

# Cyclovia PERSON

LIVING  
STREETS  
ALLIANCE

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

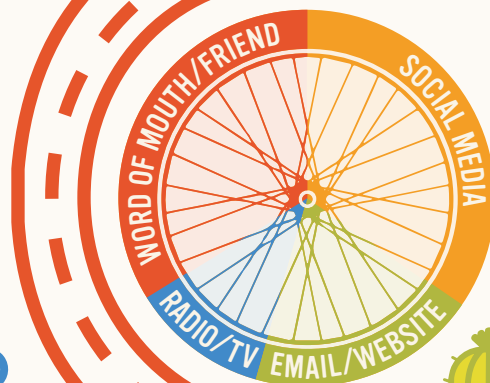
## 2017-2018 EVENT HIGHLIGHTS & OVERVIEW

**70,000** PEOPLE ATTENDED  
**CYCLOVIA**

BETWEEN OCTOBER 2017 AND APRIL 2018

**1** OUT OF **3**

CYCLOVIA PARTICIPANTS  
ATTENDED THE EVENT FOR  
THE FIRST TIME



HOW PEOPLE  
HEARD ABOUT  
← CYCLOVIA

### TOP 3 THINGS PEOPLE LOVE ABOUT CYCLOVIA

1. FEELING OF COMMUNITY

2. SEEING FRIENDS & FAMILY

3. SOCIALIZING

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

"GETTING TO SEE NEIGHBORHOODS I'VE NEVER EXPLORED."

"I LIKE THAT THE ROUTE CHANGES; YOU CAN SEE UNKNOWN PARTS OF THE CITY."

"THE COMMUNITY COMING TOGETHER AND DOING SOMETHING POSITIVE."

"CAR-FREE OPPORTUNITIES FOR MY KIDS TO RIDE."

"LOVED SO MANY LOCAL BUSINESSES."

# PHYSICAL ACTIVITY

**53%** OF PARTICIPANTS WERE PHYSICALLY ACTIVE FOR

**1.5-2 HRS**

...and 49% of respondents were active for 3 hours or more!

# ECONOMIC IMPACT

**1/2** of attendees spent an average of \$20 FOR A COLLECTIVE IMPACT OF

**\$700,000**

DOES CYCLOVIA TUCSON AFFECT LONG-TERM PHYSICAL ACTIVITY BEHAVIOR CHANGE?

**YES!** MORE THAN **2/3** of respondents said they are more likely to bike or walk for transportation after having participated in Cyclovia.



**BEHAVIOR CHANGE**

HOW PEOPLE SPENT THEIR TIME

Almost everyone who attended Cyclovia did so for 2 hours or more.



**98% OF CYCLOVIA GUESTS SUPPORT EXPANDING TO MORE THAN 2X A YEAR**



# CYCLOVIA BY THE NUMBERS: 2010-2018

**CYCLOVIA TUCSON IS GROWING!  
JOIN US IN BRINGING THE FUN  
TO MORE PEOPLE IN MORE  
PLACES, MORE OFTEN!**



# CYCLOVIA TUCSON ROUTES:

creating new routes brings the opportunity to participate right to the doorstep of thousands of additional Tucson residents and neighbors

