

Beyond Bike Racks

12 ways Thunder Bay businesses can create
and support a workplace bike culture



ecosuperior
ENVIRONMENTAL PROGRAMS



Thunder Bay District
Health Unit

#1 - Offer secure bike parking

Bike parking is essential to bike culture. The City of Thunder Bay offers a **Bike Racks for Business** program. This includes a free site visit and assessment; high-quality, custom 'Thunder Bay' bike racks; all mounting hardware; free bike rack delivery; and bulk purchase pricing. Visit: thunderbay.ca/en/city-services/bike-parking.aspx

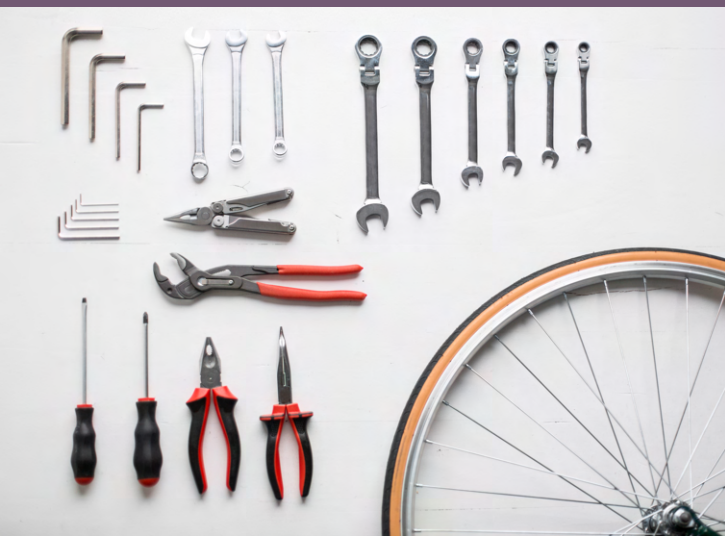
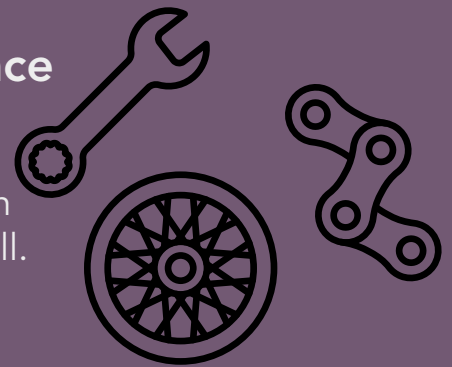


#2 - Financial incentives

When it comes to bike commuting, give your workers incentives! Consider a small bonus, refund, or reimbursing bike mileage costs for employees who leave their cars at home and ride their bikes to work instead. Mileage can be provided at the same rate as car travel or at a reduced rate. Remember: just like cars, bikes need maintenance!

#3 - Organize a bike tune-up day at your workplace

Consider a Bike to Work event, and on that day, have a bike shop come in to offer tune-ups or repairs. A local bike shop is a great resource in supporting a workplace bike culture. By partnering with them, you can possibly secure discounts for your employees as well.

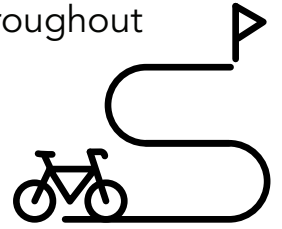
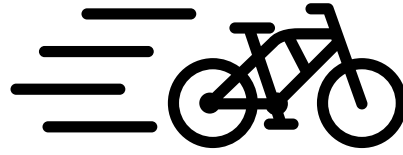


#4 - Purchase an office bike toolkit

For under \$100, you can provide your employees with peace of mind. A tire pump, multi-tool, tire patch, and tire levers go a long way in helping your employees make repairs to their bikes and get back on the road quickly!

#5 - Participate in a biking challenge

Sign up for Tbay on the Move's Active Commute Challenge, which takes place every year for the month of June! Check it out at www.tbayonthemove.ca You can also run your own workplace bike challenges with incentives and prizes throughout the year!



