



# Bikeability Resource Guide

# Workplace Support for Cycling

## Financial Incentives for Cycling

**SUMMARY:** Providing incentives to foster increased commuter cycling in the workplace can save organizations money as parking costs are reduced and employee productivity and health are improved. Small investments in financial incentives can motivate employees to explore cycling as a commuting alternative. We provide you with proven programs that make an impact.

A number of businesses offer financial incentives of various sorts to encourage their staff to exercise and/or use sustainable forms of transportation both for employee's and our planet's health. Employee health has an impact on workplace productivity as shown by a number of studies including one that states "cycling to work is associated with less sickness absence. The more often people cycle to work and the longer the distance travelled, the less they report sick".<sup>i</sup>

### Bike commuting allowance

A cycling allowance, such as providing the same reimbursement for kms cycled as kms driven by car, provides incentive for an employee to cycle to work and for nearby meetings, benefitting the employer in a number of ways including: demonstrating support for healthy employees, the environment and for the concept of needing to pay for one less parking spot for your business.

- One example of a business providing such an allowance is an American media company, the [Meredith Corporation](#), which has financial incentives for bicycle commuting.
- Victoria Transport Policy Institute lists a number of [commuter financial incentives](#) that can be provided as an alternative to subsidized employee parking.

### Fitness allowance

This type of allowance can be utilized to support cycling employees by paying for certain costs associated with cycling such as buying a bicycle or electric assist bicycle, bike tune-ups etc. Employees bring in receipts which are reimbursed to a certain amount per year. Vancity is a local example providing a cycling allowance to employees, a taxable reimbursement with receipts:

- \$1,000 every 5 years towards the purchase of an electric bike
- \$500 every 5 years for a bike
- \$200 annually for repairs and tune ups
- We will replace a bike in less than 5 years, if it has been stolen and was registered with [Garage 529](#)

## Workplace Cycling Education

**SUMMARY:** Offering education to employees and/or customers about cycling laws, safety, practical tips, and bike maintenance goes a long way to building your cycling culture. Workplace Cycling Workshops equip participants to cycle safely and happily, and to maintain their bikes in good condition for their daily commutes. Our assessment determines the potential and opportunity to integrate cycling education into your corporate culture.

### Education & Awareness

- Often your employees need cycling education to be confident about riding in traffic and safely maintaining their bikes. HUB Cycling offers a range of [Workplace Cycling Workshops](#), from lunchtime workshops to more comprehensive in-class and on-road courses.
- Add information to your employee orientation package encouraging employees to cycle to work and talk about any bike-positive resources, such as bike parking, change room, and workplace cycling encouragement policies.
- Facilitate the creation of a work cyclists' committee and/or an online employee cycling discussion forum. The committee could work on identifying what could help your employees cycle more, provide encouragement sessions amongst employees such as route mapping sessions, "ride to work with a buddy" days, and arrange for commuter cycling classes.
- Provide resources such as cycling route maps, route information ([Google Maps](#)) and useful websites for employees ([HUB Cycling](#) and [TransLink website](#)). Your City Hall or local bike shop should have free maps. If not, request that they create them or make more available. Check your local municipality's website for cycling information and online resources.



## Workplace Cycling Promotion

**SUMMARY:** Communication and engagement related to cycling is an important but often overlooked component of designing a bike friendly culture. This can be particularly beneficial in a new or renovated building, where new transportation habits are forming and tenants are more open to trying new things. It is also an excellent way for tenants to meet each other and see the shared values and interests, as well as learn who peer resources are if they have cycling-related questions later.

### Motivation & Celebration

Event participation provides a great opportunity for team bonding as well as cycling encouragement. Each year, these local events encourage hundreds of people to try cycling for the first time. For more information:

- [HUB Bike to Work Week](#)  
Motivating over 1,000 new commuter cyclists each season, Bike to Work Week is a free and fun way to engage your team.
- [Bike to Shop Days](#)  
Encouraging bike trips for different destinations, Bike to Shop Days is a summer event that educates people on local routes to shopping areas, how to carry things on bike, and motivates them with an interactive tool, prizes and celebration stations.
- [BEST Commuter Challenge](#)  
Supporting all sustainable transportation modes.



## Public Recognition

### HUB Bike Awards

If you're doing something above and beyond to support workplace cycling, let us know at [bfb@bikehub.ca](mailto:bfb@bikehub.ca). We like to recognize leaders with our annual Bike Awards. Winners receive recognition through HUB Cycling's over 30,000 contacts, as well as with peer leaders at the awards event. Media coverage is also common. This is an additional way to attract and retain talent, by showcasing your organization's dedication to employee wellness and shared values.