an overlay map of where bicycle facilities and bike parking are located within the District.

Interview 5:

This interview was with the Market District Association President. The President is very intrigued by the idea and stated they have received a lot of positive feedback and interest from businesses within the District. The President believes it is a great marketing tool for the Association and fits within the theme the community already embraces. As Eugene's Market District Association is new, and just in the beginning process of developing marketing materials, maps, and a website, the President stated they would be happy to incorporate aspect of being a Bicycle Friendly Business District as part of the Association's marketing strategy and messaging.

Market District Association Meeting

Local outreach included attendance at a Market District Association's monthly meeting to introduce the concept of a Bicycle Friendly Business District (BFBD) to its members. In attendance at the meeting were six Association business owners who offered feedback including opportunities and challenges for creation of a BFBD in the Market District. All owners agreed that bike theft and lack of secured bike parking was the greatest concern. They mentioned that the business used to offer cyclists discounts, however due to repeated bike theft, stopped offering incentives. The business owners stated that the Eugene police have not been helpful with the process of filing bike theft reports and do not seem to be concerned. The members in attendance love the idea of a BFBD in the Market District, and agree that promoting travel by bike is the way of the future; however, expressed the need for a solution to the fear of bike theft. Suggestions offered during the discussion included offering bike valet, indoor bike parking, and/or secured bike cages throughout the Market District so there is always a convenient and safe place to leave your bike. The President reiterated that the creation of a BFBD is a great idea and would welcome incorporating information into the Association's website.



Qualtrics Survey

A Qualtrics survey was developed by LiveMove members and distributed by the Market District Association to its members. The survey introduced members to LiveMove and to the

concept of a Bicycle Friendly Business District (BFBD). Survey questions were designed to allow businesses to give input regarding interest in, and current levels of participation, activities that contribute to a BFBD (see Appendix B for copy of Qualtrics Survey distributed to Market District Association members).



The survey was distributed to 118 members of the Association; however, only 7 responses were received, for a response rate of 6%. The low response rate may have been due to a short two-week time period given to complete the survey. Due to the low rate, it is difficult to generalize the opinions of the majority of businesses in the Market District. In the future, it may be best to allow participating businesses to respond to surveys over a period of 2-3 months, as well as send email and mail reminders. It may also only be necessary to discuss with certain businesses their level of interest and willingness to participate. The types of businesses that the BFBD program would be mostly work best for are retail, dining, and services related to people on bikes. Businesses outside of these categories may not feel this program applies, and have lower levels of interest.

Survey questions included identification of programs and/or benefits businesses' currently offer to customers and employees, the level of interest of offering additional bicycle programs or benefits, and reasons why businesses may not be offering programs or benefits. Generally, the feedback received indicated there is a moderate interest in incorporating a BFBD in the Market District. Survey results indicated that businesses do not currently offer incentives or discounts to their employees or customers other than bike

parking. Responding businesses indicated that incentives or discounts are not offered because employees and/or customers are not cyclists. Survey results identified challenges to a BFBD in the Market District include: bike theft, lack of wayfinding to and within the area, and need for a BFBD Champion. Respondents declared that they are willing to display signage, promote BFBD Market District events, and would consider offering benefits or discounts to employees and/or customers if the bike theft and secured bike parking issue were addressed adequately.

Bike Counts

Bicycle counts help provide a baseline number of people currently biking in the area. The Central Lane Metropolitan Organization has been collecting bicycle traffic volume data since 2012. There are two counters in the Market District area: 5th Avenue East of Charnelton Street and High Street South of 4th Avenue. In 2014 and 2015, the 5th Avenue counter counted an average daily count of 1,205 on the weekdays and 910 on the weekends. The High Street location counter in 2012 and 2013 counted an average daily count of 471 on the weekdays and 226 on the weekends. The 5th Avenue location has more bicycle traffic than any other counter in the area. The location with the second highest bicycle traffic is near the University of Oregon. The time range that bicyclists have travelled in the region is also all throughout the day so it is not just the morning and evening work commute. This indicates that this is a highly frequented route and has a great opportunity to attract bicyclists to eat and shop in the District. See appendix B for average daily bike count by season and bike count share by time of day data.

