

Bicycling and the Bottom Line

--The Dollars and Sense of Pedal Power--

Doug Morgan, Morgan Law.co
President, Consider Biking Board of Directors

What We'll Cover

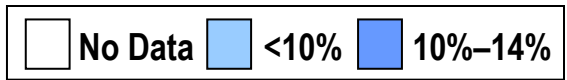
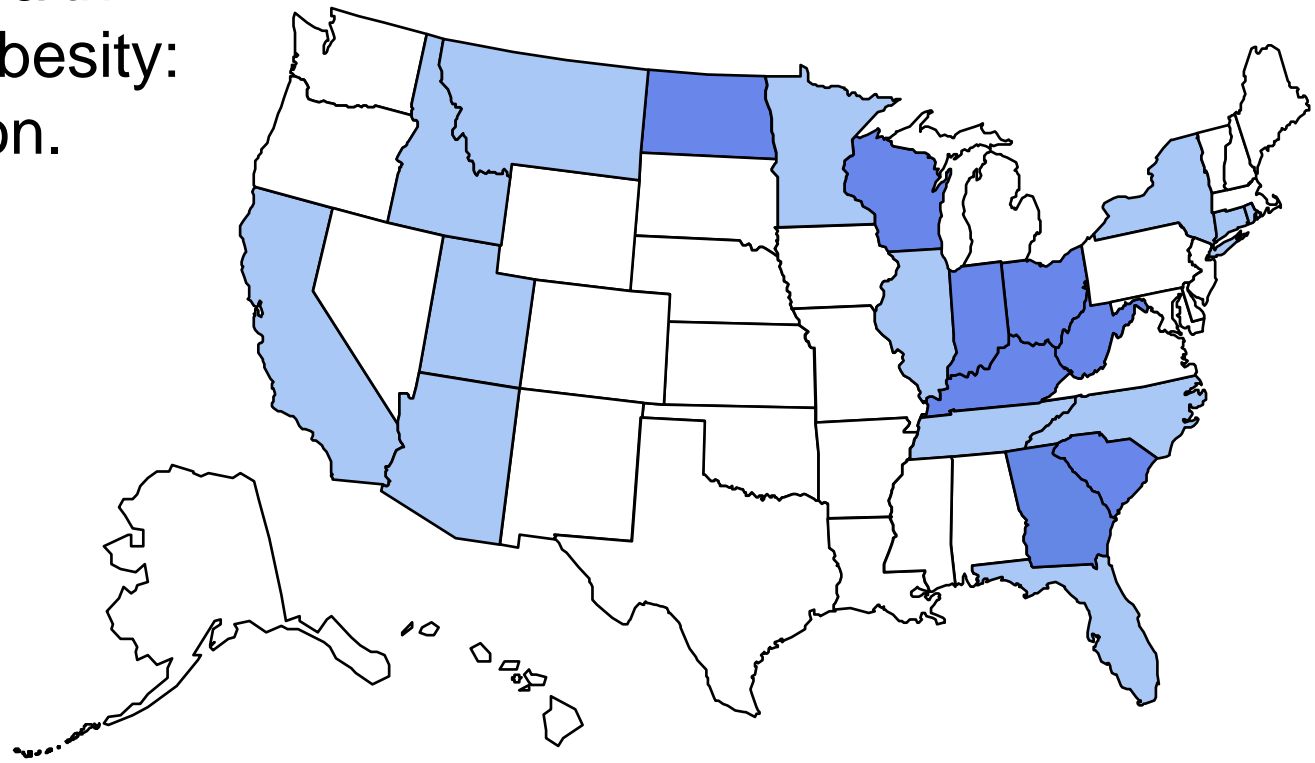
- The Cost of Obesity
- Who is Consider Biking
- Background Miles
- The Bottom Line: Business
- The Bottom Line: Employees
- The Bottom Line: Community
- 2 BY 2012 Consulting
- Your Ideas/Q & A



Obesity Among U.S. Adults, 1985

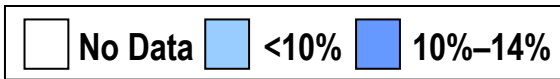
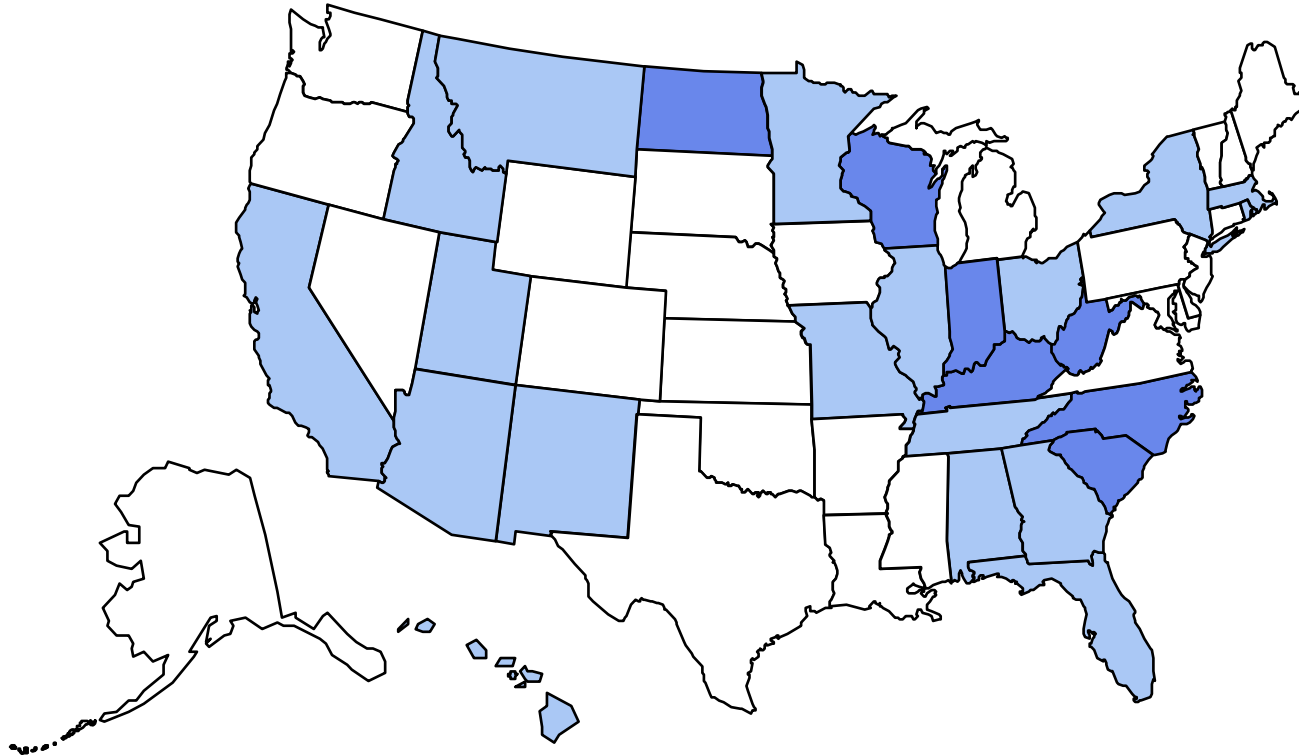


Annual health costs of obesity: \$147 billion.



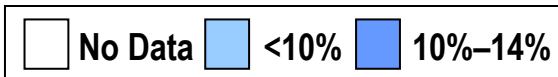
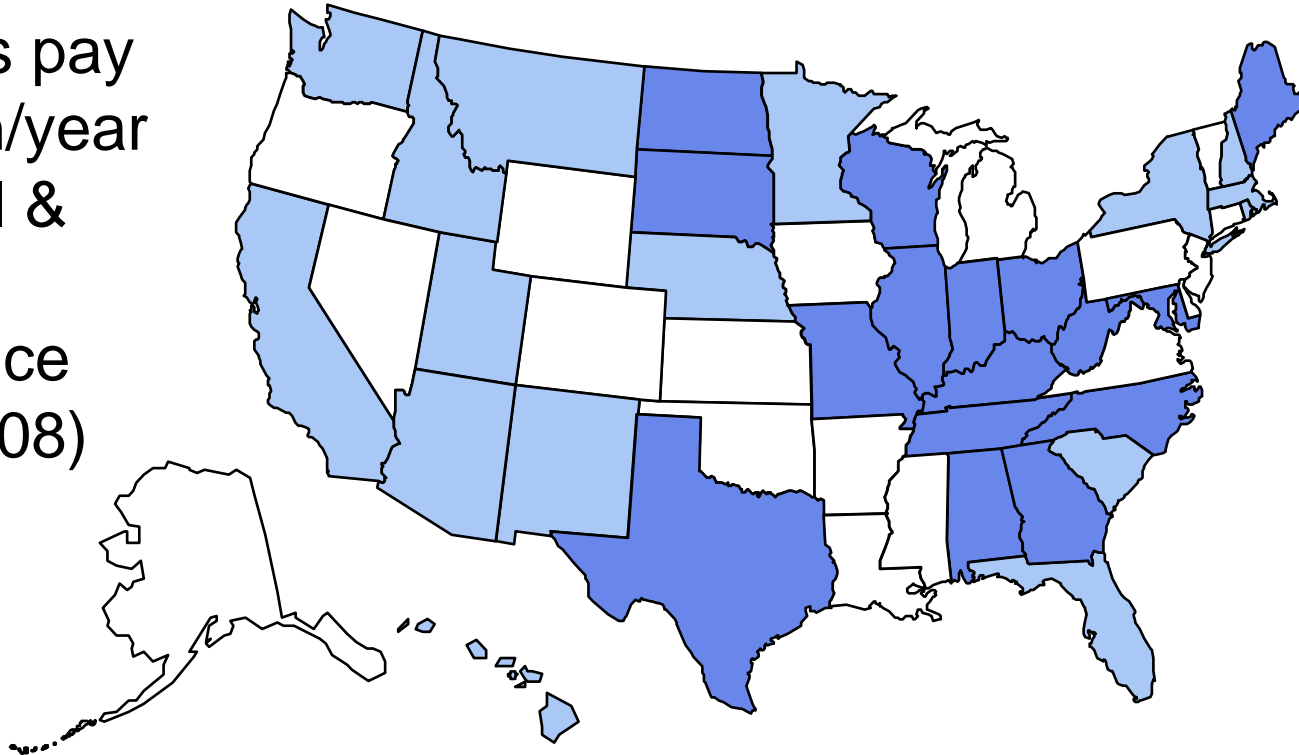
Obesity defined as BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person

