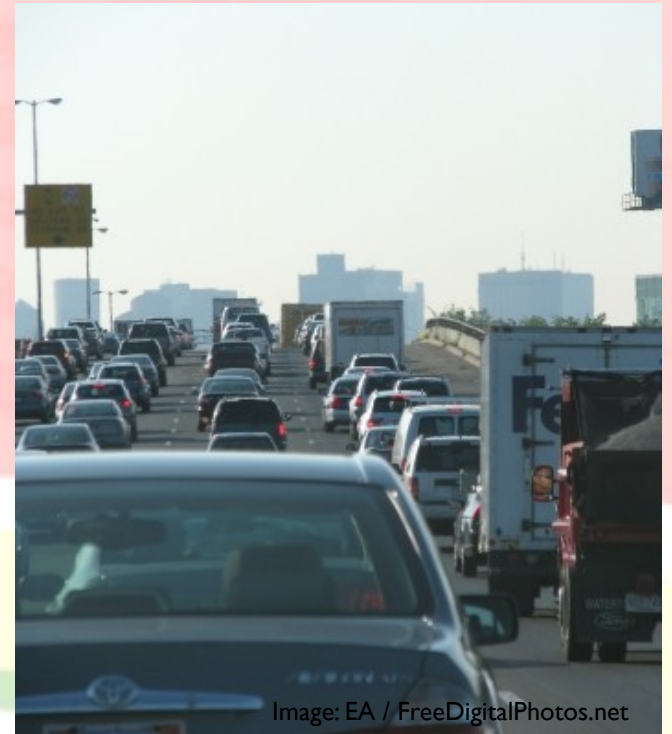




The cycling culture:
Transforming a
community through
investment in biking
facilities

How do we change the way we travel?

- ⚙ American cities are dominated by automobile travel as trip purposes are dispersed, not concentrated. In the future, public transportation, bicycling, and walking will likely serve more trip needs
- ⚙ The bicycle can provide personal travel that is now by car. Existing roadways can serve as bicycle routes as it will be difficult to create a separate trail system in most cities



The roadway network in central Arkansas has a radial pattern



Alternate transportation in the metro area

- ⚙ Buses
 - ⚙ Less than 3% of trips in LR/NLR
- ⚙ Electric streetcar
 - ⚙ Expensive to operate because of energy costs
 - ⚙ Limited appeal



Electricity can provide public transportation needs...

...but it can be expensive!!!



