

Implementing a Successful Bicycle and Active Commuting Program in the Washington, DC Metropolitan Area

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This document was prepared to assist Federal agencies in implementing Executive Order 13514, Federal Leadership in Environmental, Energy, and Economic Performance. The Office of the Federal Environmental Executive wishes to thank the ***Inter-Agency Task Force on Bicycling and Active Transportation*** for their support in preparing this document.

This document is intended to provide informational guidelines and suggestions and does not impose legally-binding requirements on the Federal government or constitute government policy.

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INTRODUCTION:

Bicycling is a highly efficient mode of transportation, providing a wide range of benefits, including energy conservation, improved air quality, reduction in costs, and improved personal health. To implement the Administration's goal of establishing a clean energy economy, Federal agencies should pursue efforts to establish and support bicycling and other active commuting and travel at Federal facilities.

Experience at various levels of Government has shown that appropriate public facilities and programs result in more people bicycling, walking and using other active forms of transportation. Several Federal agencies in the Washington, D.C. area have already taken steps to promote cycling; demonstrating that access for employees and visitors who bicycle can be fully compatible with agency objectives, even those with high security imperatives.

This document outlines the necessary steps for cost-effective creation of a bicycle-friendly environment for employees at and visitors to Federal facilities. By taking these steps, agencies can expect increases in active transportation by employees and visitors alike, yielding a multitude of benefits to the Government and the broader community.

BACKGROUND:

Executive Order (EO) 13514, *Federal Leadership in Environmental, Energy, and Economic Performance*, signed by President Obama on October 5, 2009, establishes a Federal government-wide policy promoting a clean energy economy. As a result of this EO, all Federal agencies were required to set ambitious but achievable greenhouse gas (GHG) emissions reductions targets for their operations, resulting in a government-wide goal to reduce emissions by 28 percent before 2020. In order to reduce their directly attributable GHG emissions at least 28 percent by 2020 – and also reduce indirectly attributable GHG emissions – Federal agencies must take a leadership role in actively seeking out creative ways to reduce their environmental footprint. A method key to achieving these goals is the reduction of transportation fuel use.¹

Federal agencies are expected to take advantage of opportunities in the transportation sector to reduce GHG emissions. According to the Bureau of Labor Statistics, the Federal Government employs more than two million civilian employees (excluding the Postal Service) with 15 percent of that population working in the Washington, D.C. metropolitan area. GHG emissions generated from employee commuting and by visitors to Federal facilities are a significant source of emissions associated with Federal operations and therefore present a significant opportunity for reductions.

Section 2(b) of the EO explicitly lists “[i]mplementing *strategies and accommodations* for transit, travel, training, and conferencing that *actively support lower-carbon commuting* and

¹ Transportation-related emissions account for approximately 33 percent of U.S. CO₂ emissions.

travel by agency staff” as a method for agency emissions reductions. Bicycle-friendly facilities and programs encouraging all forms of active transportation will assist each agency in lowering its direct and indirect GHG emissions. Studies indicate² active transportation will also:

- Lower health care costs;
- Decrease absenteeism;
- Increase employee productivity;
- Reduce parking and maintenance costs; and
- Demonstrate the Federal Government’s leadership in low-carbon initiatives.

This document lists both primary and supporting recommendations for Federal agencies to establish the appropriate infrastructure and programs encouraging bicycling and other forms of active transportation by employees and visitors to their facilities. Lessons learned from the Washington, D.C. metropolitan area bicycle program will serve as an example to be extended to Federal facility locations in other regions and communities.

² The National Bicycling and Walking Study, U.S. Department of Transportation, Federal Highway Administration, Publication No. FHWA-PD-94-023, 1994.

Section 1 – Policy Factors

This section addresses policies that affect bicycling and other forms of active commuting and travel, such as walking or running.

Executive Order

E.O. 13514, *Federal Leadership in Environmental, Energy, and Economic Performance*, calls for each Federal agency to lead by example in pursuing sustainability across the Federal government. Each Federal agency is required to establish an agency strategic sustainability plan and to prioritize reduction of agency-generated greenhouse gases (GHG).