Obesity Among U.S. Adults, 1986

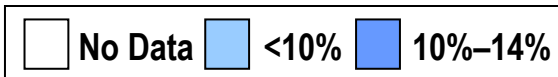
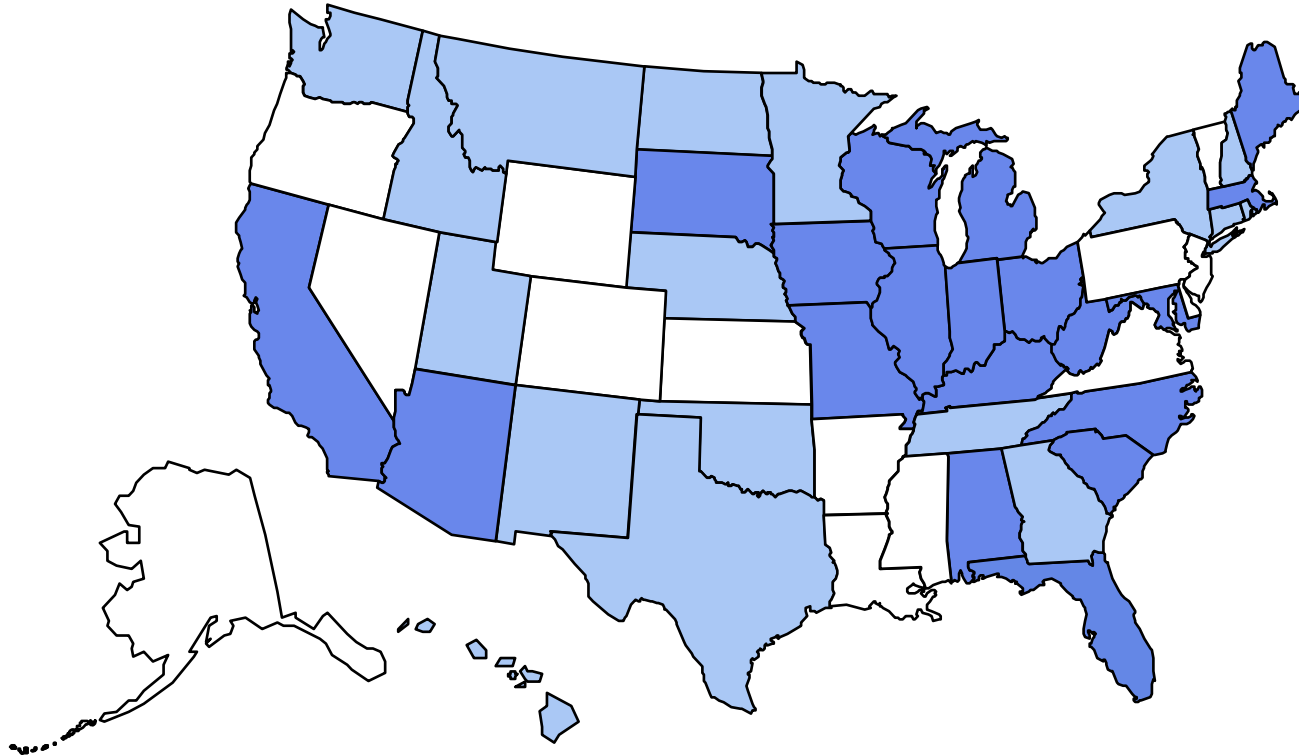


Obesity Among U.S. Adults, 1987

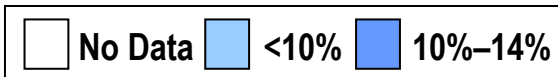
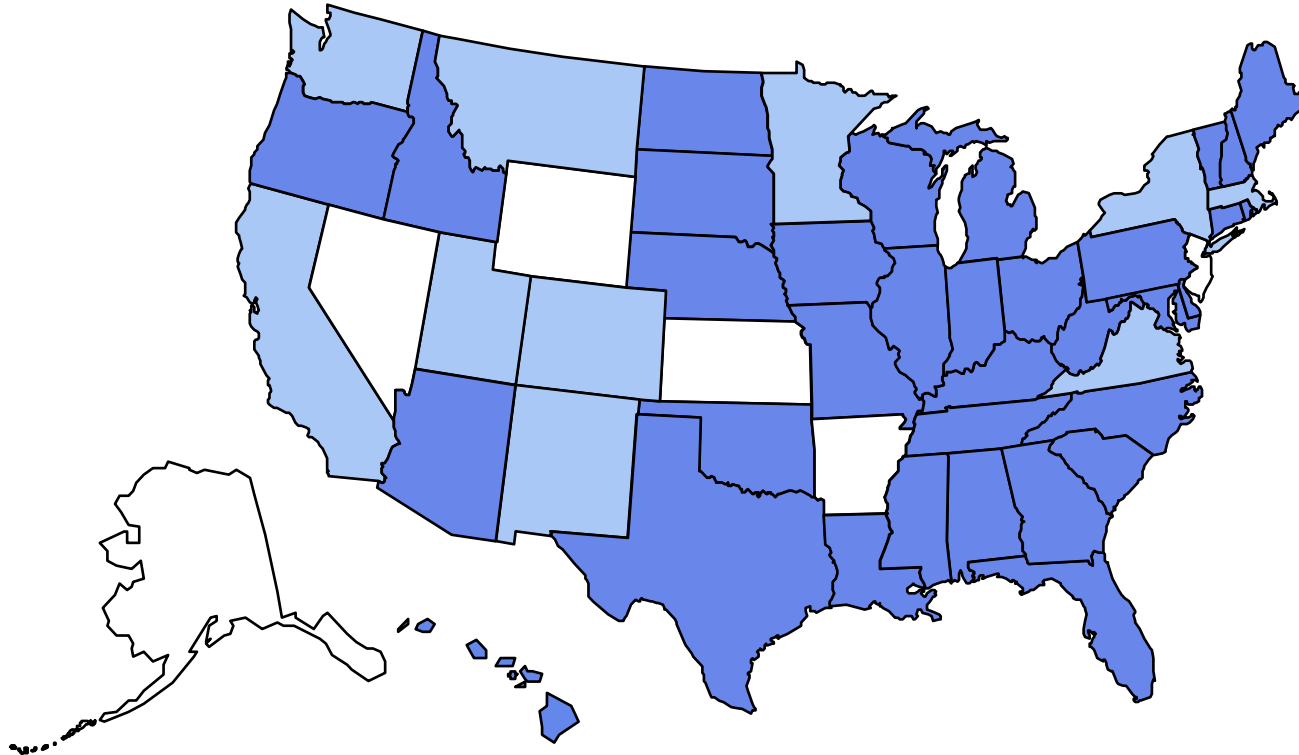
Private
employers pay
\$45 billion/year
in medical &
work loss,
(Conference
Board, 2008)



Obesity Among U.S. Adults, 1988



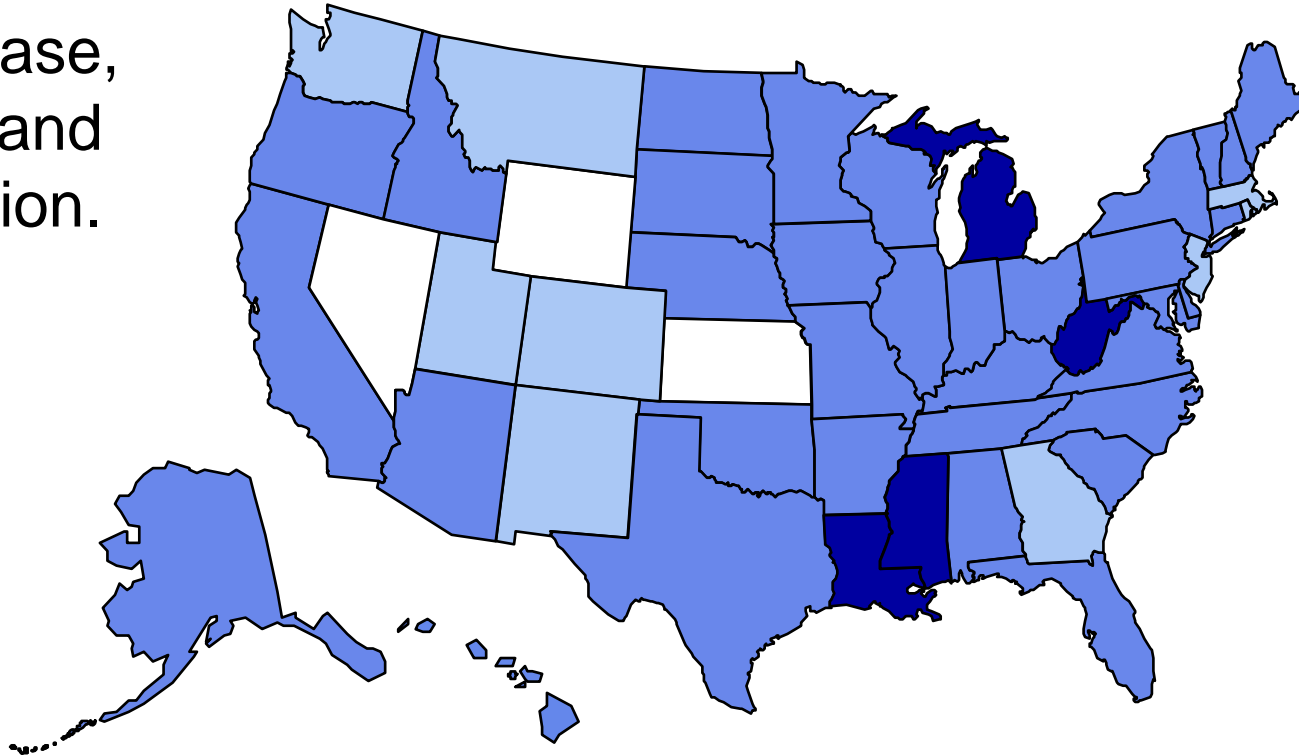
Obesity Among U.S. Adults, 1990



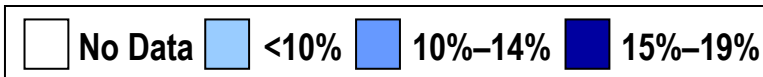
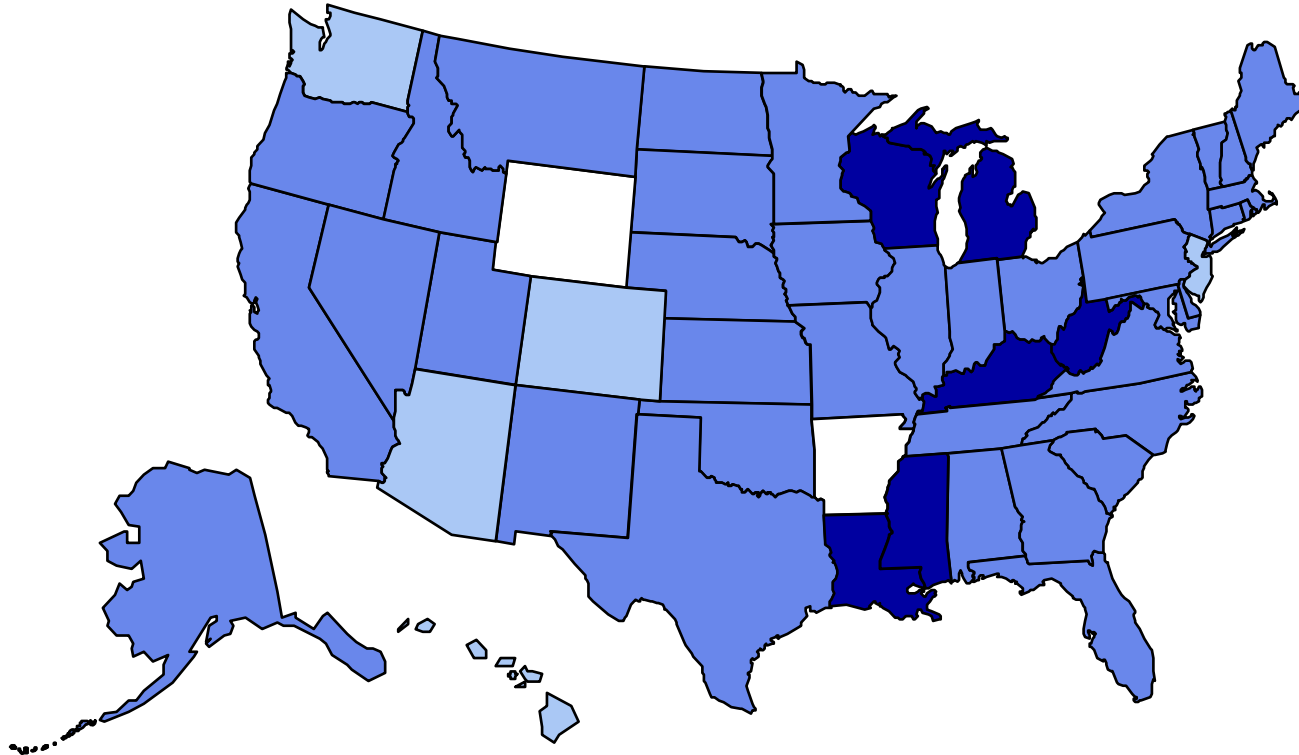
Obesity Among U.S. Adults, 1991



