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Columbus CEOs Hold Massive Show of Support for Bicycle Commuting; The Columbus Foundation Invests in Consider Biking

May 17th event launches bold “2 BY 2012” commuter initiative

Columbus, OH (May 17, 2010)—Consider Biking announced today the launch of its “2 BY 2012” campaign with a \$295,451 grant from The Columbus Foundation. The campaign was developed to increase and incentivize the use of active bicycle transportation by central Ohio commuters.

The three-year grant was made possible by Robert Bartels, William C. and Naoma W. Denison, Charlotte R. Haller, Robert B. Hurst, and the Martha G. Staub funds of The Columbus Foundation.

This morning, Columbus Mayor Michael B. Coleman, also known as “Bikin’ Mike,” led over 70 central Ohio CEOs on a 2.5-mile bicycle commute to kick off Bike to Work Week and demonstrate the dedication of both the city and the corporate community to support the new active transportation initiative, “2 BY 2012.”

“This is definitely the largest show of CEO support for bicycle commuting ever held in the United States” said Jeff Miller, President and CEO of the Alliance for Biking and Walking, the national umbrella organization of active transportation organizations. The Alliance for Biking and Walking has also committed investment for Consider Biking’s “2 by 2012” program via its Advocacy Advance Grants program.

“2 BY 2012 is our goal to get as many central Ohio citizens as possible to bicycle to work 2 days per month by 2012, which is the Columbus bicentennial,” says Jeff Stephens, executive director of Consider Biking. “Bicycle commuting 2 days per month would make Columbus the greenest city in the country. And, 2 days per month is a reasonable goal that many could aspire to.”

Doug Morgan, an attorney with Hahn, Loeser and Parks, LLP says, “Our business leaders in central Ohio support this initiative because they recognize that bicycling and active transportation will affect their bottom line, and make our region more competitive economically.”

Over the next three years, “2 BY 2012” will focus on changing single-use-automobile commuting to active bicycle transportation. Currently, Columbus is home to approximately 5,000 bike commuters or

.7% of the commuter trips. The “2 BY 2012” effort seeks to increase bicycling participation to 2% of the population in time for the City’s 2012 Bicentennial.

Initial partnerships are focused on the largest 15 workplaces in central Ohio, which directly reach up to 50,000 employees. Consider Biking will provide consultation to these workplaces to engage their employees in a variety of ways, from financial incentives, and education programs, to enhancing the end-of-ride facilities like bike storage and changing accommodations. Early adopters include Battelle, Columbia Gas, Fifth Third Bank, Nationwide Insurance, JPMorgan Chase, Ohio Health, OCLC, and The Ohio State University.

“We’re on our way to transforming Central Ohio into a world class city for bicyclists. Our business leaders understand the benefits of active transportation, and by granting their employees the permission to engage in this behavior, have thereby ensured the pedaling revolution will succeed,” said Morgan.

Bike commuting provides benefits to commuters, employers, and the community as a whole. An increase in biking means less vehicle traffic, less pollution, and a healthier population. In April 2010, Columbus was ranked the 34th best city in America to ride a bike by *Bicycling Magazine* based on factors such as municipal bike racks, bike lanes, local government involvement, and bike culture.

Stephens indicates, “We also know that an increase in bicyclists on the road will increase safety for the cyclists. There’s safety and awareness in numbers. And of course, we’ll be providing extensive education for both the bicyclists and motorists on how to share the road through the ‘2 BY 2012’ campaign.”

About 2 BY 2012

Over the next three years, 2 BY 2012 will focus on changing single-use-automobile commuting to active bicycle transportation. The consumer message will be to bike to work 2 days per month; and Consider Biking will educate riders on the health, economic and community benefits of this goal—promoting the initiative through a full-scale marketing campaign. For more information, visit www.2BY2012.com.

About Consider Biking

Consider Biking, founded in 1990, serves to advocate for bicycling in central Ohio as a viable, valuable, and environmentally sound transportation alternative; for recreation, sport and good. More information is available at www.considerbiking.org.

About The Columbus Foundation

The Columbus Foundation is the trusted philanthropic advisor® to more than 1,800 individuals, families, and businesses, who have created unique funds to make a difference in the lives of others through the most effective philanthropy possible. Serving the region over 66 years, The Columbus Foundation is one of the nine largest community foundations in the United States today. More information about the Foundation is available at www.columbusfoundation.org or call 614/251-4000.