



March 9, 2009

Mel Pyne
Chief Executive Officer
PeaceHealth, Oregon Region
770 E. 11th
Eugene, OR 97402

Dear Mr. Pyne,

I would like to introduce a representative sample of the many PeaceHealth employees who commute to work by bike. The employees who have signed below are not only riding for the many personal benefits that cycling provides, but also because everyone benefits when more people bike to work. We think PeaceHealth should recognize these employees and promote the larger social benefits cycling provides.

For example, biking instead of driving means less carbon dioxide and other pollutants released into the air, reducing pollution related medical expenses for those with respiratory problems. In addition, cyclists save money that would normally have been spent on gas. In 2007, Lane County residents spent over 700 million to fuel their cars, of which 637 million left the County to pay for this imported energy. In contrast, cyclists help our economy by spending these saved dollars at local businesses, an especially important economic benefit in our current business climate.

But the most important public benefit from cycling is reduced health care costs. You wrote in the Register-Guard that 70% of our health care costs were due to lifestyle choices. Each day nearly a hundred PeaceHealth employees make the correct lifestyle choice by biking to work, helping them to keep fit and reduce health care expenses.

This is a tremendous opportunity for PeaceHealth to show its commitment to public health. There are a number of ways this can be done. One money saving option is to access State tax credits that support cycling and pass these savings on to employees. In addition, PeaceHealth can work with BikeLane Coalition to establish incentive programs to increase the number of cyclists who commute to work by bike. We can provide the technical assistance for each option.

With so much attention about rising health care costs and our economic problems, promoting the societal benefits of cycling turns crisis into opportunity. This is why we believe life is better with bikes.

I look forward to how we can work with PeaceHealth to make this a model program worthy of public recognition.

Jim Wilcox
Executive Director
BikeLane Coalition
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and seven PeaceHealth employees.