



# The SARIS STORY

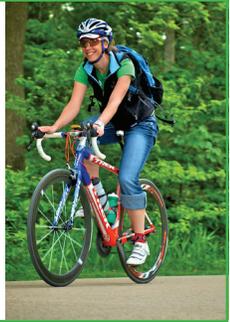
Investing in a bike commuting culture

## WHY WE DID IT:

- Lower insurance costs
- Higher employee productivity
- Supports corporate green initiative
- Cultivates socially responsible image
- Adds additional benefit to offer
- Retain employees

*"Because of the increase in ridership Saris employees have gained a protective benefit by riding ~8 miles 2-4 times per week: Through this increase in exercise through cycling, they have a 33% less chance of dying than those who are inactive."*

(Found from the HEAT for Cycling tool (Health Economic Assessment Tool) created by the World Health Organization)



## HOW WE DID IT:

Developed a holistic approach encompasses several aspects:

- Found true **DEDICATION** to the cause
- ASSESSED** commuting habits
- Basic bicycle commuting **EDUCATION**
- Be **PREPARED** for employees to start bicycling
- Gave **MOTIVATION** to participate
- Making it **SIMPLE** and **FUN**
- Staying **COMMITTED**
- Enjoying the **OUTCOME**

### THE INCENTIVE PROGRAM

Our incentive program is set up so that the more our employees ride the more they are rewarded.

We start the awards off heavy at the beginning so new riders can have small goals to work towards. They get lunch gift certificates, \$ for bicycle accessories, massages, bike lights, bicycle repair kits, cash, etc.

## WHAT IT HAS ACCOMPLISHED SINCE WE BEGAN IN 2010:

RODE. BURNED. SAVED.



**25%**  
OF EMPLOYEES  
COMMUTING  
WEEKLY



**4,483,428**  
CALORIES BURNED



**\$16,569** of gas  
SAVINGS



EQUIVALENT OF  
**24,907**  
LATTES

**300%**  
increase in active participants

(As of March, 2013)