

# business bicycle fleet guide



[sydneycycleways.net](http://sydneycycleways.net)

CITY OF SYDNEY  



#### Bike Fact

You can fit 10 bicycles in a standard car parking space. Car park spaces in a city centre commercial building cost around \$10-\$12,000 a year.

The way we move around our city is changing. Businesses large and small are looking for opportunities to keep their staff active, to allow them to do more each day, and to get them from A to B quickly and economically. Using a bicycle is an increasingly compelling choice.

In this guide we'll explore how organisations like yours can prepare for more of your people arriving by bicycle, how to run a successful bicycle fleet, and common pitfalls to avoid.

As well as the information contained here, our website – [sydneycycleways.net](http://sydneycycleways.net) – is packed with case studies of companies using the bike as a business tool.

Good luck, enjoy the ride, and let us know how you get on – we'd love to share your success stories.





## Bike Fact

If you took all the people who cycle across the Sydney Harbour Bridge every day and put them on public transport instead they would fill 30 buses.



## What is a bicycle fleet?

Companies move their staff around in many ways; keeping a taxi account, sharing fleet cars or issuing tickets for public transport. An increasing number of organisations are adding a fleet of bicycles to their travel toolkit, allowing their staff to move economically, sustainably and quickly.

Just like a car fleet, a bicycle fleet is made up of bikes owned and maintained by the organisation and loaned to their employees. Unlike car fleets, initial set up and maintenance costs are small and provide the added bonus of gentle exercise for riders. Bicycles escape city congestion, and riders are always guaranteed a seat.

To get started, think about typical journeys your people might make each day – perhaps between offices or to client meetings – and whether the distances can be realistically covered by bike. A very gentle 30 minute bike ride will cover about seven kilometres – the equivalent of riding from Sydney Opera House to Green Square railway station.



## Bicycle fleet benefits

- \* Bicycles are a cost-effective means of transport compared to taxis or public transport;
- \* They can replace trips taken on slower, more expensive or more polluting means of transport;
- \* They encourage employees to be active more regularly;
- \* Studies find active employees are more productive and take fewer sick days;
- \* Regular riding can improve fitness, posture and coordination of your staff;
- \* Regular riding reduces stress levels, anxiety and depression;
- \* They can help organisations reduce carbon emissions;
- \* They're resilient! You'll never be stuck in traffic on a bicycle;
- \* They're great PR, sending out a message about your organisation's values;
- \* They reduce dependence on expensive car parking places; and
- \* They help to make the city a nicer place; more bikes mean less traffic, noise and pollution.



## What sort of bicycle fleet?

Your organisation may want a bicycle fleet for a variety of reasons.

Some bikes are best suited for undertaking specific tasks, such as deliveries, sweeping streets, or even emergency medical response. If performing these functions is your priority, you need an Operations, or **Ops Fleet**.

In creating this fleet you should choose your bikes with their intended task in mind. Quantity of bikes and the necessary training on how to use them should also be kept in mind when considering this type of fleet.

If you want to have a bike fleet for more general purposes, and mostly for helping staff to travel around, you need a **Staff Fleet**.

Thinking about why you want a bicycle fleet will help you to plan what shape it will take.



## Which bike is best?

Bicycles come in all shapes and sizes. Racing bikes with curved handlebars, hybrids with flat handlebars and city bikes with their upright riding position.

Your fleet bicycles need to be suitable for a wide range of people to use – not just the fittest and fastest – and need to accommodate people wearing work attire and ordinary clothes. Ideally the bike should also be able to carry a bag or two, via a basket on the front or a rack on the back.

City bikes have a comfortable upright riding position which allows the rider to be able to see around themselves more easily. Most will have a chain case which avoids clothes being stained, and potential accidents. Some city bikes have lights fitted as standard.

City bikes are initially more expensive than other models, but investment in these features reduces maintenance in the long run.

Other types of bicycle you might consider for your fleet include electric bikes, or cargo bikes.



## Cost

As a general rule the more specialised your bicycle is the more you can expect to pay for it.

Bikes range in price from about five hundred dollars for a basic model from a low cost retailer, to several thousand dollars for a top of the range electric bike.

Check reviews, talk to your local retailer and buy the best bikes for the job that fit your budget.

## How many bikes?

Bicycles will be the largest item in your budget, and you should consider their choice carefully.

For **Ops Fleets** the number of bikes you need will be determined by the number of staff undertaking that activity.

For **Staff Fleets** you'll need to calculate how many bikes are needed. Take in to consideration:

- \* Peak demand may occur at specific times;
- \* Too few bikes may mean rides are unavailable when staff need them, leading to a lack of enthusiasm; and
- \* Too many bikes will lead to unnecessary maintenance costs, and claims the fleet is underused.

