

# BIKE-TO-WORK

## A WINNING COMBINATION FOR YOUR ORGANIZATION



Did you know that 59% of employees who ride their bicycle to work enjoy their commute, while only 38% of those who drive do?

In addition to promoting daily physical exercise, commuting by bicycle offers numerous environmental and financial benefits—not to mention the opportunity to have some fun before work! When combined with other means of transportation, the bicycle represents a cost-effective option, for your organization as well as your employees. A winning combination that all employers should promote!



Operation Bike-to-Work is active year-round thanks to the support of the Fonds d'action québécois pour le développement durable (FAQDD) and its financial partner, the Government of Québec. It also receives support from the Direction de santé publique de l'Agence de la santé et des services sociaux de Montréal and Transports Québec.

Vélo Québec would like to thank the following partners for contributing to the success of Operation Bike-to-Work: Ville de Montréal, Agence métropolitaine de transport (AMT), Voyagez Futé, Saint-Laurent Transportation Management Centre, Mobiligo and Mobil. T.

Operation Bike-to-Work is a call to action and a communications campaign promoting initiatives and tools designed to convince people to adopt the bicycle as a daily means of transportation.



For complete info on Operation Bike-to-Work  
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Vélo Québec [www.velo.qc.ca/biketowork](http://www.velo.qc.ca/biketowork)

Photos : Gaëtan Fontaine

## GOOD REASONS TO ENCOURAGE BIKING TO WORK

### PRODUCTIVITY AT WORK

Employees who rely on active transportation are more physically fit and in better health. Encouraging your employees to adopt a healthy lifestyle helps reduce absenteeism.

### SAVINGS

A bicycle parking space costs an average of 80 times less to install than a space for a car. And about a dozen bicycles can be stored in the amount of space occupied by a single car! A strategic investment in parking facilities that allows you to save money and space.

### SPEED

For rides of up to 8 kilometres in urban areas, the bicycle is generally the fastest means of transportation. No more traffic jams, and a way for your employees to save time!

### ACTION PROMOTING SUSTAINABLE DEVELOPMENT

The use of the bicycle, a non-polluting means of transportation, helps reduce greenhouse gas emissions. Go green, by doing something positive for your employees and the environment.

## PROMOTE BICYCLE COMMUTING AT YOUR WORKPLACE

### MAKE IT EASIER FOR YOUR EMPLOYEES TO BIKE TO WORK

• Access to safe and conveniently located indoor and outdoor bicycle racks (ideally, closer to the entrance than car parking lots).

• Information and tools to distribute among your employees (e.g. maps of accessible bikeways, Vélo Québec Web site), sharing experiences and interesting routes with other employees who commute by bike, via an electronic bulletin board or intranet.

• Access to a change room with showers and lockers (where cyclists can freshen up and leave a change of clothes).

### OFFER BENEFITS TO EMPLOYEES WHO BIKE TO WORK AND REWARD THEIR EFFORTS

• Transportation allowances for employees who commute actively. If you provide benefits to motorists, such as free or reduced-rate underground parking, also offer benefits to cyclists.

• At least three guaranteed taxi trips home per year, in the event of an emergency or a mechanical problem, for employees who bike to work.

• Hold a prize draw for employees who bike to work, publish a profile of an employee who bikes to work in your internal newsletter, organize a breakfast for all employees who bike to work, once or twice per season.

• Agreements with local retailers: discount on the purchase of a bicycle or accessories, annual bicycle tune-up, etc.

• Organization of a bicycle day during the Montreal Bike Fest, or bicycle outings at lunchtime or on the weekend.

### LEAD THE WAY...

There is no better example than a senior manager using the bicycle as a means of transportation. So why not give it a try, even once a week?

These tips will allow you to join the community of bicycle-friendly companies and organizations—and maybe even win our Bicycle Friendly Organization Award!



## SERVICES OFFERED BY VÉLO QUÉBEC

### OPERATION BIKE-TO-WORK

An easy way to join the ranks of bicycle-friendly organizations. Register your organization for Operation Bike-to-Work. Vélo Québec will use its expertise to provide you with support and promotional tools to help you implement this initiative. Registration is free.

You can register on line at [www.velo.qc.ca/biketowork/subscription](http://www.velo.qc.ca/biketowork/subscription)

### TOOLS

We can provide you with a series of documents designed to assist you with your efforts, including a how-to guide on bicycle parking facilities and various tip sheets.



## Bicycle Friendly Organization Award

With its Bicycle Friendly Organization Award, Vélo Québec wants to highlight the dynamism and commitment of organizations that take concrete actions in the workplace to encourage their employees to choose active and sustainable means of transportation such as the bicycle.

Any business or organization registered for Operation Bike-to-Work can submit its candidacy for the Bicycle Friendly Organization Award. Just complete the entry form and return it to Vélo Québec by **no later than August 21, 2009, at 5 p.m.**

The recipients of the Bicycle Friendly Organization Award in each of three categories (organizations with less than 100 employees, organizations with 100 to 1,000 employees and organizations with more than 1,000 employees) will be announced on World Car Free Day, which will be held in Montreal on September 22, 2009.

To obtain an entry form or more detailed information on the Bicycle Friendly Organization Award, visit [www.velo.qc.ca/biketowork](http://www.velo.qc.ca/biketowork).

## SERVICES IN THE WORKPLACE

### • VISIT BY OUR EXPERTS

They can determine how best to install bicycle parking facilities in or around your workplace.

### • BICYCLE COMMUTING WORKSHOPS

Our workshop leaders can visit your workplace and answer your employees' questions about commuting by bike.

### • NEW OUR CYCLING IN THE CITY COURSE

Offered to employees who are concerned about riding on car-filled city streets.

## CONSULTING SERVICES

Contact us for customized answers to your questions and to learn about actions that have proven to be effective among other bicycle-friendly organizations.



## The practical, green and active solution for short work-related trips.

Use the bicycle to make it easier for your employees to make short work-related trips, while encouraging them to adopt healthier habits and do their part for the environment!

Transportation Management Centres (TMCs) can help you set up and manage a fleet of self-serve bikes through the AccèsVélo program. This turnkey service includes bicycles, maintenance, promotional activities and follow-up.

Over 42,000 employees on the Island of Montreal are already taking advantage of the AccèsVélo program. A unique way to promote active transportation, and to do your part for the environment and the health of your employees.

TMCs offer a full range of sustainable transportation services, adapted to the needs of companies and institutions, in order to promote alternatives to single-passenger car trips.

For further information, feel free to contact one of Montreal's three TMCs:

**SAINT-LAURENT TMC** • 514-855-5757 • [www.destl.ca](http://www.destl.ca)

Saint-Laurent, West Island, Laval and North Shore

**MOBILIGO** • 514-739-0463 • [www.mobiligo.ca](http://www.mobiligo.ca)

Côte-des-Neiges-Notre-Dame-de-Grâce and surrounding area, Montreal East

**VOYAGEZ FUTÉ** • 514-843-9122 • [www.voyagezfute.ca](http://www.voyagezfute.ca)

Central and southwest Montreal, and the South Shore



Weekend of June 5 to 7, 2009  
Why not form a company team to take part in Un Tour la Nuit or the 25<sup>th</sup> Tour de l'île de Montréal.

For each group of 15 employees or more registered, you will receive a discount.

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