

ECONOMIC IMPACT OF BICYCLE FACILITIES IN HAMPTON ROADS

Presented to Comp. Plan Steering Committee
March 6, 2019

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BACKGROUND

- Requested by City of Williamsburg following a suggestion by the Historic Triangle Bicycle Advisory Committee (HTBAC)
- Project Steering Team
 - Carolyn Murphy Williamsburg
 - Amy Parker York County
 - Alison Eubank Hampton
 - Tara Reel Virginia Beach

OVERVIEW

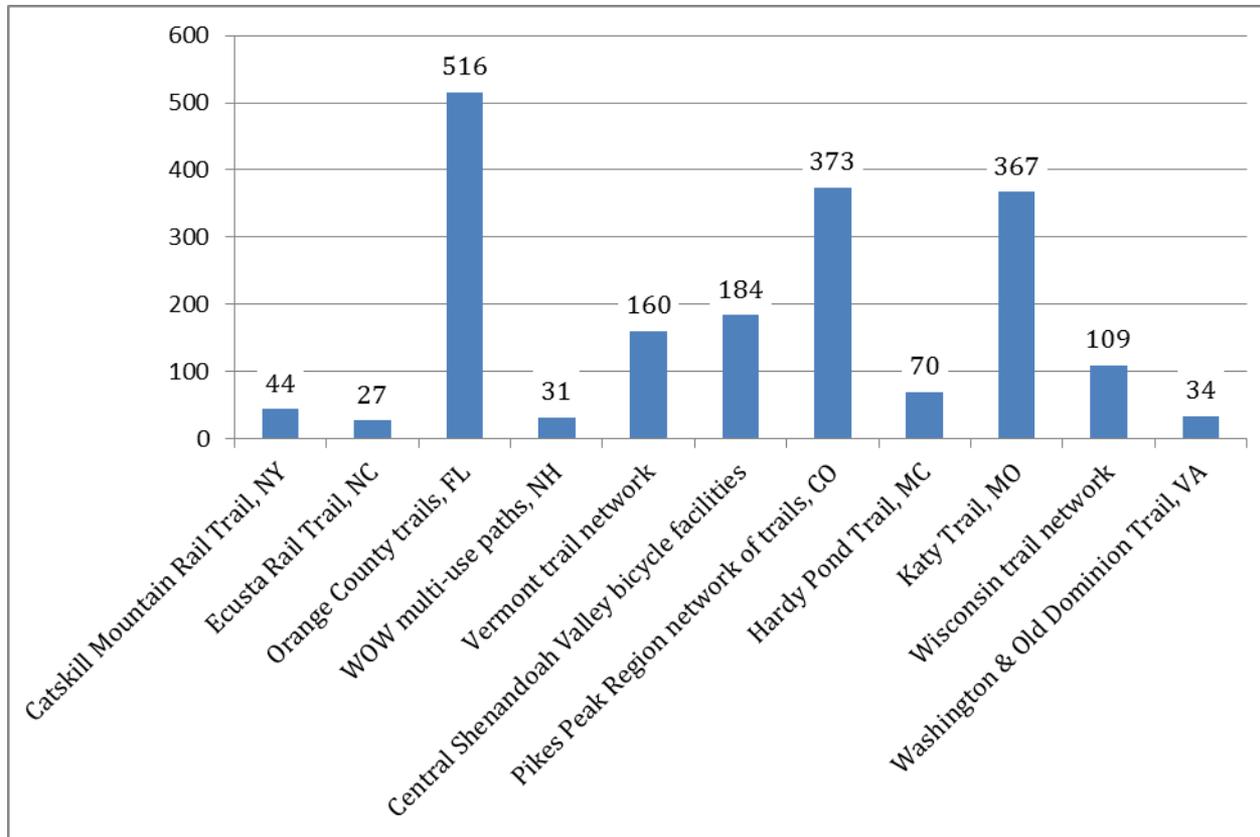
- Key Findings from Existing Literature
- Bike Commuters Income
- Mode Share
- Path Length
- Bike Events Spending
- Bike Shops and Bike Rental Companies
- Home Location of Visitors
- Planning for Phase Two

KEY FINDINGS FROM EXISTING LITERATURE

- Employment
- Total value added
- Labor income
- Output impact
- Property value impact
- Health care impact
- Trail users expenditures and trail revenue

