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
   - 2015: 46%
   - 2016: 58%
   - 2017: 62%

2. ...and people are spending more.
   GROWTH IN VISITORS SPENDING $100 OR MORE PER MONTH
   - 2015: 44%
   - 2016+17: 53%

3. More people are cycling...
   GROWTH IN VISITORS WHO TRAVELLED TO BLOOR BY BIKE
   - 2015: 7%
   - 2016+17: 18%

4. ...and they feel safer while cycling.
   GROWTH IN PERCEPTION OF CYCLING AS SAFE ON BLOOR AMONG THOSE WHO ARRIVED BY BIKE
   - 2015: 9%
   - 2016+17: 77%

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

   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