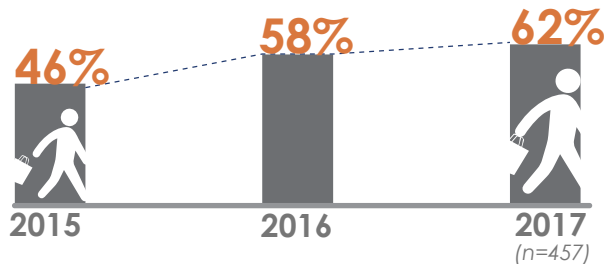


SNAPSHOT: BIKE LANES & BUSINESS ON BLOOR

In 2016, the City of Toronto installed a bike lane pilot project on Bloor Street. The Centre for Active Transportation (TCAT) studied its economic impacts, as well as its effect on travel patterns and attitudes.

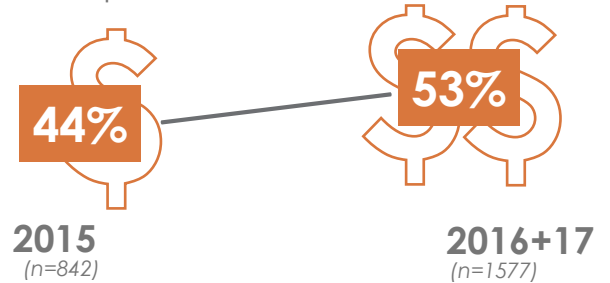
1 There are more customers on Bloor...

GROWTH IN BUSINESSES SERVING 100 CUSTOMERS OR MORE PER DAY



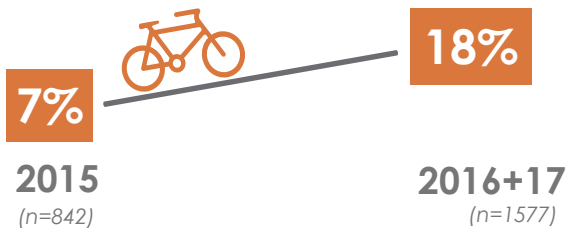
2 ...and people are spending more.

GROWTH IN VISITORS SPENDING \$100 OR MORE PER MONTH



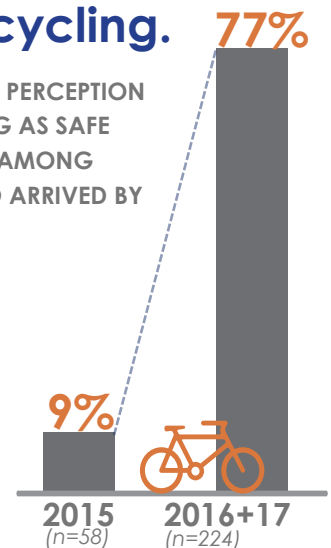
3 More people are cycling...

GROWTH IN VISITORS WHO TRAVELLED TO BLOOR BY BIKE



4 ...and they feel safer while cycling.

GROWTH IN PERCEPTION OF CYCLING AS SAFE ON BLOOR AMONG THOSE WHO ARRIVED BY BIKE



5 In fact, driving is much less popular than many merchants believe.



Over half of merchants believe that **25% or more** of their customers drive to Bloor Street.

BUT

Fewer than 10% of visitors who came to shop, visit a restaurant or receive a service reported arriving by car.



In 2017, Toronto City Council voted to make the bike lanes permanent. In 2019, TCAT's findings were published in the *Journal of the American Planning Association*.

Read more at www.tcat.ca