

Active Transportation Strategy Guide



Active Transportation strategies are designed to encourage walking and biking to the workplace. They contribute to employee well-being by promoting physical activity within the workday. Below is a summary of active transportation strategies recommended by Avenues in Motion:

Strategy	Overview
Receive outside bike-friendly recognition or certification	Recognition or certification from a separate organization demonstrates that an employer has made efforts to accommodate and encourage bicycle commutes. Programs include the Bicycle Friendly Business program through the League of American Bicyclists.
Offer secure parking for bikes or micro-mobility devices	Secure parking goes beyond bike racks to provide employees with safe, weather-protected, long-term options. Examples of secure parking include lockers, limited-access enclosures, and storage garages or rooms.
Provide on-site amenities	On-site amenities make active transportation commutes more appealing by providing employees with resources that improve comfort and convenience. Helpful amenities include showers, private changing areas, lockers for activewear and helmets, and bike repair stations with free tools and air pumps.
Provide a bike share program for employees	Bike share programs are designed to provide employees with an active transportation option without the need to use or own a personal bike. The employer provides a set of bikes for employees to reserve and return later. Employees can

use the provided bicycles to travel in and out of the office for nearby meetings and errands – in some cases, they can also reserve bikes for commutes.



Case Study: California Department of Public Health

The California Department of Public Health provides employees with a bike share program for offsite travel during work hours. The ability to travel to meetings by bike gives employees an opportunity to decrease their car usage and associated costs. The bike share program features a shared storage and reservation system, ten bicycles in various sizes, and one-size-fits-all helmets.

Regional Considerations

Workplaces within (or close to) dense downtown areas and communities with bike lane networks are likely to garner more employee interest in active transportation. Workplaces adjacent to multi-use paths or bike trails, such as Patriots Path and the Traction Line, can also expect interest in bike resources and amenities. Employers can use the Bicycle Features section of the [Avenues in Motion Map It Tool](#) to view the extent of bicycle friendly roads, bike lanes, and bike trails in their area.

Infrastructure Requirements

Amenities, secure parking areas, and bike share programs all require financial investments for both initial procurement and maintenance. In addition, companies pursuing active transportation strategies need designated space for most amenities, including bicycle storage space, changing areas, lockers, and showers. Existing spaces can be easily retrofitted for these amenities, although adding showers may require more extensive remodeling. Secure parking and bike share programs also require some form of access control mechanism, such as locks with keys or key cards.

Implementation Steps

If receiving outside recognition or certification:

- ☐ Research available recognition programs.
- ☐ Determine whether your company is eligible. Some programs may impose eligibility limits based on company size or location.
- ☐ Complete the application process, following the procedures set by the recognizing/certifying organization.

If offering secure parking:

- ☐ Determine the number of spaces needed. Consider factors such as the total number of employees, the degree of schedule flexibility, and information from peer employers in the area.
- ☐ Determine the type of secure parking provided. Options include rooms, bike lockers, fenced/gated enclosures (either in a covered outdoor area or within a room), and purpose-built parking structures.
- ☐ Designate a location for the parking area, taking rider convenience into account.
- ☐ Monitor usage of the parking facilities following implementation by observing conditions and conducting counts of parked bikes. If the parking facilities are consistently near or at capacity, more parking may be needed.

If providing on-site amenities:

- ☐ Survey employees regarding which amenities would be most helpful.
- ☐ Determine where to place basic amenities such as helmet lockers and repair stations. These items should be placed in an easily accessible common area, ideally near the entrance of the building.
- ☐ Evaluate potential areas for more space-intensive amenities such as showers and private changing areas. Consult with building management to confirm which spaces are possible to use.
- ☐ Procure materials for bike repair station(s) and work with building management for setup and installation. Fully equipped repair stations can be purchased from site furnishing suppliers. At a minimum, the workstation should include the following basic tools:
 - Multiple screwdrivers (Phillips and Standard heads)
 - Two steel-core tire levers
 - Headset/pedal wrench
 - One 8mm/10mm cone wrench
 - One 9mm/11mm cone wrench
 - Torx T-25 screwdriver bit
 - Hex key set with wide range of sizes (2mm – 8mm)
 - Air pump with attachments for both Presta and Schrader valves
- ☐ Promote amenities to employees once they have been installed.

If providing a bike share program:

- ☐ Ensure that there is sufficient personnel support for the program. Designate staff to manage bike procurement, tracking and reservation systems, facilities, security, and program orientation/training.
- ☐ Consult with a legal team to develop a liability waiver and program rules. A waiver protects the employer from incurring additional risk related to employee injury and property damage. Rules set an enforceable standard of behavior for program participants.
- ☐ Finalize the bike storage, tracking, and reservation systems. While setting up these systems, consider space constraints, ease of use, and security concerns.
- ☐ Budget for and purchase a fleet of bicycles. Consider the following points when determining what bicycles to provide:

- Bicycles that are easy to ride and easy to maintain will reduce frustration for both the employer and employees.
- The bike share program should provide a variety of bicycle sizes.
- If the area around the office is especially hilly, providing some e-bikes in the fleet can help riders get around.
- ☐ Budget for and purchase additional equipment.
- ☐ Perform regular (preferably weekly) maintenance on all bicycles in the fleet.

Complementary Strategies

Active transportation strategies can be paired with transit strategies to reduce parking demand. A bike share program can be particularly effective for employees who use transit, as those employees will not have cars available to get around large campuses or travel to nearby meetings.