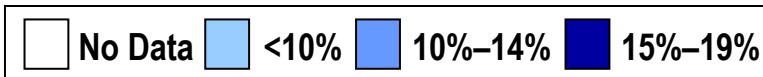
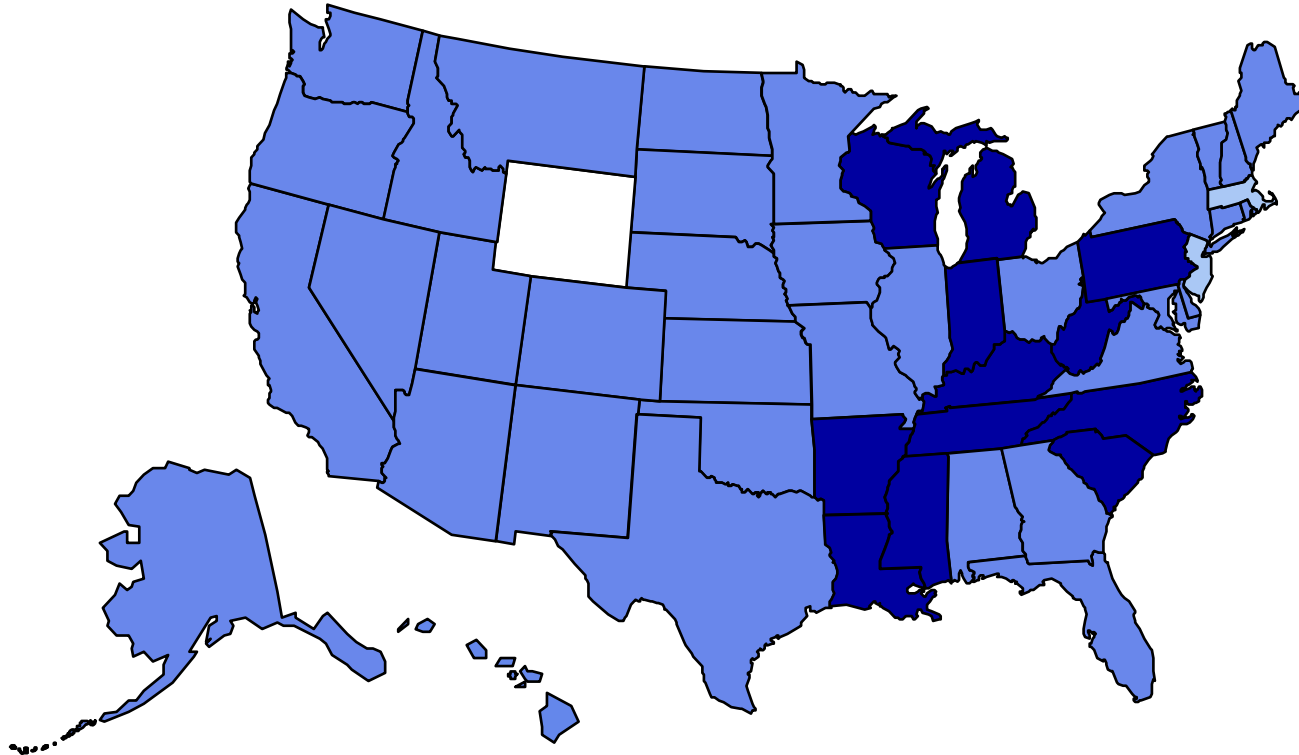
Obesity can lead to heart disease, diabetes, and hypertension.



Obesity Among U.S. Adults, 1992



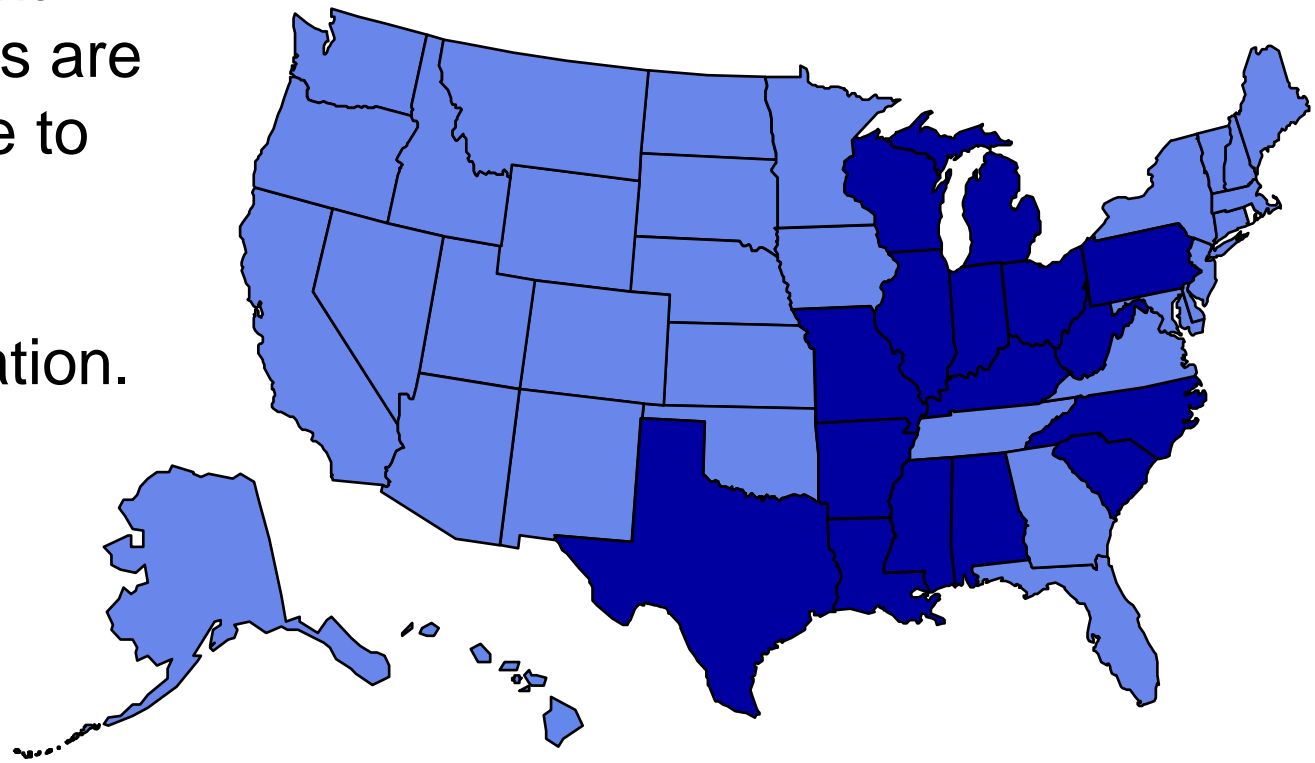
Obesity Among U.S. Adults, 1993



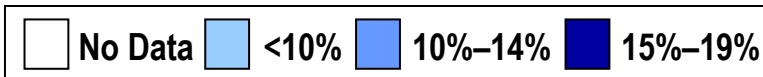
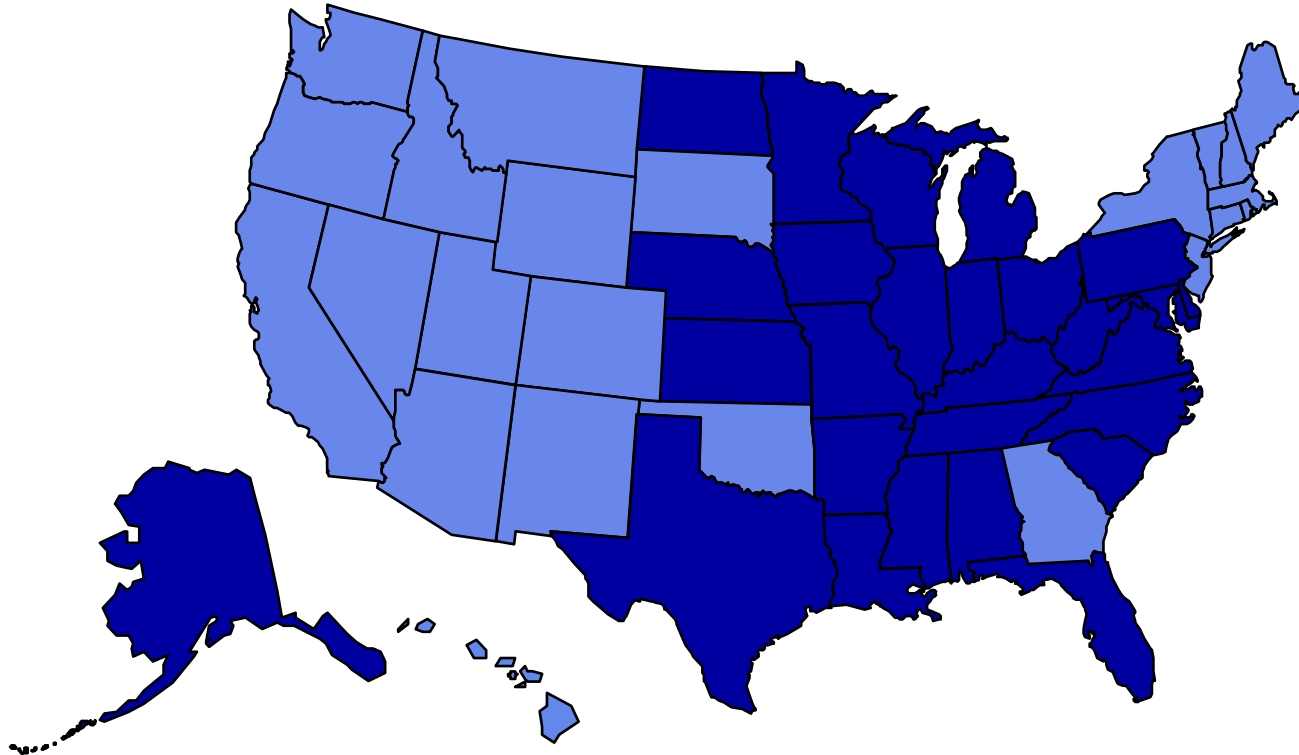
Obesity Among U.S. Adults, 1994



Overweight employees are vulnerable to pervasive weight discrimination.