Look again at a map of the area around your proposed bike fleet location and consider:

- \* How big is your organisation?
- \* How many of your people conduct business away from the office, and how often?
- \* What kind of journeys are they most likely to undertake?
- \* Where will your people ride?

Consider starting small, and expanding as needed.



## Bike Fact

There are 12 kilometres of separated cycleways in the City of Sydney, which are protected from other traffic.



## Kit and equipment

Think about what equipment your riders will need from the outset. It is more economical in the long run to purchase a bicycle with integrated accessories like kick stands, mud guards, chain cases and lights than to retrospectively buy and install these items.

### Helmets

Bicycle helmets must be worn by all riders under New South Wales law, with significant fines for contraventions.

Each helmet should meet Australian design standards – look for a sticker inside the helmet noting this.

Aim to issue a helmet to each regular bike fleet user, as well as having a small range of shared helmets spare for casual use.

Helmets are inexpensive and will last for several years if used properly and looked after. Dropped or cracked helmets need to be replaced.

### Mud guards

Your staff want to have a quick, clean and comfortable journey. Mudguards will protect rider's clothes, and can help to reduce maintenance costs.

### Lights

Under NSW road rules, lights must be used at night, and in weather conditions which reduce visibility, so it is a good idea to ensure your fleet bikes have lights fitted as standard.

Each bike must also have a red rear reflector.

Lights can be flashing, steady or a combination of both, but should be visible at night from 200m away.

### Bell

A bike bell is not just a useful and polite way to let people know you're around; all bikes in NSW must carry one.

New bikes must come from the shop fitted with a bell.

### Locks

Bicycles need to be locked securely. Purchase a good quality cable or U-lock for each bike. Check if your fleet insurance specifies the strength of locks to use.

### Computer

Bike computers can be a useful addition to your fleet bikes, allowing riders to monitor their speed and trip length.

You can also collect this data to compute how far each bike is ridden every month; helping to schedule maintenance and to help justify the bike fleet in the long term.

Simple, low-cost models are sufficient.

### Maps

You can order or download City of Sydney cycling maps at [sydneycycleways.net](http://sydneycycleways.net)

It's a good idea to keep spare maps where you store your bicycle fleet so that people can grab one at the last minute if needed.



## Kit costs

Here's a rough guide to how much additional equipment can cost. As a general rule, cheaper tools and accessories may not be as reliable, but nor do you have to buy the most expensive gear either.

Consider visiting your local bike store and discussing your requirements with them.

Item	Approx Cost – 2016 \$
U-lock	70
Flashing LED lights (pair)	65
Bike computer	100
Mudguards	50
Puncture resistant tyres	65
Water bottle cage	20
<b>TOTAL</b>	<b>370</b>

This total will be less if your bike comes fitted with lights and mudguards as standard. Though more expensive, puncture resistant tyres will reduce the maintenance costs and down-time of your bicycle fleet.

Don't forget to obtain one-off items for your bike fleet parking area, such as a good quality track pump (\$70).

## Leading by example... Senior Management? Get on your bike!

You will find some of your staff already ride a bike, and will be keen to share their experiences and help to engage their colleagues.

During any change management process, staff need to see people who they look up to adopting the new behaviour. To this end, the role of senior management in introducing your new bike fleet is important.

Ensure that your senior team are briefed on how to use the fleet, and set up opportunities for them to do so.

For example, sharing a photo on your corporate intranet of your CEO riding a bike can go a long way in helping to get people on board.

Why not take your senior team for an introductory fleet bike ride?

Let their buzz and excitement about your new initiative trickle down through the organisation.



## Bike Fact

The number of bike trips in Sydney has doubled since 2010.



## Overcoming barriers and resistance

You may experience barriers when proposing to set up your bicycle fleet. These can include resistance from other colleagues, and even prejudices about the bicycle as an appropriate means of transport for professionals.

Preparing to meet resistance is the best way to overcome it. Think about how you will answer some of the following concerns:

- \* How can we afford the costs of running the bicycle fleet?
- \* How can we afford the time of setting up the bicycle fleet?
- \* Where will we store the bikes?
- \* Why would people ride a bike during the day at work?
- \* Where will people go?
- \* Won't staff get sweaty and look unprofessional?
- \* Who is responsible for maintaining and administering the bike fleet?
- \* Bicycles are dangerous, why do we want to be associated with them?



## Moving offices?

If you're planning a new office you should also plan how your staff will travel to it.

Do you know how far away your staff live, and what their primary means of travel are?

Consider conducting a travel survey to illustrate current and future travel demands.

The 2012 **Sydney Development Control Plan** (DCP 2012) requires business premises provide bicycle parking, changing cubicles and lockers.

