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May 10, 1999

Peter Moe
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Dear Peter,

About a year and a half ago, I contacted you looking for information about employer bicycle commuting programs and publications. The literature you sent me at the time was very helpful, and assisted us in carrying out a pilot Transportation Demand Management project here in Madison, WI. The end result was this handbook.

I wanted to thank you for the help you gave me when I was gathering information. I also want to make sure you get a copy of this handbook for your information clearinghouse. The initial print run of this handbook will be distributed free to employers in the Madison area. The Bicycle Federation of Wisconsin then plans on adapting it for statewide, or even more generic use and offering it for sale.

Those interested in obtaining a copy of the handbook should contact us directly at (608)251-4456; e-mail bfw@mailbag.com

Sincerely,

Marcia Miquelon

PARKING FOR FREE

A Bicycle Commute Program Guide for Madison Area Employers

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PART II

Bicycle Commuters Handbook

(Please photocopy and distribute
to your employees!)

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Acknowledgements

This handbook is the result of the **Madison Bicycle Commute Project**, a 1.5-year-long pilot project of the Bicycle Federation of Wisconsin. The ongoing goal of the project is to promote increased bicycle commuting as a means of mitigating congestion, improving air quality and preserving quality of life in the Madison area.

The project was funded by the Wisconsin Department of Transportation's TDM (Transportation Demand Management) program, the Dane County Bicycle Association and the Bicycle Federation of Wisconsin.

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Madison WI 53701-1224



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Materials from the "Employee Transportation Coordinator's Bicycling Guide to Work or Transit" reprinted with the permission of the North Texas Council of Governments.

Dear Madison Employers,

Thank you for your interest in promoting bicycle commuting at your business. We applaud you for your interest in improving the quality of life in Madison and Dane County. Not only do bicycle commute programs have the potential to alleviate pressing congestion and parking problems, they will also enhance our efforts to make Madison an attractive place to do business.

One objective of Vision 2020, the Dane County Land Use and Transportation Plan, is to "encourage bicycle travel for transportation as well as recreational purposes." Furthermore, a goal of the recently adopted Wisconsin Bicycle Transportation Plan is to "increase levels of bicycling throughout Wisconsin, doubling the number of trips made by bicycles by the year 2010." Your efforts are some of our most important tools in accomplishing these goals.

Over the past twenty-five years, bicycling has become an increasingly important mode of transportation in Dane County. An extensive bikeway system has been developed throughout the Madison area, and the system is continually expanding. Since approximately 13% of Madisonians already bicycle or walk to work regularly, there is already a cultural receptiveness to the idea of bicycling in the area. What's more, the average commute to work is under five miles, a very easy distance to cover by bicycle.

One less car on the road, demanding one less parking space, is significant when put into perspective. The UW-Madison's Transportation Demand Managers estimate the cost of one car parking garage stall at nearly \$20,000 while the cost of one bicycle rack space is under \$100. With the space crunch already occurring in downtown Madison, even one bicycle at a time can work miracles!

Best of luck with your efforts,



Mayor Sue Bauman



County Executive Kathleen Falk

BICYCLE COMMUTING AND THE COMMUNITY ORIENTED EMPLOYER

This handbook is designed for Employee Transportation, Human Resource, or Employee Benefits Coordinators, to help with the development and implementation of bicycle commuting programs. Part I provides you, the employer, with information on why and how to get started, along with resource pages detailing where to turn for more information. Part II covers the nuts and bolts of bicycle commuting. You may freely duplicate Part II for employee participants in your bicycle commuting program.

BENEFITS TO EMPLOYERS:

Employee Health. Bicycle commuting enables office workers to fit regular exercise into their busy, but often sedentary, work routines. People who exercise, including those who do it on the way to work, are healthier and more energetic. This translates to employer cost savings: Greater productivity, less sick leave time, fewer workman's compensation claims, and lower overall health care costs.

Employee Morale. Employees who arrive at work by bicycle are more alert and relaxed, having exercised during their commute. They avoid the stress of driving through rush-hour congestion and delays, and don't need to worry about finding parking. Bicycle commuters will recognize and appreciate employer support for their transportation and exercise mode.

People who exercise regularly have 14% lower claims against their medical insurance, spend 30% fewer days in the hospital, and have 41% fewer claims greater than \$5,000, according to a 1988 Corporate Wellness Study commissioned by the City of San Jose Dept. of Recreation.



Overview

Why Implement a Bicycle Commute Program?

"Bicycling is one of the best things you can do to keep your heart and lungs in shape, and to attain that feeling of contentment which comes with exercise."

— Dr Kenneth Cooper, author of "The Aerobics Program for Total Well-Being."



UW Transportation Demand Managers estimate the cost of one car-parking ramp stall at nearly \$20,000, while the cost of one bicycle rack space is less than \$100.

Reduced Traffic Congestion: Bicycling enhances the transportation system upon which all businesses depend. Increasing the number of trips made by bicycle expands the carrying capacity of our existing infrastructure, and lessens the demand for costly roadway expansions. Cyclists can easily maneuver through and around snarled traffic, covering short distances in equal or less time than car drivers, and arriving at work on time more often.

Zero Pollution: Bicycles are 100% non-polluting since they are powered by people and not fossil fuels. Every trip made by a bike instead of a car reduces the burden of low-level ozone, nitrous oxides, carbon dioxide, soot and noise on our environment and our health. Since short (0-5 miles) car-trips are the most polluting type of trip, encouraging employees who live within five miles of work to commute by bicycle can make a huge difference in everyone's quality of life.

Good Corporate Citizenship: Support for bicycle commuting promotes your company's public image as a community-oriented and environmentally responsible employer. It says to the public that your company is concerned about pollution, traffic congestion, energy use, overall public health, and the well-being of your employees.



Madison has played host to several Car vs. Bus vs. Bicycle Commuter Competitions. Bicyclists have swept the competition each time!



Currently, an auto pollution control device only works after the engine reaches normal operating temperature. A California study estimated that 90% of emissions in a 7-mile auto trip are generated in the first mile. Bicycles are the most efficient short-distance vehicles in the world.

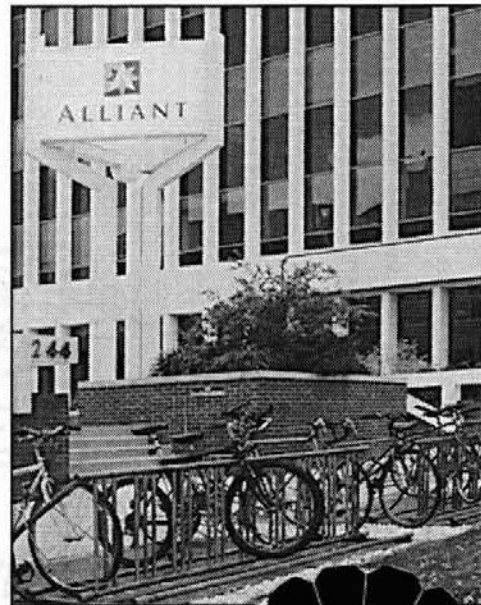
According to Environmental Marketing: Trend or Fad?, Published by GSD&M Advertising, "in the future, what a company stands for will be as important as what it sells. Consumers are demanding corporate responsibility on the critical issues of our time. The companies that embrace those consumer challenges will be the winners."

If you can answer "yes" to one or more of the following questions, then promoting bicycle commuting at your business is probably worth the effort. Keep in mind that if an employee bicycle commutes only one day of the work week, they decrease their automobile use by 20%!

- Does your company support innovative ideas that improve employee health, well being, and morale?
- Is your company situated in a bike-friendly land-use environment?
- Is automobile access to your work site congested?
- Are a prescribed or limited number of parking spaces available for your company?
- Do any of your employees currently bicycle for transportation or recreation?
- Are any of your employees interested in a physically fit, active lifestyle?
- Are there people in your company who are concerned about the environment?
- Do you have employees who live within five miles of work?

All types of commuters tend to select their travel mode based on things like travel time, convenience, and the need for trips during the day. For distances of less than five miles, the bicycle is a very practical alternative. Additionally, employees who care about maintaining or improving physical condition, protecting the environment or saving money, or who already bicycle for recreation are often willing to bicycle commute from ten or more miles away.

Is a Bicycle Commute Program Right for Your Company?



**Bicycle
Friendly
Business:**

**ALLIANT
ENERGY**



When Alliant Energy conducted an employee commuter survey, they discovered several major issues which made a bicycle commute program seem like a good match for their company: The cost of parking at its downtown Madison headquarters, and health and environmental concerns voiced by a number of survey respondents. An impressive 43% of survey respondents had already tried bicycling to work, and 52% were interested in participating in the program.

Alliant appointed Janice Poehlman, an avid bicycle commuter, to coordinate their promotional activities. Janice found that informal networking via e-mail announcements and group commute rides was the most effective method for her to promote increased bicycle use.

The benefits regular bicycle commuters at Alliant report include "mental health," weight loss, better leg strength and cardio-vascular fitness, reduced stress and cost savings.



Reprinted with permission by Le Monde du Bicyclette.

Launching a successful bicycle commute program that's tailored to your business may seem daunting at first, but it is as easy as 1,2,3...

1) Appoint an on-site Bicycle Commuting Coordinator.

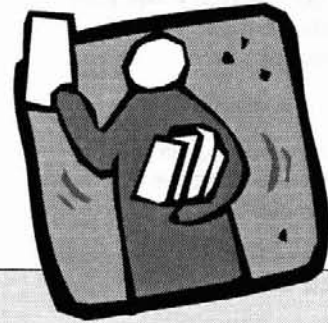
This is the individual responsible for planning and carrying out project goals, and for acting as a liaison between project participants and company administration. Choose a person whose other job responsibilities provide a logical tie-in to employee bicycle commuting promotions, such as your company's human services, community relations, wellness or employee transportation coordinator. It is helpful if this individual is a cyclist, but even more importantly, they should have enthusiasm, autonomy, and time to develop the program.

2) Assess current commuter habits and bicycle commuting potential at your business.

Begin by taking inventory of facilities and programs that already exist at or near your business related to bicycle commuting. Are showers, lockers, changing facilities, and/or bicycle parking already provided on site? Is there already an employee wellness program to which a bicycle commuting component could be added?

Next, conduct an **Employee Transportation Survey**. This will help you learn about your employee's demographics (how far away do they live?) transportation habits and preferences (who bicycle commutes or would like to try?), and determine what facilities, incentives, or types of education would encourage more employees at your business to bicycle. Why worry about installing showers if your employees tell you that what they really want is more secure bicycle parking?

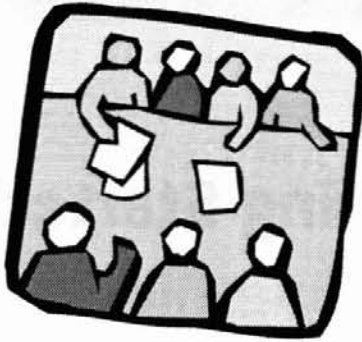
Getting Started



Methods for survey distribution/collection:

- Distribute at payday, in employee paycheck envelopes or at payroll window.
- Set up a table in the employee lunchroom.
- Post on company website.
- Distribute via company-wide e-mail or newsletter.
- Offer freebies or incentives for completing and returning surveys.

A sample survey is included in this booklet on page 31. Feel free to reprint this survey, or to customize it to suit your needs. Survey results from several Madison employers are summarized on page 20.



How to Identify Bicycle Action Committee Members:

- Use survey results.
- Solicit participation in your company newsletter, e-mail or bulletin board.
- Seek out employees who already bicycle commute.

3) Establish a Bicycle Advisory Committee (BAC)

The BAC's purpose is to assist the Bicycle Commuting Coordinator in developing ideas, implementing and evaluating strategies, maximizing participation and sustaining interest in your bicycle commute program. Its mission should be sanctioned by company administration.

Composition of your BAC should be representative of your company, containing cyclists and other interested persons. BAC members can provide one-on-one assistance to novice bicycle commuters by answering their questions, assisting with route finding, even accompanying them on their first bicycle ride to work.

Your BAC can also be a liaison to public entities' issues that affect bicycle access to your company, but are beyond the company's direct control, such as necessary road improvement projects and bike route maintenance.



Don't Forget to Toot Your Horn!

Once you've made the decision to launch a bicycle commute program at your business, why not issue a press release publicizing your intentions? The media loves to cover environmentally friendly or community-oriented business involvement. See page 29 for a sample press release and examples of the media coverage it generated.

Internal publicity matters, too: Let your employees know about your new bicycle commute program and encourage them to participate. Make sure the program, along with a contact name and number, is officially announced on bulletin boards, in newsletters, via e-mail, etc.

Successful bicycle commute programs are well rounded. They provide participants with education and awareness about bicycle commuting, facilities which will make bicycling more convenient, and incentives and promotional activities. Numerous ideas and suggestions in each of these three areas follow. Choose the ideas that will work for your company, based on your survey results, the recommendations of your Bicycle Advisory Committee and the resources you have available.

EDUCATION

Employees may be hesitant to try bicycle commuting because they feel they don't know enough about how to do it. They may need help finding a comfortable bike route to work, or they may want to learn more about buying and maintaining a bike, dressing, carrying gear and navigating traffic effectively. To the novice, bicycle commuting may seem complex and mysterious. In fact, it's as easy as, well, riding a bike! Here are some ways to provide information about bicycle commuting:

Schedule a brown bag workshop series. No doubt, there are seasoned bicycle commuters at your business who would be happy to share their expertise for an hour. Local bike shops might be willing to send an employee to talk about buying or maintaining a bike, and many individuals on the resource list (page 25) are willing to lead workshop sessions as well. Provide door prizes and encourage a sense of camaraderie among regular attendees.

Sponsor an Effective Cycling® Course. Effective Cycling is a national curriculum that teaches bicyclists how to be safe, predictable and effective roadway users. The core course consists of nine hours of classroom and on-bike instruction, taught by nationally certified instructors. Additional courses are available on bicycle commuting and children's cycling. For a list of certified Effective Cycling instructors in the Madison area, see page 27.

Implementation Components

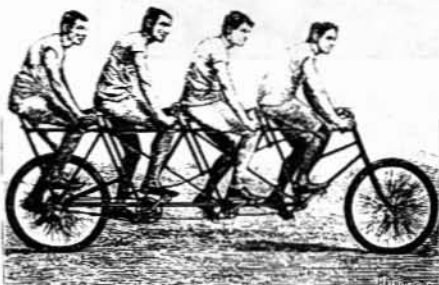
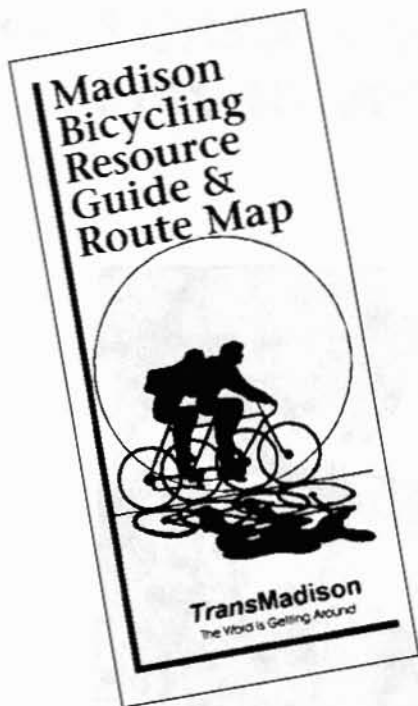


Certified Instructor Arthur Ross discusses roadway positioning with Effective Cycling® students.