CATA Trolleys

Downtown NLR



Area attractions drive people to the NLR downtown area



Dickey-Stephens Ballpark
Minor league ballpark



Verizon Arena
Sports/Entertainment arena

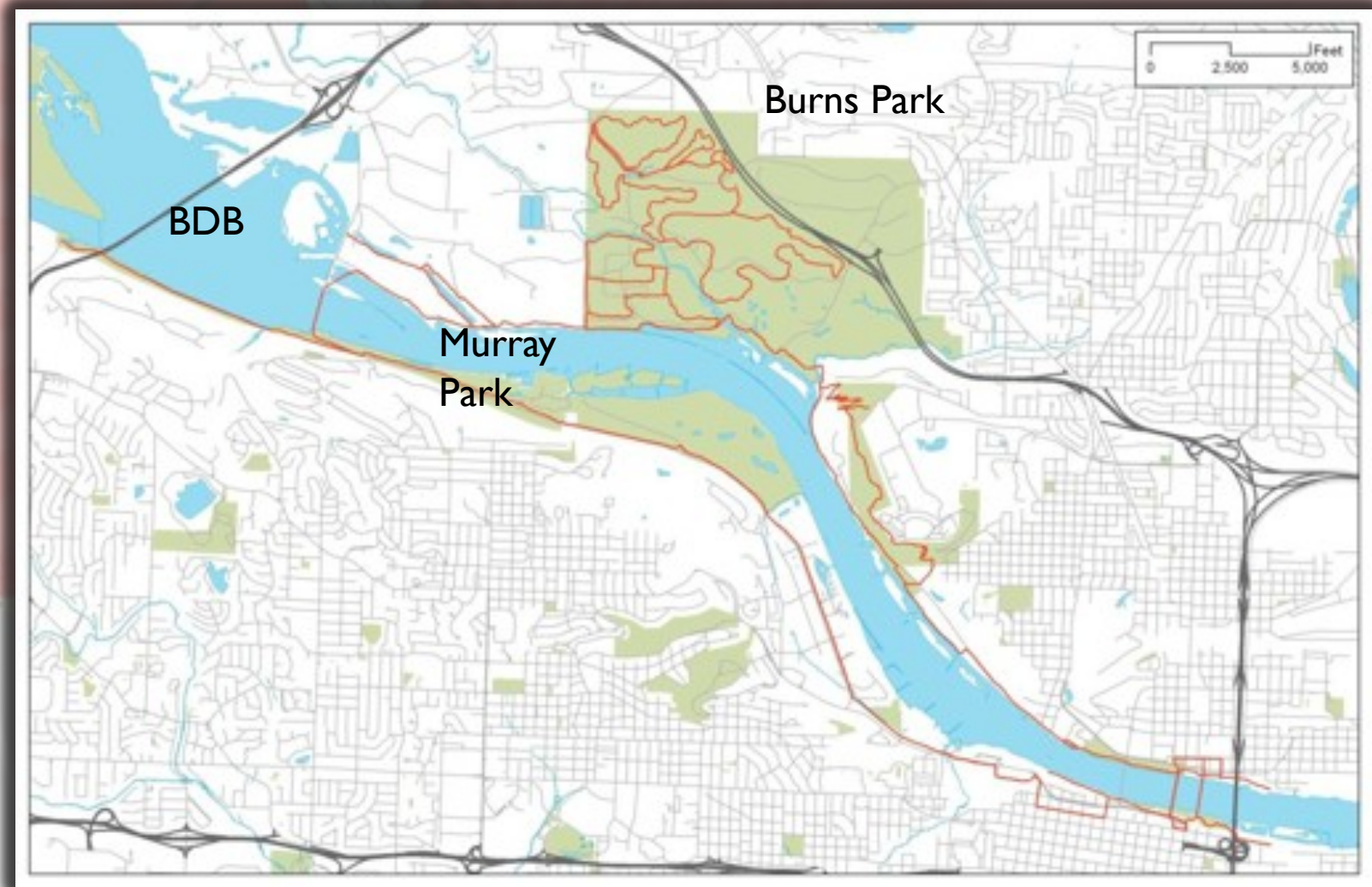
Society preferences drive the increasing popularity of cycling

- ⚙ Re-development of downtown areas
- ⚙ Increase interest in healthy lifestyles
- ⚙ Fuel prices increase cost of vehicular transportation

