BICYCLES FOR BUSINESS

Why it pays to support employees and customers who bike

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

IN ANNUAL SAVINGS FROM OWNING A BIKE VERSUS OWNING A CAR

AVERAGE ANNUAL AMERICAN HOUSEHOLD SPENDING ON TRANSPORTATION

$7,912

16%
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
ON BIKE-RELATED COSTS BY EMPLOYEES

10% SAVED
ON EVERY DOLLAR IN PAYROLL TAXES PAID BY EMPLOYERS

QBP - Minneapolis, MN
- 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

Up to 55% have lower health costs

Up to 52% increase productivity

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!

$544 in avoided annual medical costs by the average person by 30 minutes of daily cycling

5x increase in creativity from walking outdoors vs. sitting inside
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.

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!

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
Sequoya 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

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

Sources


