



PROJECT GOALS / BENEFITS of WALKABLE & BIKE-FRIENDLY COMMUNITIES

Increases residential property values by **\$64 Million** across the state
Economic impact analysis from 2013 NCDOT WalkBikeNC Plan

ENVIRONMENTAL BENEFITS

"Integrate land use and transportation policies to limit impacts to sensitive land, focus development in prime locations, encourage trips by modes other than personal automobiles, and enhance the region's quality of life."
Goldsboro Long-Range Transportation Plan, p. 2-15



Before and after diagrams of a transformed suburban community from the *Sprawl Repair Manual*.

Sidewalks, bike lanes, paths, and greenway trails help to reduce vehicle emissions, fuel consumption, and congestion.

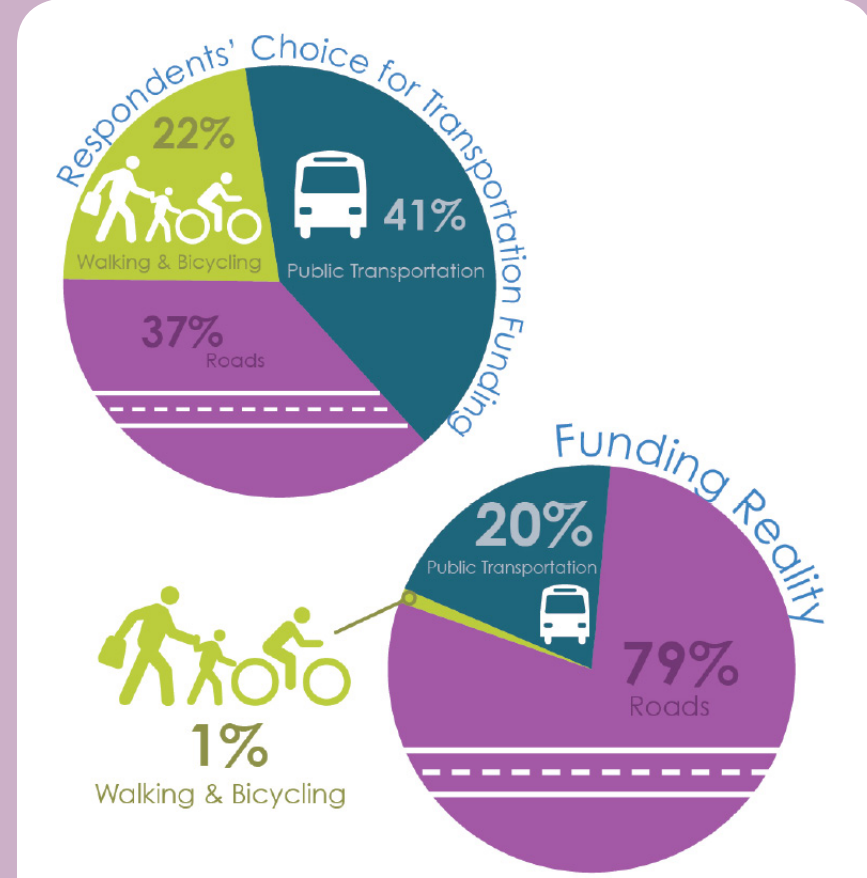
Replace 2 miles of driving with walking or biking x 365 days =

730 lbs of carbon dioxide prevented from entering the atmosphere!

The natural buffer zones that occur along greenways protect streams, rivers, and lakes, preventing soil erosion and filtering pollution caused by agricultural and roadway runoff.
Arendt, R. (1994). Rural by Design. American Planning Association, Chicago, Illinois.

MOBILITY BENEFITS

17% Seventeen percent of occupied households in Goldsboro do not have access to a vehicle.
US Census Data



Walking and biking infrastructure is among the most cost-effective forms of transportation investment.

Walking and Bicycling facilities provide efficient commuting options.