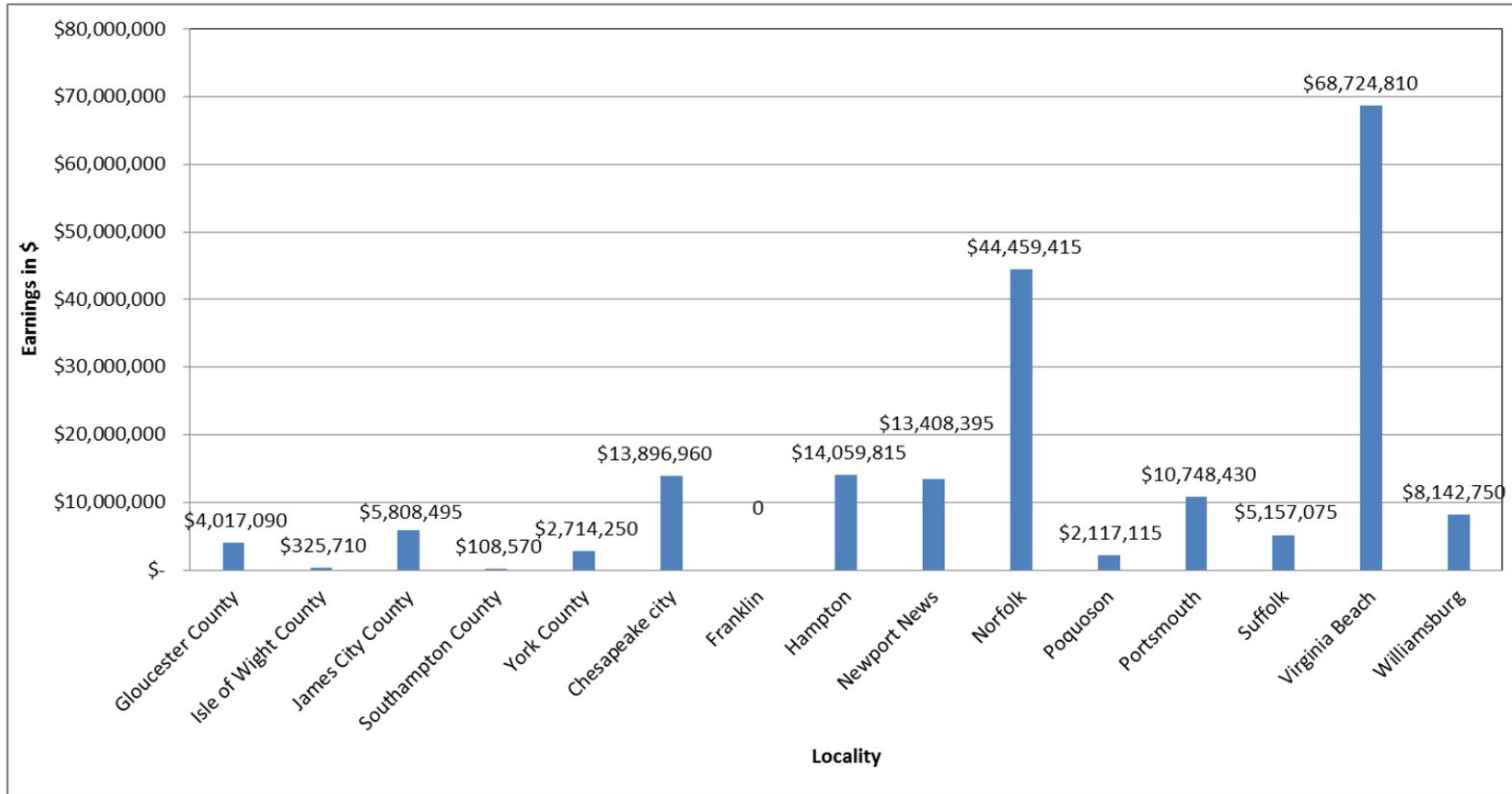
KEY FINDINGS

Number of Jobs (related to trails)



BIKE COMMUTERS INCOME

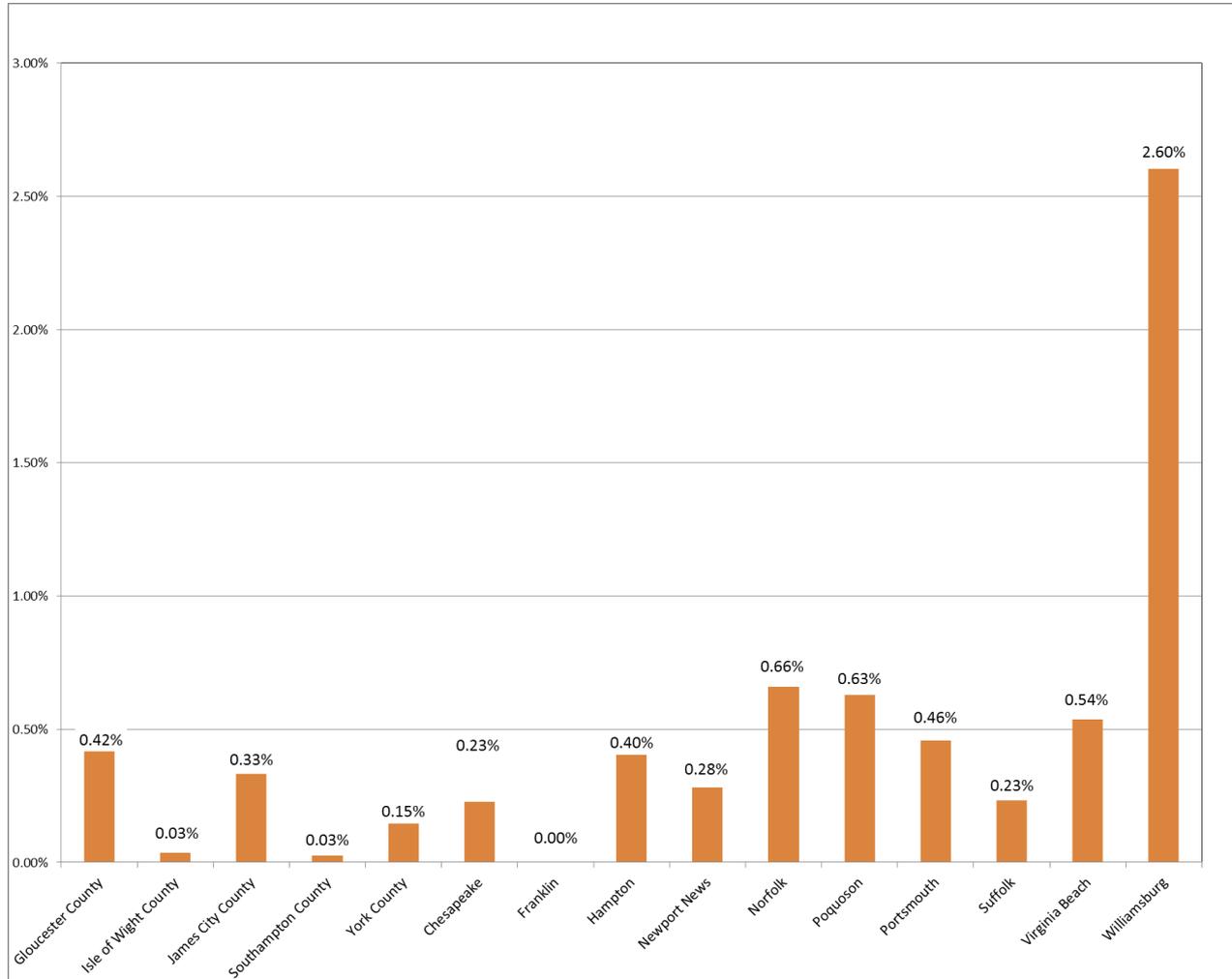
- Data sources:
 - PUMS- Public Use Microdata Sample
 - ACS- American Community Survey



