

# Cyclovia

LIVING STREETS ALLIANCE

BRINGING PEOPLE TOGETHER TO WALK, BIKE, SOCIALIZE AND PLAY, IN CAR-FREE, CARE-FREE STREETS

## MARCH 2022 EVENT HIGHLIGHTS

an estimated  
**50,000** PEOPLE ATTENDED  
**CYCLOVIA**  
OUR BIGGEST EVENT YET!

**46%**

OF CYCLOVIA PARTICIPANTS  
ATTENDED THE EVENT FOR  
THE FIRST TIME

HOW PEOPLE  
HEARD ABOUT  
← CYCLOVIA

WORD OF  
MOUTH /  
FRIEND

SOCIAL  
MEDIA

SIGNS IN  
TOWN

EMAIL /  
WEBSITE

RADIO /  
TV

TOP 3 THINGS PEOPLE LOVE ABOUT CYCLOVIA

1. COMMUNITY CONNECTIONS
2. OPEN STREETS WITHOUT CAR TRAFFIC
3. BEING ACTIVE

...AND WHAT THEY'RE SAYING ABOUT IT:

"WONDERFUL PEOPLE, NEIGHBORS AND VOLUNTEERS"

"CHECKING OUT NEW BUSINESSES AND FOOD VENDORS"

"ENJOYING A LOT OF DIFFERENT LIVE MUSIC, DANCING AND ART"

"FEELING SAFER ON THE STREETS WITH MY FAMILY"

"BIKE CULTURE AND FREE BIKE REPAIR"



# PHYSICAL ACTIVITY

**83%** OF PARTICIPANTS WERE PHYSICALLY ACTIVE FOR **2+ HRS**

...that's 4x the daily-recommended amount of physical activity for an adult!

# ECONOMIC IMPACT

**1/2** of attendees spent \$15+ at Cyclovia

&

**61%** became aware of a new local business

DOES CYCLOVIA TUCSON AFFECT LONG-TERM BEHAVIOR CHANGE?

**YES!** **2** OUT OF **3**

respondents said they are more likely to bike or walk for transportation after having participated in Cyclovia.



# BEHAVIOR CHANGE

Over **50%**

of Cyclovia participants rode a bike, walked or took public transit to get to the event...

...**MAKING IT AN ENTIRELY CAR-FREE DAY FOR MORE THAN**

**25,000** PEOPLE

**99.7%** OF PARTICIPANTS REPORTED BEING **VERY SATISFIED** WITH CYCLOVIA

...**1** OF **3** BROUGHT KIDS TO THE EVENT; A DAY OF FUN FOR OVER 16,000 FAMILIES!