Lessons Learned

Through local outreach efforts taken in Eugene's Market District it was found that business owners are interested in supporting BFBD efforts. The concept of a BFBD was understood and welcomed. Business owners showed interest and willingness to display signage, and promote and participate in BFBD events. Interviewees expressed a willingness to share resources to become bike friendly, such as leading events or offering discounts to other businesses for bike repair kits. Market District businesses are willing to offer bicyclists amenities such as bike parking, water, and maintenance/repair kits to promote economic development. However, a common sentiment among the business community within the Market District is that bike theft and lack of secured bike parking is a major deterrent for people biking and shopping in the area. Participants expressed the need for the problem to be addressed in order for the BFBD project to be a success.

RECOMMENDATIONS

This research results in a compilation of lessons learned and identification of the following recommendations for the City of Eugene and its Market District Association to consider for implementation of a bicycle friendly business district (BFBD).

Address Bike Theft

The number one challenge identified by Market District Association businesses is lack of secured bike parking and amount of bike theft in the area. Those interviewed believe if the problem of theft were addressed, more residents of Eugene would be encouraged to ride and shop in the District. Suggested solutions presented during the research included; seeking out businesses that would host valet bike parking, such as the 5th Street Market or Center for Active Transport, indoor bike parking, additional secured bike corrals, and installation of bike lockers. A successful solution requires a partnership between the City of Eugene and area businesses and residents to identify high risk areas and potential funding for bike parking and safety infrastructure. It is recommended that the Market District Association business members, area residents, Eugene's Bicycle and Pedestrian Advisory Committee (BPAC) and the City of Eugene create a workgroup dedicated to addressing the issue of bike theft in the District.

Identify a BFBD Champion(s) and Partnerships

Another challenge identified by research was a need for a Champion(s) who to initiate the creation of Eugene's Market District BFBD. Many individuals and businesses support the

concept of a BFBD in the District; however, a Champion(s) was not clearly identified.

It is recommended that the Market District Association consider leading efforts to initiate the creation of a BFBD in the area. The Association has the resources and knowledge required to create a successful BFBD, with assistance from its members.

Research identified partnerships that may assist in efforts to market and promote the Market District BFBD including the City, independent groups, and passionate individuals. Potential partnerships include; WeBikeEugene, GreenLane Sustainable Business Network, Net Impact, Eugene Sunday Streets, Eugene Electric Bicycles, Cascade Couriers, Center for Active Transport, or the City of Eugene's Transportation Department. Partnerships with local organizations may be helpful in terms of promoting events, and/or providing District bicycle services including Cascade Couriers' cargo bike deliveries and Center for Active Transport bike valet offering services, and Beyond Toxics hosting a community ride event.

Increase Wayfinding and Signage

Research also identifies lack of wayfinding and signage in the region as a challenge in the area. Unique signage would identify the District as bicycle friendly area, and increase connectivity, place-making, and economic development. An increase in wayfinding is necessary to identify the District as a unique area of Downtown Eugene, as well as direct cyclists to the area from the University of Oregon, the DeFazio Bridge, Downtown Eugene, and the Whiteaker neighborhood. It is recommended that a BFBD partner with the City of Eugene to increase wayfinding and unique signage, as the City seeks to improve place-making throughout downtown.

Determine if BFBD will serve Customers or Employees

Research in Eugene, shows at this time, businesses are more interested in supporting a BFBD that benefits employees, rather than customers. As many of Eugene's Market District area businesses are small-privately owned, it is understandable that several are unable to offer benefits to BFBD customers, financial or otherwise. However, it is not essential that a new BFBD focus on customers to be successful.

A key finding discovered through outreach interviews, is that a Market District BFBD may find initial success through partnerships amongst its businesses. It was found that businesses have different skills or programs that they would like to share with others in the District. It is recommended that the Market District BFBD initially focus on creating opportunities for businesses to share resources such as employee-only benefit programs, discounts on bike repair kits, or workshops.

Create a Strong Online Presence

Research identifies the need for a strong online presence for a successful BFBD. Both Downtown Boise, ID (<http://www.downtownboise.org/>) and Fort Collins, CO (<http://bikefortcollins.org/>), have websites that offer information about bicycle events, legal information, and road maps. These features draw in users who may have not known about the benefits of a BFBD in the first place.