Potential Brown Bag or Lunch-and-Learn workshop topics

- The Basics of Bicycle Commuting
- How to Buy and Fit a Bike
- Introduction to Bicycle Maintenance
- Nutrition for Bicycling
- Bike Safety
- Bicycles and the Law

Locally, there are many knowledgeable individuals willing to help you implement your bicycle commute program. These individuals can answer questions, offer advice, even teach Effective Cycling® classes or lunchtime workshops at your business. See resource list on page 25 for more information.



Assist new bicycle commuters with route finding.

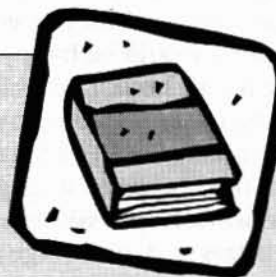
The first thing new bicycle commuters tend to ask for is a map. The city of Madison Transportation Department publishes an excellent bicycle map of the greater Madison area. Recommended bicycle routes are marked on the map, and many streets are rated according to traffic volume, speed limit and roadway width. Call Arthur Ross at (608) 266-6225 to obtain copies of this map. Work with your Bicycle Action Committee (BAC) to identify and highlight popular cycling routes to your business, and post this map on a bulletin board or information kiosk.

Coordinate a Bike Buddy Program: First, identify a handful of experienced bicycle commuters at your business who would be willing to spend a little time mentoring a novice. Note where they live. Some members of your BAC might also be willing to serve as Bike Buddies. Then advertise that hands-on help is available to new bike commuters if they'd like it. Try and match Bike Buddies with new commuters who live in the same part of town. Their job is to provide new bicycle commuters with information, advice and moral support. They can even offer to meet new commuters before work and accompany them on their first ride.

Provide new bicycle commuters with a handbook. Part II of this booklet can be removed from this notebook, reproduced, and distributed to your employees. It may provide the answers to many of their questions.

Learn More...

These five great books and five useful web pages provide more detailed information about bicycling. See page 26 for a complete resource list.



WEBSITES:

- Bike to Work Week**
Madison Web Site: <http://btwww.org>
- Bicycling Community Page**
<http://danenet.wicip.org/bcp/>
- Bicyclopedia by Steve Olderr**
A compendium of subjects and terms
homepage.interaccess.com/~opcc/bc
- League of American Bicyclists**
www.bikeleague.org
- Mapquest**
An online mapping service for any North American address. www.mapquest.com

BOOKS:

- Urban Bikers' Tricks and Tips**
by Dave Glowacz, Wordspace Press, 1998. 250 pp.
- Street Smarts – Bicycling's Traffic Survival Guide**
by John Allen, Rodale Press, 1988. 39 pp.
- Effective Cycling**
by John Forester, MIT Press, 1992. 344 pp.
- Anybody's Bike Book: an Original Manual of Bicycle Repairs**
by Tom Cuthbertson, 10 Speed Press, 1984.
- The Essential Bicycle Commuter**
by Trudy Bell, McGraw Hill, 1998

FACILITIES

Some of your employees' biggest concerns about bicycle commuting can be addressed by providing a few simple amenities and services. Bicycle commuters may need a place to freshen up or change before work, and a place to store clothes. They need to know their bicycles will be secure and protected while they work. Some may worry about getting "stuck" due to flat tires, foul weather, or family emergencies. Others may not be bicycle commuting simply for lack of a bike. Here are a few common concerns and potential solutions:



CONCERN: PARKING.

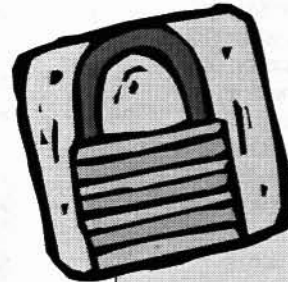
Knowing that their bicycles are safely parked and protected from the elements during work hours is of utmost importance to bicycle commuters.

SOME SOLUTIONS:

Invest in bicycle lockers. These provide complete security as well as protection from the elements. At \$600-\$1,000 per 2-bike unit, these may seem like a big investment, but they are still cheap compared to the cost of subsidizing employee car parking.

Install high-quality bike racks. These are by far the most common types of bicycle parking devices. Visually, the sight of a bike rack outside a building instantly promotes a community friendly image. If you want to see your racks in use, however, it is important to keep a few things in mind:

— **Location:** Choose well-frequented areas that are easily observed in several directions. Consolidate bicycle parking into one or two major areas. Racks that are scattered, remote, or hidden out back by the dumpster will greatly increase the chance of bike theft. Place racks as close to employee entrances and the shower/locker area as possible since cyclists will usually be carrying clothing and equipment with them. Make sure the area is well lit if it is likely to be used outside of daylight hours. Poorly located racks tend not to get used, as they are hard to find, inconvenient, and pose a greater danger of crime.



The City of Madison has design guidelines for bicycle parking racks and where to locate them. For detailed information, contact Arthur Ross, City of Madison Bicycle and Pedestrian Coordinator at (608)266-6225.

See page 28 for a list of vendors whose racks meet Madison guidelines.

1 in 60 workers nationwide already bicycle commutes. But according to a 1990 Harris poll, the proportion of bicycle commuters could rise to 1 in 5 if better facilities were provided.

Bicycle Friendly Business:

HOME SAVINGS BANK



Home Savings Bank chose to promote bicycle commuting out of concern for the quality of life in downtown Madison.

Its employees are expected to adhere to a professional dress code. Employees cited this, along with the lack of shower and locker facilities, as an obstacle to bicycle commuting. Since Home Savings' downtown branch is too small (35 employees) for the installation of on-site facilities to be practical, Bicycle Commute Program Coordinator Louise Fosdick made arrangements for Home Savings employees to shower at the nearby Madison Athletic Club. The bank covers costs, so that the use of showers is free for program participants.

"It's hard to change habits in the short run," Louise points out. "In order to truly change behavior, we need to support these efforts on a longer-term basis."



- **Protection from the elements:** Bicyclists have often spent hundreds, if not thousands, of dollars on their bicycles. They will be more likely to bike commute if they know their vehicles will not be exposed to harsh sun or sudden downpours. Cover can be provided by an existing overhang or by constructing a simple shelter. If your company has its own parking ramp, consider converting a stall near the entrance to a space for multiple bikes.
- **Design:** There are many different types of bicycle racks on the market. Some are better than others. When shopping for a bicycle rack, make sure it is durable and difficult to damage or dismember. It should support the bicycle by the frame rather than the wheel, and it should accommodate the popular U-style bike locks. Avoid picket fence-style racks. Make sure the rack is securely anchored, and placed in an area that will not get muddy.

Allow employees to bring their bikes into the building. For many cyclists, indoor storage is the ultimate in security and convenience. Is there a locking storage closet or spare office available in your building? What about allowing employees to keep their bikes in their own offices, by their desks, or in a nearby, low-traffic hallway?



CONCERN: ARRIVING AT WORK HOT AND SWEATY.

Like all commuters, bicyclists want to be clean and refreshed at the start of the day.

SOME SOLUTIONS:

Install shower and changing facilities. Adequate facilities can be retrofitted into most buildings at modest cost. Homeowners have been doing so in their basements for years. We're not talking about a state-of-the-art gym, here, just a shower stall or two. Employees who jog or work out at lunchtime will also praise you.

Make arrangements with a local health club or neighboring business to allow your employees to use their showers. If installing your own doesn't seem possible or cost effective, where else in the neighborhood might there be showers that your employees could use? Perhaps you could subsidize the cost of a "shower pass" at a nearby health club for employees who pledge to bike on a regular basis.

Allow use of rest rooms for freshening up.
What many potential bicycle commuters don't realize is that a shower is not always necessary. In the early morning hours when commuting typically occurs, the air is cool, and sweat evaporates. A quick sponge bath may be all that is necessary to feel clean and refreshed.



CONCERN: MEETING EMPLOYEE DRESS CODE.

While some commuters (usually those who don't have far to travel) won't hesitate to hop on their bikes in suits and ties, business clothes and bike clothes are not always one and the same. Many potential bicycle commuters cite the need for professional attire at the workplace as an obstacle.

SOME SOLUTIONS:

Provide a place for bicycle commuters to keep a week's worth of clothes. Alternatives include spare closet areas, empty offices, standing wardrobes or lockers, or hooks on the back of the employee's office door.

Relax your company's dress code one day per week. Many companies have a casual Fridays policy; a day when they could simultaneously promote bicycle commuting.



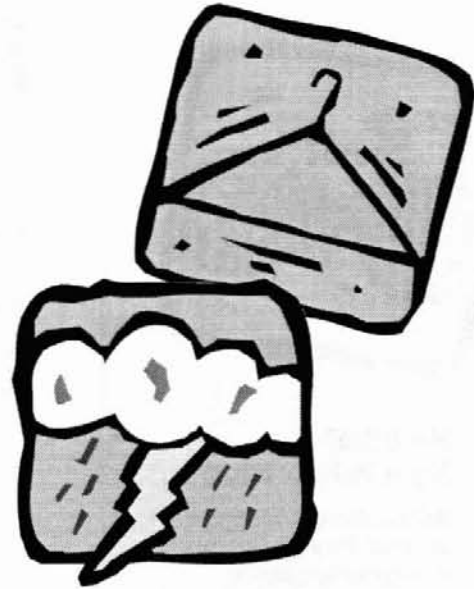
CONCERN: FLAT TIRES, FOUL WEATHER, FAMILY EMERGENCIES.

In reality, flat tires are extremely rare, and it does not rain nearly as often as people believe. It may be important, however, to provide bicycle commuters with peace of mind.

SOME SOLUTIONS:

Maintain a "tube library", stocked with replacement tubes for road and mountain bike tires, patch kits, tire irons, and a pump.

Offer a "Guaranteed Ride Home" program. In the event of mechanical failure, bad weather, or emergency at home, bicycle commuters may be given a ride, borrow a company car, or get their cab fare reimbursed.



**Bicycle Friendly Business:
WHEDA**



Bicycle commuters who work at the Wisconsin Housing and Economic Development Authority (WHEDA) already have some good facilities at their disposal. WHEDA is located in a newer office building with secure covered bicycle racks, showers and locker rooms on site. However WHEDA's employee commuter survey revealed that some of its employees were not even aware that these facilities existed.

In an effort to disseminate more information and overcome some of the psychological barriers to bicycle commuting, WHEDA decided to host a series of brown bag seminars about bicycling. These seminars were open to current or interested bicycle commuters at other downtown businesses as well, and featured outside speakers, door prizes, and snacks.



**No Bike?
Try a Yellow Bike!**

Yellow Bikes are free loaner bicycles. They are available through Budget Bicycle Center's Used Bike Showroom, 920 Regent Street. Yellow Bikes have multiple speeds and come with a lock. Anyone can "lease" a yellow bike by filling out a form and leaving a credit card imprint (which is torn up upon the bike's return). The yellow bike may be brought to Budget for routine maintenance free of charge.

For more information call Budget Bicycle Center's Used Bicycle Showroom: 251-1663.



**CONCERN: BUT I HAVEN'T
EVEN GOT A BIKE!**

SOME SOLUTIONS:

Purchase some loaner bikes for employees to borrow, or arrange with a local bicycle shop for long-term rentals? That way, employees can get a feel for bicycle commuting before making a financial investment. If employees commit to bicycle commuting on a regular basis, they may buy their "loaner" from the company at a discount.



INCENTIVES AND PROMOTIONAL ACTIVITIES

A successful bicycle commuting program has the commitment of the top management and is promoted on a regular basis. By backing up their endorsement with financial or other incentives, employers can demonstrate that their commitment is sincere, and that they regard bicycling as a legitimate and professionally acceptable mode of transportation.

There are many ways of promoting bicycle commuting at your business. Consider the following list to be a springboard, and let your imagination run wild!

Giveaways:

- ★ Offer a free "starter kit" to bicycle commute program recruits. Include such items as a patch kit, reflective stickers, water bottle, bike map, and a copy of the Bicycle Commuter's Handbook.
- ★ Hold monthly prize drawings for program participants, perhaps in conjunction with brown-bag workshops.
- ★ Have t-shirts made featuring your company logo and a bike-friendly design or slogan. Then give these away to bicycle action committee members, or bicycle commute program participants.
- ★ Offer free or subsidized tune-ups at a local bicycle shop.



Jim Bradley, President of Home Savings Bank, participates in BTWW VIP day.

Bike to Work Week takes place in late May. A high-profile celebration of bicycling, it is a great way to get first-timers to give bicycle commuting a try. Anyone who bikes to work and registers receives a packet of freebies, a ticket to a grand fiesta in Olin Park, and is eligible to win prizes. For more information, contact the Bike to Work Week coordinator at (608)251-4456



BIKE TO WORK

Bicycle Friendly Business:

MERITER HOSPITAL



As a large downtown employer, Meriter Hospital has good reason to promote alternatives to driving. An active committee meets on a regular basis, and has helped to plan and promote several fun events which encourage bicycling, car pooling and use of mass transit. These include a summer-long alternative transportation challenge with St. Mary's hospital, participation in the Bike to Work Week business challenge last spring, and a very creative late-season bicycle commuting promotion called "Turkey Tracks." Employees who bike commuted ten times during the month before Thanksgiving received a pie, and those who bike commuted twenty times got a turkey. Twenty-six people were enticed by this catchy promotional activity to bike commute past the time when many cyclists are hanging up their steel steeds for winter storage, saving an estimated 127.6 driving miles per day.



Special Events:

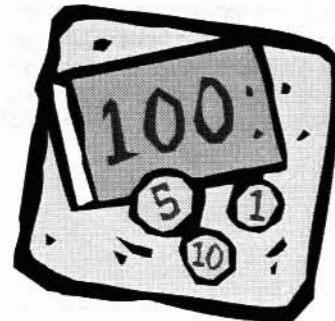
- ★ Participate in the citywide Bike to Work Week event. Appoint a worksite coordinator to handle registration. Offer free food, prizes, or on-site bicycle adjustments to employees who participate.
- ★ Implement a commuter challenge contest with other area businesses.
- ★ Hold a "Pedal with the CEO" day.
- ★ Stage a bike rodeo for employee's children.
- ★ Sponsor recreational rides and fitness races.
- ★ Subsidize an Effective Cycling® class.

Acknowledgements:

- ★ Recognize bicycle commuters in your company newsletter or on a bulletin board display.
- ★ Give awards to "dedicated bicycle commuters" who ride more than 50% of the workdays in a specified period.

Other Programs and Incentives:

- ★ Provide discounts or subsidies on the purchase of bicycles, helmets, or other commuting equipment.
- ★ Provide financing or payroll deduction for bicycle purchases.
- ★ Offer cash back to cyclists who agree not to use employee parking spaces.
- ★ Provide travel reimbursement (.10/mile) to bicyclists.
- ★ Allow employees to earn .25 hour vacation time per day of bicycle commuting.
- ★ Offer flextime or a fifteen-minute grace period for bicycle commuters.



If you determine what it might take to get your employees to commute by bicycle, install the necessary facilities, distribute information on bicycle commuting, sponsor incentive programs and stage promotional events, then you will have gotten your bicycle commute program off to a great start. However, your work is not quite finished. How will you maintain employee interest in bicycle commuting? How will you monitor progress? Here are a few final suggestions:

- Publish program updates on a regular basis in company publications.
- Continue to meet with your Bicycle Action Committee on a regular basis.
- Stay in contact with new bicycle commuters. A published interview or commuter profile could be an interesting way to draw attention to the program.
- Conduct a follow-up survey at the conclusion of the bicycling season (fall) to measure the success of the program and obtain feedback for improvement.



