



# Why and How Businesses Like Bikes

Local Government Commission  
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# Why do businesses care about biking?

Bikes =  
Happiness  
& Good  
Morale



Bikes =  
Healthy  
workers &  
lower health  
care costs

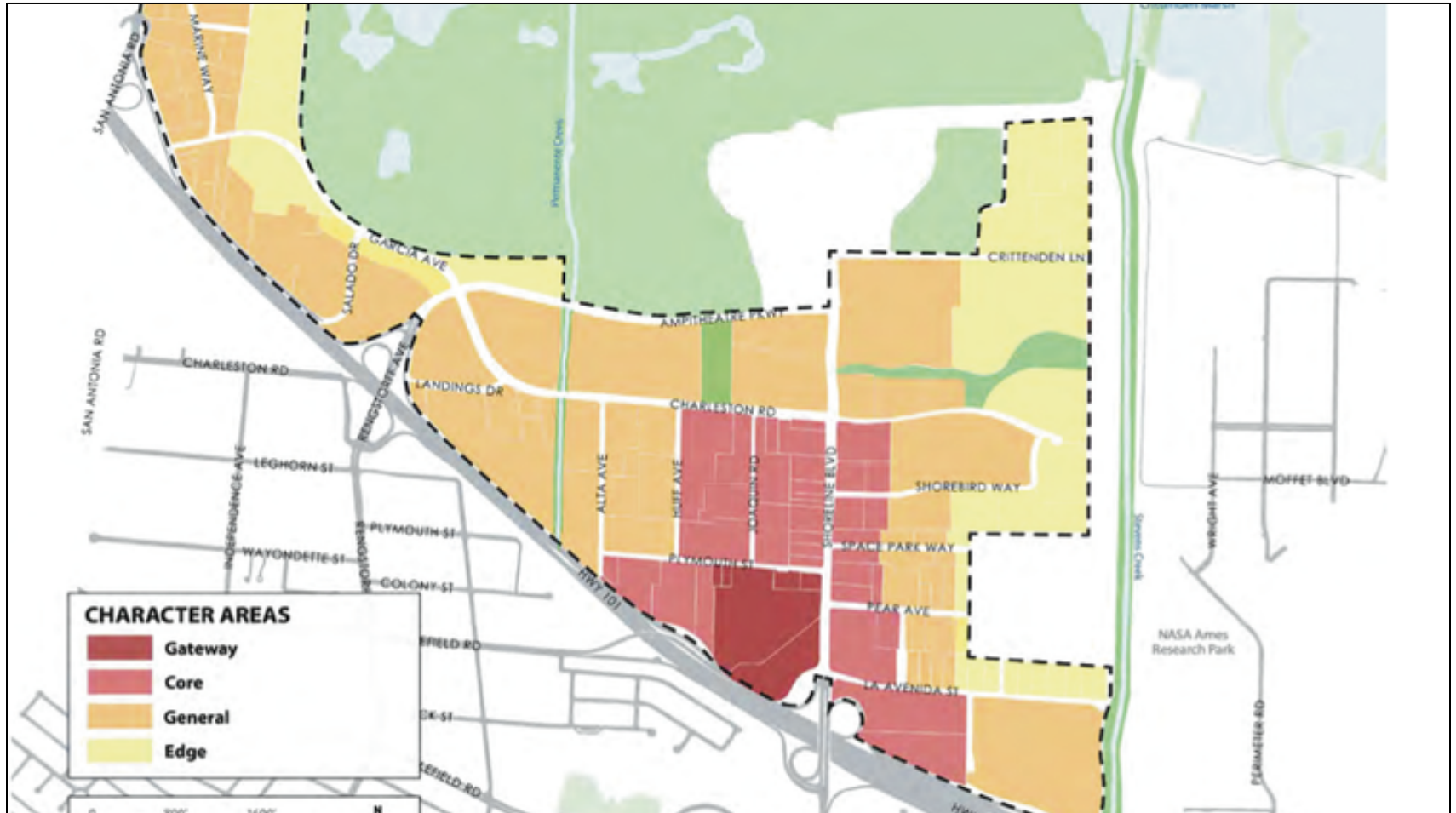
Ease of  
Commute =  
Recruitment  
& Retention



Permits =  
TDM  
Reqs



# TDM: North Bayshore in Mt View



BAY MEADOWS  
SAN MATEO

Google

YAHOO!

Linked 



Bay Area

## Commuter Benefits Program

*Find a better way to work!*

### CASE STUDY: YAHOO'S LEED GOLD HEADQUARTERS CAMPUS

The Yahoo commute alternatives and sustainability program has a variety of elements. Employees are encouraged to select transportation options that are best for their commute pattern and work schedule. Some of the components of Yahoo's comprehensive commute management program include:

#### Transit

- Eco Pass providing free rides on Santa Clara Valley Transportation Authority (VTA) transit
- A 25 percent transit subsidy for other agencies
- Commuter tax benefits offering the federally allowed maximum for pre-tax deductions for transit purchases
- Free "last mile" shuttles to and from local transit systems
- Regional WiFi-enabled shuttles providing service to and from the Sunnyvale office

#### Vanpooling

- Up to \$115 monthly vanpool subsidy
- Fully subsidized vanpools to select locations
- Commuter tax benefits offering the federally allowed maximum for pre-tax deductions for vanpool costs
- Preferential parking for vanpools

#### Carpooling

- Promotion of regional carpool matching through 511
- Preferential carpool parking

#### Bicycling and Walking

- Lockers and bike racks are located at entrances to every building, plus showers for cyclists/walkers with towels, toiletries, and other amenities.
- Yahoo's Bike Test-Driving Program provides a loaned bicycle allowing employees to borrow a bike to try/sample their commute routes before purchasing a bike.