More than 78 percent of U.S. GHG emissions come from fossil fuel sources, such as petroleum. Reducing the use of petroleum offers a significant opportunity for GHG emission reductions because transportation emissions account for approximately 33 percent of the U.S. CO₂ emissions. The appropriate promotion of bicycle usage can help agencies to meet GHG reduction goals.

There are three (3) GHG emission scope categories:

E.O. 13514, Section 19 (k), Definitions	
(i)	Scope 1: Direct greenhouse gas emissions from sources that are owned or controlled by the Federal agency;
(ii)	Scope 2: Direct greenhouse gas emissions from sources resulting from the generation of electricity, heat or steam purchased by a Federal agency;
(iii)	Scope 3: Greenhouse gas emissions from sources NOT owned or directly controlled by a Federal agency but related to agency activities such as vendor supply chains, delivery services, and employee travel and commuting.

Bicycle integration policies and practices can help agencies reduce both direct (Scope 1) and indirect (Scope 3) GHG levels.

If an employee of the agency uses a bicycle rather than a fleet vehicle to travel for work-related business that would have otherwise used an agency fleet vehicle, the saved emissions would count toward the agency's Scope 1 emissions reduction. Emissions resulting from vehicles not owned or controlled by the agency, but used in support of the agency, count toward Scope 3 GHG emissions. If an employee uses a bicycle, in place of a taxi, to travel for work-related business, the emission savings would count toward the agency's Scope 3 emissions reduction.

More significantly, employee commuting results in Scope 3 emissions. This document will primarily focus on agency policies and programs to encourage active employee commuting. A number of these measures will also facilitate cycling or use other forms of active transportation for visitors to Federal facilities.

Legislation

In 2008, Congress authorized the *TRANSPORTATION FRINGE BENEFIT TO BICYCLE COMMUTERS* section of HR 1424 (Section 211). This law, introduced under the Emergency Economic Stabilization Act of 2008 (P.L. 110-343), authorizes agencies to offer a bicycle commuting subsidy, up to \$20 per month, to eligible Federal employees - as long as they do not receive any other form of commuting subsidy. In August 2009, the Government Accountability Office issued a concurrence decision that Federal agencies could provide the bicycle commuter benefit.³

Eligibility

In order for a Federal employee (as defined by 5 U.S.C. Section 2105) to participate in this program they (a) may not receive any other form of commuter subsidy such as metro transit, van pool/carpool, and parking subsidies and (b) must commute by bicycle for a substantial portion of the travel between the employee's residence and workplace.

Scope

Agencies may reimburse employees qualified under this program for the cost of a bicycle, bicycle improvements, repair, and storage. The reimbursement may not exceed \$20 per month,

“Increased commitment to and investment in bicycle facilities and walking networks can help meet goals for cleaner, healthier air; less congested roadways; and more livable, safe, cost-efficient communities. Walking and bicycling provide low-cost mobility options that place fewer demands on local roads and highways. DOT recognizes that safe and convenient walking and bicycling facilities may look different depending on the context – appropriate facilities in a rural community may be different from a dense, urban area. However, regardless of regional, climate, and population density differences, it is important that pedestrian and bicycle facilities be integrated into transportation systems. While DOT leads the effort to provide safe and convenient accommodations for pedestrians and bicyclists, success will ultimately depend on transportation agencies across the country embracing and implementing this policy.”

- Ray LaHood, United States Secretary of Transportation (March 11, 2010)

Each agency should review this subsidy opportunity and develop an agency bicycle subsidy program for its employees. This information should include: instructions about eligibility and participation; benefit application form(s) and instructions; bicycle parking information, including permit issuance; and use of related facilities, such as showers and lockers. Agencies are also encouraged to provide bike path maps, safety tips, and bicycle maintenance instructions to interested employees.

