

BICYCLE COMMUTING BASICS

- **DEVELOPED BY BOWMAN-MELTON
ASSOCIATES, INC. FOR THE
NORTH TEXAS CLEAN AIR
COALITION**

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 the 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**