Total annual earnings of bike commuters in Hampton Roads

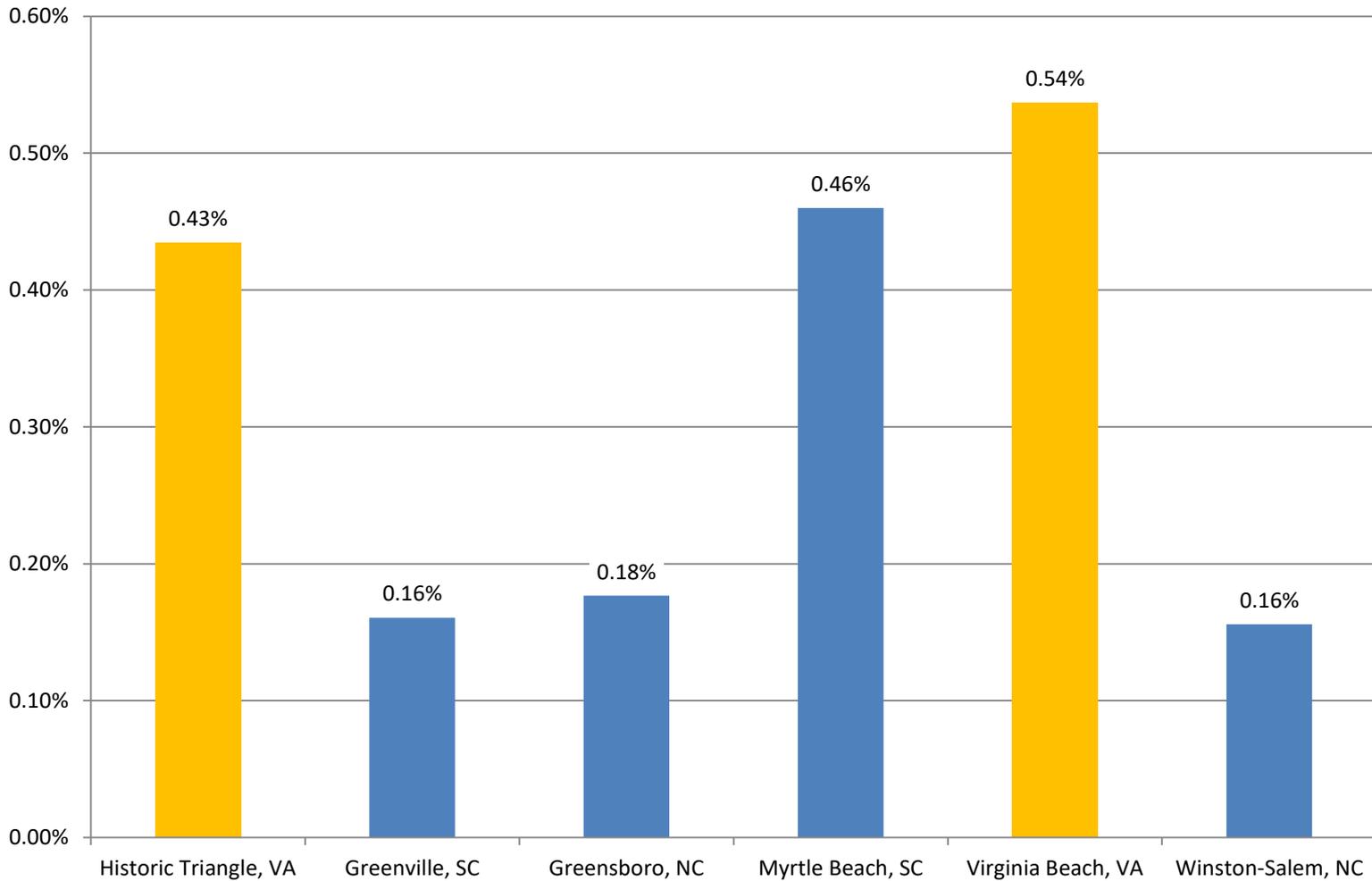
MODE SHARE