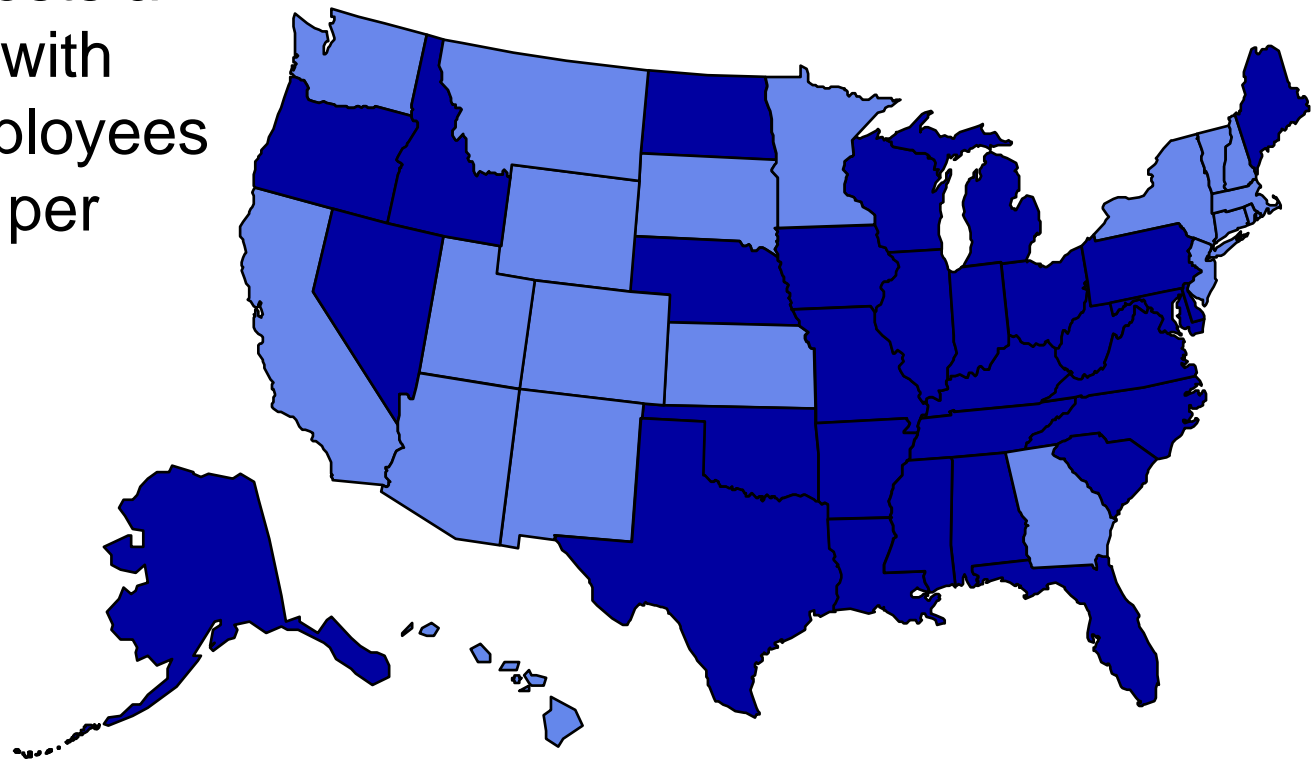
Obesity Among U.S. Adults, 1995



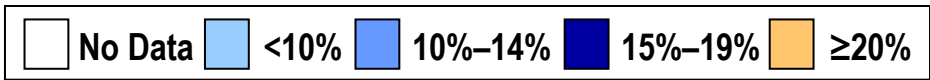
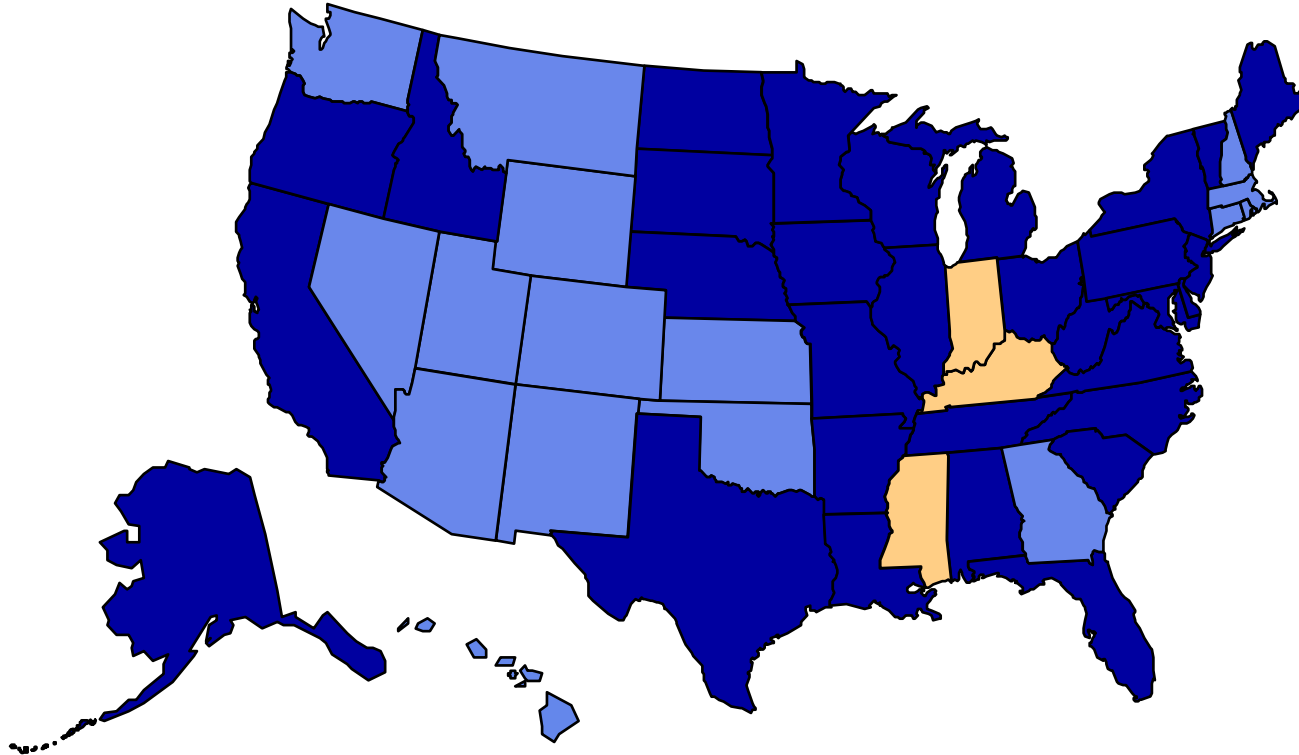
Obesity Among U.S. Adults, 1996



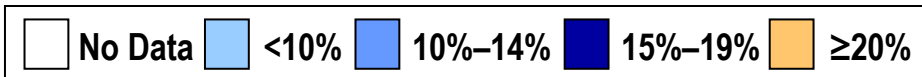
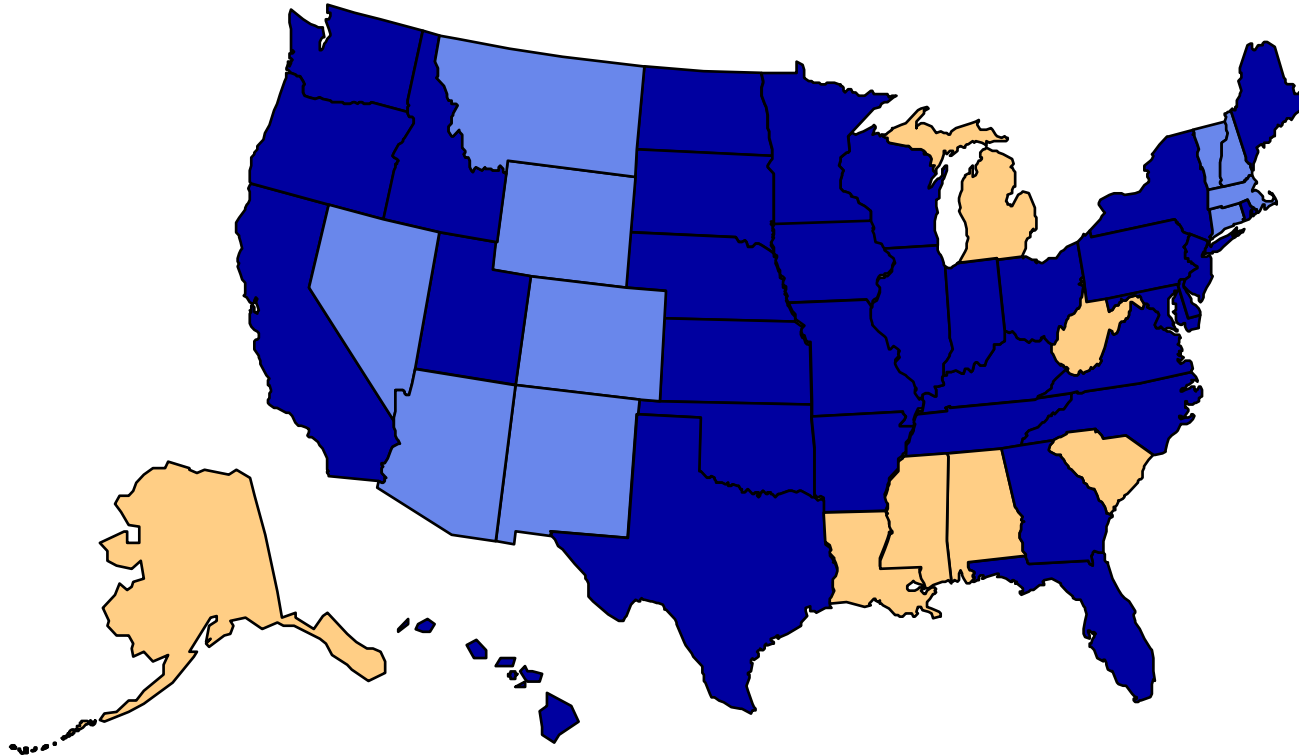
Obesity costs a company with 1,000 employees \$285,000 per year.



