



Accelerating Active Transportation in Northern Virginia

Break Out Session #1: Business Case for Active Transportation

March 25, 2021

Housekeeping

- ❑ Today's break-out sessions are being recorded.
- ❑ Closed captioning is available at all sessions.
- ❑ All attendees have been muted. Please put questions in the chat box.
- ❑ Today's presentations and session recordings will be available on the George Mason transportation site at <http://transportation.gmu.edu>

Panelists



Ralph Buehler, Program Chair and Professor, Urban Affairs and Planning, School of Public and International Affairs, Virginia Tech



Jay Corbalis, Vice President, Public Affairs, JBG Smith



Christopher Zimmerman, Vice President for Economic Development, Smart Growth America



Tom Kaiden, Chief Operating Officer, Visit Alexandria

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Key takeaways:

- Biking and walking has numerous measurable economic benefits, both direct (such as tourism and bike sales) and indirect (such as lower health and environmental costs)
- Economic productivity (such as retail sales) and property values go up in walkable areas – that value can be measured instead of “value of travel time”
- Walkable urban communities attract employees and employers
- Local businesses often benefit from trails and other active transportation facilities, though the benefits aren’t always understood before a project
- Share your experiences and knowledge with decisionmakers and stakeholders to help communicate the benefits – deliver your message in the right moments