

Good things happen when Lexington invests in active transportation.

We reduce traffic congestion.

A Canadian study found that when cities opt to invest in "active transportation," traffic and congestion decrease significantly.

Benefits of reduced traffic include:

1. More reliable travel times
2. Reduced delays caused by traffic accidents
3. Increased access to city facilities and services, and
4. Reduced transportation costs.

We save money.

Why should our town be interested in reducing local traffic? It will save money! Reports have found that traffic jams can cost a major city nearly \$3.3 billion each year. **Cutting traffic can have an extremely beneficial effect on a town's budget.**

Social benefits abound.

Cities that have embraced biking and walking campaigns tend to be happy, healthy, educated, and economically stable. Residents in towns where bicycling and walking are popular have the opportunity to connect and engage with like-minded people. Biking and walking help to foster a community spirit and feeling of unity.

Portland is a prime example.

Portland, OR is a great example of how a city investing in alternative modes of transportation can thrive. Since the 1980s, Portland has embraced bicycling and walking in the city. It has dedicated millions of dollars to education efforts and making changes to infrastructure for bicyclist and pedestrian safety.

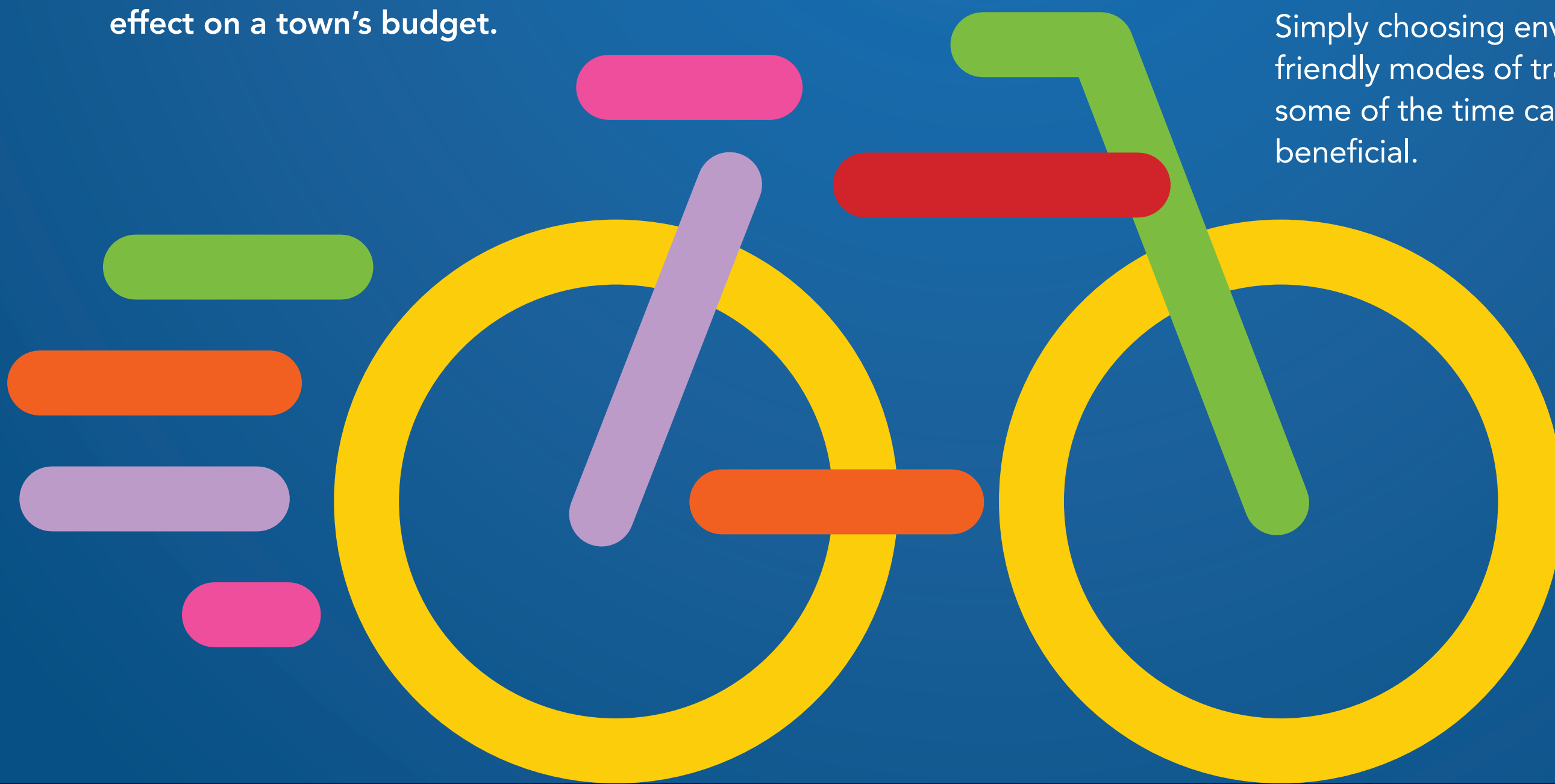
As a result, it is best known for having some of the happiest, healthiest, and most socially-conscious citizens in the country. Portland's booming economy is thanks, in part, to the city's willingness to embrace alternative transportation.

We help our environment.

The climate is changing, and transportation is a leading cause. In fact, transportation is the leading contributor of greenhouse gases and global warming.

Reducing traffic by choosing to bike or walk can reap incredible environmental benefits. Consider ditching your car and hopping on a bike or walking the next time you need to go somewhere.

Simply choosing environmentally-friendly modes of transportation some of the time can be incredibly beneficial.



Lexingtonians are finding greener, active and healthier ways to go to work. **Join the movement.** Find out how to get your workplace on the move, bike maps, tools and incentives at LexAreaMPO.org



**ON THE
MOVE**
Join the Movement