³ <http://www.gao.gov/decisions/appro/318325.htm>

Agency Internal Policies

Based on elements described in this document, agencies should develop a plan to promote and support bicycle commuting and other active transportation by agency personnel and visitors. Areas of consideration for the plan should include:

1. Assigning responsibility to facilitate program implementation, coordination, management, and reporting.
2. Integrating active transportation objectives and activities, including bicycle usage goals, in the agency's E.O. 13514 Sustainability Plan.
3. Conducting a baseline GHG emissions inventory of existing commuting and local travel practices on which to base evaluation of program progress.
4. Developing an action plan that includes:
 - Organizing a formal bicycle program;
 - Planning and purchasing and/or constructing necessary infrastructure;
 - Coordinating activities such as bike-share programs (both internally and with other agencies or appropriate groups);
 - Establishing an agency-wide bicycle outreach and communication campaign;
 - Participating in an interagency bicycle working group, and;
 - Evaluating progress and taking action to improve program effectiveness.

General Services Administration (GSA) Guidelines

To ensure compliance with all facility guidelines, all GSA-leased or GSA-owned building alterations and modifications such as bicycle-related equipment and infrastructure additions/upgrades, must be cleared through GSA's Office of Facility Management and coordinated with the agency's internal Facilities Operations Office.

Security

Each agency should involve its Security Operation Office in the early stages of the planning process. Planning efforts should address possible security concerns to ensure that security personnel are properly prepared to support the plan and enforce procedural changes that may result and agency personnel are aware of necessary security precautions and requirements.



US Department of State visitor area bike racks are located within the security perimeter.

Interagency Collaboration

Agency participation in the *Inter-Agency Task Force on Bicycling and Active Transportation* is highly recommended. Discussions on bicycle program implementation at Federal agencies in the Washington, D.C. metropolitan area are a key focus of these Task Force meetings. For more information, please contact:

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Section 2 – Infrastructure

This section will outline recommendations on physical improvements to bicycle infrastructure, such as bicycle parking, showers, and locker spaces, within the facilities and on property of the Federal government, as well as infrastructures changes adjacent to Federal facilities.

National Park Service – National Mall and Memorial Parks

The National Park Service – National Mall and Memorial Parks encourages both its employees and visitors to ride bicycles. They have a full-time bike coordinator and offer bike safety education and maintenance classes to employees and provide them with ample secure bike parking, showers, lockers, a bike repair station equipped with maintenance supplies, a dedicated bike maintenance person, and a bike share program. Bicycles are available for staff wanting to bike between work sites and the memorials. Almost all of the rangers and staff have taken professionally-run on-site bike safety courses. Employees are also offered the Bicycle Commuter Benefit if they commute to work by bicycle. Additionally, the National Park Service rangers lead free guided bike tours of the Nation’s Capital every Saturday and Sunday from 1:00 p.m. - 4:00 p.m, March through November.



Bikesbelong.org

Bicycle Routes

Federal property lines, especially in urban areas, often exclude the roadways adjacent to Federal facilities, so the Government is not directly capable of installing bikes lanes, cycle tracks, or signage on roadways to provide safe bicycle routes to and from those locations. Facility managers and security personnel, however, generally interact with local jurisdictions on changes to both roadway use and design to meet the needs of Federal facilities, including security-related street closures or dedicated street parking for security, fleet, and employee personal vehicles. Facility managers and personnel should pursue similar interactions to support the incorporation of bicycle routes and infrastructure into the roadways around Federal facilities.

Facility managers should take an active role in proposing to local transportation officials the installation of on-street bicycle infrastructure that would provide safe routes to Federal facilities for employees and visitors. Where local jurisdictions have existing transportation plans, agencies and facility managers should work with the jurisdiction to ensure Federal bicycle infrastructure needs are identified and included.

The District of Columbia, for example, currently has 17 miles of bike lanes, 50 miles of bike paths, and 64 miles of bicycle routes, and has plans to expand that network. Federal agencies and facility managers in the District should coordinate with the District government to make sure that this network facilitates connections to and between Federal facilities where possible.

