

# Green Notes

## New Census Study Says Bike Commuting Up

WASHINGTON, D.C.—Bike commuting is up according to the latest numbers published by the U.S. Census Bureau. The Bureau's 2008 American Community Survey, released in late September, indicates that more than one in every 200 Americans regularly bikes to work. The survey found that 0.55 percent of American workers use a bicycle as their primary means of getting to work. This is up 14 percent since 2007, 36 percent from the first ACS in 2005, and 43 percent since the 2000 Census. "We know many Bicycle Friendly Communities exceeded the national level of growth," said Meghan Cahill, director of communications for the League of American Bicyclists. "The ACS does a good job of showing the positive growth across the country and the sharper growth in the places that are making the investments in infrastructure and promotion to build Bicycle Friendly Communities," she added. The League will conduct an analysis of the numbers for various locations, but those interested can look up the information for hundreds of communities and all states using the American Fact Finder at <http://factfinder.census.gov>.

## BTA Holds Successful Commute Challenge

PORTLAND, OR—More than 11,000 riders across Oregon and southwest Washington logged trips done by bike during the Bicycle Transportation Alliance's month-long Bike Commute Challenge in September. Program manager Stephanie Knoll said that this year more than 1,240 teams participated and close to 2,700 participants logged at least one trip and identified themselves as a new biker. Commute participants logged 1.244 million miles during the period, she said. The statewide nonprofit with more than 5,000 members in Oregon and southwest Washington has held the month-long challenge since 1995. Every year the challenge introduces first-time bike commuters and their employers to the fun, health, safety, financial and environmental benefits of commuting by bike. "It's gotten bigger every year," Knoll said. "We were excited this year to have several workplaces in eastern Oregon participating and more from southern Oregon." Workplaces compete in size and type categories and win based on the percentage of trips they make by bike. Individual participants also qualify for prize drawings and discounts at bike shops.

## League Lists New Bicycle Friendly Businesses

WASHINGTON, D.C.—The League of American Bicyclists recognized 45 new Bicycle Friendly Business award winners, including two platinum winners—Bicycle Sport Shop and Quality Bicycle Products—at the recently concluded Interbike. The BFB program recognizes socially responsible businesses that promote healthy and green workplaces and provides a road map to become even more bicycle-friendly. Bicycle Sport Shop has noticed several benefits from supporting a bicycle-friendly workplace including improved employee health and fewer hours missed due to illness; reduced parking costs; improved lifestyle for employees; and improved staff morale. "We are providing life lessons for our employees, which help them improve their health and teach them how important it is to stay healthy," said Leslie Luciano, Bicycle Sport Shop's advocacy coordinator. QBP counts bicycle commuting towards the exercise criteria of the company's health care plan, and in 2008, 346 employees combined to register 27,906 one-way trips for more than 327,000 total miles. BFB winners provide amenities such as secure bike parking and shower facilities, incentives to commute by bike, company bike rides and clubs, and bike-to-work promotions. To see the full list of winners, go to [bikeleague.org](http://bikeleague.org).

## Outdoor Retailer Rewards Green Commuters

PETERBOROUGH, NH—New England outdoor chain Eastern Mountain Sports has teamed up with NuRide to reward individuals who carpool, vanpool, walk, bike, telecommute and take public transportation. NuRide is a rewards program for individuals who take greener trips, reducing global warming, traffic congestion and energy consumption. To participate, commuters can sign up on the NuRide Web site and record their trips. Individuals earn points for every trip, which can be redeemed for a variety of rewards including discounts on purchases from EMS.