

**@ Bayer Corporation, Berkeley California**

**Project in Brief**

<b>Project:</b>	<b><i>Bayer Remedies Parking Situation with Cycle-Safe<sup>®</sup></i></b>
<b>Location:</b>	Berkeley California
<b>Installation:</b>	38 Cycle-Safe <sup>®</sup> bicycle lockers
<b>Reaction to previous brand:</b>	"The manufacturing, delivery, and overall customer satisfaction was horrible."
<b>Reaction to Cycle-Safe:</b>	"We just love them."

In order to further support their efforts to be environmentally conscious, and meet newly instituted city regulations, Bayer decided to install bicycle lockers at their Berkeley, California facility. Initially Bayer selected lockers from another company, primarily for economical reasons. However, the company's substandard product and service led Bayer to look into other alternatives — eventually this led them to select Cycle-Safe lockers.



**"a reduction in air pollution and less congestion and traffic in the area," said Hiersoux**

Maya Hiersoux of Bayer Corporation said the corporation elected to work with Cycle-Safe on the project because of, "the quality of their product, their reputation, and their warranty."

According to Hiersoux, responsible for administering the lockers at Bayer, employee response has been very favorable. "The lockers are almost always rented to full capacity."

Cycle-Safe bicycle lockers have allowed us, "to create a bicycle friendly environment," said Hiersoux. "Employees are not allowed to bring bikes into the building, so it is nice to be able to offer them the lockers." The installation of the lockers has resulted in an increase of bike commuters on Bayer's campus.



**Easy access to Cycle-Safe lockers at Bayer at employee entrances**

Employees who only occasionally rode to work, and those who were concerned about their bikes rusting in the Bay area elements are now more likely to ride to work.

Bill Greulich, Manager of Security at Bayer, has been using Cycle-Safe lockers since their installation and commutes to work every day on his bike. Biking to work has had a very positive effect on Bill's health and overall performance on the job. Commuting to work, "is a primary piece of my long range fitness goals," and, "my ride home is a stress reliever," stated Greulich.

While there is no charge for employees to use the lockers, administrators request the majority of their transportation to be done by bicycle. Employees are assigned lockers based on the location of their work site.

Residents who live near Bayer's 32 acre site also benefit from the installation of Cycle-Safe bike lockers. An increase in the number of commuters using bikes has led to, "a reduction in air pollution and less congestion and traffic in the area," said Hiersoux.

Throughout that past few years Bayer has installed a total of 44 lockers in its Berkeley location. The first set of lockers were put in two years ago and additional lockers were added in 1999. Recently, the company placed a third order to have 12 more Cycle-Safe lockers installed at this site. Bayer has continued to work with Cycle-Safe because, "the lockers have performed well, and we would like to



continue using the same type of material throughout our campus," stated Bayer Corporation Engineer Ed Reyes. coincidentally, the raw material used to make the end panels on Cycle-Safe lockers, Centrex/ABS, is actually made by a separate division of Bayer. "I don't even have to think about them," added Hiersoux. "They have been secure, reliable, weather resistant, easy to administer, and have required little maintenance. We just love them."



## Project Team

- Deborah Bellush, Manager Site Development and Community Relations
- Maya Hiersoux, Site Development and Community Relations
- Ed Reyes, Facilities Engineering Department Architect
- Cycle-Safe, Inc.

RESOURCE INFORMATION	WEB SITE ADDRESSES
<i>Bayer Information</i>	<ul style="list-style-type: none"> <li>• <a href="http://www.bayerus.com">www.bayerus.com</a></li> </ul>
<i>Other Area Bike Information</i>	<ul style="list-style-type: none"> <li>• <i>Bike Friendly Berkeley Coalition</i> <a href="http://www.bfbc.org">www.bfbc.org</a></li> <li>• <i>California Air Resources Board</i> <a href="http://www.arb.ca.gov/bicycle/factsht.htm">www.arb.ca.gov/bicycle/factsht.htm</a></li> </ul>

## Visit these Bicycle Advocacy Sites on the World Wide Web

- |  |   |
|--|---|
| Assoc. of Pedestrian & Bike Professionals . . . . . <a href="http://www.apbp.org">www.apbp.org</a> | National Bicycling and Walking Clearinghouse . . . <a href="http://www.bicyclinginfo.org">www.bicyclinginfo.org</a> |
| Bikes Belong Coalition . . . . . <a href="http://www.bikesbelong.org">www.bikesbelong.org</a>      | Bike Alliance of Washington . . . . . <a href="http://www.bicyclealliance.org">www.bicyclealliance.org</a>          |
| League of American Bicyclists . . . . . <a href="http://www.bikeleague.org">www.bikeleague.org</a> | Millennium Trails . . . . . <a href="http://www.dot.gov/mtp">www.dot.gov/mtp</a>                                    |
| Bicycling Life . . . . . <a href="http://www.bicyclinglife.com">www.bicyclinglife.com</a>          | National Trans. Enhancements Clearinghouse . . . <a href="http://www.enhancements.org">www.enhancements.org</a>     |
| Bike Map . . . . . <a href="http://www.bikemap.com">www.bikemap.com</a>                            |   |

For more bicycle planning links visit <http://www.cyclesafe.com/Links>



**cycle-safe, Inc.**  
 GRAND RAPIDS, MI.  
 Toll Free: (888) 950-6531  
 Fax: (616) 954-0290  
[info@cycle-safe.com](mailto:info@cycle-safe.com)  
[www.cycle-safe.com](http://www.cycle-safe.com)