70% If bicycling and walking accommodations were improved, more than 70% of North Carolinians said they would walk and bike more for their daily needs.
NC Bicycle and Pedestrian Safety Summit 2011



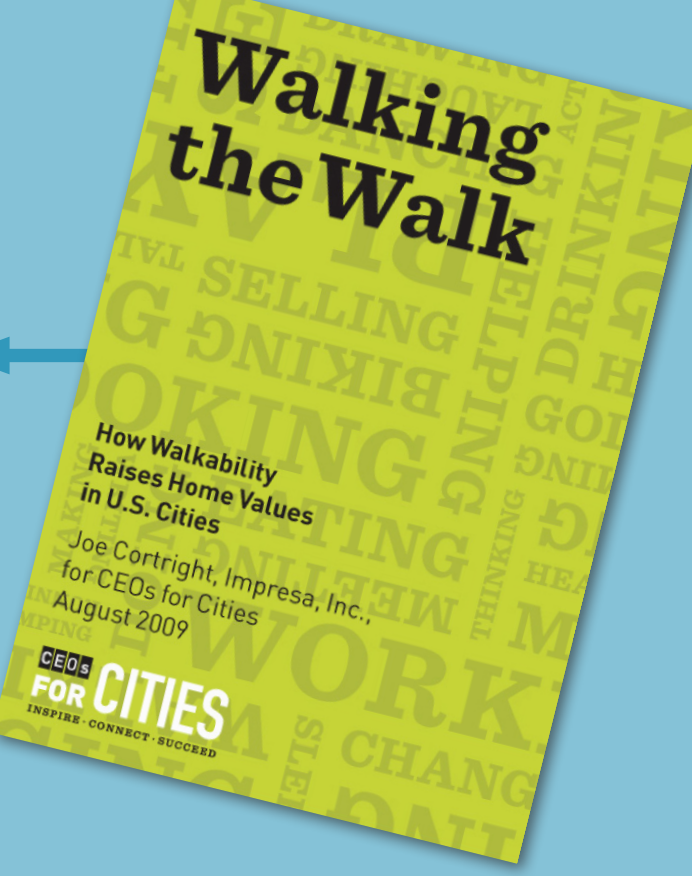
ECONOMIC BENEFITS



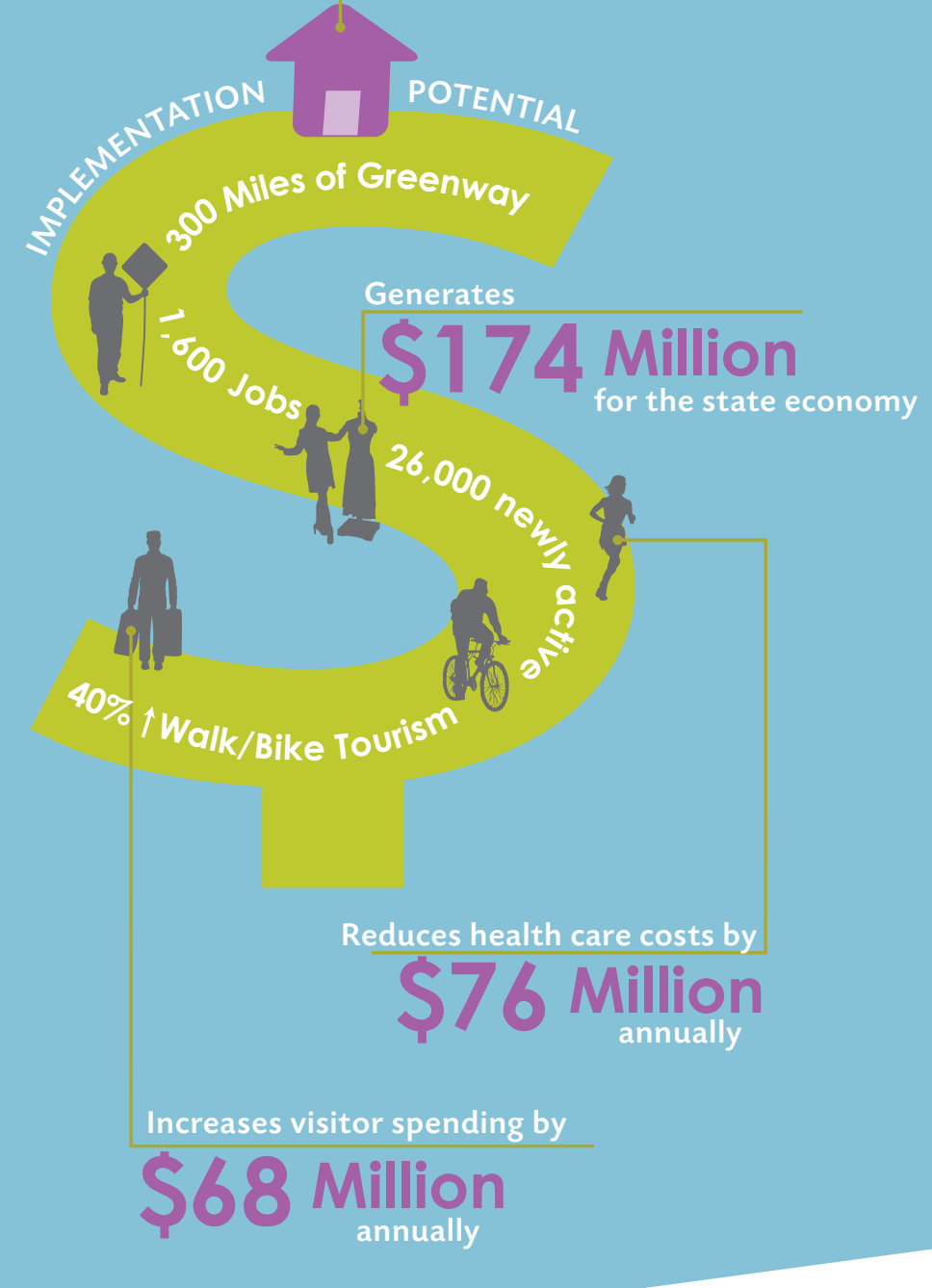
An initial investment of \$6.7M in walking and bicycling facilities has generated \$60M in annual bicycle-related tourism revenue in the Outer Banks.



