



# GoByBikeBC

BIKE IT. YOU'LL LOVE IT.

## BIKE-FRIENDLY BUSINESS GUIDEBOOK





## Greetings!

We're glad you've picked up this guidebook! Whether your workplace is already cycling-friendly or just beginning the journey, you'll find ideas and inspiration here to make biking an easy and enjoyable choice for your team.

### **Purpose of This Guidebook**

This guidebook is designed to help employers of all sizes across British Columbia create more bike-friendly workplaces. By offering practical tips, policy examples, and ideas for facilities and incentives, it aims to make cycling a convenient, safe, and appealing option for employees. Through these actions, businesses can support healthier staff, contribute to sustainable communities, and reduce emissions associated with transportation.

### **Who This Guide Is For**

This guidebook is for every employer who wants to make cycling a practical and appealing choice for their team. No matter your location, industry, or resources, there are steps you can take to support cycling and enjoy the benefits of a healthier, more sustainable workplace.

### **What You'll Gain From This Guide**



By the end of this guidebook, you'll have:

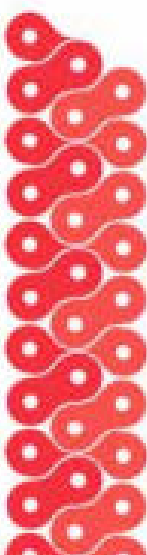
- Practice strategies to make your workplace more bike-friendly, regardless of location and size.
- Examples of workplace policies that encourage and support cycling.
- Inspiration for incentives that build and support active transportation in your communities.
- Tips for creating a cycling culture that boosts employee well-being and strengthens community connection





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Why Be Bike  
Friendly?





## Economic Benefits

### **Lower Transportation Costs:**

Supporting cycling can reduce the demand for employee parking, saving on space and maintenance costs. In addition to this, it reduces transportation costs, which in turn drastically reduces household costs.

For example, choosing cycling over an automobile for transportation can reduce the cost from \$0.67/km to \$0.24/km. GoByBike BC saved BC households over \$3 million in transportation costs by encouraging cycling.

### **Increased Productivity:**

Employees who cycle to work often arrive energized and focused, leading to improved performance.

### **Better Retention and Recruitment:**

Offering bike-friendly perks can make your workplace more attractive to new hires and help keep your current team engaged.

### **Reduced Absenteeism:**

Active commuters tend to take fewer sick days, thanks to the health benefits of regular exercise.

## *Boosting Business Through Bikes*

## Health, Environment & Lifestyle Impact

- Improved Physical Fitness:** Cycling builds strength, stamina, and cardiovascular health.
- Better Mental Health:** Regular physical activity is linked to reduced stress, improved mood, and better concentration.
- Work-life Balance:** Cycling can be a built-in part of an employee's daily routine, making it easier to fit exercise into busy schedules.
- Lower Emissions:** Every bike trip replaces a car trip, helping to reduce greenhouse gases and air pollution.
- Positive Reputation:** Being recognized as a bike-friendly employer strengthens your standing as a sustainable and socially responsible organization.
- Safer, Friendlier Streets:** More people cycling means less traffic congestion and safer conditions for all road users.







# About GoByBike BC





## Mission

Our mission is to inspire everyone to GoByBike.

## Vision

A future where everyone has the opportunity to experience the joy of cycling – for work, for play, for well-being, for the planet.



## GoByBike BC Support for Bike-Friendly Businesses

GoByBike BC has been supporting and encouraging active communities throughout BC since 1995, and we are so excited to be expanding our reach even further within BC co through our Bike-Friendly Businesses program.

By joining the Bike-Friendly Businesses program, you also become part of an active community and contribute to making the world a better place. Through encouraging Bike-Friendly teams, you are creating healthier communities, stronger connections, more inclusive access, and lastly, happier people – cycling is proven to reduce stress, boost mood, and support mental health. When individuals feel better, workplaces and communities thrive!



