

Is Your Company Bike Friendly?



Bike racks.

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<http://www.reliance-foundry.com/site/reliance-foundry/images/heroes/landing-page-hero-bike-maritime-hotel-new-york-city.jpg>

The number of people who use bicycles as their main means of transportation is increasing. The people who are riding bicycles more often are doing so for many reasons: There are the cost savings and health benefits, the lighter footprint on the environment, and the convenience factors. The trend of more people riding bicycles to work and to shop is rising, particularly in North America but also in many others parts of the developed world.

This trend means that there are many reasons for making your company bike friendly. There are health benefits for employees and the general public. Profits for your business can increase. And goodwill between your business and the community will result. There are several options for making your company more bike friendly, to fit different budgets. Let's take a look at these points in more depth, below.

Higher Profits

Studies have proven that a bike friendly business will increase its profits. Why is this? It seems counter-intuitive: provide more parking for bicycles, whose owners spend less per visit at your business? But bicycle riders will make more trips to your business, thus spending more money overall. These customers tend to be local customers, within biking distance, and they will develop more loyalty to a business that is bike friendly. And they will tell their friends and fellow cyclists. It won't take long for word to spread that a business supports bicycling with adequate bike parking. Be one of these businesses and cyclists will notice.

Healthier Employees

When employers provide bicycling parking and encourage its use they find that the overall health of their employees increases. Healthier employees take less sick days and are more productive. This leads to lower health care costs and a more profitable company. Making bicycling a part of the commute to work is a great way to include

exercise into an employee's day. An employer who knows this and acts on it will also reap the rewards, not just the employees.

Environmental Benefits and Community Goodwill

Bicycles are easier on the environment than cars, this is a fact that is easily seen. A company who encourage bicycling as a means of transport for their customers and employees is making a strong commitment to helping the environment. This action will create a positive response from customers and the community at large, resulting in a more successful business. Businesses can use the fact that they have installed bike parking as the basis for local media stories, sending out press releases that tell about their commitment to the environment.

What Are You Waiting For?

As you have read, there are many good reasons for a business to become bike friendly. The longer you delay in acquiring bike parking for your business, the more opportunities you are missing out on. But you may not know what steps to take next, or are concerned about the costs. Let's look at the options for modern bike parking solutions.



A bike rack.

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<http://www.reliance-foundry.com/core/media/media.nl?id=60327&c=634698&h=9bb6773fcae80077dda9>

Bike Racks

No longer are bike racks just plain metal! The bike rack has changed over the years, and now there are many styles and colors available. They now come in several shapes, such as oval, half-circle, or "U" shapes. Color selection has improved too, with many racks complimenting the overall building plan. Bike racks can be easily installed to fit the needs of any business. Bike racks are the most cost-effective solution and can be installed with a minimum of tools and fuss. They can be permanently mounted, or mounted in such a way that they can be easily moved, should the need arise. But perhaps you have other space requirements, or design ideas? If so, take a look at the next group of bike parking solutions: bike bollards.



A bike bollard.

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<http://www.reliance-foundry.com/Removable-Stainless-Bike-Bollard-Model-R-8903-thumb.pjpeg>

Bike Bollards

A bike bollard can be very stylish, as the picture above shows. No longer are bike racks something to hide away because they don't look good: these bike racks look great! These bike parking solutions are also cost-effective and they become even more affordable as the volume ordered increases. Typically, a business will need several bike bollards to provide for their bike parking needs and this will bring the cost for each unit down.

Bike bollards can be installed in a permanent or removable capacity. Made from high grade steel and available in a variety of finishes and styles, they can provide ample bike parking for any business, while still retaining design elements of the overall infrastructure.

But what if bike racks or bike bollards are not enough? What if you want protection from the elements for your customer's and employee's bicycles, and to keep them safe from vandalism and theft? There is a great option for this and it's called the bike locker.



A row of bike lockers.

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<http://www.reliance-foundry.com/site/reliance-foundry/images/heroes/bike-locker.jpg>

In the picture is not a row of electrical boxes, or safes; but in a way they are safes. These “boxes” keep bicycles safe from most any threats. Made of tough, durable plastic, they are able to withstand decades of use before needing replacement. They need little in the way of maintenance, just maybe a wipe down and then. When it does come time to replace them, they are 100% recyclable. Best of all, they will secure the bicycles at your business, so your customers and employees who bike can do so worry free.

These bike lockers are designed to thwart thieves with high security features and strong locks. Users of these bike lockers can have peace of mind when they store their bicycles in them while visiting your business. Those who might damage bicycles parked in racks, or out in the open will have no such opportunity with bike lockers, as they are fully sealed and like a mini “safe” for a bicycles.

Here is a video about bike lockers: <https://www.youtube.com/watch?v=2jEd7VqCULk>

Bike lockers can be placed most anywhere, in various configurations, from one bike locker, to a ground of many; they can even be placed in a circular, or pie-shaped oval.

Bike lockers are cost-effective when you consider the cost of bicycles these days and what it costs to replace a stolen bike, or repair a damaged one: worse still, if the bike belonged to one of your customers! With volume purchases the cost of each bike locker comes down, and with the length of time the bike lockers last, the cost is very manageable.

Summary

A bike friendly company is a more successful company, be it with the company’s employees, their customers, or the community at large. A company that promotes bicycling and supplies parking for bike at its location will have healthier, happier employees who take less sick days, resulting in lower health care costs and higher productivity. Businesses who have bike parking will see their profits increases as bike riders will favor their storefront over those who do not have bicycle parking. The number of people who are using bicycles as their main means of transportation is a growing trend that businesses can capitalize on. The goodwill generated by having bike parking will be respected by the community and it gives the company an opportunity to do something good for the environment we all share.