Many cities, like Eugene, have a multitude of bicycle organizations with different responsibilities all around town. Creation of a single website, hosted by a BFBD, similar to Downtown Boise, ID and Fort Collins, CO, allow cities to

centralize efforts, build a stronger community, and work more efficiently.

LiveMove has created a website for Eugene's Market District BFBD: <http://eugenemarketdistrict.weebly.com/>.

Currently, the website features businesses identified as bicycle friendly by Travel Oregon. Further development of the website, including promotion of BFBD businesses and events, will generate more traffic, interest, and business. It is recommended that the Eugene's Market District BFBD, with support from the City, continue to update and maintain this website for use of promoting bicycle friendly business and non-profit resources throughout Eugene.

*LiveMove has created a website for
Eugene's Market District
Bicycle Friendly Business District:
<http://eugenemarketdistrict.weebly.com/>*

Link BFBD Programming to Existing Services and Efforts

Case study research indicates that the most successful BFBDs have direct contact with city officials. It is highly recommended that the champion(s) of a BFBD developed in Eugene work closely with City officials. This is important to gain access to potential funding, understand economic development strategies, and coordinate marketing efforts with City events and services. A partnership between the BFBD and the City of Eugene will become particularly important to promote the new bike share program when it does launch.

Through the local outreach research conducted for this project, it was found that a basic implementation of a BFBD in Eugene is possible through the use of existing bicycle friendly business programs such as the *Travel Oregon* or *League of American Bicyclist* programs. Both programs, successful on their own, provide links to state-wide tourism and economic development networks. Each program provides the tools and resources businesses need to develop an individualized program and acquire inexpensive marketing materials. Utilizing an established program, such as *Travel Oregon's Bike Friendly Business Program* is an opportunity for businesses realize the economic benefits of becoming bicycle friendly with a state-wide program that promotes bicycle friendly businesses.

LiveMove recommended that the Champion of Eugene's BFBD partner with *Travel Oregon's* staff to increase participation in the state-wide Bike Friendly Business Program. As Eugene's businesses and customers are familiar with the already established, identifiable brand (see Figure 2 for signage), the program is easily marketable and cost effective to develop broader participation.

In addition to utilizing *Travel Oregon's Bike Friendly Business Program* to increase business participation, LiveMove recommends that the City of Eugene and its Bicycle and Pedestrian Advisory Council (BPAC), support the Market District Association in the creation of a unique District-wide BFBDs. Research found that a Market District BFBD in Eugene would strengthen partnerships between businesses, and provide opportunities to promote the unique multi-modal features and bicycle friendly amenities and businesses in the area. With support from the City, unique branding and bike



Figure 2.

