



ATTRIBUTES OF A BICYCLE FRIENDLY BUSINESS



www.bikeleague.org/business

Encouragement

There are incentives for employees to bicycle to work such as the [Bicycle Commuter Tax Benefit](#) or other [cash incentives for bicycling](#). BFBs make bicycling a preferred method of travel and offer encouragement through [programming and recognition](#).

There is a [Guaranteed Ride Home program](#) that helps remove possible worry about bicycle commuting.

There are organized staff rides (with key members of management) and employees are [encouraged to participate](#) in other social rides, employee bike clubs, [community bicycling events](#), national events like [Bike Month](#) and [Bike to Work Day](#) and commuter challenges like the [National Bike Challenge](#).

The BFB is involved in building a [Bicycle Friendly Community](#) by supporting bike clubs/teams, organized rides, [state/local/national bicycle advocacy groups](#) and attending public meetings.

Engineering

There are [shared bikes](#) staff can use for non-commute trips, like errands and recreational outings. In cities where public bike sharing is available, a BFB might subsidize memberships.

There is plenty of [secure, convenient, and high-quality](#) bike parking for employees and guests. Special attention is paid to proximity to entrances, protection from the elements and potential theft.

There are showers, lockers and changing areas for employees — or subsidized gym membership for employees.

There is a [repair area](#) with tools, supplies and a workstand for employees to make adjustments, fill up their tires or perhaps have a full tune-up by an official repair person.

The business is easily accessible by bike through a network of dedicated bikeways or low-traffic streets. If not, the business is working with local government to advocate for [improved conditions for bicyclists](#).

Education

Bicycling [safety skills information](#) is readily available in the business, perhaps even part of the company's hiring packet, orientation and newsletters.

At the very least, a BFB will have bike maps, tips sheets and a list of opportunities for employees and others to take [bicycling skills and maintenance classes](#) (this could be done with the help of a [local bike shop or League Cycling Instructor](#)). In addition, a BFB might post [bicycling skills videos](#) on its website.

There may be a certified [League Cycling Instructor](#) on staff who offers [bicycling education](#) to employees and externally to customers or the public if applicable.

There is encouragement and opportunities for employees who drive to work to learn how to [safely operate](#) on the road with bicyclists.

A BFB works hard toward the vision of an inclusive [Bicycle Friendly Community](#) and strives to [reduce distracted driving](#).

Evaluation & Planning

A BFB has set ambitious yet attainable goals to increase ridership and other key metrics, such as Bike to Work Day participation, or the number of employees and customers on a bike listserv. Measurable goals provide the business with something to target and to celebrate, as well as to [motivate individual employees](#).

There is an [appointed bike coordinator](#) responsible for coordinating bike events, programs, and facilities for the business. This may be a volunteer coordinator or incorporated into a formal job description.

A BFB conducts an [annual survey](#) to learn more about the commuting habits of employees and potential barriers that may exist for employees to bike more.

There is a concerted effort to collect internal [data on bike commuting](#) for benchmarking and goal-setting purposes. Tools such as the [National Bike Challenge](#) can play an integral role in helping a company track its ridership.

Learn more at www.bikeleague.org/business