

April 16, 2012

News Release

For Immediate Release

"Smart Transportation" Initiative Announcement April 19

A major initiative promoting "smart transportation" in Springfield will be unveiled Thursday, April 19, 7 p.m., at the City Utilities of Springfield training building auditorium, 301 E. Central, Springfield.

The program seeks to improve public health and Springfield streets by raising awareness of the benefits of diversifying and improving transportation choices to include a more sensible mix of walking, biking, public transportation and driving, as well as by securing private and public funding for promotion and related infrastructure improvements, organizers say.

The unveiling will cap an evening with "The Metal Cowboy," Joe Kurmaskie of Portland, Oregon, a national biking advocate, storyteller, satirical performer and bestselling author of seven books about cycling.

"This program is an idea whose time is come," says Adib-Yazdi. "The active transportation movement is catching on all over the country as a way to become healthy, save money, and improve the community. Springfield's getting ready to join that movement in a big way."

The initiative is backed by a unique combination of not-for-profit organizations, municipal agencies, and private companies and individuals. Conceived by Ozark Greenways, the effort has the support of the City of Springfield, City Utilities, CU Transit Services, the Springfield Planning Department, the Healthy Living Alliance, Springfield-based national marketing firm The Team Inc., local web design agency Demi Creative, and public advocate Bruce Adib-Yazdi, architect at Butler Rosenbury & Partners, among others.

For more information, contact: Terry Whaley, Executive Director, Ozark Greenways, (417) 864-2014, terry@ozarkgreenways.org

Related Events

Bike to Work Week, May 14-18, will be a fun community challenge to leave the car behind for at least one day. For more information, visit ozarkgreenways.org.