



# Three Wheeling

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Office of Transit

10.27.2017



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## Economic Impact of Bicycling Events

An estimated  
**50,212 VISITORS**  
traveled for events

Among them was  
**19,407**  
who traveled but didn't  
participate in the event

*In 2015, bicycle event visitors supported*  
**\$14.3 MILLION** of economic activity, including  
**\$4.6 MILLION** in labor income and **150 jobs**

The average bicycle  
event visitor spent  
**\$121.20 PER DAY**  
Major expenses were  
event registration fees,  
lodging and dining out

Bicycle event visitors  
spent an estimated  
**\$8.5 MILLION**  
while attending events

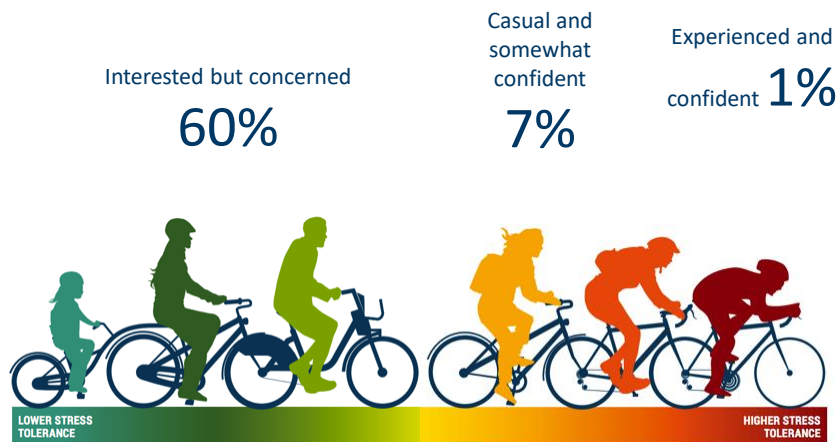
**93.4%**  
of bike tour participants dined  
out while attending events

# Who rides bicycles?



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# Types of Cyclists



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## How Pillsbury Pedal Power Bicycles



- “It’s healthy”
- “It’s Fun!”
- “I want to be strong!”
- “I can get places without a car.”
- “I like to bike to the park!”

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## How Tammy Bicycles



- Bikes to manage diabetes & explore beautiful MN trails
- Enjoys group community rides focusing on history & culture of areas

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## How Rett Bicycles

- Commutes 2 miles to work & drops 2.5 year old daughter at daycare – year round.
- “Probably my biggest pet peeve is when I see bikers riding in the dark without any lights”
- His family sold one of their cars



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## How Andrea Bicycles



- Works as a nurse in Baudette
- Rides a bike to
  - Work
  - Grocery store
  - For FUN!

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## How Margo & Steve Bicycle

- Ride to spend quality time together
- Enjoy community that supports bicycling, walking & health living
- Engaged in local advocacy: Mankato Bike & Walk Advocates



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## How Laverne Bicycles



- Rides both indoors & outside for recreation
- As new resident, she rides to familiarize herself with the Shakopee community

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## How the Frogtown Youth Crew Bicycles

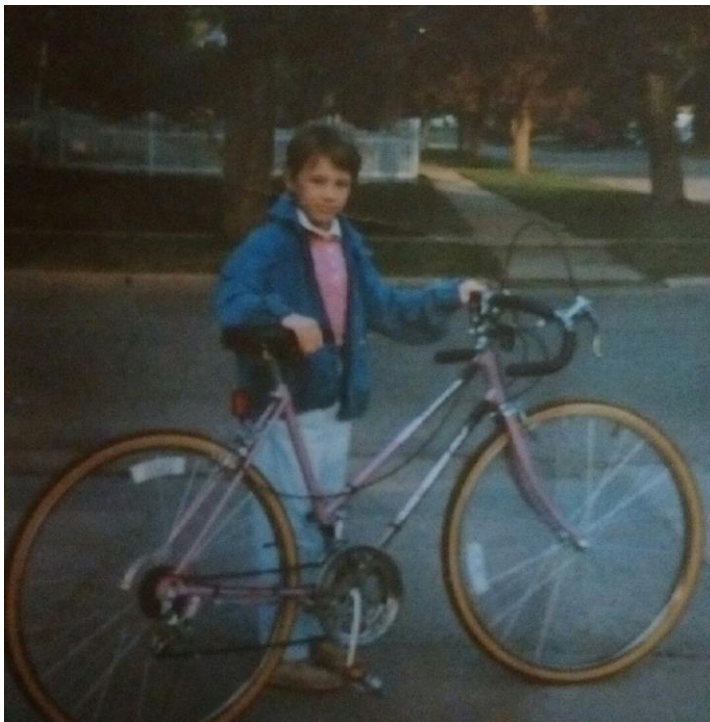
- Crew Mission: awaken & educate the minds of Frogtown through arts & outreach on sustainable transportation while staying rooted in the community
- Equip youth to become neighborhood leaders



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how my family bicycles

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Thank you!

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