

**THE BICYCLE FRIENDLY AMERICA<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 five essential elements to being bicycle friendly: **Engineering, Education, Encouragement, Evaluation & Planning, and Equity & Inclusion.**

All BFB applicants receive feedback to help them improve, and BFB awardees must renew every four years to maintain a current designation.

## BFBs BY THE NUMBERS

*Since 2008, over 2,000 businesses have received BFB recognition, employing over 1 million people.*

**TOTAL # OF CURRENT BICYCLE FRIENDLY BUSINESSES** **1,582**  
(AS OF MAY 2023)

INDIVIDUALS EMPLOYED BY A CURRENT BFB

# OF FORTUNE  
500 BFBs

**45**

# OF STATES  
WITH A BFB

**50+DC**

**743,341**



Since 1880, **THE LEAGUE OF AMERICAN BICYCLISTS** has been people-powered, with a goal to make bicycling safer and easier as a means of transportation and recreation. Today, the League continues to improve lives and strengthen communities through bicycling. We are more than 200,000 members and supporters strong with more than 1,000 state and local advocacy groups and bike clubs, as well as thousands of businesses, universities, and communities together leading the movement to create a Bicycle Friendly America for everyone.

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

As of May 2023, 1,582 businesses are currently awarded at the Bronze, Silver, Gold and Platinum levels.

**737**



**485**



**274**



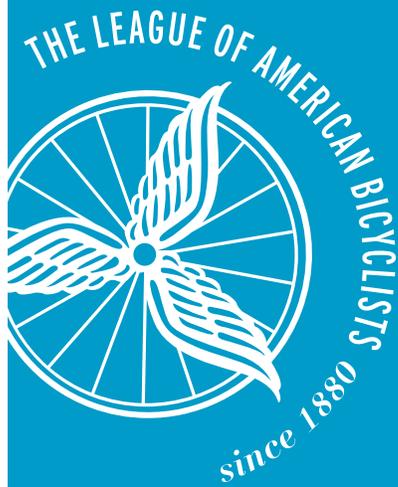
**86**



## 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



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## JOIN US!

Apply online: <https://apply.bikeleague.org>

For more information: <https://bikeleague.org/business>

Contact [bfa@bikeleague.org](mailto:bfa@bikeleague.org) with questions.

## 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 multi-national 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.”

*Highmark 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*



Employees of Meta HQ, a Platinum-level Bicycle Friendly Business, representing the Bike Team at a company event.