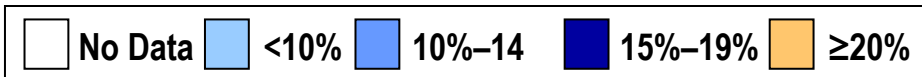
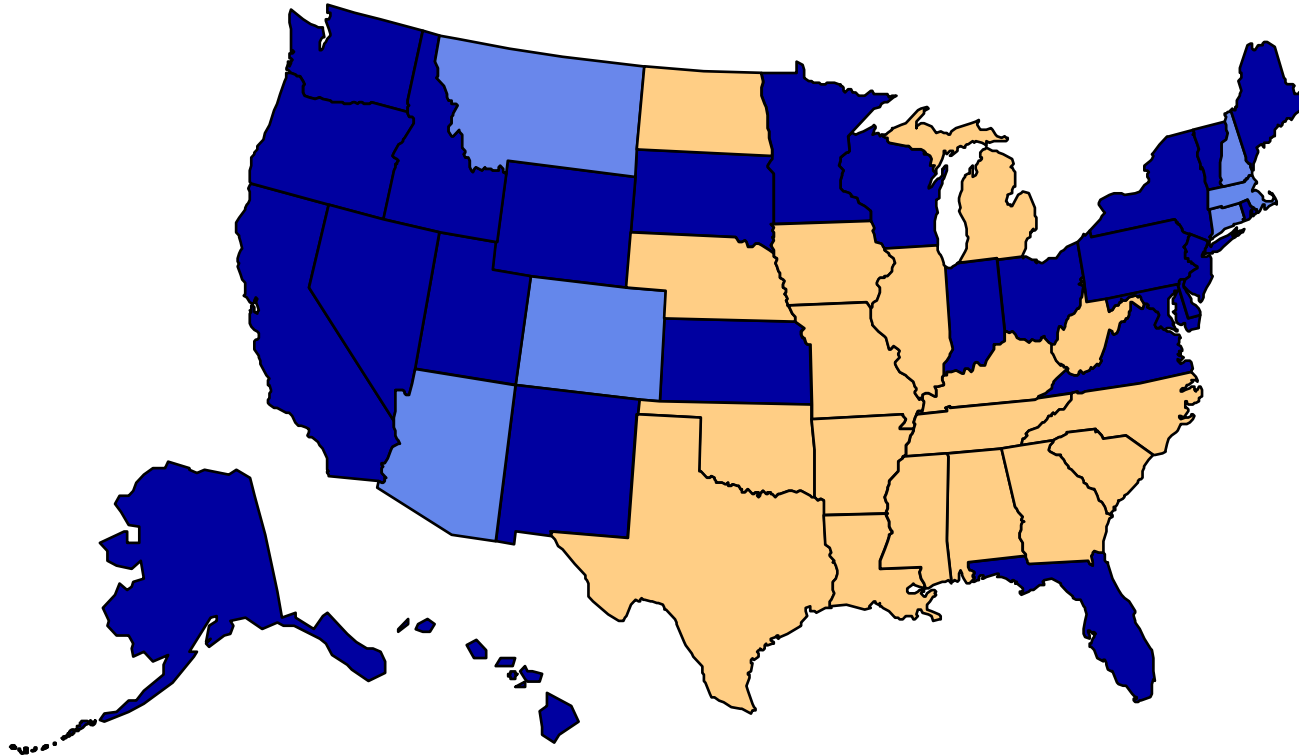
Obesity Among U.S. Adults, 1997



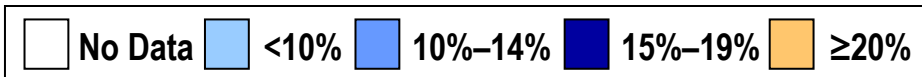
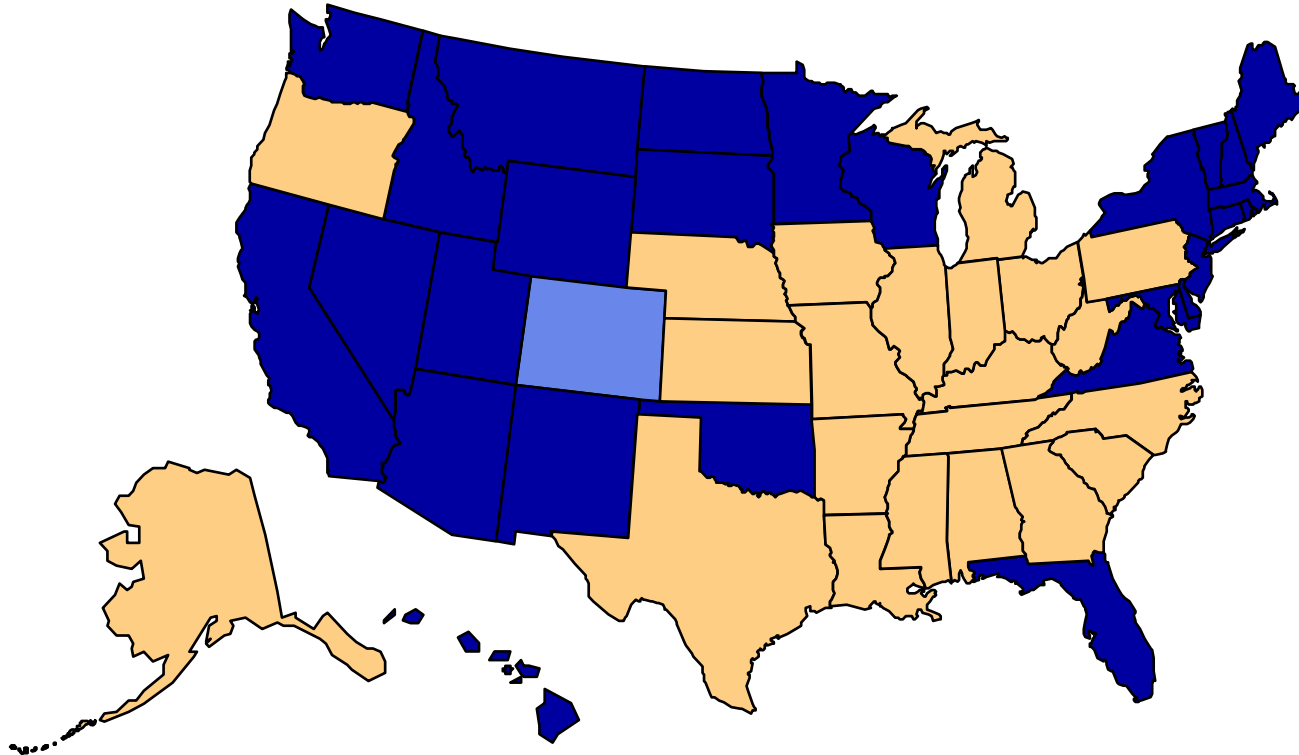
Obesity Among U.S. Adults, 1998



Obesity Among U.S. Adults, 1999



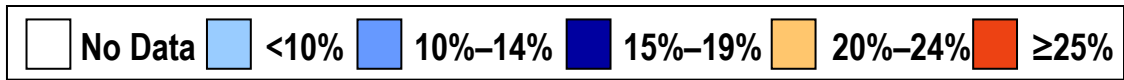
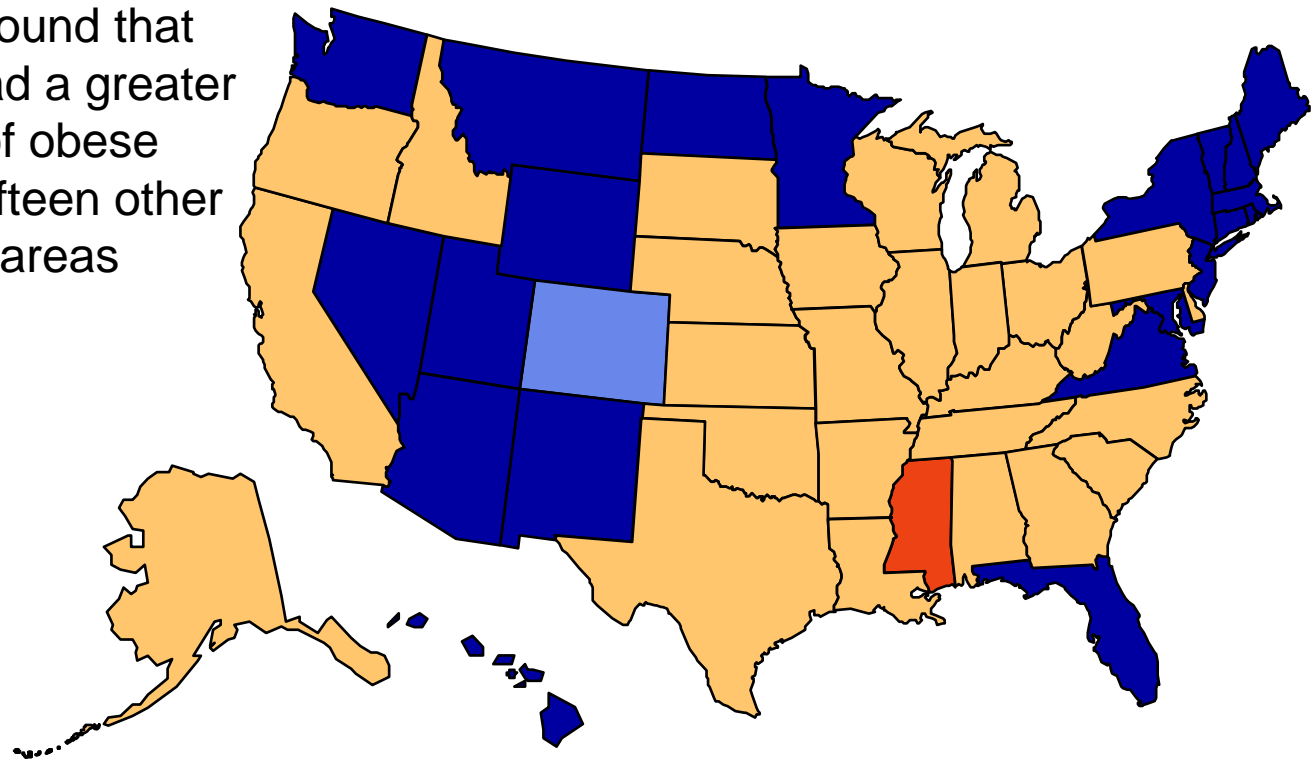
Obesity Among U.S. Adults, 2000



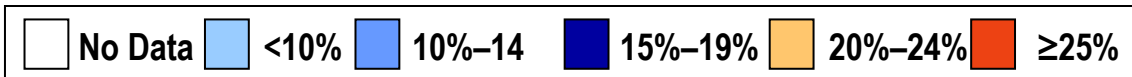
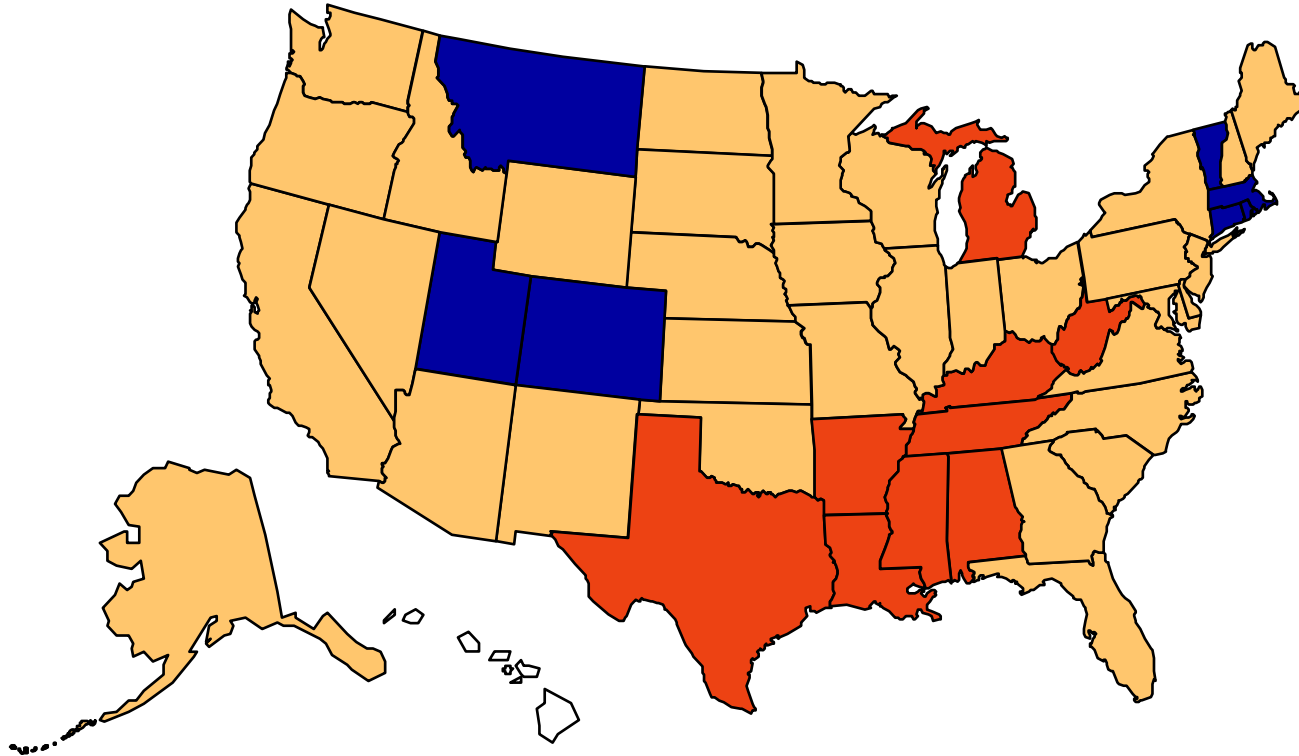
Obesity Among U.S. Adults, 2001



The Columbus Partnership found that Columbus had a greater percentage of obese adults than fifteen other metropolitan areas surveyed.



