

WHY BECOME A BIKE FRIENDLY BUSINESS? RETURN ON INVESTMENT.

PARKING

1 parking space can be used to **park 12 bikes**.
A parking space downtown costs **\$100 + a month**

PRODUCTIVITY

Regular physical activity increases work performance by **up to 52%**

ABSENTEEISM

People who cycle take **32% fewer sick days**



ENVIRONMENT

If everyone left their car at home 1 day a week, nearly **5 million tons of pollution** could be saved every year

HEALTH

30 minutes of daily bicycling **saves \$544 per person** in annual medical expenses

TALENT

Nearly **20% of Millennials** ride a bicycle once a week

HOW TO BECOME A BIKE FRIENDLY BUSINESS



INFRASTRUCTURE

- Secure bike parking
- Lockers, changing rooms, showers
- Tools, repair station
- Entrance access
- Corporate bike fleet

ENGAGEMENT

- Federal commuter tax benefit
- Incentive programs
- Bike challenges
- Bike to work day
- Corporate CoGo passes
- Encouragement apps

EDUCATION

- Workshops and classes
- Social and educational rides
- Share the road materials
- Educational resources
- Commute routing services

SUSTAINABILITY

- Employee orientation
- Wellness policy
- Survey employees
- Goals and objectives
- Tie into sustainability plans

HOW WE CAN HELP

- Assessing your place of business for barriers and opportunities
- Connecting you to education providers and resources
- Providing a menu of bicycle friendly policies
- Assisting with your Bicycle Friendly Business application
- Introducing you to encouragement apps, rides and events
- Creating employee surveys



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HELPFUL LINKS: BikeLeague.org/business | YayBikes.com | Columbus.gov/publichealth



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