

# Encouraging Active Transportation in your Workplace

Shifting the daily commute from cars to sustainable transport modes – like public transport, walking, and bicycling – incorporates physical activity into everyday commuting and can improve health and happiness.

# What is Active Transportation?

- ❖ Active transportation refers to any form of human-powered transportation – walking, cycling, using a wheelchair, in-line skating or skateboarding.
- ❖ There are many ways to engage in active transportation, whether it is walking to the bus stop, or cycling to school/work.

## There are numerous benefits from active transportation:

- ❖ **Health** – Active transportation provides an opportunity to be physically active on a regular basis. It can also help reduce stress.
- ❖ **Social** – Active transportation increases social interactions.
- ❖ **Transportation** – Active transportation reduces road congestion.
- ❖ **Environmental** – Active transportation is environmentally-friendly and can contribute to reductions in greenhouse gas emissions.
- ❖ **Economic** – Active transportation saves money on gas and parking.

# Active Travel Impacts Health & Wellbeing

Choosing to walk, cycle or catch public transport to work (or at least for part of the journey to work), provides people with the opportunity to include regular physical activity in their working day, no matter their physical, time and economic constraints.



- ❖ Walking is free, easy and does not require any special equipment.
- ❖ Walking is one of the most accessible forms of healthy activity.
- ❖ People can generally walk 1 mile in about 20 minutes.



- ❖ Daily cycling delivers significant health benefits including reduced risk of chronic disease and improved fitness and weight control.
- ❖ People can generally cycle 3 miles in about 15 minutes.



- ❖ People who travel to and from work by public transportation walk substantial distances to and from transit stations which increases daily physical activity.

# Encouraging Sustainable Commuting

# How can I encourage my employees to engage in sustainable commuting?

## **Make public transport more cost-effect**

- ❖ Offer discounted or pre-taxed fare cards.
- ❖ Provide a stipends or discount to offset purchase and maintenance of bicycle and other equipment.

## **Make Active transport more seamless at your facilities**

- ❖ Provide access to protected bike rooms, showers, lockers, and other similar amenities.
- ❖ Allow for more flexible dress codes.
- ❖ Provide flex time to encourage active travel.

## **Provide discounted bike-share or car-share memberships**

- ❖ Provide access for employees who may need a vehicle for emergencies, doctor's appointments or off-site meetings.

## **Advocate for sustainable transport infrastructure in your neighborhood**

- ❖ Work with neighboring organizations to advocate for protected bike lanes or expanded bus routes.

# How can I encourage my employees to engage in sustainable commuting?

## **Build awareness**

Building awareness of the benefits of active travel and opportunities to use active modes of travel is important.

In your workplace you could:

- ❖ Promote active travel and profile employees using active modes in workplace media, e.g. intranet or newsletter articles.
- ❖ Provide information on public transport and cycle access to the workplace and facilities such as bicycle parking and pool bicycles, e.g. in staff inductions and on your intranet.
- ❖ Involve staff in walking and cycling events and challenges, e.g. Ride to Work Day, Walk Over October.
- ❖ Start a lunchtime walking or cycling group.
- ❖ Offer incentives for staff to try and keep using active travel, e.g. an active travel allowance or time reward.

# How can I encourage my employees to engage in sustainable commuting?

## **Disincentivize driving**

- ❖ Reduce or eliminate parking subsidies or cut back on number of available parking spaces to increase parking prices.

## **Foster carpooling**

- ❖ Use [Pima Association of Governments \(P.A.G.\)](#) to locate potential carpool buddies.

## **Create a positive active transportation culture**

- ❖ Create a sustainable transport taskforce whose goal is to develop informational materials and advocate for sustainable and active transport around the office.
- ❖ Create a sustainability goal for your organization around active or sustainable transport.
- ❖ Sponsor a sustainable or active transport month in the springtime, a pedometer competition to encourage people to walk more, or an active transport competition between departments.
- ❖ Encourage employees and managers to be open to flexible schedules that allow active travelers to avoid rush hour traffic or have more flexibility in their bike-to-work transition timing.