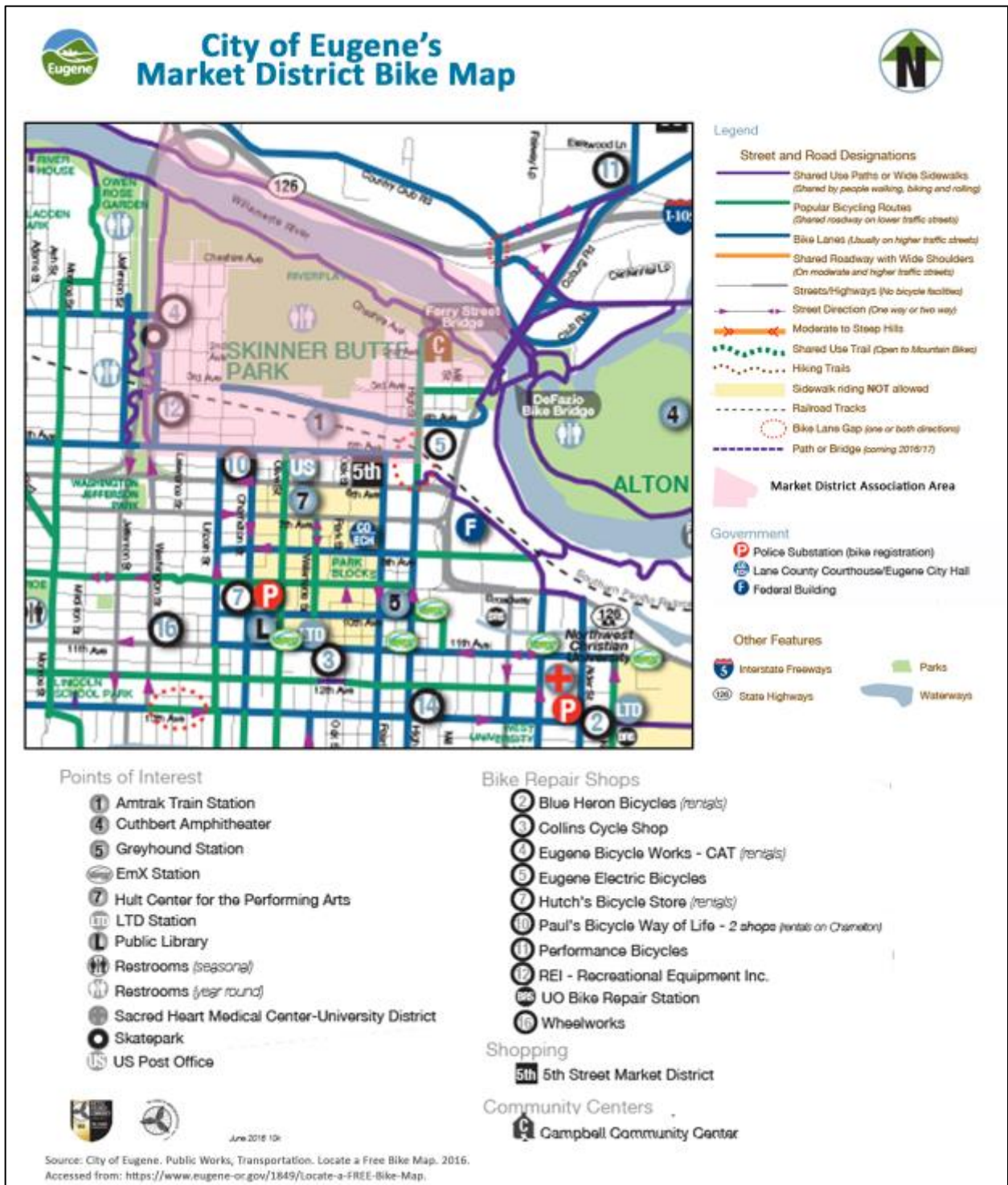
friendly events can emphasize the BFBD elements of the Market District resulting in increased bicycle traffic, tourism, and economic development for area businesses and the City.

While LiveMove has capacity to conduct research, education and outreach activities, implementation and maintenance of a BFBD is beyond the scope of the student group. As previously reported, the completion of this research has led LiveMove to determine a successful BFBD in Eugene requires a Champion(s) to initiate and maintain the project. A Champion, such as the Market District Association, business owner, or advocacy group, offers local knowledge and resources.

Based upon information gathered from case studies, LiveMove has designed a process workflow that illustrates the implementation of a BFBD and propel the project forward (see Appendix D for BFBD Process Workflow).

APPENDIX

A. City of Eugene's Market District Bike Map



B. Survey Distributed to Market District Association Members

Default Question Block

LiveMove, the student-led transportation and livability organization with the University of Oregon, is working to create a Bicycle Friendly Business District (BFBD) in Eugene starting with the Market District.

A Bicycle Friendly Business District (BFBD) is a commercial district to which people bike to shop and dine, and where merchants and employees bike too. Business participation in a BFBD can range from displaying the District's logo, offering services and/or discounts to their employees and customers who bike, or supporting larger BFBD events. We envision that the outcome of the project will be the creation of a social media page and a website to list the participating businesses, creating a map of the District, and promoting business offers and events.

This survey is designed to allow you and other businesses to give input regarding your interest in and current levels of participation with the activities that would contribute to a BFBD. Thank you for your participation in the following survey to help us gauge and understand the interest and current bicycle programs provided from your business.

Please provide the name of the company you represent:

Please provide a contact name for the company you represent regarding Bicycle Friendly Business District:

Please provide an email for contact regarding Bicycle Friendly Business District:

The following questions are in regards to your company's interest in participating in a BFBD.

How important to you and your business would you rate turning the Market District into a Bicycle Friendly Business District?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not at all important

What percent of your employees would you estimate commute to work by bike on a regular basis?

- 0%-10%
- 10%-25%
- 25%-50%
- 50%-75%
- Over 75%

Does your company offer any benefits or services to employees who commute by bike?

