A Simple Solution
Interesting Global Trends

TRAFFIC CONGESTION

In 2003, traffic congestion delayed people 7 billion hours worldwide and wasted FIVE BILLION gallons of fuel.
Interesting Global Trends

URBANIZATION

For the first time in human history, more people are living in cities than in the rural areas.

In 1950, the world had just 2 “megacities” with populations in excess of 10 million. Today, there are at least 20.

By 2050, an estimated two-thirds of the world’s population will live in urban areas.
Interesting Global Trends

ENVIRONMENT

Vehicles contribute to an estimated 60-70% of urban air pollution.

60% of the pollution created by car emissions happens in the first few minutes of operation.
## Interesting Global Trends

### The World is Getting Fat

<table>
<thead>
<tr>
<th></th>
<th>Average Weight</th>
<th>1960</th>
<th>2002</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kids 6-11</td>
<td>lbs</td>
<td>63</td>
<td>74</td>
<td>+11 lbs</td>
</tr>
<tr>
<td>Men over 20</td>
<td>lbs</td>
<td>167</td>
<td>191</td>
<td>+24 lbs</td>
</tr>
<tr>
<td>Women over 20</td>
<td>lbs</td>
<td>139</td>
<td>163</td>
<td>+24 lbs</td>
</tr>
</tbody>
</table>
Interesting Global Trends

THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults

1985
Interesting Global Trends

THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults
Interesting Global Trends

THE WORLD IS GETTING FAT

Obesity Trends in U.S. Adults

1990
THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults

Interesting Global Trends

1992
Interesting Global Trends

THE WORLD IS GETTING FAT

Obesity Trends in U.S. Adults

Map showing obesity trends in U.S. adults for 1994.
Interesting Global Trends

The World Is Getting Fat

Obesity Trends in U.S. Adults

1996
Interesting Global Trends

THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults

1997

No Data
<10%
10-14%
15-19%
20-24%
>25%
Interesting Global Trends

THE WORLD IS GETTING FAT

Obesity Trends in U.S. Adults

1998
Interesting Global Trends

THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults

1999
Interesting Global Trends

THE WORLD IS GETTING FAT

Obesity Trends in U.S. Adults

2000
Interesting Global Trends

THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults

Map showing obesity trends in U.S. adults in 2001, with different colors representing different percentage ranges.
Interesting Global Trends

THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults

[Map showing obesity trends in 2002]
Interesting Global Trends

The World Is Getting Fat

Obesity Trends in U.S. Adults

Map showing obesity trends in U.S. adults for 2003.
Interesting Global Trends

THE WORLD IS GETTING FAT
Obesity Trends in U.S. Adults

Map showing obesity trends in U.S. adults in 2004.
Trek Employees

WHAT IS DRIVING TREK’S COSTS?

26% reported ZERO regular exercise

25% reported regular use of tobacco products

>50% are overweight or obese (BMI)

44% show high cholesterol

2006 Health Risk Assessments
Our lessons learned from 650+ screenings
Trek Employees

WHAT WE CURRENTLY DO

- Mandatory onsite health risk assessments & coaching
- Onsite nutrition seminars
- Onsite café
- Bike to work incentives
- "Twinkie Tax" for food and beverage
- Onsite fitness center
- Mountain bike trails
- President’s Challenge

This is not enough ...
Trek Employees

Trek’s Health Related Costs - 10 Years

Yearly cost per employee

<table>
<thead>
<tr>
<th>Year</th>
<th>1997</th>
<th>2002</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$0</td>
<td>$4,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

1997 2002 2007
Trek Employees

RECENT EXAMPLES

WIFE
49 year old female
Completed HRA
Completed President’s Challenge
Attended onsite nutrition seminars
Lowered her BMI / % BF

HUSBAND
49 year old male
Overweight
Diagnosed, unmanaged high blood pressure
Stroke + extended hospital stay
Trek Employees

RECENT EXAMPLES
Trek Employees

HOW DO WE SOLVE THIS PROBLEM?

Help employees understand their health status

Provide all of the tools necessary for them to do so

Hold employees (and their spouses) accountable for their own health
What solution can address these problems?
How the Bicycle Solves the Problem

**HEALTH ISSUES**
Bicycling burns 500-700 calories per hour.
Driving a car burns 5-20.

**ENVIRONMENTAL ISSUES**
Cars produce 60-70% of urban air pollution.
Bicycles produce 0%.

**CONGESTION ISSUES**
50% of car trips taken are less than 2 miles long.
A Bicycle Friendly World

IT ALREADY EXISTS:

**The Netherlands**
25% of the population commutes by bike

**London**
Bike commuters avoid congestion charge

**Boulder, CO**
21% of the population commutes by bike

**Portland, OR**
Congressman Blumenauer’s Bike Commuter Act
The U.S. Needs to Catch Up NOW!

Trips Taken by Bike

Netherlands: 30%
Denmark: 20%
Germany: 14%
Switzerland: 10%
Austria: 9%
Canada: 2%
U.S.: 1%
A Bicycle Friendly World

LOUISVILLE, KENTUCKY
A Bicycle Friendly Community Success Story
A Bicycle Friendly World

LOUISVILLE, KENTUCKY
A Bicycle Friendly Community Success Story

Goal: Bicycling is fully integrated into the transportation network. Bicyclists of all ages and skill levels feel comfortable and safe riding to their destinations.

Metro area bike map and city commissioned racks
A Bicycle Friendly World

BIKE SHARING
Paris, France - Velib
A small group of thoughtful people could change the world. Indeed, it’s the only thing that ever has.

— Margaret Mead