Bicycle share of journey to work

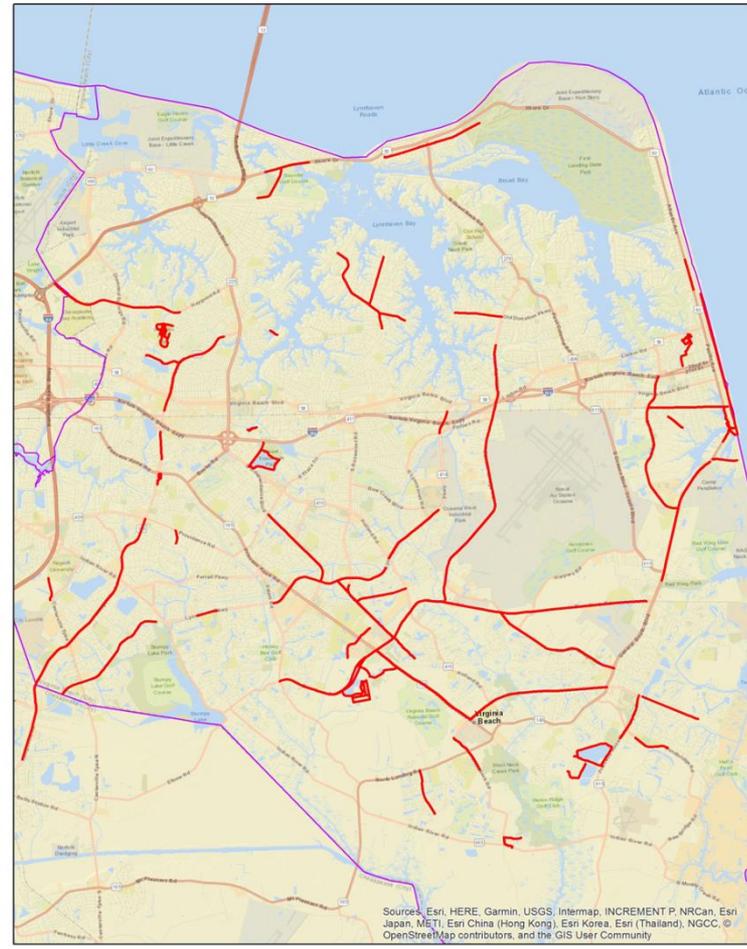
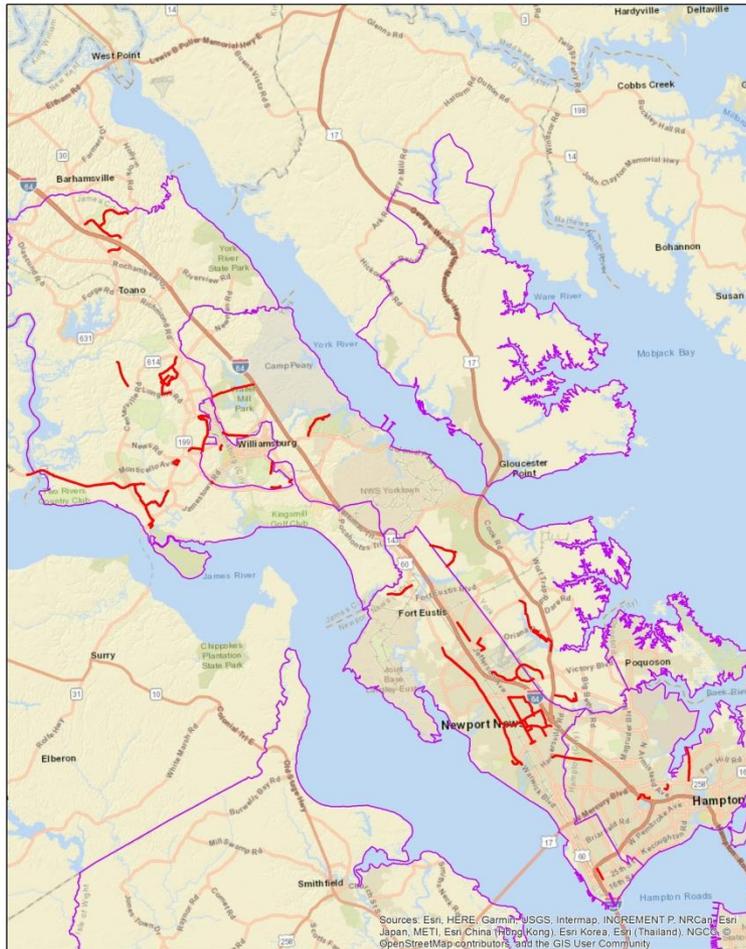