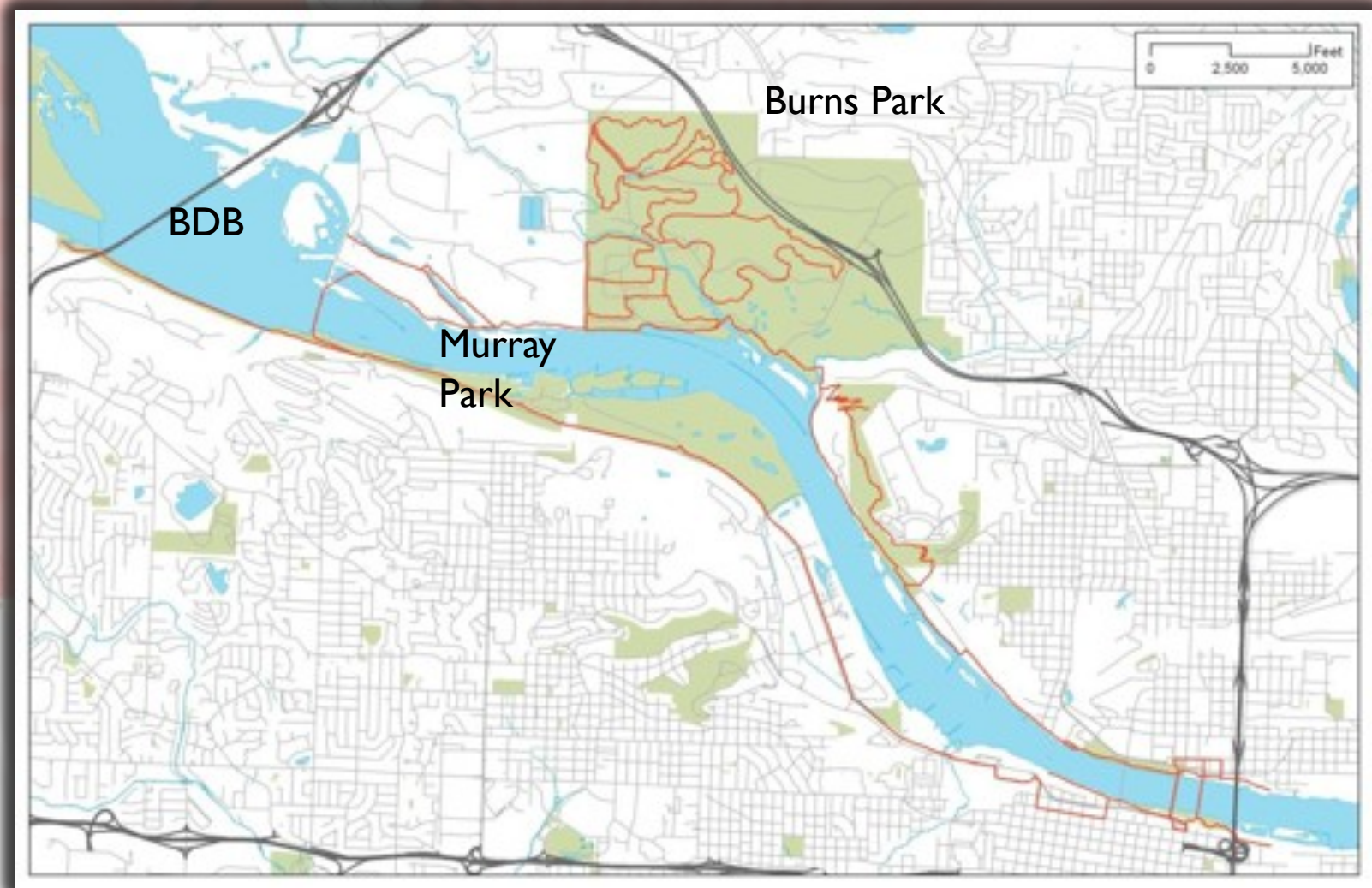


Image: Michelle Meiklejohn / FreeDigitalPhotos.net

Success of the River Trail created a “cycling culture”



The River Trail was constructed
in several phases



Scenes from Arkansas' River Trail



The Big Dam Bridge

The Big Dam Bridge was completed four years ago and connects the Little Rock and North Little Rock trails...



The Big Dam Bridge



The Big Dam Bridge is the longest pedestrian/bike bridge in the world built specifically for that purpose...

The Big Dam Bridge



The bridge has a state of the art LED lighting system that really makes it an attraction...

The Big Dam Bridge



The bridge has become a tourist attraction and is used beyond the expectations of the visionaries behind it...

Trails need to be for all riders



River Trail West of Burns Park



Arkansas River Trail



Downtown's Junction Bridge

The first of two railroad bridges converted to a pedestrian crossing



Coming Soon: The Presidential Bridge

The second railroad bridge to be converted to a pedestrian crossing



The River Trail has generated
development!



The Enclave Apartments were located downtown near the River Trail.

Bike Rental available on the River Trail



Submarine Tours anyone? The downtown Junction Bridge



Arkansas Inland Maritime Museum At North Little Rock

**USS Razorback SS 394
September 1946**



Riverboat tours are available near the Junction Bridge



Orbea located specifically to be near the River Trail



Competitive Cycling located its new facility near the River Trail



ADEQ located on the River Trail to obtain LEEDS points



Garver, a company headquartered in North Little Rock, has a story worth telling...

