CONFIDENT CYCLING
COMMUTING

Building a Bicycle Friendly Workplace

Purpose:
This presentation is aimed at making workplaces more bicycle-friendly. Participants will learn ten things their company can do and how they can lead this transformation.

Time and Place:
This module is designed to be presented indoors using the associated PowerPoint file. The presentation is expected to last about 20 minutes with a 10 minute discussion period

Learning Objectives:
Participants will learn:

- how employers benefit from a Confident Cycle Commute program
- what employers can do to make the workplace more commuter friendly
- what incentives can make the commuter experience more accessible
- what can a confident cycle commuter do to help their employer succeed

Materials:
The instructor will need the following materials:

- PowerPoint presentation with script
- projector and computer and laser pointer
- screen

Slide Text	Description and script
1. Splash intro of the series and sponsors with logos and titles	The Confident Cycling presentations were produced by the League of American Bicyclists in partnership with the Safe and Active Flint Coalition. The Safe and Active Flint project is funded through the Ruth Mott Foundation and facilitated by the Michigan Fitness Foundation in partnership with the Crim Fitness Foundation.
2. Overview of the series	Bike selection and Fit , Driving Your Bike, Confident Commuting, How to Ride in Inclement Weather, and Creating a Bicycle Friendly Workplace
e. Creating a Bicyclist Friendly Workplace	How can you work with your employer to create a bicyclist friendly workplace? What are the things that make a workplace bicyclist friendly?
3. Rationale for encouraging commuting	From an employer's standpoint commuting by bicycle has lots of advantages. It saves on expensive parking space, it helps employees get exercise, it raises the mood of employees and it lowers the carbon footprint…what's not to like?
a. Health and wellness	With the impact of the obesity crises driving up the cost of health insurance employers should encourage any activity that helps employees get exercise on a regular basis.
b. Mood and productivity	Employees who exercise regularly are more productive and creative and generally have better moods.
c. Economics	More productive employees help create a stable work place. If a business can reduce the number of new parking spaces it has to create it saves about $15,000 per space saved.
4. At the end of the inbound ride	What facilities do cyclists look for at the end of a commute?

Slide text	Description and script
a. Locking up	First there has to be a place where a commuter can store the bicycle and be comfortable that it will not be stolen or vandalized during the work day. The League of American Bicyclists office uses the front hall but that isn't always possible.
i. Long-term vs. short-term bicycle parking	An employer needs to consider two kinds of storage. For employees that ride to work and stay all day and then ride home some form of long-term storage is appropriate. Lockers or a locked storage room work well in this application. For workers who use their bicycles during the day or for customers who may be riding to the workplace to spend a short time making a purchase short-term parking or Inverted U racks may be more appropriate.
1. Cage in the parking garage	Many parking garages are beginning to create a long-term parking solution by caging off a section of the main floor near the entrance for bicycle parking.
2. Store room in the warehouse or office	The EPA in Washington has a secure bike parking/locker room in the bottom of the Regan Building.
3. Bicycles in offices	Some firms allow commuters to keep bicycles in the office. A folding bicycle can be a good solution in this case
b. Cleaning up	For short rides in good weather many cyclists find they are able to depend on a morning shower at home to get them through the day. Riding longer distances on a hot day means that a place to clean up is necessary.
i. Showers and locker rooms	Showers and locker rooms are the best solution. Make sure that the shower stalls have doors and can also be used to change clothes. Providing simple amenities like bike pumps and patch kits can make this a great room for commuters.

Slide text	Description and script
ii. Rest rooms	Even a rest room can work to clean up in most cases as long as it has stalls where a person can change clothes after cleaning up. Don't try to clean up immediately after arriving at the work place, wait 20-45 minutes and you'll have a better chance of staying dry after changing clothes.
iii. Office	Even an office can serve as a place to clean up if it has a door and a closet and maybe even a place to park a bike.
c. Special considerations	Make sure that any parking is in plain sight. Cyclists don't want to leave their vehicle where it can be easily stolen or vandalized.
5. Incentives to ride	What kinds of incentives can an employer give to get employees trying the bicycle commute?
a. Commuting stipend	A good commuting bicycle can be expensive and the cost of maintenance is not free. If an employer gave a stipend to those who commuted regularly it would help entice more cyclists to try. And if the current energy bill is passed as is the stipend may give the employer a tax break.
b. Awards and prizes	Commuting awards and prizes based on the number of days, the mileage or even the reduction in carbon footprint make great ways for the employer to recognize employees and can even be a good way to get positive media coverage.
c. Parties	Some employers have get-togethers for commuting cyclist to create a feeling of belonging and comradely. A breakfast once a month for those who commuted would add a little feeling of esprit to the group.
d. Pool cars	One of the frequently heard reasons for not cycling to work is the need for a car during the day or for emergencies. If an employer provided a pool car or helped an employee join a car sharing program that would get rid of that complaint.

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