Bicycle Parking

Several factors influence bicycle parking locations: safety, security, and accessibility. In conjunction with a Federal grant awarded by GSA, Alta Planning and Design conducted a survey recently of Federal facilities in the Washington, D.C. area that concluded there were inadequate accommodations for employees interested in commuting to work by bicycle. Nearly 70 percent of respondents reported having inadequate bicycle parking, while 25 percent reported having no bicycle parking available at all. Sixty-nine percent of those surveyed reported that outdoor bicycle racks for visitors were not provided by their agency.

There are two major user needs for bicycle parking: commuter long-term storage facilities and visitor short-term parking. Unfortunately, bicycles are extremely vulnerable to theft. They are easily portable, and typical bicycle locks and chains can be quickly disabled. Conventional bicycle racks do little to secure bicycles. Secure commuter and visitor bicycle parking should provide the opportunity for locking the frame, both wheels, and accessories of a bicycle to a fixed rack or structure while providing protection against vandalism and weather. If possible, these facilities should be located near the building entrance to encourage the greatest amount of use.

Experience in Washington, D.C.

Some cities have their own regulations governing bicycle parking. For example, the District Department of Transportation (DDOT) in Washington, D.C., has the following regulations for bike parking in garages within the District. Federal agencies should ensure that Federal buildings located within the District adhere to these requirements:

- Bicycle parking is required in all buildings with car parking.
- Bicycle parking spaces shall be provided for office, retail and service users (some exceptions exist for retail and services users.)
- The number of bicycle parking spaces provided shall be at least equal to five percent of the number of automobile parking.
- Bicycle facilities shall have convenient access from the building or structure and street or other bicycle right-of-way, be clean, secure, and well lit and shall be located within a building or structure.
- Prominent signs shall be posted stating where bicycle parking spaces are located in each building.

Facility managers in the Washington D.C. area should note that DDOT will provide free bicycle racks. To request a free rack in front of your building, contact DDOT at (202) 671-2331.

[Click here](http://ddot.washingtondc.gov) for the complete list of the District's guidelines or visit <http://ddot.washingtondc.gov>.

[Click here](http://ddot.washingtondc.gov) for a copy of the DDOT brochure or visit <http://ddot.washingtondc.gov>.

Security

For safety reasons it is also recommended that all bicycle parking facilities be highly visible to security personnel. Federal agencies are encouraged to work with their security division and union/labor relations offices in the planning and implementation phase for these types of upgrades.

The U.S. Department of State (DOS) installed visitor bike racks inside the security perimeter near one of the main entrances at the Washington, D.C. headquarters, illustrating the compatibility of high security facilities with cycling facilities for visitors. DOS also addressed security set-back requirements by placing the bike racks 50 feet from the main building entrances and close to the nearest vehicular parking spot.

Bicycle Storage and Locker Facilities

Wherever feasible, agencies should provide ample secure indoor and outdoor bicycle storage facilities for employees and visitors. For example, in Arlington County, VA, the policy is to provide one (1) employee bicycle parking space for every 7,500 square feet of office floor area and one (1) additional such visitor space for every 20,000 square feet.

The U.S. Environmental Protection Agency (EPA) provides parking for approximately 250 bicycles at Ronald Reagan Building and the satellite office buildings. Bicycle parking facilities include secured bike cages, lockers, and bike racks. The bike racks have been strategically placed to allow cyclist easy access to locker rooms and showers. Visit the EPA website for more information or go to http://www.epa.gov/rtp/transportation/biking/new_campus.htm.

Agencies may also consider installing electrical outlets for electric bicycles. The U.S. Department of Energy (DOE) recently upgraded its garaged bicycle facilities to accommodate electric bikes.

Showers and Lockers

Showers and lockers at the work-place are cited by many cyclists as absolute necessities for regular commuting. These facilities, however, are not always available to employees at many Federal agency buildings. The Alta study cited above, for example, revealed that in the DC area 35 percent of respondents reported adequate showers were available to them, while 29 percent reported no shower availability. A few Federal agencies, such as EPA and DOS, have made shower facilities available to their employees and visitors at no cost. Employees at some other agencies can only access showers if they have membership access to the agency health fitness centers.