Program Maintenance

St. Marys Hospital has been promoting bicycle commuting as part of its overall wellness and alternative transportation programs for years. In 1997, they became a part of the Madison Medical Transportation Demand Management Association and worked with other health care providers to cut down on single occupancy vehicle use by employees. This year, they focused on improving their bicycle parking facilities, and installing an informational kiosk which includes bicycle commuting information. High-quality bicycle racks are now conveniently and prominently placed near hospital entrances, and bicycle lockers, the ultimate parking device, now stand discreetly beside the entrance to St. Marys parking ramp.

A bicycle action committee helps decide on and implement bicycle commuting promotions at St. Marys. Site coordinator Jeanne Dosch is able to lessen her work load by delegating such responsibilities as management of the bicycle lockers to committee members.

**Bicycle
Friendly
Business:**

**ST. MARYS
HOSPITAL**



Bob Doyle, a member of St. Marys Bicycle Action Committee, parks his bike in one of St. Marys' new bicycle lockers.

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APPENDICES

Resources for Employers

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APPENDIX A

Madison Bicycle Commute Project

OVERVIEW

The Madison Bicycle Commute Project was a 1.5-year-long pilot program funded by the Wisconsin Department of Transportation, the Dane County Bicycle Association and the Bicycle Federation of Wisconsin. Its ultimate goal is to mitigate traffic congestion in the Isthmus area of downtown Madison via increased bicycle use.

The project was felt to be a good fit for downtown Madison, since commuter routes and parking facilities on the Isthmus are already at or beyond capacity, and expansion is limited by the area's geography. Furthermore, 13% of Madison's populace already bicycles or walks to work regularly.

The specific goals of the project were to promote increased bicycle commuting by downtown workers via several downtown employers, and to create a Bicycle Commute Program Guide which would serve as a comprehensive model for other businesses wishing to implement similar programs.

The project identified four downtown Madison employers to participate in program activities. These businesses portrayed the diverse range of employers found in the downtown area and therefore provided a comprehensive information base for the project. They represented small (35 employees) to large employers (700 employees), government and private, service and industrial, and round-the-clock business hours to the typical 9- to-5 working day.

Each employer appointed a site coordinator to assist with project planning and implementation. These individuals' insights and work proved invaluable to the project's success, as they were able to offer a realistic view of the benefits, barriers, preferences, capabilities, and motivation of an employer to encourage their employees to bicycle to work.

Project activities involving the employers were carried out in three phases:

The Project Development and Planning phase involved conducting an employee commuter survey, organizing employee focus group discussions, assessing the availability of (or need for) bicycle commuting facilities (such as parking, showers and lockers), and developing educational and marketing materials for the program.

The Project Implementation phase included providing information to interested employees about bicycle commuting, offering employer incentives to bicycle commuters (prizes, etc.), staging promotional programs and events, installing or improving upon bicycle facilities, and publicizing the program to the community via press releases.

The Project Evaluation phase involved conducting a final employee survey to determine what worked and what didn't for employees, and to assess any change in commuter habits or awareness.

EMPLOYEE COMMUTER SURVEYS

Pre- and post-project employee transportation surveys gave the employers a perspective of their employee demographics, commuting habits and level of interest in bicycling to work. They got an indication of which motivational incentives worked, which didn't, and the overall impact of their organized bicycle commute program activities.

Combined preliminary survey results showed that nearly 30% of employees at the four businesses live within five miles of their workplace—a very easy bicycling distance for anyone with moderate physical ability. Over 60% of employees surveyed live within 10 miles of their workplace. Approximately 75% of employees own bicycles and cycle for recreation. Remarkably, one-third of the employees surveyed either had tried or would like to try bicycling to work.

Those who commute by bicycle are motivated to do so by exercise, relaxation, convenience, and cost savings - objectives

that many Americans strive for. The primary reasons given by those who prefer to drive alone are flexibility and convenience. The biggest deterrents to bicycle commuting included the need to run errands or take children to/from day care, distance, and weather.

The most important incentives for bicycling to work are secure bicycle parking facilities, on-site showers, locker/changing rooms and casual dress day or leniency on the dress code. Other important factors expressed were bicycle friendly routes to/from work and emergency transportation options.

Post-project survey results showed that the employers were effective in promoting bicycle commuting to their employees. Nearly every respondent had heard of at least one of the bicycle programs offered by their employees. Furthermore, there was an average 5 percent increase in the number of employees at each business who had tried bicycling to work.

APPENDIX B

Employer Case Studies

ST. MARYS HOSPITAL

Location: 707 S. Mills Street

Number of Employees: 2,000

Site Coordinator: Jeanne Dosch, Community Relations

Background: St. Marys began as Catholic hospital with a mission to serve all patients and the community. As part of a large sixteen-hospital system, they specialize in cardiology, neurology and emergency services. The site is staffed around-the-clock.

Related Programs/Philosophy: St. Marys promotes and supports employee wellness by offering weekly yoga and aerobics classes, and a working-on-wellness program that provides incentives for those who are active and practice a healthy lifestyle. They also believe in the importance of alternative transportation to lessen traffic, pollution and parking needs. Prior to participating in the Madison Bicycle Commute Project, they helped found the Madison Medical Transportation Management Association (MadMedTMA), a coalition of health care providers which promotes bussing, carpooling and walking as well as bicycling.

Special Considerations: Round-the-clock staffing, staggered shifts, and irregular employee schedules provide some unique conditions for bicycle commuting promotions. On-site education and promotional activities such as lunchtime workshops are difficult to schedule, and some

employees are concerned about bicycling at night. Although parking costs (approx. \$8/mo) aren't a big factor in motivating employees to find alternatives, parking spaces can sometimes be difficult to find. There are showers, lockers and changing facilities on-site.

Project Activities:

- Organized a Bicycle Action Committee to advise on purchase and placement of bicycle racks, bicycle lockers and bicycle promotions.
- Installed new bicycle lockers and bicycle racks.
- Added a kiosk in the lobby with bicycling info. Also distributed information via employee newsletter and Wellness Day events.
- Participated in citywide Bike to Work Week events.
- Held an internal bicycle commute challenge with prize incentives.

Program Results: According to the pre-project survey, 24% of employees had tried bicycling to work. The post-project survey indicated a 5% increase in that figure. St. Marys plans to continue promoting bicycle commuting via incentives, kiosk updates, and Bike to Work Week activities.

Advice to other businesses interested in starting a bicycle commute program: "Don't give up! It takes a long time for people to change - but eventually, they see the personal value and fun." *Jeanne Dosch*

HOME SAVINGS BANK

Location: 2 South Carroll Street

Number of Employees: 70 total (35 at downtown branch)

Site Coordinator: Louise Fosdick, Vice President of Human Resources

Background: Home Savings Bank, whose main office is located on the Capitol Square, has been a member-owned and operated mutual savings bank since 1895. They provide a full range of consumer financial products.

Related Programs/Philosophy: Home Savings Bank was already familiar with employee wellness/environmental/community programs. They offer their employees health insurance rebates, sponsor employees who participate in company supported sport teams, and organize employee educational wellness programs. They chose to participate in the MBCP because they are concerned with the quality of life in Madison. As a proactive, downtown-based business, Home Savings wishes to promote bicycle commuting because of its benefits to the whole community.

Special Considerations: Employees at Home Savings Bank are expected to adhere to a professional dress code. Employees cite this, along with the lack of shower and locker facilities, as an obstacle to bicycle commuting. Unlike most downtown businesses, parking costs and availability weren't a major incentive for employees to bicycle to work because the bank leases parking spaces at a nearby lot for their employees. Home Savings Bank also provides employees access to company cars for meetings and business trips during the work week. Home Savings was very interested in combining its efforts with those of neighboring businesses.

Project Activities:

- Arranged to cover the cost of showers for employees at a local athletic club.
- Participated in brown bag workshop series on bicycle commuting.
- Participated in citywide Bike to Work Week events.
- Held Madison Bicycle Commute Project kick-off event with other participating businesses.
- Held an internal bicycle commute challenge with prize incentives.
- Co-hosted a happy hour party for Bicycle Commute Project participants.

Program Results: According to the pre-project survey, 25% of Home Savings' employees had tried bicycling to work, although most (85%) drive alone as their *primary* commuting method. Home Savings' promotional efforts enticed an additional 11% of post-project survey respondents to try bicycle commuting. Home Savings did not form a bicycle action committee, and felt that this was a drawback to the success of their program. They plan to continue the project by involving current bicycle commuters, providing support and education, and organizing future activities.

Advice to other businesses interested in starting a bicycle commute program:

"Make sure your company representative [coordinator] is truly committed to bicycle commuting. It's hard to change habits in the short run. In order to truly change behavior, we [employers] need to support these efforts on a longer term basis. It is also helpful if there is an incentive for employees to participate in the program." Louise Fosdick

ALLIANT ENERGY

Location: 222 W. Washington Avenue

Number of Employees: 700 (in Dane County)

Site Coordinator: Janice Poehlman, Information Services

Background: Alliant Energy is a utility service provider for residential, commercial and industrial customers. Alliant is a newly created company; the result of a merger between Wisconsin Power and Light and two Iowa utilities. Their headquarters are located in downtown Madison, and were the focus for commute project activities.

Related Programs/Philosophy: Alliant has a voluntary extracurricular "Stewards of Nature" program to involve its employees in land conservation programs. Employees who bicycle commute cite environmental consciousness as one of their primary incentives.

Special Considerations: Alliant provides a limited number of leased parking spaces in the building for employees on a seniority basis. Since not everyone gets a parking space, they must seek parking at nearby public parking garages. The cost and difficulty of finding parking was another major incentive for current bicycle commuters. One challenge for Alliant employees who bicycle to work is the lack of on-site shower or changing facilities. Since Alliant leases its office building they have less flexibility to install these facilities.

Project Activities:

- Appointed an avid bicycle commuter as site coordinator.
- Used company newsletters and the internal electronic communications network to reach employees regarding program activities. Included links to local organizations and related topics.
- Facilitated informal networking between bicycle commuters.
- Held Madison Bicycle Commute Project kick-off event with other participating businesses.
- Participated in citywide Bike to Work Week events and brown bag bicycle commuting workshop series.
- Initiated a series of weekly morning group commute rides.
- Held an internal commuter challenge with prize incentives.

Program Results: According to the pre-project survey, an impressive 43% of employees have tried bicycling to work and 52% were interested in participating in a bicycle commute program. Furthermore, 92% of respondents own a bicycle and 64% live within ten miles of work. Alliant intends to continue promoting bicycling to work by continuing the activities initiated by the Madison Bicycle Commute Project including the bicycle commute challenge and Bike-To-Work Week.

Advice to other businesses interested in starting a bicycle commute program: "You need to get a person [site coordinator] who is excited about bicycling to work. People will want to do things if they see others having fun at it." *Janice Poehlman*

WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY

Location: 201 West Washington Avenue

Number of Employees: 170-200

Site Coordinator: Janice Hughes, Human Resources

Background: The Wisconsin Housing and Economic Development Authority (WHEDA) is a State agency that serves Wisconsin residents and communities by providing creative financial and technical resources to stimulate and preserve affordable housing, small business and agriculture.

Related programs/philosophy: WHEDA strongly supports alternatives to single occupancy vehicle commuting and provides incentives for using alternative transportation, including subsidized bus fare, a well organized ride share program, and a vanpool program. As a result, over 34 % of WHEDA employees carpool or vanpool as their primary commute mode, and an additional 12% use the bus. WHEDA also has a wellness program.

Special Considerations: The high cost of parking is one of the main incentives for WHEDA employees to utilize alternative transportation. Unlike many private businesses in downtown Madison, parking for WHEDA employees is not subsidized. Limited parking is available at a rate of \$50-100 or more per month. This alone is a significant motivator for employees to seek alternatives to driving to work alone. Fortunately, WHEDA is located in a newer modern office building with secure covered bicycle racks, showers and locker rooms - all

of these a big bonus and incentive to a bicycle commuter. WHEDA shares the same office building with several other state agencies including the Department of Tourism; thus, they were able to provide bicycle commuting information to more than just their own employees.

Project Activities:

- Participated in citywide Bike to Work Week events.
- Held Madison Bicycle Commute Project kick-off event with other participating businesses.
- Organized and hosted a brown bag workshop series on bicycle commuting for downtown employees.
- Promoted "group commute" rides to work.
- Held an internal bicycle commute challenge with prize incentives.

Program Results: According to the pre-project survey, 14 % of WHEDA employees had tried bicycling to work. The post-project survey showed no increase in that figure. However, 94% of the post-project respondents were aware of WHEDA's promotional activities, and 7% said they started bicycling to work because of the program. The lack of growth in actual percentages may be due to the difference in survey pools and to the fact that nearly half of WHEDA's employees already carpool or vanpool or ride the bus for their primary transportation mode. Even though WHEDA did not form a Bicycle Action Committee, the Site Coordinator sought the advice of employees who regularly bicycle to work.

APPENDIX C

Resources for Employers

GROUPS AND INDIVIDUALS

If you are looking for specific information or assistance with your bicycle commute program, one of the following individuals or organizations may be able to help you.

State Bicycle Coordinator

Wisconsin Department of Transportation
4802 Sheboygan Ave.
PO Box 7913
Madison, WI 53707-7913
608-267-7757
thuber@mail.state.wi.us

Pedestrian-Bicycle Coordinator

Madison Department of Transportation
215 Martin Luther King, Jr Blvd
PO Box 2986
Madison, WI 53701-2986
608-266-6225
traffic@ci.madison.wi.us

League of American Bicyclists

1612 K St NW, Ste 401
Washington, DC 20006-2802
202-822-1333
bikeleague@bikeleague.org

Bicycle Federation of Wisconsin

106 E Doty St, Ste 10
PO Box 1224
Madison, WI 53701-1224
608-251-4456
bfw@mailbag.com

Bicycle Transportation Alliance of Dane County

PO Box 641
Madison, WI 53701-0641
bikies@cyclimg.org

Bombay Bicycle Club

PO Box 45685
Madison, WI 53744-5685
(recreational cycling club)

The Red/Yellow Bikes Project

Budget Bicycle Center
8 N. Charter St.
Madison, WI 53713
608-251-1663
(free community bicycle program)

Bike to Work Week Madison

106 E Doty St., Ste 10
PO Box 1224
Madison, WI 53701-1224
608-251-4456
btww@btww.org

WEB PAGES

If you want to encourage your employees bike, there are many resources on the web to help you.

Start with the web page for Madison's **Bike To Work Week** program:

www.btww.org

For local information on bicycling in general and a list of other groups, people, places, and more links go to the **Bicycling Community Page**:

danenet.wicip.org/bcp

League of American Bicyclists is a national

organization which has information to help you start a bike commute program:

www.bikeleague.org

Bicyclopedia by Steve Olderr; a compendium of subjects and terms:

www.homepage.interaccess.com/'opcc/bc

Mapquest: an online mapping service for any North American address:

www.mapquest.com

BOOKS

If you want to learn more about bicycle commuting, refer to some of the books listed below. Check your favorite bookstore and public library for more titles.

Urban Bikers' Tricks and Tips, by Dave Glowacz, Wordspace Press, 1998. A wonderful, funny, and very informative book on how to get around in a city.

Bicycle Commuting Made Easy from Bicycling Magazine, 1992. This book covers riding in traffic, eating right, and commuting in icky weather.

Street Smarts - Bicycling's Traffic Survival Guide, by John Allen, Rodale Press, 1988. Available from Rodale Press. Good introduction to effective cycling techniques.

The Essential Bicycle Commuter, by Trudy Bell, McGraw Hill, 1998. A complete guide to pedalling to work and shopping.

Effective Cycling, by John Forester, MIT Press, 1992. Excellent detailed discussion of many aspects of bicycling and bike maintenance.

Anybody's Bike Book, by Tom Cuthbertson, Ten Speed Press, 1998.

