

Doug Morgan Presentation Notes
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Moving People

There is a rapidly growing group of passionate CBus citizens that believe that bicycling and walking for everyday transportation is the surest, perhaps only, way to personal health, environmental health, and community health. Our community has been developed around the use of the automobile.....we recently surpassed two significant milestones:

1. There are now more vehicles in the U.S. than there are licensed drivers.
2. In central Ohio, there are now more people living OUTSIDE the I-270 outerbelt than inside the outerbelt.

Therefore, it's a safe bet that everyone over the age of 15 is using an automobile for everyday transportation.....to get to work, school, the store and the health club....TO GET ON A TREADMILL AND WASTE ENERGY!!! Did you know that 80% of our automobile trips are 5 miles or less and 50% of our auto trips are 2 miles or less? Each of these short urban trips, with lots of stopping and starting, spew 15 pounds of pollutants into the environment.

Did you also know that 2/3 of Ohio's adults are overweight or obese? More alarmingly, 26% of the children in Franklin County are clinically obese and Nationwide Children's Hospital is seeing increasing incidence of Type 2 diabetes and high blood pressure in 8 and 9 year-olds. The percentage of U.S. children with obesity has TRIPLED in the last 20 years. The disease and morbidity associated with adult-onset obesity is well known, but experts believe that the current childhood obesity epidemic, when these children reach adulthood, has the potential to overwhelm our healthcare system. We have been exercising and dieting for more than 40 years in this country and it hasn't made a dent in this serious public health problem.....all we've done is create 2 multi-billion dollar industries (the exercise and diet industries). The twowheeling community believes that purposeful ACTIVITY (not exercise which is optional) is a big part of the solution to the obesity epidemic. Absent a return to an agrarian society, the only way to build activity into every citizen's daily routine is to adopt biking and/or walking for everyday transportation. This is not a new idea.....people have been doing it for generations in the pre-automobile-era cities of Europe. In many of these cities, 20-50% of the citizens use the bicycle to get to work, etc. And guess what, these citizens are mostly slender and fit and the obesity levels in these countries are far below the U.S.

Besides the personal, environmental and community health benefits of twowheeling, it's also good for business! Businesses that encourage and incent their employees to bike to work have decreased health care costs, lower absenteeism, increased productivity and better recruiting and retention. Genecor Corp in Palo Alto credits its employee biking program for the unbelievably low employee turnover rate (8.5% v. 22% industry average). Being viewed as a "green" employer is a big advantage these days.

Creating a robust twowheeling community is vital to the economic development and health of our region. Currently Ohio is 49th out of the 50 states in attracting and retaining young professionals, fondly known as "YPs". In an effort to understand and hopefully stop the "brain drain" from central Ohio, the Chamber of Commerce hired Rebecca Ryan from Next Generation Consulting to study our region and advise the Chamber in this regard. "YPs want bike paths that go SOMEWHERE!" says Rebecca. Rebecca also

advised, "Cities of the future will be multi-modal with robust, protected bike and blade lanes, green mass transit options and a vibe that commuting by pedal, foot or bus is the norm rather than the exception."

YPs and companies increasingly wish to locate in environmentally conscious "green" cities. In part due to the efforts of the twowheeling community, Columbus was recently named the "Most Improved City" in the important SustainLane survey of the "greenness" of the 50 largest U.S. cities, moving up 20 spots in the survey. For more on this, go to www.sustainlane.com. Recently, a large pharmaceutical company began investigating the opening of a Columbus operation.....in looking for a location, one of the CEOs requirements was that his employees wanted to bike to work so they needed to be located in an area with adequate bikeways.

TwoWheeling is on fire in CBus! We will look back on 2008 as a watershed year. With the help of the City, the County, CBus Rec&Parks, MORPC, ALTA, Burgess & Niple, and the twowheeling community, we created and adopted the Bicentennial Bikeway Plan that will add and connect the bikeways and make our streets "complete streets" that are safe for cyclists.....and Mayor Coleman (aka "Bikin' Mike) pledged \$20 million from the upcoming City bond issuance to fund the first installment of the plan. CBus was named one of the top 5 up and coming biking cities in the June issue of "Bicycle Magazine." Our great new twowheeling advocacy group, Consider Biking, was launched and an energetic, knowledgeable executive director, Jeff Stephens, was hired (see www.considerbiking.org). With leadership from Battelle, MORPC, the City, the County, Consider Biking, Calfee and Capitol South, we had a very successful Bike to Work Week in May. As mentioned above, the twowheeling community contributed mightily to moving CBus up in the SustainLane green ranking. And I am exceedingly proud that my 100+ year law firm, Calfee, Halter & Griswold, was the first company in CBus to adopt the EcoBuck Program pursuant to which we pay our employees \$1 for each day they bike, walk or bus to work.....several other companies have adopted EcoBucks and its in the works at dozens more.

Most importantly, more and more citizens are twowheeling to work.....to those of us on the streets and bikepaths every day, it seems like a 4X or 5X increase over last year. Nationally, Americans are driving 10 billion fewer miles every month.....to the point where gas tax revenues are declining at an alarming rate. I don't think this is a bad thing at all.

So, what can you do to help us make CBus the twowheeling capital of the U.S.? It's easy:

1. If you're a citizen, get a bike and start twowheeling to work, to the store, to the library, etc.....you won't need to twowheel to the health club because you'll be putting your energy to productive use and will be too tired to exercise. You DON'T have to ride to work every day, in all kinds of weather, like me.....if you just bike to work 2 DAYS PER MONTH, you will have achieved a 10% "mode shift" in the way you commute. If every citizen can do this, CBus will be the greenest transportation city in America! According to Congressman Oberstar, if America can achieve a 10% mode shift, we would eliminate our need to import ANY foreign oil.

This is our BHAG (Big Hairy Audacious Goal) for CBus that has been included in the Bicentennial Bikeway Plan.....that by the City's Bicentennial in 2012, each citizen will bike, walk or bus to work at least 2 days per month. We call this our "2 by 2012" goal. Please help us achieve this goal!

2. If you're an employer, provide a safe place for your employees to store their bikes and give them a place to change clothes (and shower, if possible).....this will earn you 1 LEED certification point. If you're a really enlightened employer, INCENT your employees to bike to work.....with EcoBucks (email

me at www.dmorgan@calfee.com and I'll send you the info), or you can include bicycle commuting in your wellness program, or create your own program. Millennium Pharma in Cambridge, Mass pays its employees \$700 per year to bike to work and charges employees for automobile parking (hmmmm.....the carrot and stick approach). And finally, adopt "2 By 2012" at your company.....this will help earn you a GreenSpot!

Changing a community built around the use (or overuse) of the automobile won't be easy and it won't happen overnight. But we, the twowheeling community, have a vision that in 100 years our community will look much different and will be one of the healthiest and greenest communities in America.....and young people and companies will be flocking here! We CAN achieve this grand vision.....two wheels at a time.

For more information and, hopefully, inspiration, go to www.twowheeling.com.