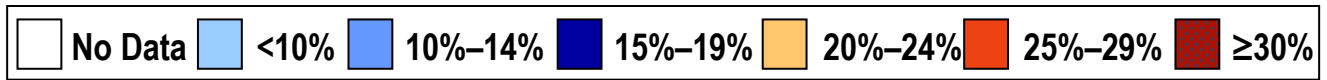
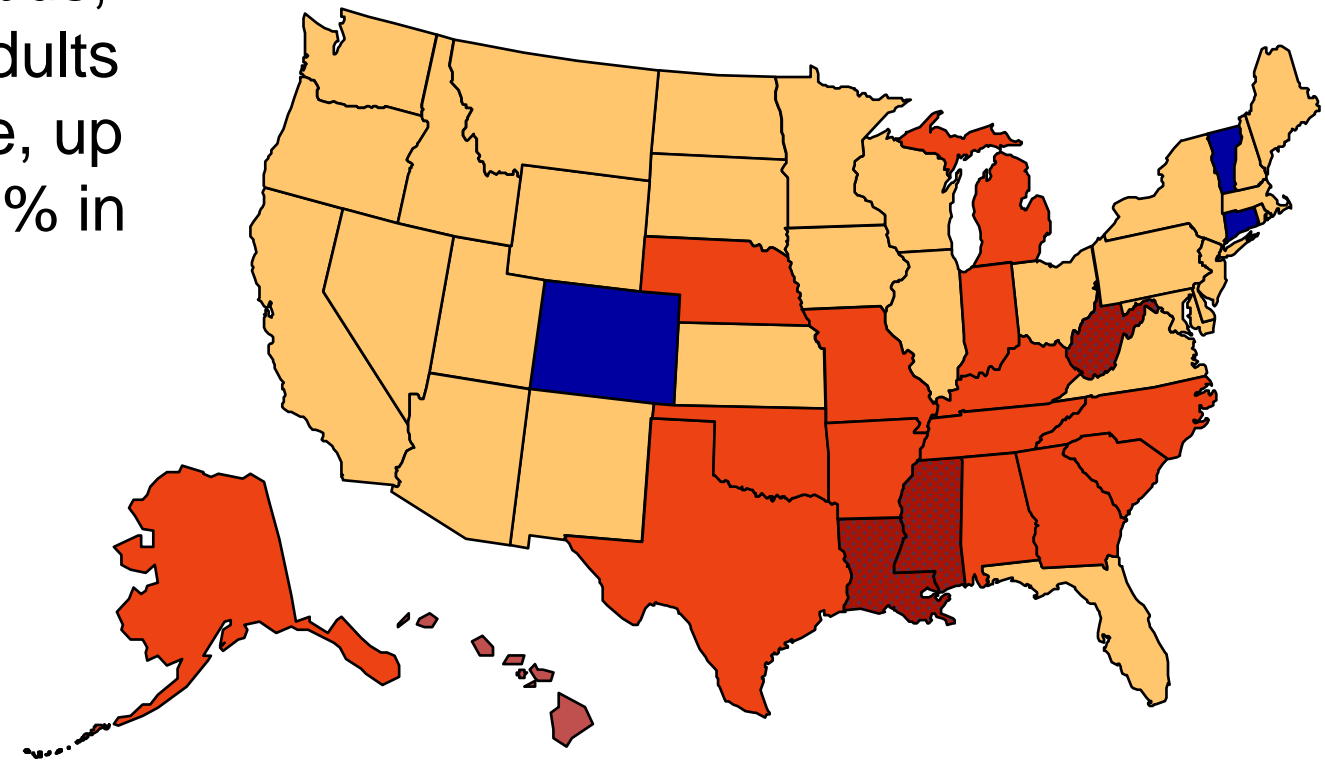
Obesity Among U.S. Adults, 2004



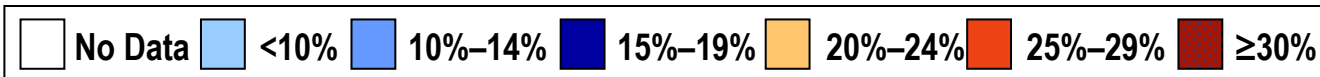
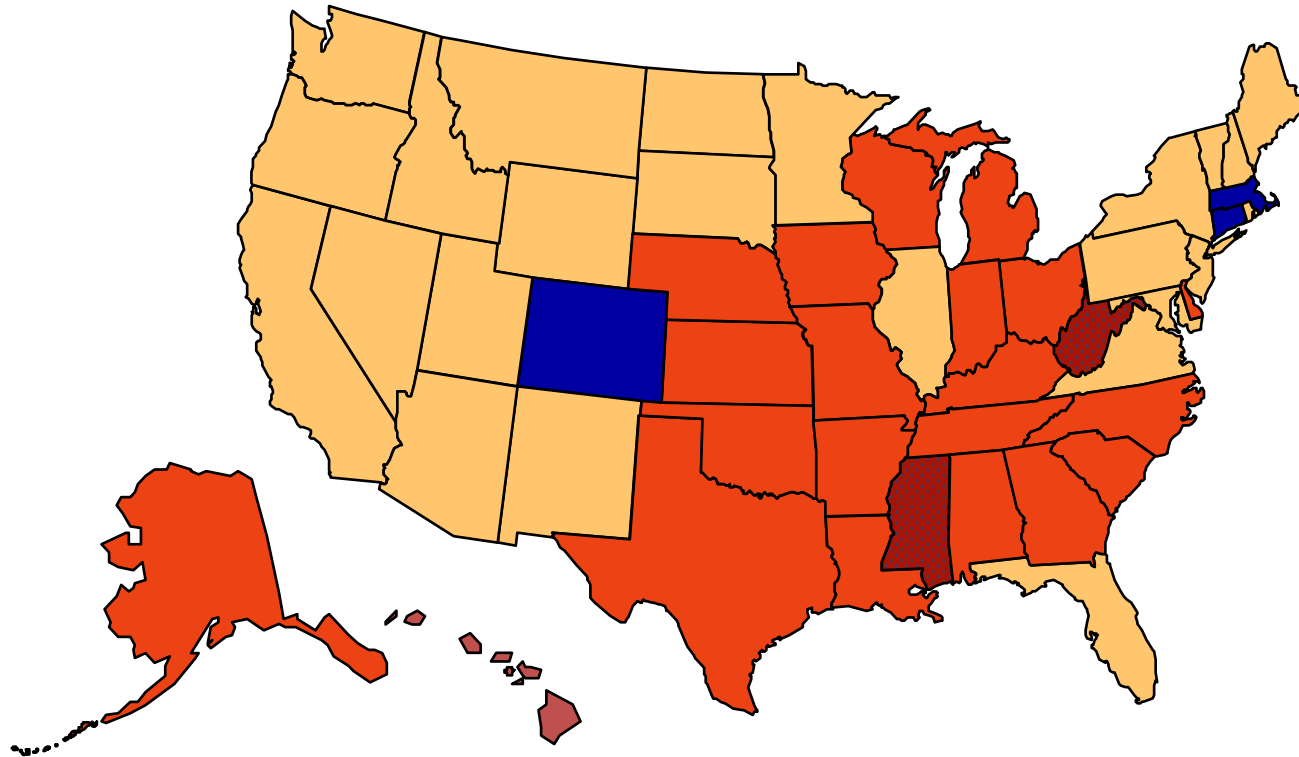
Obesity Among U.S. Adults, 2005



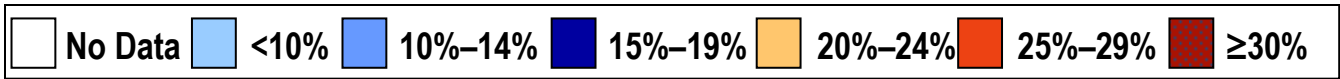
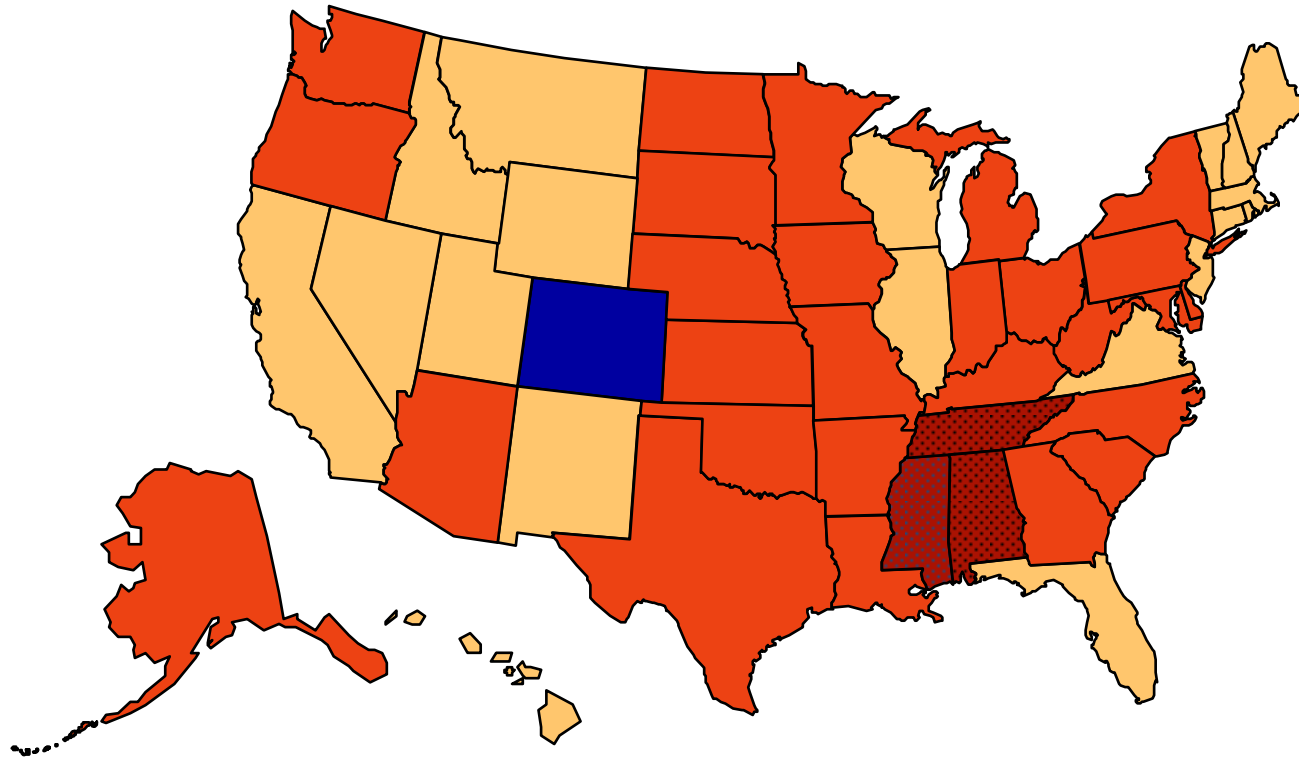
In Columbus,
30% of adults
are obese, up
from 25.6% in
2007.