A photograph of a cycling team in yellow and black jerseys with 'GARVER' written on them. They are wearing helmets and sunglasses, standing on a paved path with flags in the background. The image is part of a promotional graphic for Garver.


Engineers in our
Community

We don't just build Arkansas' infrastructure. We use it.

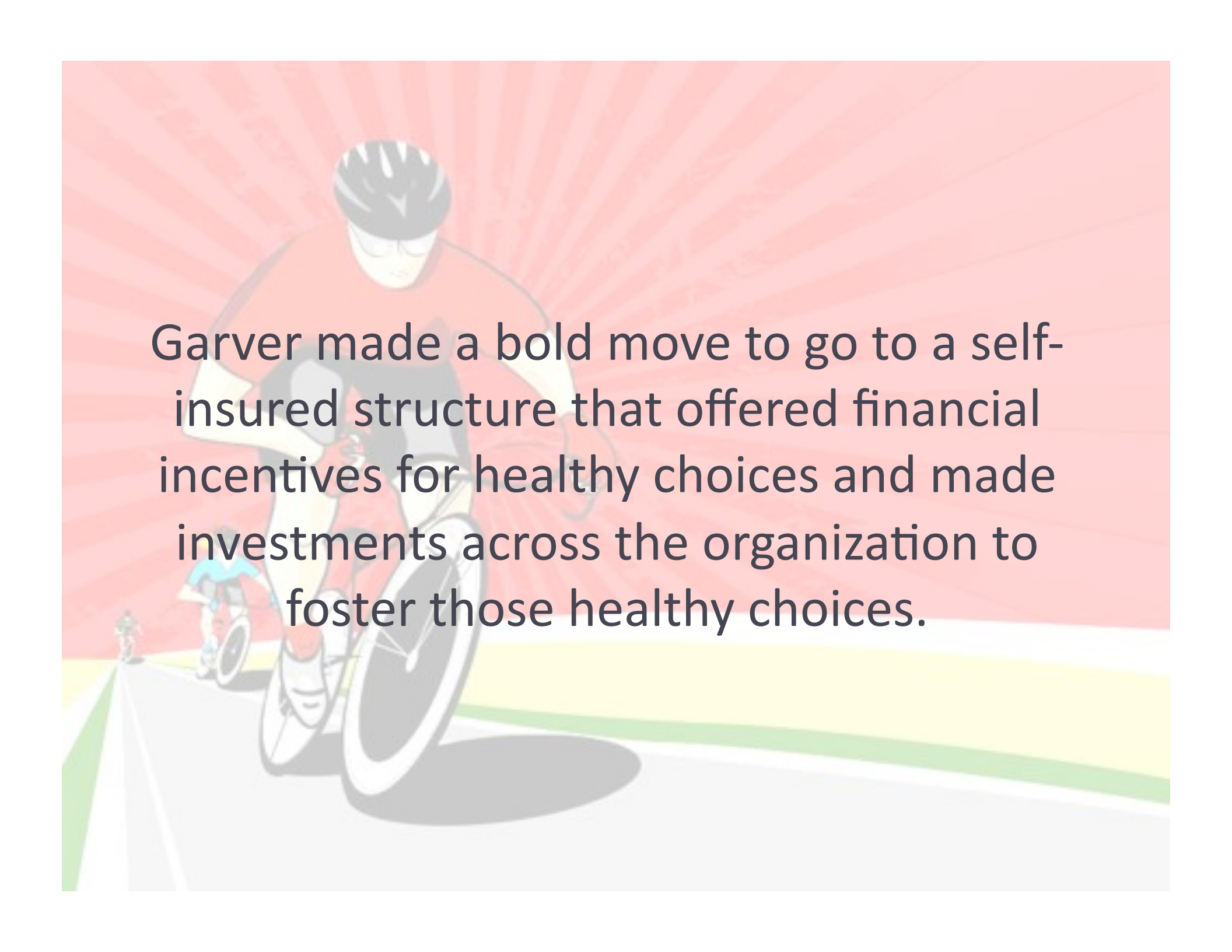
GARVER

Our engineers plan, design and build the infrastructure in our community. This is where our engineers work, live and play, and we're proud to serve our hometown with well-designed systems and facilities.