MODE SHARE

○ Vs. Competitors

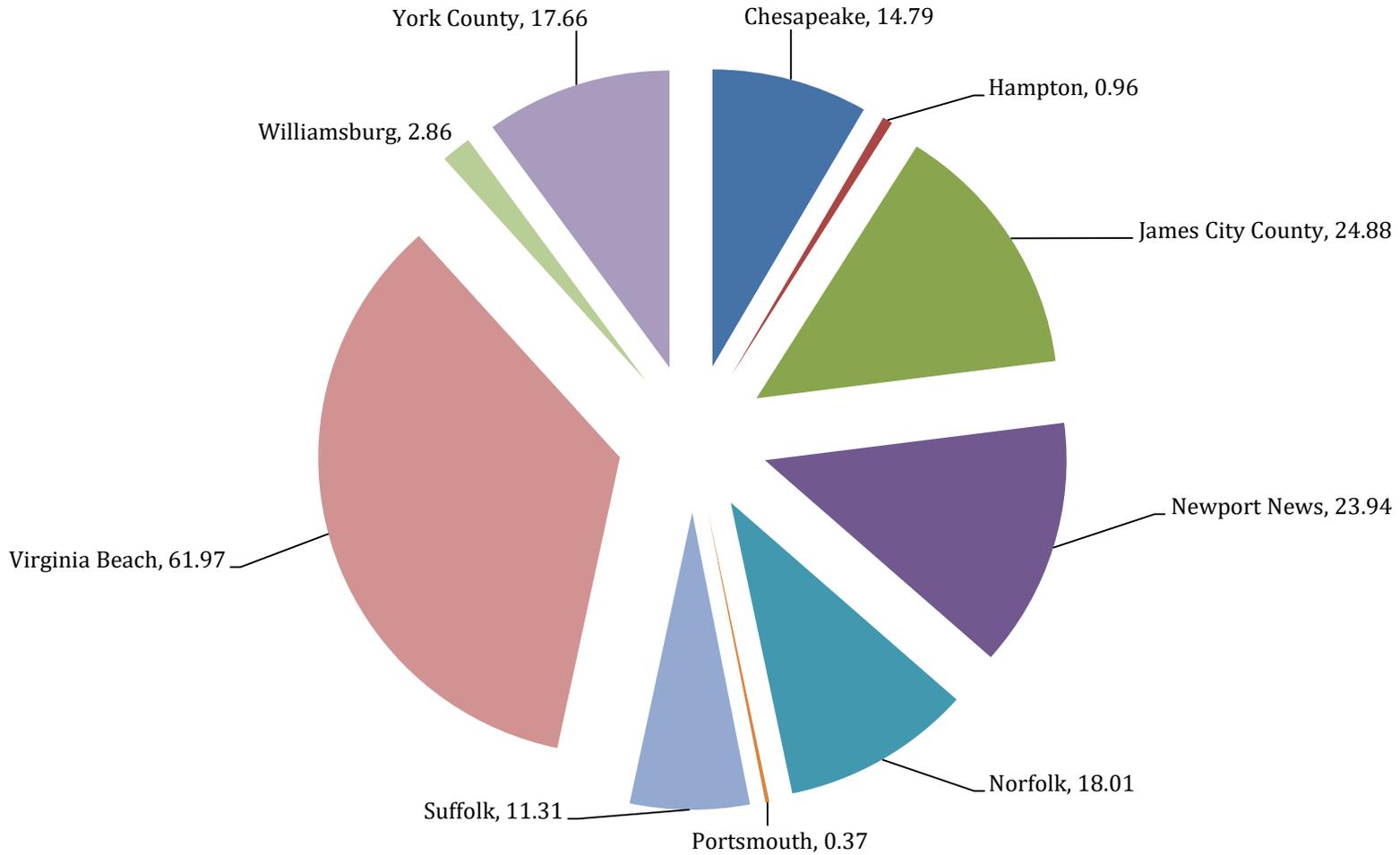


PATH LENGTH



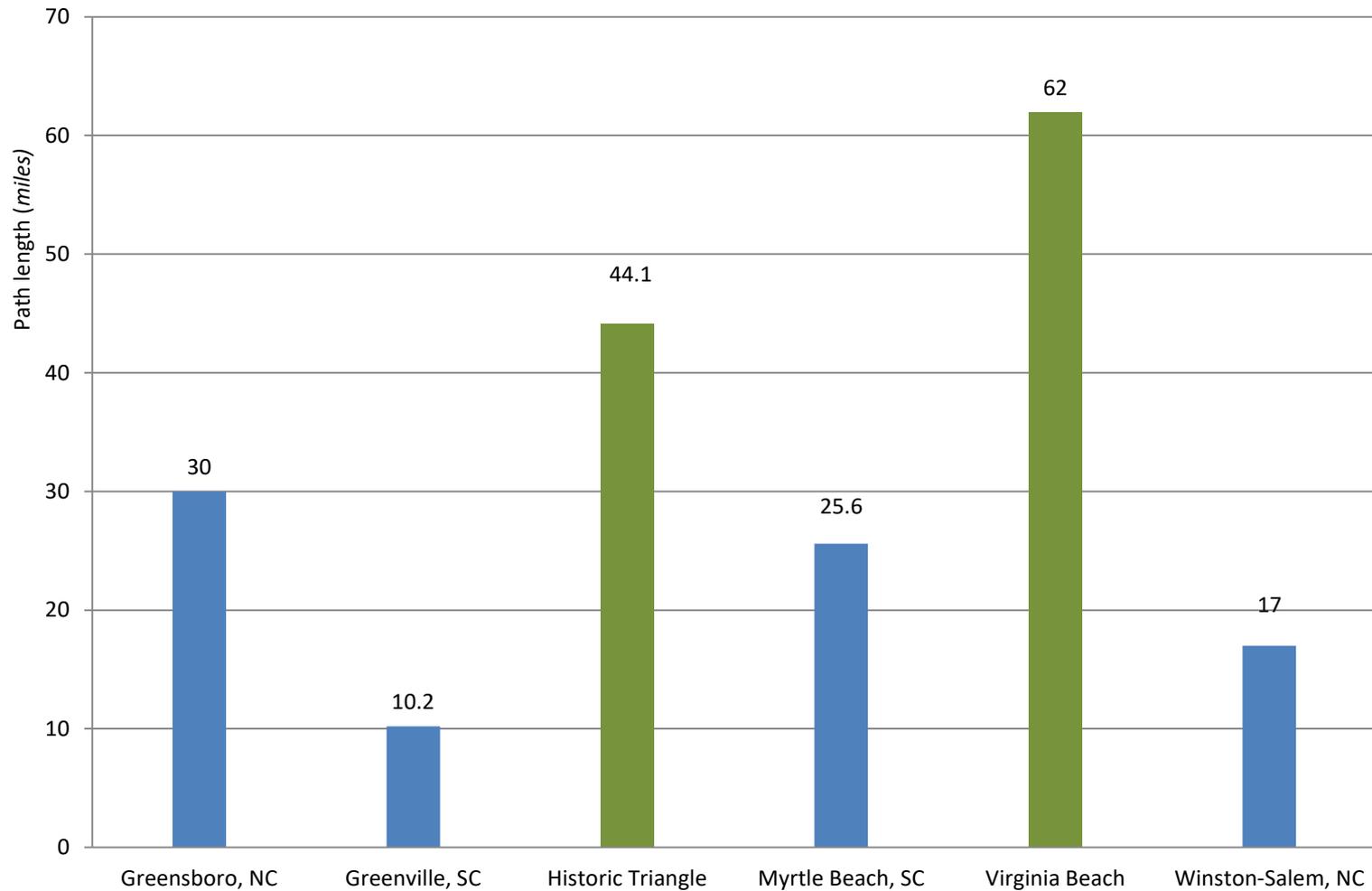
PATH LENGTH

Miles



PATH LENGTH

Vs. Competitors



BIKE EVENT SPENDING

- Bicycle events reviewed:
 - Eastern Tandem Rally in Williamsburg
 - Harrisburg Bicycle Club Event in Williamsburg
 - Pedal the Parkway Event
 - Cap2Cap

