TRAVELWise
Good for you. Good for Utah.

PARTICIPATE IN A HEALTHY ALTERNATIVE TO DRIVING

Active transportation is gaining popularity as more and more people take to the roads on foot and on bike to get to work and other destinations. Active transportation not only provides a healthy commuting alternative, but is also an effective and sustainable form of transportation.

A TRAVELWISE STRATEGY

Active transportation is a TravelWise strategy that encourages commuters to utilize alternatives to driving alone. Active transportation helps to meet the TravelWise goals of reducing energy consumption and improving air quality. As more people participate in active transportation, especially in conjunction with mass transit, it can also help to reduce traffic congestion.

ACTIVE TRANSPORTATION IN SALT LAKE CITY

- The 2010 American Community Survey reported that there were 2,142 regular bicycle commuters in Salt Lake City, four times the average rate for other U.S. cities.
- A 2012 survey found that approximately 3,800 University of Utah students bicycle at least once a week, almost a 40 percent increase since 2005.

DID YOU KNOW?

Modest increases in bicycling and walking could lead to an annual reduction of 70 billion miles of automobile travel in the United States. More substantial increases could lead to the avoidance of 200 billion miles per year.

Source: The U.S. Department of Transportation, The Case for Increased Federal Investment in Bicycling and Walking Study

WHERE TO START

There are a few steps you can take to establish an active transportation program at your business:

- Make sure there is free and secure bicycle parking.
- Provide on-site showers and lockers for employees to freshen-up before starting their workday.
- Encourage employees to live closer to work so that they can take advantage of biking or walking options.
- Offer employees a guaranteed ride home benefit. This can be accomplished relatively inexpensively by simply paying for cab fare when an emergency or sickness arises. In reality, these are not often needed and the cost of providing this security is minimal.
- Check with your HR department or accountant about recent Federal tax code changes offering deductions for monthly bicycle allowances up to $20 per month.
- Provide incentives and/or an award program to encourage and recognize employees who walk or bike to work. Incentives or awards could include additional vacation time, free breakfast or lunch once a month, financial based rewards or a club card that provides discounts from local merchants.

ADVANTAGES OF ACTIVE TRANSPORTATION

Walking and biking contributes to a healthier community—physically, socially and economically. Active transportation can be an easy, effective and efficient way of commuting. Those who make active transportation a part of their lifestyle save money on fuel, spend less time in traffic congestion and integrate physical activity into their daily routine.

ACTIVE TRANSPORTATION RESOURCES

Salt Lake City:
www.bikeslc.com

Salt Lake City Police Department:
www.slcpd.com/two-waystreet

UDOT Bicycle and Pedestrian Planning:
www.udot.utah.gov/walkingandbiking

Bikestation:
www.bikestation.org