

# Fitness Friendly Business Program



KTMPPO is looking for interested businesses that are bike and/or pedestrian friendly to participate in the Fitness Friendly Business Program.

## What is a Fitness Friendly Business?

The Fitness Friendly Business Program recognizes local businesses as being bike and/or pedestrian friendly.

This program can drive economic success, decrease congestion, improve human health, and increase quality of life in the region.

## How do I Become a Member?

To be a member of the KTMPPO's Fitness Friendly Business Program, businesses must follow certain criteria. Businesses must provide cyclists and pedestrians with a refillable water station and access to bathrooms, plus an additional service to be part of this program.

## Business Benefits

There are several positive impacts for businesses that are fitness friendly.

- Bicyclists and pedestrians have more flexible income by saving on fuel and vehicle maintenance cost thereby allowing them to spend more on goods, hobbies, and recreational activities.
- Bicyclists and pedestrians are more likely to notice a business when riding on a bike verses traveling in an automobile.
- Most bike and walking trips are local trips meaning bicyclists and pedestrians are supporting the local economy.



## How will my business be recognized?

### KTMPPO will recognize your business by the following:

- Provide you with a decal you can display at your business recognizing you as being Fitness Friendly.
- Display the location of your business on the KTMPPO Bicycle/Pedestrian Web Map.
- ◆ Be featured in KTMPPO's quarterly newsletter, *Central Texas On The Move*.

## What is required for my business to be considered a Fitness Friendly Business?

For a business to qualify as fitness friendly, a business must fill out an application with a \$25 application fee, stating criteria that cater to cyclist and/or pedestrians. The application can be found online at [www.ktmpo.org](http://www.ktmpo.org). Your completed application will then be reviewed and evaluated to see if your business qualifies for the Fitness Friendly Business Program.



Visit <http://www.ktmpo.org/planning/bike-and-pedestrian/fitness-friendly-business-program/> for more information on the Fitness Friendly Business Program.

For questions regarding KTMPPO Fitness Friendly Business Program, please contact KTMPPO.

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The Killeen-Temple Metropolitan Planning Organization (KTMPPO) is responsible for coordinating transportation planning for the greater area around Killeen and Temple. By federal and state law, an MPO must be in operation in every urbanized area with a population over 50,000. KTMPPO Metropolitan Planning Area consists of Bell County, southern Coryell County and eastern Lampasas County, and includes two urbanized areas—Temple and Killeen, and two Texas Department of Transportation (TxDOT) Districts—Waco and Brownwood.

KTMPPO is governed by the Transportation Planning Policy Board (TPPB) which consists of elected officials from the planning area. The Technical Advisory Committee (TAC), which encompasses city administration staff, engineers, and planners, advises the policy board. The Central Texas Council of Governments (CTCOG) serves as the fiscal agent for the KTMPPO.

MPOs with an urbanized population over 200,000 are considered a large MPO or a Transportation Management Area (TMA). KTMPPO became a TMA in 2012 based on the 2010 census.