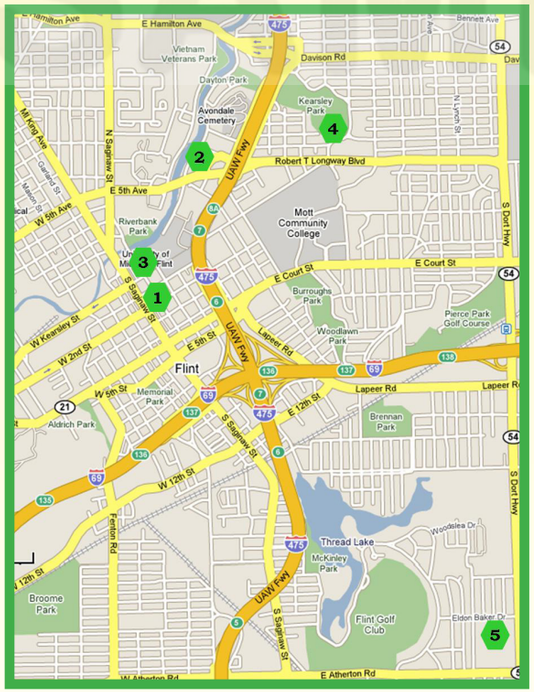
Smart Commute 2008

Think Outside The Glove Box!



1. Spin outside the Crim
2. Flint Farmers' Market, meet here for:
   - Get Geared Up
   - Trails & Treats
   - What's Up Downtown
3. Smart Commute Information Fair
   - Come see the Bike Rack Contest Designs
4. Smart Commute Day park & bike, walk, or ride–Kearsley Park
5. Smart Commute Day park & bike, walk or ride–Dort Highway Mall

Celebrating People-Powered Transportation

Spin Outside the Crim Event Sponsors:

Community Wellness Center
CycleFit Multisport
Cycling Running Fitness
www.cyclefitmultisport.com
1006 N. Leroy St. Fenton
810.750.2348

ge inc.
Gould Engineering, Inc.

Active Streets Sponsors:

- Assenmacher Cycling Centers •
- Sheppard Consulting •
- Center for Applied Environmental Research, University of Michigan-Flint •

With Support From:
The Crim Fitness Foundation

This event endorsed by Governor's Council Health Promotion Health Prevention

Event Committee

John Burt, The Disability Network
Doug Cook, UM-Flint Admissions & Recruitment
Sharon Gregory, Genesee Co. Metropolitan Planning Commission
Kay Kelly, City of Flint Parks Department
Charlene Kowalski, Mass Transportation Authority
Victor Lukasavitz, Gould Engineering
Sara McDonnell, UM-Flint CAER
Jack Minore, Friends of the Flint River Trail
Polly Sheppard, Crim Fitness Foundation
Ron Stack, Cycle Fit
Carl Thompson, Genesee Co. Metropolitan Planning Commission

For information on Smart Commute contact Polly Sheppard, local coordinator for the Safe and Active Flint Coalition at psheppard@flint.org or (810) 235-7894.

www.crim.org/smartcommute

The Safe and Active Flint (SAF) Coalition aims to promote physical activity in Flint by encouraging the creation of a supportive street network that enables all residents to incorporate active transportation into their daily routines. The purpose of SAF is to make Flint area streets safe and accessible and to encourage residents of all ages to choose active transportation. The SAF Project is funded by the Ruth Mott Foundation.

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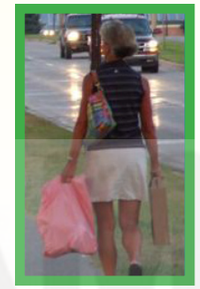


Celebrating People-Powered Transportation

SAMPLE

What is Smart Commute?

Smart Commute encourages people to use alternative modes of transportation to get to work, school, or to run errands; instead of driving your car, try bicycling, walking, carpooling, or public transit!

Why Participate?

Lower Health Care Costs

Concerned about growing health care costs? Link physically fit employees with a fiscally fit business. Lower your health care expenditures by encouraging your employees to increase their overall fitness levels by Smart Commuting throughout the workday. Do your employees live too far away to walk or bicycle to work? Encourage them to walk, bicycle, or use public transit to get to meetings or run errands during the workday. Every little bit of physical activity can increase the health of your employees while keeping your business economically viable.

Did you know?
In 2007, Physical inactivity is projected to cost Michigan12.65 *Billion* dollars!