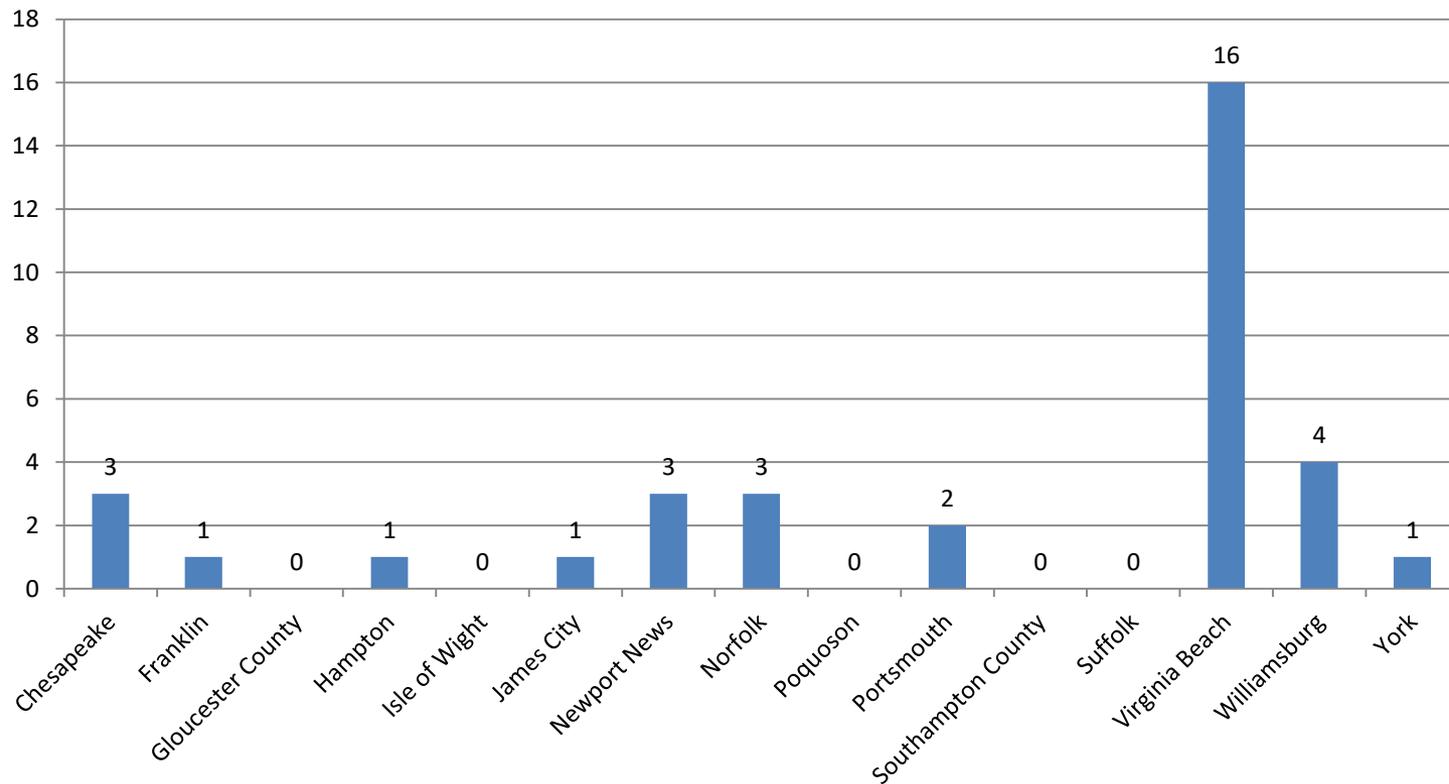
BIKE EVENTS SPENDING

○ Tandem Event in Williamsburg

| | Expense name | Amount |
|-------------------|----------------------------|------------------|
| A | Registration fee | \$145 |
| B | No of persons | 240 |
| $C=A*B$ | Total registration cost | \$34,800 |
| $0.8*C$ | 80% of registration costs | \$27,840 |
| D | No of room nights | 272 |
| E | Cost per room | \$140 |
| $F=D*E$ | Room cost | \$38,080 |
| G | Tax | 12% |
| $H=F*G$ | Tax | \$4,570 |
| I | Occupancy fee (per night) | \$2 |
| $J=D*I$ | Total occupancy fees | \$544 |
| $K=F+H+J$ | Total room costs | \$43,194 |
| L | No of teams | 120 |
| M | Cost of meals per team | \$100 |
| N | Misc. expenses | \$100 |
| $O=L*M$ | Cost of meals | \$12,000 |
| $P=L*N$ | Total misc. expenses | \$12,000 |
| Sum of grey areas | TOTAL | \$95,034 |
| | Total approximately | \$100,000 |

