Bicycle Commuting Basics

• Why have a bicycle commuting program?

• What factors contribute to an individual decision to bicycle commute?

• What elements does an effective bicycle commuting program include?
Why Have a Bicycle Commuting Program?

• Everyone benefits from a decision to support bicycle commuting - the community, the company and the individual.

• Bicycling is the only highly recommended SOV!
Community Benefits

- Bicycling doesn't pollute
- Bicycling reduces traffic congestion
- Bicycling to work one day each week reduces an employee's automobile commute emissions by 20%
- Bicycling combined with transit increases the effectiveness of each mode - the transit catchment area is 37 times larger with bicycle access
Company Benefits

• Bicycling improves employee productivity, morale, and health due to stress reduction and results in financial savings for the company.

• Because 8 to 12 bicycles can be parked in one car space, it reduces demand for car parking.

• Supporting bicycling promotes your company's image as a community oriented and environmentally responsible employer.
Individual Benefits

• People who regularly exercise have:
  – 14% lower claims against medical insurance
  – 30% fewer days in hospital
  – 41% fewer claims over $5000 (City of San Jose Corporate Wellness Study, 1988)

• People who regularly bicycle to work can:
  – save the variable costs of driving a car (fuel, insurance, upkeep, wear and tear totaled 33¢ per mile in 1991) (FHWA)
  – reduce commuting costs - cycling to work costs an average of $250 per year and driving alone costs $3,696
What Factors Contribute To An Individual Decision To Bicycle Commute?

- 6% of all commuters would prefer the bicycle over any other means to work, all things being equal (1995 Rodale Press Survey).

- The individual decision is influenced by distance, demographics, income, recreational bicycling and other key factors.
Distance and the Bicycle Commuter

- Five miles or less is the most common bicycle commute distance
- Some commute up to 20 miles by bicycle
Demographics and the Bicycle Commuter

• 60% of bicycle commuters are male/ 40% are female

• 30% of current bike commuters do so 10 or more days a month

• 48% of current bike commuters do so 5 or more days a month.

• 34% are over 30 years of age
Income and the Bicycle Commuter

- Households with over $50,000 annual income are more likely to own and ride a bicycle than any other group

- Households with less than $7,500 income per year are more likely to ride to work than any other group - 23% cycled to work in past month
Recreational Bicycling and the Bicycle Commuter

• 26% of the general population rides recreationally
• 39% of recreational riders hold professional or managerial jobs
• The median age of recreational bicyclists is 35
• 9% of recreational bicyclists currently bike commute
• 37% of recreational bicyclist would bike commute if there were showers, lockers and secure bike-storage facilities
Key Factors for the Bicycle Commuter

- Live 5 miles or less from work
- Enjoy cycling for sport and pleasure
- Interested in saving time by combining exercise time with commute time
- Interested in improving or maintaining physical condition
- Interested in saving money and/or improving the air quality
- Have access to important bicycle facilities
What Elements Does an Effective Bicycle Commuting Program Include?

- Bicycle Advisory Committee
- Terminal Facilities
- Promotion
- Incentives
- Education
Bicycle Advisory Committee

• Setting up a Bicycle Advisory Committee can help a business by:
  – working to develop, implement and evaluate strategies
  – serving as a resource to novice bike commuters
  – identifying best bike routes to company
  – coordinating with local bicycle clubs
  – acting as a liaison to public entities
Terminal Facilities

• Located at the terminus of the bicycle commute, the following facilities can help increase bicycle commuting opportunities:

  – short term bike parking at busy building entrances
  – long term bike parking such as bicycle lockers, covered bike pens, or just a locked storage room
  – lockers, showers and/or changing facilities for bicycle commuters to use to freshen up before work
  – health club privileges (if nearby)
Bicycle Commute Program Promotion

• Promote the positive contribution of bicycle commuters company-wide and encourage more bicycle commuters by:
  – advertising bicycling as a fun, positive way to commute
  – summarizing the program in employee publications
  – subscribing to "Go Friendly"
  – distributing the Bicycle Commuter's Handbook
  – (Part 2 of the ETC Bicycling Guide)
  – providing maps to bike parking, showers, lockers, etc..
  – providing information about company incentives
  – photographing bicyclists for the company newsletter
Bicycle Commute Incentives

• Reward bike commuters for "doing their share" by:
  – giving away a bicycle helmet
  – cash out for auto parking
  – guarantee an emergency ride home
  – offer flexible work hours to avoid rush hour traffic
  – provide a loaner car for emergencies or personal errands requiring a car
  – offer employer-paid membership in a nearby fitness club with showers
Bicycle Commuter Education

- Cyclists fare best when they act, and are treated in return, as drivers of vehicles. The programs can improve bicycle safety and efficiency by educating bicycle commuters:
  - show the *Effective Cycling® video* - FREE checkout at Blockbuster Video
  - offer the LAB *Effective Cycling®* 9-hour Road I training class at or near your company site - contact 817/695-9226
  - Contact the Information Resources listed in the back of the ETC Guide
Metroplex Employers Supporting Bicycle Commuting

- Bell Helicopter
- Convex Computers
- Hodges & Associates (20% bike commute)
- North Central Texas Council of Governments
- Texas Instruments