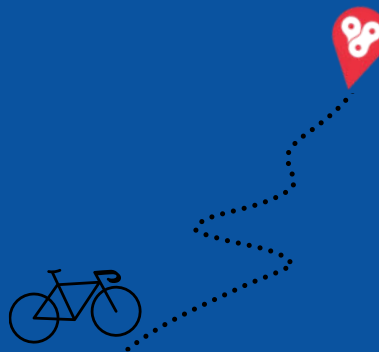


## What Being Listed with GoByBike Means



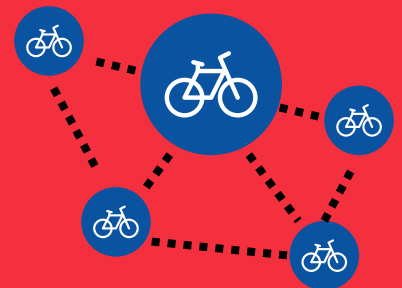
### Credibility:

GoByBike BC is widely known for its GoByBike Week campaigns. Having your business officially listed on our website will add to the credibility of your organization as Bike-Friendly business.



### Visibility:

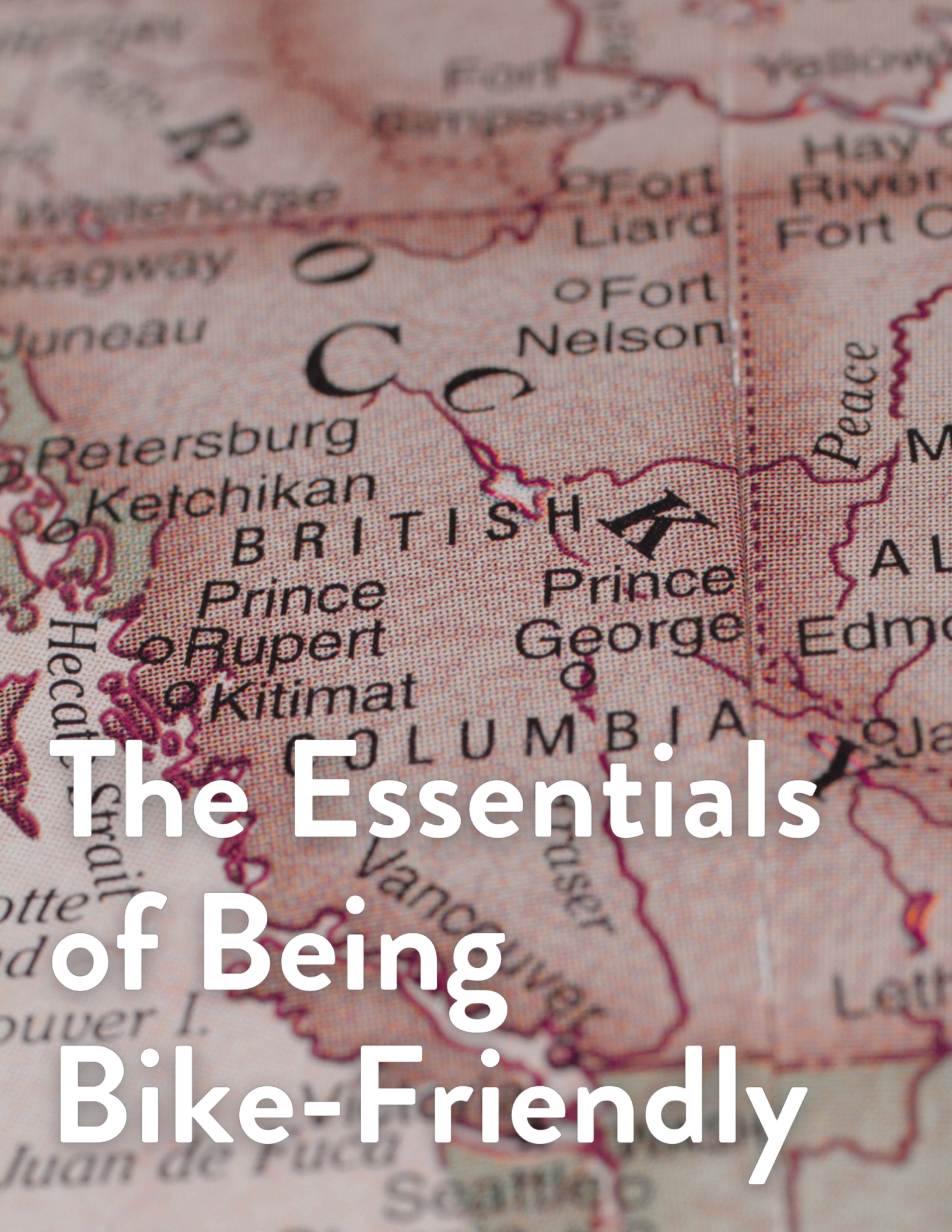
You will gain visibility on our website where all Bike-Friendly Businesses will be listed. This is where the public can navigate and view who is listed as a Bike-Friendly Business within the province.



