Can something as old-fashioned as travel by bicycle or by foot really help strengthen Idaho’s economy? Perhaps the answer lies in Rocky Mountain community case studies:

**Twin Bridges, Montana** saw an opportunity to help their small rural community as cyclists passed quickly through town. With $9,000 in materials, they built a shelter with hot showers, table and a grill. “All the bike riders passing through were like gold going by in a river,” states resident Bill White. Cyclists now stop and spend the night, buy groceries and dine at local restaurants. The shelter paid for itself in four months and local businesses are more profitable, thanks to the increased tourist traffic. (Kesselheim, 2010)

**Jackson, Wyoming** built area trail systems for approximately $1.7 million. Their return is an estimated $18 million annual boost to their economy as a direct result of trail related goods and services. (Kaliszewski, 2011)

**Salt Lake City, Utah** Mayor Ralph Becker states “cycling, to me, is much more than about a way to get around. It’s integral to me to having a high-quality community.” (ksl.com, 2010)

**Case studies show benefits**

“By emphasizing bicycling and walking, we’ve found that local companies have a recruiting tool.”

*Kody Van Dyk, Public Works Director, City of Sandpoint*  
( Livable Idaho Webinar, 2013)

Our mission is to promote walking, bicycling and other forms of human-powered transportation as healthy, sustainable, reliable and viable options for all Idahoans.
Wallace, Idaho has suffered unremitting economic decline like most American railroad communities. But nowadays, tourists from all over the world are flocking to ride the Route of the Hiawatha and the Trail of the Coeur d'Alenes’ bike paths. This influx of visitors brought more than $10 million to the area in 2012, rescuing businesses along the way. (Shaffer, 2013)

Two hotels in Wallace are completely booked during peak summer months, and there is now enough activity to support two local bike shops. “The impact is giant, to say the least,” states Rick Shaffer, proprietor of the Wallace Inn. “Hiawatha and Trail of the Coeur d’Alenes bikers pump up revenues, not just in hotel rooms and trail pass purchases, but all facets of the economy: gas stations, restaurants, saloons, gifts, grocery and sundry shops. Everyone benefits. An immense new chapter is being written by the huge positive impact of biking in north Idaho.” (Shaffer, Ruggles, 2013)

MickDuff’s Brewing Co. in Sandpoint has a strong following of local cyclists during summer months. “Locals love to visit us on their cruisers to enjoy dinner and a beer,” states owner Duffy Mahoney. “We get some cross-country tourists, but mostly it’s the local bike community who fills our bike rack from July-Sept. We love the bicycling initiatives and look forward to seeing our business grow as bicyclists are allowed to move more freely through our community.” During the summer months, at least 10% of their revenue rode to their front door. (Mahoney, 2013)

Houses with above average levels of walkability command a price premium of $4,000 to $34,000 over similar homes with just average levels of walkability in the typical metropolitan areas studied. (Cartright, 2009)

$1 million invested in bike-only infrastructure projects producing 11.4 jobs versus 7.8 jobs for road-only infrastructure projects. (Garnet-Peltierlo, 2010)