



# ROUTE OF THE BADGER

## CREATING HEALTHIER COMMUNITIES IN SOUTHEASTERN WISCONSIN

The Route of the Badger offers a vision of healthy, thriving communities in Southeast Wisconsin centered around a regional trail system that connects people across neighborhoods, towns and counties. This world-class, 500-mile-plus active transportation network offers new opportunities for physical activity, tourism, recreation and stronger businesses along its route.



### EXPANDING SMART TRANSPORTATION OPTIONS

Route of the Badger will offer safe, bikeable, walkable transportation alternatives, giving people new ways to get where they want to go.



### FUELING STRONG BUSINESSES AND ECONOMIES

Vibrant regional trail systems are proven economic drivers, sparking tourism, trailside businesses and commercial opportunities along trail routes.



### IMPROVING PUBLIC HEALTH

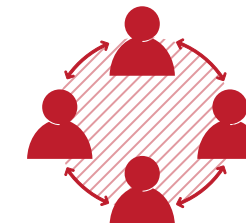
Route of the Badger will provide Southeast Wisconsin residents with new access to outdoor recreation, and tremendous potential for improved physical activity.



### ENHANCING REGIONAL COMPETITIVENESS

Route of the Badger will expand on the value trails bring to Southeast Wisconsin, enhancing the quality of place that is a key factor in attracting and retaining a younger, highly educated workforce.

**Imagine what's possible with a 500-mile-plus regional trail network.**



### PROMOTING SOCIAL EQUITY

Comprehensive trail systems can bridge gaps within and between communities, providing access to safe transportation, physical activity and outdoor recreation, improving health and quality of life for socially disadvantaged residents.

**Join the movement to bring Route of the Badger to reality.**

**Sign on at [RailstoTrails.org/RouteoftheBadger](https://RailstoTrails.org/RouteoftheBadger)**