Bicycling Magazine's Basic Maintenance and Repair, by the editors of Bicycling Magazine, 1990.

Sloane's New Bicycle Maintenance Manual by Eugene A. Sloane, Simon and Schuster, 1991,

Roadside Bicycle Repairs, written and published by Rob Van der Plaas, 1996.

EFFECTIVE CYCLING®

A great way to get your employees more interested in bicycling is to sponsor a class to help them feel more comfortable and safe on the road. Effective Cycling® is one such class. The instructors are certified by the League of American Bicyclists. Many classes are scheduled throughout the Madison area during the biking season, or a class can be arranged at your worksite. The Bicycle Federation of Wisconsin has a listing of classes. Call 251-4456 or email bfw@mailbag.com

Instructors in the Madison area:

Michael Barrett
2137 Sommers Ave
Madison, WI 53704
608-245-1059
mikeb1@usa.net

David M Peterson
6328 Piping Rock Rd
Madison, WI 53711
608-271-6931 (h)
608-262-4482 (w)
dmpeter4@facstaff.wisc.edu

John Rider
PO Box 3291
Madison, WI 53704-0291
608-256-1249 (h)
608-850-5948 (w)
jrider@mail.tds.net

Arthur Ross
429 Sidney St
Madison, WI 53703
608-255-5409 (h)
608-266-6225 (w)
aross@ci.madison.wi.us

Eric Schramm
Kathy Thompson
2412 LaFollete Ave
Madison, WI 53704
608-244-6328
bicycle@execpc.com

Robbie Webber
2613 Stevens St
Madison, WI 53705
608-233-1390
ewebber@facstaff.wisc.edu

BICYCLE RACKS

Nothing says, "Welcome!" to a bicyclist like a well-placed and well-designed rack. Make sure your employees know their bikes are just as welcome on company grounds as their cars are. Call the pedestrian-bicycle coordinator at the Madison Department of Transportation (266-6225) for information about the pros and cons of various racks.

Creative Pipe

2632 SW Sherwood Dr
Portland, OR 97201
800-644-8467
503-223-6503
503-223-6378 (f)
www.creativepipe.com

Dero Racks Corp

Suite 2
1429 Washington Ave S
Minneapolis, MN 55454-1000
888-337-6729
612-359-0689
612-339-9405 (f)
dero@dero.com
www.dero.com

Graber

5253 Verona Rd
Madison, WI 53711
800-783-7257
608-274-6550
608-274-1702 (f)

Madrax

2210 Pinehurst Dr
Middleton, WI 53562
800-448-7931
608-831-9040
608-831-7623 (f)
www.madrax.com

APPENDIX D

Sample News Release and Press Coverage



60812-14456 (v)
60812551754 (f)
bfw@mailbag.com

FOR IMMEDIATE RELEASE
March 27, 1998

For More Information
Contact: Angela Graf
Marcia Miquelon
(608) 251-4456

Madison Businesses Encourage Employees to Commute by Bike

Board of Directors

Michael Barrett
Madison

Peter Flucke
Green Bay

Angela Graf
Madison

Dan Herber
La Crosse

Chis Kegel
Milwaukee

Paul Lata
Marinette

Arthur Ross
Madison

Gary Sanderson
Milwaukee

Richard Schwinn
Waterford

Tacy Zaflan
La Crosse

Several Madison businesses are participating in a new program to encourage their employees to bicycle to work. By joining the Madison Bicycle Commute Project (MBCP), St Marys Hospital, Home Savings Bank and Wisconsin Housing and Economic Development Authority are helping to reduce automobile congestion. The MBCP is a yearlong effort of the Bicycle Federation of Wisconsin (BFW) a state-wide advocacy organization based in Madison.

The BFW is working with employers to assess employee commute habits, provide informational workshops on bicycle commuting, find safe and enjoyable routes to work, and support employees with bicycle facilities and incentives. "These businesses are providing the framework and experience for publishing a Bicycle Commuter Handbook" says Jeanne Hoffman, BFW Executive Director. "This comprehensive 'how to' guide will be available to any business or organization interested in starting an employee bicycle commute program.

"The MBCP could be beneficial in helping to reduce congestion on downtown streets and parking facilities" says Dave Philips, President of Downtown Madison Inc. According to the Dane County Regional Planning Commission, most roadways and parking facilities downtown are at or beyond capacity. The geographical constraints of the Isthmus leave little room to expand the roadways and build additional parking facilities.

Many businesses downtown are feeling these pressures. "We want to do our part to alleviate these pressures on our employees and customers, says Home Savings President, Jim Bradley. "It's enjoyable, economical, and healthy," expressed Mr. Bradley, an avid bicyclist. We are glad to do our part to promote a healthier community," added Bradley.

Thirteen percent of Madison residents already bike or walk to work regularly. Bicycling Magazine rated Madison the fourth best bicycling city in the country. "In Madison alone there are over 100 miles of bike paths, bike lanes, and shared-use streets assigned as designated bike routes" said Arthur Ross, Bicycle and Pedestrian Coordinator for the City of Madison. With the MBCP many more commuters will enjoy the bicycle friendly Dane County.

The MBCP is funded by the Wisconsin Department of Transportation and the Dane County Bicycle Association. For more information, please contact the Bicycle Federation of Wisconsin at 608-251-4456.

End -

104 King Street • Suite 204 • PO Box 1224 • Madison, Wisconsin 53701-1224

TODAY'S BUSINESS

PERSONAL FINANCE ■ WORKPLACE ■ AGRICULTURE ■ TECHNOLOGY ■ CONSUMER
The Capital Times ■ Tuesday, May 19, 1998*

Local firms push pedaling for employees

MIKE IVEY



Jeanine Dosch realizes that most employees at St. Marys Hospital are never going to ride bicycles to work. On a good weather day, perhaps 30 of St. Marys' 1,900 employees will pedal in to the job.

"A lot of people who work here live in Sun Prairie or Oregon and it's just too far for St. Marys."

says Dosch, media coordinator for But St. Marys and several other local businesses have signed on to a new program designed to encourage bicycle commuting for their workers. The Madison Bicycle Commute Project is working with incentives to provide facilities and some \$30,000 in funding is provided through the Wisconsin Department of Transportation and the Dane County Bicycle Association.

The goal of the one-year project is to create a handbook for any business or organization interested in starting an employee bicycle commute program. Among the supporters of the project are Jim Bradley, president of Home Savings Bank. While Home Savings doesn't count a single regular bike commuter

among 30 employees at its Carroll Street office, Bradley says he plans to set an example by riding in himself during Bike to Work Week, scheduled this year for May 23-29.

"Dane County is just a beautiful community for bicycling," said Bradley. "We're glad to do our part to promote a healthier community."

Home Savings will be joining with Alliant-WP&L and the Wisconsin Housing and Economic Development Authority during Bike to Work Week. The three businesses are holding a seminar, free WP&L court-yard and breakfast in the Alliant Avenue for those riding in.

Thirteen percent of Madison residents already bike or walk to work regularly, according to city officials. But that figure could be higher with a little more effort, says Marcia Miquelon, coordinator of Bike to Work Week for the Bicycle Federation of Wisconsin.

Miquelon says one of the best ways businesses can encourage bike commuting is by offering perks or incentives. Those could range from having covered bicycle racks to providing economic rewards for those who don't take up a company-provided parking space.

"We subsidize automobiles so much in

this society it would be nice to see bicyclists get a financial reward for choosing bikes," she said.

Of course, the major financial incentive for bike commuting, at least for downtown employees, is avoiding parking fees. Minimum and may become even more scarce as the city starts to crack down on backyard parking in residential areas.

At Alliant-WP&L, employees pay on average \$85 a month for parking, a cost that avoided by becoming a regular bike commuter. Poehlman is one of about a dozen of 600 Alliant-WP&L workers who ride

Living just off Monroe Street, Poehlman has a relatively short two-mile ride to the office. But even going a short distance and riding in traffic can be intimidating for beginners. For that reason, Poehlman recommends the "buddy system," where experienced commuters ride along with a newcomer.

"If I was a non-biker I would really appreciate it if someone would come to my house and ride in with me at least once so I could get used to riding in traffic," said Poehlman.

At St. Marys, employees who ride their

bikes to work on a regular basis during the summer have the \$12 monthly parking lot fee waived. The thinking, says Dosch, is that workers who make the effort to use alternative transportation, at least some of the time, deserve a reward. "It's not a lot of money but at least it's something," she said.

In addition, St. Marys has purchased new bike racks from MadKax in Middleton and provides covered bike lockers to keep bicycles dry during wet times. For Bike to Work Week, St. Marys is also bringing in a mechanic from Budget Bicycles to offer employees a quick tune-up. Like several other worksites, St. Marys is also providing coffee and rolls for those riding in.

In the short term, getting people to commute by bike opens up parking spaces for those who aren't in a position to ride because of the distance, the nature of their jobs or fitness level.

But in the long run biking to work can make for healthier and happier employees, which helps a business improve productivity and reduce health care costs. And what company isn't for higher productivity and lower insurance premiums?

Mike Ivey is a business reporter at The Capital Times. His e-mail address is mivey@captimes.madison.com

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April 24, 1998

ABOUT LIFE

ISTHMUS/ 39

RECREATION

By DAVID MEDARIS

Squeeze two extra workouts into your busy day, bypass traffic congestion during the commute to your workstation and save bigger money than you can at Menard's—all at the same time. Simply trade your Toyota for a Trek. That's the message from the Madison Bicycle Commute Project, a \$30,000 Bicycle Federation of Wisconsin initiative funded by grants from the state Department of Transportation and the Dane County Bicycle Association. The program continues through 1998

and may be ongoing, depending on funding. Anyone who has tried to drive to or across the isthmus at rush hour knows that its hourglass geography makes for clogged traffic arteries.

Project facilitators Angela Graf and Marcia Miquelon hope to perform a kind of angioplasty with their campaign to encourage commuters to switch from four wheels to two.

More than 10% of Madison commuters have already discovered that a 30- or 40-block commute takes less time by bike than by car. Once downtown, cyclists have their pick of racks, signposts and parking meters to which they can lock their bikes for free.

Beats the 75¢ you'll pay to park your car in a downtown ramp for one hour. That comes to \$1,500 for one year of eight-hour days, five days per week with two weeks off

for vacations and holidays. Even if you pay \$40 or \$50 per month to rent a private parking space downtown, you'll throw away the cost of a good mountain bike over the course of one year. Not counting gas. Or the healthful benefits of pedaling to work.

Graf and Miquelon plan to consult with employers, assess their workers' commuting habits, facilitate workshops on bike commuting and assist with route-finding.

To get a taste of what bike commuting is all about, gear up for Madison's first ever Bike to Work Week, May 23-29 (there have been one-day events in the past). For more information on Bike to Work events, or the Madison Bicycle Commute Project, phone the Bicycle Federation of Wisconsin, 251-4456, or access their Web site at <http://www.tds.net/btwl>.

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APPENDIX E

Madison Bicycle Commute Project PRELIMINARY Employee Commuter Survey

Purpose: To assess current commuter habits, and to identify obstacles to and incentives for increased bicycle commuting.

Name: _____ Gender: M F

What is your zip code? _____ Age: _____ years

What is your primary method of getting to work?

- | | |
|--|---|
| <input type="checkbox"/> Car (drive alone) | <input type="checkbox"/> Motorcycle/moped |
| <input type="checkbox"/> Carpool/vanpool | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Bus | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Other _____ | |

What are the main reasons for selecting your primary method of transportation to work

Other methods of getting to work which you use on a regular basis:

- | | |
|---|--|
| <input type="checkbox"/> Car (drive alone) _____ days/month | <input type="checkbox"/> Carpool/vanpool _____ days/month |
| <input type="checkbox"/> Bus _____ days/month | <input type="checkbox"/> Motorcycle/moped _____ days/month |
| <input type="checkbox"/> Bicycle _____ days/month | <input type="checkbox"/> Walk _____ days/month |
| <input type="checkbox"/> Other _____ days/month | |

How many miles do you travel to/from work and home (one way)?

- | | |
|---|--|
| <input type="checkbox"/> Less than one mile | <input type="checkbox"/> 7-10 miles |
| <input type="checkbox"/> 1-3 miles | <input type="checkbox"/> 11-20 miles |
| <input type="checkbox"/> 4-6 miles | <input type="checkbox"/> Over 20 miles |

How many minutes does it take you to get to work from home (one way)?

- | | |
|---|---|
| <input type="checkbox"/> under 10 minutes | <input type="checkbox"/> 31-45 minutes |
| <input type="checkbox"/> 11-15 minutes | <input type="checkbox"/> 46-60 minutes |
| <input type="checkbox"/> 16-20 minutes | <input type="checkbox"/> more than 60 minutes |
| <input type="checkbox"/> 21-30 minutes | |

Do you own a bicycle? Yes No

Do you bike for recreation or competition? Yes No

Do you wear a helmet? Yes No

Have you ever tried bicycling to work? Yes No

If yes, how many times have you bicycled to work in the past year:

_____ times per week _____ times per month _____ times per year

If no, what prevents you from bicycling to work?

- use car for business related meetings; _____ days per week
- drop off/pick up children at child care; _____ days per week
- personal errands to/from work; _____ days per week
- other reasons (please list) _____

What would encourage you to bicycle to work more often? (1 = most important, 5 = least important)

secure bicycle parking at work	1	2	3	4	5
showers at work	1	2	3	4	5
availability of clothes lockers	1	2	3	4	5
friendly bike routes/lanes to work	1	2	3	4	5
emergency transportation option	1	2	3	4	5
class on bicycle safety	1	2	3	4	5
class on bicycle maintenance	1	2	3	4	5
someone to ride with	1	2	3	4	5
other (please list below)	1	2	3	4	5

Would you consider participating in a bicycle commute program? Yes No

Would you like to participate in a bicycle commute action committee? Yes No

Thank you for taking the time to complete this survey. Please use the space below to provide us with any other comments or suggestions you might have about promoting increased bicycle

Madison Bicycle Commute Project FINAL Employee Commuter Survey

The purpose of this survey is to estimate the potential increase in the number of bicycle commuters and awareness of bicycle commuting as a result of educational and promotional efforts.

Name: _____ Gender: M F

What is your home community? _____ Mileage (one way) to work? _____

Have you been aware of the bicycle commuting promotional activities conducted by your business?

Yes No

If yes, then which ones (please check):

- Bike To Work Week (May 23-29)
- Group Commute Rides
- Brown Bag Seminars Series on Bicycling
- Bicycle Commute Challenge (Sept/Oct)
- Other (please list) _____

Did you complete an employee commuter survey this spring? Yes No

Do you own a bicycle? Yes No

If yes, then please answer the following set of questions. If no, skip the following questions.

Do you wear a helmet? Yes No

Do you bike for recreation or competition? Yes No

Have you ever tried bicycling to work? Yes No

If so, when did you first commute by bicycle to work? _____

What made you decide to try? (list reasons) _____

Have you experienced any benefits from bicycle commuting? If so, please list _____

Other Comments? _____

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BICYCLE COMMUTER'S HANDBOOK

1 Why Bicycle Commute?	35
Introduction, benefits	
2 Your Bike	37
Fit, maintenance check	
3 Your Stuff	41
Equipment, Helmets, Dressing, Hygiene	
4 Getting There Safely	45
Route finding, traffic basics, lane positioning, turning, etc.	
5 Stowing It	51
Parking and locking basics	
6 The All-Weather Cyclist	55
Riding at night and in bad weather	
7 Resources for Cyclists	57

Acknowledgements

Brought to you by

- Bicycle Federation of Wisconsin
- Wisconsin Department of Transportation
- Dane County Bicyclists Association
- Your employer

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Congratulations on your decision to try bicycling to work! Chances are you have received this booklet because your employer has decided to promote bicycle commuting as a transportation option. That means your employer cares about your health and the health of the community. Whether you plan on bicycle commuting every day, a couple of times a week, or only occasionally, you'll be doing your part to cut down on congestion and make Dane County a better place to live and work. And there are plenty of benefits to you, as well!