#### General TDM Program Features and Facilities

- Emergency ride home service provided for all employees that commute without a car
- An intranet site featuring information on all programs
- Regular internal postings and articles on the commute program
- Yahoo's new-hire orientation presentation focuses on alternative modes of commuting from the first day at work
- Centrally-located kiosks for brochures and printed information on transit, shuttles and bike maps
- On-site amenities such as bicycle repair, dry cleaning, a fitness center, massage, an ATM, gift stores, and car washes

#### Onsite Activities

- Yahoo frequently hosts various local/regional organizations that offer transit, transportation and commuting services including 511
- Bike-to-Work-Day events and Spare-the-Air-Days promote sustainable commuting

#### Conclusion

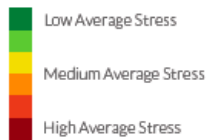
Results based on a 2013 commute survey:

81.9%	drive alone (includes all non-survey respondents)
4.9%	take transit
0.6%	telework
4.1%	carpool
1.2%	bike
7%	take a shuttle
0.3%	vanpool
0.1%	walk

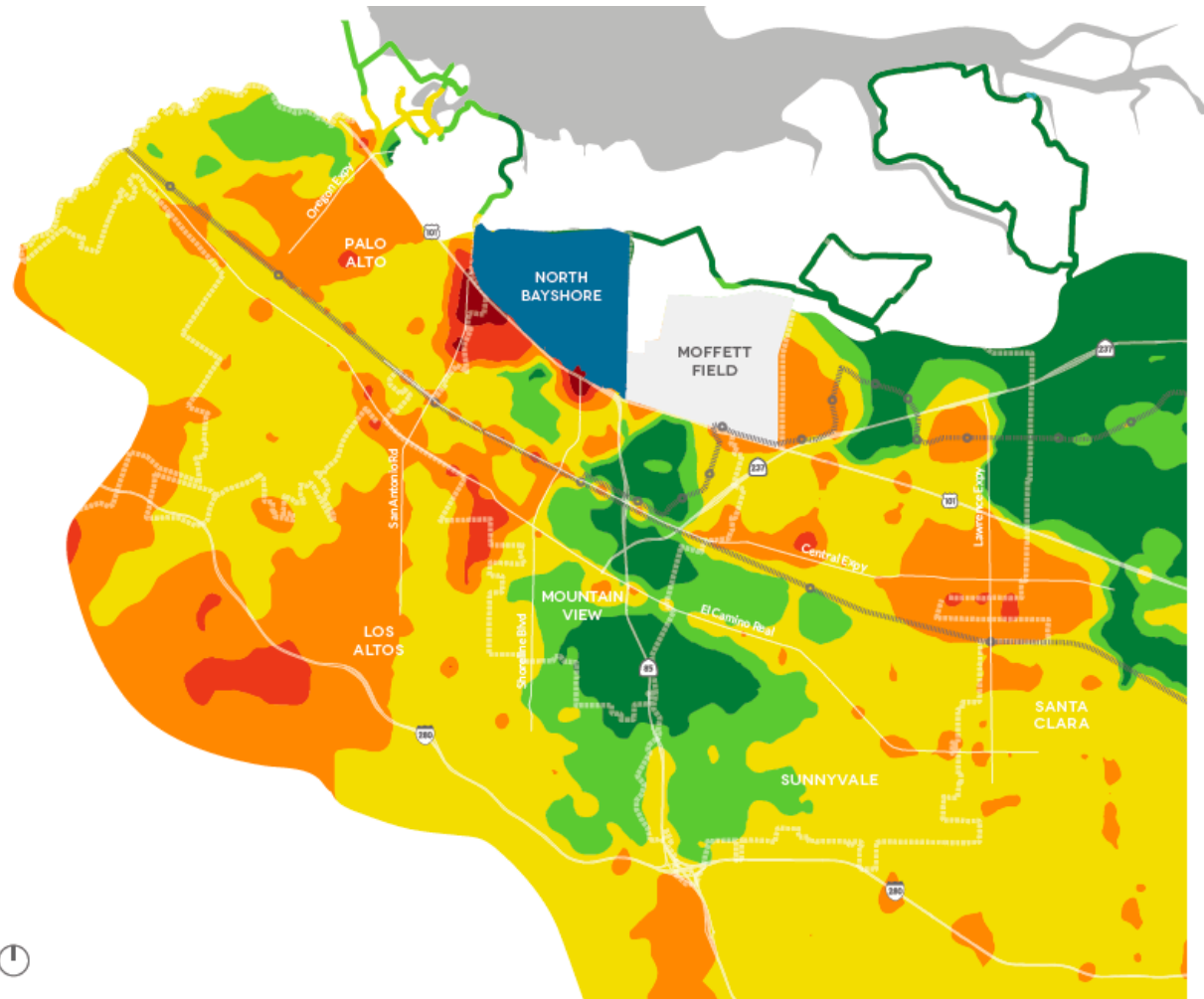


# Google Bike Vision

EXISTING CONDITIONS:  
What's the  
**Average Stress**  
I'll Encounter  
on my Ride to  
North Bayshore?



Rail Transit Stops







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