

These employer strategies influence employees to **bike to work**. Carrot strategies encourage cycling; stick strategies discourage driving alone. *Click each strategy to learn how to implement it (some links TBD).*

Bike to Work

SHOWERS & LOCKERS
Provide showers and clothing lockers at the worksite so employees can freshen up and change clothes.
See the [League of American Bicyclists Bicycle Friendly Business info](#)

Conditions for Success:
Showers and lockers are conveniently located for employee access
Showers and lockers are well-maintained and showers are well-ventilated
Facilities accommodate demand




BICYCLE PARKING
Provide secure bike parking. Choices include racks, lockers, and bicycle storage rooms within the building. *See the [League of American Bicyclists Bicycle Friendly Business info](#)*

Conditions for Success:
Choose the type of parking to meet the security needs at your site
Don't skimp – bikes can be expensive
Put the bike parking in a high-traffic, visible, and convenient location



BICYCLE-FRIENDLY SITE ACCESS
Ensure bicycles have as good as access to the site as cars. *See the [League of American Bicyclists Bicycle Friendly Business info](#)*

Conditions for Success:
The site is not located up hilly driveways.
Bicycles do not have to make dangerous cross-traffic maneuvers to access the site, building entrances, or bike parking



SUPPORT [BIKE TO WORK DAY](#)
Promote Bike to Work Day to motivate employees to bike to work.

Conditions for Success:
Organize your employees into a team or teams
Offer additional perks for your employee cyclists like a BTWD breakfast event
Feature your employee cyclists in your employee e-newsletter



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FLEXIBLE WORK HOURS

Allow employees the flexibility to adjust their work hours to bike when conditions are safest and to provide peace of mind to deal with uncertainty that may crop up on the ride.

Conditions for Success:

Supervisors support employees using the flexible work hours policy to manage their commute needs

The worksite culture values using alternative commute modes



SHARED BICYCLES

Provide bikes* staff can use for trips during the workday (e.g., errands, lunch) or to travel across the worksite if the location is large and sprawling. Employers can also subsidize [bike share](#) memberships.

Conditions for Success:

*Provide the type of vehicle best for your worksite – e.g., scooter, mopeds, bikes, electric bikes

Safe parking in convenient locations for the fleet



CYCLING REWARDS

Provide awards (cash/trip, points/trip, prize drawings) for employees who bike to work.

Conditions for Success:

System for tracking trips

Program administrator

Scalable budget

Advertise the rewards to employees

Offer attractive rewards



EMERGENCY RIDE HOME PROGRAM

Provide employees a way to get home to attend to an emergency on days the employee has biked to work.

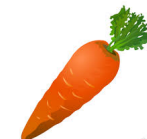
Conditions for Success:

HR support

Budget based on staff size available

[County Emergency Ride Home program](#) available free to employers in your county

Employer advertises the program to employees



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PARKING CHARGES

Free employee parking is an incentive to drive to work. Charging for parking encourages employees to consider other options, like transit.



Conditions for Success:

- Parking lot is, or can be, controlled
- Parking demand is close to, or in excess, of supply
- The employer supports employees to use other commute options
- There is community pressure on the employer to reduce vehicle trips

PRICE PARKING FLEXIBLY

Allow employees to pay for parking only when needed. Ensure that pricing doesn't encourage employees to drive every day by requiring monthly commitments or reduced monthly rates compared to daily rates.

Conditions for Success:

- If daily parking is \$20, then monthly parking should cost \$20 * the number of days in the month
- Mechanism for charging daily rates



FLEET VEHICLES

Provide fleet vehicles for employee work travel during the day so that employees have the option to leave their personal vehicles at home.



Conditions for Success:

- Convenient parking for the vehicles
- Fleet operations and maintenance support
- Priority use of fleet cars to employees who bike to work

PARKING CASH OUT

Offer employees the cash value of the parking spaces that the employer rents or leases in order to provide free employee parking.

Conditions for Success:

- The employer rents or leases parking and provides it free to its employees
- The cost of the leased parking is separate from the building rent