G
GARVER
GarverUSA.com



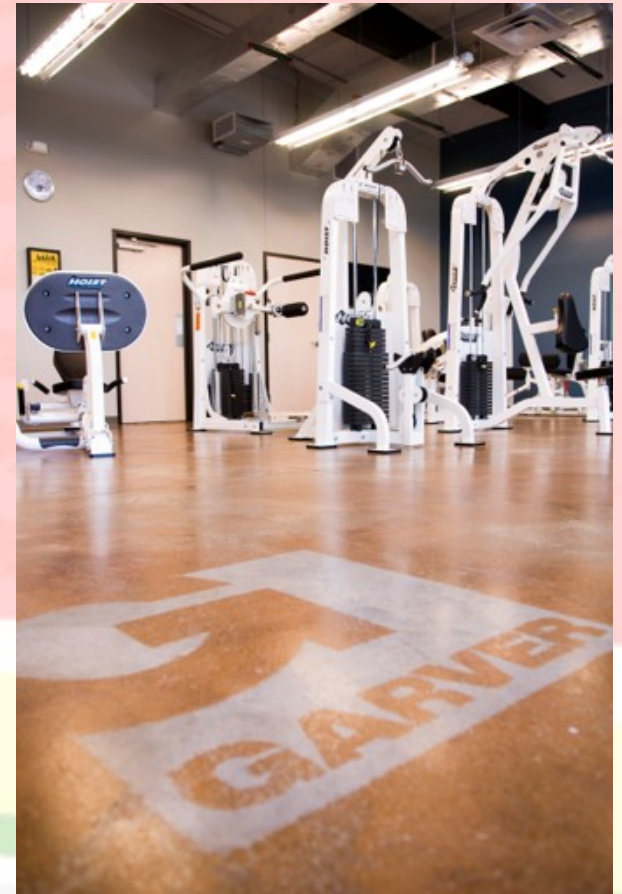
Five years ago, Garver wanted to improve their culture while strategically avoiding the tremendous health insurance cost increases that were being experienced by other companies.




Garver made a bold move to go to a self-insured structure that offered financial incentives for healthy choices and made investments across the organization to foster those healthy choices.

Garver doesn't just talk the talk ...they walk the walk

- ☀ Garver makes investments in facilities and resources to encourage participation such as fitness centers in every office.
- ☀ Corporate organized activities like marathon teams, cycling teams, and weight loss challenges.
- ☀ Cycling teams include top management.



An illustration of a cyclist in a red and black jersey riding a road bike. The background features a sunburst pattern in shades of red and orange. The cyclist is positioned in the center-left of the frame, with a shadow cast on the ground below. The overall style is clean and modern.

One of the largest investments included building a new corporate office intentionally located near the River Trail...



North Little Rock's commitment to bike trails attracted Garver

- ☀ Like Garver, NLR's commitment to biking is reinforced by their top executive, Mayor Patrick Hays.
- ☀ The extensive River Trail investments in NLR was a key factor to Garver's final location.
- ☀ Garver moved to North Little Rock and built a \$10 million dollar LEED Silver facility, adding over 120 jobs to the area.



Locating near the bike trails has increased participation significantly

- ☀ Convenience of the River Trail to the office has fostered before/after work bike rides, lunch time bike rides, marathon training teams and other activities.
- ☀ On-site bike storage facilities, showers and locker rooms further increase convenience and gained points for Garver's LEED certification.