### Community Connection:

Joining our community highlights your business's commitment to health, sustainability, and accessibility; while helping you draw in more participation, support your team's well-being, and connect with a positive, active network.





# The Essentials of Being Bike-Friendly





Creating a bike-friendly business means more than just offering a rack outside. It's about making cycling a convenient, safe, and welcoming choice for employees, customers, and community members.

Here are the key elements to consider:

## Secure & Visible Bike Parking

Safe, convenient bike parking is the cornerstone of a bike-friendly business. Consider:

- **Visibility:** Place racks or storage areas in well-lit, highly visible locations to deter theft and make them easy to find.
- **Security:** Provide options for locking both the frame and wheels, such as sturdy racks, lockers, or covered storage.
- **Capacity:** Ensure you have enough spaces for employees, customers, and visitors during peak hours.

**Tip:** *Even a small increase in bike parking can make your business much more welcoming to cyclists.*



## Wayfinding & Signage

Here is how you can help riders find their way to your business quickly and easily:

- Place **signs at entrances or along key pathways** to guide cyclists to bike parking.
- Include **directional signage** on your website, social media, or listings to highlight entrances, amenities, and bike-friendly features.
- Consider using **bike route maps or digital directions** if you are located in a larger commercial or industrial area.





## On-Site Amenities

Providing amenities makes cycling practical and enjoyable:

- **Repair tools & air pumps:** Even a small repair station can help riders stay on the road.
- **Water refill stations:** Keep cyclists hydrated and reduce single-use plastic waste.
- **Showers & changing facilities:** Especially helpful for staff or commuters who ride longer distances.
- **Lockers or gear storage:** Secure storage for helmets, bags, and cycling equipment improves convenience.

## Staff Engagement

A bike-friendly culture starts internally:

- **Encourage** employees to bike to work and share their experiences.
- Provide **incentives** such as rewards, recognition, or flexible scheduling for cycling commutes.
- Include **bike-friendly practices** in onboarding, training, or wellness programs.

***Tip: Engaged staff often become ambassadors for your bike-friendly business, spreading awareness to customers and the wider community.***

## Accessibility for All Riders

Cycling is for everyone — consider features that support a diverse range of riders:

- **E-bike charging stations:** Support longer-distance commuters and those using electric bikes.
- **Adaptive cycles:** Accommodate riders with mobility challenges.
- **Family-friendly features:** Wide paths, accessible parking, and safe storage for cargo or child bikes.
- **Inclusive design:** Ensure entrances, pathways, and facilities are safe and accessible for riders of all abilities.

A truly bike-friendly business combines safe infrastructure, practical amenities, staff engagement, and accessibility.

These elements not only make cycling convenient but also signal to your community that you support active, sustainable transportation.







# Grants, Incentives & Funding Sources





## Provincial Funding Opportunities

Businesses in British Columbia can access a range of funding programs to support bike-friendly initiatives. The province provides dedicated Active Transportation Grants which cover up to 70% of project costs for infrastructure such as bike racks, end-of-trip facilities, and improved cycling access.

If you are a Bike-Friendly business and GoByBike BC member, we can serve as your provincial partner in navigating these opportunities, helping you identify, apply for, and maximize funding programs at the local, regional, provincial, and federal level that align with your business needs. As BC's leading provincial Active Transportation organization, GoByBike BC brings credibility, expertise, and established relationships with funding agencies that make your application stronger.

## Infrastructure Support & Tax Incentives

Installing cycling infrastructure such as racks and lockers, is not only supported through grants but can also qualify as a business expense deduction under federal and provincial tax rules. Some municipalities have bylaws that allow development cost offsets when businesses include high-quality cycling infrastructure in new buildings or renovations.

