

WORKPLACES: SIMPLE STRATEGIES TO PROMOTE WALKING & BIKING

Investing in active transportation improves business operations by increasing commute options, employee safety, and employee wellness. Employees can get to work easily by foot or bike if they live within a reasonable distance (up to 5 miles) and can also connect to transit and ridesharing.

Benefits to Employer

According to the National Center for Health Statistics, physically active employees are absent an average of two fewer days per year. Active commuters are also more likely to have a higher rate of productivity (<http://bit.ly/2a395Wi>) than drive-alone commuters due to physical activity and reduced stress.

Other benefits include:

- Recruitment and retention of workforce
- Compliance with AQMD or LEED requirements
- Contribution to the environmental health of your community
- More productive, healthier employees

Benefits to Employees

Walking, biking, or taking transit to work provides employees with opportunities to exercise as part of their commute, leading to health and financial benefits (<http://bit.ly/29X0kL7>).

Other benefits include:

- Physical exercise
- Stress reduction
- Cost savings
- Flexibility/work-life balance
- Convenience
- Options

How to Promote Walking and Biking at Work

1 Marketing

Internal marketing campaigns help convince employees to walk or bike. Key messages can be incorporated into existing marketing and communications, such as highlighting health benefits, cost savings and environmental incentives.

2 Safety Education

Safety education in the form of classes or printed materials can empower employees to choose active commuting and make them more comfortable during their commute.

3 Events

Employers can support employee safety by hosting themed events or sponsor their participation in regional or national events such as Bike to Work Day.

4 Incentive Programs

Employers can incentivize biking and walking to work as a way to boost AQMD rideshare programs and other transportation demand management strategies.

5 Infrastructure

Employers can encourage employees to walk and bike to work by providing end of trip incentives such as shower facilities, bicycle parking and bike share memberships.



COMMUTER PROGRAM STARTER KIT

Encouraging your employees to walk and bike is a great first step to promote active transportation at work. The following resources provide outreach materials and templates that you can customize and use.

To download these customizable resources, please visit gohumansocal.org.



Presentation

This resource offers ideas for what a presentation to your employees could include. It contains information on safety, driver awareness, tips, and employee benefits. This presentation is ready to be customized to suit your needs.



Event Flyer Template

This resource includes three template options advertising an event you could host for employees. The flyers are ready to be inserted with details about your specific event or customized with your own messaging.

10 Fantastic Reasons to Walk or Bike to Work!

As Southern California residents, we enjoy some of the best weather in the world. Biking or walking to work are a great way to enjoy our sunny days and blue skies, which are envied across the world. California has invested in a stream of improvements to cyclist and pedestrian infrastructure in recent years, making active commuting a more convenient option for residents. More and more people are choosing to bike to work and you could too!

Here are 10 Fantastic Reasons to Bike or Walk to Work!

10 – **Get rid of that gym membership.** Americans spend over \$700 on gym memberships per year. Building your workout into your commute helps you create a regular workout routine that helps burn those extra calories, and puts that money right back into your pocket.

9 – **No more fighting for a parking spot.** In fact, if enough people decide to bike or walk instead of driving to work, we could have more beautiful communities – more parks than parking lots.

Sample Email Blast

Encourage your employees to imagine the benefits of an active commute by email. It can be customized or sent as is.



Bicycle & Pedestrian Safety Guide

This guide includes essential safety tips for employees who walk and bike, designed in a flyer format to pass out at events, or leave out for anyone interested to pick up.