Property values are higher by \$4,000 to \$34,000 in walkable areas.



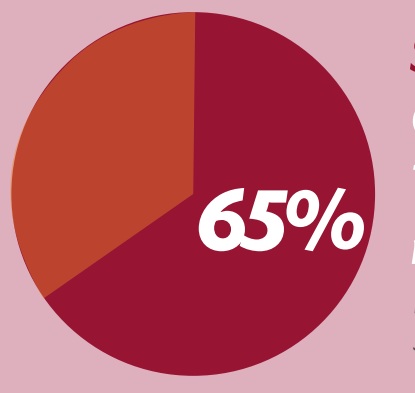
Businesses, residents, and visitors consider quality of life factors like walkability and bikability when choosing locations to settle. Goldsboro needs to better position itself to take advantage of this economic opportunity.



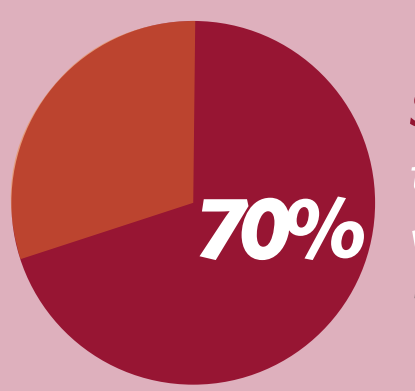
HEALTH BENEFITS

Walking and bicycling facilities promote an active, healthy lifestyle.

A Charlotte, NC, study found that residents who switched to walking to and using light rail for their commute weighed an average of **6.5 pounds** less than those who continued to drive to work.
American Journal of Preventive Medicine 39(2): 105-112.



Sixty-five percent of adults in North Carolina are either overweight or obese. The state is also ranked **5th** worst in the nation for childhood obesity.
North Carolina DHHS, Physical Activity and Nutrition Branch, Eat Smart, Move More NC. The Obesity Epidemic in North Carolina.



