



## ONCE UPON A TIME...

Really not so long ago, people walked or used a horse and carriage to get to where they needed to go. The roads were mostly dirt or cobblestones.

Then bicycles came along and reshaped the city. People rode them to work and school. The roads became wider and were paved. The city adapted and changed.

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Bicycle = 0.1-2.3 hp  
Horse = 1 hp  
Segway = 2 hp  
Car = 100 - 600+ hp

# ENGINES OF CHANGE

Milwaukee is shaped by how you move through it.

Trolleys came along and connected neighborhoods and other cities. People could get farther than they ever had before. The city adapted and changed.

### HORSE POWER + INNOVATION = HORSEPOWER

Then cars came along. And for the first time, we could live anywhere and work anywhere else. We moved outward. We built highways and freeways. The city adapted and changed again.

#### THE SEGWAY

The Segway Personal Transport is a 2-wheeled, self-balancing, electric vehicle invented by Dean Kamen. It gets 25 miles per charge and has a maximum speed of 12.5 miles per hour. The Segway is currently used by police, mail carriers, and tourists.

You don't always have to travel in a straight line. You can harness the power of a horse to get you to your destination.

We will always need to get from one place to another. And there will always be new ways to move through the city. Some will reshape the city, some will blend in seamlessly.

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