



# Bicycle Friendly Business APPLICATION PREVIEW

Updated February 2020

## TO APPLY

Applications are only accepted online. To submit an application, visit [apply.bikeleague.org](https://apply.bikeleague.org)

Access additional resources at [bikeleague.org/business](https://bikeleague.org/business)

Email questions regarding the BFB application or process to [bfa@bikeleague.org](mailto:bfa@bikeleague.org)

## PRICING

SIZE OF LOCATION	APPLICATION FEE
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 their primary location for free. Limit one free application per year. [Learn more about Corporate Membership.](#)*

## UPCOMING APPLICATION CYCLES

### *Spring 2020*

Open: October 2019

Deadline: **February 20, 2020**

Awards announced: May 2020

### *Fall 2020*

Open: June 2020

Deadline: **October 7, 2020**

Awards announced: December 2020

### *Summer 2020*

Open: February 2020

Deadline: **June 10, 2020**

Awards announced: September 2020

### *Spring 2021*

Open: October 2020

Deadline: **February 24, 2021**

Awards announced: May 2021

See [http://bikeleague.org/BFB\\_Fee\\_Deadline](http://bikeleague.org/BFB_Fee_Deadline) for most current deadline schedule.

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## APPLICATION TIPS

» *There is no one-size-fits-all equation for a Bicycle Friendly Business.* The conditions that make your business unique -- age, size, industry, location -- are important when determining how you can best encourage and support bicycling, and will be taken into consideration when we review your application. Be sure to help us fully understand your business by providing a thorough picture of who you are and what you do.

» *Your goal should not be to check every box on this application.* Instead, aim to check at least one box in every section. We've provided a comprehensive menu of all the ways your business can be bicycle-friendly, and some options are more valuable than others, but we don't expect any business to do everything on the list. In fact, some things are impossible for certain businesses (like customer discounts, if you're not a retail business), so don't sweat the items that don't apply to you.

» *Unless a question specifically asks about future plans, only check boxes for things you're currently doing.* Businesses who inflate their points by checking boxes for things they plan to do are doing themselves a disservice: if we can't get a clear sense of where you are now, our feedback won't cover all the things we'd recommend if we had the full picture. It also means that when you renew, if you didn't follow through on your plans, you might backslide and move down in award levels. No one wants that! If you're a new business and all you have are plans, consider waiting a year before you apply to the BFB program.

» *If you're doing something that isn't listed, or goes above and beyond any of the options, please tell us!* Use the bonus point questions at the end of each 'E' section and the 'Final Overview' section at the end of the application to give us more details. This not only helps us to better understand your business, it also helps improve the program by identifying new trends and best practices.

» *Don't be shy to tell us about your weaknesses.* This gives us a more accurate snapshot of your business, and displays that you are critically evaluating the business's internal efforts, which is an important component of the final 'E', Evaluation & Planning. We will encourage you to continue to improve no matter what, but we love to see you demonstrate that you already have an understanding of how the business can keep working toward bicycle-friendliness.

» *After the BFB application deadline passes,* the League will email you a survey link to distribute within your business, so that we can hear directly from employees (and, if appropriate, customers, guests, and/or the general public) about their bicycling experiences at your business. The League will also reach out directly to local bike advocates in your area for their input. Your submitted application, and this local input, will be reviewed by a national team of experts. Awards are normally announced 2-3 months after each deadline, and local survey input will be included anonymously in your feedback materials.

*Please note this document is a preview only.*

*Applications must be submitted through the online form, available at [apply.bikeleague.org](https://apply.bikeleague.org).*

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## APPLICATION INTRO

Business Name: *(as you'd like it to appear on award materials)* \_\_\_\_\_

Has the business applied to the Bicycle Friendly Business program before?

- » Yes, for this location or branch\*
- » Yes, but only for another location or branch\*\*
- » No

\*What year was your most recent BFB application submitted? \_\_\_\_\_

\*What was the result of that application?

- » No Designation
- » Honorable Mention
- » Bronze
- » Silver \*
- » Gold
- » Platinum

Please note: Dependent questions will only appear in the online application when their corresponding answer option above is checked.

\*\*Please list name and award level for all other branches or locations of the business that have previously applied for the BFB designation. \_\_\_\_\_

### *Web & Social Media Presence*

*If awarded, the following links will appear on your BEA Award Profile on the League's Connect Locally Map:*

Business Website: \_\_\_\_\_

Business Twitter URL: \_\_\_\_\_

Business Facebook URL: \_\_\_\_\_

**Optional:** Upload Business Logo (*Online application only. Please upload a high-resolution image file of your company or organization's logo. We will only use the logo to promote your BFB award designation. Accepted file types: .jpg .png .eps .pdf*)

### *Bicycle Friendly Business Application Fee*

Which of the following best describes your business?

- » Tier 1 (1-49 employees, or nonprofit/government agency of any size) (\$50)
- » Tier 2 (50-499 employees) (\$100)
- » Tier 3 (500-999 employees) (\$250)
- » Tier 4 (1,000 or more employees) (\$500)

## APPLICANT PROFILE

A1. Contact First Name: \_\_\_\_\_

A2. Contact Last Name: \_\_\_\_\_

A3. Job Title/Position: \_\_\_\_\_

A4. Email Address: \_\_\_\_\_

A5. Phone: \_\_\_\_\_

A6. Street Address: \_\_\_\_\_

A7. City: \_\_\_\_\_  
A8. State: \_\_\_\_\_  
A9. Zip: \_\_\_\_\_

A10 Did anyone outside your business help you complete this application?

