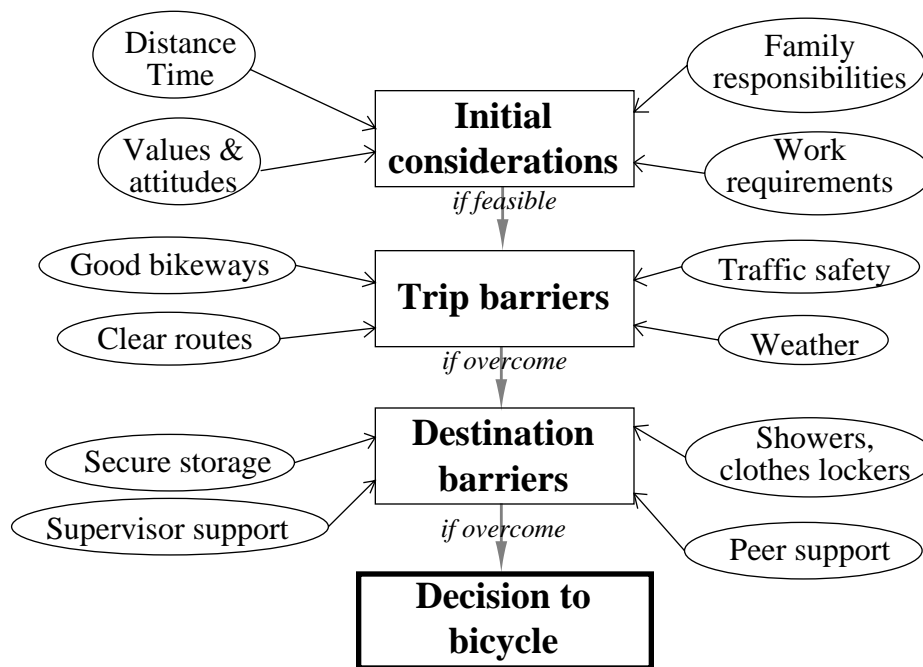


# Getting commuters out of a car and on to a bicycle

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To achieve any significant mode shift, it is important to tip the balance toward cycling at every decision point on the way. The diagram below summarizes all the basic decisions that go into choosing the bicycle as the best commute mode:



Each key variable may be weighed differently by each individual, but the decision-maker must pass through three steps before deciding to bicycle commute. First, the “initial considerations,” which the employer has limited control over, of whether cycling generally fits with the commuter’s lifestyle. The second tier, “trip barriers,” involve bikeway conditions between home and the workplace. While we and our neighbors have among the best bikeway facilities in the country, significant barriers do remain, and we must work with all the appropriate jurisdictions to overcome those. Finally, “destination barriers” are the ones an employer can do the most about. Barriers at work, particularly the lack of secure bicycle storage, are often the primary limits to increased bicycle commuting.

To increase bicycle commuting, an employer must do all it can to remove barriers at each step along the way.