

# HEALTH + WELLNESS BENEFITS

Well-planned active transportation facilities improve safety and encourage more people to walk and bike, which in turn improves community health. Easily accessible walking and cycling facilities encourage people to incorporate physical activity into their daily lives, which ultimately improves community health. Creating a better physical environment that encourages walking, bicycling, and use of other active modes has numerous health benefits, including reducing the rate of obesity and obesity-related health issues like heart disease and Type 2 diabetes, reducing the risk of some types of cancer and reducing the risk of premature death. Additionally, regular walking and biking support the heart and lungs, build better bones and muscles, help with weight management, and even improve sleep quality.

# 64%

OF ADULTS IN WISCONSIN ARE EITHER OVERWEIGHT OR OBESE.<sup>1</sup>

WISCONSIN COULD SAVE

# \$11.96

# BILLION

IN HEALTH CARE IF THE AVERAGE RESIDENT TRIMMED JUST 5% FROM THEIR BODY MASS INDEX (BMI) BY 2030.<sup>2</sup>

ADDING JUST **15 MINUTES**  
OF DAILY WALKING WOULD INCREASE  
PRODUCTIVITY AND EXTEND LIFE  
EXPECTANCY.<sup>3</sup>

WALKING CAN INCREASE YOUR  
CREATIVE INSPIRATION BY  
AS MUCH AS

# 60%

PEOPLE THAT RIDE A BIKE, EITHER  
INDOORS OR OUTDOORS, HAVE  
**21.6% FEWER**  
BAD MENTAL HEALTH DAYS.<sup>5</sup>

Biking and walking are not only good for the body. Bicycling and walking also do wonders for the mind. Studies show that choosing to bike or walk can improve negative moods, ward off depression, anxiety, and other mental health issues, and improve self-esteem. Getting exercise by biking or walking can help to increase blood flow, release endorphins that make you feel good, and reduce overall stress. Walking and biking can also help with stress relief and increase energy and stamina. Numerous studies prove that exercise improves cognitive function as well.

# SAFETY BENEFITS

One of the leading causes of preventable death in the U.S. is traffic collisions, and people walking and bicycling account for 19 percent of all traffic fatalities annually.<sup>6</sup>

Bicycle and pedestrian infrastructure support everyone in the community, whether we need to or choose to bike and walk to get to our jobs, schools, stores, or services. We all want to feel safe and comfortable.

Planning for safety requires a multi-modal approach of accommodating pedestrians, bicyclists, and motorists as they share space on and along our roadways. Increasing safety for all roadway users is an important health objective for all communities in the region. Infrastructure improvements for walking and biking, while creating safe places for active transportation, have also been associated with an increase in safety for people driving. Studies from across the world also suggest that the risk of injury or death in a collision with motor vehicles declines as more people walk or bicycle.<sup>7</sup>

In addition to the presence of bicycle and pedestrian infrastructure, posted speed limits have a critical impact on safety and survivability in cases where there are crashes.

When hit by a vehicle traveling...



...Pedestrians have a...



# 1,460

CRASHES IN WISCONSIN INVOLVED PEDESTRIANS IN 2019;

# 759

CRASHES IN WISCONSIN INVOLVED A BICYCLIST IN 2019.



# ENVIRONMENTAL BENEFITS

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Transportation is the leading contributor of greenhouse gases that contribute to climate change. In fact, vehicles are responsible for 29% of all greenhouse gas emissions in the United States.<sup>8</sup> Replacing motor vehicle trips with pedestrian and bicycle trips can have a measurable impact on the environment. Walking and biking play an important role in improving our quality of life. Improving the environment, in turn, brings added health benefits that come from cleaner air, less traffic noise, and fewer vehicle crashes.

## CONGESTION MANAGEMENT

**45%**

OF TRIPS IN THE U.S. WERE THREE MILES OR LESS.<sup>9</sup> A DISTANCE EASILY COVERED BY BICYCLE OR FOOT.

**6 million**

TONS OF CO<sub>2</sub> AND

**700 million**

GALLONS OF

FUEL COULD BE SAVED EACH YEAR IF WE CHOOSE TO BIKE OR WALK INSTEAD OF DRIVING.<sup>10</sup>

In addition to benefiting community health, safety, and the environment, bicycling and walking can promote thriving economies. The bicycle industry alone contributes approximately \$1.42 billion annually to the Wisconsin economy by supporting over 13,000 jobs and generating \$83 million in state and local taxes.<sup>11</sup> Providing bicycle and pedestrian facilities can increase jobs, property values, spending, and tourism in Wisconsin. On a community scale, bicycle and pedestrian infrastructure projects are typically less expensive than automobile-related infrastructure. Bicycle and pedestrian-supportive design can enable residents to take short trips to local businesses by walking or cycling, instead of driving to services farther away in adjacent communities, in turn, encouraging residents to shop more often and spend more money in their communities. Additionally, bicycle and pedestrian facilities can positively impact the value of a home. Studies have shown that neighborhoods that invest in trails or bicycle and pedestrian infrastructure have higher property values.<sup>12</sup>



