"If you build places that are safe and comfortable to ride, most people will ride"

Benefits:
- Increased sales from businesses
- Property value increases
- Higher walkability = higher housing values (Brooks Institute, 2012)
- Bike paths/trails influence housing purchase decisions (Local Govt. Commission, 2000)
- For each increase in Walk Score = $500 to $1,000 increase in home values (Cortright, 2009)
- Greater worker productivity
- Decreased traffic congestion
- Cleaner air
- Events and tourism
- Improved health

Benefits of a cycling/pedestrian friendly community

Survey design & availability

Demographic information

N= 1,057 respondents
Modeled from these surveys:
- National Highway Transportation Administration (2008)
- State of Georgia (2011)
- Prevention Research Center at USC (2007)
- Available as an online link: February - May, 2014.
- Links available on the these websites:
  - City of Conway
  - City of Myrtle Beach
  - City of North Myrtle Beach
  - Horry county government,
  - Myrtle Beach Chamber of Commerce
  - HTC website

Most (72%) respondents were 40 or older
- 85% had ridden a bicycle in the past 12 months
- 48.4% were female
- 89% had a bicycle available for use on a regular basis
- For those who had ridden a bicycle in the past year, the most common response for the number of days a week riding is 1-3 (53%)
- Average distance of bicycle trips is 1-5 miles (32%) followed by 5-10 miles (24%)
*Major reasons for not riding a bicycle:*
- Safety (32%)
- No access (32%)
*Major reasons that discourage all residents from riding:*
- Lack of bicycle lanes (82%)
- Unsafe road conditions (81%)
- Speed/volume of traffic (71%)
*Top reasons for not riding on bicycle paths:*
- Not available (91%)
- They don’t go where I need them to go (28%)

*Only 11% of residents are very satisfied/satisfied with how their city/town is designed for making bicycle riding safe and convenient.*

*64% said drivers not sharing the road with cyclists is a serious problem.*

*Major reasons for personal safety feeling threatened while riding:*
- Distracted motorists (63%)
- Behavior of motorists (61%)

*Eleven percent (11%) of cyclists have been injured in an accident with a motor vehicle.*

*Main responses for design features to make bicycling safer/more convenient:*
- Bicycle lanes with buffers (91%)
- Managed bike lanes through intersections and traffic circles (85%)
- Street signs (75%)
*Major bicycle friendly changes people would like to see:*
- More bicycle lanes (82%)
- More bicycle paths (80%)
- And better-educated drivers (58%)
*Most (85%) report they will ride bicycles more frequently if better bicycle infrastructure is available - such as bicycle lanes or multi-use paths.*

*76% of Horry county residents strongly agreed/agreed that they would ride a bicycle to the grocery store, pharmacy or restaurant if they felt it was a safe alternative.*

*91% of Horry county residents reported that encouraging bicycling would lead to a higher quality of life.*

Consider:
- Safer community
- Less congestion on roads
- Tourism benefits
- Economic impact on property value
- Horry county residents’ desire to improve quality of life through increased access to bicycle lanes/paths - these will be used for pedestrians for running/walking.