Agencies interested in providing showers for its employees should consider guidelines which call for installing one shower per gender for every 50,000 square feet of office floor area and one clothes storage locker for every employee bicycle parking space. Lockers should be installed adjacent to the showers in a safe and secure area. It is recommended that lockers be a minimum size of 12 inches wide, 18 inches deep and 36 inches high.

U.S. Department of State, Garage Showers Now Open

Highlights: Free showers located in the garage, just outside the Foggy Bottom barbershop/nail salon, are now open. There are three for men and three for women and are for use by anyone with a DOS badge. In the near future, card readers will be installed, and patrons will need to register with DOS to have their individual badge number programmed for shower access; a follow-up Department Notice will provide details.



Section 3 – Encouragement

Studies have shown that people want to ride their bikes to work more often. The most often cited reasons for not riding are fear of traffic, no access to a bike or a place to ride, lack of secure parking, the weather, and distance. Outreach/encouragement programs have proven successful in helping to overcome some of these obstacles. Several such programs are outlined below.

Challenge Programs

Encouraging employees to ride in groups and join bike clubs can prove to be an effective method in getting employees to ride to work more often. Agencies may want to begin by instituting a *Commuter Challenge Program* or a friendly competition to see which office or program can get more employees to bike to work.

Agencies that are interested in implementing commuter challenge programs may find the following challenge program websites helpful:

Clif 2 Mile Challenge

Clif Bar and Company is challenging people to make all trips less than two miles in length by bicycle. The company hosts this website as a way for participants to log the number of miles they have traveled by bicycle, compete with their friends and colleagues for most miles logged, and other incentive activities.

<http://www.2milechallenge.com>

Go By Bike Challenge

Trek Bicycle Corporation, as part of its One World Two Wheels commitment, hosts this challenge on its website. The website asks users to choose the places and distances they usually travel by car and shows them what the gas savings is if the same trip is completed by bicycle, estimates the number of calories burned by the corresponding bicycle trip, as well as the reduction in CO₂ emissions of traveling by bicycle instead of by car. Users are then able to pledge that they will complete those trips by bicycle.

<http://www.1world2wheels.org/go-by-bike-challenge>

World Commute

Cat Eye Company Ltd. Hosts this site that allows users to create a profile and record the non-motorized trips they make daily. The site calculates and aggregates across its users the gas savings, money savings, and carbon offset associated with those trips. The site also provides resources on pedestrian and bicycle commuting safety, routes, etc.

<http://worldcommute.com/>

Why Bike?

Personal Health

Just three (3) hours of bicycling per week can reduce your risk of heart disease and stroke by 50 percent.

(League of American Bicyclists)

Environmental Health

The U.S. could save 462 million gallons of gasoline per year by increasing cycling from one percent to 1.5 percent of all trips.

(Chicagoland Bicycle Federation, Bike Traffic, May 2002)

Commuting 101: Commute By Bike

This website publishes news articles, bicycle commuting tips, and safety and gear information to aid new bike commuters in getting started.

<http://commutebybike.com/cats/commuting-101/>

National Bike Month & Bike-to-Work Day

May is National Bike Month. Bike-to-Work Day is an annual event held across the U.S. and Canada on the third Friday of May that promotes commuting to work by bicycle. On Bike-to-Work Day, national, regional, and local bicycle advocacy groups provide route information and safety tips for new bicycle commuters to promote a healthy and safe alternative to driving. This event was established by the League of American Bicyclists in 1956 and is a part of Bike-to-Work Week, which is in turn part of National Bike Month.

In May 2009, in honor of National Bike-to-Work Week, DOE sent out a memorandum to its Washington, D.C. and Germantown, MD, locations to challenge its employees to ride their bikes to work for one day.