- Yes
- No

Which of the following benefits or services does your company provide to employees who commute by bike? (please select all that apply)

- Secured bike parking
- Showers and lockers
- Reduced health care costs
- Monetary bonus
- Flexible schedules (avoid rush hour traffic)
- Bike repair or maintenance
- Other:

Please select any reasons your company does not offer any benefits or services to employees who commute by bike at this time: (please select all that apply)

- Lack of available finances
- Lack of space
- Lack of administrative oversight
- Not a priority
- Hadn't thought of it before
- Other:

Would your company be interested in offering any of the additional benefits or services to employees who commute by bike in the future? (please select all that apply)

- Secured bike parking
- Showers and lockers
- Reduced health care costs
- Monetary bonus
- Flexible schedules (avoid rush hour traffic)
- Bike repair or maintenance
- Other:

- None

These next questions ask about customer behavior and any benefits that the company provides to those who bike to your location.

What percent of your customers would you estimate bicycle to your business in an average week?

- 0%-10%
- 10%-25%

- 25%-50%
- 50%-75%
- Over 75%

Does your company offer any benefits, services, or discounts to customers that bike to your business?

- Yes
- No

Which of the following benefits or services does your company provide to customers that bike to your business?

- Free water
- Secured bike parking
- Discounts on merchandise
- Bike repair or maintenance
- Special promotions or events
- Other:

- Our company currently doesn't offer any benefits or services to customers who commute by bike

Please select any reasons your company does not offer any benefits or services to customers who bike to your business at this time: (please select all that apply)

- Lack of available finances
- Lack of space
- Lack of administrative oversight
- Lack of marketing channels
- Not a priority
- Hadn't thought of it before
- Other:

Would your company be interested in offering any of the additional benefits or services to customers who bike to your business in the future? (please select all that apply)

- Free water
- Secured bike parking
- Discounts on merchandise
- Bike repair or maintenance
- Special promotions or events
- Other:
- None

These last few questions ask about the potential for creating a BFBD in Eugene's Market District.

What level of participation is your company willing to consider to support a Bicycle Friendly Business District (BFBD) in the Market District? (please select all that apply)

- Display signage
- Promote BFBD events via social media and/or in-store flyers
- Offer discounts or services to employees that commute by bike
- Offer discounts or services to customers that bicycle to your business
- Other:

In your opinion, what are the challenges of creating a BFBD in the Market District? (please select all that apply)

- Lack of secured bike parking
- Lack of wayfinding/ signage throughout Market District
- Lack of bike connectivity to other parts of Eugene

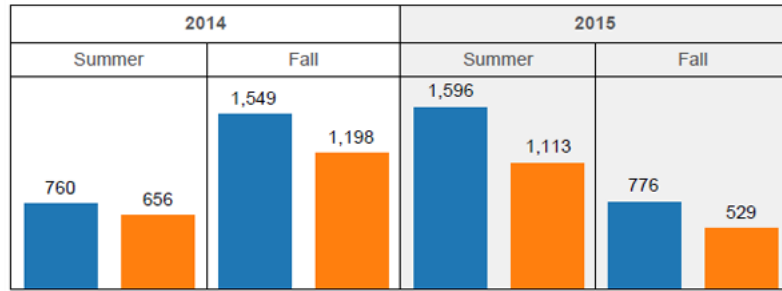
Marketing and promotion efforts

- Financial commitment from businesses
- Other:

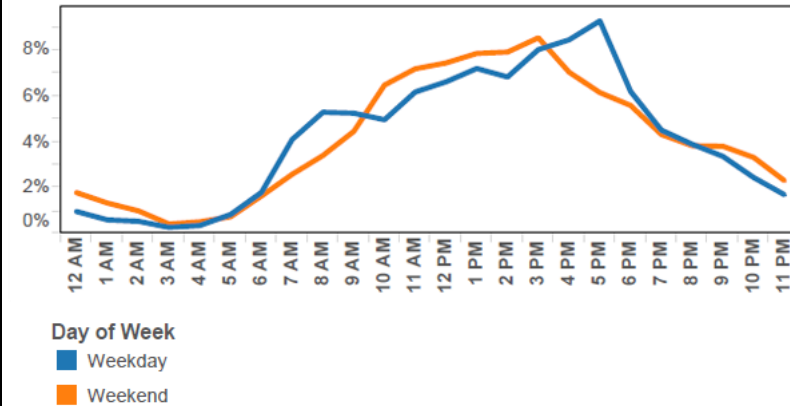
Please include any additional comments you would like to add regarding creating a BFBD in the Market District:

