

Bike Pittsburgh reaches out to local employers to promote the benefits of bicycling to work

Bike Pittsburgh recently announced its new Partnership Program to assist area employers in becoming a bike-friendly workplace. The best employers take serious the health and well-being of their employees. The Partnership Program is uniquely crafted to match the specific needs and objectives of the prospective partner. If you feel that your employer could benefit from strengthening employee morale and supporting a bike-friendly culture at work the Bike Pittsburgh Partnership is a robust addition to any human resources benefits package. Armed with Pittsburgh Bike Maps and resources like Commute Info's "Bike Pool" Bike Pittsburgh reaches out to the Pittsburgh workforce to demonstrate how bicycling to work can be safe and fun.

More and more people are beginning to recognize the extraordinary benefits associated with bicycling to work. Many of us have heard about the health and environmental benefits, but more studies are indicating that being bicycle-friendly also benefits our wallets. Now that gas is consistently around three dollars per gallon it is easy to understand why.

"Isn't it odd that Pittsburgh consistently is recognized as a wonderful place to live, but yet our population steadily declines, notes Lou Fineberg, who is developing the Partnership Program. "I'm pretty certain we wouldn't be having a declining population if we showed a strong commitment in Pittsburgh to bicycle transportation. The people I know that commute to work by bike actually smile about how they got to work. Organization's and their employees need to be informed about the wonderful benefits of commuting by bike."

Originally the Partner Program was going to focus on companies, but all employers and their staff can reap the benefits of bicycling to work. As a result the program is entirely inclusive to support businesses of all sizes, the non-profit sector, and even government. The program offers three levels of membership to also include organizations that would like to support Bike Pittsburgh, but that are not necessarily interested in the services they offer, and also sponsor opportunities are available to organizations interested in seeing Bike Pittsburgh increase its capacity. In the program's first week American Eagle Outfitters and Café Tazza D'Oro signed on to be part of this exciting new initiative.

"The Partnership Program," Fineberg adds, "is not an unrealistic effort to see a sudden shift in how people get to work. Its about planting the seed and supporting some people to at least try it. Once people try it, and they feel safe, they're hooked."

To learn more about partnering with Bike Pittsburgh contact Lou Fineberg [lou@bike-pgh.org](mailto:lou@bike-pgh.org) or 412.325.4334