



A Goal To Strengthen Local Economies by Enhancing Places

Competitive **Return on Investment** **Attractive**

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.

For detailed information and full action steps, see the WalkBikeNC Plan.

Increases residential property values by

\$64 Million
across the state

