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# INTRODUCTION



Delta Heritage Trail State Park

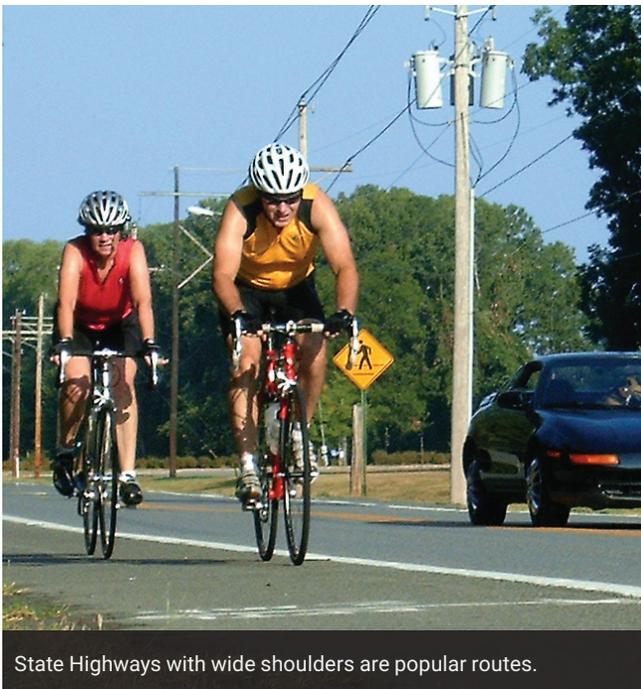
Photo courtesy of Arkansas Department of Parks and Tourism

## Origins of the Plan

With successful development of the Arkansas River Trail and the Razorback Greenway, Arkansas is seeing a growing interest in bicycling and walking. Developing local trail systems, making it safe for kids to walk to school, and developing mountain bicycling venues and on-road touring routes are becoming high priority projects in many local communities. Recognizing these and other factors, the Arkansas Highway and Transportation Department (AHTD) identified the need to develop a more robust bicycle and pedestrian plan for the state.

In May 2012, the League of American Bicyclists (LAB) released its annual Bicycle Friendly States Ranking; Arkansas was ranked fiftieth. The State responded by forming a Governor's Bicycling Advisory Group (GBAG) to study how Arkansas could improve its ranking. The GBAG included executive and management level staff from the following five agencies:

- Arkansas State Police (ASP)
- Arkansas Commission on Law Enforcement Standards and Training (ACLEST)
- Arkansas Department of Health (ADH)
- Arkansas Department of Parks and Tourism (ADPT)
- Arkansas Highway and Transportation Department (AHTD)



State Highways with wide shoulders are popular routes.

Photo courtesy of Craffton Tull

The GBAG, led by AHTD, identified a number of near-term actions that could be undertaken by each agency aimed at improving conditions for bicycling in Arkansas (see side bar). AHTD committed to continue administering federal-aid funds provided for bicycling and pedestrian improvements to the transportation network and provide funding and leadership for development of a new bicycle and pedestrian transportation plan.<sup>1</sup>

The planning process for developing a new plan began in 2013 and ran for two years through 2015. During this time period, completion of the projects noted in the side bar resulted in improvement of the state's annual ranking in the LAB evaluation; it rose to 38<sup>th</sup> in 2013, 37<sup>th</sup> in 2014, and 36<sup>th</sup> in 2015.

While Arkansas has made forward progress, other states are "upping their game" as well. This Plan is designed to chart a clear course for Arkansas, helping the State move firmly out of the bottom tier of the LAB ranking and become a state that is known for great walking and bicycling conditions.

## State Agency Partnership

AHTD provided leadership and funding for development of this Plan, however the strategy used in the planning process facilitated participation from multiple state agencies. Moreover, because bicycling and walking trips are typically short distances and take place predominantly at the local level, the state engaged municipal and county governments and Metropolitan Planning Organizations (MPOs) as key partners in this effort. As such, this goal of this Plan is to speak both to and for the entire state on matters of bicycling and walking.