Businesses may also benefit from utility rebates and climate action incentives for improving accessibility and reducing vehicle trips. Partnering with GoByBike BC ensures you are aware of the full suite of available supports and incentives, and positions your business as part of a coordinated, province-wide movement to make cycling safer and more accessible.





## Finding the Right Fit for Your Business

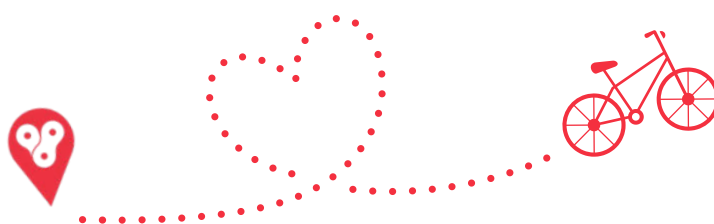
Not every bike-friendly investment looks the same. A café may benefit most from secure outdoor racks to attract customers on bikes, while an office tower may need indoor bike parking, lockers, and showers to support daily commuters. Retailers can consider offering cycling accessories or discounts for customers who arrive by bike.

To find the right fit, businesses should ask:

- **Who** are our customers and employees?
- **How** do they travel to us?
- **What** small changes would make biking easier for them?

Starting with these questions ensures investments are practical, visible, and aligned with real needs.

By working with GoByBike BC, businesses gain a trusted provincial partner who can provide guidance, resources, and best practices from across the province. Even modest steps like staff bike share fleets or clear wayfinding signage can deliver significant community goodwill and customer loyalty when supported through GoByBike BC's provincial expertise.







# Building Your Own Support Programs





## Sponsorship Programs

Sponsorship is a powerful way for businesses to align with the cycling community while gaining visibility. By supporting local and provincial cycling initiatives, businesses demonstrate commitment to healthy, sustainable transportation.

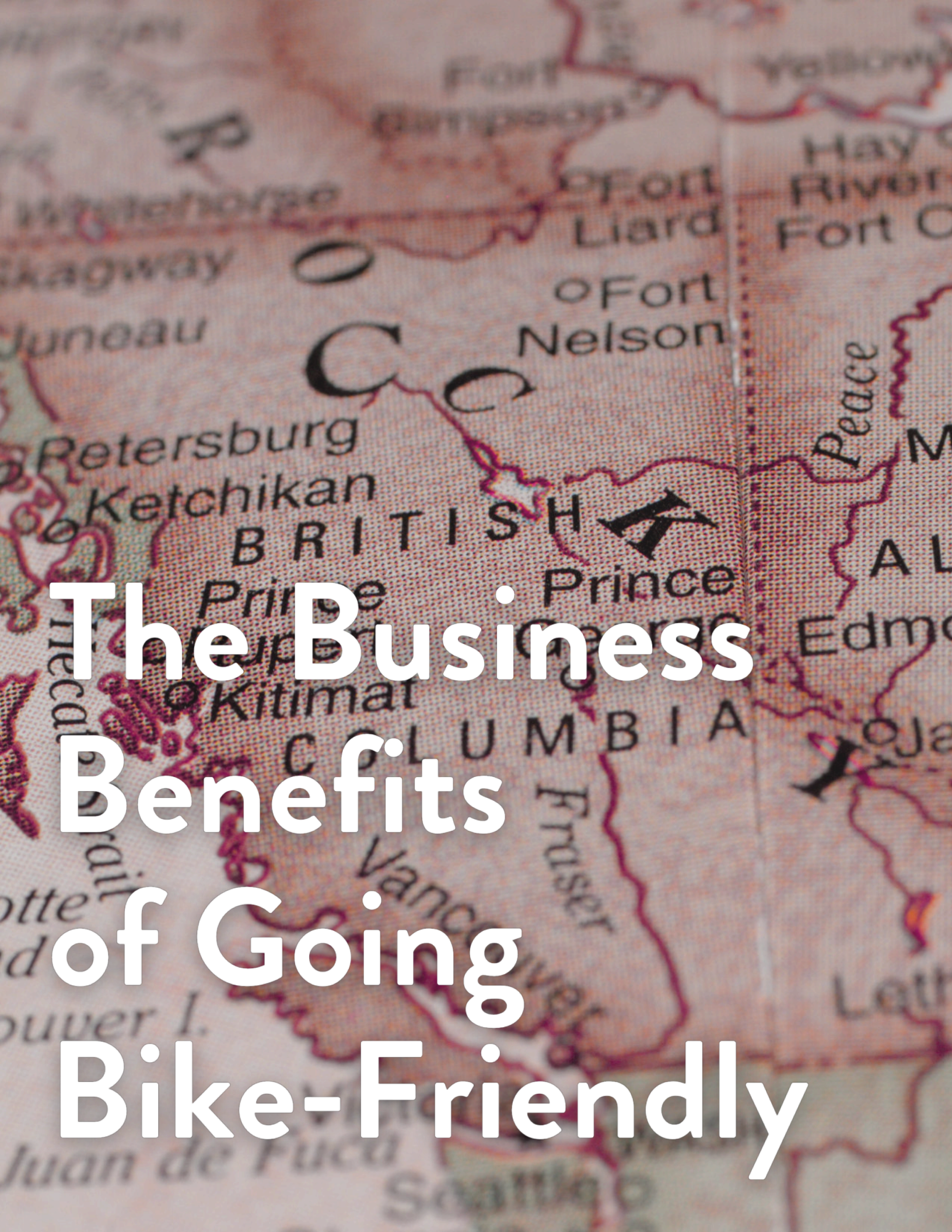
- Partnering with local and regional bike groups, events & teams – Increases community presence and builds direct connections with active residents.
- In-kind support opportunities – Contributions such as food, prizes, or services reduce event costs and showcase your business offerings.
- Leveraging GoByBike events and provincial network – Access province-wide exposure through GoByBike's events, campaigns, and promotional reach.

