CYCLING FOR TRANSPORT

Cycling is fast becoming a choice of transport for many people on their way to work.

Employees who choose to travel by bike benefit from improved health, vitality and perform better at work. Many employers now capitalise on this by providing end-of-trip facilities in their buildings as well as actively encouraging their staff to ride to work.

By working together with staff, there is a lot an employer can do to make their workplace cycle-friendly.

Cycling in Perth

Perth’s fair weather and generally flat landscape makes cycling a good option for many trips. Local streets, sealed shoulders or bicycle lanes on larger roads and off-road shared paths provide a network of cycle routes. In Perth these form the Perth Bicycle Network (PBN), which is growing as state and local government invest in new and improved links.

Commuting by bicycle

The average commuter trip is 11km, which is an easy 45 minute ride (4 minutes per kilometre ridden at a leisurely pace of 15-20km/h)(1). As such, a growing number of commuters are choosing the bicycle as an affordable and active way to travel to and from work.

Cycling and public transport

Cycling is also being provided for on public transport, including secure bicycle parking at most train stations. Bicycles cannot be taken on trains during the busy morning and afternoon peak periods in the peak direction (see the Transperth website for details). If the workplace is too far to ride to, cycling to the train station can be a good alternative.

Cycling in regional areas

In country towns many people live relatively close to their workplace, so cycling could be feasible. Quiet streets offer cycle routes and many local councils are providing on and off road cycle routes, some with Regional Bicycle Network funds.

Maps and guides

Department of Transport’s Bikewest produces and distributes a range of bicycle maps and guides(2). These materials are available at various bike and map retailers or online at www.transport.wa.gov.au/cycling. Maps showing cycle routes are also available for some regional centres, such as Albany and Geraldton.

A THREE STEP GUIDE

This fact sheet provides some practical suggestions under three steps for promoting cycling at your workplace.

STEP 1: Build a supportive culture

STEP 2: Provide facilities

STEP 3: Provide information and incentives

You don’t have to do everything, rather consider what package of actions would fit your workplace culture, location and budget.
A QUICK GUIDE TO PROMOTING CYCLING IN YOUR WORKPLACE

1. WHY PROMOTE CYCLING?
Cycling not only benefits individuals, but the organisation as a whole. Happier, healthier, more engaged employees mean a more connected, productive workplace.
- Enjoy health benefits
- Reduce costs related to transport and parking
- It's emissions free and helps reduce road traffic pollution, noise and congestion

2. CONSIDER A TRAVEL PLAN
Make your plan for promoting cycling in your workplace part of wider travel management measures. This will maximise your efforts and lead to more significant outcomes.
- Utilise your regular cyclists
- Ask management to support your initiatives
- Organise training and social events
- Join in with community events and connect with local bike shops
- Make sure your work practices and policies support cycling

3. BUILDING THE CULTURE
- Utilise your regular cyclists
- Ask management to support your initiatives
- Organise training and social events
- Join in with community events and connect with local bike shops
- Make sure your work practices and policies support cycling

4. PROVIDING THE RIGHT FACILITIES
- Assess your needs and existing end-of-trip options
- Think about parking, storage, showers and lockers
- Consider providing pool bicycles for business trips

5. INFORMATION AND INCENTIVES
- Make information available to staff so they feel informed in their decision to cycle for work trips
- Use incentives that have a purpose to encourage cycling

6. PROMOTION AND EVALUATION
- Make sure your cycling initiatives are promoted to all staff
- Use feedback from staff to evaluate your cycling initiatives
Benefits to your organisation

CYCLING TO WORK:

• Builds exercise into the daily work routine
• Is a time-efficient way to fit more exercise into a busy lifestyle
• Provides regular physical activity that reduces the likelihood of lifestyle diseases including obesity, heart disease and diabetes and can also help to control stress, anxiety and depression
• Can save time by avoiding traffic congestion

CYCLING BENEFITS ALL

What happens in the workplace influences whether employees and visitors cycle. Employers and site managers can make their workplaces cycle-friendly, bringing many benefits to their employees and the organisation itself.

Increase physical activity and improve health, morale and productivity

Cycling allows employees to get regular physical activity as part of their journey to and from work or even during the work day. Fitter employees are healthier, happier, more productive and less likely to take sick days\(^3\). A cycling scheme can provide tangible benefits to staff and so should be part of employee health programs.

