



# WALKING

Impact level  
**Cutting Edge**



Employer walking programs provide structure and encouragement for walking commutes, combining walking with transit, or incorporating walking into meetings and daily routines in the office.

Employers use walking programs to promote employee health and well-being, reduce healthcare costs for both the employer and employee, and encourage creative thinking.

Successful walking programs provide an avenue for peer support such as walking groups or clubs, and positive peer competition through internal campaigns and challenges.

## Company Example

**amazon.com**

As the City of Seattle's largest employer, all eyes are on Amazon to see how their employees influence commuter trends in the region. Perhaps not surprisingly, as an employer that invests in a dense urban setting, they have seen unprecedented growth in the number of walking commuters at their Seattle campuses.

Amazon's commuter trends match the general growth of walking and active transportation in the region as a whole. More and more people are choosing to live close to work or combine walking with another form of transit.



# WALKING CHECKLIST

- Create a communication plan around the benefits and options for walking to, from, or at the office. Incorporate various ability and accessibility options.
- Create a physical or digital sign-up sheet for those interested in forming a walking group or club (e.g. “*Lunchtime Walkers*”).
- Create a peer-competition for number of steps taken during a certain timeframe, days walking to work or combining transit with walking, or number of walking meetings conducted in a team or department.
- Compare healthcare costs before implementing a walking program and two years after implementing a walking program to see how the activity has impacted your employer’s and employees’ bottom line.

## Resources

- [Walkscore](#)
- [Google Maps](#)
- [Feet First](#)
- [SDOT Walking Maps](#)
- [Access Seattle](#)
- [FitBit](#)
- [MapMyRun](#)