

Green Commute Week & Bike/Walk to Work Day 2010

Employer Summary



Bike/Walk to Work Day is May 21, 2010. It's a day to promote bicycling and walking in the Seacoast while trying a fun alternative way to get to work this summer. 2010 will be New Hampshire's 8th annual Bike/Walk to Work Day. More than 1,500 riders took part in Bike Commuter Breakfasts across the state in 2009, including over 450 in the Seacoast! This year events are expanding into a Statewide Commute Green event, encouraging not just biking and walking, but also transit and ridesharing. It's a great time to try leaving your car at home!

Bicycle commuting benefits employers by:

- ◆ Providing a commute alternative program with minimal staff time and cost.
- ◆ Saving money on healthcare costs and increasing productivity. The CDC reports that physical activity saves employers 5%-12% in medical costs per year; and that physically fit people are absent an average of two fewer days per year than people who are not physically fit.
- ◆ Promoting a healthier work force and improving employee morale. Bike commuters arrive at work energized and ready to be productive.
- ◆ Showing company concern for the environment by supporting clean air commute alternatives.

Bicycle commuting benefits employees by:

- ◆ Improving personal fitness without having to set aside additional time for exercise. Bicycle commuters tend to enjoy healthier lifestyles, get sick less often, and feel less stress.
- ◆ Saving money. With gas likely to clear \$3.00/gallon again this summer, you'll save a bundle! Recent changes at IRS also use of pre-tax dollars for certain bike commuting expenses.
- ◆ Saving time. In many areas where the commute distance is less than 5 miles, door-to-door time is faster by bike because you don't need to hunt for parking or get caught in less traffic.

Surveys in other states and communities have found that nearly 40% of those who participated in a Bike/Walk to Work Day event were first time bike commuters, and of those, 32% have continued to bike to work since the event. In other words, small steps can lead to big, positive changes!

Take Action – Help Us Promote Bike/Walk to Work Day at your Workplace

Step 1 - Promote Bike/Walk to Work Day in your company and participate in the Commuter Challenge. Rally your coworkers for this challenge to see which Seacoast company or organization can have the most employees ride and walk to work. There will be three size divisions for companies large and small. SABR will be forwarding a series of promotional messages about Bike/Walk to Work Day in the weeks leading up to May 21st. Simply forwarding these messages to coworkers and friends is an easy way to promote the event. You can also download flyers, posters, and other promotional materials from the SABR website.

Step 2 – Register on-line to participate in a Free Bike/Ped Commuter Breakfast near you. Commuter breakfast events are planned for Portsmouth, Dover, Durham, Exeter, Pease Tradeport, North Hampton, Stratham Industrial Park, Rochester, Lee, and Milton. Alternately, host your own breakfast at your company! Register online to help us plan for food: www.seacoastbikes.org.

Step 3 – Check out other fun activities planned for May, which is National Bike Month. Planned events include rides, a maintenance clinic, a bike movie night and a post-event party on Friday night May 21st. For a full listing see the SABR website below.

For more information, go to www.seacoastbikes.org or email scott@seacoastbikes.org