BUILDING BICYCLE BUY-IN FROM THE BUSINESS COMMUNITY

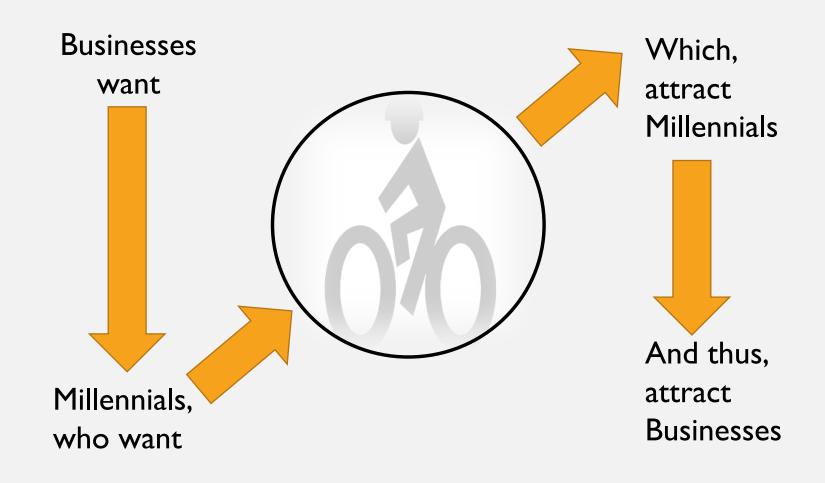
Places for Bikes Conference
June 29, 2017

Aylene McCallum, Downtown Denver Partnership @ladyat5280 @downtowndenver





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

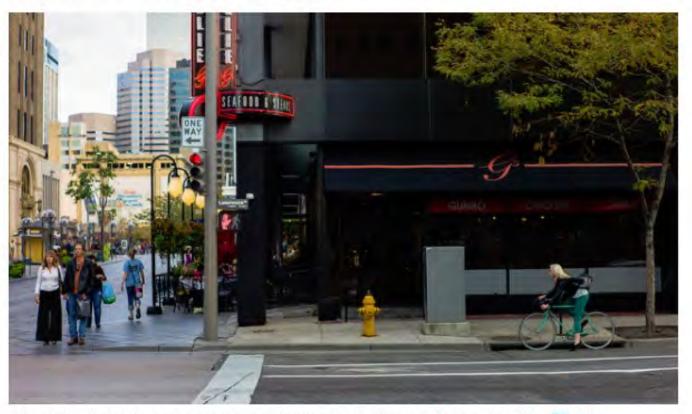


LESSON #3: SHOW THEM **OFF**

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!

Places for Bikes Conference June 29, 2017

Aylene McCallum, Downtown Denver Partnership @ladyat5280 @downtowndenver