



*Active Transportation
Resource Center*

California State Government Employee BikeShare Program

We will begin at 10:00 a.m.



Active Transportation Resource Center (ATRC)

- The ATRC utilizes a combination of subject matter experts from state agencies, universities, and consultants to provide active transportation resources that support the ATP.
- Overall, the ATRC provides active transportation training, tools, resources, and technical assistance to stakeholders for infrastructure and non-infrastructure project types.

<http://caatpresources.org>

Today's Speakers

- ***Jeffery Rosenhall, M.A.***, Cardiovascular Disease and Diabetes Prevention Section, Chronic Disease Control Branch, California Department of Public Health, and BikeShare Program Lead
- ***Marianne Hernandez, M.S.***, ATRC and Active Transportation Safety Program, Safe and Active Communities Branch, California Department of Public Health, and BikeShare Program Trainer
- ***Victoria Custodio, M.P.H.*** (Facilitator), ATRC Non-Infrastructure Technical Assistance Team Lead, Active Transportation Safety Program, Safe and Active Communities Branch, California Department of Public Health

Learning Objectives

- Understand the benefits of a worksite bike share program for employees
- Name key steps needed before launching a worksite bike share program
- Name three key components in operating a bike share program

Quick Poll of Attendees

Does your agency currently operate an employee bike share program?

- Yes
- No
- I don't know

Welcome, Jeffery and Marianne!

Building a BikeShare Program:

Active transportation for government employees

Jeffery Rosenhall, M.A., *LCI#2312*

Marianne Hernandez, M.S.

California Department of Public Health



Employee BikeShare Program Toolkit for Government Agencies

Launching, Implementing,
and Sustaining a
BikeShare Program



*Jeffery Rosenhall
Melba Hinojosa*
California Department of Public Health
1616 Capitol Ave, Sacramento, CA
95814

Gov't Employee BikeShare = Good!

Triple bottom line:

- **Employees:** ↑ physical activity and job satisfaction
- **Environment:** ↓ vehicle usage, ↓ GHG
- **Business:** ↓ \$\$\$ for cabs, gas, vehicle fleets, ↓ health insurance costs



Adapted from Get the Wheels Rollin: A Guide to Using Policy to Create Bicycle Friendly Communities. ChangeLab Solutions (2013).

California Department of Public Health – East End Complex

- Sacramento's urban core: Flat, compact development, growing number of bike facilities, concentration of government offices, restaurants, shops, medical buildings
- Mild climate is bike-friendly
- Perfect for a BikeShare!



How we got here

- Research conducted and proposal written (2007)
- Support + Enthusiasm from Management!

BUT:

- Concerns: cost, equipment, maintenance, bikes, staffing, liability, legal...
- Poor timing



Ideas put on hold...

Breakthroughs!

CDPH holds a
May is Bike Month
PHOTO CONTEST!

1st Prize? Lunch
with CDPH Director



Breakthroughs!

Worksite Wellness
Program =
Funding
Opportunity



KAISER PERMANENTE®



Implementation

State and Local Government
has many layers...

...ALL are important.

- Directorate
- Finance
- Legal
- IT
- Facilities
- Program
- Security



Implementation (cont'd)

- 6 Bikes + Rack : Purchased by 12/31/2013
 - 4 more added including a tricycle with basket
- Delivery helped expedite legal + facilities
 - sense of urgency & inevitability
- Procedures + Protocols designed
- Multiple approvals



Implementation (cont'd)

- Individual Liability + Program Policy Waivers
- SharePoint reservation system (automated)
- Program + bike safety orientation held regularly
- Volunteer bike maintenance crew
- Launch party/ribbon cutting



Implementation (cont'd)

- Safety and logistical education (LAB-based) in-person, video, or PowerPoint
- Employee BikeShare Program Toolkit for Government Agencies for new and potential implementers

(<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PreventionFirst.aspx>)

- Staffing of a BikeShare (Program Manager, Communications, Maintenance/Facilities)

