**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
* 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**

**About the League**

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**

**About the Bicycle Friendly America Program**

The Bicycle Friendly America Program started in 2002 with the Bicycle Friendly Community program, which evaluates communities including cities, counties, townships, and metropolitan areas.

 In 2008, the Bicycle Friendly Business (BFB) and Bicycle Friendly State (BFS) programs were added to the program, and in 2011 they introduced Bicycle Friendly University (BFU).

**Slide 4**

**What is the BFB Program?**

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**

**Eligible Businesses**

The League has made the program open to nearly all US businesses whether they be private sector or public sector, small or large, a single office or a large corporate campus.

Exceptions:

Home offices and virtual offices are not eligible.

Must have 2 or more regular visitors (employees, customers, volunteers, etc.)

Only one location may be submitted per application, however, campuses of two or more buildings are acceptable.

**Slide 6**

**Benefits for the Business**

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
* A 200-pound cyclist burns 546 calories by bicycling 12 miles in one 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**

**Benefits for the Community**

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

**Slide 9**

**Application Criteria**

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

**Encouragement**

The second section of the application deals with Encouragement –

* Celebrating Bike to Work Day,
* Hosting group rides, including casual, social rides at lunch or after work
* Offering other incentives to ride such as cash, healthcare discounts, coffee coupons, raffles and breakfasts.
* Is there a bike club or employee cycling commuter group at the business?
* Is there a commuter challenge?
* Does the business sponsor employees to participate in charity rides or bicycle racing?
* Does the business support local bike advocacy efforts or groups?
* Are there shared bikes at the business for employees to borrow for quick trips, errands, deliveries, or their lunch break?

**Slide 12**

**Education**

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**

**Evaluation & Planning**

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**

**Equity & Inclusion**

In each of the previous “E” sections, businesses will be asked to describe how they have ensured that the facilities, programs, services, classes, events, and evaluation/planning efforts are all done as equitably and inclusive as possible.

A major principle of equity is recognizing that not every bicyclist or potential bicyclist faces the same barriers or challenges, and therefore the same solutions will not work for everyone to make biking to work/the business safer, more comfortable and more accessible.

Every BFB is encouraged to work with and listen to their employees, customers, and guests to identify and eliminate barriers to commuting by bike.

**Slide 15**

**Application Review Process**

To be considered for a BFB award, a business must submit an online application to the League at apply.bikeleague.org

There are 3 submission deadlines per year, in February/March, June/July, and October/November. (Find the current list of upcoming deadlines here: <https://bikeleague.org/BFB_Fee_Deadline> )

After a business submits the application it is evaluated in two ways:

 1. A team of League staff review the applications internally

 2. Employees, customers, local bike advocates, LCIs, etc., are asked to 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. All feedback received by local reviewers are included (anonymously) into the final feedback report given to the business.

Awards are typically announced 2-3 months after the submission deadline

Feedback is provided to every applicant, regardless of award level, and awardees receive an announcement toolkit to help them celebrate and promote their new BFB designation.

**Slide 16**

**Application Cost**

The BFB application fee is based on number of employees at applying location:

* 1-49 employees or non-profit/government (of any size): $50
* 50-499 employees: $100
* 500-999 employees: $250
* 1,000+ employees: $500

Corporate members of the League may apply for free (limit one free application per year)

All BFB awardees must renew once every four years to maintain their designation.

Discounts are available for renewing BFBs, as well as for women-owned businesses and minority-owned businesses. Contact bfa@bikeague.org to learn more.

**Slide 17**

**National Recognition**

Approximately 80% of the businesses that apply to the Bicycle Friendly Business program receive a Bronze or higher designation. Since the BFB program began in 2008, over 950 businesses have received the designation. There is an interactive awards database map available at http://bikeleague.org/bfa/awards

Those who receive no award or Honorable Mention are welcome to reapply after they have implemented some of the League’s suggestions and improved their workplace for bicycling.

**Slide 19**

**Benefits of the Program**

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. 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.

**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 19 & 20**

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.]*

*Questions? Email* *bfa@bikeleague.org*