



goDCgo EMPLOYER SERVICES SUCCESS STORY

Incorporating bike benefits into your small business



Patrick's Pet Care is a rapidly growing dog-walking, pet-sitting, and pet-transportation firm in Washington, DC. Although they are a small business, they make it a priority to offer incredible bike benefits beyond the basics. Their benefits are a great example of what smaller organizations can offer with limited resources.

WHY OFFER BIKE BENEFITS?

The company has found that many successful members of their field staff tend to be cyclists. As a result, they continue to support bike commuting and maintain bike benefits to help recruit those who enjoy cycling. In the pet transportation industry, it is much more efficient for employees to bike to clients to ensure timeliness and to avoid the hassle of finding parking.

GETTING STARTED

While biking to clients has always been apart of their business model, Patrick's Pet Care continuously adds new bike benefits to meet the changing needs of employees. Every employee can receive a free membership through the Capital Bikeshare Corporate Membership program. As staff gain more seniority with the company, they have access to additional benefits, such as free use of company-owned Riide e-bikes.

To help protect employees' bikes, Patrick's Pet Care subsidizes personal property insurance to cover a replacement bike if it is stolen. The company also subsidizes 50% of the cost of an ABUS lock purchase. To keep bikes working properly, employees receive free bike maintenance which includes flat tire repair and tune-ups. While there are costs associated with these benefits the preventive measures aim to reduce any potential financial impact on the business if their employees do not have access to reliable transportation to get to client sites.

Patrick's Pet Care
All creatures great and small...

INDUSTRY

Pet Care

COMPANY SIZE

25 employees

PROGRAM BENEFITS

Decrease barriers to
bike commuting

Promote an affordable
commute option

Increase business efficiency

Since 2014, Patrick's Pet Care has been a Gold Capital Bikeshare Corporate Member. Gold level members provide their employees with unlimited free rides under 30 minutes for the year. Learn more at capitalbikeshare.com/corporate

IMPACT ON EMPLOYEES

Patrick's Pet Care's investment in bike benefits have improved the quality of life for employees. Employees report being healthier as a result of bike commuting and have reported a cost savings compared to traveling to clients by Metro or paying for parking. When employees use bikes, the company can take on more clients because they can reach clients not easily accessible by other transportation options.

KEYS TO SUCCESS

- **Make it as easy as possible**

Providing extensive bike benefits and support for those new to biking can remove barriers employees may have to commuting by bike.

- **Communicate**

The bike benefits Patrick's Pet Care offers are incorporated into the benefit structure that employees receive during on-boarding. New employees who work in the field for most of the day, check in to the office to keep the lines of communication open during their first few months with the company.

- **Analyze the Economic Impact**

Don't be hesitant to monetize the impact of employees commuting by bike. Analyze how much money you would save in parking costs, healthcare costs, and employee retention. A little investment in benefits now can have a large payout in the future.

LOOKING AHEAD

Patrick's Pet Care hopes to incorporate digital applications into their work to optimize the biking experience for employees, such as adding tracking features or more route planning. They would also like to have a bike mechanic on staff to do repairs in-house. Patrick's Pet Care is also considering sponsoring spots in the Washington Area Bicyclist Association's adult education classes for staff to become more comfortable biking.




60%
**OF PATRICK'S PET CARE
EMPLOYEES USE A BIKE
TO TRAVEL TO CLIENTS
THROUGHOUT THE DAY**

WHY DO EMPLOYEES LOVE BIKING?

Affordable

Biking is a low-cost commute option, especially for workers that travel throughout the day.

Healthy

Biking regularly helps employees remain fit and healthy. *"I have logged more than 1,200 miles across our city and lost over 40 pounds in the last year, and this has had an amazing impact on my overall health."*

- Jeffrey from Patrick's Pet Care

Sustainable

Biking is an efficient and eco-friendly mode of transportation. *"You know you're being green."*

- Ethan from Patrick's Pet Care

Efficient

Employees can quickly and efficiently move throughout the city from appointment to appointment without having to worry about parking. *"Even with bad weather, as long as you're prepared, getting around via bike is the easiest option in DC. You're not constrained by traffic or lack of parking."*

- Melissa from Patrick's Pet Care



godcgo.com/employer

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

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



Patrick's Pet Care is the winner of goDCgo's 2018 Employer Ambassador Award for Bike-Friendly Workplace, Small Business. To find out more about goDCgo's Employer Ambassador Awards program, please visit godcgo.com/employer.