To facilitate state agency involvement, AHTD used the Governor's Bicycling Advisory Group (GBAG) for overall project direction. To ensure broad, local jurisdiction and public involvement, AHTD created a Technical Advisory Committee (TAC) for the project. The TAC included representatives from each of eight MPOs, Arkansas' Planning and Development Districts, the Arkansas Municipal League, and bicycle and pedestrian advocates from various statewide organizations and local communities (for a complete list see the Acknowledgements page).

<sup>1</sup> While the LAB ranking is based upon the State's performance regarding only bicycle transportation, it was recognized that a statewide planning process should address both pedestrian (which includes people with disabilities) and bicycle travel.

The GBAG convened three times over the course of the project; initially to provide background and later to develop specific goals and objectives. The TAC convened three times and assisted with public and stakeholder outreach and prioritization of the draft list of recommendations. Each group had considerable interaction with the AHTD project management staff and the project team.

While the Plan was initiated with a traditional focus on bicycling and walking as modes of transportation, the Governor's Bicycle Advisory Group paid particular attention throughout the planning process to the economic benefits that both recreational and transportation bicycling can provide in the State. These benefits – such as new economic development in walkable neighborhoods and growth in bicycle tourism – emerged as a central focus of this Plan given their potential to impact all Arkansas communities, no matter how small or large, rural or urban. The next section of this chapter presents a detailed discussion of economic benefits related to bicycling and walking; it is supported by references to a wide variety of studies and reports about the experiences of states and local communities similar to Arkansas.

## **Bicycling and Walking Means Business: The Opportunity for Economic Benefits in Arkansas**

Studies and stories from around the country demonstrate that good planning and smart investments in bicycling and walking not only provide citizens improved mobility, travel options, personal health and fitness, but also deliver quantifiable economic benefits at the local, regional, and statewide levels. Robust bicycling networks and safe walking environments have the potential to generate millions of dollars in state and local economic benefits for Arkansas, including contributions to tax revenue.

Economic impacts will be felt in many ways, by attracting the workers and professionals that Arkansas needs to stay competitive, supporting growth in tourism, and generating customers for the small businesses that thrive in walkable main streets and neighborhood commercial centers. Improved safety for bicycling and walking will reduce economic losses and health care costs related to bicycle and pedestrian crashes. More people bicycling and walking more often will reduce

## **Bicycle and Pedestrian Activities Completed, 2012 - 2014**

- 1** The Arkansas Department of Parks and Tourism developed an educational booklet, *Bicycle Safety in Arkansas*, which was jointly published in 2013 by the ADPT, ASP and AHTD.
- 2** The Arkansas State Police updated the *Arkansas Driver's License Study Guide*\* to better explain state law related to motorists' and bicyclists' responsibilities to safely share the road. Five new questions were added to the examination for driver's learner permits.
- 3** The state law enforcement agencies partnered to modify bicycle safety and transportation law curricula for both in-service officer training and recruits, making them current with recent changes in state law.
- 4** The Arkansas Department of Health continued its grassroots outreach efforts including its Small Grant program to support local community efforts to combat obesity and its related health problems through the promotion of active living. Efforts include changing the built environment in order to make it better for bicycling and walking. In 2013, the Arkansas Coalition for Obesity Prevention (ArCOP) provided technical assistance to five new Growing Healthy Communities, and awarded health-related regional project grants to four community projects that address the built environment and walkability (Hot Springs, Camden, and DeQueen).

\* <http://asp.arkansas.gov/news-releases/detail/state-bicycle-safety-guide-published>

<https://www.arkansashighways.com/publications/Bike%20safety-doc12a.pdf>



Pedestrian friendly environments support local economies.

Photo courtesy of Craifton Tull

health care costs related to major diseases that are linked to obesity and physical inactivity. Still further, bicycling and walking for routine transportation activities can reduce energy consumption costs and other environmental impacts inherent in our motor vehicle-based transportation system.

## LOCAL ECONOMIC AND LIVABILITY BENEFITS

At the local level, the economic benefits of bicycle and pedestrian-friendly communities are becoming increasingly clear to community leaders—they help attract professional talent, encourage neighborhood revival, and stimulate local economies.

