

# Cyclovia

## TUCSON

LIVING  
STREETS  
ALLIANCE

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

## 2022 EVENT HIGHLIGHTS

March 26 & October 30

an estimated

**90,000** PEOPLE ATTENDED  
**CYCLOVIA**

45,000 ON AVERAGE PER EVENT

**43%**

OF CYCLOVIA PARTICIPANTS  
ATTENDED AN EVENT FOR  
THE FIRST TIME

HOW PEOPLE  
HEAR 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"

"INTERGENERATIONAL EVENT WITH ALL AGES INTERACTING"

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

"FEELING SAFER ON THE STREETS WITH MY FAMILY"

"A TUCSON TRADITION!"

## PHYSICAL ACTIVITY

**84%** OF PARTICIPANTS ARE PHYSICALLY ACTIVE FOR **2+ HRS**

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

## IMPACT

**& 700** people got new bike helmets at Cyclovía events in 2022  
**200** bikes were repaired for FREE!

**1/2** of participants spent \$15+ locally  
& **65%** became aware of a new local business

DOES CYCLOVIA TUCSON AFFECT LONG-TERM BEHAVIOR CHANGE?

**YES!** more than **2/3** respondents say they are more likely to bike or walk for transportation after having participated in Cyclovía.

Over **50%**

of Cyclovía participants ride a bike, walk or take public transit to get to the event...

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

**25,000** PEOPLE

BEHAVIOR CHANGE

**99.7%** OF PARTICIPANTS REPORT BEING **VERY SATISFIED** WITH CYCLOVIA  
...1 OF 3 BRING KIDS TO THE EVENT; A DAY OF FUN FOR TENS OF THOUSANDS OF FAMILIES!