Introduction

BICYCLING'S BENEFITS:

Improve Health and Fitness. Like any form of regular, aerobic exercise, bicycling improves personal fitness, enhances energy levels, reduces stress, and stimulates the immune system. Bicycle commuting is a great way to build regular exercise into a busy, but often sedentary, work routine. Bicycling is a moderate, low impact exercise which can be continued throughout life.

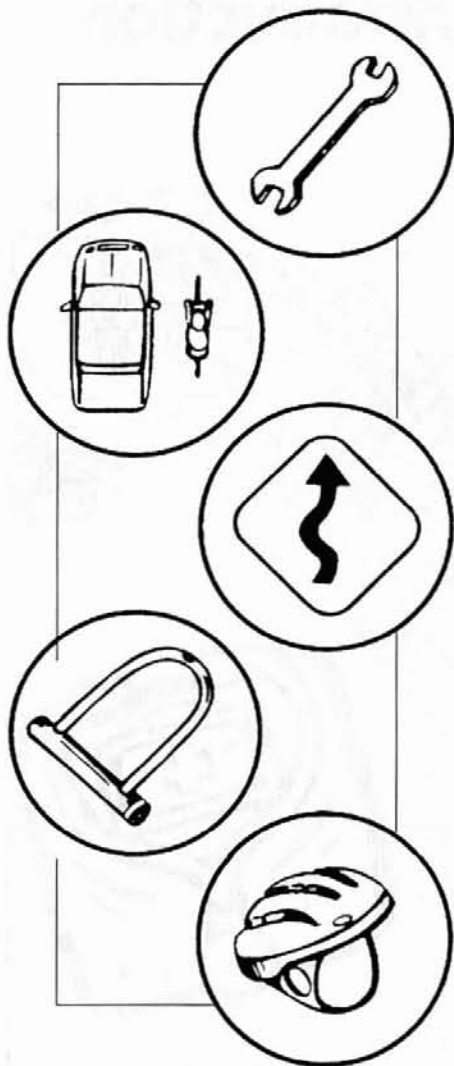
Save Money. Add up what you spend driving to work every day. Bicycle commuting saves you parking fees, fuel costs, and maintenance costs. Don't forget that the largest costs of automobile ownership are paid up front: insurance and car payments. Insurance premiums usually are lower when you do not use your car for commuting to work. You might be able to save as much as 25 percent of your income if you can replace a second car with a bicycle. A new bicycle would pay for itself in a few months.

Avoid Congestion. Ever find yourself sitting in traffic, wishing you were somewhere else? On a bicycle, you can travel on secondary roads and paths, often arriving in less time than if you'd driven through rush-hour traffic! And you can usually park your bicycle quickly and close to your destination.



In terms of years of life gained versus lost, the health benefits of cycling outweigh the crash risk by a ratio of more than ten-to-one, according to Mayer Hillman's *Cycling: Towards Health and Safety*.

Some Tips for Getting Started



The following pages will provide you with lots of valuable information about bicycle commuting. You'll learn how to fit, equip, park and lock your bicycle, what to wear, and how to find a route and get to work safely using effective cycling techniques. For those already addicted to fair-weather bicycling, information on bicycling at night and in inclement weather is also included. First, though, a few general tips to get you started:

Check out your bike and yourself, especially if you haven't bicycled in a while. Take it slow at first if you're not used to moderate exercise. Look over your bike for loose or broken parts, and make sure there's enough air in the tires (see page 39 for more about bike maintenance).

Take a few shakedown rides to get used to your bike and riding in traffic. Do this at a time when you are not in a hurry so you can stop if you need to, or check out different routes (more on biking in traffic, page 47).

Choose your route carefully. The best way to get someplace by bicycle may not be the way you normally drive. Get a Madison Bicycle map to help you find recommended routes. Try a few different routes to see how they compare (more about route finding on page 45).

Figure out where you'll park. Find out from your employer ahead of time if there are bicycle parking facilities on the premises, or look around to find your best parking options (read Parking and Locking Basics on page 51).

Plan your wardrobe. What facilities are available at work for storing work clothes? For freshening up? Will you ride to work in your work clothes, or will you change once you get there? Will you carry your work clothes with you every day or store them at the office? (More on dressing for success: page 43)



If you've decided to give bicycle commuting a try, then obviously your first order of business is to get on a bike and start making the pedals go 'round. Whether your vehicle of choice is a one-speed cruiser or a full-suspension mountain bike, the following tips will help you adjust and maintain your bike to ensure a safer, more comfortable ride.

DOES YOUR BIKE FIT?

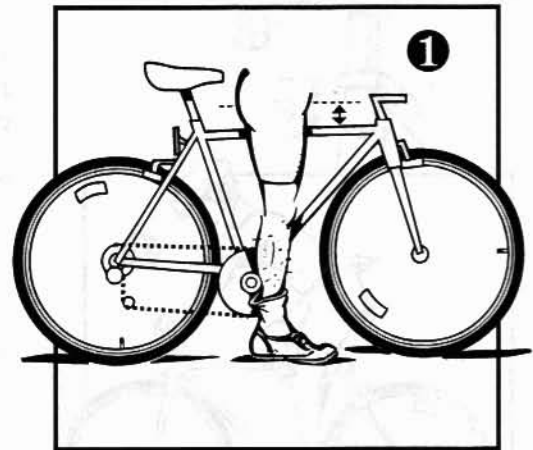
Your bike's most important safety feature is you: If you're not comfortable, you're more likely to ride poorly. Getting exactly the right fit depends on many things including your height, weight, and riding style. You should contact your neighborhood bicycle store to help you find the right fit. Consider these points:

Frame Size: If your bike's frame is too tall, too short, or too long, it will be very hard to adjust other things to make you comfortable. You might need a new bike.

To Check the Height: If your bike has a men's frame (with a tube across the top), stand with the bike between your legs, just in front of the seat. Measure the space between the top tube and your crotch. ❶ For road or street riding, a one-inch to three-inch space is safest. If your bike has no top tube (a women's frame), ask your bicycle store's staff to size you.

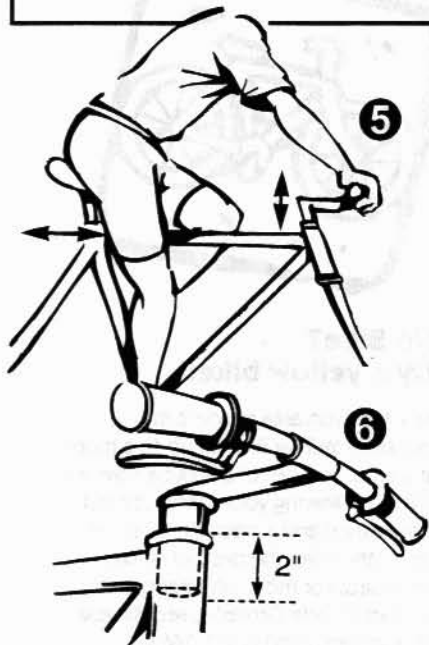
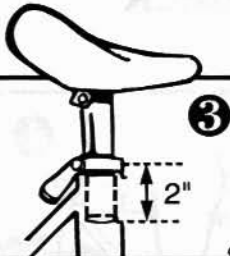
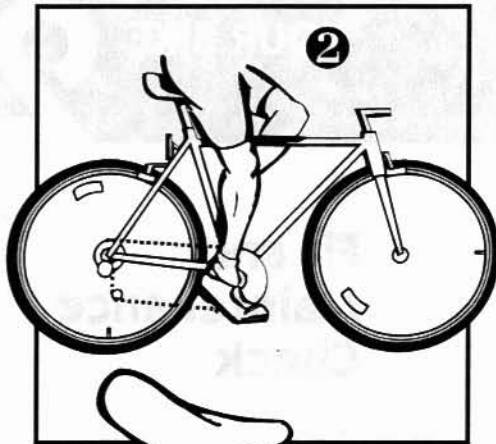
Frame Length: If, when you ride, you feel overly stretched or have pain in your neck, shoulders, or back, your frame might be too long. Try moving the seat and handlebars closer together. Also, some people, including many women, have torsos shorter than what most bikes are made for. If you're one of them, look into a shorter handlebar stem extension, a taller stem, different handlebars, or a custom bike made for people with smaller torsos.

Fit and Maintenance Check



No Bike? Try a yellow bike!

Any Madison area resident may borrow a Yellow Bike for up to a month at a time. You can check out a bike and a lock by leaving your name, contact information and a deposit. When you return the bike, the deposit is fully refunded. For more information, call Budget Bicycle Center's Used Bicycle Showroom at (608) 251-1663.



Seat Height: A seat that's too low will strain your knees, and achilles tendons while a seat that's too high will make it hard for you to pedal and to put your foot onto the ground. Here are some ways to get the right seat height for most riding:

- Sit on your bike and push one pedal all the way down. ② Put the ball of your foot on the pedal. If your seat's high enough, your knee should be slightly bent.
- If your hips rock from side to side when you pedal, your seat's too high.
- Don't raise your seat so high that less than two inches of your seat post extends into the frame. ③

Handlebars: After you've set your seat height, set your handlebars so you feel comfortable. Some things to guide you:

- Start by raising or lowering your handlebars so they block your view of the front axle when you're sitting on your bike with your hands on the handlebars. ④ In this position, your elbows should be slightly bent (not locked).
- Lower-back pain often means the handlebars are too far away, while upper-arm or shoulder fatigue often means the handlebars are too close to you. ⑤ Try raising or lowering the handlebars, or moving your seat forward or backward. You can also change to a shorter or longer handlebar stem.
- Don't raise your handlebars so high that less than two inches of your handlebar stem extends into the frame. ⑥ If you have to raise your handlebars higher than the safe limit, get a longer stem.
- Rotate your handlebars so that they put even pressure across the palms of your hands without bending your wrists in a strange way. ⑥

Seat Tilt: Many cyclists keep their seats level. Many women, however, tilt them nose-down, and many men tilt them nose-up. Try different angles until you feel comfortable.

Saddle Soreness: If you haven't bicycled in a while, you may be sore at first. Chafing or soreness should go away with time. If it doesn't, the first thing to check is the seat adjustment. If adjustment doesn't help, try alternatives: a gel-filled saddle or saddle pad; a wider or differently-shaped saddle; one with springs; or one made specifically for women. Many bicycle stores will exchange saddles if they're not damaged, so try alternatives until you're comfortable. Special padded bicycling shorts can also help.

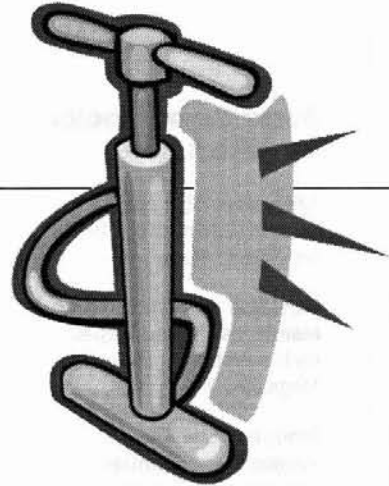
QUICK MAINTENANCE CHECK

Whether you use your bike a lot or you're dusting off an old bike, you should get in the habit of checking the following at the beginning of every ride to make sure your commute will be safe and free from mechanical hassles. While these checks help you find problems, we don't have room to tell you how to fix them all. If you need help, go to your owner's manual, a maintenance book, or a bike shop.

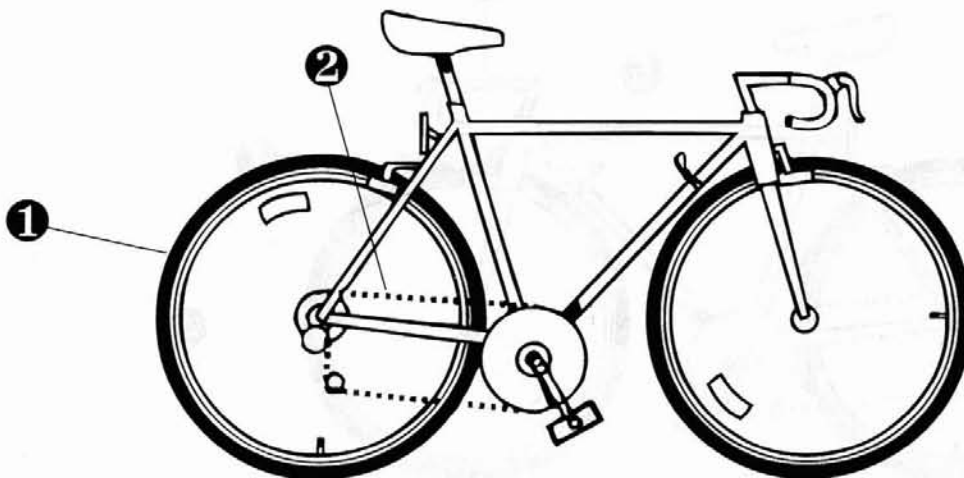
Air: ❶ Tires lose a little air every day. If your gauge says a tire is more than five pounds under the recommended pressure (printed on the side of the tire), add air.

Chain: ❷ A dry chain can skip, lock up, or break suddenly. If your chain squeaks or hangs up, lubricate it. Oil will do, but it attracts dirt; a greaseless chain lubricant is cleaner, but make sure you lube often, especially after riding in the rain. To lubricate:

- a. Grab the bottom of the chain loosely with a lint-free rag. With the other hand turn the pedals backward, sliding the chain through the rag. Pedal the chain around twice to remove surface grime.
- b. With one hand squeeze or spray lubricant onto the chain, and with the other hand pedal the chain backward so it goes completely around once.
- c. Repeat step (a) to get the excess lubricant off the chain. Extra lube can attract dirt.



Pump up your tires once a week if you ride regularly, or every time you ride if you ride infrequently.





Some Good Books on Bike Repair:

Anybodys Bike Book
by Tom Cuthbertson, 1998
Ten Speed Press.

Bicycling Magazines Basic Maintenance and Repair
by the editors of Bicycling Magazine, 1992.

Sloane's New Bicycle Maintenance Manual
by Eugene A. Sloane,
Simon and Schuster, 1991.

Roadside Bicycle Repairs
by Rob Van der Plaas, 1996.

Wheel Spin: ③ Lift each wheel up and give it a slow spin. (Spin the back wheel forward so the pedals don't move.) Check that it doesn't rub against the brake pads, frame, or something else. If the wheel doesn't spin freely but its not rubbing, the problem might be inside the axle.