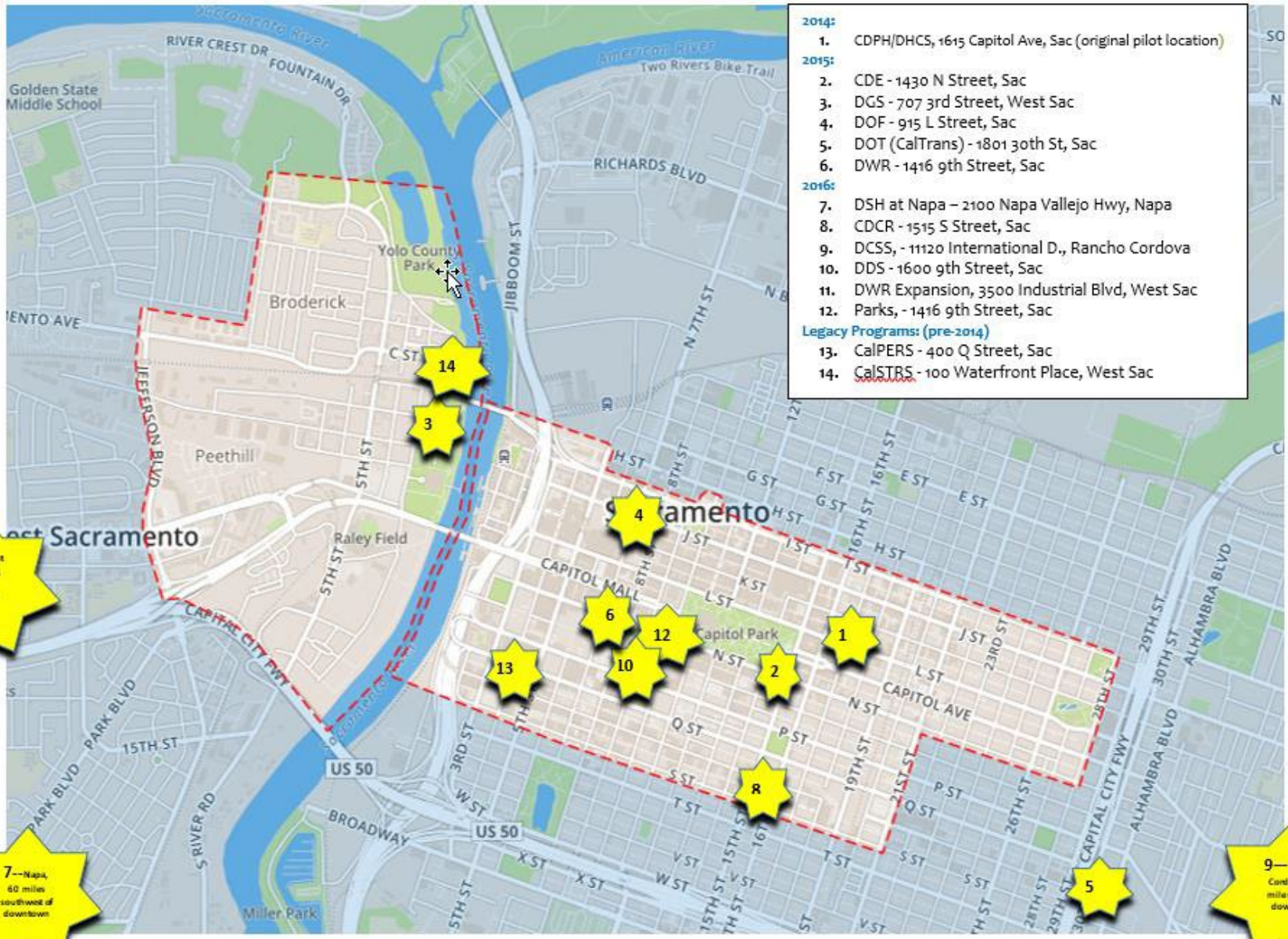
Implementation (cont'd)

- Trip types: Errands, physical activity, business trips
- Times of day: peak/off-peak
- Maintenance: on-site staff, volunteers, or contracted through local bike shop
- BIG meeting: knowledge transfer (promotional ideas, problem-solving, etc.) and support

Current CA State Agencies with a BikeShare Program

1. Finance
2. General Services
3. Education
4. Transportation
5. Water Resources
6. Children's Support Services
7. State Hospitals (Napa)
8. Corrections & Rehabilitation
9. Parks
10. Developmental Services
11. CDPH/DHCS
13. CalPERS
14. CalSTRS

CALIFORNIA STATE AGENCIES W/EMPLOYEE BIKESHARE PROGRAMS



System Status

- **4.5 years** of existence
- **Nearly 5,000** trips
- **400+** Registered Users
- **50+** Trainings
- **0** Reported Injuries
- **1** in-service flat tires
- **0** thefts
- **Immeasurable** increase in demand for MORE (of everything)
- **2** bikes added

System Status (Cont'd)

- Expansion years: 2015, 2016, 2017, 2018
- As of 2018, 14 state agencies involved
- >16,000 employees with access in NorCal
- ~120 bikes in service

The Pickup...



Bikes in Action!



Incentive Activities



Happy Employees...



System feedback

“...I am not an experienced rider (nor do I even own a bike), but love the opportunity to bike as part of my workday through this program.”

“I have been using the bikes (mostly #3) for exercise most mornings and I love it. I have had difficulty getting my exercise in since walking at times for me can be painful, but riding a bike is not. Thank you, Thank you, Thank you!!!”



Lessons Learned

- *BikeShare* is a viable strategy for creating physical activity opportunities for employees.
- A low-barrier system that is convenient will pique employee interest and participation.
- Public-private partnerships may be ideal (or essential) for some government entities to fund and launch similar programs.

Takeaway Messages

- Create opportunities
- Play offense: Find the right champions
- Play defense: Strategize and prepare for cynics
- Accept bureaucracy – mentally and in your timelines
- Demonstrate values and wins every chance
- Commitment is key... communication is more key



Toolkit for State Government BikeShare Programs



[https://www.cdph.ca.gov/
Programs/CCDPHP/DCDIC/NEOPB/Pages/PreventionFirst.aspx](https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PreventionFirst.aspx)

Your feedback is important!

- Upon the conclusion of this webinar, please complete the **Survey Gizmo** to provide your feedback on today's webinar
- We will also ask whether you have interest in receiving additional technical assistance

Thank You!

Jeffery Rosenhall, M.A.,
California Department of Public Health,
and BikeShare Program Lead
Jeffery.Rosenhall@cdph.ca.gov
(916) 322-4147

Marianne Hernandez, M.S.
California Department of Public Health,
and BikeShare Program Trainer
Marianne.Hernandez@cdph.ca.gov
(916) 552-9832

Victoria Custodio, M.P.H.
California Department of Public Health
Victoria.Custodio@cdph.ca.gov
(916) 552-9833