

Pedal People: Environmental and Economic Impacts for 2011

CONTACT INFORMATION

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RESEARCH OBJECTIVE

We look to provide a conservative, accurate and comprehensive accounting of the economic and environmental impacts of the Pedal People cooperative on the local community. We find that despite having a relatively small footprint in terms of assets (and environmental impact), Pedal People makes a substantial positive contribution to the local economy and environment.

ECONOMIC IMPACTS

Jobs Contributed to the Local Economy

We estimate that aside from the **17** part-time jobs created for worker-members of the cooperative, its activities generate the equivalent of an additional **4** full-time jobs in the local community for a total contribution to the local economy of **21** jobs.

Wages

We find that Pedal People pays its worker-members about **10%** more per hour than the industry average for trash collectors, and about **35%** more per hour for delivery services it offers than the industry standard. We also find that Pedal People provides its services at slightly less than half the relative overhead costs of the industry leader (Waste Management).

Dollar Contribution to the Local Economy

We estimate the total dollar amount contributed to the local economy by Pedal People to be about **\$390,000** for 2011 based on economic multiplier effects calculated for firms in the transportation sector. This includes over **\$14,000** in purchases of products and services from local businesses, with **\$210** in purchases from local coops.

Contribution to State and Local Revenue Base

We estimate the total revenue contribution made by Pedal People and its worker-members to Northampton government to be over **\$13,000** in 2011. We also estimate the total revenue contribution made by Pedal People and its worker-members to State government at over **\$10,000** in 2011.

ENVIRONMENTAL IMPACTS

CO2 Emissions Reduction

The choice of Pedal People to use bicycles for trash removal and produce delivery kept **75,000** pounds of carbon dioxide out of the atmosphere. Since the founding of the cooperative in 2002 their use of bicycles as opposed to trucks, considered to be the industry norm, has contributed to the conservation of **375,000** pounds of carbon dioxide.

Compost Kept Out of Landfills

Last year, customers using Pedal People's compost removal service kept over **130,000** pounds of compost out of local landfills. We project that Pedal People's compost removal service will have kept more than **545,000** pounds of compost out of landfills over the life of the program by the end of this year.

SPONSORS

We would like to thank the **Valley Alliance of Worker Cooperatives** and the **UMass Cooperative Economics Collaborative** for their support in this project.