



Employer Bike-Sharing Program Toolkit

Bike sharing programs offer employees, students, and residents the opportunity to utilize a bike for short-term trips without having to maintain and store the bikes.¹ While public bike sharing programs can be challenging to implement and require significant financial investment, privately operated bike sharing programs that have a limited user pool are fairly easy to implement.

Selling points:

- Benefits of a fit workforce
 - Higher energy levels
 - Higher morale
 - Better employee retention
- Time-savings on short errands during heavy traffic times
- Favorable PR as a company-driven green initiative

Up-front Capital Investments:

- Bicycle fleet
- Locks for bicycles when they are in use, with keys (not combinations)
- Storage area for bikes not currently in use, with enough free capacity for every bike in the fleet to be stored without inhibiting users from taking bikes out. Bike Lockers can also be used.
- Established tracking/checkout protocols
- User education and outreach

Continuing operational costs:

- Fleet maintenance – offers an opportunity to partner with a local bike shop or bicycle advocacy group
- Staff time – for monitoring bike use, and scheduling checkouts and returns

Other things to keep in mind:

- Potential liability – there are several ways to manage liability, and this list is not exhaustive:
 - Purchase liability insurance (this may not be necessary, depending upon current insurance)
 - Require that all users sign a waiver before being allowed to check a bike out
 - “Ride at your own risk” notices at the bike storage area and on each bike
 - Bicycle training
- Helmets - Provision of helmets is problematic for a number of reasons. Helmets are considered necessary for safe riding, but are usually fitted on an individual basis. Providing a shared helmet is also not hygienic. It is important to note that Colorado does not have a mandatory helmet requirement. Encourage employees to bring their own helmet, and potentially offer fitted helmets as prizes during promotions.
- Program oversight – it is important that the bike sharing program is owned by a particular department, which will ensure that the fleet is safe, secure and well-maintained.
- Bicycle facilities
 - Space for employee-owned bikes – initiating a shared-bike program for employees offers a good opportunity to add an additional employee benefit: on-site covered and secure bike storage.

¹ For a complete overview of Bike Sharing, visit <http://bikepedwiki.scag.ca.gov/bikepedtransportation/node/147>.

Cost to start a Bike Sharing Program (estimate from Golden Bear Bikes):

	Cost	Notes
Bike	-Internal hub: \$500-850 -Derailleur: \$400-600 -Cruiser: \$250-400	-8-speed, shorter trips, less maintenance -21-speed, longer trips, more maintenance (damage) -1- to 3-speed, heavy bike, more feminine
Lock and Chain	\$10-20/bike	With key, not combination, users secure bike during trips
Stickers	\$50 for 500 2"x4" weatherproof printable labels (Avery)	For each bike, with "Ride at your own risk; helmet recommended for riding; do not ride after dark" language, and instructions for reporting maintenance issues.
Bike Lights	\$40-60 for front and back	Per bike.
Fenders	\$20-30	Per bike.
Luggage Rack	\$30-50	Per bike.
Bike Locker	~1,200/2-bike locker	If there is no appropriate space for secure storage on-site.
Helmets	\$25-40	Helmets do have hygienic and fit issues, but if employer is uncomfortable with not providing one, here is the cost.

Ten West checkout Release Agreement:

Test Ride Conditions and Release Agreement

Please Read Carefully. This is a Release of Liability.