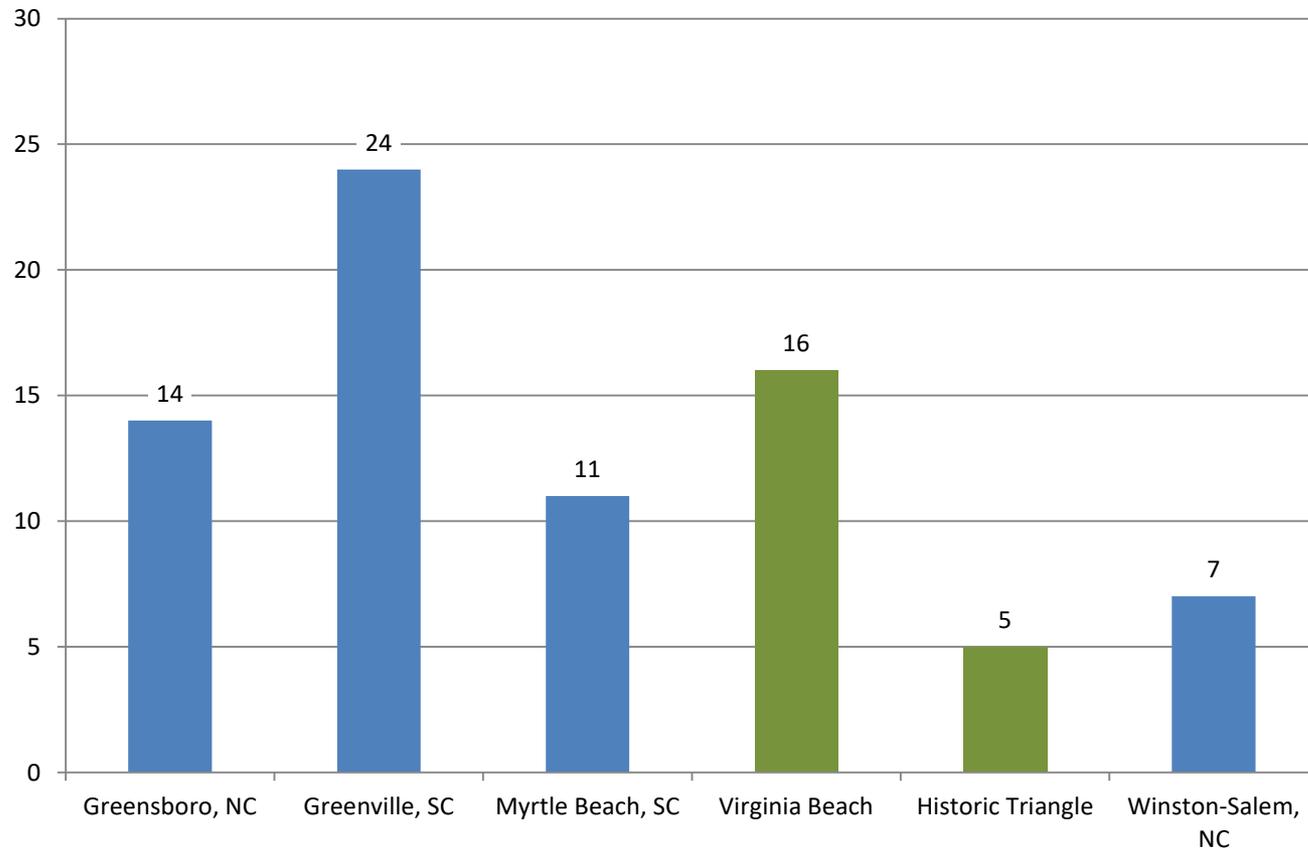
NUMBER OF BIKE SHOPS AND RENTAL CO'S

○ Hampton Roads



NUMBER OF BIKE SHOPS AND RENTAL CO'S

○ Vs. Competitors



HOME LOCATION OF VISITORS

- StreetLight data from smartphone apps
- Examined 4 trails including Virginia Capital Trail



```
Project_LBS_V.txt - Notepad
File Edit Format View Help
Project: va Capital Trail user homes
Created by: rcase@hrtpo.org
Created on: 2018-10-16
Organization: Virginia DOT (VDOT) - Regional Subscription
Project Type: Visitor Home and work Analysis

Type of Travel: Personal

Data Source: Location-Based Services

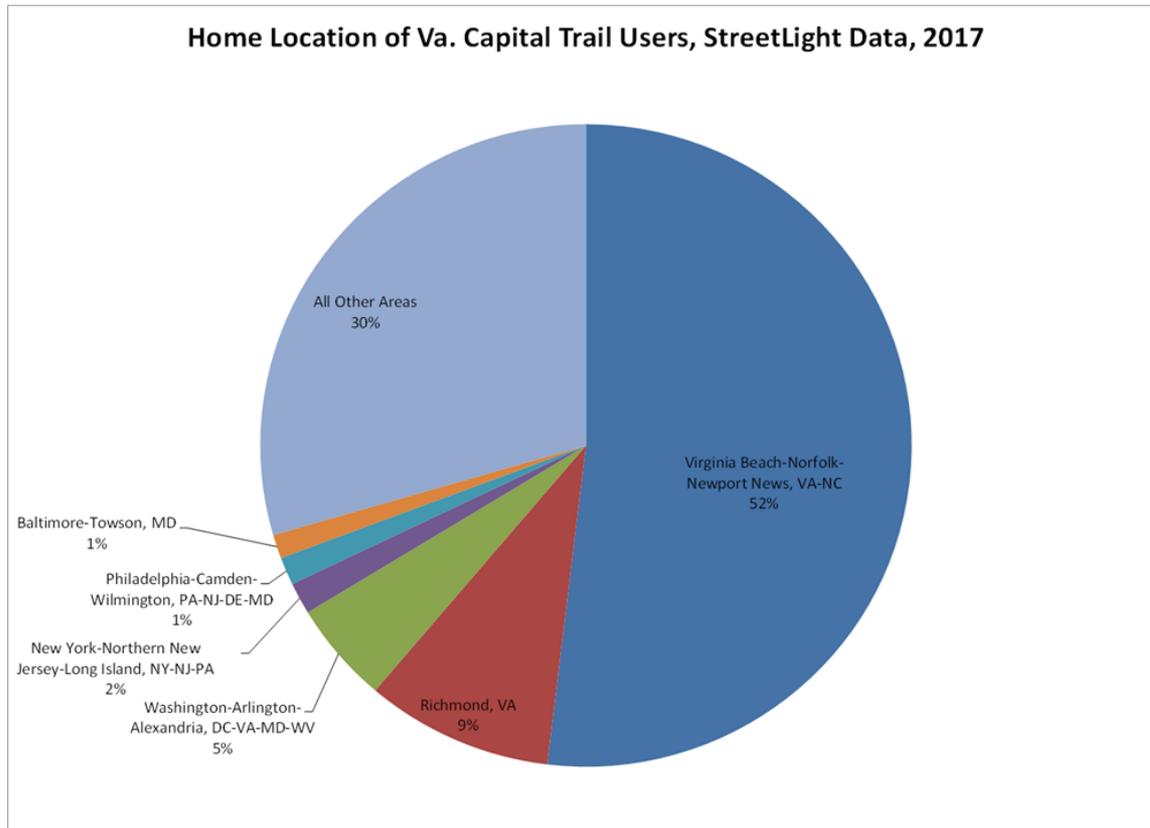
Data Period: 2017:[1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12]
Day Type:
0: Average Day (M-Su)
1: Average weekday (M-F)
2: Average weekend Day (Sa-Su)

Day Part:
0: All Day (12am-12am)
1: Retail Hours (6am-10pm)
2: Morning (6am-10am)
3: Mid-Day (10am-2pm)
4: Afternoon (2pm-6pm)
5: Evening (6pm-10pm)
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HOME LOCATION OF USERS OF VA. CAPITAL TRAIL