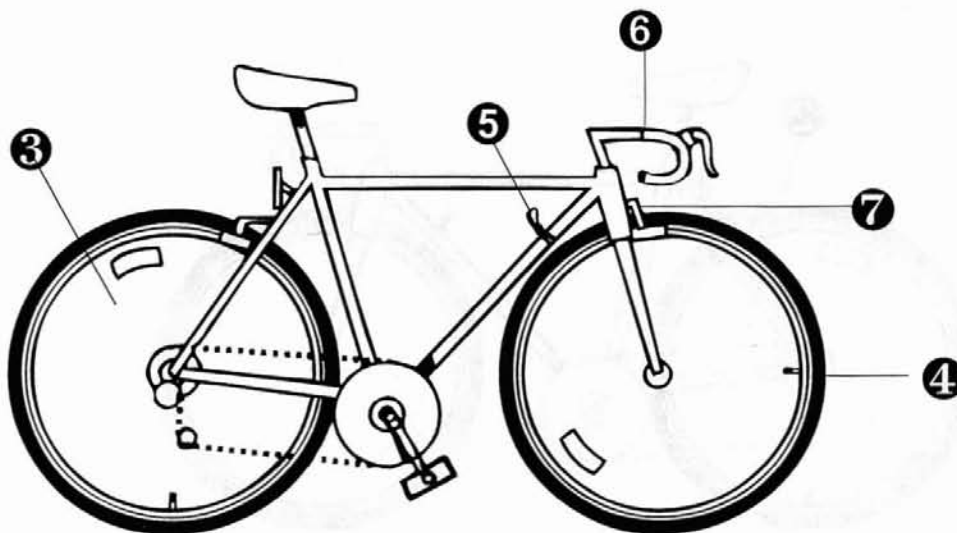
Tires: ④ Turn each wheel very slowly and look for big cuts, bulges, bubbles, or places you can see the inner casing. If you spot any, replace the tire. Remove glass or other debris. Make sure the tire is seated evenly on the rim. If the valve stem doesn't point straight at the middle of the wheel, the rim might cut it; let the air out and straighten the valve.

Shifting: ⑤ Try all of your gears, shifting each gear lever from high to low. You have a problem if the lever sticks, you can't shift to all gears, the chain rubs the derailleur, or the chain jumps off the gears. These are usually caused by worn or dirty cables, or a derailleur that needs cleaning or adjustment.

Handlebars: ⑥ Hold the front tire between your legs and try to turn the handlebars. If they're loose, tighten the stem bolt.

Brakes: ⑦ You should have your brakes adjusted or replaced if you have any of these problems: (a) You apply the brake on each wheel, and one or both brake pads don't touch the rim. (b) You can squeeze your brake lever all the way to the handlebars. (c) On each wheel, the brake can't stop the tire from moving on dry, clean pavement.

Loose Parts: Pick up the bike and shake it hard. Check and fix anything that rattles.

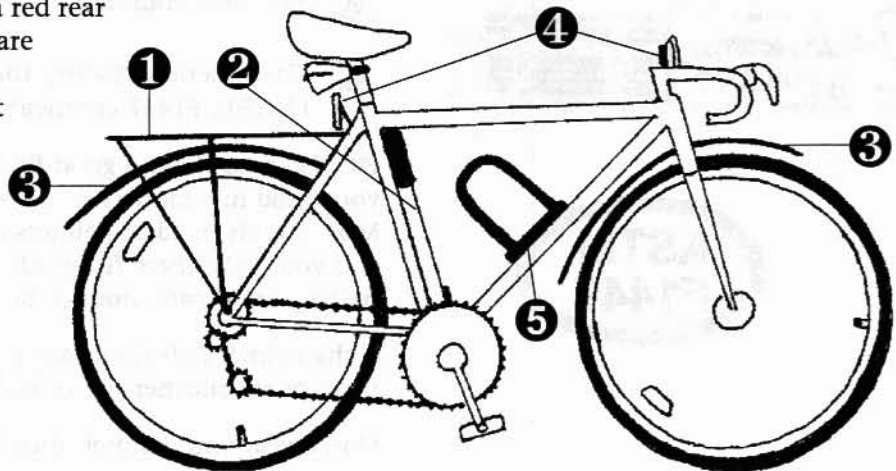


Aside from a bike, what sort of equipment do you need to start bicycle commuting? What should you wear? How will you look fresh and get dressed for work? Read on for answers to these questions.

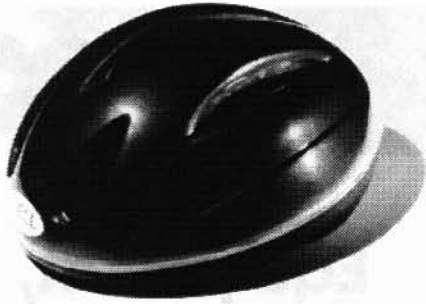
BASIC EQUIPMENT

A few simple pieces of equipment can help make your commute a whole lot easier- and safer. Here's what we recommend:

- ❶ **A Carrying Rack or Basket** is essential for carrying items such as clothes, briefcases, books, etc. Panniers (saddlebags for bicycles), bungee cords, folding wire baskets and plastic milk crates can all help you increase your carrying capacity.
- ❷ **Flat Prevention:** Everyone gets a flat eventually. Keeping your tires properly inflated and using high quality tires or tire liners can help prevent flats, but still, it's best to carry a spare tube or patch kit, tire-removal levers and a frame-fit pump, and to know how to use them. Any basic bike repair manual or class should cover this most essential of bicycle repair skills.
- ❸ **Fenders** will help keep you clean and dry. Even if it's not raining you can get dirty from mud and moisture on the road.
- ❹ **Lights** are a must if you are going to be riding at dawn, dusk or after dark. You are required by law to use a white light in front and a red rear reflector. Red strobe lights are also quite effective and popular. For more on night riding, see page 55.
- ❺ **Lock:** Don't wait to get a bike stolen before you get a decent lock. In general, the more expensive your bike, the more you'll want to spend on a lock to keep it. For more on locks and parking, see page 51.



ALL ABOUT BIKE HELMETS



Besides your bike, a helmet that fits is your most important piece of bicycle commuting equipment.

Why should you wear a helmet? It's a fact: About 1,000 American bicyclists die in crashes each year and around three-fourths die from head injuries. Hundreds more suffer permanent brain damage. Many of these are experienced, careful riders maybe just like you. And most of these head injuries can be prevented with bike helmets.

You say a helmet's too much of a hassle? It'd make your head sweat? Give you hat hair? It's too expensive? You'd look like a geek? Think how good these sayings would look on your gravestone.



Helmet basics: Most helmets on the market today are called hard shell helmets. These have a thin plastic surface, which will skid across rough surfaces. The shell also keeps the helmet's core (the soft foam part) from getting scratched, nicked or punctured. Soft shell helmets usually have just a cloth or nylon cover over the foam core. If you wear a soft shell helmet, make sure the cover is stretched tight so it'll slide if it needs to.

If you have a crash and your helmet takes an impact, replace it right away. An impact usually damages a helmet's foam core, meaning it won't protect you again. You should also replace your helmet at least every five years, because its foam core becomes brittle.

What to look for in helmets:

Rating: Look on the inside of the helmet. You should see a sticker from one of the following organizations meaning the helmet is designed to meet stringent crash safety standards:



The Snell Foundation

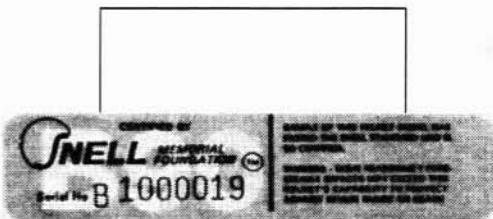


The American Society for Testing and Materials (ASTM), F1447 certification.

Fit: You **must** have a good fit. A snug fit means that if your head hits more than once, the helmet stays in place. Most brands of adult helmets come in two or three sizes, and you make them fit by adjusting the chin strap and putting foam pads around the inside.

If the helmet fails these, adjust the straps, put in bigger pads, or try another size or brand.

Don't wear your helmet tilted back. It won't protect your



skull in a frontal impact.

Cost: Good Snell- or ASTM-rated bike helmets start at about \$30. Hard shells cost a little more than soft. More costly helmets usually aren't much safer, but have better ventilation and weigh less. Buy your helmet based on fit.

Ventilation: A helmet's ventilation depends on front-to-back airflow. Good airflow comes from long, wide air vents, and air passages (or troughs) between the vents.

Weight: Cheaper helmets usually aren't much heavier than expensive ones, and most cyclists don't notice a difference. If you think you need an ultra-light helmet, test-ride a regular one to make sure.

DRESS FOR SUCCESS

Most commuters place a high emphasis on starting their workday clean, fresh and dressed appropriately for their jobs. For bicycle commuters, this may involve some advance planning, but most feel that the mental clarity and relaxation that comes from starting their work day on a bicycle is worth the extra effort. Basically, you can handle the appropriate dress issue in three ways:

Ride in your work clothes. Depending on the weather and the length of your commute, you may be able to simply wear your work clothes on your bike. You don't have to arrive at work all sweaty; just ride at a relaxed pace, avoid over-exertion and let the cool morning air refresh you.

Wear cycling clothes and carry your work clothes. For longer, more strenuous commutes or more extreme temperatures, it can be more practical to change once

Tips for riding in work clothes

- **Pants wearers:** use an ankle strap or tuck your pants into your sock on the right side so they don't get greasy or caught in the chain.
- If you wear a skirt, make sure it is full enough to allow you to pedal but not so full it might catch in the chain. Or wear a short skirt with bicycle shorts underneath.
- **Footwear:** You need flat, comfortable shoes for bicycling. Consider carrying dress shoes with you, or storing them at work.



How To Check For A Good Fit

- The helmet sits level on your head.
- You can't easily shift the helmet to the front, back, or sides of your head.
- With the strap tight, you can't possibly get the helmet off.





"I'm always bicycling to work in a tie and nice slacks," says WisDOT Bicycle and Pedestrian Coordinator Tom Huber. "I just ride slow, especially on my 2.5 mile morning commute. I wouldn't do it any other way."

Does your company have casual dress days? These might be the perfect days to start biking to work!



Tips for riding in cycling clothes

- Wear, and carry, layers of clothing, including a lightweight, windproof outer layer. By adding or subtracting layers, you can keep your body temperature constant, and adjust to changes in the weather.
- As a general rule, start your ride fairly cool. You will warm up quickly once you get going. If you dress so that you are warm before you even start riding, you will get too hot.
- Specialized clothing, such as padded cycling shorts and gloves, can increase your comfort level on longer rides, but are not absolutely necessary.
- Wear bright clothing so motorists will notice you.

you get to work. Rolling work clothes, rather than folding them, will help to minimize wrinkles.

Store a week's worth of clothing at the office. What about driving in one day a week or on the weekend and bringing a few changes of clothing along with you? Talk to your employer if you need hooks, closet or drawer space for storing clothing.

CLEANING UP AT WORK

Do you truly need a shower after cycling to work? Many bicycle commuters find that a quick sponge bath is all they need to feel refreshed, especially if they ride to work early in the morning. Here are a few tips for freshening up:

- Allow yourself a few minutes of cool-down time before changing.
- Keep a towel and washcloth in your desk or locker at work. Sponge off with cold water in the wash-room.
- Use talcum powder to help absorb moisture and odors.
- If you truly need a shower, check with your employer or building manager to see what your options are. They may be willing to make arrangements with a local health club, or install a shower themselves when they realize there's a demand.

Many would-be bicycle commuters are reluctant to use their bikes for getting to work because they don't feel safe. Keep in mind that the number one cause of accidental death in the United States is car accidents.



What's more, there is a lot you can do to increase your safety while bicycling.

This section is designed to help you find a safe and enjoyable route to and from work, and to learn how to ride safely and predictably. Please read it with care.

ROUTE PLANNING

When you drive, you probably take the same route to work every day, and it is most likely the one used by all the other cars going your way. This may not be the best bike route, but **don't let that discourage you!**

There are often parallel streets that go through residential and lightly traveled commercial districts; using these will make bicycling both more enjoyable and safer.


-  Look at your route to work on the *Madison Bicycling Resource Guide & Route Map* (available free at libraries, bike shops, and at the Madison Municipal Bldg.) Are there suggested routes already marked from you home to your destination? You may be surprised at how easy the ride is!
-  If you see gaps in the suggested routes or do not see a route that is direct enough, try going out on the weekend or after work for an exploration. A leisurely ride through a new neighborhood will reveal alternate roads that may be perfect for your commute. Make sure to mark your map so you can remember those new discoveries!


Route, Traffic, Lane Positioning, Turning








Effective Cycling® is a national curriculum that teaches bicyclists how to be safe, predictable and effective roadway users. The core course consists of nine hours of classroom and on-bike instruction, taught by nationally certified instructors. There are many EC instructors in the Madison Area. Call (608)251-4456 for more information.


 Try alternate routes. You may find a route you like better or one that will allow you to do some errands during your ride.


 Ask other bicyclists how they get from point A to point B; bicyclists love to share their knowledge of good rides and routes.

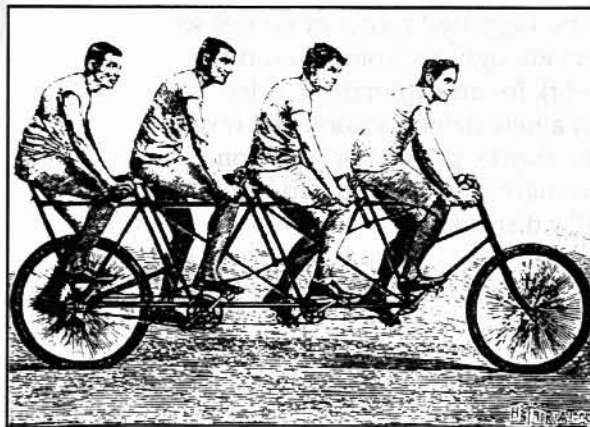
 Plan where you will cross busy roads or other obstacles. Look for bike lanes, paths, traffic signals, or over- and underpasses, that will allow you to connect two parts of your route.

 Don't assume that a road must be clear of traffic to be bikable. Bicyclists are operators of vehicles under Wisconsin State law, and can legally ride on all roads except limited access highways. A short stretch on a less desirable road may be all that is needed to get you between two easy pieces of your commute.

 Get a bike buddy to ride with you so that you feel safer or are encouraged to ride. Go out on weekends or after work or have someone in your company or neighborhood ride with you on your daily commute.

 The more comfortable you are riding in traffic, the more routes you will have available to you. Practice your safety skills and riding habits when you are not in a hurry so you will be ready to use them when needed.

 Take a bicycle safety class such as Effective Cycling® so that you will feel more comfortable on your bike.



TRAFFIC BASICS

Remember that you are the operator of a vehicle. Act like it. You have the same rights AND the same responsibilities as you would if you were operating a car. Here are a few basics to keep in mind:

Obey all traffic laws, signs and signals just as you would if you were driving a car. Obeying the law is your first defense against crashes, and is the best way to gain respect from other road users.

Be predictable. Signal your turns; stop as required by law; use the correct lane; communicate with other road users so they'll know what you're doing and where you're going.

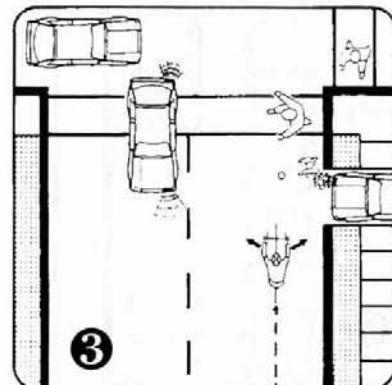
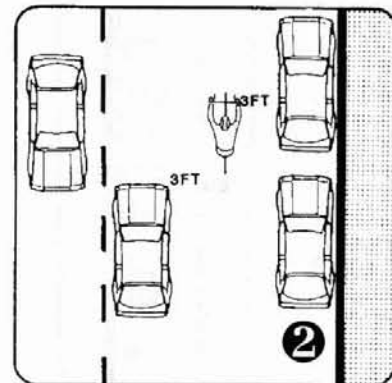
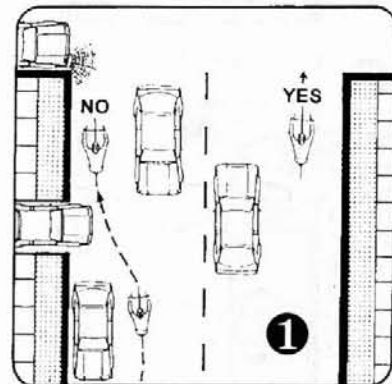
Be Visible. Wear bright colors in the daytime; use reflective materials and lights at night. Don't hide from traffic. The words "I didn't see him" appear on accident reports too often.