Reduce transport and parking costs

Cycling instead of driving can reduce employee travel costs. Not everyone has ready access to a car and cycling offers an affordable option for short to medium distance trips.

Increasing the number of people who ride to the workplace can also reduce the need for car parking. Car parking can be a significant cost, whether owned or leased, and easing the demand for it can enable better space management e.g. more bays for client use. Three car bays can accommodate up to 30 bicycles.

Improve your environmental rating

A workplace cycling scheme can strengthen your organisation’s environmental performance. Car use should be considered as part of corporate environmental footprints, especially when counting carbon emissions. An effective cycling program can reduce car use for commuting and business trips.

HAVE A TRAVEL PLAN

Make your plan for promoting cycling in your workplace part of wider travel management efforts.

Travel plan measures, including those that promote cycling, can ease car parking pressure, reduce your organisation’s contribution to local traffic congestion and benefit employee health.

TravelSmart Workplace can help with workplace travel planning. For more information on the program visit www.transport.wa.gov.au/travelsmart/workplace.

PROFILE: Parsons Brinckerhoff

One of the world’s leading planning, environment and infrastructure firms, with 2,400 staff working across Australia and New Zealand.

The TravelSmart program has been a keystone of our environmental awareness initiatives here in the Perth Office with the Perth Green Team supporting members of staff to transition to more sustainable travel methods. Since the introduction of the TravelSmart plan the number of people cycling to work has doubled and we have been able to reduce the number of car parking bays needed by the business.

Paul Reed, Regional Director
STEP 1: Build a supportive culture

Regular cyclists
Regular riders are your best resources and can offer advice about facilities and managing work clothes, ride with novices through a ‘bicycle buddies’ scheme, assist with journey planning and answer questions about safe cycling and riding with traffic.

Management endorsement
Employees need to know that their decision to cycle to work will be supported and that there is no stigma attached to riding.

Management can show support by having a flexible approach to dress code and working hours and by sponsoring and getting involved with cycling events, such as a workplace breakfast. If management is seen to be encouraging the activity, it’s taken more seriously and gains more support.

Workplace BUGs (Bicycle User Groups)
A BUG can be formed to bring together employees who cycle, support cycling activities at the workplace, keep members informed about cycling matters and advocate for better facilities in and around the workplace. For more information on BUGs see the Workplace BUG Guide.

Join events and challenges
Join in with campaigns such as Bikeweek, held every March, and Cycle Instead in Spring, starting in September annually and including Ride2Work Day and the Bike to Work Challenge. These activities all provide opportunities to promote cycling through free workplace events and/or team participation in challenges and community rides.

Events often have a fundraising component, offering an added incentive for participation, and many organisations go one step further and sponsor staff entries.

Make it count
Whatever you choose to do, make sure your initiatives are relevant to interests and issues at your workplace by consulting staff before and after you hold activities.

PROFILE: Education and Training Shared Services Centre (ETSSC) Cycle Training and Bikeweek

ETSSC participated in Bikeweek 2012 and hosted a Workplace Cycle Training program and Bike to Work Breakfast for employees. The training program included theory workshops, practical safety and maintenance sessions, and a social ride.

During Bikeweek, staff were encouraged to cycle to work for the week and invited to enjoy a light, healthy breakfast held on the final day of the training sessions. Staff who rode during Bikeweek received a raffle ticket each day for a merchandise pack prize draw. It was a great incentive because the more people rode, the more times they could enter.

Activities were promoted through posters, intranet articles/links/brochures, all staff emails and newsletter articles, resulting in greater staff awareness of active travel options.

Staff with a range of cycling abilities participated and we had positive feedback from all.

