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goDCgo EMPLOYER SERVICES SUCCESS STORY

Developing a health and wellness work culture with bicycling benefits.

American Wind Energy Association (AWEA) works to grow wind energy and power a cleaner, stronger United States. Striving to promote eco-friendly initiatives, the national trade association empowers their employees to use sustainable forms of transportation and touts a bike-friendly workplace reputation. In 2016, the AWEA introduced free annual Capital Bikeshare memberships to their employees for use on daily commutes—a healthy and low-cost benefit in addition to their existing pre-tax transit benefits program.

WHY BECOME A BIKE-FRIENDLY WORKPLACE?

With 97% of DC-area bike commuters reported as satisfied with their commutes, becoming a bike-friendly workplace is a natural transition to further increase employee morale and satisfaction. The AWEA has an active biking community of more than 20 employees who regularly bike to/from work. To encourage more two-wheel trips, the company soon added a secure bike storage room and showers with complimentary body wash, shampoo, towels and hair dryers.

GETTING STARTED

The AWEA invited goDCgo to participate at their benefits fair where free Capital Bikeshare trial passes and one-on-one route-planning and safety recommendations were provided. Met with enthusiasm and great interest, the company quickly decided to instate Capital Bikeshare memberships as permanent part of their benefits package.

Utilizing complimentary marketing materials and a program announcement template, customized by goDCgo, their HR team successfully launched the Capital Bikeshare Corporate Memberships program on January 1, 2016.



INDUSTRY

Wind Energy
National Trade Association

COMPANY SIZE

75 employees
in DC

PROGRAM BENEFITS

- Maintain a “green office” status
- Attract and retain talented employees
- Help employees save money on their commute

capital bikeshare™ is the DC area’s bikesharing system with over 3,500 bikes at more than 430 stations across Washington, DC, Arlington, Alexandria and Fairfax, VA and Montgomery County, MD.

IMPACT ON EMPLOYEES

The AWEA's investment in Capital Bikeshare Corporate Memberships has increased employee satisfaction and helped reduce commuting stress. "As someone who had never lived in a big city, I think it's awesome that DC offers this transportation option and has made it so convenient to bike around the city," states AWEA employee Celeste Wanner. "I absolutely love Capital Bikeshare and was so excited when I found out I could get a free Capital Bikeshare membership through AWEA. Best of all, you don't have to worry about leaving it somewhere or having your bike stolen!"

Through the Capital Bikeshare corporate program, companies can sponsor employees' annual memberships, which include an unlimited number of trips—both work-related and personal—under 30 minutes, 24 hours a day and 365 days a year.

A low-cost benefit with no minimum order and lots of free perks, this program is open to businesses large and small.

KEYS TO SUCCESS

Khianti Silver, AWEA Human Resources Director, shared tips to implement a successful Capital Bikeshare benefit:

- **Employee fairs** are an opportune time to introduce new benefits.
- **Share the benefits** of using the Capital Bikeshare system through all-staff emails and company intranet.
- **Buy-in is key.** Make biking to work personal so your employees may understand its advantages.



20%
EMPLOYEES
PARTICIPATE IN
THE BENEFIT

LOOKING AHEAD

The Capital Bikeshare Corporate Membership program continues to complement American Wind Energy Association's pre-tax SmartBenefits® program—already used by 70% of employees to save time and money on their Metrorail, bus, commuter rail and vanpool commutes. Their HR team regularly shares program information during new employee orientations and reminds employees about the many benefits of enrolling in this versatile wellness program through emails, bike commuting events and benefits fairs.

AWEA predicts additional employees to use the program as they make the transition to bike commuting.



Let us help you initiate or enhance your company's commuter benefits program.

Contact us at **202.299.2186** or **info@goDCgo.com**.

ROADMAP TO A BIKE-FRIENDLY WORKPLACE

ADMINISTER CAPITAL BIKESHARE CORPORATE MEMBERSHIPS

- Capital Bikeshare is an ideal option for the first or last mile of many commutes.

PROVIDE THE BIKE COMMUTER BENEFIT

- Support bike commuters by offering the tax-free benefit of \$20 per month.

REWARD BIKE COMMUTERS

- Keep employees excited about biking to work with monthly incentives such as breakfasts and giveaways.

PROVIDE BIKE PARKING

- Work with your building to install secure, convenient bike parking in your garage or office.

OFFER BIKE CLASSES

- Invite the Washington Area Bicyclist Association (WABA) for a biking seminar—free for Capital Bikeshare Corporate Members.

PARTICIPATE IN CHALLENGES

- Sign up for the National Bike Challenge as a company or organize a group bike ride during lunch.