

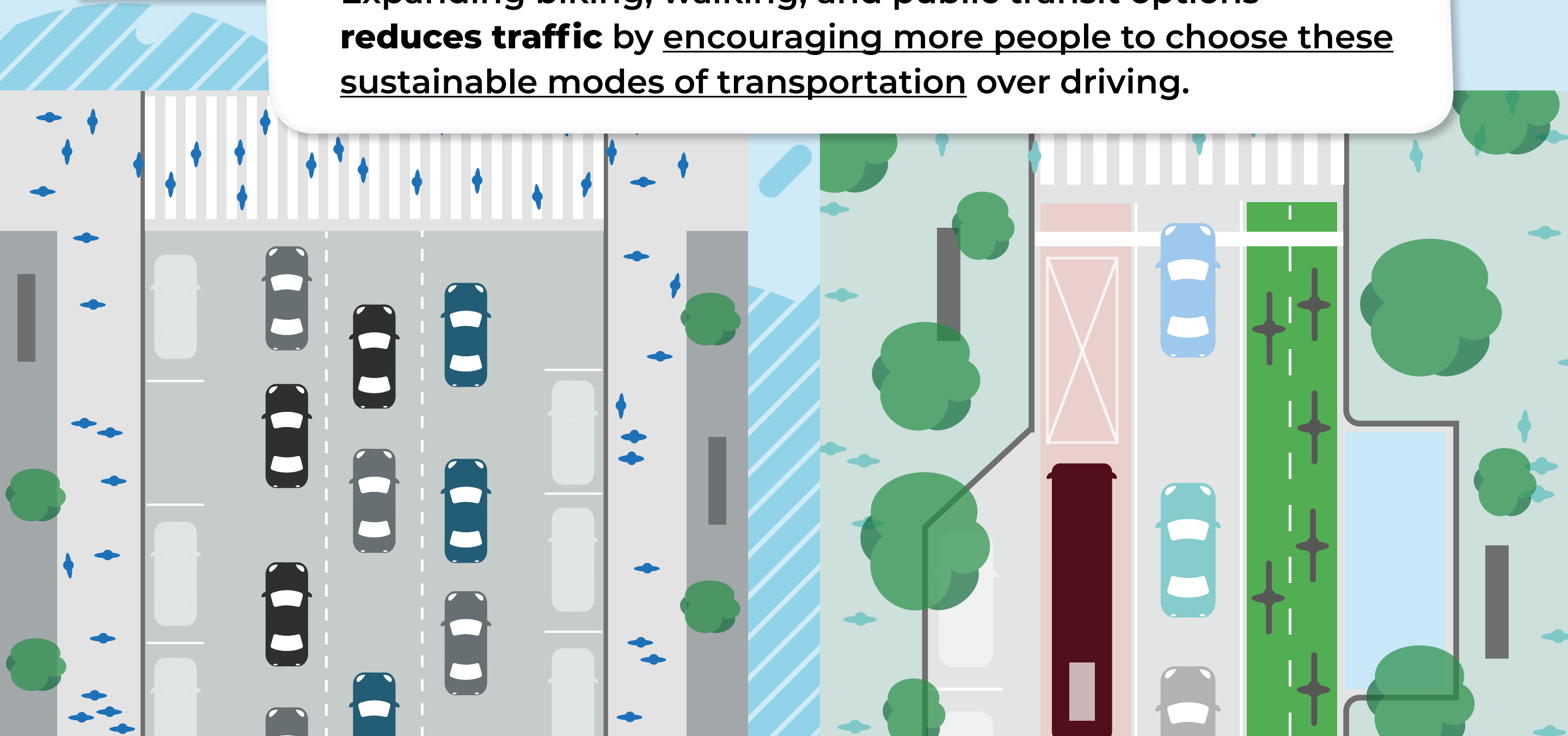
### MISCONCEPTION



“Building more bike lanes and pedestrian areas will just increase traffic.”

### REALITY

Expanding biking, walking, and public transit options **reduces traffic** by encouraging more people to choose these sustainable modes of transportation over driving.



A study by the European Cyclists' Federation found that in dense urban areas, a bike lane can move up to 7,500 people per hour, compared to just 2,000 in a car lane.

**Health & Environment Benefits:** Fewer cars means cleaner air, more physical activity, and fewer traffic injuries.



## CASE STUDY: Oslo, Norway



The Car-Free Liveability Programme, launched in 2016, led to car traffic in the city centre reducing by 19% in 2019, while bicycle use rose by 77% between 2014 and 2020. This successful initiative resulted in cleaner air and lower rates of respiratory illnesses, enhancing overall public health. Oslo is now a model for sustainable, people-friendly cities worldwide.