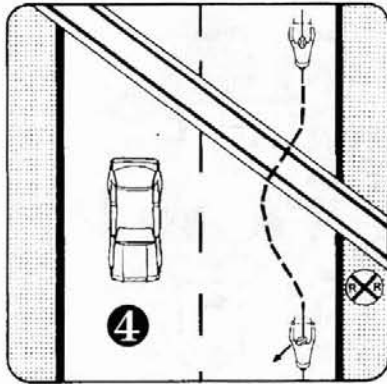
Ride in the direction of traffic only. ❶ Motorists in intersections and driveways do not expect you to be coming the wrong way on the road. In addition, you have less time to maneuver in traffic, and your chances of having a head-on crash are much greater. Wrong-way riding is also illegal, even in bike lanes.

Follow the Three Foot Rule: ❷ By law, drivers must give you three feet clearance, and you must give them the same distance. Don't ride between lines of cars. Ride at least 3 feet from parked cars to avoid being hit by a suddenly opened car door.

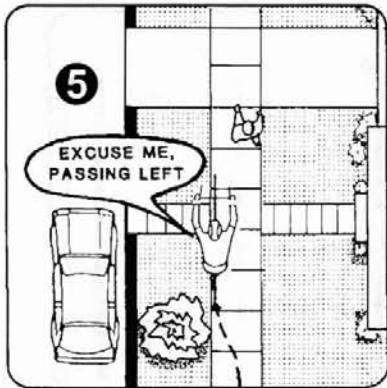
Scan the road ahead. ❸ At intersections, watch for turning cars and pedestrians. Mid-block, watch for cars pulling out of driveways, alleys and parking spaces. Yield the right of way to pedestrians in crosswalks.

"Cyclists fare best when they act and are treated as drivers of vehicles." John Forester, *Effective Cycling*, Cambridge, MA MIT Press, 1985.)





Cross railroad tracks, storm grates or pavement cracks as close to a right angle as possible. ④ Your wheel can get caught and dump you on your head. Check behind you, then swing out slightly into the lane if you need to cross at a better angle.

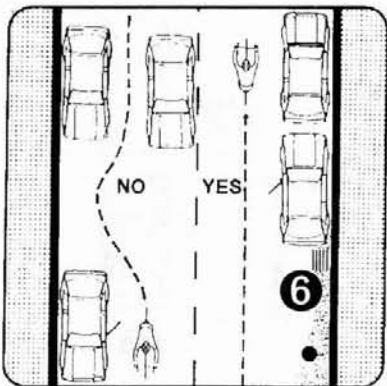


Bicycling on sidewalks is permitted, except where buildings abut the sidewalk. ⑤ Pedestrians always have the right of way on sidewalks and in crosswalks. Give an audible warning before passing pedestrians, and pass with care. Ride slowly on sidewalks or walk your bike if there are many pedestrians.

If you ride on the sidewalk, slow down at crosswalks. A pedestrian travels much slower than a bike, and drivers expect people in crosswalks to act like pedestrians.

LANE POSITIONING

Wisconsin law requires that you must ride as far to the right as is practicable. This does not mean as far to the right as possible.

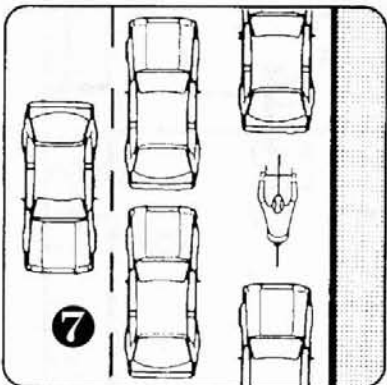


Stay far enough away from the curb to avoid hazards. You are safer riding in a lane of traffic than in the gutter. You need room to maneuver if a pothole, bottle, or other debris appears in your path. And you are more visible when you ride where drivers expect to see a vehicle.

Ride where cars on side streets and driveways can see you. ⑥ If you ride too far to the right, you may be blocked from their view by a parked car. You are also more visible to cars behind you if you are in the line of traffic.

Do not weave in and out between parked cars. ⑥ Drivers behind you may not see you, and you may be cut off if you cannot get out from behind a parked car due to heavy traffic.

Stay at least three feet away from parked cars. ⑥ Someone may suddenly open a door in front of you.



Take the lane. ⑦ When it is too narrow to safely share with cars, when approaching an intersection, or when traveling at the same speed as traffic, ride further out into the lane so that you don't get squeezed into a dangerous situation.

In extra wide lanes: (one and a half cars wide) don't ride all the way to the right. Again, you will be more visible if you ride three to four feet to the right of traffic. Right turning cars and motorists pulling out of side streets and driveways will also be more likely to see you.

URNS AND OTHER MANEUVERS

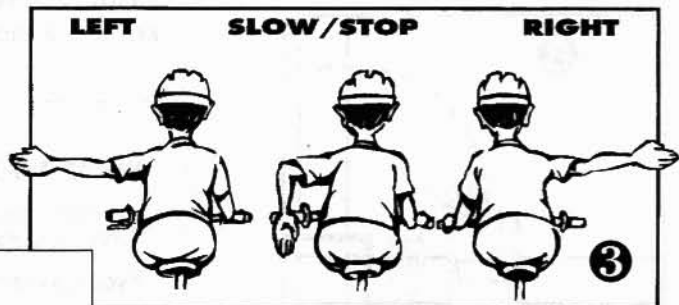
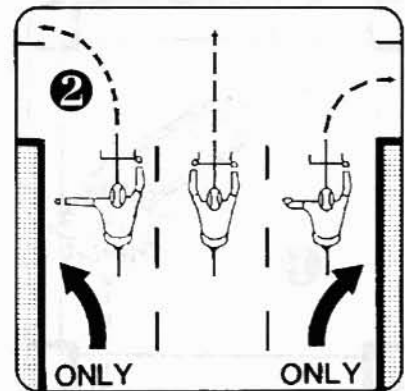
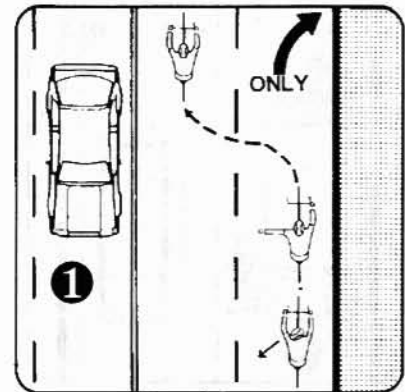
The key to safety is predictability. For the most part, you want to turn, pass and change lanes just as you would in your car.

To change lanes, look behind you for traffic and signal first. ❶ Traffic in the lane you want to move into has the right of way. Look back and wait for an opening in traffic before moving over. Start looking for an opportunity to get in the correct lane at least 1 block before the intersection.

Use the correct lane for your destination. ❷ Go straight in a through lane, not a right turn only lane. Other drivers expect all the vehicles in that lane to be turning right. Make left turns from the left lane, if there is one, or the left side of the through lane.

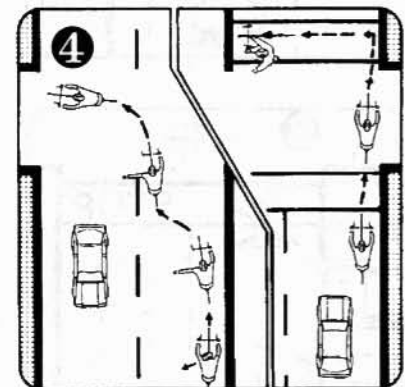
Signal your lane changes and turns ❸ so that drivers and other cyclists know what to expect.

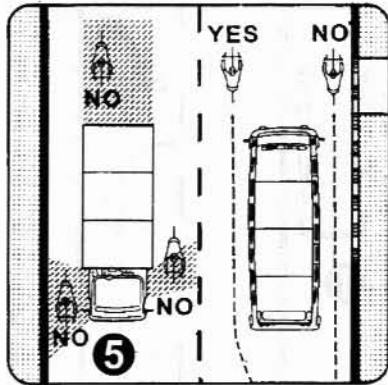
Left Turns: ❹ For bicyclists, there are two legal options: (1) Look back for traffic, signal, and move to the left turn lane or left side of lane. (2) If traffic is very heavy or you feel uncomfortable crossing many lanes to turn left, cross to the other side of the intersection as if you were continuing straight and pull out of traffic. Wait for the light to change again and then continue straight to your destination as if you had come from the street to the right.



How to Avoid a Crash:

- Ride in the direction of traffic only. This includes on-road bike lanes.
- Obey traffic signals, and don't run stop signs.
- Watch for cars turning into your path without yielding.
- Watch for cars pulling out of driveways or side streets.
- Cross railroad tracks, storm grates or pavement cracks as close to a right angle as possible
- Check behind and around you before changing lanes or turning.
- Signal your turns.
- Let other bicyclists know you are going to pass them.

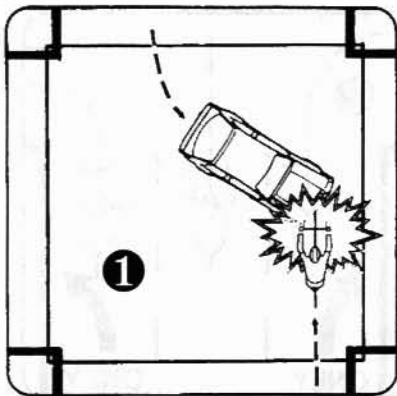




Going straight through intersections: If you are in an extra wide right lane or there is likely to be significant traffic going right, discourage cars from passing you on the left and turning in front of you. Move toward the center or left of the straight-ahead lane as you approach the intersection.

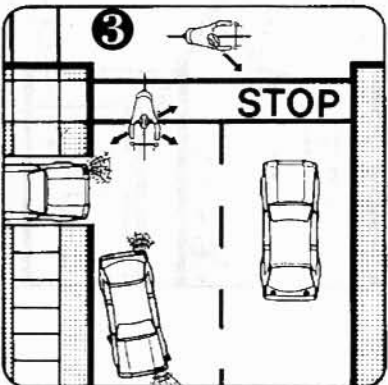
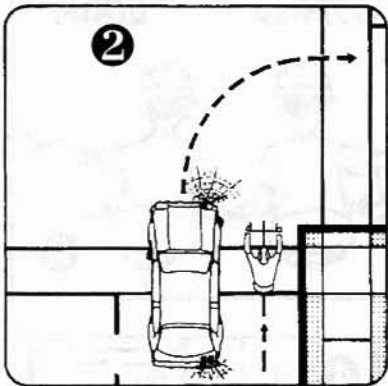
Pass cars and busses on the left, with at least three feet of clearance. ⑤ That is where other vehicles expect faster traffic to be. Passing on the right could get you squeezed against the curb if the car or bus pulls over, opens its doors or makes a right turn.

Let other bicyclists know you are going to pass them. Give an audible warning and pass with enough clearance.



DEFENSIVE RIDING:

Be aware of what is going on around you, and watch for other's mistakes. Some common situations to watch for include: ① a motorist coming towards you who turns left in front of you; ② a motorist passing you and then turning right in front of you; ③ a motorist pulling out from a stop sign, driveway, or parking space without yielding to you. **Make eye contact** if possible so that you know the motorist has seen you.



WHAT TO DO AFTER A TRAFFIC COLLISION

If you're hurt in a traffic collision, don't ride away or shake off what seems like a minor injury. You might find later that it's worse than you thought.

If you're a victim of, or a witness to a traffic collision, here are the steps to take:

- Call the police. If needed, get medical help immediately.
- Get the following information from every vehicle: driver name, address, phone number, driver's license number, license plate number, make of car, insurance company name and policy number.
- Get the names and phone numbers of witnesses.
- Get the police report number from police on the scene.
- Write down how the crash happened while it's fresh in your memory.
- Keep (or photograph) any damaged clothes or equipment.

Also, if you're a victim:

- Don't get mad at the scene. Keep a level head so you can ask questions and take notes.
- If you're injured, don't move unless you're sure you won't injure yourself more.

The first rule: Never, never leave your bike unlocked even if you're leaving it for only half a minute. A thief can grab your bike in seconds. Some parking basics:

Security: Lock your bike to something that's permanent and not easy for a thief to take. Lock to a bicycle rack, a parking meter, or metal fence post. Don't lock to another bike, a door handle, or small tree. Depending on building security and the value of your bike, you may even want to lock it if you park it inside.

Visibility: Park in open areas where many people pass by and your bicycle can be seen easily. Thieves usually don't like an audience.

Proximity: Put your bike where you can get to it fast. Thieves like to steal bikes whose owners are far away.

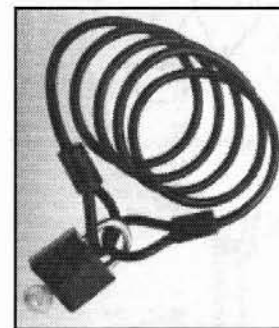
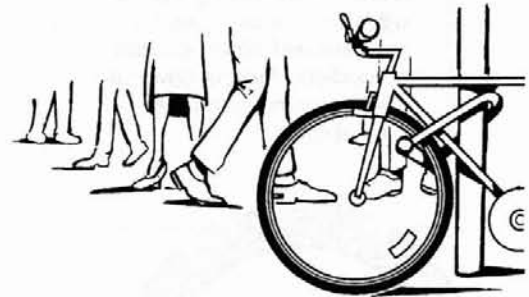
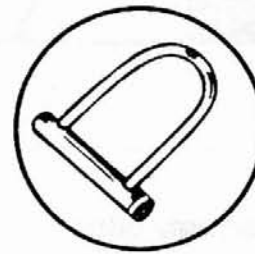
WHAT LOCKING HARDWARE SHOULD YOU USE?

U Locks: Make sure you buy a strong steel-alloy lock. If the manufacturer offers a warranty or insurance, register the lock and write down the lock's serial number and when you bought it. For added protection, get one or more U-lock cuffs (such as Bad Bones); they can keep thieves from using a lever to pry open your lock. One drawback to U locks: you can't lock up to thick objects such as street lights; for these, carry a thick cable.

Padlocks & Chains: The thicker, the better; chain links and lock clasps should be at least 3/8 of an inch thick. Look for locks and chains that are case-hardened, a process that makes them harder to cut.

Cables: Some cables are actually harder to cut than chains, because they don't snap and thieves can't pry them open. Use a cable at least 3/8 of an inch thick with a lock as thick, or thicker.

Parking and Locking Basics



Fact:

Bicycle thefts in Madison accounted for over two million dollars in loss over the past five years.

HOW TO LOCK UP:

You can discourage many thieves if you follow these tips for locking your bike:

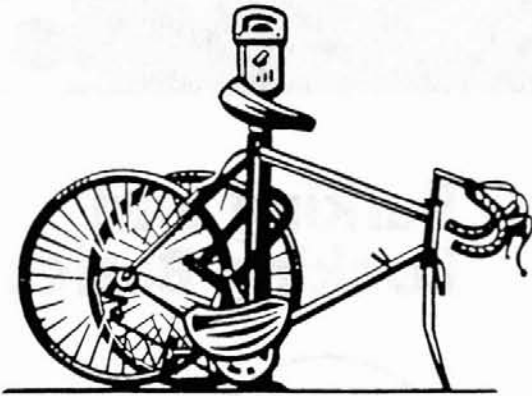
Lock the Whole Bike: Never lock through your wheel without locking the frame, because thieves can remove your wheel and steal the rest of the bike.

You should put your chain, cable, or U locks through your frame and wheel(s). If you have a quick-release front hub, you might want to take it off and lock it with the rear wheel and frame.

