

Bicycling in TRAVERSE CITY



Population: 14,702

"Bicycling is becoming more of a transportation option for more and more people in Traverse City." - Matt McCauley, Northwest Michigan Council of Governments



Bicycling retail revenue
\$3.3 million

53%

Residents who place an annual value of at least \$100 on the ability to use bicycle infrastructure

Total annual spending associated with bicycling events and vacations in Michigan
\$765,000

55%

Bicyclists who bike at least twice a week

People employed by bicycling industry: 41



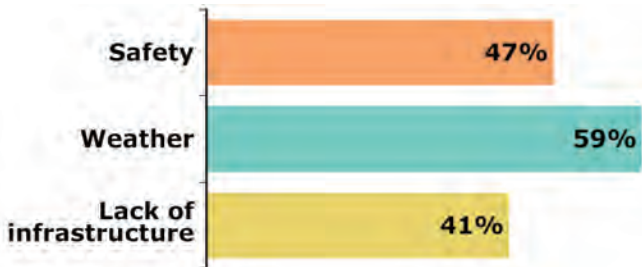
26%

Bicyclists who commute by bicycle at least twice a week

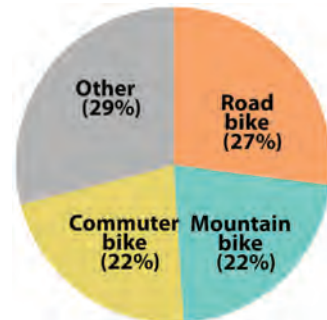
23%

Residents who participated in a bicycling event or bicycle-oriented vacation in Michigan in the past year

Key barriers to bicycling



Top primary bicycle types



Total annual economic impact of bicycling **\$5.5 million**

Study funded by MDOT

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at debruynj@michigan.gov