C. Central Lane Metropolitan Organization Bike Count Data

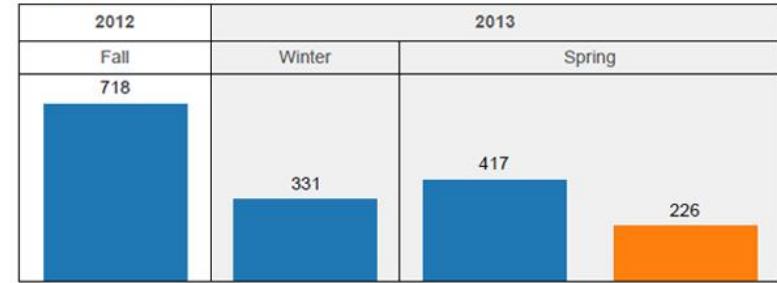
Avg. Daily Count by Season at 5th Ave East of Charnelton St



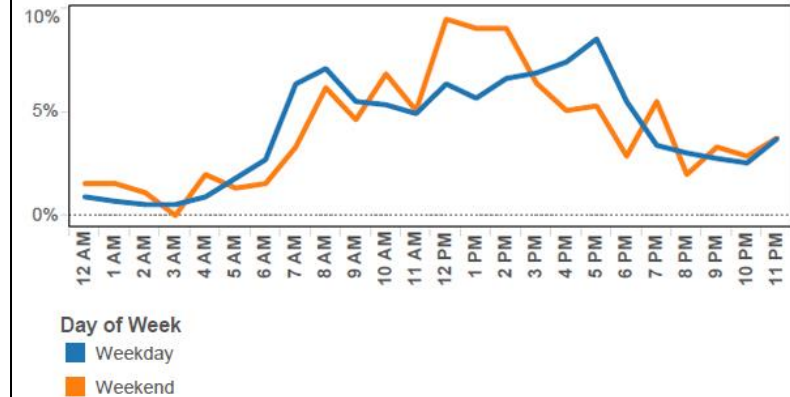
Count Share by Time of Day at 5th Ave East of Charnelton St



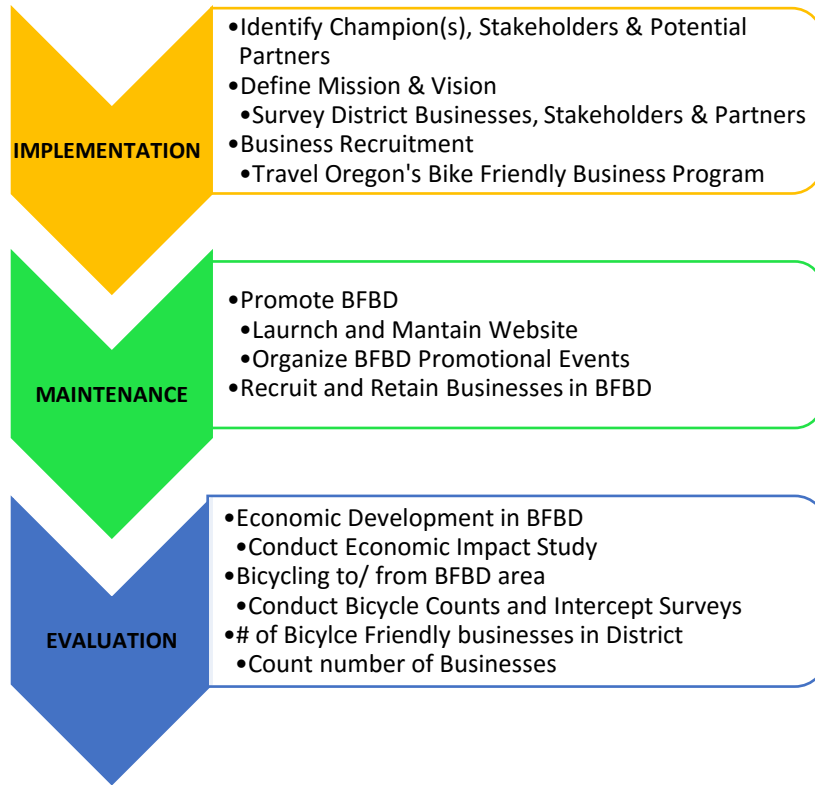
Avg. Daily Count by Season at High St South of 4th Ave



