**Pitch topic:**

Integration & partnership with the Coalition for Appropriate Transportation (CAT).

**Pitch Points:**

* CAT is an organization focused on health and the community. So is PRL
* A focus on not only health and well-being but community health and macro factors like climate change.
* I will be volunteering at a trail-cleanup or bike-repair event. This will:
  + Allow me to see how CAT is organized.
  + Investigate which areas could use improvement.
  + Interact with other CAT volunteers and staff members.
  + Prepare for a long-term partnership.
* A partnership with CAT will provide long-term benefits for both PRL as well as the community at large.
  + For PRL: it provides a link to part of the Lehigh community that is already enthusiastic about health.
  + For PRL: it provides a health-positive activity that PRL employees can be encouraged to participate in
  + For the Community: PRL’s partnership with CAT could expand CAT’s outreach to the Lehigh Valley community. Through additional funding and infrastructure, we could potentially even expand CAT’s range of operation and help a broader community enjoy the benefits of appropriate transportation.

**To Wrap Up:**

* PRL should partner with the Coalition for Appropriate Transportation because…
  + it expands our outreach in Lehigh Valley.
  + It opens the door to new and inclusive activities. (company-encouraged bike trips OR incentives for using appropriate transportation to get to work)
  + it prepares us and the community at large for the swift transportation transition we are seeing in real time as oil reserves dwindle.