

# BICYCLES FOR BUSINESS



Why it pays to support employees and customers who bike



1000 FRIENDS  
OF WISCONSIN



WISCONSIN  
BIKE FED

**Bike to Work Week**  
**May 11 - 17, 2014**

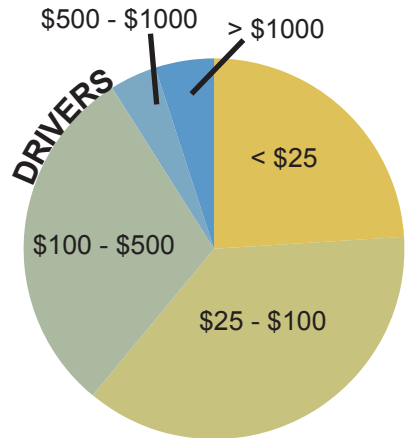
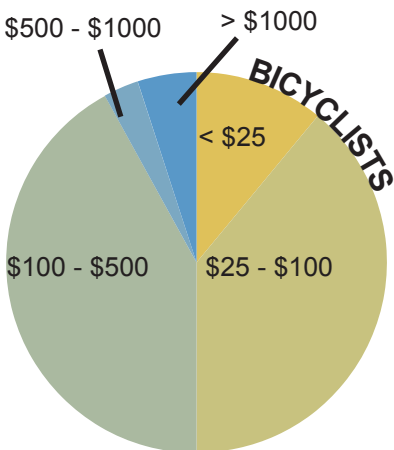
# BICYCLES FOR BUSINESS FACT SHEET

Commuting by bike saves you money, improves your health and wellness, and reduces your environmental impact. Despite these clear benefits, it can be a challenge to convince your employer that encouraging it among employees and customers is a sound financial decision. This fact sheet can help YOU make the case for bicycling at your place of employment!

## Bikes Bring Business

The numbers show a clear financial benefit for businesses. Because transportation (especially owning a car) can be so expensive, people who dramatically cut their transportation costs by biking to work have more cash on hand for shopping, dining, and entertainment.

**Average Monthly Spending in a  
Downtown Business District<sup>1</sup>**



**\$7,912**

**IN ANNUAL SAVINGS FROM  
OWNING A BIKE VERSUS  
OWNING A CAR<sup>2</sup>**

**16%**

**AVERAGE ANNUAL AMERICAN  
HOUSEHOLD SPENDING ON  
TRANSPORTATION<sup>3</sup>**

## Use Existing Programs Wisely



Your employer may be aware of programs designed to assist employees in paying for parking, transit, or vanpools. They may not, however, know that there is a similar program for bike commuters that can be mutually beneficial for everyone.

The **Bicycle Commuter Act of 2008** allows employers to opt in to a federal program that provides a small monthly sum (around \$20) to employees who use a bike as a “substantial” form of commuting (usually at least 3 out of every 5 days) to help them offset the costs of owning and maintaining a bike.

This tax provision saves employees money for making a healthy transportation choice, and it provides some net savings on payroll taxes for employers who choose to participate.

# 40% **SAVED**<sup>4</sup>

ON BIKE-RELATED COSTS BY EMPLOYEES

# 10% **SAVED**

ON EVERY DOLLAR IN PAYROLL TAXES PAID BY EMPLOYERS



### QBP - Minneapolis, MN<sup>5</sup>

- Spends \$45,000 per year on bike commuter rewards + other initiatives
- Saved \$170,000 over 3 years in reduced health care payouts
- Reduced productivity loss by \$900,000 over 3 years

# Healthier Employees, Stronger Business

**UP TO 32%**  
USE FEWER SICK DAYS<sup>6</sup>



An active commute, whether by bicycle or on foot, can do wonders for employees' health and wellness. Research has begun to demonstrate what bike commuters already know-that they feel better when they bike!