Cross Locking: A good way to foil thieves is to use more than one kind of lock. For example, put a U lock through your frame and rear tire, and put a cable or chain through your frame and front tire.

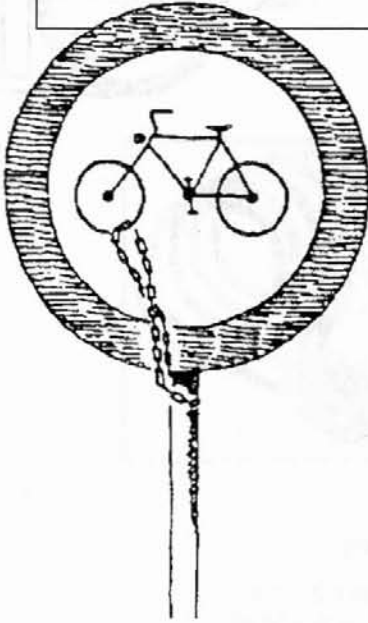
Placing the Lock: Thieves may break a lock by putting it against a wall or sidewalk and smashing it with a hammer. If you use a padlock, try to put it where it's not close to the ground or against a wall or another solid surface, leaving little or no slack in your cable or chain. When using a U lock, leave little or no space in the lock's middle to prevent prying.

Removable Items: When you leave your bike, remove any parts you can't lock and a thief could steal easily: a quick-release seat, horn, bike bag, pump, cycle computer, or lights. If removing quick-release parts is a hassle, replace them with permanent ones.



Ride an ugly bike!

Your bike is less likely to be stolen if it looks old or just ugly. Consider getting a used beater for commuting. You can uglify any bike by wrapping the frame with old inner-tubes or handlebar tape, or covering it with stickers and enamel paint accents.



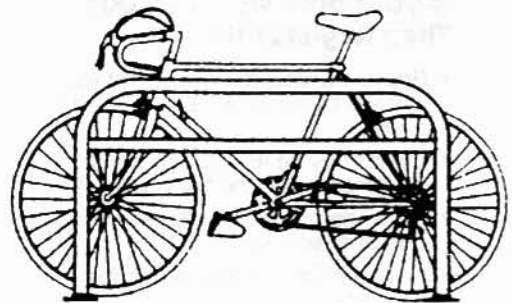
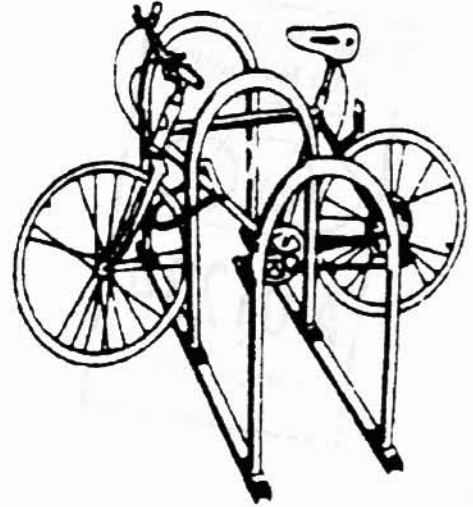
WHERE TO PARK:

Bike Racks are not all created equally. The best are made with thick, sturdy tubing, are bolted down, and allow you to lock both the frame and the wheel to the rack. Some good rack designs are pictured here.

Parking Meters are okay if you are using a U-lock. Never lock to a meter with only a chain or cable. A thief will slide your bike over the top.

Parking Ramps: All City of Madison parking ramps have bike racks for free public use. Many private businesses and office buildings with parking ramps also have bike racks where your bicycle will be protected from the elements.

Indoors: A good way to avoid theft and protect your bike from the elements. Check with your employer and see what arrangements you can make. Is there an empty office, extra cranny in the hallway or a storage room where a bike or two could be stashed?





Is your bike worth \$8.00? Then Register it!

- Greatly increases the chance that your bike will be recovered and returned if stolen
- Thieves may be less likely to steal a registered bike in the first place
- Helps identify the bicycle owner in case of an accident
- Helps the City of Madison plan for bicyclists
- Registration is required by the City of Madison!

For more information, call (608)266-4474

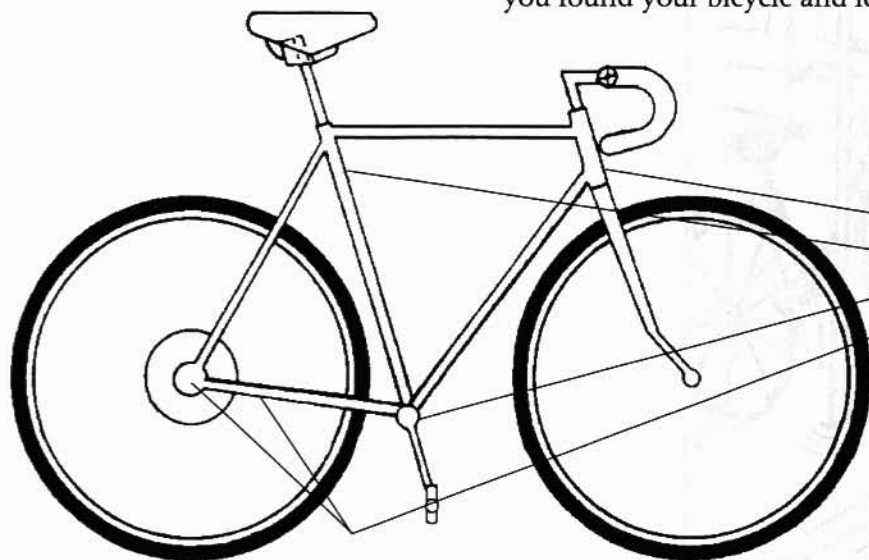
CUTTING YOUR THEFT LOSSES

What's the first thing to do when you get a new bike? Write down the serial number and register your bike with the City of Madison. Look for the serial number stamped on your bike's frame. You will find it under the crank, on the head tube, seat post tube, or on the frame's rear wheel mount. Madison police recover lots of bikes each year, but can't return most because they're not registered and the owner cannot be identified and contacted.

Identifying Marks: You can discourage thieves by engraving your name or social security number in an obvious place on your bike frame. Or put a card with your name and phone number inside the handlebar tube-so if you find your stolen bike at an auction, junk shop, or flea market, you can prove it's yours.

If Your Bike Is Stolen: First, find your bike's serial number if you have it. If your bike is registered with the City of Madison, you can call 266-4474 to get your bike's serial and registration numbers. Then call the police in the jurisdiction where the bicycle was stolen and tell them where your bike was stolen. Try to get a police report number that you can use for an insurance claim. Also find out how police will contact you if they find your bike.

Looking for Your Bike: Sometimes you can find your bicycle at places like pawn shops, auctions, or resale shops that might deal in stolen merchandise. But if you find your stolen bike among other property that someone's selling, remember that they won't just give it to you; you must prove it's yours. Re-contact the police and tell them you found your bicycle and let them recover it for you.



Find serial numbers:

- on the head tube
- on seat post tube
- under the crank
- on the frame's rear wheel mount

HOW TO BE SEEN AT NIGHT

Defensive Riding: At night, it's hard to see road hazards, and to anticipate the moves of drivers. You can't see where they're looking, and some may be drunk. Slow down from your daylight speed. To make sure drivers see you when you're stopped, flash your lights by twitching your handlebars back and forth. Watch cars closely, and be ready to get out of their way.

Know Your Route: If you're new at night riding, take streets where you know the potholes and traffic so you can focus on riding in the dark.

Night Blindness: Don't bike at night if your visual acuity is worse than 20/40 with glasses or contacts, or you can read a far-away sign or address okay in daylight but not at night. See a doctor to be sure.

Riding at Night and In Bad Weather



Light up! Heres how:

Rear light:

Effectively supplements your legally required reflector to help approaching traffic see you. Many cyclists use flashing red lights.

Rear reflectors:

Big is best; get one at least three inches wide, make sure its pointed straight back and not up or down. Reflectors work only if they're clean, so remember to wipe them off!

Reflective tape:

Use on your bike frame or helmet. Use white or yellow in front, yellow or red in back.

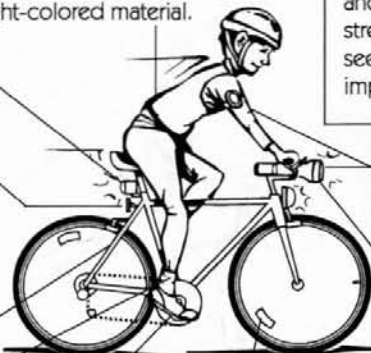
Reflective safety vest:

Good for cycling in dark clothes or if your rear light goes out. Don't wear dark clothes with no other light-colored material.

Reflective ankle strap:

Pedal reflectors: Built into front and back.

Spoke reflectors: Not a substitute for a headlight or rear reflector.



Only three percent of bike rides happen at night, but over half of all cyclists killed get hit while riding at night without lights. At night, Wisconsin law requires a white front light visible from 500 feet, and a red rear reflector visible from 50 to 500 feet. That's not much; you can see a car's headlights from 3,000 feet, and that's what most motorists look for. (Under bright streetlights you need bike lights to be seen, not to see.) And because your upper body's at eye level, its important to wear bright clothing at night.

Jacket: Bright color, reflective piping in back.

Rechargeable batteries: If you ride at night a lot, you'll save money and throw away fewer toxic batteries.

Headlight:

Battery-powered halogen or strobe. Get the most powerful one you can afford. (Use white or amber, not red.) The newer strobe lights don't cost much and have long battery lives. However, on dark streets, you'll need a bright, steady light to see the road.

Riding In Rain & Snow

Wet Streets: Wet streets can be hazardous. Watch out for: Railroad tracks, sewer and manhole covers, painted pavement, and leaves get slippery when wet. Don't brake or turn suddenly on them.

Puddles. Don't ride through a puddle if you can't see the bottom. It could be a deep pothole that could make you crash or dent your wheel.

Start of rain. Don't race to beat the rain when it starts. That's when streets are slickest, because oil or anti-freeze on the road spreads before it washes away. Turn slower and with less lean.

Slow Down: Remember that motorists and cyclists can't see as well in rain or snow. And it takes longer to stop, so to be safe, go slower than normal.

Braking: When brake pads are wet they take up to ten times longer to work. Dry them by applying your brakes far ahead of where you want to slow down, causing your pads to wipe the rims. To dry them faster, pump the brakes by applying them, then letting go, over and over.

Snow: Snow crews usually clear major streets within a day of a major snowfall. Walk your bike to one and get going.

Ice. Snow hides ice on the pavement, so be cautious when riding on snow.

Build-up. With piles of snow on the right, ride in the middle of the right lane. Let cars pass in heavy traffic. But remember, you are required by law to ride only as far to the right as is practicable, and riding through deep slush piles is not practicable!



Winter Bike Care

Rims: When wet, brake pads grip aluminum rims better than they do steel.

Tires: Fat tires have better traction. Tires less than 1 1/4" wide work better on wet streets when under-inflated. Use tires with a deep tread pattern.

Salt damage: With lots of winter riding, occasionally wipe your frame, rims, spokes, and derailleurs, and lube your chain. Use a toothbrush for hard-to-reach parts.

Fenders: They beat almost anything to keep you dry on wet pavement. The newest plastic ones are inexpensive and light, but can break if installed wrong.

Bearing damage: After biking in wet weather put your bike indoors so bearings can dry.

Brakes: Grime builds up on brake pads, making them squeak or scratch your rims. Run a rag between each pad and the rim, like shining a shoe. Occasionally remove the wheel and check pads for wear.

Dressing for Cold & Wet Weather

People who bicycle in the cold and rain aren't nuts; they're just dressed right. But How? Here are some ideas:

Ears: Wide headbands or earmuffs fit under your helmet.

Neck: Wool scarf, cotton turtleneck, or neck gaiter keeps icy air from blasting down your shirt.

Hands: Use gardening or fishing gloves, ski gloves, or thickly lined hunter's gloves. Make sure gloves will grip brake handles well.

Crotch: To prevent unusual frostbite, avoid porous warm-up pants. Wear wind-proof tights or pants.

Legs: When it's cold but dry, wear loose-fitting, average-weight pants. When it's colder use long underwear or a second pair of tights.

Feet: Wear heavy wool socks or two pairs of socks. (Wool dries more quickly than cotton.) Knee socks protect shins from cold from below. When it's really cold and wet, wear rubber boots.

Head: Cover it unless you have thick hair. A tight-fitting hood covers your ears and fits under your helmet.

Hoods: Don't use loose-fitting hoods that block peripheral vision.

Neck: High collar or hood keeps water from going down your neck.

Rain gear: Wear a waterproof jacket. If sweat's a problem, wear a loose or vented jacket, a waterproof poncho that lets in air from below, or a cyclist's rain cape that hooks to handlebars to keep it out of your tires.



Need some support or want more information? Here are some places to go, people to see, and web addresses to check out.

WEB PAGES

The place to start in Madison is the **Bicycling Community Page**. It lists people, groups, events, and other resources to help you with whatever kind of biking you want.

<http://danenet.wicip.org/bcp>

For information on commuting, go to the **Bike To Work Week page**. There you will find answers to many questions, encouragement, books, people, ideas, more web links, and fun.

<http://www.btww.org>

MAPS

Madison Bicycling Resource Guide & Route Map.

Suggested routes and ratings for Madison roads and bike paths plus a listing of local resources. Available free at public libraries, bike shops, or the Madison Municipal Building.

Bicycle Map of Wisconsin (set of four). Every state and county road in Wisconsin rated for how bicycle friendly they are. Very comprehensive. Retailing in bike shops, or call the Bicycle Federation of Wisconsin.

CLASSES

Effective Cycling, will make you feel more comfortable riding on the streets. Classes are taught in many locations in Madison and around Wisconsin. Check with the Bicycle Federation of Wisconsin or look on their webpage.

Repair classes are available at many local bike shops and through mini-course community centers. You will feel more confident on your bike if you know how to change a flat or adjust your brakes.

BOOKS

If you want to learn more about bicycle commuting, refer to some of the books listed below. Check your favorite bookstore and public library for more titles.

Urban Bikers' Tricks and Tips, by Dave Glowacz, Wordspace Press, 1998. A wonderful, funny, and very informative book on how to get around in a city.

Bicycle Commuting Made Easy from Bicycling Magazine, 1992. This book covers riding in traffic, eating right, and commuting in icky weather.

Street Smarts - Bicycling's Traffic Survival Guide, by John Allen, Rodale Press, 1988. Available from Rodale Press. Good introduction to effective cycling techniques.

The Essential Bicycle Commuter, by Trudy Bell, McGraw Hill, 1998. A complete guide to pedalling to work and shopping.

Effective Cycling, by John Forester, MIT Press, 1992. Excellent detailed discussion of many aspects of bicycling and bike maintenance.

GROUPS

To encourage you to get out and bike, try contacting one of the groups listed on the Bicycling Community Page, including:

Bicycle Federation of Wisconsin.

Statewide non-profit advocacy and education.

106 E Doty St., Ste. 10

PO Box 1224

Madison, WI 53701-1224

251-4456

bfw@mailbag.com

Bicycle Transportation Alliance of Dane County.

Local advocacy and information.

PO Box 641

Madison, WI 53701-0641

Bikies@cyclimg.org

Bombay Bicycle Club. Groups rides at all levels.

PO Box 45685

Madison, WI 53744-5685

PEOPLE

Pedestrian-Bicycle Safety Coordinator
Madison Department of Transportation
PO Box 2986
Madison, WI 53701-2986
608-266-6225

State Bicycle Coordinator
Wisconsin Department of Transportation
4802 Sheboygan Ave.
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