### Attracting Professional Talent

As was heard during the public outreach for this Plan, Arkansas cities like Jonesboro and Fort Smith are looking to attract and retain a skilled and committed workforce, including professors, medical specialists, managers and top executives for public and large non-profit institutions like hospitals, universities and colleges. Moreover, the Arkansas Economic Development Commission has identified workforce development and attracting skilled employees as among the state’s most pressing economic challenges. In 2014, the Director of the Commission called it “an emergency.”<sup>2</sup>

To stay competitive, Arkansas must be able to attract new and expanding businesses. These businesses and institutions are looking to locate in communities where young, family-oriented and highly skilled workers want

2 Jobs Chief: Workforce Quality an ‘Emergency’ in Arkansas, TheCityWire.com; <http://www.thecitywire.com/node/34402#>. VSKQMmFD-po

to live.<sup>3</sup> As a result, cities and counties must invest in creating the bicycle- and pedestrian-friendly places that these workers demand for themselves and their families. Recognizing this, many Mid-America cities like Oklahoma City,<sup>4</sup> Chattanooga,<sup>5</sup> and Indianapolis<sup>6</sup> are making major investments in sidewalks, trail systems and on-road bikeways, both to benefit their existing residents and to attract the knowledge workers of tomorrow.

### Reviving Neighborhoods

Bicycling and walking improvements can help transform urban neighborhoods and small towns, whether along a specific corridor or in an entire downtown business district. Many Midwest cities are focusing on bicycle and pedestrian access and safety as central components of revitalization efforts. The Cultural Trail in Indianapolis is an 8-mile long urban trail that connects six central city cultural districts. It is positively impacting downtown real estate prices. With \$63 million in public and private investment, the Trail has generated an estimated economic impact of \$865 million, helped create over 11,000 jobs and added five acres of new pervious surfaces in the heart of downtown.<sup>7</sup>

The Broad Avenue Arts District initiative in Memphis sought to attract art-related businesses to revitalize the Broad Avenue corridor by changing the street itself. The city installed a high quality bike lane and improved the pedestrian environment. Since this time, the corridor has seen 16 new businesses, 29 property renovations (17 at previously vacant locations), and 40,000 visitors to the Arts Walk.<sup>8</sup>

3 PwC and the Urban Land Institute. *Emerging Trends in Real Estate*® 2014. Washington, D.C.: PwC and the Urban Land Institute, 2013, page 9. <http://uli.org/wp-content/uploads/ULI-Documents/Emerging-Trends-in-Real-Estate-Americas-2014.pdf>

4 For example, Project 180 is transforming 180 acres of Downtown Oklahoma City into better pedestrian and walking environments. <http://www.okc180.com/>

5 Chattanooga has received three awards in the past decade for “livability” and was selected as a model city for the biennial ProWalk ProBike Conference in 2010. <http://www.downtownchattanooga.org/new/live/overview>

6 [http://www.indy.gov/eGov/City/DPW/Documents/0752-1253%20ProgressReport\\_03-12WEB.pdf](http://www.indy.gov/eGov/City/DPW/Documents/0752-1253%20ProgressReport_03-12WEB.pdf)

7 Cultural Trail Facts, <http://indyculturaltrail.org/alongthetrail/facts-and-figures/>

8 Broad Avenue Corridor, “Broad Avenue Corridor: Fostering a Choice Neighborhood Fueling Economic Development” presentation. [http://www.advocacyadvance.org/site\\_images/content/Broad\\_Ave\\_Corridor\\_general\\_info\\_update.pdf](http://www.advocacyadvance.org/site_images/content/Broad_Ave_Corridor_general_info_update.pdf)

Arkansas cities are also embracing these strategies. In downtown Little Rock and North Little Rock, the development of the Arkansas River Trail has created a center piece around which waterfront redevelopment has been stimulated on both sides of the river. The trail and its associated bridge crossings link the Clinton Presidential Center, Heifer International Headquarters, Verizon Arena, and Dicky-Stephens Park with the convention center, numerous downtown hotels, restaurants and the River Market. The bicycle and pedestrian connectivity provided by the trail system has become a major attraction for the entire central Arkansas region. The Arkansas River waterfront regularly buzzes with pedestrians and cyclists, local strollers and tourists, lunch crowds, concert goers and weekend shoppers.