Offices throughout Sydney now offer towel services, hair dryers, clothes racks and more within their end of trip facilities.

Visit [sydeycycleways.net/resources/workplace-case-studies](http://sydeycycleways.net/resources/workplace-case-studies) to discover how other organisations are accommodating their cycling staff.



## Risk and Workplace Health & Safety

Riding a bicycle is not in itself an inherently dangerous activity. However, travelling in the city – whether on foot, by bicycle, or in a car – has potential risks which should be assessed and managed.

Managing risk means:

- \* Identifying what risks any activity realistically involve; and
- \* Managing those risks in a cost-effective manner to either eliminate the risk or ensure they're reduced to an acceptable level.

Providing a safe workplace is increasingly important in Australian corporate culture as businesses have obligations under the Workplace Health and Safety Act.

Worker's compensation insurance is also an ongoing cost for many businesses. Taking this into consideration, it would be prudent to carry out a risk assessment of your bicycle fleet and develop a risk management plan.

Managing risk for a bike fleet is similar to managing risk for other workplace activities. Asses the risk using a standard assessment methodology to identify high priority risks for control.

Most importantly, ensure it is clear to your fleet users which risks have been identified and what your suggested controls are.

Consider three types of safety:

- \* Worker safety (the safety of your people)
- \* Third party safety (keeping other people safe); and
- \* Asset safety (keeping tangible things – like your bikes – safe)





## Insurance

Any vehicle fleet needs to be insured – both against theft and accidents – and bicycles are no exception.

Insuring an entire bicycle fleet will probably cost less than insuring a single fleet company car. There are two types of insurance to consider:



### 1. Public Liability Insurance

Public liability insurance is designed to protect you from claims arising from your actions.

*For example, whilst cycling to a meeting you crash in to a pedestrian who fractures their wrist. They claim against you for compensation such as lost earnings during their recovery. Your public liability insurer manages the claim for you and covers costs associated with resolving the claim, protecting you from unexpected stress and costs.*

Most business organisations already have public liability insurance. Check with your insurer if your existing policy will cover journeys by your staff on a fleet bike.

If you don't have public liability insurance, or a policy which will cover this activity, state cycling groups such as Bicycle NSW can provide insurance as part of their membership benefits.

### 2. Theft and Damage Insurance

Theft and damage insurance is designed to cover the cost of repairing or replacing your property against loss or damage.

*For example, a thief steals your bike from outside a client's office during your meeting there. Your theft and damage insurance will cover the cost for you to purchase a replacement bike.*

Bikes are relatively cheap to replace. As a consequence not all insurers offer theft and damage insurance, or if they do you may find the premium expensive and deem it unnecessary in comparison.

#### Stop, Thief!

Protect yourself from bicycle theft in the first instance. Ensure all of your bicycle frames are marked with the name of your organisation and address, and that you keep a note of the frame serial numbers.

Be sure to check if your insurer specifies what types of bike locks you should use in order for your policy to be valid.

### Training

You should consider training your staff to use any bikes and bike accessories you provide, to ensure all riders are confident, competent and will use the bikes respectfully.

For Operations fleets - where people use specific bikes for a specific purpose – training is essential.

Consider creating a competency checklist for each potential user - if they fail to complete the checklist then provide them with further training, instruction and assistance.

Training can come in several forms and could include:

- \* An online test;
- \* A practical training course for riders;
- \* A refresher session for competent riders; and
- \* An introduction to the bicycle fleet and how to use it.

Visit [sydneycycleways.net](https://www.sydneycycleways.net) to find out more about the training offered by the City to residents and visitors, and for contact details of third party training providers.



## Duty of care and responsibilities

Workplace health and safety legislation imposes a general duty of care on both employers and employees.

### Employers

Employers must ensure that the health and safety of its workers and other persons is not put at risk from the work it carries out. Check with your legal team what this means in practice for your organisation. It might include:

- \* Ensuring equipment provided is safe to use and free from risk of injury;
- \* Ensuring equipment is only provided to people who are competent in its use;
- \* Ensuring equipment users are provided with suitable training and instruction; and
- \* Promoting the use of appropriate safety equipment, like bike helmets.

### Employees

Employees also have a duty to be responsible for their own health and safety. This could mean:

- \* Demonstrating adequate cycle proficiency;
- \* Taking suitable precautions to protect their safety and that of others;
- \* Wearing all safety equipment provided, like bike helmets; and
- \* Riding in a sensible and safe manner consistent with the rules of the road and any training provided to them.