HOME LOCATION OF USERS



PLANNING FOR PHASE TWO (FY2020)

- Estimate annual money spent locally by visitors drawn to Hampton Roads by the **Va. Capital Trail**.

SURVEY SPECIFICATIONS

- Surveys: Statistically-valid sample size
- Date: Summer of 2019
- Screening: persons living outside HR
- Basic question: how much did you spend locally?
- Weighting: impact of trail on visiting:

| “The VCT was the primary reason for visiting this area.” | Visitor Spending Weighting Factor |
|---|--|
| Strongly agree | 100% |
| Somewhat agree | 75% |
| Neither agree nor disagree | 50% |
| Somewhat disagree | 25% |
| Strongly disagree | 0% |

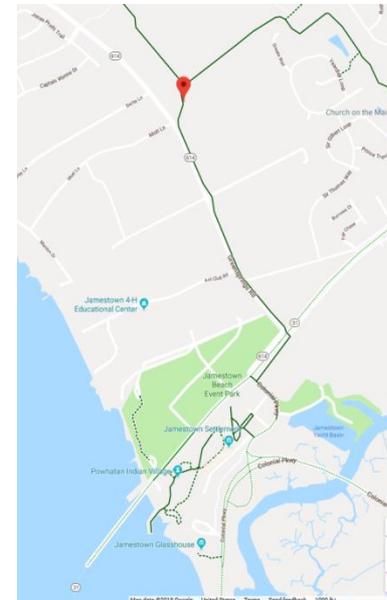
SPENDING CALCULATION:

annual trail users count (VCTF*)

x % who live outside HR (survey or StreetLight)

x local spending of visitors, per person (survey)

- Weighted by impact of trail on visiting (survey)



Counter Location

* Virginia Capital Trail Foundation

QUESTIONS, COMMENTS?