### Higher Revenues and Property Values

While high quality trail systems will draw out-of-town visitors to local communities, they also have positive economic impacts by stimulating local spending and increasing property values. They meet a wide range of recreational needs because they accommodate bicycling, running and walking activity, and are accessible to a broad range of individual skill and endurance levels. Paved, shared use paths such as the Razorback Greenway and Arkansas River Trail, can be used by individuals, families, seniors, children, and people with disabilities, creating a broad market from which economic benefits are drawn.

A 2004 study done for the Virginia Department of Conservation on the Washington and Old Dominion Trail in suburban Northern Virginia found that the trail averaged 1.7 million total trail visits annually, generating \$12 million in spending by local and out of region visitors. The study found that over 50 percent of the spending generated by the trail (\$7 million), was spent in Northern Virginia.<sup>9</sup>

Economic benefits are also accrued as increased property values. A study of home values near Indianapolis' Monon Trail showed that living close to the trail had real value to home buyers. The study found that when comparing two identical houses (the same number of

9 The Washington & Old Dominion Trail: An Assessment of User Demographics, Preferences, and Economics Final Report; Prepared for the Virginia Department of Conservation; December 9, 2004; Principal Investigators: J.M. Bowker, USDA Forest Service, Southern Forest Research Station; John C. Bergstrom and Joshua Gill, University of Georgia, Department of Agricultural and Applied Economics; Ursula Lemanski, National Park Service



square feet, bathrooms, bedrooms, and comparable garages and porches, etc.), the home within a half mile of the Monon Trail would sell for an average of 11 percent more than one located further away.<sup>10</sup>

### TOURISM

Tourism is an important source of employment in Arkansas. In 2014, 8.3 percent of workers in Arkansas were employed in the leisure and hospitality sector, according to the Bureau of Labor Statistics.<sup>11</sup> Outdoor activities like bicycling and walking contribute significantly to tourism activity in Arkansas and nationally. According to the Outdoor Industry Association, outdoor activity in Arkansas, undertaken by both local residents and tourists, generates \$10 billion in consumer spending and directly and indirectly supports 126,000 Arkansas jobs, produces \$2.9 billion in wages and salaries, and generates \$696 million in state and local tax revenue. At least 63 percent of Arkansas residents participate in outdoor recreation each year,<sup>12</sup> either in their home community or as part of a trip to another area of the state.

10 Lindsey, Greg, et al, "Property Values, Recreation Values, and Urban Greenways," Journal of Park and Recreation Administration, Volume 22, Number 93, pp. 69-90, Fall 2004. [http://staff.washington.edu/kwolf/Archive/Classes/ESRM304\\_SocSci/304%20Soc%20Sci%20Lab%20Articles/Lindsey\\_2004.pdf](http://staff.washington.edu/kwolf/Archive/Classes/ESRM304_SocSci/304%20Soc%20Sci%20Lab%20Articles/Lindsey_2004.pdf)

11 Bureau of Labor Statistics, Arkansas. [http://www.bls.gov/eag/eag.ar.htm#eag\\_ar.f.3](http://www.bls.gov/eag/eag.ar.htm#eag_ar.f.3)

12 The Outdoor Recreation Economy, Arkansas, Outdoor Industry Association, [http://outdoorindustry.org/images/ore\\_reports/AR-arkansas-outdoorrecreationeconomy-oia.pdf](http://outdoorindustry.org/images/ore_reports/AR-arkansas-outdoorrecreationeconomy-oia.pdf)

Nationally, bicycling and running are the most popular outdoor activities engaged in by tourists and local residents alike; they rank among the top three (along with fishing) among both youth and adult populations, with over 50% of the total U.S. population participating at some level.