## Membership Programs

Membership programs reward and attract customers who choose to bike, while reinforcing loyalty and repeat visits. They also create opportunities to connect with other bike-friendly businesses.

- Loyalty perks for cyclists – Punch cards, points programs, or exclusive offers for those arriving by bike.
- Discounts & special offers for bike riders – Simple, visible incentives to encourage cycling customers.
- Co-promotions and challenges with other bike-friendly businesses – Joint campaigns build community, expand reach, and create fun incentives for riders.





# The Business Benefits of Going Bike-Friendly





Supporting cycling isn't just good for the environment — it also brings tangible benefits to your business, employees, and community.

Here's how being bike-friendly can make a difference:

## Customer Loyalty & Attraction

Cyclists are a growing and engaged market. By providing bike-friendly amenities, your business:

- **Attracts** cyclists who may become repeat customers.
- **Signals that you care** about accessibility, convenience, and community well-being.
- **Encourages** word-of-mouth promotion within local cycling networks and online communities.

***Tip: Even small gestures, like visible bike parking or discounts for cyclists, can enhance customer satisfaction and loyalty.***

## Brand Image & Reputation

Joining the movement to support cycling aligns your business with sustainability and healthy living:

- **Strengthens** your brand's environmental and social responsibility credentials.
- **Demonstrates** leadership in promoting active transportation.
- **Increases** positive visibility in the community, on social media, and in local media coverage.

***Being recognized as a Bike Friendly BC business can become a badge of pride for your brand.***



## Employee Wellbeing & Retention

Encouraging staff to bike to work or use active transportation has measurable benefits:

- Supports physical and mental health, reducing stress and improving overall wellbeing.
- Can reduce commuting costs for employees, enhancing satisfaction.
- Boosts engagement, productivity, and retention through a healthy, active workplace culture.

***Tip: Consider incentives for staff who bike regularly — even small rewards or recognition programs go a long way.***

## Tourism Appeal



BC is a top cycling destination, with scenic routes and active tourism programs:

- Bike-friendly businesses become **appealing stops for tourists**, whether for retail, dining, or services.
- Being visible in cycling maps, directories, and GoByBike Week promotions **connects your business** to visitors exploring by bike.
- Attract new markets while **highlighting your community** as a cycling-friendly destination.

