



Health & Wellness
Coalition of Wichita
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Workplace Bike Month Toolkit

*Bicycling is good for business
and for the bottom line.*

This toolkit is designed to support you in creating a lasting corporate bicycle (commuting) culture.

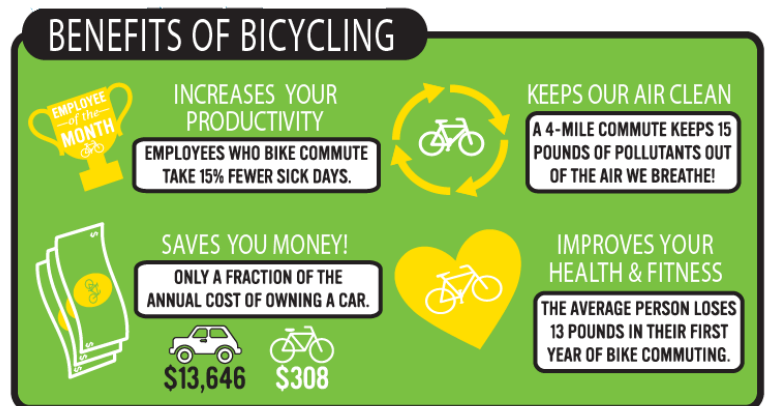
Benefits of Creating a Corporate Bike (Commuting) Culture

When bicycling is infused in an office or corporate culture, great things happen:

- People are energized, alert, perform better at their jobs and have a reduced rate of absenteeism;
- A healthy workforce helps keep healthcare costs down, directly contributing to an organization's bottom line;
- Roads become less congested;
- The environment benefits from our reduced carbon footprint;
- Businesses that promote bicycling are recognized for being green and socially responsible.
- A business with a strong bike culture attracts and retains employees.

Cycling is a healthy, quiet, clean, economical, and fun way to get to work:

- It is also cheaper – Purchasing and maintaining a bicycle costs far less than driving to work. And a [federal tax benefit for commuters](#) allows participating employers to provide \$20 per month to cover bicycling-related expenses.
- It is also healthier – Cycling allows you to stay in shape while you commute. Arrive invigorated and work off some pounds at the same time, then work off the day's stress on the way home.
- It is also viable transportation – Bicycles are a practical form of transportation to and from work one or more days a week. With the right gear you can even bike all year round. If you don't own a bicycle, use [Bike Share ICT](#) if there's a station near your home and near your workplace.
- It leads to a better environment – Bicycling to work means fewer pollutants and traffic congestion caused by automobiles. According to Clean Air Partners, each year cars and trucks travel more than 38 billion miles on the roads, accounting for 30-40% of the ozone-causing pollutants.





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The Business Case for Bicycle Commuting

Bicycle commuting makes great business sense. May is National Bike to Work Month and a great time to promote bicycling at your workplace. Leverage local Bike Month events and programs to increase bicycling to and from your workplace, and generate momentum for onsite improvements.

Not only is cycling good for the environment and the rider's health, it's good for your bottom line...and it's the right thing to do! Employees who are physically active are healthier, more productive, take fewer sick days, and make lower claims against their health insurance. Providing secure bicycle parking is cheaper than providing free parking spaces. Making it easier for employees to use alternative transportation demonstrates that you care about them and the environment...and creates a positive organizational culture.

Suggested to-do list

This sample timeline will help you plan for a fantastic Bike Month and inspire riders. You can find the full schedule of local Bike Month events [here](#).

Before May

- Set a goal for your workplace (creating/promoting a worksite bike team, recruit new riders, plan a ride)
- Plan your own workplace Bike Month activities
- Update internal website with bike commuting information and resources
- Assessing employee needs and interest - it is also important to gather information about employees' commuting habits and opinions, as well as their interest in active commuting. The Employee Commuting Survey ([starting on p. 24](#)) can help the worksite to collect this information so efforts can be tailored to best meet employee needs and interests
- Encourage employees to attend local bike month events
- Is your workplace close to a bus stop or Bike Share ICT station? Remember that riders can take their bikes on the buses!
- Have staff that already commute by bike? Ask them to be a bike mentor to new riders, or invite them to give a presentation at a staff meeting.

- Host a Bike Commuting Seminar. For employees who wish to explore the possibility of commuting to work, this class offered by [Bike Walk Wichita](#) can be tailored to fit a brown bag lunch taught at your business and covers route selection, bicycle choice, dealing with cargo and clothing, bicycle parking, lighting, reflection, and foul weather riding. Commuter Seminars are offered upon request. A fee may apply.



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- Help with route planning by sharing [Wichita bicycle maps](#), which features roads, bike lanes, trails and paths ranked by comfort level.
- Taking Transit and Biking to Work absolutely counts! Please see [Wichita Transit](#) for more information, rules and restrictions.
- The City of Wichita has created the following [videos](#) below to help provide information about how we all can share the road and be courteous on Wichita streets.
- Before Bike to Work Day, invite a local bike shop to do free or low-cost bike tune-ups.

Bike Amenities

Bicyclists need a place to store their bike, showers and locker facilities. If your building doesn't offer these amenities, here are some ideas for Bike to Work Day and for future planning.

