A Goal To Strengthen Local Economies by Enhancing Places

Return on Investment
Maximize economic competitiveness and return on investment by creating more attractive, walkable, and bikable communities through additional NCDOT, public, and private funding.
Present Day Challenges

Businesses, residents, and tourists are considering quality of life factors like walkability and bikability when choosing locations to settle. North Carolina needs to better position itself to take advantage of this economic opportunity. Investments in pedestrian and bicycle infrastructure and programs will result in a significant return on investment.

Actions + Opportunities for the Future

- Expand Main Street Program with Complete Streets elements.
- Promote statewide walking and bicycling attractions.
- Enhance VisitNC.com and AccessNC.com to include quality of life measures such as greenways.
- Track return on investment such as job creation, business development, home prices, retail sales, and tourism related to the walkability and bikability of North Carolina communities.
- Educate the public about economic benefits of walkable and bikable communities.

Implementation:

- 300 miles of Greenway
- 1,400 jobs
- 26,000 newly active cyclists
- 40% of Walk/Bike Tourism
- Reduces health care by $76 Million annually
- Increases visitor spending by $68 Million annually
- Generates $174 Million for the state economy
- Increases residential property values by $64 Million across the state