

## Bike Loaner Program for Denver Employees



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### Greening the Democratic National Convention

#### ***Developing Legacy Projects for Denver***

***Building a long lasting green legacy that will thrive in our community long after the last delegate leaves Denver.***



- Bikes Belong, Humana
- 1000 bicycles
- 5552 individual rides
- 26,582 miles biked during DNC
- All 50 states, 29 countries
- Prevented 9.2 metric tons of carbon

**Action Plan Objective:  
Implement a bicycle share-pool for use by Denver employees**

1. Demonstrate the importance of bicycles to multi-modal urban transportation systems.
2. Pilot test seasonality/usage.
3. Measure behavior change and greenhouse gas offsets.
4. Inform expansion to a broader, community-wide urban bike transit system.



**Transit Oriented Development and  
*Bicycles – what's the connection?***

- Multimodal transportation system
- Enhance connections between modes
- Provides transportation *choices* and flexibility
- Diversified alternative to fossil fuel modes



## Desired Outcomes and Measures of Success

Action Plan Goal(s) / Desired Outcome(s)	Measure(s) of Success
1. Test a small bicycle "loaner" program for employees that adds value.	Employee survey indicates satisfaction with program. (Goal: 80% approval rating)
2. Provide an alternative transportation system for the City to minimize carbon emissions, reduce traffic congestion, save energy and improve air quality.	Number of miles ridden by May 31, 2009. (Goal: 2000 miles)
3. Enable healthy personal and environmental habits and activities into employees' daily routines.	Number of employees that register to use a bike by May 31, 2009. (Goal: 250 users).

- Develop workplan.
- Identify a lead project manager and team to implement.
- Secure management approval.
- Secure funding.
- Complete legal agreements.
- Establish locations; secure permits, check-out procedures.
- Develop a marketing strategy, with recognition/rewards.
- Track and measure success to continuously improve.

## Tactics



## Summary

- Lead by example
- Public engagement
- Pilot test usage
- Improved air quality
- Health and wellness
- Evolve into citywide system