Sandra Roderick-Smith, Workplace Champion

PROFILE: Queen Elizabeth II Medical Centre Trust BUG

QEIIMC staff have been actively encouraged to cycle to work through many engaging activities, including the workplace BUG. Members of the BUG pay a $20 annual fee and receive entitlements including a ‘get started’ pack, annual free bike maintenance and discounts on parts and accessories. Staff also receive a member card with contact information for the on-site TravelSmart Officer.
# WORKPLACE ACTION TABLE - Build a supportive culture

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find and nurture cycle champions</td>
<td>Encourage senior management and employees at all levels and in different work groups to support cycling in the workplace. Profile existing cyclists and promote their stories to the rest of your staff. Personal stories are particularly inspiring to people considering taking up cycling.</td>
<td>Champions don’t have to ride a bike regularly, but simply need to help encourage the positive change in the workplace and organise or support events.</td>
</tr>
<tr>
<td>Set up a Bicycle User Group (BUG)</td>
<td>Promote a cycling community in your workplace and involve employees who cycle in supporting others who want to try it. It could meet or be email or intranet based. Test support for the idea by asking cycle commuters or holding a morning tea. Find a key person to take the lead and consider launching the BUG as part of an annual cycling event.</td>
<td>A BUG can assist with other actions, share information, run events and provide bike buddies. Needs a champion to make it effective.</td>
</tr>
<tr>
<td>Establish a bike buddies scheme</td>
<td>Match employees who want to try to ride to work with experienced cycle commuters. They can discuss practicalities and share rides to work to build confidence and skills.</td>
<td>Use BUG to recruit bike buddies. Consider a small reward for participation.</td>
</tr>
<tr>
<td>Offer cycle training</td>
<td>Provide training to boost riding skills and confidence of employees interested in cycle commuting. A cycling coach, bike shop or BUG member may be able to run a training workshop. Training could cover selecting and maintaining a bike, route selection, riding in traffic, dealing with work clothes, etc. Lunch time training and workshops are popular as they fit into the work day.</td>
<td>Cost to engage a trainer, may need to hire bicycles for a ride. Choose a competent trainer (e.g. an Austcycle accredited cycle coach). Hold during work day or after hours?</td>
</tr>
<tr>
<td>Organise and promote cycling events</td>
<td>Organise events to encourage employees to cycle, e.g. a bike to work breakfast, lunchtime or after hours bike ride. Promote employee participation in public events and challenges, e.g. Bikeweek, Bike to Work Challenge, Freeway Bike Hike, Great Perth Bike Ride.</td>
<td>Great for building team spirit and raising profile of cycling. Contact Bikewest for events calendar. Costs could include catering, ride registration fees (some public rides), incentives (if offered).</td>
</tr>
<tr>
<td>Connect with a local bike shop</td>
<td>Establish a link with a local bike shop to see if they can get involved with organising maintenance workshops and regular promotions and discounts.</td>
<td>Existing cyclists may already have a preferred bike shop. There may be more than one shop in your local area.</td>
</tr>
<tr>
<td>Review work practices</td>
<td>Look at work practices that may inhibit staff cycling to/from work and for business trips. Make changes such as flexible dress code and start/finish times where appropriate.</td>
<td>Need management support for policy changes.</td>
</tr>
</tbody>
</table>
Assess your needs

Each workplace has different needs and capacity for facilities, so a good start is to conduct a site audit of available space or current facilities and consider your options for parking, changing clothes and storage. You can use standards and design guidelines to determine the type and number of facilities required.

**Bicycle parking and storage**

Secure bicycle parking is important to encourage people to ride to work. Parking should be secure, easy to access and conveniently located. There is a range of bicycle parking options that are space efficient and allow for storage at ground or wall level. Consider bicycle parking rails for visitors as well as staff.

**Changing facilities and showers**

Good-quality changing and showering facilities are a key requirement for people considering cycling to your workplace and demonstrate a commitment to promoting cycling. People who run to work or take part in lunchtime exercise can also use these facilities.

It may not always be possible for an existing site to add state-of-the-art facilities, however the provision of storage and lockers or negotiating with adjoining or nearby buildings to use their facilities may be an option.

For more detailed information refer to the TravelSmart Workplace fact sheet on Workplace Bicycle Facilities.

**Pool Bicycles**

Consider buying some pool bicycles so that staff can travel to business meetings and site visits within cycling distance of the workplace. A bicycle may be an ideal vehicle for staff patrolling car parks or council rangers. Fleet bicycles could be loaned to employees for lunchtime rides or to try cycle commuting. Several local employers have them, e.g., local councils, the Heart Foundation, Department of Transport, Main Roads and QEII Medical Centre.

For guidance read ‘How to Set Up a Successful Bike Fleet: A Toolkit’.

