



WALKARLINGTON WORKS

A Step-by-Step Guide to
A Walking Workplace

WALKING workplace

Arlington County is a business-friendly community. Arlington County is also a walk-friendly community. Encouraging your employees, customers, and tenants to integrate walking into their daily routine is a great way to promote this cost-effective, environmentally friendly, and healthy option for getting around.

To help your organization get started, Arlington Transportation Partners and WalkArlington, the County initiative established to “get more people walking more of the time,” have developed *WalkArlington Works: A Step-by-Step Guide to a Walking Workplace*.

what is a walking workplace?

A Walking Workplace is simply an organization that encourages its employees to incorporate walking into their work day, whether by changing daily habits, participating in ready-made walking programs, promoting local walking events, or putting together a combination of strategies for your workforce and your workplace.



Walking to work, walking up stairs, walking at lunch, walking to the bus or train, and walking home after work are all great ways of building walking into a workplace. With the resources gathered for you in this guide, setting up a formal walking program is as simple as tying your shoe.

how can a walking program benefit your business?

Workplace walking programs can help with a wide range of common workforce issues, from health care costs to morale, turnover rates to productivity, absenteeism to team-building. All you need to do is take that first step . . .



WalkScore
named
Arlington the
Most Walkable
City in Virginia
for 2010.

TAKE A step

Arlington County offers an array of local resources, information, and services to build your Walking Workplace program.

- ▶ **WalkArlington – WalkArlington.com/walkarlingtonworks**
 - ▶ Get the latest on walks and events for your employees to participate in using WalkArlington’s calendar of walking events.
 - ▶ Find information on walking groups for lunchtime or after work strolls, from the WalkArlington Walkers Meetup group to County-run walking clubs.
 - ▶ Pull articles and resources from WalkArlington.com and the Pacer e-newsletter to share with employees on your website, in your newsletter, or posted on your bulletin board.
 - ▶ Share interesting walking routes around Arlington with WalkArlington’s series of Walkabouts.

- ▶ **Arlington Transportation Partners (ATP) – ArlingtonTransportationPartners.com/walkarlingtonworks**
 - ▶ Contact your ATP representative to assess your Walking Workplace needs.
 - ▶ Access links to online resources to create your Walking Workplace.
 - ▶ Plan a health/transportation benefits fair and ask ATP to provide walking resources for your employees.
 - ▶ Create a Walking Workplace page on your Intranet website and on your social media outlets.
 - ▶ Share your success stories for inclusion in *Solutions*, the ATP print and electronic newsletter.

- ▶ **Arlington County Commuter Services Commuter Stores – commuterpage.com/stores.htm**
 - ▶ Find your nearest Commuter Store and encourage employees to visit this one-stop shop for commuter resources.
 - ▶ Ask your ATP account representative to help you set up an Arlington County Commuter Services brochure account to order complimentary walking resources like Walkabouts brochures and pedestrian safety tips for your employees.

- ▶ **Arlington County Commuter Services Retail Partners – carfreediet.com/partners.cfm**
 - ▶ Ask your ATP account representative for a list of ACCS Retail Partners (restaurants, shops, services that support walking) and distribute to employees to patronize during their walks.
 - ▶ Visit the Car-Free Diet website for special offers from Retail Partners in your area and share them with employees as incentives for walking.

More than
200,000
transit-related
walking trips
are taken
every day
in Arlington.



FIND YOUR pace

national programs

These national workplace walking programs offer ready-made resources to turn your workplace into a Walking Workplace and to support a walk-friendly lifestyle.

▶ **Walking Works – bcbs.com/innovations/walkingworks**

Created by the BlueCross BlueShield Association in conjunction with the President's Council on Physical Fitness, Walking Works provides guidelines, resources, and tips to help motivate employees to integrate walking into their everyday routine.

▶ **Start! Walking Worksite Wellness Walking Program – startwalkingnow.org**

Sponsored by the American Heart Association, Start! Walking helps companies encourage employees to walk by setting up walking routes and routines and celebrating and rewarding participants.

▶ **Every Body Walk – everybodywalk.org**

Every Body Walk! is an online educational campaign aimed at getting Americans up and moving. A walking hub contains news and resources on walking, health information, walking maps, how to find walking groups, a personal pledge form to start walking, as well as a place to share stories about individual experiences. This program complements the Walking Workplace programs above by focusing on working walking into all aspects of daily life.



Arlington County has 46 miles of multi-use trails and an extensive network of sidewalks.

national events

Sometimes an event is the best way to kick off a new workplace program. Here are two Walking Workplace events that take place each April, but you can organize them anytime.

▶ **National Walk to Work Day –**

<http://walking.about.com/od/pedestrians/p/walktoworkday.htm>

Held annually on the first Friday in April, National Walk to Work Day encourages participants to walk for all or part of their commute. Organizers suggest that commuters aim for a minimum 15-minute walk each way. If they take public transportation, participants can try walking to a further stop before boarding, or getting off a stop early and walking the rest of the distance to work. Or if their commute is too long, they can make it a Walk to Lunch or Walk After Work Day.

▶ **National Walk @ Lunch Day® –**

ibx.com/news_events/events/walk_at_lunch/toolkit.html

Organized by BlueCross BlueShield and held on the last Wednesday of April, National Walk @ Lunch Day® was created to improve personal health and decrease the costs of healthcare for employers and employees. National Walk @ Lunch Day® is the start of a new daily workplace walking routine, helping employees improve their health step by step.



HIT YOUR stride

benefits for all

When organizations support walking, they provide a service that is highly valued by employees, cost-effective, beneficial to the environment, and critical to company success.



WalkArlington and Arlington Transportation Partners have done the legwork for you by putting together this quick, three-step guide to the resources that are available to help you support your workforce—and your bottom line—by making your workplace a Walking Workplace.

your walking workplace is just steps away . . .

After you've reviewed the resources outlined in Steps 1 and 2 and considered what works best for your workplace and your workforce, contact your Arlington Transportation Partners account representative for support in creating your Walking Workplace program.

ATP and WalkArlington will deliver the resources and services you need to take your first steps toward establishing your organization as a Walking Workplace.



The most recent U. S. Census found that 6 percent of Arlington workers walk to work — a rate that is significantly higher than all of the other jurisdictions surrounding the District of Columbia.

Arlington recently revised its standard pedestrian crossing time settings from 4 to 3.5 feet per second, providing more time for pedestrians to cross streets.

Arlington received a perfect score for comprehensive pedestrian and bike planning from BikeWalk Virginia -- one of only three localities out of 291 surveyed to be so rated.

Approximately 85 percent of Arlington's local streets have a continuous sidewalk on at least one side. Most commercial areas in Arlington have sidewalks on both sides of the street.

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Commuter.typepad.com



1501 Wilson Boulevard, Suite 1100

Arlington, Virginia 22209

www.ArlingtonTransportationPartners.com



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Arlington, Virginia 22209

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