



**THE BICYCLE FRIENDLY AMERICA<sup>SM</sup> PROGRAM** is all about Places. Our BFA<sup>SM</sup> program provides recognition and guidance for states, communities, universities and businesses to showcase and enhance their bicycle-friendliness. The program provides a practical blueprint, hands-on assistance, and resources to help make Places better for bicycling.

**THE BICYCLE FRIENDLY BUSINESS<sup>SM</sup> PROGRAM** is based on our belief that bikes are good for businesses, employees, and the community. BFBs<sup>SM</sup> are recognized for their efforts through an award system based on four essential elements to being bicycle friendly: Engineering, Education, Encouragement, and Evaluation & Planning.



People



Places



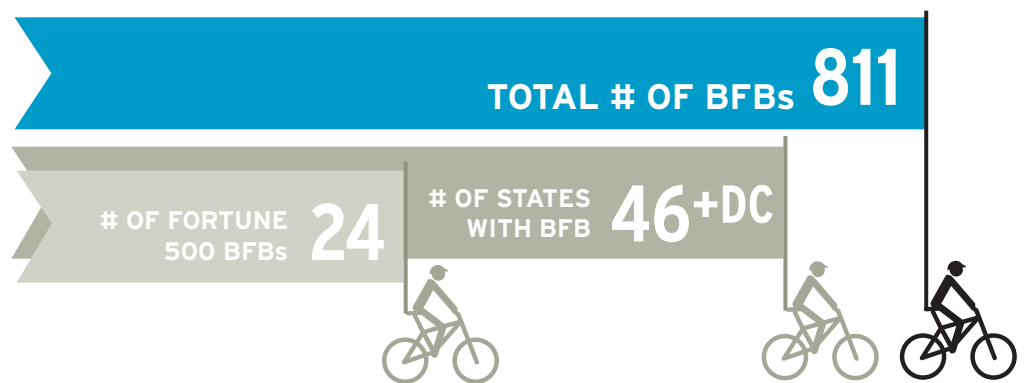
Policy

## THE LEAGUE OF AMERICAN BICYCLISTS

is the nation's oldest bicycle advocacy organization, leading the movement to create a Bicycle Friendly America for everyone. We believe that, when more people ride bikes, life is better for everyone. Our three areas of focus, PEOPLE, PLACES AND POLICY, all support this belief. The League is bringing together the most passionate, action-oriented people to lead the movement.

[www.bikeleague.org](http://www.bikeleague.org)

## BFBs BY THE NUMBERS (FALL 2014)



As of Fall 2014, more than 800 businesses have gained recognition at the Bronze, Silver, Gold and Platinum levels

**438**



**265**



**91**



**17**



## BENEFITS OF BECOMING A BICYCLE FRIENDLY BUSINESS

Becoming a BFB benefits your bottom line while also enhancing quality of life in your community. What can you gain by becoming bicycle friendly?

- » Recruitment: attract and retain the best and brightest
- » Increase morale and quality of life for employees
- » Foster a sense of community and camaraderie in workplace
- » Enhance health and wellness benefits, and reduce costs on healthcare
- » Catalyze a more alert, active, productive workforce
- » Reduce absenteeism
- » Showcase social responsibility, a commitment to sustainability and reducing environmental footprint
- » Support and expand reliable, consistent transportation, particularly for employees in urban areas
- » Create a culture of wellness
- » Cut transportation spending by company, individual and community
- » Support long-term health benefits, both physical and mental



People



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## WHY SHOULD WE APPLY?

Being designated as a Bicycle Friendly Business is a great way to gain national recognition for being a leader in wellness, sustainability and corporate responsibility.

As part of the BFB application process, your business will receive quality, customized feedback from League staff – the trusted source for best practices on what it means to be bicycle friendly. And BFBs are part of an elite network that share peer-to-peer communication and best practices.

Employees and customers want to invest in businesses that care – care about the environment, care about health and wellness, and care about the community. Earning a designation as a BFB is a clear way to show your business cares.

## TESTIMONIALS

The BFB program works for businesses of all sizes, from multinational corporate headquarters to local shops and firms.

“Helping employees increase their physical activity level through support of bicycling has the benefit of lowering medical costs, reducing absence rates, increasing productivity and improving morale.”  
*American Family Insurance, Madison, WI*

“Being a Bicycle Friendly Business is an important component of our sustainability plan.”  
*Higbark Corporate Headquarters, Pittsburgh, PA*

“Employee well-being and reduced environmental impact are two positive outcomes to our support for bicycling. Employees have responded positively to the health, financial and wellness benefits of bicycle commuting.”  
*Ameriprise Financial, Corporate Headquarters, Minneapolis, MN*

“Company morale has improved as a result of our Bike to Work program. A number of employees have had significant weight loss as a direct result of biking to work. An additional positive outcome is the regional recognition from having the most progressive program in the Midwest.”  
*The Burke Group, Rosemont, IL*

“USAA invests tens of thousands of dollars each year to support cycling as an alternative commute mode and as an effective means to improve health.”  
*United Services Automobile Association (USAA), San Antonio, TX*

## JOIN US!

Contact Amelia Neptune – [amelia@bikeleague.org](mailto:amelia@bikeleague.org) – for more information on how to apply. Visit our website for more information: <http://bikeleague.org/content/businesses>