# Using the Transit/Bus

Riding the bus has many benefits, including:

- ❖ Saving money on fuel and vehicle maintenance expenses
- ❖ Improving air quality
- ❖ Reducing traffic congestion
- ❖ Helping to establish long-lasting friendships
- ❖ Providing more stress-free commutes
- ❖ Giving you more free time with which you can read, visit with bus-buddies, etc.

Fares cost \$1.50 for a one-way trip on a regular route, and \$2.00 for a one-way trip on an express route. You may ride Sun Tran using exact cash or their [SunGO card](#).

## **Need help planning your trip?**

- ❖ Use [Sun Tran's website](#) or phone (520) 792-9222.

## **Don't Live Near a Bus Route?**

- ❖ Drop your vehicle off at a Park 'N Ride lot, or ride your [bike](#) to a bus stop. Bike racks are at the front of the bus so you can take your bike with you. View a [map](#) with Park 'N Ride lots and transit centers.



## Pima Association of Governments (PAG)

Pima Association of Governments' Travel Reduction Program (TRP) is mandatory for employers that have more than 100 full-time equivalent employees at a single or contiguous worksite.

The program works with Pima County employers to advocate Sun Rideshare and its free commuter assistance services.

For more information, please contact Ruth Reiman at [rreiman@PAGregion.com](mailto:rreiman@PAGregion.com) or (520) 792-1093.

# How can PAG help your Company?

A commuter program is a great way to

- ❖ retain valued employees, increase productivity and expand your labor pool.
- ❖ Sun Rideshare helps Pima County commuters and your employees with reliable and affordable transportation options.
- ❖ Sun Rideshare is a regional commuter assistance program of PAG, which offers alternative transportation methods.

## Sun Rideshare offers:

### Marketing Materials

- ❖ Sun Rideshare offers transit schedules, brochures, bike maps and more.

### Outreach Support

- ❖ Sun Rideshare can host promotional events on-site at your company.

### Travel Assistance and Planning

- ❖ Consultations
- ❖ Program planning
- ❖ Implementation assistance

### Sun Rideshare Travel Database

- ❖ Locate best transportation option for daily commute or trips to other destinations.

# Sun Rideshare Rewards Program



## **Drive Less. Earn Points. Get Rewards.**

A person (18 or older) earns one point for each alternative mode trip taken, no matter the distance, time of day, or purpose. All trips must start and finish within Pima County.

By joining Sun Rideshare you will:

- ❖ Reduce stress
- ❖ Minimize your carbon footprint
- ❖ Save Time
- ❖ Save Money
- ❖ Qualify for great cash prizes

[Sun Rideshare Rewards Program webpage](#)

# Sun Rideshare Rewards Program



## How do I earn points?

You earn one point for each alternative trip taken, no matter if it is a commute trip or personal travel.

Each alternative mode trip must be recorded in your Travel Calendar to count in the Rewards Program.

You can join the rewards program at any time. Enter trips already taken going back 60 days, but no future trips can be entered.

## Tell me about the rewards.

You can enter to win Mastercard gift cards, valued at \$25, \$50, \$75, \$100 or the monthly alternative mode prize. Sun Rideshare Rewards Program participants qualify for the monthly prize drawings by earning the minimum points required.

## Points are cumulative.

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[SIGN UP](#)

# Tucson Biking Resources



Bicycling has excellent health benefits and is the most efficient mode of transportation. There are more than 800 miles of bicycle routes in the Tucson area, and the routes keep expanding. Check out the latest Tucson Metro [Bike Map](#).

## **The Loop**

[The Loop](#) is a system of more than 110 miles of shared-use paths around metropolitan Tucson with links to Marana, Oro Valley and South Tucson. When completed, it will be 131 miles and will connect the Rillito, Santa Cruz and Pantano River Parks with the Julian Wash and Harrison Road Greenways. Pima County residents and visitors on foot, bikes, skates, and horses can enjoy miles of these paths without having to worry about motorized traffic or emissions from tailpipes.

## **FREE Bike Safety Classes for the Public**

Pima County and City of Tucson sponsor [FREE bike safety classes](#), taught by League of American Bicyclists instructors. Classes are free and open to residents of Pima County. Classes are targeted to different audiences such as children, fitness enthusiasts, group riders, women-only, and those interested in bike mechanics and maintenance.

How does your organization encourage active transportation?