



Implementing Bicycle Programs

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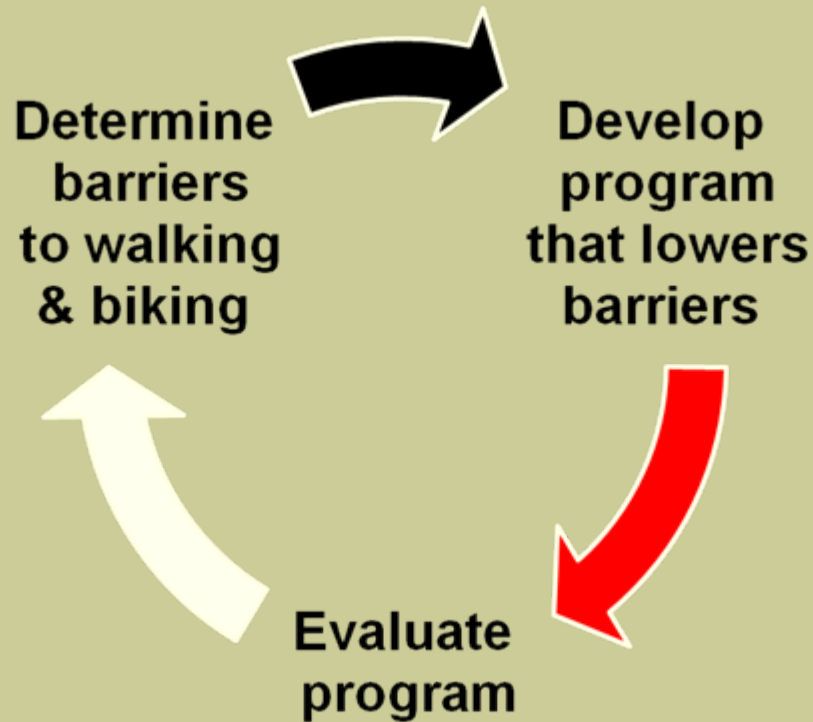


Defining success

- Easy to use and understand
- Assess barriers to bicycling and address them
- Create positive peer pressure around biking
- Create a safety net
- Increase employee travel choices
- Decrease subsidies for driving
- Create a feedback loop with employees



The Program Cycle





Step 1: Evaluate barriers

- Commute distance/origination
- Transit service
- Bike network
- Trip-end facilities
- Safety net
- Info provided
- Demographic info
- Policies



Design program

Possible program elements:

- Facilities (“projects”)
- Programs
- Policies



Bike parking





Trip-end facilities





Fleet bikes & cars

Bikes:

- Company bikes
- Lunch rides, meetings
- Check-out system

Cars:

- Company car
- Zipcar membership





Programs

- Bike + Transit programs
- Guaranteed Ride Home
- Incentives, benefits programs
- Challenges & competitions
- Promotion (e.g. Bike to Work Day)
- Education (maps, classes, workshops)
- Mentoring, buddy programs
- Group walks & rides



Creative benefits

- Umbrellas for lunchtime walks
- Dryers & drying racks
- Free annual bike tune-up or walking shoe purchase
- Monthly stipend for biking/walking expenses
- Flat repair workshop
- Work stand, tools, pump
- Massages & pedicures
- Group hike or bike ride



Policies



- Relaxed dress code
- “Externalize” parking costs
- Flexible hours/arrival times
- Allow bikes in building
- Employee transportation coordinator
- Company travel & reimbursement policies
- Employee orientation
- Access policies

Evaluation



- User needs and interest survey
- Corporate emissions reduction analysis
- Modeshare survey
- Track statistics
- Annual report
- User survey
- Plan, improve

Summary

- Employees who bike are happier and healthier
- Biking programs make good business sense
- Employers can support walking and biking through the “three P’s”:
 - Projects (facilities)
 - Programs
 - Policies
- There are many resources to assist you
 - GSA project
 - LAB & WABA
 - Peers



Thank you!

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