On Bike to Work Day:

- Let employees bring their bikes into their offices.
- Find an empty office or storage room to serve as bike storage for the day.
- Set up a corral inside your building so riders can leave their bikes.
- See if a nearby health club will let your employees use their locker rooms for the day.
- Provide goodie bags to participants, including personal hygiene items like wet hand wipes.

For Future Planning:

- Good bike parking should be in a well-lit and easily-accessible area. Ideally, bike storage should be secure and sheltered from the elements.
- For buildings with 50-100 employees, one shower should be sufficient; in buildings with 101-250 employees, one shower for each sex should be sufficient.
- There should be one securable gym locker to store work clothes for every bicycle commuter.
- If you don't know how many potential bike commuters you have in your workforce, send an employee survey and ask!

May

- Participate in Bike to Work Week, third week of May or Bike to Work Day, third Friday in May



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- Organize a group ride to the local Bike to Work lunch, third Friday in May
- Host a breakfast or lunch at your office for employees who bike to work. Consider adding awards for longest ride, best photo on the ride into work, best bike commuting story, etc.
- Hold a drawing for a special prize (e.g., an extra day off) among all the participants
- Offer wellness incentive points for participation in Bike to Work Day.
- Take photos of employees who Bike to Work, and promote their participation in company or employee newsletters, as well as social media. Use #BTWD2022.
- Hang the Bike to Work Day poster in a common area: doors, elevators, bulletin boards, kitchens, restrooms, etc. In addition, place the Bike to Work Day poster on an easel in your reception area at least a week before the event.
- Add Bike to Work Day (May 20) to your internal calendars.
- Email your employees to invite them to bike to work on Bike to Work Day.
- Encourage employees to dress down for Bike to Work Day.
- Allow riders who are concerned about their "Helmet Hair" to wear hats.
- Allow flexible work schedules, in case it takes folks longer than expected to get into the office, to help avoid rush-hour traffic, to beat darkness, etc.

June

Celebrate your organization or team's efforts by organizing a fun awards ceremony or bike commuter breakfast. Share results and success stories with senior leadership and in your internal communications

Ongoing

- Poll participants for suggestions to increase bike commuting at your business
- Make strategic enhancements for bike commuting
- Work to become a [Bicycle Friendly Business](#) from the League of American Bicyclists
- Promote [Wichita Bike Paths](#)
- Appoint a Bicycle Coordinator. A fitness/wellness coordinator, transportation coordinator, or an enthusiastic employee who currently bikes to work are the most practical people to organize a bicycle commuter program at your workplace. The coordinator can evaluate facilities and identify safe routes to your work place. This employee can devote a few minutes per week to help put together a bike-to-work program.



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- Issue punch cards to employees with a challenge to get as many punches as possible each month. For instance, bike six times to work in June and win a prize. Consider offering double punch days, or allowing first-time bike commuters to start with a free punch.
- Provide a company-owned pool of bicycles or access to Bike Share ICT's fleet of bicycles for short business trips, errands and recreation.
- Recognize bicyclists at company-wide functions.
- The League of American Bicyclists recognizes [Bicycle Friendly Businesses](#) that encourage employees, customers and surrounding community to bike.

Inspire your employees

Bike commuters definitely respond to support, encouragement and incentives. Below is a list of suggestions to guide your Bike Month planning.

- Host a class for new commuters.
- Submit a compelling video about bicycling at your workplace.
- Propose theme days (lycra, business suits, tutus, super heroes, tweeds, etc).
- Organize free food for bicyclists (breakfast, lunch, or happy hour).
- Use your ridematching skills to pair new bike commuters with experienced riders.
- Raffle off fabulous prizes.
- Get your CEO to participate.
- Organize a CEO ride to your workplace.
- Stage a bicycle fashion show (demonstrate that bicycling is highly diverse and mostly normal).
- Schedule a lunch & learn with a [Bike Walk Wichita](#) speaker to highlight bike routes near the worksite
- Share inspiring stories via company newsletter, intranet, or blog.



WHAT MAKES A WORKPLACE BIKE-FRIENDLY?

1. ENGINEERING: what can you add to the physical environment to promote cycling?
 - a. A safe, secure place to park a bike
 - b. A place to change clothes, shower, store clothes after biking to work
2. ENCOURAGEMENT: how can you support your cycling employees?
 - a. Guaranteed ride home in an emergency
 - b. Incentives to cycle rather than drive
 - c. Participation in activities like Bike to Work Month

 - d. Scheduling flexibility (no one gets in trouble for being late to work because they had to fix a flat tire!)
 - e. Lead by example – get managers out on bikes!
3. EDUCATION: how can you educate employees about cycling options?
 - a. Have Wichita cycling maps showing safe routes available for employees
 - b. Pay for employees to attend our Safe Cycling class...or bring us to your location!
 - c. Provide employees with complimentary Bicycle Coalition membership
4. EVALUATION: how can you tell if any of this is working?
 - a. Make it someone's job to track cycling activities; make a fun contest out of it!
 - b. Survey your employees about what is and isn't working for them

Toolkit contents adapted from [Bike Sonoma](#) & [Fairfax County Virginia](#)

Additional Resources:

[Free Promotional Materials](#)

[How to Create a Bike-Friendly Workplace](#) Zipcar

[3 Tips for Creating a Bike-Friendly Workplace](#) Greenpeace