Recreational bicyclists, both from out-of-state and in-state, are attracted by one or all of the following: 1) on-road touring routes in scenic and culturally unique areas, 2) hard surface trails (shared use paths), and 3) mountain biking opportunities. Attracting bicyclists to Arkansas, and creating more places to bicycle, will support the state's economy and the economic sustainability of local communities, both large and small.

### On-Road Bicycle Touring Routes

Bicycle touring and large-group/charity rides are growing in popularity, as are vacation tours offered by outfitters and self-guided bicycling weekends. For example, a cursory review of organized group and charity rides now conducted annually in Arkansas, identified more than fifty large group or charity rides, which can draw from several 100 to 5,000-6,000 participants.<sup>13</sup>

A national survey of participants in organized recreational bicycle rides found that more than 1 million Americans participated in 1,700 U.S. recreational road-riding events, and spent nearly \$140 million on food, lodging, and other purchases at these events. Nationally, revenue from recreational road riding events topped \$240 million.<sup>14</sup>

Yet, bicycling for recreation is not an entirely new phenomenon. Enjoying Arkansas' back roads and great scenery on a two-wheeler is actually an old Arkansas tradition. In the early 1970s, three formal State Commissions<sup>15</sup> partnered with the Arkansas Chapter of the League of American Wheelman, and published a statewide map of 23 scenic and historic touring routes, one of the first maps of this kind published by a state highway agency.

13 This does not include competitive races or festivals oriented to competitive events.

14 Bikes Belong Survey: The Size & Impact of Road Riding Events, November 2009 [http://b.3cdn.net/bikes/cc8f95c90baa58e083\\_hzm6brs5t.pdf](http://b.3cdn.net/bikes/cc8f95c90baa58e083_hzm6brs5t.pdf)

15 Arkansas Highway Commission, Arkansas Bikeways Commission and the Arkansas Parks and Tourism Commission.



An illustration from the early 1970s statewide map of bike routes

Courtesy of Arkansas Highway and Transportation Department

Based on studies conducted in a variety of states, we know that today's bicycle tourists tend to be more affluent than the average tourists. For example, fifty-six percent of cyclists touring through Montana have a median household income of \$75,000-150,000. Ten percent earned over \$200,000. And they tend to spend more than many other visitor types. Again in Montana, bicycling tourists spend about \$75 a day per person compared to \$58 for visitors who arrived by car.<sup>16</sup> Many of today's avid cyclists have disposable income to spend on Arkansas businesses.

In 2012, Travel Oregon, the state tourism promotion agency found that Oregon's approximately 100,000 bicycling tourists spend \$1.2 million a day – \$400 million a year.<sup>17</sup> This spending directly supports 4,600 jobs creating annual earnings of approximately \$102 million. Arkansas has some of the most scenic areas of the American Midwest, and cyclists can

16 Nickerson, et al, "Analysis of Touring Cyclists: Impacts, Needs, and Opportunities for Montana," Institute for Tourism and Recreation Research, University of Montana, Missoula, MT, December 2013, <http://www.adventurecycling.org/default/assets/File/USBRS/Research/Multi-dayCyclingStudyWeb.pdf>

And –Vélo Québec, UQAM's Transat Chair in Tourism, "Cycle tourists in Quebec are highly educated: more than two-thirds have a university degree. Cycle tourists from outside Quebec have a higher annual income than those who live in the province. 52% of respondents from outside Quebec earn \$100,000 or more a year, compared with 35% of local cycle tourists." "Average spending per trip for bicycle tourists and their families in Quebec is \$675, or an average of \$214 per day." <http://www.velo.qc.ca/en/pressroom/20150428145143/Cycle-tourists-Quality-tourists-for-regions-throughout-Quebec>

17 The Economic Significance of Bicycle-Related Travel in Oregon, Detailed State and Travel Region Estimates, 2012 April 2013, Dean Runyan [http://www.deanrunyan.com/doc\\_library/bicycletravel.pdf](http://www.deanrunyan.com/doc_library/bicycletravel.pdf)

choose from the hills of the Ozarks or the plains of the Mississippi Delta, and in both areas find low traffic roads, history and all types of Americana in roadside attractions.