### WORKPLACE ACTION TABLE - Provide facilities

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
<th>Considerations</th>
</tr>
</thead>
</table>
| Provide end-of-trip facilities | Install or improve facilities for employees and visitors who ride to your workplace including:  
  • Secure, sheltered and conveniently located bicycle parking  
  • Adequate shower and change facilities  
  • Personal lockers and drying racks | Capital cost  
  If leasing, negotiate with building manager.  
  Best to include in construction of new premises or refurbishment. |
| Establish a bicycle fleet | Provide pool bicycles for appropriate business trips and for staff to try cycle commuting. Include accessories (helmets, repair kit, panniers/carry rack).  
Draft guidelines for use of fleet bicycles and offer cycle training and access to bike maps to encourage use. Make them as easy to book as fleet cars. | Likely use and so number and type of bicycles needed.  
Minor capital cost, small ongoing maintenance cost.  
Consider booking system, maintenance, promoting safe cycling practice.  
See Bicycle Fleet Policy Template. |
STEP 3: Provide information and incentives

Provide information
Making information available on cycling to your workplace can help employees and visitors consider this option and plan their trips.

• An info pack could be provided in staff inductions and online with details of bicycle facilities, a map showing cycling routes to and around the workplace, and information about your workplace BUG (Bicycle User Group) and events.

• Local TravelSmart Guides show cycling routes and are available for many locations in metropolitan Perth.

• Much of Perth is also covered in a series of five Perth Bike Maps, which give a comprehensive coverage of on and off-road bicycle routes; they are available through Bikewest and from bike shops and other outlets.

• Maps are also available for some regional centres (e.g. Albany, Geraldton).

Offer incentives
Incentives can reinforce the choice of employees who cycle to work, or encourage some car commuters to consider a change.

Saving money and fitting exercise in the work day are personal benefits of cycling; an incentive can nudge those thinking about it to give it a go. Incentives also show management commitment to investing in healthier travel choices and give credibility to the workplace travel plan.

Incentives can take many forms, such as a bike breakfast, a scheme where employees can ‘earn’ a bicycle, a frequent rider rewards scheme based on trips or distance cycled, and counting cycle commuting in work time.

Promote your information and incentives to staff
• Promote your initiatives through posters, information boards, brochures, newsletters, and online communications (intranet and internet).

• Use events to promote other activities e.g. at a Bike to Work Breakfast event distribute information and sign up cyclists for the Workplace BUG or a Bike Buddy Scheme.

• Make sure your activities don’t just provide a one-off incentive. Instead, use activities to address barriers staff may have to cycling, help staff build new skills and ensure there is a social element.

PROFILE: Queen Elizabeth II Medical Centre Trust
QEIIIMC held a bike breakfast in 2012 that launched the bicycle user group (BUG), had a ‘win a bike’ incentive and provided free bike maintenance to cyclists. The breakfast achieved multiple aims by rewarding regular riders, attracting new cyclists, promoting the BUG and providing staff with a social opportunity and free bike maintenance tune-ups.

Package of Actions
As this fact sheet shows, there is a range of actions an employer or site manager can implement to encourage cycling by employees and clients/visitors. What is appropriate for a particular workplace depends on its location, culture, resources available and specific needs of site users. Consider these factors to put together a package of actions to promote cycling at your workplace.

Evaluation
Use staff feedback and data on employee health or participation to ensure cycling measures are effective for your workplace and contributing to your overall travel plan.
## WORKPLACE ACTION TABLE - Provide information and incentives

