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/2a395Wj] 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.
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.

**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.