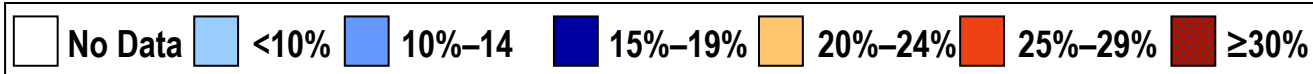
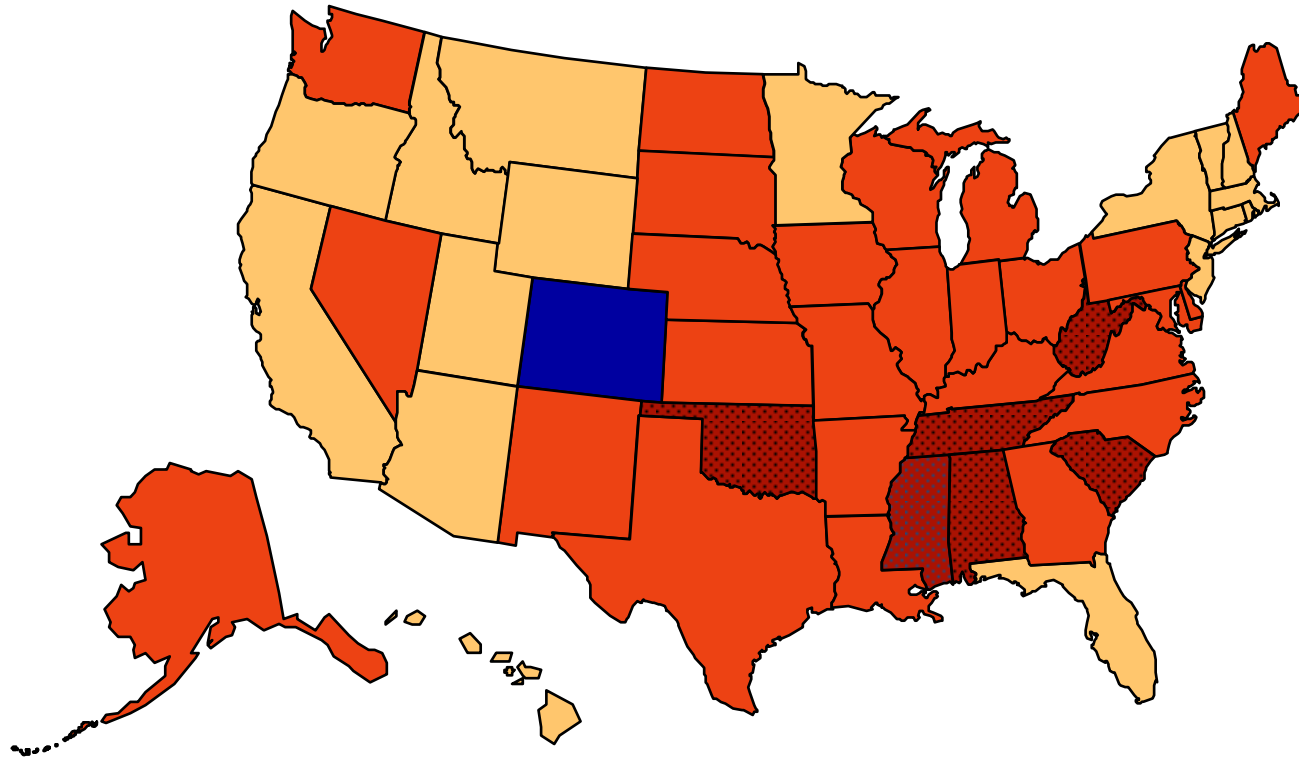
Obesity Among U.S. Adults, 2006



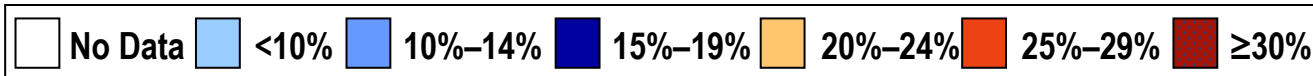
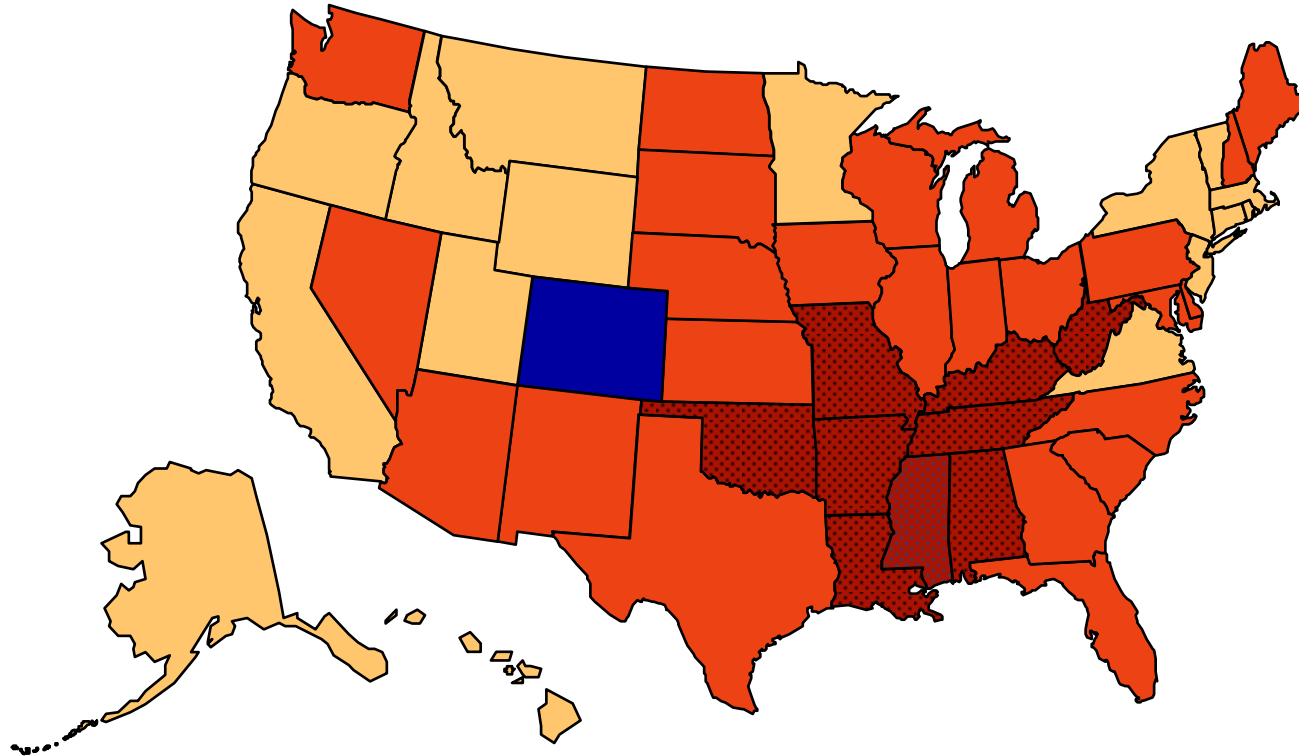
Obesity Among U.S. Adults, 2007



Obesity Among U.S. Adults, 2008



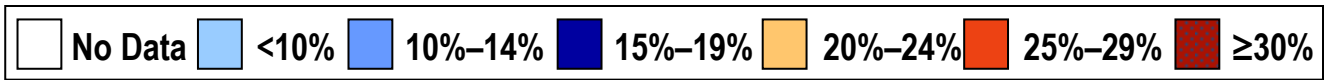
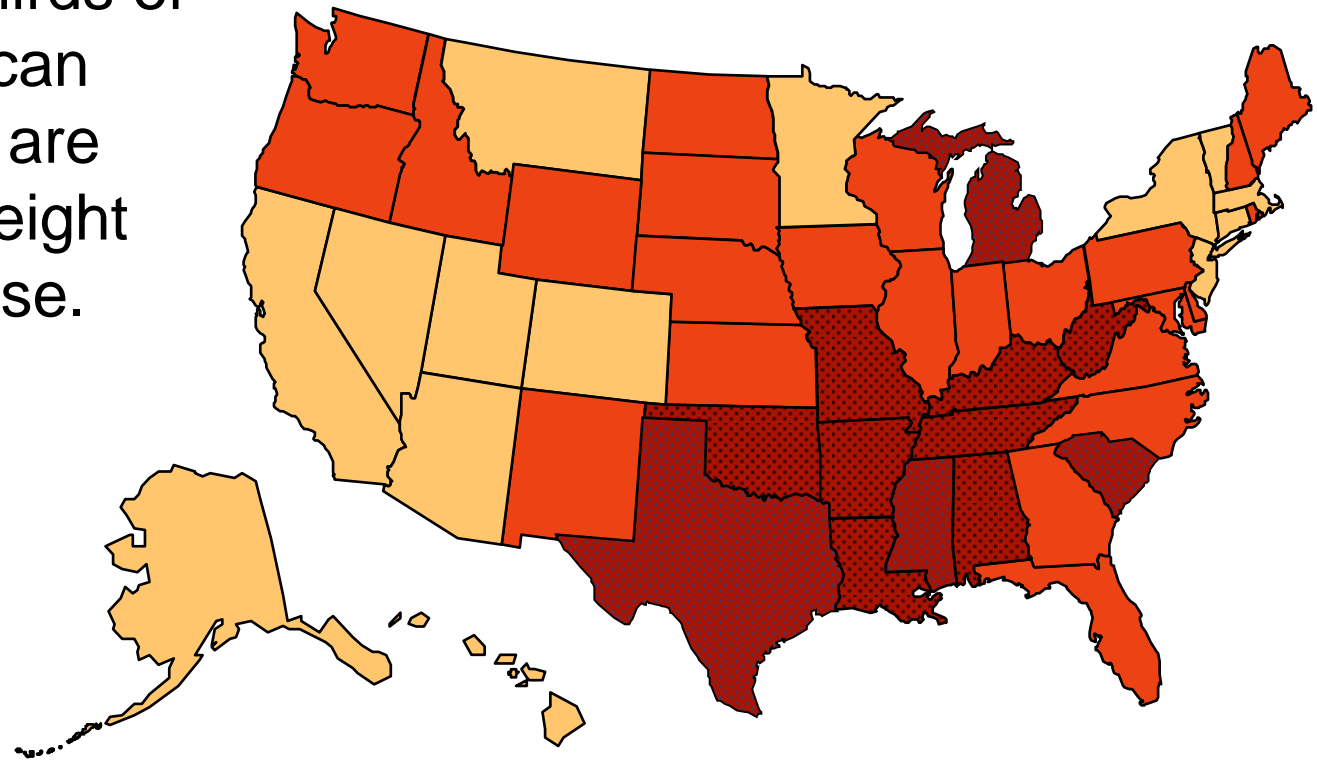
Obesity Among U.S. Adults, 2009



Obesity Among U.S. Adults, 2010



Two-thirds of American adults are overweight or obese.



