

Success Story



Employer Services

Creating a Culture that Embraces & Encourages Bike Commuting

The Inter-American Development Bank (IDB) Group, headquartered in Washington, DC, works to improve lives in Latin America and the Caribbean through financial and technical support for countries working to reduce poverty and inequality. The IDB Group through its Staff Association, was designated as a Gold Employer Ambassador in 2021, and is highly committed to reducing its environmental impact and improving its member's wellbeing. Members of the IDB Staff Association are employees of IDB group that have joined the Staff Association. To support these efforts, they have implemented green initiatives, wellness programs, and offer commuter benefits including a comprehensive bike

CREATING A BIKE-FRIENDLY WORKPLACE

The IDB Group Staff Association became a Capital Bikeshare Corporate member in 2011. Through this program, they offer their members discounted Capital Bikeshare annual memberships and they benefit by riding Capital Bikeshare for only \$50/year - a 47% discount.

The Staff Association works one-on-one with new members to make sure they are aware of the benefit, how to sign up, and how to use the bikeshare system. To sweeten the deal for employees, the organization has a Capital Bikeshare station located right outside their building – making it even more convenient to commute to work by bike.



"Our members' well-being is our utmost priority, and Capital Bikeshare has been a key ally to support their transportation needs. In addition to positively impacting the environment, offering sustainable transportation alternatives helps us to promote a healthier lifestyle within our community."

- José Luis Salazar, IDB Group Staff Association President



INDUSTRY

Banking



NUMBER OF EMPLOYEES

2,000



BENEFITS OFFERED

Transit Subsidies
Telework
Comprehensive Bike Program





6,491
CAPITAL BIKESHARE
TRIPS TAKEN IN 2021

Currently, IDB has 73 active Capital Bikeshare members and many of them commute by bike everyday, some even coming from Virginia and Maryland. In 2021, their members collectively took 6,491 Capital Bikeshare trips, which was the highest number of trips taken by a Capital Bikeshare Corporate Member last year. The IDB Group and its Staff Association were recognized for this achievement at the 6th Annual goDCgo Ambassador Awards.

I am really happy to be able to use Capital Bikeshare every day to get around town. The electric bikes are wonderful.

- IDB Group Staff Association Member



A HOLISTIC APPROACH TO BIKE PROGRAMS

The IDB Group's bike program goes beyond offering Capital Bikeshare memberships through its Staff Association. They support bike commuting holistically on a variety of levels to create a culture that embraces getting on two wheels. To make bike commuting a realistic option for their employees, they offer free lockers and showers, they also provide secure bike and scooter storage in their garage, and they have a repair station for common bike maintenance.

The IDB Group has found success incentivizing biking through initiatives that reward people who do not drive to work, such as their Bike or Walk to Work challenge where employees received prizes for ditching their car to commute to work. And it doesn't stop there: They also host fun and educational bike events. In the past, they have partnered with the Washington Area Bicyclist Association (WABA) to host a class to teach employees how to ride and care for their bikes. In addition, they have invited a bike mechanic into the office to evaluate employee's bikes and make recommendations on adjustments and repairs. Last but not least, the IDB Group Staff Association sponsors a bike club that participates in biking events like Bike to Work Day, Car Free Day, and community bike rides.

LOOKING AHEAD

In the future, the IDB Group and its Staff Association plans to continue supporting and encouraging biking among their employees through amenities, incentives, events, challenges, and commuter benefits. They will continue to partner with goDCgo to enhance their commuter programs to increase their designation to a goDCgo Platinum Ambassador.

If you are interested in becoming a bike-friendly workplace and/or a Capital Bikeshare Corporate member, email info@godcgo.com to get started.



Become a Bike-Friendly Workplace

- 1 Join Capital Bikeshare's Corporate Program**
 Provide employees with a discounted Capital Bikeshare Corporate Membership—a low-cost benefit for your commute and wellness programs.
- 2 Provide Secure Bike Parking**
 Add secure bike parking inside your building, place bike racks in front of your business, or provide a convenient place to shower and change clothes to give riders peace of mind.
- 3 Offer a Bicycle Commuter Benefit**
 Offer a monthly transportation benefit to cover bike-related expenses, including a tune-up, helmet purchase, or a new bicycle.
- 4 Host a Cycling Class**
 Host an on-site cycling class or biking seminar where employees will learn the basics of bike safety, how to use Capital Bikeshare, and route planning.

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