

# 10 Ways to promote Bicycle Commuting in your Employee Transportation Program

## 1. TAP YOUR INSIDE EXPERTS

Invite your experienced bike commuters to form a **Bicycle User Group** (BUG) with its own email list. A BUG can assist new commuters, and help you with events and promotions.

## 2. KNOW YOUR OUTSIDE EXPERTS

City and county **Bicycle/Pedestrian Advisory Committees** (BPACs) meet regularly with transportation staff to propose and review bike route improvements. Ask your City Clerk or county transportation agency for a contact.

Advocacy groups called **Bicycle Coalitions** promote bicycles as a transportation choice. Your area's group can suggest direct and pleasant bike routes for new commuters.

## 3. PROVIDE SECURE BIKE STORAGE

Locking a bike outside all day isn't secure like parking a car. Commuter bikes need **secure enclosed storage**: outdoor bike lockers, a shared cage in a parking garage, or a "bike closet" in a building. New 2-level racks can create a 10-bike closet just 7 feet wide. Call for details.

## 4. SUGGEST GOOD ROUTES TO WORK

Does your city or county publish a **Bike Map**, in print or online? If not, your inside and outside experts can suggest direct and pleasant routes to highlight on a local street map.

## 5. GIVE FIRST-TIMERS A FREE LUNCH

Have a cafeteria? Provide **free lunches** for first-time bike commuters.

## 6. PROVIDE A PLACE TO CHANGE AND KEEP OFFICE CLOTHES

Longer-distance commuters need to store office clothes. Reserve a few **clothes lockers**, or provide an inexpensive locked **wardrobe cabinet** that several commuters can share.

## 7. SPREAD THE WORD

Create a **flyer** and a **webpage** that describes all your bike resources: parking, clothing storage, showers, incentives, groups, bike shops, and web links. Set up a **bike commuter email list** so you can post news and your cyclists can help each other solve problems.

## 8. CAPTURE NEW COMMUTERS

Tell new employees about your program when they're changing their commutes - give them your flyer, or your card with a web address. Current commuters can "buddy up" with new ones.

## 9. SET AN EXAMPLE

Live within 5 to 7 miles (1/2 hour by bike)? Bike to work! Your inside and outside experts can help you get going confidently. If your round-trip is too far, take your bike aboard a bus or train.

## 10. HOLD A CLASS

**Bicycle driver education classes** are available, to give cyclists the knowledge they need to safely and confidently handle all types of streets and intersections. Visit [bicycling.511.org](http://bicycling.511.org) for the San Francisco Bay Area's regional class schedule, or host your own class.



### **BICYCLE SOLUTIONS**

*Bright Ideas for Bicycle Transportation™*

[www.bicyclesolutions.com](http://www.bicyclesolutions.com)

[info@bicyclesolutions.com](mailto:info@bicyclesolutions.com)

704.870.4736 voice, 866.908.2104 fax