Who is Consider Biking?

Mission: To get more people bicycling in Central Ohio.

Vision: The joy of bicycling is experienced by all & integrated into our environment.

Goal: Central Ohio is recognized for its world class regional bicycle network that provides infrastructure, education, safety, comfort and convenience for all bicyclists.



Background Miles

- 41% of motor vehicle trips are 2 miles or less.
- 85% of motor vehicle trips are 5 miles or less.
- 89% of those trips are made by single-user car.

**50% of workers commute
5 miles or less.**

***This is an easy 30 minute
bike ride!***



Columbus Survey 2006

86% Would bicycle more if accommodations were improved.



Americans Want to Drive Less

40% would commute by bike IF SAFE facilities were available.

38% of Americans feel the availability of bikeways and sidewalks is very important in choosing where to live.

Two comprehensive publications available from Consider Biking:

1. Two-Wheel Toolkit (2009)
2. Building the Case: Central Ohio Employers Should Develop Policies Encouraging Cycling to Work (2010)



The Bottom Line: Business



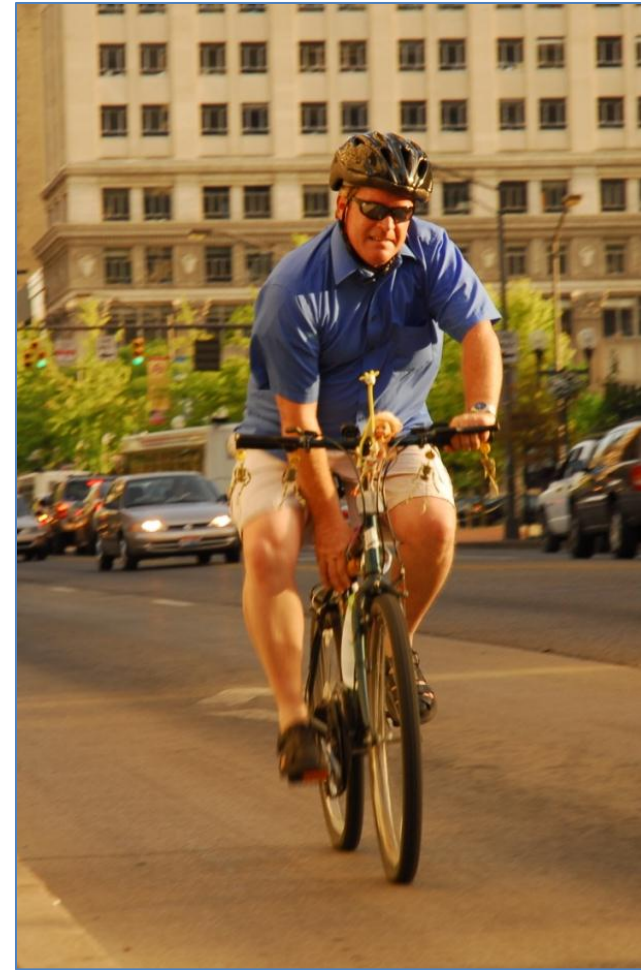
The US economy loses \$710 per worker per year due to time stuck in traffic.

The average cost of a new parking space is \$8,250.

Physically fit individuals are absent an average of two less days per year than those who are not fit.

Citibank saw a return of \$4.56 for every dollar spent on a health management program.

At Johnson & Johnson a wellness program involving more than 18,000 workers saved \$8.5 million a year in health-care costs.



Fit workers make 60% fewer errors on jobs involving concentration and short-term memory.

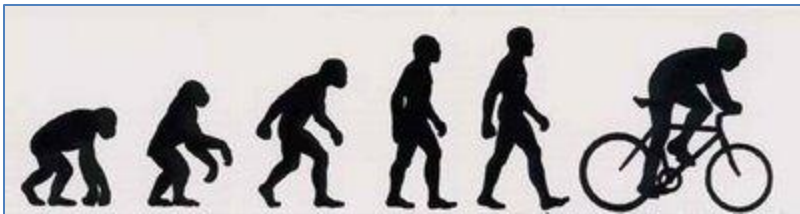
Bicycle friendly policies enhance recruitment and retention of healthy employees.



The Bottom Line: Business

Bike to work programs enhance a company's "health conscious" image and a company's "green" image.

The OSU Fisher College of Business found that a bike to work program can save a Central Ohio company with 1,000 employees over \$630,000 annually.



The Bottom Line: Employees

In 2002, the American Cancer Association stated exercise like bicycling can prevent one third of all cancers.

Men who cycle to work are significantly less likely to be overweight and obese than those who drive to work.

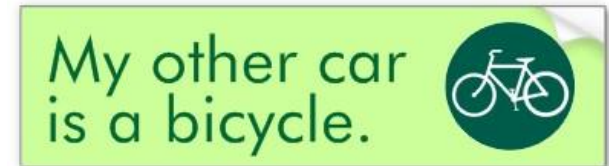
Bicycle commuting burns an average of 540 calories per hour.



The Bottom Line: Employees

The average annual operating cost of a bicycle is \$308.
Average cost of driving a mid-size sedan 15,000 miles:
\$9,519.

Bicycle commuting is associated with an overall 11% reduction in cardiovascular risk.



The Bottom Line: Community

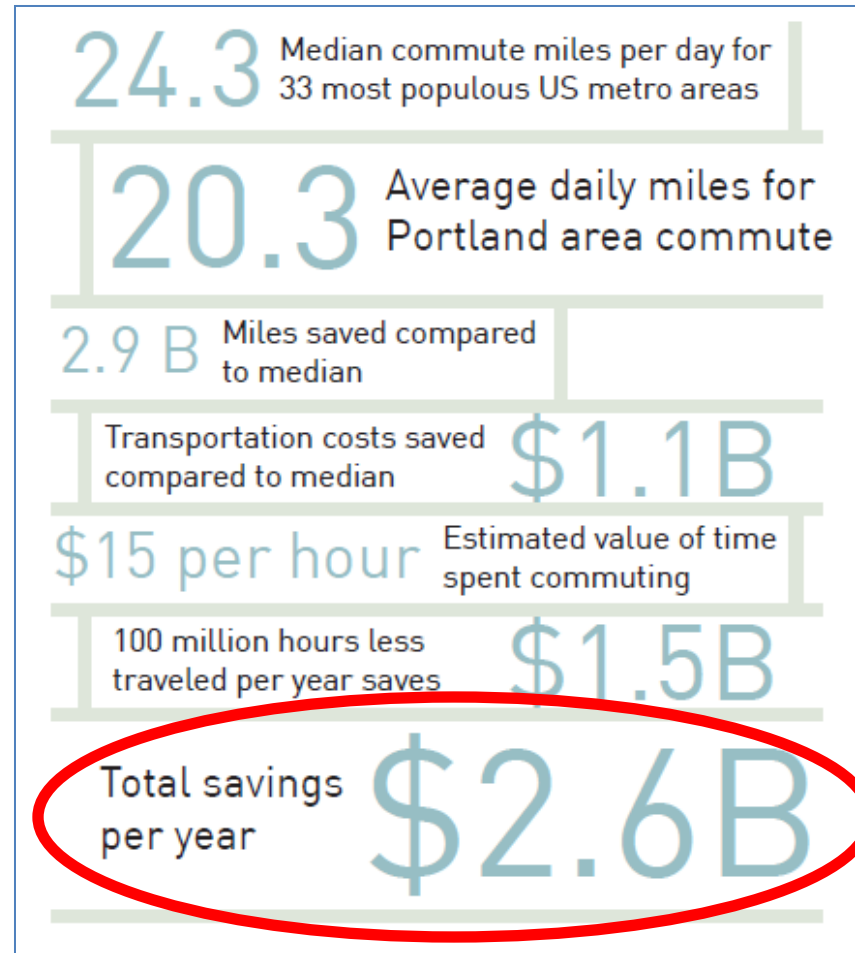
Cycling contributes to the economic growth of our region by helping employers attract and retain productive and creative new economy workers.



The Bottom Line: Community

“Portlanders save a bundle on cars and gas, and local residents have more money to spend on other things they value, which in turn stimulates the local economy.”

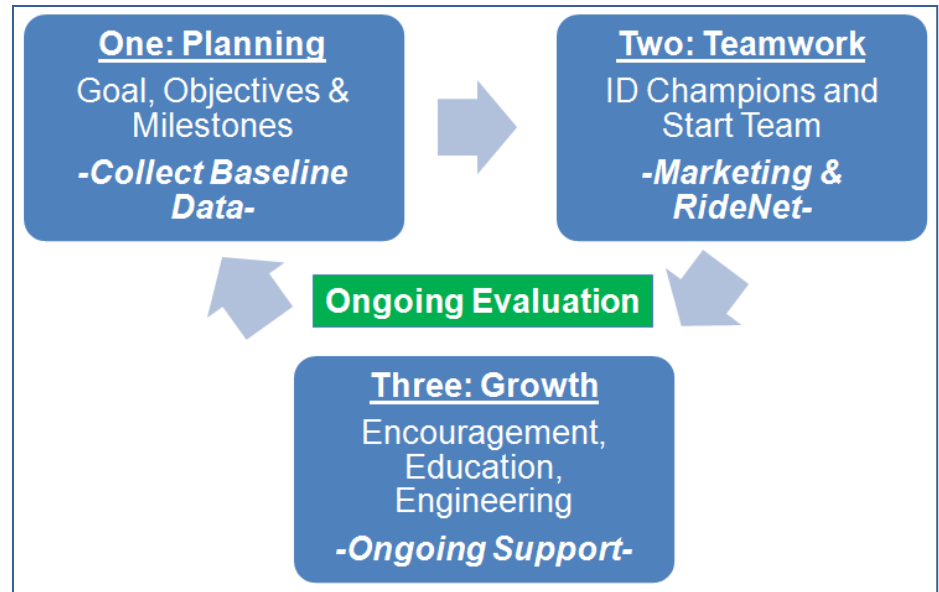
Bicycling in Portland saves \$2.6 billion annually for the local economy.



Source: Portland's Green Dividend. Joe Cortright. July, 2007. jcortright@impresiconsulting.com

A CALL TO ACTON!

Ride along with Central Ohio's corporate and community leaders by joining 2 BY 2012, a cutting edge, comprehensive bicycle commuting program customized for you.



2 BY 2012 has about 150 partners & supporters.
Email 2by2012@considerbiking.org for info.

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