

THE CASE FOR ACTIVE TRANSPORTATION

A higher quality of life in communities is derived from safer, healthier, supportive and prosperous environments, all of which can be increased by investing in bicycling and walking. However, biking and walking infrastructure are but two of a number of competing priorities for scarce community funds.

Making the case for active transportation investments to your peers, stakeholders or the public might be as simple as emphasizing those links between walking and bicycling and the quality of life; or it could be a more complicated recital of some of the facts and figures relevant to the region and your community.

Understanding the full benefits of biking and walking is key to convincing others that supporting investments in walking and biking is necessary.

Investing in active transportation initiatives in cities and regions across Southern California provides benefits to our quality of life in several ways, including increased safety, mobility, health and equity as well as improves the local economy.

Active transportation benefits

