

## Broadway Protected Bike Lane



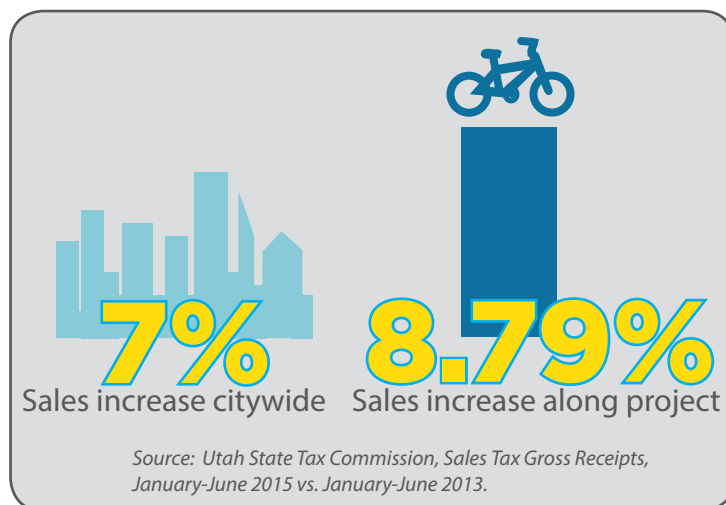
300 South (Broadway) in the heart of downtown Salt Lake City was transformed last summer, with the addition of a protected bike lane, median islands, pedestrian crossings, planters, artwork and colored pavements. This report summarizes the changes to the corridor since the project's construction.

### MEASURE 1: ECONOMIC DEVELOPMENT

Businesses on 300 South are doing better, as a whole, than they were doing pre-project. Based on actual data reported to the Utah State Tax Commission by businesses along the protected bike lane, Sales Tax Gross Receipts on 300 South increased by 8.79% from pre-project to post-project, based on the first six months of 2013 compared to 2015.

Anecdotally, 79% of retail, restaurant, and service businesses report that business is "good", while an additional 16% indicated that business is "up" or even "setting records."

Four businesses (5%) indicated that their business is down 20-40%.



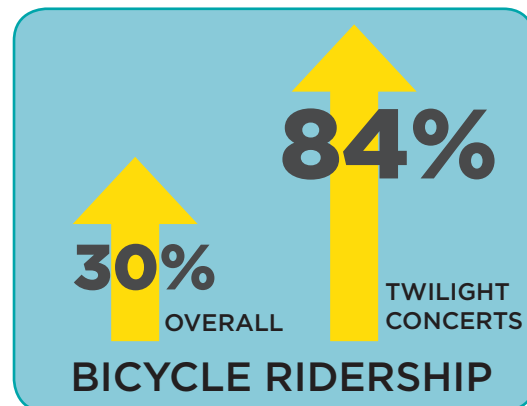
### MEASURE 2: UTILITY

Based on bicycle counts, bicycle use within the corridor has increased by approximately 30%.

The bikeway is even more popular with the Twilight Concert Series crowd - with an increase of 84% on comparable Thursday evenings before and after the project.

Anecdotally, more families and casual bicyclists are using the corridor.

*"Both customers and employees love the bike lanes. We need more bike parking!"*  
*- Copper Onion. Jeff Telicson, Manager*



### MEASURE 3: SAFETY

The Transportation Division is monitoring safety within the project corridor. Preliminary 2015 data shows post-construction crash rates for all modes as on-par with past years. However, crash rate analysis is best completed on an annual basis, with a minimum three-year analysis period considered most meaningful and statistically accurate.

The City continues to place special emphasis on monitoring this corridor to help improve safety for all.



### MEASURE 4: PUBLIC SENTIMENT

Prior to the project, the Salt Lake City Transportation Division conducted extensive door-to-door outreach along the corridor, having individual, face-to-face conversations with over 90% of the 90+ retail, restaurant, and other businesses along the corridor.



Businesses on 300 South, post-construction:

**18%** Are **unsupportive** of the changes

**23%** Are **neutral** about the changes

**59%** Are **supportive or very supportive** of the changes

“Business is up 20% since last year. I’m excited about the changes to the neighborhood. The bike lanes and lower speed limits help to calm car traffic and increase pedestrian traffic - all positives for my business.”

- **Paradise Palm.** John Mueller, Owner

“Business is doing fine, and we appreciate the 15-minute loading zone included to better accomodate our customers loading furniture.”

- **The Green Ant.** Ron Green, Owner

“I’m happy Salt Lake is becoming a real city. The bike lanes are a great sign of progress, and the increasing development in our neighborhood is encouraging.”

- **Boozetique.** Ivy Earnest, Owner