For more information on National Bike Month, and to learn about the League of American Bicyclist's promotional and bicycle education programs, please visit <http://www.bikeleague.org>.

Bike Share Programs

Bike share programs are becoming more prevalent and their numbers are growing everyday –in terms of members, services and number of locations. For example, in 2008 DDOT and Clear Channel Outdoor introduced the first self-service bicycle rental program – or bike share program – in the nation. [SmartBike DC](#) currently offers 120 bicycles at 10 locations throughout the District of Columbia, but the District is developing an expanded system of 100 stations and 1000 bikes. Agencies with proximity to such programs may consider offering employees access to an agency membership.



Two or more agencies, located in close proximity to one another, may also consider establishing a program of their own.

For more information on DDOT's bike share program please visit: <https://www.smartbikedc.com/>

Humana Inc. developed the Freewheelin program for its employees in Louisville, KY, and has expanded the program around the U.S. More information on the program is available at:

http://www.humana.com/about/company_information/healthcare_perspectives/freewheelin.asp

Emergency Ride Home Program

Many employers have found that instituting an Emergency Ride Home (ERH) program – in which an employee- or contractor-operated vehicle will drive employees home, should they have an emergency on a day they have bicycled to work – provides employees with an added

incentive to ride to work. The usual circumstances for which ERH programs grant rides to commuters participating in the bicycle program are for:

- Personal or family emergencies;
- Personal or family illnesses; and
- Unscheduled overtime (overtime that does not occur regularly).

Determining eligibility for ERH is among the first steps in developing a program. Some common parameters used to restrict eligibility are:

- Commuters must pre-register for the service; and
- Commuters must participate in the agency's bicycle-to-work program.

Safety Tips

Bicycling can be one of the most pleasant modes of commuting to work. Rather than creating stress while driving to work, the exercise of bicycling actually relieves stress. In addition, many commuter trips are short; making bicycling is an ideal mode of transportation for such commutes. Riding on streets heavily traveled by cars, however, requires some advance planning and also knowledge of road rules for drivers and cyclists and safe bicycling behavior.

Rules of Personal Safety

- Riding with others
- Safe route planning
- Talking to other cyclists
- Proper safety gear:
 - Helmet
 - Bright and fluorescent clothing
 - Reflective vest
 - White front light
 - Red rear light
 - Flashing red clip-on light
 - Reflective arm band, stickers or tape

Bicycle riders on public streets have the same rights and responsibilities as automobile drivers and are subject to the same rules and regulations as any other vehicle on the road.

The keys to safe bicycling include being predictable and visible, as well as communicating your intentions to motorists.

For information on bicycle paths and other bicycle-related information in the Washington, D.C. metropolitan area please visit:

http://www.wmata.com/getting_around/bike_ride/

Rules of Traffic Safety

- Bicycle to a carpool or a Park & Ride lot
- Use bike trails whenever possible
- Get pamphlets on safe riding
- Take a safe cycling course
- Obey the rules of the road
- Always be aware of the traffic around you
- Be visible and alert
- Ride far enough away from parked vehicles to avoid being hit by an opening door

Section 4 – Education

To successfully implement an active commuting and travel program, agencies should develop outreach/education tools to ensure users have information they need. A few ideas are provided below.

Did You Know?

- 40 percent of trips in the U.S. are 2 miles or less and 90 percent of those are by automobile.
- 25 percent of emissions come from motor vehicles.
- Driving releases 20 lbs. of CO₂ pollution per gallon of gas.
- If one of 10 commuters switched to a bike, CO₂ emissions would be reduced by 25.4 million tons per year.
- If one million people replaced a 2-mile car trip once a week with a bike ride, CO₂ emission could be reduced by 50,000 tons per year.

Source: www.2milechallenge.com

Idea 1: A Bicycle Advisory Committee

Agencies may consider forming a bicycle advisory committee (BAC) to identify bicycling program ideas that are likely to work for individual agencies. A committee can help to implement those ideas and even help evaluate their success. The BAC may also function as a program support mechanism by holding fun-rides and introducing more people to the idea of bicycling to work.