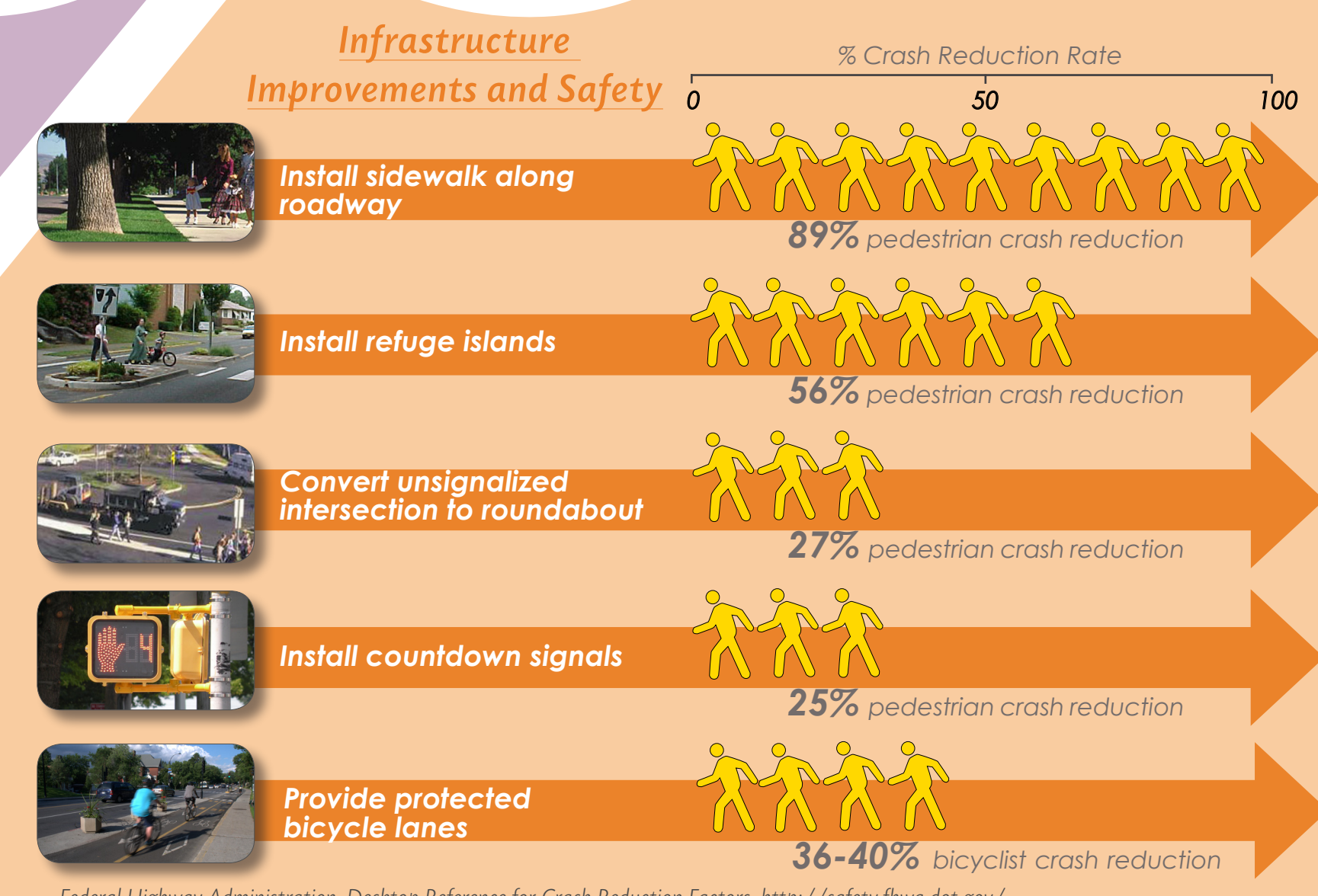
Seventy percent of North Carolinians said they would walk or bike more if connected with a safe bicycle and pedestrian network.
NCDOT WalkBikeNC

Accessible Pedestrian & Bike Trails **SAVE** Direct Medical Expenses⁵

SPEND \$1.00 **\$3.00**

Chenoweth, David. (2012). "Economics, Physical Activity, and Community Design." North Carolina Medical Journal 73(4): 293-294.

SAFETY BENEFITS



Perspective: NC is ranked the **10th** worst state for walking and **7th** most dangerous for bicycling.

Safety by the Numbers:

188 Number of known crashes involving a pedestrian or a bicyclist in Goldsboro between 2007-2011

#1 The #1 goal of the Wayne County Health Department is to reduce the burden of chronic disease among County residents.
Goldsboro Comp. Plan

Federal Highway Administration. Desktop Reference for Crash Reduction Factors. <http://safety.fhwa.dot.gov/>