1. I acknowledge that riding bicycles involves inherent risk of physical injury. I expressly assume all risks associates with participating in this Activity, including without limitation: changing weather conditions; existing and changing riding surfaces; variations in terrain; rocks; pot holes; collisions with vehicles, bikes, other person and other objects, man-made or natural. Despite all the risks, I voluntarily choose to participate in the Activity and acknowledge that I am riding at my own risk.
2. I agree to wear a bicycle helmet (bicycle helmet required on all checkouts) at all times. I agree not to permit any other person to use this equipment. I agree to return all of the equipment at the designated time and agree to pay replacement costs for any item not returned or damaged.
3. In consideration of testing the equipment, I agree to indemnify, release and hold harmless Ten West at Westmoor (its affiliated companies, their respective agents, officers, directors, owners, contractors and employees (collectively, the "released parties")) for any and all claims, that I might state as a result of physical injury, including death, or property damage sustained in connection with the Activity, including claims based on negligence or breach of warranty. I further agree that if anyone is physically injured or property is damaged, while I am engaged in this Activity, I will have no right to make a claim or file a lawsuit against the Released Parties. I agree to defend and indemnify the Released Parties for any and all claims, including subrogation, and/or derivative claims brought by any third party or insurer, which I may cause.
4. This Release of Liability supersedes any other agreements or representations by or between the parties and is governed by the laws of the State of Colorado and is intended to be interpreted as broadly as possible and shall be binding to the fullest extent of the law. I agree that exclusive jurisdiction and venue for any legal action shall be in the county district court of the State of Colorado. If any part of this contract is determined to be unenforceable, all other parts shall be given full force and effect.

I HAVE READ CAREFULLY THIS RELEASE OF LIABILITY AND FULLY UNDERSTAND ITS CONTENTS. I REPRESENT THAT I AM AT LEAST 18 YEARS OF AGE. I AM AWARE THAT THIS IS A RELEASE OF LIABILITY AND I SIGN IT OF MY OWN FREE WILL.

Steps for implementation:

- One. Determine the implementation and maintenance budget for the program. Identify funding sources and opportunities for funding, including grants.
- Two. Evaluate the programmatic elements of your company to determine where a bike sharing program should belong. Obtain agreement between all departments (if applicable) about who will “own” the bike sharing program, even if the budget for the program does not come from within the department.
- Three. Evaluate the various storage opportunities you have for the bicycle fleet. The space should be convenient for employee access, be secure, and protect the bikes from the elements. The space should not conflict with any busy circulation areas – where pedestrians will be traveling throughout the day in high volumes. It is optimal if the space also provides employees with access to a “ride ready” area, which can be anything from a fully equipped locker room to a space out of the primary circulation paths that provides a seat or bench for employees to sit at when preparing for a ride, and a space where the bike can be “parked” temporarily.
If there is no appropriate space for storing bicycles on-site, a bike locker is a great alternative, although it will increase capital costs on the program.
- Four. Develop a protocol for reserving, taking, and returning bikes. This can be run parallel to vehicle checkout, if it exists. Checkout can also be managed manually, library-style, with an entry log capturing the user, the date and time reserved for the bike to be checked out, and the time the bike is expected to be checked back in. Determine a primary staff member who will be responsible for the bike sharing program on a daily basis, and ensure that there are 2-3 other people who are knowledgeable about the program and can take over if the primary contact is unavailable. Ensure that bike keys are secure, and, if possible, that the check-out process is directly supervised.
- Five. Determine a routine maintenance schedule (to check all bikes and insure they are functioning properly), and a special maintenance protocol (this could be an agreement with the bike shop where the bikes are purchased), to ensure that the fleet will continue to be safely maintained.
- Six. Purchase a bike fleet with locks, ensuring that there are several copies of lock-keys. This is a good opportunity to partner with a local bike shop. If purchasing bikes with them, negotiate a maintenance contract, and see if they can offer a staff member to present on bike safety and rules-of-the-road prior to program launch.
- Seven. Begin outreach efforts to employees. This can be timed for community-wide bike events, like “Bike to Work Day.” Ensure that employees have ample opportunities to become trained. Culminate outreach efforts in a special employee event – a competition, a pledge, etc. A good idea for outreach: bike-related prizes with company logo, like flashing lights, pant leg cuff clips; or fitted bike helmets.
- Eight. Launch the program. Monitor closely to immediately correct any programmatic issues that arise.
- Nine. Follow all established protocols for reservation, checkout, return, oversight, and maintenance (both routine and special). Continually encourage employees to utilize the fleet for mid-day travel.
- Ten. Evaluate the program after six months and twelve months. Modify program as the need changes.