

**HCMPO 2012-2013**

**“Cyclists Demand for Bike Friendly Business”  
Survey Results**

In 2012-2013, HCMPO conducted a Bike Friendly Business Survey asking Rio Grande Valley cyclists what they expect of a bike friendly business and who they would like to see become one. The information provided reflects the survey result. If your business is not listed, do not fret, our bike map is great way to begin marketing your business to prospective clients.

- There are over 24 bike groups in the Rio Grande Valley
- Over half of those groups participate in weekend rides when not attending local events
- Bike racks, accessibility to cyclists, and bathroom facilities are the top three reasons cyclists pick one business over another during their trip
- Cyclists, are willing to travel over 2 miles during a daily trip
- The top 10 types of business cyclists, enjoy visiting in order of popularity are restaurants, cafes/pastry shops, gyms, convenience stores, retail stores, schools, and government/public offices

<u>RESTAURANTS</u>	<u>RETAIL</u>	<u>COFFEE/PASTRY</u>
5 Guys Burgers & Fries	Academy	Coffee Zone
Chic-fil-a	Auto Parts Store	El Phoenix Bakery
El Pato	Barnes & Noble	Heavenly Sprinkles
Fresh Daily	Best Buy	Jitterz Café
House Wine	Bicycle World	La Reyna Bakery
Jason's Deli	Bike Masters	Moonbeans
Mama Mia Pizzeria	Costco	Oliver's French Bakery
Ponchos	CVS	RGV Cupcakes
Quizno's	Dollar General	Starbucks
Roosevelt's at 7	Dollar Tree	Yogurt Shops (General)
Siempre Natural	Home Depot	
Subway	Kohls	<b><u>OTHER INSTITUTIONS</u></b>
Taco Palenque	Office Depot	Movie Theaters
Taqueria El Zarape	Target	Museums
Whataburger	Walgreens	Banks
Wing Stop	Walmart	Schools
		Universities
		City Halls
		Libraries
		Parks
		Post Offices
<b><u>GYMS/FITNESS</u></b>	<b><u>GROCERY STORES</u></b>	
Gold's Gym	Stripes/Valero	
Crunch Fitness	HEB	
STX (Weslaco)	Sprouts	

**About the Hidalgo County Metropolitan Planning Organization**

The HCMPO is a federally funded program that works with Hidalgo County communities and the Texas Department of Transportation to plan for the county's future transportation needs. Under federal law, every metropolitan area with a population of 50,000 must have a designated Metropolitan Planning Organization.

HCMPO is ultimately responsible for the quality of transportation services and the impact of transportation on the quality of life in their region. Citizens are encouraged to participate in the planning process.

**To Apply Or Get More Information  
Please Contact HCMPO Staff:**

Lilly Champion - Blanchard  
Transportation Planner I  
Hidalgo County MPO  
W:956-969-5778 Ext 317  
LChampion@hcmpo.org

Hidalgo County Metropolitan Planning Organization  
510 S Pleasantview Dr.  
Weslaco, TX 78596  
956.969.5778  
info@hcmpo.org

Join Our Bike Map

**Become a  
Bike  
Friendly  
Business**



**Bikes Mean Business.**

Join us in making  
Hidalgo County a more  
bicycle friendly community.



## WHY SHOULD I BECOME A BIKE FRIENDLY BUSINESS?

The bicycle isn't just a great transportation option; it's an economic engine that can drive your business to higher profits, happier employees and more loyal patrons. And biking doesn't just enhance your bottom line — it makes your business a fun, engaging and exciting place to work or shop. Several businesses have already seen positive impacts when becoming a BFB, below are facts gathered through BFB studies:

- **Bicyclists have more flexible income by saving on gas and vehicle maintenance allowing them to spend more on food, hobbies, and leisure**
- **Most bike trips are short trips meaning bicyclist tend to keep their shopping local**
- **People traveling at human-scale speed are more likely to notice businesses they pass, giving you exposure and competitive edge**
- **Bicyclists are more likely to visit BFBs and in turn create a more vibrant area and tourist attraction**
- **Twelve bicycles can fit in a single parking space therefor limiting the need for more parking to accommodate the number of growing patrons.**

## HOW WILL I BE RECOGNIZED?

HCMPPO recognized BFBs in the following ways:

- **Displaying the location of your business on the BFB map.**
- **Visits to your business during coordinated bike rides**
- **Be featured in the "Bike Friendly Business Spotlight" in the HCMPO quarterly newsletters**
- **Receive a "Bike Friendly Business" sticker to display your participation and welcome cyclists**
- **Receive finalized bike maps and informative material to showcase and distribute to patrons**

## WHAT ARE THE NEXT STEPS?

We request a monetary donation to defray from bike map printing costs:

- **Map Size: 21X31 in.**
- **Water resistant matte finish**
- **Full color**
- **Double sided**
- **Estimated Cost of production: \$4 each**
- **Monetary Donation: Negotiable**



**T**he Hidalgo County Metropolitan Planning Organization (HCMPO) continually works with TxDOT, transit, and the general public in their efforts to plan for a complete transportation network.

Through these efforts, HCMPO has had the privilege of becoming engaged with the RGV cycling community. HCMPO recognizes the wants and needs of this ever growing population and has created a Bike Friendly Business Map to meet those needs.

The Bike Friendly business map represents Hidalgo County's intricate system of bike lanes (based on level riding comfort) connecting transit stops, and bike friendly destinations. Its intention is to aid bicyclists in planning their routes throughout Hidalgo County and promoting business that encourage a more bicycle friendly atmosphere.

## WHAT IS A BIKE FRIENDLY BUSINESS (BFB)?

BFBs make it easy to pedal throughout the county by providing amenities like secure bike parking/racks, air pumps and simple maintenance tools, as well as complementary water bottle refills and bathroom facilities. They fire up patrons by hosting bike events and providing incentives and promotions for commuting by bike. BFBs not only encourage but also educate customers by posting bike ordinances and educational material.