### Regional and Long Distance Trails

Regional and long distance trail systems attract the widest range of cyclists who may be interested in day trips or multi-day touring. Non-local trail visitors spend money on food, gasoline, supplies, gift shopping, overnight accommodations; and may buy or rent equipment as well. Economic benefits are significant.

- In the Dayton, Ohio region, the Miami Valley trail system is a regional recreational draw that has an estimated annual economic impact of between \$13.5 and \$14.9 million.<sup>18</sup>
- The Great Allegheny Passage is a 132-mile trail system from Cumberland, MD, to Pittsburgh, PA. Bicyclists on overnight trips spend an average of \$114 per day there. In 2011, business owners in the small communities along the trail reported that, on average, 30 percent of their gross revenue was directly attributable to the trail users.<sup>19</sup>
- The 400,000 annual visitors to Missouri's Katy Trail State Park, a 240-mile long rail-trail, has a total annual economic impact of \$18.5 million, supporting 367 jobs. One in four trail users were overnight visitors, who spent an average of \$700 per trip for motel/B&B guests or \$231 per trip for people camping.<sup>20</sup>

While the Arkansas River Trail in the Little Rock area is almost complete, the state has a number of other feature trails and trail systems emerging, including the Southwest Rail-Trail linking Little Rock and Hot Springs, the Razorback Greenway in Northwest Arkansas (Grand Opening May 2015), and the Delta Heritage Trail (DHT) between Memphis and Arkansas City. The DHT will be

18 City of Dayton 2025 Bicycle Action Plan, 2011, <http://www.cityofdayton.org/departments/pcd/Documents/CityofDayton2025BicycleActionPlan.pdf>

19 2012 Trail Town Business Survey Report for The Progress Fund, Center for Regional Progress, Frostburg State University, May 2012 [http://www.atatrail.org/docs/Trail\\_Town\\_Business\\_Survey\\_Final\\_Report.pdf](http://www.atatrail.org/docs/Trail_Town_Business_Survey_Final_Report.pdf)

20 "Katy Trail Economic Impact report," Synergy Group, July 30, 2012



a part of the Mississippi River Trail which links Minneapolis and New Orleans. This trail will be a boon for Arkansas. A 2003 Iowa State University study of the potential economic impacts of the MRT for Iowa found that annually, \$18.5 million in new spending could be expected as a result of developing the MRT, most of it happening in rural parts of the state.<sup>21</sup>

### Mountain Biking

In addition to on-road bicycling and bicycling on shared use paths, mountain biking is a major part of bicycle tourism in Arkansas. There are four *Epic Rides* designated by the International Mountain Bicycling Association (IMBA) and two IMBA Ride Centers (Bentonville & Fayetteville). *Epic Rides* are the "gold standard" of mountain bicycling venues. Only two other states, have more Epic Rides than Arkansas with California having six and Colorado having five. As a result, some of the small cities

21 Iowa's Mississippi River Trail Plan, Sponsored by the Iowa Department of Transportation, Prepared by the Center for Transportation Research and Education at Iowa State University, Ames, Iowa, 2003; <http://ctre.iastate.edu/research/detail.cfm?projectID=501>

near these rides are already emerging a premier mountain bicycling destinations, including Hot Springs, Mountain View, and Fayetteville. Websites that cater to mountain bicycling enthusiasts list more than 80 mountain bicycling trails throughout the state. Anecdotal evidence suggests that enthusiasts are already coming to Arkansas from metropolitan areas within a day's drive, including Kansas City, St. Louis, Memphis, Oklahoma City and Dallas/Fort Worth; and they are also coming from Arkansas' own population centers, including the Little Rock area and Northwest Arkansas.