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Prepare a workplace access guide</td>
<td>Prepare a guide for employees and clients/visitors on getting to your workplace by bicycle including a map (the guide could also cover walking and public transport). Post on company website and provide to new staff and with invitations to events.</td>
<td>Use in-house resources or external designer. TravelSmart Workplace will prepare an access guide for workplaces that join to develop a travel plan. Use online resources, such as Google Maps and Local TravelSmart Guides. Can be done simply and cheaply.</td>
</tr>
<tr>
<td>Get online</td>
<td>Post transport information on your intranet (for employees) and internet (for clients/visitors). Include the access guide, and links to the TravelSmart Guides and Bikewest websites.</td>
<td>Use your IT section.</td>
</tr>
<tr>
<td>Raise media profile</td>
<td>Use workplace media to spread the word. Include articles on green commuters and news on initiatives, facilities in staff newsletter, intranet and notice boards.</td>
<td>Staff time to prepare articles. Engage your communications section.</td>
</tr>
<tr>
<td>Run an employee cycle scheme</td>
<td>Design and run a scheme to motivate employees to try cycle commuting. Could involve loan or discounted sale of a bicycle, training and peer support over an extended trial period. Can be included in your employee health program.</td>
<td>Cost depends on design, consider Fringe Benefits Tax liability. Successfully implemented by some Perth employers, an investment in staff health.</td>
</tr>
<tr>
<td>Arrange bike shop discount and servicing</td>
<td>Negotiate a discount for staff with the local bike shop, e.g. show your name badge for 10% off. Consider offering free or discounted servicing of bicycles as a reward for cycle commuters.</td>
<td>Bike shop discount is free. Servicing could be a small cost, define what it covers.</td>
</tr>
<tr>
<td>Offer a cycling mileage allowance</td>
<td>Pay an allowance to staff based on the distance they cycle to/from work or for business trips they cycle – an incentive to use the bike.</td>
<td>Cost depends on rate and scope, consider tax issues.</td>
</tr>
<tr>
<td>Offer time credit</td>
<td>Offer additional time off as an incentive to cycle commute or include part of the cycle commute in work time.</td>
<td>Minimal cost, investment in staff health. Check insurance liability.</td>
</tr>
<tr>
<td>Develop a bicycle policy</td>
<td>Many large organisations develop bicycle policies for their staff that incorporate guidelines on bicycle travel during work hours, employee cycle schemes and other incentives.</td>
<td>See TravelSmart Workplace Bicycle Fleet Policy Template</td>
</tr>
</tbody>
</table>
Resources

Use the following table to make a quick check of how cycle-friendly your workplace is and whether improvements could be made.

**WORKPLACE CHECKLIST**

<table>
<thead>
<tr>
<th>Question</th>
<th>Your Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are there good bike routes connecting to your workplace? e.g. bike lanes or shared paths on surrounding roads.</td>
<td></td>
</tr>
<tr>
<td>Where would employees who cycle to work park their bicycle and shower and change? Are these facilities adequate and secure?</td>
<td></td>
</tr>
<tr>
<td>Do you provide pool bicycles for business trips in the local area, or for employees to try cycle commuting?</td>
<td></td>
</tr>
<tr>
<td>Is any information on bicycle access and facilities provided to employees and clients?</td>
<td></td>
</tr>
<tr>
<td>Are employees encouraged to ride to work? Is support provided, such as ‘bike buddy’ scheme for novice cyclists or a Bicycle User Group?</td>
<td></td>
</tr>
</tbody>
</table>
ENDNOTES


(2) For information on cycling events, activities and maps see Bikewest at www.transport.wa.gov.au/cycling


(6) TravelSmart Workplace Bicycle Fleet Policy Template www.transport.wa.gov.au/travelsmart/workplace

LOCAL CYCLING INFORMATION

Bikewest, Department of Transport – promotional information, cycling maps, annual events and infrastructure information Ph: (08) 6551 6157 www.transport.wa.gov.au/cycling

Bicycling Western Australia (BWA) – a community based not for-profit organisation promoting cycling. www.bwa.org.au

GENERAL CYCLING INFORMATION

Cycling Resources Centre – online library of information on cycling www.cyclingresourcecentre.org.au


BIKES ON PUBLIC TRANSPORT


Bikes Storage at Train Stations – people can register to use the Lock ‘n’ Ride Bike Shelters at train stations, accessible by SmartRider Cards. For more information or to register visit www.transperth.wa.gov.au/UsingTransperth/BikesonTransperthservices/LocknRideBikeShelterRegistration.aspx

WORKPLACE GUIDES


Commuter Cycling and National Ride to Work Day www.ride2work.com.au

BICYCLE FACILITIES GUIDELINES

For general and legislative requirements see Austroads www.austroads.com.au/bicycles


LEGAL ISSUES

TravelSmart Workplace is helping WA workplaces reduce car use and promote active, sustainable travel choices. The program is a partnership between the Department of Environment and Conservation and the Department of Transport.

To find out how your workplace can be part of the transport solution, contact TravelSmart Workplace:

**CONTACT**

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Telephone: (08) 6467 5011  
Email: travelsmart@dec.wa.gov.au

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Website: www.transport.wa.gov.au/travelsmart

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