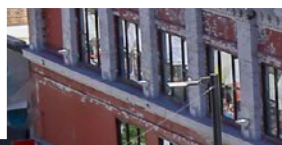




Talking About

Economic Benefits of Activity-Friendly Communities



Be a champion for activity- friendly communities.

These talking points and questions can be used to start the conversation around activity-friendly communities with local decision makers and community members.



Good for business, people, and the environment

Start the conversation by asking:

How would an activity-friendly community be **good for us and our neighbors**?

What are some **examples of activity-friendly places or infrastructure** in our community?

- Activity-friendly communities **create economic opportunities**.
- Economic opportunities **help attract employees, customers, and patrons** who want to live and work near jobs, businesses, and services that are **convenient and easy to access**.
- People in thriving communities **live longer and report better health**, contributing to **lower health care costs and increased productivity for employers**.
- When communities make it easy and convenient to walk or bike to ample job opportunities, businesses, and services, they create **shared economic prosperity**, which helps **people feel connected** and promotes the community's **overall health and economy**.

Keep the conversation going by asking:

- What are some **untapped opportunities** and possibilities for activity-friendly plans or development in our community?
- What could the **future version** of our community look like?
- How could our community benefit most from more places to safely **walk, bike, run, or roll**?



Support community priorities

Start the conversation by asking:

What issues are important to **people in the room?**

What plans and solutions are being considered to address **what our community cares about**, whether it's housing, traffic, or economic growth?

- Activity-friendly development **solves problems and addresses needs** in almost every sector: transportation, land use and planning, zoning, housing and real estate development, and business.
- Activity-friendly communities can address community transportation and housing priorities by **reducing congestion, adapting to changing travel needs, or increasing housing without increasing traffic congestion or sprawl.**
- Policies and investments that **support a range of housing options**, including smaller and multifamily homes, can help increase affordability and walkability.
- For communities focused on economic issues, activity-friendly places can **boost business and tourism** to bring in needed tax revenue.

Keep the conversation going by asking:

- Have you considered **activity-friendly development** to address community priorities?
- What **different fields, sectors, or groups** in the community are involved?

A worthwhile investment

Start the conversation by asking:

What types of projects are **tax dollars currently being spent on?**

Where are the **transportation safety problems** in your community?

- The increased productivity, opportunity, and stability resulting from activity-friendly investments can lead to **greater revenue** from taxes, sales, and business to support community needs, infrastructure, and initiatives.
- This incremental, sustainable development can **increase property values** while **retaining existing residents and businesses**. These opportunities for economic recovery can benefit the whole community.
- **Need more funding?** There are now more resources available than ever before for projects to support activity-friendly communities including the [Bipartisan Infrastructure Law \(t4america.org/iija\)](https://t4america.org/iija).
 - Federal transportation dollars can be spent on much more than just roads and pavement. They can be used to improve safety, which means **more funds for activity-friendly places**.
 - Many funding streams are *dedicated* to activity-friendly projects, and many others are *eligible* for activity-friendly projects.

Keep the conversation going by asking:

- How do you think you can use **federal dollars to address transportation safety problems?**
- How are decision makers taking advantage of the **expanded opportunities** in the Bipartisan Infrastructure Law?





Save money

Start the conversation by asking:

What **traffic safety or congestion projects** are we postponing right now due to cost?

Where could we avoid having to build more roads by finding a **better and more affordable solution**?

- **Routine maintenance** such as repaving roads and repairing bridges can provide a lower-cost opportunity to calm traffic to make walking safer and more pleasant while easing the flow of vehicles.
- **Sidewalks, bike lanes, and trails cost less** to build and maintain in comparison to roads for vehicles. For example, bike lanes can go in existing road shoulders, parking lanes, or narrowed traffic lanes.
- Communities often tap into **non-traditional options to fund infrastructure projects**: local option sales taxes, fuel taxes, utility fees, and motor vehicle fees; state infrastructure banks; and public-private partnerships.

Keep the conversation going by asking:

- Are there alternatives to increasing vehicle traffic that bring other benefits like **lower costs and better quality of life**?
- What are some **lower cost opportunities in the community** for traffic safety and congestion reduction?

Anticipate success

Healthy communities are desirable communities

Healthy development means different things for different

people: In some places, a trail network or a bus route connecting to nearby towns may be enough to help local businesses thrive. In other places, a different balance may be needed, like preserving open spaces and natural resources. Local governments have many tools to include resident voices in community development decisions and provide incentives for smart growth.

Include community residents in development solutions and

decision-making: Community-based planning and engagement can help ensure that changes address community goals and avoid unintended consequences. For example, policies that help existing businesses keep jobs in the community and help retail prices remain affordable can ensure that current residents and businesses aren't priced out and communities remain stable.

Find the right approach for your community: It's critical to weigh the pros and cons of different policy tools and strategies in your context to support current residents and businesses through healthy development.

Know before you go

Be aware of displacement concerns: Activity-friendly improvement projects can have unintended consequences such as residential, commercial, or cultural displacement. Consider how concerns about displacement might prevent residents from engaging in community improvements. Many municipalities have success stories to share with specific steps they took to protect people, jobs, and ways of life, and ensure that projects benefited the entire community.

Want more resources to create activity-friendly communities?



Visit [NCCOR.org/activityfriendly](https://nccor.org/activityfriendly) for a full resource collection featuring:

- **ECONOMIC INDICATOR LIBRARY:** The library highlights 10 economic indicators that public health practitioners, community planners, and decision makers can use to monitor economic change as a result of creating activity-friendly communities. The indicators were identified by experts in housing, transportation, public health, and economics to be high quality, highly feasible, and have high influence on decision making. Learn strategies on how to improve these economic indicators.
- **MAKING THE BUSINESS CASE FOR ACTIVITY-FRIENDLY PLACES FACTSHEET:** Bring this factsheet with you to a community town hall or meeting to share an overview of 10 measurable benefits of activity-friendly places, popular approaches to creating activity-friendly places, and case studies.
- **CUSTOMIZABLE PRESENTATION:** Download our PowerPoint presentation, which you can customize. The template allows you to insert your own data and images and choose what benefits to emphasize based on the needs of your community.
- **RESEARCH ARTICLES AND OTHER RELEVANT RESOURCES:** Learn more with two research articles NCCOR published about the benefits of investing in activity-friendly environments, as well as resources and tools from other organizations.



The National Collaborative on Childhood Obesity Research (NCCOR) brings together four of the nation's leading researchers to accelerate progress in reducing childhood obesity in America.

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