

BUILDING BICYCLE BUY-IN FROM THE BUSINESS COMMUNITY

Places for Bikes Conference

June 29, 2017

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“WHO’S MOVING
DOWNTOWN?”

“MILLENNIALS...
AND THE NUMBER
ONE THING THEY
WANT IS **BIKE
LANES**”

THE CYCLE OF BUSINESSES AND BICYCLES



MESSAGES THAT RESONATE WITH BUSINESS

Choice

Cost Effective

Economic Development

Jobs

Growth

NOW FRAME IT IN A MOBILITY CONTEXT

Provides mobility
Choice

**Bicycle
Infrastructure is
Cost Effective**

Place-Based Economic Development

Access to **Jobs**

**Supports Economic
Growth**

LESSON #1:
SPEAK THEIR
LANGUAGE



LESSON #2: SHOW THEM



LESSON #3: SHOW THEM OFF

DENVER TECH COMPANIES: 'THE NO. 1 THING THEY WANT IS BIKE LANES'

October 31, 2013

Michael Andersen, Green Lane Project staff writer



Bikeability: Denver's new economic development tool. Photo by Andrew Catellier ([Flickr](#)).

THANK YOU!

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