



**FOR IMMEDIATE RELEASE**  
**June 7, 2016**

**NEWLY DEVELOPED ACTIVE COMMUTING TOOLKIT BENEFITS  
LOCAL BUSINESSES AND THE COMMUNITY**

Omaha, Neb. – June 7, 2016 – WELLCOM, a nonprofit organization dedicated to workforce health and wellness, is leading the way in revamping Omaha’s transportation scene, releasing a first-of-its-kind active commuting toolkit for metro area businesses.

Active commuting involves using transportation modes that require physical activity, such as walking, bicycling, or riding the bus, to supplement sedentary modes, such as driving. Active commuting benefits businesses and communities in many ways, resulting in healthier and happier employees, reduced transportation and parking costs and improved air quality.

The active commuting toolkit is specifically designed to help local businesses enable 21st-century employees to keep their personal vehicles at home and replace them with active, healthier modes of commuting when appropriate – and to understand the many benefits of doing so.

“The goal of the toolkit is to create awareness that building active commuting strategies into workplace culture is an overall business strategy,” said Rebecca Vinton, President & CEO of WELLCOM. “Active commuting is a positive option to create a more supportive work environment.”

The toolkit was created by Verdis Group, an Omaha business that helps organizations integrate sustainability solutions that empower them to thrive fiscally, socially and environmentally.

“Employers are in the transportation business whether they realize it or not,” said Daniel Lawse, Principal and Chief Century Thinker of Verdis Group. “This toolkit helps businesses diversify transportation options for their employees, giving them more freedom in how they choose to get to work. Much like diversified investments, diversified transportation options are smart business.”

Verdis Group has been working with the University of Nebraska Medical Center (UNMC) and Nebraska Medicine on a program called TravelSmart since 2015. TravelSmart promotes active transportation to staff and students by offering perks and resources such as: an online carpool matching tool; free bus passes; free indoor bike parking and showers; and free rides home in the event of an emergency.

Interested organizations can receive more information about the active commuting toolkit by contacting WELLCOM at 402-934-5795.



WELLCOM's active commuting toolkit is made possible by the Douglas County Health Department, through a Nebraska Department of Health and Human Services grant. The toolkit builds upon collaborative efforts with Live Well Omaha and aligns with Omaha's forward momentum in expanding transportation options and systems, including:

- City of Omaha's Master Plan and complete streets policy;
- MAPA's regional bicycle and pedestrian plan and the Heartland 2050 regional vision;
- City of Omaha and Papio-Missouri River Natural Resources District's new and improved bicycle trails; and
- Metro's bus rapid transit system.

###

**Media contacts:**

Kristin Webb  
Brand & Communications Manager,  
Emspace  
[kristin@emspacegroup.com](mailto:kristin@emspacegroup.com)  
(office) 402-398-9448 ext. 207  
(cell) 308-380-6404

Rebecca Vinton, M.A.  
President & CEO, WELLCOM  
[rvinton@elevatingwellness.org](mailto:rvinton@elevatingwellness.org)  
(office) 402-934-5795  
(cell) 402-630-9224

**About WELLCOM:**

WELLCOM partners with employers of all sizes to deliver evidenced-based programming that advances a culture of workforce health and wellness as an integral component of business success. Established in 1982, WELLCOM is a 501(c)3 non-profit organization based in Omaha. WELLCOM has more than 200 members and provides innovative training and resources to help organizations throughout the Midwest elevate wellness at work.

**About Verdis Group:**

Verdis Group helps organizations integrate sustainability as a comprehensive strategy for achieving organizational success right now and for generations to come. Verdis Group develops



#

and implements sustainability master plans for businesses and organizations, helps cultivate sustainability leaders and creates sustainable behavior change through employee engagement. Sustainable solutions empower clients to thrive fiscally, socially and environmentally.