The Outdoor Industry Association in the U.S. estimates that annually, bicycle related travel and tourism is a \$47 billion industry. Mountain Bicycling is estimated to account for 15 percent of bicycling activity<sup>22</sup> and it is growing in popularity, not only in the U.S. but around the world. Mountain bicycling is a part of a growing trend in *adventure tourism* (42 percent of all US and European holiday travel) and is increasingly served by companies that offer mountain biking vacations, costing the consumer an average of \$250 a day and generating considerable spending in their destination communities.<sup>23</sup>

While there are no studies that specifically quantify the economic impacts of mountain bicycling as a sector of the overall U.S. bicycling economy, there are numerous studies that focus on the local economic impacts to specific communities and regions with major mountain bicycling resources and high levels of activity.

The June 2014, University of Oregon Study of Oakridge, Oregon<sup>24</sup> is instructive: Oakridge is a small mountain town of 3,200 residents located in the Willamette National Forest of the Oregon Cascades. For 80 years it was a timber town, but the last mill closed in 1989 and the town struggled economically for 20 years thereafter. Today, the

22 Outdoor Recreation Participation Topline Report, 2011, [http://outdoorindustry.org/images/researchfiles/OIA\\_Participation2011Topline.pdf?133](http://outdoorindustry.org/images/researchfiles/OIA_Participation2011Topline.pdf?133)

23 Mountain Bike Holidays: The Growing Tour Market, Presentation at the 2014 IMBA World Summit, Steamboat Springs, Colorado; by Zac Cole, PHD, Assistant Professor, University of North Carolina at Greensboro, Bryan School of Business and Economics.

24 Adapting to the New Economy: The Impacts of Mountain Bike Tourism in Oakridge, Oregon, June 2014, Nicholas S. Meltzer, University of Oregon, Department of Planning, Public Policy, and Management.



Photo courtesy of Craffon Tull

Bakeries and ice cream shops attract cyclists.

estimated value of all goods and services produced by the town is \$98.6 million and mountain bicycling is responsible for 4-5 percent (approximately \$2.3 to \$4.9 million). Three businesses in town estimate that 75% of their revenue results from the 10,700 to 15,900 trips mountain bikers make to Oakridge annually. Mountain bicycling is now helping grow Oakridge's economy.

## REDUCING COSTS TO SOCIETY

### Health and Fitness

For the past few decades, the Arkansas population has been ranked consistently as one of the worst in the nation in terms of obesity. In 2013, Center for Disease Control data showed that 34.6 percent of adult residents self-report as obese, and an additional 35.3 percent report as overweight. Using these measures of physical fitness, Arkansas ranks ahead of only two states: West Virginia and Mississippi.<sup>25</sup>

More people bicycling and walking more often can have an impact on the bottom line by first impacting

25 Centers for Disease Control, Obesity Prevalence Maps, Behavioral Risk Factor Surveillance Systems, <http://www.cdc.gov/obesity/data/prevalence-maps.html>

the waistline. A rigorous 2011 study conducted by the University of Northern Iowa's Sustainable Tourism and Environment Program found that the estimated 25,000 regular bicycle commuters and 150,000 recreational bicyclists in Iowa saves the State of Iowa \$87 million in health care costs.<sup>26</sup>

Cost savings can be captured on the business side as well. Between 2007 and 2011, a period in which corporate health care costs increased approximately 24 percent nationally, the healthcare costs of a Twin Cities, Minnesota manufacturer, Quality Bicycle Parts (QBP), actually dropped by 4.4 percent. Their own study showed that the cost savings resulted in large part from employee participation in the well-being program they call the *Health Reward Program*, which encouraged employees to bike to work, among other lifestyle changes. QBP estimates that its wellness program has reduced productivity loss by 1.3 percent, which saved the company \$903,000 over three years.<sup>27</sup>