## Economic & Community Development Appeal

Supporting cycling benefits not just your business but the broader community:

- **Contributes** to safer, healthier, and more sustainable neighborhoods.
- **Encourages** foot traffic and local spending, **strengthening** the local economy.
- Builds **goodwill and partnerships** with local organizations, advocacy groups, and municipalities.

Being bike-friendly isn't just good citizenship — it's a strategic business decision.

From attracting loyal customers and engaged employees to enhancing your brand and connecting with tourism networks, supporting cycling creates lasting benefits for your business and community alike.







# How to Get Listed with GoByBike BC





## Eligibility & Requirements

Bike Friendly BC recognizes businesses that actively support and encourage cycling for employees, customers, and the community. To be eligible for recognition and listing in the Bike Friendly BC directory, your business must:

1. Operate in British Columbia.
2. Provide at least one bike-friendly feature for employees and/or customers (e.g., secure bike parking, repair tools, water refill station, change facilities, or discounts for cyclists).
3. Commit to maintaining these features in good working order.
4. Agree to be listed publicly in the Bike Friendly BC online directory.
5. Support the GoByBike vision to make cycling a safe, enjoyable, and accessible choice for everyday trips.

***For a quick way to see if your business meets the criteria, please refer to the Checklists for Bike-Friendly Readiness in Next Steps & External Resources.***



# Application Process – Step-by-Step

We've designed a simple process to help your business join the Bike Friendly BC network:

**Step 1: Review the eligibility criteria.**

Make sure your business meets the requirements outlined above. Use the Checklists for Bike-Friendly Readiness in Resources & Next Steps.

**Step 2: Complete the online application form.**

Provide your business details, contact information, and a description of your bike-friendly features. You'll also be asked to upload photos and agree to the program terms.

**Step 3: Submit your application.**

Once submitted, you'll have the option to receive a confirmation email with a copy of your responses.

**Step 4: Application review.**

The GoByBike BC team will review your submission to ensure it meets program standards. If we have any questions, we'll contact you for clarification.

**Step 5: Approval and listing**

When approved, your business will be added to the public Bike Friendly BC directory and you will receive a digital badge you can display on your website, social media, and physical location.

**Step 6: Stay connected.**

We'll keep you updated on cycling initiatives, GoByBike Week events, and promotional opportunities to spotlight your business.







## Maximizing Your Listing

Your presence in the Bike Friendly Business BC directory starts with a free basic listing — giving your business visibility as part of a province-wide movement to support cycling.

For businesses that want to take it further, the GoByBike BC Membership program (launching this Fall) unlocks enhanced features such as photos, detailed descriptions, and promotional opportunities. These upgrades help showcase why your business is a great stop for cyclists and make your listing stand out in the directory.

### Add High-Quality Photos

- Include **clear, well-lit images** of your bike parking, amenities, and storefront.
- Show your **location in action** — customers arriving by bike, staff using facilities, or GoByBike Week celebrations.

### Write an Engaging Description

- **Highlight** your bike-friendly features up front.
- Share your story — why your **business supports cycling** and how it fits your values.
- Mention any **special promotions** for cyclists.

### Stay Active in the GoByBike Network

- Participate in **GoByBike Week** to connect with the province-wide cycling community.
- Share your listing on your own social channels with the hashtag **#BikeFriendlyBC**.
- **Collaborate** with other recognized businesses for cross-promotion.





# Active Transportation & Your Community





## Why Active Transportation Matters in BC

Cycling and other forms of active transportation — like walking, scootering, and e-biking — have a profound impact not only on individual health but also on the wider community. Bike-friendly businesses play an important role in supporting this movement.

Active transportation contributes to a healthier, more sustainable, and connected province:

- **Health benefits:** Regular cycling reduces the risk of chronic disease by up to 30% and supports mental wellbeing, saving billions in health care costs.
- **Environmental benefits:** Transportation is BC's largest source of emissions (41%). Replacing short car trips with bike trips cuts trip-based emissions by up to 75%.
- **Affordability:** Driving costs Canadians about \$0.67 per km (~\$8,000–\$12,000 annually), while cycling costs closer to \$0.24 per km. That's a major savings for both employees and customers.
- **Traffic reduction:** With two-thirds of trips under 5 km, shifting even a fraction to active modes reduces congestion, improves safety, and creates more livable streets.

