

BICYCLING IN MADISON

The Madison Mayor's **Platinum Bicycling Committee** has concluded that the bicycle is a vehicle for positive social change. Madison has long been one of the best places to bicycle in America. And Madison has the opportunity to distinguish itself by making visionary improvements to conditions for bicyclists in the city that would even further improve life here and make Madison THE national model for bicycle friendly communities.

In fall 2006 Madison Mayor Dave Cieslewicz formed the Platinum Biking City Planning Committee with the overall goals of:

1. Achieving the Platinum designation level through the League of American Bicyclists Bicycle Friendly Communities program, and...
2. Putting forward a roadmap - or bike path - for Madison to become the best city in the country for bicycling.

Health Promotion

The City of Madison ranks high as a healthy city on many surveys. This plan will complement and further the activities and goals of other plans and organizations working to improve the health of Madison residents.

Mayor Cieslewicz started the Fit City Madison health initiative to help address skyrocketing rates of obesity and the increase in sedentary lifestyles. The health benefits of regular physical activity are far-reaching: reduced risk of coronary heart disease, stroke, and other diseases; lower health care costs; and improved quality of life for people of all ages. Improving health lessens the impact of the growing health care crisis and decreases the money individuals spend on prescription drugs and that Madison spends on emergency health care.

Physical activity need not be unduly strenuous for an individual to reap significant health benefits. Even small increases in light to moderate activity, equivalent to bicycling for about 30 minutes a day, produce measurable benefits among those who are least active.

One of the best ways to sustain a physical activity program is to incorporate it into your day-to-day routine. Bicycling for transportation and recreation fits well with these goals.

Making bicycling a safer and easier choice for people also improves the health of the community.