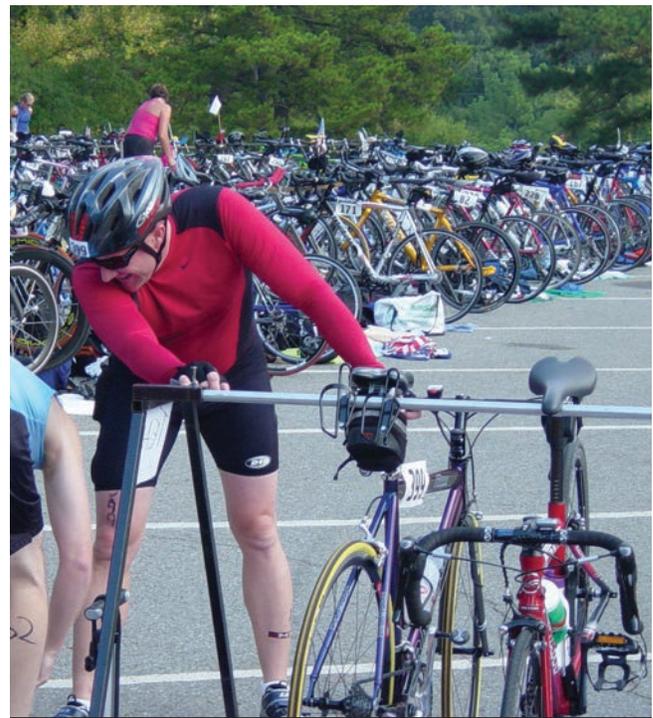
In 2015, the League of American Bicyclists named eight new businesses to its list of Bicycle-Friendly Businesses in Arkansas, which now total seventeen. This list includes Walmart Headquarters in Bentonville, Garver in Fayetteville and North Little Rock, Kimberly-Clark Corporation in Conway, and the Arkansas Foundation for Medical Care in Little Rock.

In recognition of receiving the bicycle friendly designation, David Hoke Sr., the Associate Director for Health and Well-Being at Walmart said, "Walmart is honored to be named a Gold-level Bicycle Friendly Business. With our innovative bike share program and over 8 miles of trails surrounding our home office campus, our associates can improve their health and well-being while at the same time helping to reduce our carbon footprint and supporting our company's commitment to sustainability."<sup>28</sup>

26 Economic and Health Benefits of Bicycling in Iowa, University of Northern Iowa, Fall 2011 <http://iowabicyclecoalition.org/wp-content/uploads/2012/04/2012-Economic-Impact-Study.pdf>

27 "Quality Bike Products Health and Wellbeing Program," Quality Bicycle Parts <http://www.streetsblog.org/wp-content/uploads/2012/03/Quality-Bike-Products-Health-Reward-Program.pdf>

28 <http://www.bikeleague.org/content/league-awards-161-bicycle-friendly-businesses>



Annually, Arkansas hosts more than 50 large group or charity rides.

Photo courtesy of Craffton Tull

### The Cost of Motor Vehicle Crashes

Another public health concern with financial impacts is the cost of motor vehicle crashes, which the National Transportation Safety Administration (NHTSA) classifies as either injury or fatality crashes, depending upon the consequences suffered by those involved. Overall, NHTSA estimates that motor vehicle crashes cost society \$871 billion in 2010, in medical, property, and lost productivity costs. Nationally, the share of these crashes involving pedestrians and bicyclists caused \$19 billion in economic costs and \$90 billion in comprehensive costs.<sup>29</sup>

It is estimated that the total combined *injury* and *fatality* crashes involving pedestrians and bicyclists is costing the state about \$720 million a year.<sup>30</sup> Reducing bicycle and pedestrian fatalities and injuries by half will dramatically reduce this drain on the state's overall economy.

29 Blincoe, L. J., Miller, T. R., Zaloshnja, E., & Lawrence, B. A. (2014, May). The economic and societal impact of motor vehicle crashes, 2010. (Report No. DOT HS 812 013). Washington, DC: National Highway Traffic Safety Administration. <http://www-nrd.nhtsa.dot.gov/Pubs/812013.pdf>

30 "For this calculation, it is assumed that Arkansas's share of the nation's bicycling and walking injuries is the same as its share of the nation's bicycling and walking fatalities, 0.8 percent. Therefore, by multiplying the national cost of bicycle and pedestrian injuries and fatalities, \$90 billion, by 0.008, we derive the estimated cost of bicycle and pedestrian injuries and fatalities for Arkansas: \$720 million."