## Bicycle fleet implementation timeline

Here's a timeline of some of the steps to take to implement your bicycle fleet:

- Get commitment from a senior champion within your organisation, who is prepared to cheer for and utilise the bicycle fleet;  
Create a steering committee of stakeholders who can help to deliver the project – give them each a copy of this toolkit;  
Decide what kind of bicycle fleet you need, and estimate costs;
- Contact your legal team or lawyer and have them review your company insurances;
- Create a draft business plan or operating budget;  
Get management approval for the project;  
Identify the space needed to store your bicycle fleet;
- Purchase the bicycles and kit;  
Implement operating procedures and deliver any training deemed necessary; and
- Have a launch party and generate a bike fleet buzz in your organisation.

### 6 months later: review your bicycle fleet

What has worked and what hasn't? How many kilometres have been travelled? What will be the needs of the fleet in the future?





## Operating procedures

Once your bikes are installed and ready to go, be sure your staff understand how to use them and what is expected. Consider making one person responsible for managing the fleet, managing repairs and collecting any feedback from users.

Do your staff know how to sign up to use the bicycle fleet? What steps must they undertake?

- \* Express interest;
- \* Training and assessment;
- \* Issued with safety equipment; and
- \* Instructed on how to use a bike, where to store it, how to return keys.

## Marketing

It is important you market your bicycle fleet to staff, especially if they are stored out of site in an underground car park.

Consider putting up posters, sharing the news via your business newsletter or intranet and holding events to highlight the fleet.

## Induction

Schedule time for new users to be introduced to the bicycle fleet. Show them what each type of bike can be used for, and run over basic practices such as locking and unlocking the bike, operating lights, and storage / luggage options.

This is a good opportunity to build user's confidence and answer questions they may have.

## Allocation

Decide how your bikes will be distributed at an early stage and review this procedure regularly.

Can staff turn up and ride, or will there be a booking system?

Try to keep systems as simple as possible.

If operating a booking system could this be integrated in to your company car booking system, to act as a one stop shop?



## End of trip facilities and bicycle storage

You'll need somewhere to store your fleet of bicycles, to protect them from the elements and to keep them secure. It's important that staff can always find fleet bikes in the same place.

If you have the space, consider creating an end of trip facility, to make your workplace more cycle-friendly; not just for fleet users but for anyone who wants to ride or walk to work.

### End-of-trip facilities can include:

- \* Bicycle parking (stands, hoops, racks)
- \* Showers, changing rooms and lockers
- \* Irons and ironing boards
- \* A water bubbler
- \* Sun cream pump
- \* Spare helmets and inner tubes
- \* Track pump
- \* Bike maps
- \* A communal wall map for everyone to share their routes

Ensure your bicycle storage area is safe to reach if it is in your car park, well sign-posted and well-lit to increase security and comfort of use. A convenient location will encourage use of your fleet.





## Case Study

### City Of Sydney

The City of Sydney has a fleet of bicycles kept at Town Hall for general use by staff. They are used for getting between offices, travelling to meetings and conveying equipment to events.

The fleet is made up of city bikes, a selection of electric bikes and one electric-assist cargo bike which is used to take materials to events around the city.

Staff are issued with a free bicycle helmet and reflective sash after attending a 'Cycling In The City' practical training course, which includes a competency assessment. If they pass they are given access to the fleet's key locker and the use of any of the bikes.

The bikes are shared on a 'turn up and go' first come, first served basis to keep the system simple. They are stored in a dedicated bike parking facility with easy and level access from the street.

Since their arrival the City has had one bicycle stolen (subsequently recovered), and two or three punctures.

Business trips totalling over 7,000kms were travelled on the bicycles in 18 months.

### Ready for launch!

Your beautiful new bicycles have arrived, and all of your systems are set up. You're ready to launch!

People love riding bicycles – it feels just like they remember as a child. Don't be surprised if your new bicycle fleet provokes lots of positive discussions in your organisation – that's a good thing.

Keep that buzz going and ensure everyone knows about the new fleet using a variety of methods

- \* Put up posters in staff kitchens;
- \* Leave flyers next to the car keys for your car pool;
- \* Run a competition to find the staff member who rides most often each month;
- \* Issue a press release to external media trumpeting your eco-credentials; and
- \* Get involved in Ride2Work Day or the Sydney Rides Business Challenge.

Good luck with your bicycle fleet, happy riding and remember you can find additional information at [sydneycycleways.net](http://sydneycycleways.net)



Incentivise the staff who use your bicycle fleet the most and who are prepared to talk about it around your organisation. Consider rewards like drinks bottles, "golden lockers" or team building credits.



## Disclaimer

The information contained in this document is provided as a general guide only. Users should seek their own independent legal and other advice. The Council of the City of Sydney is not responsible for any injury, loss, costs, expenses, demands or liability, whether directly or indirectly arising or in any way connected with the use of this document.

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[sydneycycleways.net](http://sydneycycleways.net)