Idea 2: Bicycle/travel Map

Agencies should consider creating web-based bicycle route mapping and travel planning tools or providing a link on their intra-agency website to an existing web-based mapping tool. To further encourage ridership, agencies should highlight recommended routes for commuters and also routes to avoid.

Idea 3: Guide to Bicycling

Agencies should consider producing and distributing a “Guide to Bicycling” and a safety tip brochure. Information to include in such a publication would cover preferred routes to agency facilities, commuting tips, safety information, rules of the road, and locations of parking, showers, and lockers. It may also include information regarding local bike organizations, organized rides, and the agency BAC, if the agency has one.

Idea 4: Bicyclist and Motorist Safety Education Campaign

Education can be a powerful tool for changing behavior and improving safety skills. Bicyclists and motorists alike can benefit from agencies offering educational tools and promoting safety

messages that educate employees on the rules, rights, and responsibilities of various modes of travel.

Idea 5: Safety Workshops

Agencies should consider conducting workshops on safety, commuting options and bicycle maintenance. Ask agency representatives, professional bicycle instructors, or volunteers from a bike group to lead the workshop discussions. The workshops may include information on safety, route selection, clothing, theft prevention, and the health and fitness benefits of bicycling.

Idea 6: Buddy programs

Agencies should consider offering a buddy program to assist novice cyclists. One way to do this would be to map each cyclist's commute route on a master map. This allows riders to meet a "buddy" and ride with them to and from work.

Idea 7: Help Line

Agencies should consider establishing help lines and/or referral services for people interested in exploring bicycle commuting. Enlist volunteers who can give specific advice about commuting routes, clothing and other issues.

Resources

Many organizational and governmental websites provide useful information on bicycling as a form of active commuting. A couple of examples are listed below:

Bicycling Information Center
<http://www.bicyclinginfo.org/>

Federal Highway Administration's Bicycle and Pedestrian Program
<http://www.fhwa.dot.gov/environment/bikeped/index.htm>.

Section 5 – Evaluation

Knowing how to measure and evaluate the success of a bicycle program is a key component to its proper implementation. Below are several ideas that agencies may consider when establishing measures of success:

Monitor usage

Issuing bicycle parking permits to regular users is an effective method of tracking bicycle use for the agency.

Reduce paperwork

Scanning employee Government-issued badges when using the bike share program on official business can reduce paperwork and automate tracking.

Set targets

Setting annual target ridership goals helps organizers improve the bicycle program and attract new participants.

Designate Bike Coordinator

Designating a bicycle coordinator to promote cycling and provide feedback to the agency creates a structured accountability approach to the program.

Survey

Conducting employee surveys on commuting and local work travel will provide the agency with useful information on how to improve the program.

Sustainability Plan

Including bicycle ridership in the agency's E.O. 13514 Sustainability Plan will effectively integrate the program into the agency's overarching transportation and sustainability activities.

Self-Assessment

Agencies should work together to create a self-assessment questionnaire to measure each agency's success. Having all the agencies measure progress on equal terms will lead to a more effective approach.

Summary

Agency Action Items

1. Provide internal guidance and distribute other relevant information.
2. Integrate bicycle program considerations into planning, design, operational policies and procedures, and evaluation methodologies.
3. Work closely with the agency's Building Facilities Office and GSA during both the planning and implementation phases.
4. Work closely with the agency's Security Office in both planning and implementation of the program.
5. Work closely with local officials to tie local plans for on-street bicycle infrastructure into agency bicycle planning.
6. Identify and provide funding for bicycle-friendly infrastructure and retrofit projects.
7. Provide education and training to facility and security personnel as well as employees on operational rules and internal policies.
8. Conduct promotional and awareness activities to increase bicycle ridership among employees for both commuting purposes and for work-related travel.
9. Set goals and metrics.
10. Promote bicycle safety.
11. Conduct agency outreach programs.
12. Develop public/private or public/public partnerships as needed.