

As the Roanoke Valley moves through the Governor's phased reopening, many of us are returning to the workplace for the first time in several months – which means returning to the daily commute.

For many, that commute involved breaking out the bicycle and riding to work. The daily bike commute is a chance to get outside, to enjoy the natural beauty that surrounds us in the Roanoke Valley, and to say hello to our neighbors as we pass them by. We also enjoy the knowledge that we are reducing vehicle emissions that contribute to air pollution and climate change, and are getting a little bit of exercise while we're at it.

But in this time of COVID-19, there's another important reason to consider bike commuting: Safety.

A recent study by the Transportation Research Board determined that commuters felt that traveling by bike was second only to traveling in their personal vehicle in terms of riskiness, and many expected to continue to travel by bike even after the threat of the pandemic was lifted.

To support your employees' safety and make their commute more enjoyable, RIDE Solutions can assist you in making your business better for biking:

- Bike Commuting 101 classes and training for new bike commuters
- Assistance in making facilities friendly for bike commuters
- Safe bike routes and Bike Buddy programs through the RIDE Solutions app
- Rewards for every trip your employees take on a bike
- Reporting for your business: Environmental impact, dollars saved, calories burned
- Assistance in becoming a certified Bicycle Friendly Business by the League of American Bicyclists

If you are interested in getting more employees to bike to work, and make it easier for employees who already make that choice, give us a call at 540-342-9393 or email us at jholmes@rvarc.org. You can also download the RIDE Solutions app to your mobile device or register at <https://ridesolutions.org/> to get a jump start on your own bike commuting adventure.