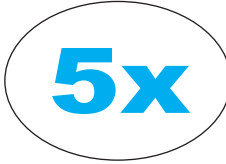
**Up to 55%**  
HAVE LOWER HEALTH COSTS



**Up to 52%**  
INCREASE PRODUCTIVITY



**5x**



INCREASE IN  
CREATIVITY  
FROM WALKING  
OUTDOORS VS.  
SITTING INSIDE<sup>7</sup>



**\$544** IN AVOIDED ANNUAL  
MEDICAL COSTS BY THE AVERAGE PERSON  
BY 30 MINUTES OF DAILY CYCLING



# Bikes Are Cool

Want to attract the best and brightest? Businesses that go above and beyond to make bicycling to work easy and fun captivate the attention of driven, creative prospective employees in communities around the country.



# RECRUIT COMPETE

## 2013 NATIONAL BIKE CHALLENGE



MAKE EVERY MILE COUNT!

[nationalbikechallenge.org](http://nationalbikechallenge.org)

You can generate interest in bicycling to work by encouraging friendly competition among employees and with other businesses. Programs like the National Bike Challenge are fun, voluntary, and free!

# INTERACT

More people biking to work or to shop can improve the interaction between your business and the public spaces around it and therefore make your facilities more inviting and comfortable.



# Bike to Work Week Events

## Monday

Southwest Commuter Station (SW  
Commuter Path and Badger Trail @  
Lovell Lane)  
7:15 - 9:30am

## Tuesday

Community Ride  
Start @ SW Path and Glenway St  
(West Side) and Capital City Trail  
behind Olbrich Gardens  
7:30am

Bike Bus to Olin Park Concert  
Sequoia Lib., Wingra Boats, Zuzu  
Cafe, Brittingham Boat House  
Starting @ 5:15am

## Wednesday

Bratcakes on the Bike Path  
Downtown Station  
7:15 - 9:00am

Schwinn Commuter Station  
4902 Hammersley Rd (on path)  
6:45 - 9:00am

## Thursday

Bacon on the Bike Path  
Downtown Station  
7:15 - 9:00am

DNR Station  
GEF II Plaza  
7:45 - 9:00am

## Friday

Week Ending Celebration  
Motorless Motion Cycles  
4:30 - 7:00pm

## Bike to Work Week Stations

East Station - Capital City  
Trail and Ingersoll St  
West Station - SW  
Commuter Path and  
Breese Terrace  
Downtown Station - Capital  
City Trail between Monona  
Terrace and Broom St  
Colectivo Station - King St  
and Pinckney St

## Thanks to:



**WISCONSIN  
BIKE FED**

**...and many others!**

“The benefits of becoming a Bike-Friendly Business do not stop at the cash register. [...] [Bicycles] also help bring more eyes to the street; they calm traffic down and take cars off the road. And a company that encourages bicycling has seen their employee’s productivity and creativity levels go up. When a bike lane goes in, and when a city as a whole becomes more bike-friendly, everyone benefits.”

- Bike East Bay Executive Director Renee Rivera <sup>8</sup>



## Sources

1  
Clean Air Partnership. (2009) “Bike Lanes, On-Street Parking, and Business: A study of Bloor Street in Toronto’s Annex Neighborhood.” <http://www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf>

2  
Pocket Guide to Transportation 2009, U.S. Bureau of Transportation Statistics.

3  
Consumer Expenditures in 2010, Bureau of Labor Statistics, 2010.

4  
San Francisco Bicycle Coalition. (2010). Commuter Tax Benefit. Retrieved from <http://www.sfbike.org/?commute>.

5  
QBP Health and Wellbeing Program Case Study, 2011. <http://bit.ly/1dR1Nxe>

6  
US Department of Health and Human Services. (2002) “Physical Activity Fundamental To Preventing Disease.”

7  
Oppezzo, Marily and Daniel L. Schwartz. (2014) “Give Your Ideas Some Legs: The Positive Effect of Walking on Creative Thinking.” *Journal of Experimental Psychology: Learning, Memory, and Cognition*.

8  
Bike East Bay. (2014) “Bike Friendly Business of the Year: Winners Announced!” <https://www.ebbc.org/awards>



**1000 FRIENDS  
OF WISCONSIN**

1kfriends.org  
(608) 259-1000  
16 N Carroll St, #810  
Madison, WI 53703



**WISCONSIN  
BIKE FED**

wisconsinbikefed.org  
(608) 251-4456  
409 E Main St #203  
Madison, WI 53703