



The Business Case for Bicycling

Jessica Roberts

Alta Planning + Design



What's in it for the employer?

- Lower health care costs
- Decreased absenteeism
- Increased productivity
- Reduces parking costs
- Improves company's green image
- Competitive workplace
- Equity for employees



What's in it for the employee?

- Gives you more energy
- Helps you meet fitness goals 'automatically'
- Improves your health and happiness
- Conserves sick days
- Travel cost savings
- More travel options = more flexibility



Benefits beyond the workplace

- Large relative benefits
- Carbon & NOX reductions
- Economic benefits



The cost of inactivity





Thank you!

Jessica Roberts

Alta Planning + Design

503-230-9862

Jessicaroberts@altaplanning.com