



Bicycle Friendly Business Award Level Criteria

League of American Bicyclists

The Bicycle Friendly BusinessSM (BFB) program recognizes businesses for their efforts to increase ridership and foster a positive bicycling culture in the workplace. Businesses complete an in-depth online application and are evaluated in five categories known as ‘the 5 E’s.’ The following outline summarizes the criteria and guidelines for each BFB award level.

The 5 E’s

To be recognized as a Bicycle Friendly Business, applicants must demonstrate efforts and success in all five of the following categories:

ENGINEERING: Physical amenities, such as bike parking, changing facilities, showers, lockers, bike maintenance tools, as well as ease of access to the business via bicycle.

ENCOURAGEMENT: Bicycle culture, events, incentives, promotion, advocacy, and recognition, both within and beyond of the business.

EDUCATION: Classes, educational bike rides, communications, and information sharing about bicycle safety, maintenance, access, and local resources.

EVALUATION & PLANNING: Goals, metrics, tracking, budget, dedicated staff, and outcomes around bicycling ridership and participation.

EQUITY & INCLUSION: Specific efforts across the other 4 E’s to ensure that bicycling facilities and programs are designed with Equity and Inclusion at the forefront, so that they are accessible and inviting to all.

Award Levels

No Award

Not every business that applies to the Bicycle Friendly Business program will receive recognition. A business must demonstrate significant achievements in each of the five ‘E’ categories above to be considered for an award. Every applicant, regardless of award level, receives a feedback report to help them improve.

Honorable Mention

Applicants who receive Honorable Mention are just starting to address the needs of bicyclists in their workplace. There are likely a small percentage of employees, often very experienced riders, who are bicycling to work. Businesses that do not yet exhibit the characteristics of a BFB may be recognized with an Honorable Mention designation if:

- The business demonstrates a dedication to corporate social responsibility and recognizes bicycling as a legitimate mode of transportation, but has yet to act on these values.
- The business has a remarkable single project or program, but the impact or influence of the program has yet to extend throughout the business.

(Over)

- Efforts to become bicycle-friendly are limited to the work of a few staff, and are not yet institutionalized as a permanent part of the business operations or culture.
- The business has shown efforts in some, but not all five ‘E’ categories listed above.

Bronze

A Bronze-level Bicycle Friendly Business exhibits a strong commitment to bicycling that is still in its beginning stages. While there is room for improvement in every category, steps are being made in each of the 5 ‘E’ categories, often with particular achievements in one of the five categories listed above. Bronze BFBs often have good bike parking, participate in an annual Bike to Work Day event, or support an employee bike club, but still may not feel very welcoming to all bicyclists.

Silver

A Silver-level Bicycle Friendly Business is often particularly strong in 2 of the five ‘E’ categories, and has begun to see the results of these efforts through increased ridership and participation among employees. A Silver BFB feels welcoming to most bicyclists, but may not be reaching the full range of people who would like to bike commute, but don’t yet feel comfortable doing so.

Gold

A Gold-level Bicycle Friendly Business has a strong bike culture and institutionalized policies and practices that promote and encourage bicycling. The impact of these practices may not be fully realized yet, but the business is well on its way to increasing ridership and encouraging new riders, as well as supporting bicycle advocacy efforts in their community. Gold-level BFBs are typically impressive in 3 or 4 of the five ‘E’ categories of their application.

Platinum

A Platinum Bicycle Friendly Business typically shows excellence across the board. These businesses have excellent bike parking, end-of-trip facilities, incentives and support programs to get new people riding, great bike education programs and events, and a strong internal biking culture. Earning the Platinum award typically requires businesses to establish institutionalized mechanisms for ongoing improvements and to respond to the needs of existing and potential bike commuters.

Diamond

A Diamond-level Bicycle Friendly Business scores higher than the average Platinum, and is heavily focused on the big picture of bicycle-friendliness: not just reaching their own employees, but improving conditions in their community and beyond. A Diamond BFB has invested significantly in both internal and external bike improvements, and has impressive outcomes in ridership, commuter satisfaction, and other bike-related metrics.

Learn more about the Bicycle Friendly Business program at

<http://bikeleague.org/business>

Apply online at <http://apply.bikeleague.org>