Count Share by Time of Day at High St South of 4th Ave



D. BFBD Process Workflow



Implementation

Identify Champion(s), Stakeholders and Potential Partners:

The true barrier to running a successful BFBD is leadership. Business owners already wear many hats and spend much of their time just trying to keep their doors open. It is unrealistic to expect that they also might be able to lead the charge on running the BFBD, even if the preliminary implementation steps have been completed. There should be an outside body

that works on implementation, on-going maintenance, as well as evaluating the success of the district.

Define Vision and Mission:

This body should be to sit down with businesses and discuss what a successful BFBD looks like to them. This district requires a clear vision moving forward to be successful in a neighborhood scale effort. The most difficult task for the LiveMove team has been getting enough feedback from the businesses to determine how to move forward with the actual implementation of a BFBD.

The following questions still need to be addressed:

- What does a bicycle friendly business in the district offer?
- Are there any incentives from the City to become more bicycle friendly?
- What is the ultimate desired outcome of the BFBD?
- What long-term steps are being taken on a city-scale to encourage the connection between cycling, economic development, and tourism?

It is important that a BFBD project have stakeholder investment from the business owners. This requires input and effort from the business owner to be sure the desired outcomes are being met. This may be accomplished through conducting a short survey or stakeholder interviews.

Business Recruitment:

Conversations with Travel Lane County, indicate the easiest way forward is to tap into existing programs such as the *Travel Oregon* and *League of American Bicyclist* bicycle friendly business

programs. Each program provides the tools and resources businesses need to develop an individualized program and acquire inexpensive marketing materials.

Maintenance

In order for the BFBD to be successful there needs to be promotion of district and recruitment of new business.

Promote BFBD:

From speaking with Travel Lane County, and case study research, it is clear that well-maintained websites are necessary for creation and maintenance of strong and effective BFBD's. Successful BFBD's are also promoted through targeted marketing and organization of promotional events.

Recruit and Retain Businesses in BFBD:

The required maintenance of a Bicycle Friendly Business District can be minimal if setup correctly. As mentioned previously, the BFBD should have a website and overseeing body, however cost is always an issue that arises when thinking about long-term maintenance of any organization. Bike Fort Collins created a program within the city to support BFBD efforts by charging a minimal fee for membership. This membership includes outreach, consultation, mentorship, and lists the business on the Bike Fort Collins website. Membership in the BFBD once it has a bit more momentum might be a good way to alleviate the financial burden on the agency that takes a leadership role in the district.

Other maintenance might include upgrading bicycle facilities and amenities, on-going website maintenance, and correspondence with participating businesses within the district. These housekeeping tasks, namely administrative tasks, should be completed by the same overseeing agency mentioned in the implementation section. This is again why it

makes sense for this to be a city-led effort, as many of the responsibilities of running a BFBD are beyond the capacity of a single business owner.

Evaluation

Assessment of the BFBD is difficult to measure as no indicators currently exist to evaluate the success of a BFBD.

Economic Development:

An indicator of a successful should be if the district attracts new business and sales growth, based on marketing efforts of the BFBD. This may be difficult to judge. An economic impact study and/ or intercept surveys of bicyclists in the area may indicate if the BFBD has influenced economic development within the area.

Bicycling to/ From BFBD area:

A BFBD is intended to increase bicycling within an area. A successful BFBD will increase the number of people traveling and commuting to the area. Conducting bike counts and intercept surveys before and after implementation of a BFBD will indicate if a BFBD has been successful in increasing ridership.

of Bicycle Friendly Businesses in District:

A successful BFBD will have more businesses sign up for the bicycle friendly business program over time. Leadership of the BFBD can set a goal of 5 businesses within the first year, and perhaps another 5 the subsequent year. Madison, WI has only 14 bicycle friendly businesses, and is considered successful in its efforts (see Figure 1 page 6).

Finally, one other method for measuring effectiveness could be to simply talk with business owners within the constraints of Market District Association meetings. Conversations could

provide valuable evidence as to the successes or challenges of becoming a bicycle friendly business.

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