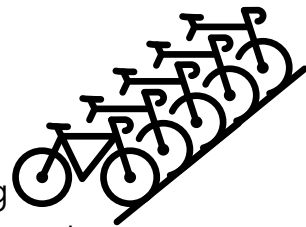
#6 - Offer classes on the rules of the road

Although we've all used the expression "it's as easy as riding a bike", the reality is that fear of traffic prohibits many would-be cyclists from hitting the roads. **Safe Cycling** offers courses for workplaces which can increase confidence to try bike commuting while supporting team-building and wellness.

Safecyclingthunderbay.com/workplace-courses/

#7 - Provide access to shared bicycle(s)

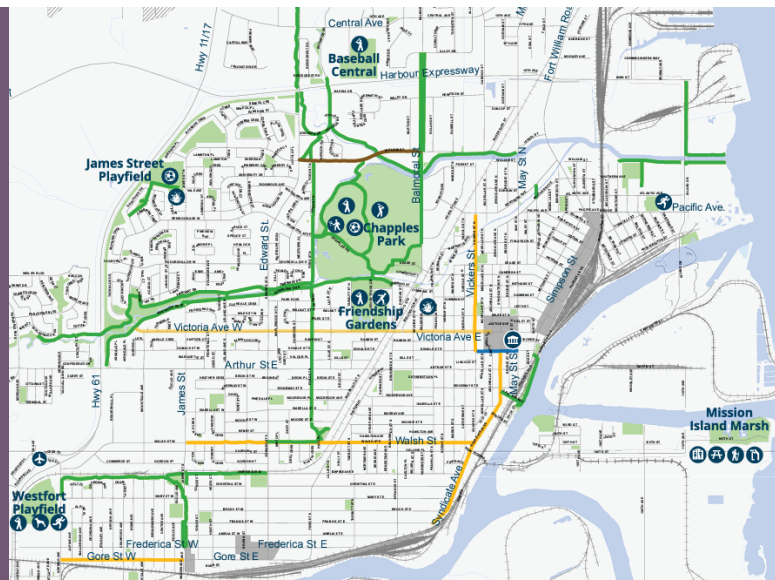
Not everyone has a bike; make it easy and accessible for your employees to adopt a bike commuting culture by creating a workplace bike fleet! Providing even just one shared bicycle for employees to sign out can be enough to support this bike culture shift. For more information on how to get started, please contact Leena Pehkonen at Leena.Pehkonen@tbdhu.com.



#8 - Maps of Bike Routes

Provide access to maps that highlight the best bike commuter routes to work. For new cyclists, recommend riding with a buddy. Having a route and a buddy will help create confidence and motivation to sustain biking to work. Visit the City of Thunder Bay's Bike Lane and Multi-use Trail Map to start mapping out your routes!

thunderbay.ca/en/recreation/-bike-lane-and-multi-use-trail-map.aspx



#9 - Relaxed Dress Code

Biking is active! Having a relaxed dress code allows people to dress accordingly and be well equipped to hit the road. If possible, consider incorporating changing facilities into your workplace. This could include a designated change room, lockers, and/or showers.



#10 - Give employees free Thunder Bay Transit passes

There's nothing more exhilarating than whizzing downhill to your meeting with the knowledge that you can take the bus back uphill to work. A bus pass also works as a backup plan in case you run into mechanical trouble or inclement weather (Thunder Bay Transit keeps their bike racks on year-round!) A sheet of 10 tickets is \$25 and can be shared office-wide for attending meetings or commuting to and from work. Visit: thunderbay.ca/en/city-services/fares-and-passes.aspx#Where-to-Buy

#11 - Flexible work schedule

Accommodating a flex start time or a modified workday can encourage employees to adopt an active commute. Research shows that employees who bike to work are more productive, take less sick days, and are overall healthier and happier.



#12 - Have a dedicated workplace champion

To ensure success and sustainability, consider nominating a passionate staff member to help implement these initiatives. A workplace bicycle coordinator can act as a go-to resource to support employees as they adopt this workplace culture shift.



For more support on how to get your workplace involved, contact Leena Pehkonen at Leena.Pehkonen@tbdhu.com