Promoting a healthy culture saves money on insurance premiums

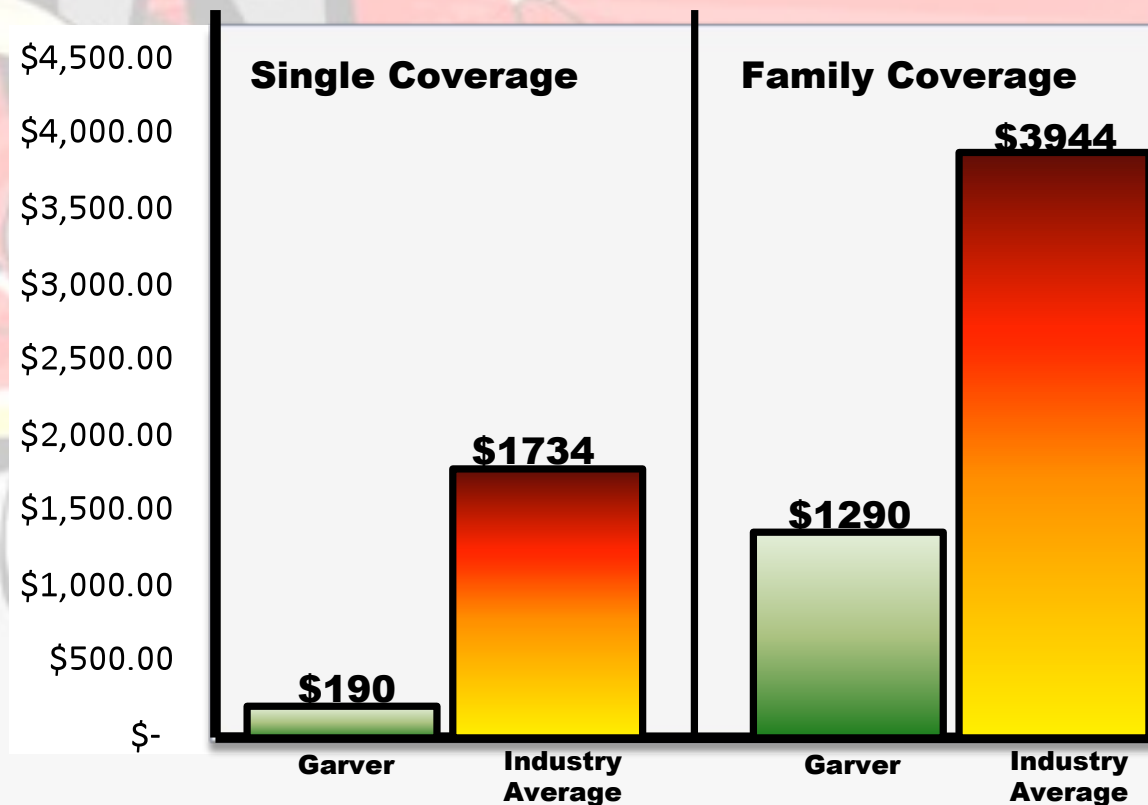
Garver set up a program that offered incentives for healthy choices:


- ☀ Premium discounts for non-smokers,
- ☀ Premium discount for logging at least 3 days a week of exercise, and
- ☀ Each employee has a Health Savings Account (HSA) that grows in value and the funds can be used like a 401K plan.



Results are a win-win for Garver and North Little Rock

- ✓ North Little Rock has enjoyed the benefits of a new 120 person high-wage employer.
- ✓ Garver has enjoyed significant insurance savings from their successful efforts to increase health and wellness.





In 2010, the League awarded Garver a Silver designation as a Bicycle Friendly business.

“Our primary focus is recreational riding for health, fitness, and enjoyment” – Brock Johnson, Garver President

- Garver defended commuter challenge titles in Bike to Work Week.
- Garver provides jerseys to cyclist who meet fundraising goals for charities.
- Garver offers cash incentives for employees who meet workout targets.
- Garver organizes rides and other bicycling activities.

NLR Bike Plan is reviewed each year.



We build trails not for just ourselves,
but for the future



Isabella

Savannah

Harper

Mayor's Grandchildren

The Mayor is Trail Boss and has named a few trails

Note the names are the same as his grandchildren!





The cycling culture:
Invest in it and enjoy
the rewards!