



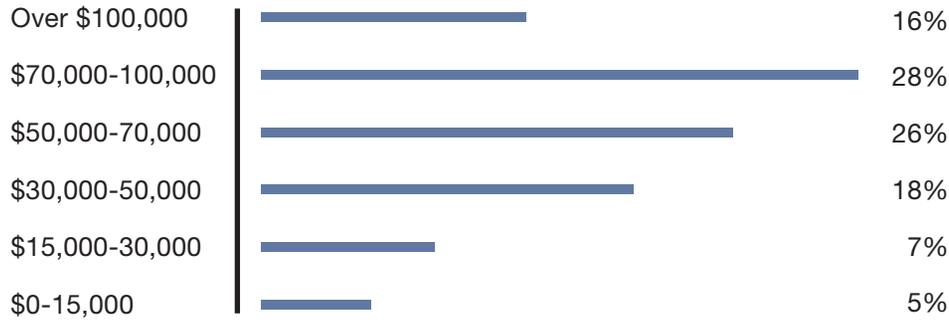
Your **Cycling** Connection

Marketing To Cyclists Guide

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Cyclists, pedestrians and transit users shop more often and spend more money than those who drive. This is helped by the fact that the average Metro Vancouver commuter cyclist has a higher income than the average resident, who makes \$41,000 a year.

Personal Annual Income
Commuter Cyclists in Metro Vancouver



2

People who use bikes to get around have more money to spend on entertainment, food, fashion and other goods and services.

3

Employees that cycle to work take fewer sick days and are more productive at work.

Why Support CYCLISTS?

"The only way we are going to be able to grow the economy and increase the population in Vancouver is to grow walking, cycling and transit."

~The City of Vancouver

1. Welcome Them!

- Post a friendly message on your chalkboard
- Hang a helmet at the window
- Advertise that you offer bike parking, special packaging, incentives, gear storage
- Distribute free bike maps (ask at City Hall), free local cycling magazines (such as Momentum)
- Introduce yourself to the closest bike shop, and offer to refer them if anyone asks
- Have some loaners – a bike air pump and bike locks

3. Provide and Promote Bike Parking

- Offer bike parking that's easy to see and access. 10 bicycles can fit in the spot of one parked car, giving you up to 10 times the customers!
- To get racks, your municipal government may be able to provide one, or cost-share with you. Contact *HUB* for more information
- Place parking within view of the inside of the store
- Provide a covered area for parking to protect your customer's bike from the elements
- Indoor parking is best. If there is space in your store or restaurant for bikes, put up a sign and welcome them in
- Ask for the transformation of an on-street parking space to be replaced with a bike parking corral, such as the one at Commercial Drive and 6th Ave in Vancouver, in front of JJ Bean
- Arrange for valet bike parking for special events

2. Learn Who The Local Cyclists Are

- Bicyclists have high average incomes and buying power. Most local Bike to Work Week cyclists earn over \$50,000 a year
- Increasing numbers of customers on bikes are women between 30 and 60 years old
- Schedule your hours to cycling traffic, taking into account rush hour and lunch hour

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Ways to Attract Cyclists

5. Help Them Bring It Home

- Provide extra protective packaging for fragile items like dishes or photo frames
- Package items in separate, smaller quantities so they fit in baskets and panniers
- In wet weather, offer waterproof packaging like extra plastic bags
- Offer to deliver larger purchases
- Hold purchases when needed so the customer can arrange pick up

4. Make It Easier For Them To Stay Longer and Spend

- Provide hooks for coats, helmets and wet gear near the door
- Invite cyclists to leave heavy pannier bags behind the counter
- Sign up for a HUB Bikeability Assessment to get a report and recommendation on how to improve your building's bike-friendliness

6. Attract Them With Support, Incentives And Promotions

- Cyclists love a deal! Show riders you appreciate their transportation choice
- Discount sales or services to customers who show their bike helmet
- Build repeat visits with contests, ballot boxes and prize draws
- Hold a "Cyclists' Day" with specials for cyclists and advertise it through the avenues outlined at the end of this guide
- **Join the Bike Friendly Business program** at **HUB** to receive resources, support and recognition around engaging the cycling employee and client

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Ways to Attract Cyclists



Retail BUSINESSES

Two-wheeled consumers appreciate when you offer something just for them.

- Stock up on a few handy items for cyclists such as regional TransLink cycling maps, bike baskets, lights for after dusk, fun and funky bike helmets or gear items such as speedometers
- Stock handlebar drink holders and make an arrangement with a nearby coffee shop to provide a free drink when you first buy it
- One shop selling handmade creations in Portland started making decorated panniers (bike bags)



Cafes & RESTAURANTS

Cyclists are always looking to refuel - People who ride love to eat and drink

- Offer “heartier” menu items
- Post a tempting menu outside where bike riders can easily see it
- Offer easily carried snacks such as energy bars and dried fruit
- Package take-out in leak-resistant containers
- Consider a “ped-thru window” at your café where bikers-by can get a coffee to go without dismounting or parking their bike, as one café in Portland has done



Hotels & LODGING

Bicycling is one of the most common vacation activities this year. Here are some options to attract cyclists to stay with you

- Provide courtesy or rental bicycles or make arrangements for guests with a nearby bike rental company
- Display cycling maps and nearby rental shop information in rooms and lobbies
- Provide and advertise secure indoor parking for bikes or allow guests to take their bikes into their rooms
- Offer a special “biking package” that could include treats like a welcome snack and cold drinks for arriving touring cyclists, local ride maps, a tune-up at a nearby bike shop “while you relax”, an afternoon **HUB Streetwise Cycling Course**
- Provide space for bicycles in your shuttle service



HUB
Bikeability
Assessments

Did you know?

- Employees who bike to work are sick less frequently
- Property managers are attracting new tenants by marketing their buildings as 'bike-friendly'
- The leading deterrent for getting people to cycle to work is lack of safe, secure parking
- Up to 10 bicycles can fit in a parking spot

Book a HUB Bikeability Assessment today, learn how you can make your workplace and building more bike-friendly.

HUB has developed the bikeability standard for the region. Our trained assessors will determine your current bikeability and offer concrete recommendations and resources to help your business, workplace or building retain its competitive advantage.

In addition, any assessed business with a bike rack is automatically entered in the HUB Bikeability Awards competition!

Workplace Cycling Education

Demystifies biking to work with on-site education and training for employees. One and two hour courses on cycling skills, confidence and bike maintenance are available.

For more information and to book a course or assessment
email: bfb@bikehub.ca

Web RESOURCES

For additional **Bike Friendly Business** information and tools, please refer to our website at www.bikehub.ca

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