By supporting active transportation, your business becomes part of a larger solution to improve public health, environmental sustainability, and affordability in BC communities.





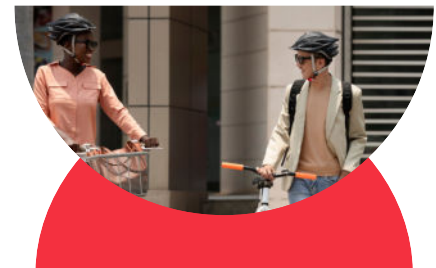
## The Ripple Effect of Bike-Friendly Infrastructure

When businesses, organizations, and municipalities prioritize cycling infrastructure, the benefits extend beyond individual riders:

- **Local economic growth:** Cyclists are more likely to stop at multiple local businesses, increasing foot traffic and sales.
  - **Community vibrancy:** Safe, accessible cycling routes create inviting public spaces and foster social interaction.
  - **Inspiration for others:** A visible commitment to bike-friendly amenities encourages other businesses and residents to follow suit, amplifying the impact.
  - **Emission reduction & cost savings:** By making cycling a practical choice, communities reduce vehicle emissions, lower transportation costs, and contribute to a cleaner environment.
- 

Even small changes like providing secure bike parking or repair stations help generate a ripple effect that strengthens the overall cycling culture and reduces reliance on cars.

## Connecting with Local & Regional Advocacy Groups



Partnering with advocacy organizations can amplify your efforts and open new opportunities:

- **Collaboration:** Join local cycling coalitions, advocacy groups, or municipalities to coordinate events and initiatives.
- **Visibility:** Advocacy networks often highlight bike-friendly businesses in maps, guides, and promotions, increasing your reach.
- **Learning & resources:** Access expertise, grants, or workshops on infrastructure, safety, and programming to better support cyclists.

***Tip: Organizations like the BC Cycling Coalition, local cycling clubs, and municipal active transportation offices are excellent starting points to strengthen your connections and grow your impact.***





# Next Steps & External Resources





By embracing active transportation, your business supports healthier, more affordable, and environmentally sustainable communities.

Every bike rack, amenity, or promotion creates a positive ripple effect — lowering emissions, reducing transportation costs, and building a stronger, more vibrant BC.



To help you on this journey, we've pulled together practical tools and references:

[Checklist for Bike-Friendly Readiness](#) – to assess where you are now and plan your next steps.

[Sample Bike-Friendly Policy for Businesses](#) – ready-to-adapt language to strengthen your workplace practices.

Together, these resources make it easier to take action, stay connected, and keep building momentum toward a bike-friendly BC.

## GoByBike BC Contact Information



info@gobybikebc.ca



www.gobybikebc.ca



(250) 462-GBBW (4339)





# Checklist for Bike-Friendly Readiness



Before you apply, confirm you meet the criteria and have the right details ready. This will make your application quick and smooth!

**1** Confirm Eligibility

**2** Gather Your Business Details

**3** Prepare for Submission

**4** After You Apply







# Checklist for Bike-Friendly Readiness



## 1 Confirm Eligibility

To be listed in the Bike Friendly BC directory, your business must:

- ☐ Operate in British Columbia.
- ☐ Provide at least one bike-friendly feature for employees and/or customers, such as:
  - Secure bike parking or racks
  - Access to repair tools or a pump
  - Water refill station
  - Change/shower facilities
  - Discounts or perks for customers arriving by bike
- ☐ *Tip: Even one simple feature, like a basic bike pump by the door, can make a big difference for riders!*
- ☐ Commit to maintaining your bike-friendly features in good working order.
- ☐ Agree to be publicly listed in the Bike Friendly BC online directory.
- ☐ Support the GoByBike vision: cycling as a safe, enjoyable, and accessible choice for everyday trips.

## 2 Gather Your Business Details

- ☐ Business name & primary contact info (email & phone number).
- ☐ Physical address (to be pinned on the map).
- ☐ A short description of your bike-friendly amenities.
- ☐ Logo & photos (Optional now, but required if upgrading to a Member Listing this Fall).
- ☐ Links to your website & social media (Optional now, but required for Member Listing).