Boost Employee Morale

Don't want your employees to dread coming to work? It's no secret that a great worksite culture can attract and retain high quality employees. Potential employees look for worksites that use innovative strategies to ensure employee health and well-being. By encouraging your employees to participate in Smart Commute, you will enhance your current health and well-being initiatives. Plus, healthier employees are happier and more productive. Employees that walk or bicycle, at least part of the way, to work arrive at their desks invigorated and ready to work.

Invest in your Community

Smart Commuting is good for the local economy! Help create a more active, livable, and economically viable community by encouraging your employees to walk, bicycle, or take pubic transit during the workday. Why does this matter? Communities that cultivate a walking and bicycling culture experience business growth, increased real-estate values, and improved overall quality of life. Be part of the solution by participating in Smart Commute and help your community be a great place to live, work and play.

Did you know?
It is a fact that businesses and employers bear a sizeable portion of the direct and indirect health care costs for employees in poor health. Poor exercise habits of employees can result in between 10% and 21% greater employer health care expenditures.
Employers experience higher payouts for:

- Short-term disability
- Worker's compensation
- Absenteeism
- Health Care

(Chenoweth et al., 2002)

Commuter Challenge

What?
One component of Smart Commute is the Commuter Challenge. This is a friendly competition between local businesses and organizations to see who can succeed at getting the highest percentage of employees to walk, bicycle, carpool, or use public transit to get to work or for workday errands on Friday, May 16th.

How?
Identify a team captain to register your business or organization and rally co-workers to log workday miles traveled via alternative modes of transportation.

Who?
The worksite with the highest percentage of employee participation in each size category will win fantastic prizes!

The competition categories are:

- Mini (2-5 employees)
- Small (6-24 employees)
- Medium (25-50 employees)
- Large (50+ employees)

To Register for the Commuter Challenge

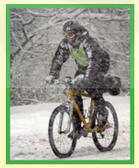
Step 1: A team captain must register the business online.
Step 2: After the business is registered, interested participants at that workplace register as individuals, identifying their employer on their registration form.
Step 3: Worksites compete against like sized worksites. Worksites will be judged by the percentage of employees participating in the Commuter Challenge.

www.crim.org/smartcommute

Did you know?
Providing opportunities for employees to walk and bicycle during the workday can yield many benefits:

- $3 to $6 return for every dollar invested over a 2-5 year period
- 28% reduction in sick-leave absenteeism
- 26% in use of health care benefits
- 30% reduction in worker's compensation claims & disability management
- Reduced presenteeism losses (workers are on the job but not fully functioning)

(American Journal of Health Promotion, 2003)



Smart Commute 2008

SAVE THE DATES!

Join us for a fun-filled week of Smart Commute Events

May 2008

Sun. 11	Mon. 12	Tue. 13	Wed. 14	Thu. 15	Fri. 16	Sat. 17	Sun. 18
Get Geared Up!	Info. Fair				Smart Commute Day		What's Up Downtown

Sunday, May 11th Get Geared Up
Dust off your bicycle and join the Friends of the Flint River Trail at 1pm at the Flint Farmers' Market to learn about basic bicycle repair and at 2pm enjoy a Sunday ride along the Flint River Trail.

Monday, May 12th Smart Commute Information Fair
Drop by the U of M Pavilion on your lunch break from 11:00am to 2:00pm to learn about how you can incorporate Smart Commuting into your lifestyle and get fantastic information on bicycling, local trails, ridesharing, recycling & more.

Come see local artists' bike rack designs and cheer the winner!

Friday, May 16th Smart Commute Day
Challenge friends and co-workers to ride their bicycle, walk, carpool, or use public transportation to work and for workday errands. Live too far away to walk or bicycle to work? Try taking the bus, carpooling, or meet at Kearsley Park or at the Small Mall for breakfast or to park your car for the day so that you can walk, bicycle, or ride public transit to work.

Friday, May 16th Trail & Treats Ride
Unable to Smart Commute to work? Bring your bicycle and join us at noon at the Flint Farmers' Market to embark on a fun-filled lunchtime ride. Don't think you have time to ride and eat your lunch? Not to worry; there will be stations throughout the ride that will provide snacks and drinks.

Sunday, May 18th "What's Up Downtown" Bicycle Tour
Get off of the tour bus! Meet at the Flint Farmers' Market at 2pm to explore historic downtown Flint on your bicycle; sponsored in conjunction with the Friends of the Flint River Trail. Refreshments will be served!

Looking for inspiration to dust off your bike and go for a ride? Come down and join us for "Spin outside the Crim" on May 7th to see cyclists in action.