

**"Getting more people on bikes, more often by advocating for bicycling infrastructure and a dynamic bicycling culture."**



## Health Epidemics, Pollution, Congestion, and Stress



These are scary words and they are all things that driving cars can contribute to. The national obesity rate, especially among children, is growing<sup>[1]</sup>. This alarming trend has sometimes been referred to as an epidemic and can be partly attributed to the sedentary nature of our society. Cars also contribute to a less desirable environment. Whether you believe in global warming or not, it is hard to deny that automobiles produce a lot of nasty pollution<sup>[2]</sup>. Even in Western Wisconsin you can experience traffic congestion! Who needs the stress? "So what can I do," you ask? Replace trips by car with trips by bicycle whenever feasible.

## Why Bicycling?



It's simple, bicycling produces no pollution and leads to a healthier and greener world, individuals and community<sup>[3]</sup>. The National Household Transportation Surveys<sup>[4]</sup> have shown that a forty percent of trips Americans make in their cars are less than 2 miles, a distance easily and quickly covered by bicycle. Plus bicycling can save you a load of cash. Remember gas prices in 2008? You will also begin to experience your community from a different perspective and inter-

act with it in new and positive ways. By advocating for improved bicycling infrastructure, offering educational programs and outreach activities, the Driftless Region Bicycling Coalition promotes and nurtures one of the greenest and healthiest activities you can participate in!

## Our Challenge to You!

The members of the DRBC challenges everyone to make a commitment to start replacing shorter trips by car with bicycling. Encourage your kids to bike to school (you can ride with them!) or friend's houses rather than chauffeuring them around by car. Go slow, it's not always a race and you will find yourself, your family and eventually the world a healthier and greener place.

Join us in May for the National Bike to Work Week. There will be lots of activities and opportunities for you to learn more about bicycle commuting. To learn more visit our website: [www.driftlessbicycle.org](http://www.driftlessbicycle.org).

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## What does the DRBC Do?



The DRBC is a member based advocacy organization that works for a brighter cycling future in the Driftless Region of Wisconsin. We work to make bicycling in the Driftless Region safer and more accessible to all through effective advocacy. DRBC works with local, regional and state entities to ensure that bicycling is included in planning and development of infrastructure improvements.

We also present educational programs and events for children and adults, as well as organize rides and other social activities for all levels of bicyclists. We believe that bicycling can help start making the greener future we all want come true!

## We Believe:

- Bicyclists have the right to a safe cycling environment
- A strong cycling infrastructure promotes biking
- All types and styles of bicycling have value
- All users are part of the transportation system
- Bicycles have an equal right to use the road
- Bicycles and all other users have the responsibility to use the road/resources legally
- Employers benefit by supporting employees who bicycle commute to work
- Bicycling economically benefits communities
- Bicycling positively impacts the health of people
- We need to educate our youth and the public about safe use of bicycling and sharing the roadways

## DRBC Mission:

At DRBC we are about getting more people on bikes, more often by advocating for bicycling infrastructure and a dynamic bicycling culture.



### References:

1. Center for Disease Control (<http://www.cdc.gov/obesity/>)
2. Union of Concerned Scientists ([http://www.ucsusa.org/clean\\_vehicles/vehicle\\_impacts/cars\\_pickups\\_and\\_suvs/cars-trucks-air-pollution.html](http://www.ucsusa.org/clean_vehicles/vehicle_impacts/cars_pickups_and_suvs/cars-trucks-air-pollution.html))
3. Andersen LB, Schnohr P, Schroll M, Hein HO: All-cause mortality associated with physical activity during leisure time, work, sports and cycling to work. Archives of Internal Medicine 2000, 160:1621-1628
4. National Household Transportation Survey (<http://nhts.ornl.gov/>)