



For more tips and suggestions, please see the Active in My Neighbourhood Toolkit.

www.equiterre.org

I'm active in NDG

For healthier businesses and neighbourhoods!
Merchants and businesses



équiterre



Take action!

- Emphasize walking, biking and public transit in your advertising (business cards, ads, website, brochures, etc.).
- Advertise your business where it counts: online neighbourhood directories and phonebooks (arrondissement.com and yellowpages.ca)
- Display information about alternative transportation options near your business (bike paths, taxi numbers, bus timetables, etc.)
- Reward your clients' and employees' active transportation efforts with prizes, discounts, etc.
- Provide bike parking and a place to leave shopping caddies
- Offer a home delivery service
- Support local and social economy enterprises when purchasing for your company

...and many more tips!

Thanks to the financial support of:

Transports Québec 



Transport Canada

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Canada Economic Development

Développement économique Canada

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Did you know that...

Your proximity and personalized service are your greatest assets

- Your clientele is made up of people who live within 10 minutes of your business on foot or by bike
- Proximity is shoppers' first criteria when choosing a commercial destination
- Citizens are looking for a quick and pleasant shopping experience that offers fast, courteous, and personalized service

Active transportation works for you

- The majority of your clients walk to your store
- Nearly a third of Montréalers don't have a car
- Biking is a quick and affordable way to get around and transport purchases
- Car traffic is not conducive to business. On the other hand, pedestrians and cyclists can linger, window shop and stop at any time
- The buying power of a car owner isn't necessarily very high: a car costs an average of over \$9,000 a year or 51¢ per kilometre, according to the Canadian Automobile Association.
- 8 to 10 bikes can be parked in the space required by one car. That's more potential clients for the same space!

As a merchant, how can I participate in this campaign?

By posting the campaigns logo on my businesses door and by marking "I'm active in NDG" contest coupons of clients that use active or collective transportation.

By sponsoring "I'm active in NDG" contest.

For more information contact :
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Issues that call for action!

Encouraging citizens to bike, walk or to take public transit supports local services. A simple and doable step with immediate and positive effects for the whole community!

Individual and community health

Car use favours a sedentary lifestyle and degrades air quality, which increases the risks of cardiovascular disease, obesity, diabetes and respiratory illnesses.

The environment

Cars pollute, increasing the greenhouse gases (GHG) that cause climate change and smog.

Neighbourhood economic vitality

Local services are key to making a neighbourhood lively and appealing. Accessibility to services is essential in reducing car dependency and ensuring greater social equity.

Quality of life

Cars affect air quality, peace and safety. Local services and active transportation liven up the neighbourhood, making it safer while encouraging conversation and reinforcing a sense of community.

It pays to encourage active transportation!

Business is on a roll

- Develop the loyalty of customers who use modes of transportation that encourage discovering the neighbourhood
- Attract new customers who live a little further away by encouraging biking and public transit

Added value

- Increase your accessibility to a car-free clientele
- Offer a reassuring and pleasant atmosphere via increased pedestrian and cyclist presence

A positive corporate image

- Be a socially responsible company: take the protection of the environment and community well-being to heart. This is what consumers want most!

Healthy and motivated employees

When you encourage your employees to bike, walk and take public transit, they will:

- Have a better attitude, a greater capacity for concentration and be more relaxed, all of which will make them more satisfied, motivated and productive.
- Save money and have time to read, relax and get in shape while they commute.

...and an improved quality of life!

