



BADRY PROTECTED

BIKE LANES

MEAN BUSINESS

How 21st Century
Transportation
Networks Help
New Urban
Economies Boom

BADRY
Group

As the Egyptian economy slowly recovers, Egypt businesses are weighing their opportunities to make the most of that returning energy with new jobs, products and services.

And as the dust settles on the Great Recession, BADRY Group as a business leader is seeing four related mega-trends reshaping Egyptian urban economies.



Old Track Model



THE GREAT URBAN REBOUND

After More than 50 years of being synonymous with decay, inner cities have come alive and are booming with new development and residents. Twenty years of falling crime rates have helped make urban life desirable again, especially for young adults. As successful city centers fill with people, city leaders find that building high-quality bicycle networks is an efficient and appealing way to move more people in the same amount of space.



THE BATTLE FOR HUMAN CAPITAL

White-collar workers, from software developers to graphic designers to management consultants, are redefining the “service sector” — creating a digital workforce armed with technical skill and a generational preference for urban living. Companies and cities are scrambling to attract the most talented Millennials and Generation X-ers, who increasingly prefer downtown jobs and nearby homes.



RISING HEALTH CARE COSTS

Desk-bound jobs and sedentary travel modes are contributing to spiking health care costs and alarming obesity rates. It's getting more and more costly for employers and insurers to finance health coverage for working families — and more cost-effective for cities and companies to lower their costs by incentivizing healthier living.



PLANNING FOR WEALTH, NOT TRAFFIC

After more than 50 years of framing their work around the automobile, retail analysts in both the private and public sectors are shifting to a new consensus: cars don't spend money — people do. By closely studying the ways people move and do business in the urban environment, proponents of local business are boosting sales in retail districts by looking for optimal ways to use public street space.



A NEW BIKE LANE FOR A NEW ECONOMY

BADRY GP presents to Egypt cities an unexpected tool to create new opportunities in urban economies: the protected bike lane.

The suggested bike lane is expected for a makeover in Egyptian cities. No longer relying on just a few inches of white paint to give people on bikes a feeling of security and comfort on busy streets, modern protected bike lanes use curbs, planters, parked cars or simple posts to clearly separate bikes from auto traffic and sidewalks. They are proving effective in creating appealing places for everyone, but are especially inviting to new riders.

To show how these trends work, this report compiles the latest Standards of roads & cities where protected bike lane networks are expanding quickly.

Of course, better bike lanes can't singlehandedly solve every problem. They're one of many tools cities are deploying to help boost business, and they aren't magic. And, like all good transportation systems, they require smart investments and careful planning to thrive.

But modern stories and studies show, there's a developing consensus in towns and cities that great bike networks are worth the effort.



As cities across the country build better biking systems, it's becoming clear to more businesses and politicians that, when used right, these networks are part of the path to prosperity. In fact, in the context of the new Egyptian urban economy, protected bike lanes may promote economic growth in several common ways.



Economical Cycle Track

FOUR WAYS PROTECTED BIKE LANES BOOST ECONOMIC GROWTH



FUELING REDEVELOPMENT TO BOOST REAL ESTATE VALUE

As city populations grow, motor vehicle congestion increases. New roads are rarely an option in mature cities. Protected bike lanes bring order and predictability to streets and provide transportation choices while helping to build neighborhoods where everyone enjoys spending time. By extending the geographic range of travel, bike lanes help neighborhoods redevelop without waiting years for new transit service to debut.



HELPING COMPANIES SCORE TALENTED WORKERS

Savvy workers, especially Millennials and members of Generation X, increasingly prefer downtown jobs and nearby homes. Because protected bike lanes make biking more comfortable and popular, they help companies locate downtown without breaking the bank on auto parking space, and allow workers to reach their desk the way they increasingly prefer: under their own power.



MAKING WORKERS HEALTHIER AND MORE PRODUCTIVE

BADRY hopes that becomes a reality: people go out of their way to use protected bike lanes. By creating clear delineation between auto and bike traffic, protected bike lanes get more people in the saddle — burning calories, clearing minds, and strengthening hearts and lungs. As companies scramble to lower health care costs, employees who benefit from the gentle exercise of pedaling to work help boost overall hourly productivity and cut bills.



INCREASING RETAIL VISIBILITY AND SALES VOLUME

In growing urban communities, protected bike lane networks encourage more people to ride bikes for everyday trips. And when people use bikes for errands, they're the ideal kind of retail customers: regulars. They stop by often and spend as much or more per month as people who arrive in cars. Plus, ten customers who arrive by bike fit in the parking space of one customer who arrives by car.

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