

# Blue Zones

'Scientific studies suggest that only about 25 percent of how long we live is dictated by genes, according to famous studies of Danish twins. The other 75 percent is determined by our lifestyles and the everyday choices we make.'

— Dan Buettner, Blue Zones Project founder

During 'Mobility Week' people are encouraged to walk, bike or take local transit to a destination. NAPLES DAILY NEWS FILE PHOTO



## Mix up your mobility

Mobility Week takes place Oct. 25 through Nov. 1. Walk, bike or take public transit



**Jessica Ayerscrane**  
Guest columnist

It's hard to imagine a world without safe and efficient transportation. Whether it's by foot, car, plane, train, bicycle, or public transport, how we get to and from any location becomes an important decision that can have positive and negative effects in our community and the world around us. That's why Mobility Week is an ideal time to explore the role the built environment plays on our transportation choices, and experiment with practical solutions to tackle urban challenges such as traffic congestion and air pollution.

Mobility Week was started by the European Commission for Sustainable Urban

Mobility in 2002 with the objective to improve public health and quality of life through promoting clean mobility and sustainable urban transport.

In 2016, Mobility Week crossed borders with Florida Department of Transportation (FDOT) taking on the initiative to bring attention to safe multimodal transportation choices in Central Florida. They setup a collection of outreach events and their success prompted the expansion of the initiative statewide in 2018.

According to FDOT, 141 partners joined together last year to host 93 events across the state promoting safe multimodal transportation choices. The events included: family fun events, bicycle rides, bicyclist and driver safety trainings, bicycle helmet fittings, free transit rides and passenger giveaways, professional workshops, and free trolley rides.

This year, Blue Zones Project SWFL has teamed up with Collier Area Transit (CAT) to highlight Mobility Week in Collier County.

The Blue Zones Project is calling on the public to mix up your mobility.


If you bike, walk, or take transit to any destination, take a picture and share your story with us to be entered to win a dinner for two at a Blue Zones Project Approved restaurant of your choosing. In addition, CAT will be offering free rides all day on Nov. 1. So, if you've ever wanted to bike, walk, or take CAT to work, school, a restaurant, or a park, this is your week to try!

Happy traveling!

*Jessica Ayerscrane is a Community Policy Specialist for the Blue Zones Project in SWFL.*

### ON THE WEB


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