

Bicycle Friendly Business Awards

National Recognition: for businesses that promote health, sustainability and community!
Information downloaded from www.bikeleague.org for Pueblo area businesses



What is a Bicycle Friendly Business (BFB)?

A Bicycle Friendly Business (BFB) is a corporation, organization, association, or nonprofit that actively promotes bicycling for transportation, recreation, exercise, and sport.

A BFB practices social responsibility by weaving bicycling into the business culture and *gives employees and customers* the opportunity to be active stewards of their personal and environmental health through bicycling.

The Bicycle Friendly Business program through the League of American Bicyclists evaluates applicants' efforts to promote bicycling in four primary areas:

- **Engineering:** Safe cycling access; bike racks for employees and guests; showers and lockers for commuters and lunchtime riders, allows connectivity/right of way access on your property to improve walk/bikeability, walk/ride up window to serve customers, not just a drive up window.
- **Education:** Bike-safety programs; mentorship for new commuters; and equipment tutorials.
- **Encouragement:** Benefits for bike commuters; commuter tax provision or paid mileage for trips made by bike; loaner bikes for errands and short trips; and earn-a-bike programs.
- **Evaluation:** An assessment of what's already being done and what to aim for in the future; in-house bike coordinators and educators; and target ridership numbers. Highlight your business's unique programs and policies that promote and celebrate bicycling—from loaner bikes for short trips and in-house spin classes to supporting charity rides, Bike Month activities or sponsoring bike-racing teams.

IS YOUR BUSINESS BICYCLE FRIENDLY?

Here's a quick quiz to see if your business is on the right track.

	<u>If yes</u>
1. Does your business provide secure bike parking for employees/customers?	3 points
2. Does your business provide showers for employees?	3 points
3. Does your business offer incentives for employees to commute to work by bike?	4 points
4. Does your business have an action plan to help promote cycling?	2 points
5. Does your business work with local advocates to improve bicycling conditions for the community (includes Bike to work or Bike Month sponsorship)?	2 points
1. Does your business support a bicycle team/club or annual ride ?	1 point

If your business scores five points or higher, **you should apply!** Applications are taken each January and July for recognizing businesses social stewardship and health promotion in their own community.

<http://www.bikeleague.org/programs/bicyclefriendlyamerica/bicyclefriendlybusiness/apply.php>

This program through the League of American Bicyclists honors innovative bike-friendly efforts and provides technical assistance and information to help companies and organizations become even better for bicyclists. This new initiative complements the [League's Bicycle Friendly Community \(BFC\) program](#), which has been recognizing cities and towns for their bicycle friendliness since 2003.



Bicycle Friendly Business FAQ



WHO CAN APPLY FOR BICYCLE FRIENDLY BUSINESS DESIGNATION?

The Bicycle Friendly Business program welcomes applications from any business, corporation, organization, association, or nonprofit group with more than two employees located in the United States. We encourage applications from large and small businesses with single or multiple locations. All of the business's workplaces must be considered when completing the application.

WHO IN THE BUSINESS SHOULD COMPLETE THE APPLICATION ?

We encourage each business to determine who will complete the on-line application. To complete the most comprehensive application, the applicant should be aware of all aspects of the business's bicycle-related activities and efforts. We encourage the applicant to consult workplace cyclists to help advise on the business's true environment for cycling.

Please be certain that the leaders of the business (for example the CEO, CFO, CSR) are consulted before applying.

WHAT TYPE OF VISIBILITY DOES MY BUSINESS RECEIVE FROM THE BFB AWARD?

The League of American Bicyclists recognizes a newly designated Bicycle Friendly Business with an award presented at an arranged ceremony and a formal national press announcement. The BFB award is a beautiful piece of art from a unique series of prints by [Taliah Lempert](#). Awardees will also be profiled on the League website.

WHY WOULD MY BUSINESS APPLY FOR THE BICYCLE FRIENDLY DESIGNATION?

Businesses that promote bicycling are recognized for being green and socially responsible. They are conscious of their carbon footprint, aware of their impact on the environment, and are willing to think and act creatively in order to improve the quality of life for employees, their families and the greater community. A Bicycle Friendly Business attracts and retains employees, because people want to be part of a positive movement.

The Bicycle Friendly Business program also provides [technical assistance](#) on how to become more bicycle friendly. The program offers great resources to help improve a business's bicycling accessibility, promotion and awareness within the workplace.

WHEN IS THE APPLICATION DUE?

There are two application deadlines per year, one in **January** and the other in **July**.

IS THERE AN APPLICATION OR RENEWAL FEE?

No. Thanks to the generous support of the [Bikes Belong Coalition](#) and [Trek](#) we are able to waive all application fees.

DOES MY BUSINESS NEED TO BE DOING EVERYTHING ON THE APPLICATION IN ORDER TO RECEIVE THE AWARD?

No. The completed application provides a detailed picture of a workplace. Award determination is based on the application score and the feedback from local cyclists.

HOW DO BUSINESSES APPLY FOR THE BFB DESIGNATION?

Simply access the application and resources at [bicyclefriendlybusiness.org](#). Next, consult workplace bicyclists for accurate information about the business's current bicycling environment. Complete the application and submit on-line. Applicants can even save partially completed applications and return to complete it at a later date using their login code. Just be sure not to miss the deadline - July 15, 2010!

HOW MANY YEARS IS THE DESIGNATION APPLICABLE?

The BFB designation is given on a two year basis, after which time the business must reapply to maintain or improve their status. Businesses that do not maintain their cycling environment over the years may also lose their BFB status.

HOW ARE BFB AWARDS DESIGNATED?

A committee of specialists reviews and scores each application and considers feedback from cyclists in the workplace in order to determine an organization's level of recognition. Qualifying organizations are then awarded platinum, gold, silver or bronze status. Awardees may complete a simple renewal form every two years to supplement their original application, highlight progress, increase their award level, and set new bicycle-friendly goals.

The League's Bicycle Friendly Business staff is available to provide assistance throughout the application process and will continue to work with awardees to implement bicycle friendly programs and practices. Organizations that do not yet meet the standards for a Bicycle Friendly Business award may also receive assistance in order to encourage improvements and earn program designation. Contact us at info@bicyclefriendlybusiness.org or 202.822.1333.