## ECONOMIC BENEFITS

THE BICYCLE INDUSTRY ALONE CONTRIBUTES APPROXIMATELY

**\$1.42 BILLION**

**ANNUALLY**

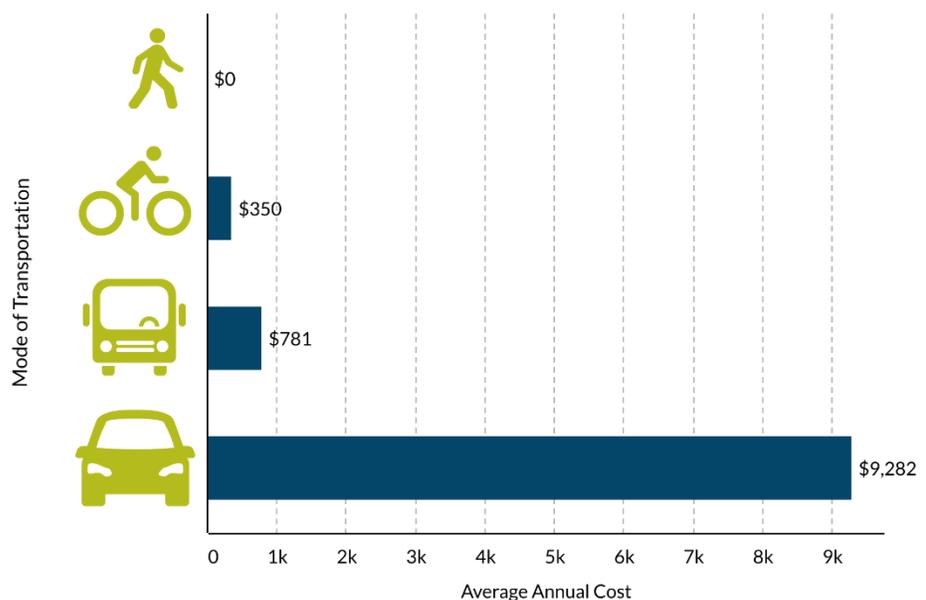
TO THE WISCONSIN ECONOMY.<sup>11</sup>

HOUSES IN WALKABLE AND BIKEABLE NEIGHBORHOODS HAVE PROPERTY VALUES

**\$4,000 TO \$34,000**

**HIGHER.<sup>12</sup>**

Americans spend more on transportation than any other category except housing. Choosing to walk or bicycle for daily trips can significantly lower this cost.



- 1 <https://www.dhs.wisconsin.gov/physical-activity/wisdata.htm>
- 2 <https://archive.ionline.com/news/health/state-health-care-costs-could-fall-by-nearly-12-billion-if-residents-drop-weight-report-finds-ik6tfau-170173826.html/>
- 3 <https://www.reuters.com/article/us-health-fitness-economy/an-extra-15-minute-daily-walk-could-boost-global-economy-study-idUSKBN1XG00J>
- 4 <https://www.bicycling.com/news/a22787278/cycling-mental-health-benefits/>
- 5 <https://news.stanford.edu/2014/04/24/walking-vs-sitting-042414/>
- 6 [https://safety.fhwa.dot.gov/ped\\_bike/#:~:text=Each%20year%2C%20unfortunately%2C%20pedestrian%20and,injured%20in%20roadway%20crashes%20annually.](https://safety.fhwa.dot.gov/ped_bike/#:~:text=Each%20year%2C%20unfortunately%2C%20pedestrian%20and,injured%20in%20roadway%20crashes%20annually.)
- 7 <https://www.aarp.org/livable-communities/getting-around/info-2016/why-bicycling-infrastructure-is-good-for-people-who-dont-ride-bikes.html>
- 8 <https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions>
- 9 <https://www.bikeleague.org/content/national-household-travel-survey-short-trips-analysis>
- 10 <https://www.adventurecycling.org/routes-and-maps/us-bicycle-route-system/benefits-and-building-support/environmental-impact/>
- 11 <https://wisconsin.gov/Documents/projects/multimodal/bike/econ-impact.pdf>
- 12 [https://nacto.org/docs/usdg/walking\\_the\\_walk\\_cortright.pdf](https://nacto.org/docs/usdg/walking_the_walk_cortright.pdf)
- 13 <https://www.aaa.com/autorepair/articles/average-annual-cost-of-new-vehicle-ownership>
- 14 <https://www.statista.com/statistics/1052653/us-consumer-spending-public-transportation/#:~:text=In%202020%2C%20people%20in%20the,intracity%20fares%2C%20and%20taxi%20fares.>