# Checklist for Bike-Friendly Readiness



## 3 Prepare for Submission

- ☐ Complete the online application form.
- ☐ Upload your details, including the selection of which category & sub-category you would like to be listed in. You will also have optional tags you can add to make searching the directory a breeze.
- Tip: Pick the category that best matches how cyclists interact with your business — for example, a yoga studio would fit under Services, while a university campus would go under Educational Institutions.

If you have questions at any stage of the process, the GoByBike BC team is here to help — just reach out to us!

## 4 After You Apply

Once your application is submitted, the GoByBike BC team will review it to ensure it meets program standards. Approved businesses will be added to the Bike Friendly BC directory and will receive a digital badge to proudly share online and on-site. You'll also be kept in the loop about GoByBike Week campaigns, cycling initiatives, and future opportunities to spotlight your business.

Coming Fall 2025, you'll have the option to upgrade to a Member Listing for even greater visibility, featured placement, and added promotional benefits.

With this checklist completed, your business is fully prepared to apply — and to shine as part of BC's growing Bike Friendly network!



# Sample Bike-Friendly Workplace Policy

[Business Name] Bike-Friendly Workplace Policy

At [Business Name], we are committed to supporting healthy, sustainable, and active transportation choices for our employees and customers. Cycling contributes to well-being, reduces environmental impact, and builds stronger communities.

To encourage and support cycling, our workplace will:

## 1. Provide Bike-Friendly Facilities

- Offer secure and accessible bike parking for employees and/or customers.
- Ensure bike facilities (racks, lockers, showers, repair stations, etc.) are safe, maintained, and easy to access.

## 2. Promote Cycling as a Transportation Choice

- Encourage employees to cycle to work by sharing resources, safety tips, and route planning tools.
- Celebrate cycling events such as GoByBike Week and recognize employees who participate.

## 3. Support Employee Well-Being

- Offer incentives (e.g., recognition, small rewards, subsidies, or flexible schedules) to encourage active commuting.
- Provide time or facilities for employees to freshen up after biking (e.g., washrooms, change areas, or access to showers if available).

## 4. Ensure Equity and Accessibility

- Make cycling support available to all staff, regardless of role, schedule, or location.
- Strive to remove barriers that may prevent employees from choosing cycling.

## 5. Commit to Ongoing Improvement

- Maintain bike-friendly features in good working order.
- Seek feedback from employees on ways to improve our bike-friendly practices.
- Continue to explore new initiatives that support sustainable transportation.

## Policy Review:

This policy will be reviewed annually to ensure facilities, programs, and practices continue to meet the needs of our employees and align with the vision of a healthier, more sustainable community.

## Approval & Adoption:

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_



# Sample Bike-Friendly Workplace Policy

## Shorter “1-page quick policy” versions

### Version One

🚲 Bike-Friendly Business Commitment At (Your Business Name)

We are proud to support cycling as a healthy, affordable, and sustainable way to get around.

#### ☒ Our Commitments

- ☐ Provide safe and secure bike parking for customers and/or staff
- ☐ Maintain bike-friendly features (racks, tools, refill stations) in good working order
- ☐ Welcome and encourage employees who bike to work
- ☐ Share cycling resources and promote GoByBike Week
- ☐ Explore new ways to make biking easier and more enjoyable for everyone

#### Why It Matters

We believe every bike trip helps create healthier communities, reduces emissions, and makes BC a more vibrant place to live, work, and play.

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### Version Two

🚲 Quick Bike-Friendly Business Commitment

At [Business Name], we're proud to support cycling as a healthy, affordable, and sustainable way to get around.

To make our business bike-friendly, we commit to:

- ☒ Providing safe and secure bike parking for customers and/or staff
- ☒ Keeping bike-friendly features (like racks, repair tools, or water refill stations) in good working order
- ☒ Welcoming and encouraging employees who bike to work
- ☒ Sharing cycling resources and promoting GoByBike Week
- ☒ Exploring new ways to make biking easier and more enjoyable for everyone

We believe every bike trip helps create healthier communities, reduces emissions, and makes BC a more vibrant place to live, work, and play.