**Slide 1**

[Thank your audience for coming and introduce yourself.]

The Bicycle Friendly Business program is a program of the League of American Bicyclists and I am here to assist to get the most out of the program. The program will help you:

* Improve your bottom line
* Create healthier and happier employees
* Reduce parking costs

*And*

* Reduce healthcare costs

All by helping you

* Prioritize, create and improve your transportation resources
* Receive recognition for bicycle-friendly initiatives your business is makes.
* Build a Bicycle Friendly Business through step by step guidelines.

**Slide 2**

Just a quick background on the League:

* Founded as the League of American Wheelmen in 1880. Because of challenges of rutted roads of gravel and dirt, and antagonism from horsemen, wagon drivers, and pedestrians.
* Over 100,000 cyclists joined the League to advocate for paved roads. The success of the League in its first advocacy efforts ultimately led to our national highway system.
* Today, the League represents the interests of the nation's 79 million cyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 affiliated organizations, the League makes biking better.

**Slide 3**

The League has run the successful Bicycle Friendly Community program for several years. In 2008, the Bicycle Friendly Business (BFB) and Bicycle Friendly State (BFS) programs were added to the line-up, two years later they introduced Bicycle Friendly University.

**Slide 4**

Through the Bicycle Friendly Business program, the League recognizes businesses across the nation for efforts to encourage a more bicycle friendly atmosphere for employees, guests, and communities. The application is convenient, quick, and informative. It is housed and submitted on-line at bikeleague.org, the League makes it easy for businesses to apply.

The program not only offers recognition but also guidance and assistance to building a BFB.

**Slide 5**

The League has made the program open to nearly all US businesses whether they be private sector, public sector, small, large, multiple location or single location. The number of employees is the only limitation.

The business must have two or more employees.

**Slide 6**

Improved employee health has a tremendous benefit for a business:

* **Decreased absenteeism**
* **Increased productivity**
* **Reduced health care costs**

As a quick example: Quality Bicycle Products tracked their commuter program riders for the last three years and compared the expenditures to the average cost throughout their home state of Minnesota. The company saved $170,000 in health care costs in just those three years alone.

* **Reduced parking costs**

It costs the same to build parking for 75 bikes as it does for just 4 cars.

**Slide 7**

Benefits for the employee:

* More energy throughout the day
* Improved health and happiness
* Lower travel costs
* Increased travel options
* Reduced parking costs
* While pedaling 12 miles in an hour-almost the equivalent calories of a McDonald's Quarter Pounder®. A 200-pound cyclist burns 546 calories while going 12 miles per hour-almost the equivalent of a Big Mac®. *Exercise and Your Heart -- A Guide to Physical Activity. National Heart, Lung, and Blood Institute / American Heart Association, DHHS, PHS, NIH Publication No. 93-1677 and* [McDonald's](http://www.mcdonalds.com/). (http://www.mcdonalds.com/)
* The average American househould spends over $8,000 per year on owning and driving their cars. (It costs about $300 a year to maintain a bike.) [*U.S. Bureau of Transportation Statistics*](http://www.bts.gov/press_releases/2009/dot008_09/html/dot008_09.html); [*Moritz, 1997*](http://www.enhancements.org/download/trb/1578-12.PDF)

**Slide 8**

* Better quality of life
* Less traffic congestion
* Improved air quality
* Improved economy

**Slide 9**

The on-line application asks a series of about a dozen questions in each of the four major areas: Engineering, Education, Encouragement, and Evaluation and Planning. The program designates businesses at four levels: Bronze, Silver, Gold, and Platinum. The next few slides are dedicated to discussion of each of the four E’s.

**Slide 10**

**Engineering**

Engineering assesses a business’s commitment to bicycling through infrastructure improvements. Secure and convenient parking are essentials to welcoming bicyclists to the workplace. Engineering also includes showers, lockers, and/or a place to store cycling gear, bike share systems or office loaner bikes, simple maintenance supplies, and dedicated maintenance space.

**Slide 11**

The second section of the application deals with **Encouragement** –

* celebrating Bike to Work Day,
* hosting group rides,
* offering the Bicycle Commuter Benefit,
* offering other incentives to ride such as coffee coupons, raffles and breakfasts.
* Is there a bike club at the business?
* Is there a commuter challenge?
* Does the business sponsor employees to participate in charity rides or bicycle racing?

**Slide 13**

**Education** is a key component of any bicycle friendly business. It is an essential building block for bicyclists of all experience levels and is also a very cost-effective way to promote safe cycling. Examples of education include:

* recurring bicycle education classes or maintenance classes taught by a League Cycling Instructor or a local bike shop employee or advocate.
* Bicycle safety information is included in the employee handbook, orientation, or annual class.
* Information on how to share the road with cyclists in the driver safety manual

**Slide 13**

The **evaluation** segment is an assessment of what’s already being done and what to aim for in the future;

* Is there in-house bike coordinator?
* Do you have target ridership numbers?
* There is commuter data collected

**Slide 14**

Applications are reviewed twice a year. After a business submits the application it is reviewed in three ways:

1. League staff review the applications internally
2. External reviewers are asked to score each application, and
3. Employees, customers, local advocates, LCIs, etc., are asked to comment on the application and provide their perspective on the bicycle-friendliness of the business.

This last stage of the review is important to us, and local reviewers have definitely had an impact on many of the awards.

**Slide 15**

In addition to the many benefits we looked at earlier such as improved employee health, lower rates of absenteeism, improved morale, decreased parking costs, and lower health care costs, the agency receives many benefits in just going through the BFB application process.

**Recognition and Promotion**: Each awarded business is designated for four years, after which time they must reapply to maintain or improve their award. *It is a free program.* Awarded businesses are listed on the League website and included in a national press release. Awardees are also given a local press release template to help promote the news of their award and they are listed in the League’s Bicycle Friendly America Yearbook, distributed to over 20,000 members, clubs, and organizations across the nation.

**Inspiration**: One objective of the BFB program is to let you know that you are not alone in advocating for better bicycling conditions in your workplace. Tens of thousands of bicyclists across the US aspire for better accommodations in the workplace.

**Feedback:** This is one of the key components and one that is valued by all applicants. The League provides an extensive list of suggestions to create a more bicycle friendly workplace to help you improve.

**Slide 16&17**

Thank you.

*[Take questions and encourage businesses to apply****.*** *For answers on more detailed questions ask them to consult the website or contact the League.]*