» Yes <sup>\*A10a-d</sup>

» No

If yes, please provide name and contact information.

A10a. First Name: \_\_\_\_\_

A10b. Last Name: \_\_\_\_\_

A10a. Organization/Affiliation: \_\_\_\_\_

A10a. Email: \_\_\_\_\_

## BUSINESS PROFILE

A11. Name of CEO or Director:

A12. Type of business/organization:

» Aerospace & Defense

» Architecture/Planning/Design

» Bicycle Industry

» Bicycle Shop

» Brewery

» Construction/Utilities/Contracting

» Education

» Finance & Insurance

» Government Agency

» Hospitality/Food/Retail

» Legal

» Manufacturing/Research

» Medical/Health Services

» Non-profit

» Personal Services

» Professional Services

» Real Estate & Housing

» Technology & Information

» Telecommunications & Media

» Transportation

» Other <sup>\*A12a</sup>

A12a. If other, please describe. \_\_\_\_\_  
\_\_\_\_\_

A13. Number of branches or locations:

» 1 location    » 2 or more locations <sup>\*A13a-c</sup>

NOTE: Only one location may be considered per application (campuses of 2+ buildings in close proximity may apply as a single location).

A13a. Total number of branches or locations in the United States: \_\_\_\_\_

Please specify which location this application considers:

A13b. Branch/location name: \_\_\_\_\_

A13c. Is branch/location located at the same physical address provided under applicant profile?

»Yes    »No <sup>\*A13d</sup>

A13c. If not, please provide branch/location address.

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Please note: All answers should only refer to the specific location for which you are applying.

A14. How long has this location existed?

- » Less than one year
- » 1-5 years
- » 5-10 years
- » 10-20 years
- » 20 or more years

**Note:** If your business or location is less than one year old, please consider waiting a year before applying to the Bicycle Friendly Business program. Having at least one year's worth of events, programming, and data collection will make your application much stronger.

A15. Which of the following best describes the building(s) in which your business is located? *Check all that apply.*

**\*\*NOTE: Residential/home offices are not eligible for the Bicycle Friendly Business program.**

- » Leased space in larger shared building
- » Entire building/majority of building
- » Campus of 2+ buildings in close proximity
- » Retail/commercial space (includes restaurants)
- » Mixed use property/building
- » Outdoor area | *e.g. trail, park, etc.*

A16. Which of the following best describes the area in which your business is located?

- » Urban
- » Suburban
- » Rural

A17. Number of employees at applying location: (*Full-time equivalent*) \_\_\_\_\_

A17a. Total number of employees including all locations: (*If applicable*) \_\_\_\_\_

A18. Average daily number of guests at applying location: \_\_\_\_\_

*Please include any customers, clients, visitors, contractors, volunteers, interns, tenants, or others who do not work directly for the business.*

**Please note:** The term "guest" is used throughout the application, to refer to any non-employee.

## ENGINEERING

### *Location & Accessibility*

B1. Is your business located in a League-designated [Bicycle Friendly Community \(BFC\)](#)?

- » Yes
- » No

B2. Is your business located within 0.25 miles of the following facilities? *Check all that apply.*

- » Dedicated bike path or trail system
- » Protected or [buffered](#) bike lane or [cycletrack](#)
- » On-street [bike lane](#)
- » [Shared lane markings](#)
- » Low traffic, low speed street (25 mph or less)
- » Public bike sharing location
- » Public car sharing location
- » Public transit | *e.g. bus stop, train station, light rail, trolley, etc.*

- » On-street vehicle parking
- » Physical or perceived barrier(s) to bicycling | *e.g. high speed, high traffic, bicycle ban, major highway, etc.*
- » None of the above

### *Advocacy for Better Access*

**B3.** How are you working to improve conditions for bicyclists in your community? *Check all that apply.*

- » Business is a local government agency | *e.g. city, county, etc.*
- » Attend public meetings on behalf of bicyclists | *e.g. town hall meetings, committee meetings, community meetings, etc.*
- » Directly correspond with public officials on behalf of bicyclists
- » Release public statements in support of improved bicycling conditions | *e.g. letter to the editor, press release, open letter, etc.*
- » Encourage employees, guests, or the public to advocate for improved bicycling conditions
- » Organize volunteer opportunities to improve amenities | *e.g. trail maintenance, community bike counts, canvassing for bike advocacy, etc.*
- » Donate property/provide easements to improve the public trail network
- » Donate funding for the construction of bicycle amenities | *e.g. bike share stations, trail, velodrome, pump track, etc.*
- » Donate funding for development of bicycle amenities specifically in low-income / traditionally underserved communities
- » Encourage/assist community to apply for [Bicycle Friendly Community designation](#)
- » Business is represented on the community's Bicycle Advisory Committee or similar local government committee
- » Business is actively involved in local bike advocacy organization(s)
- » Business sends representative(s) to [National Bike Summit](#) to advocate to congressional lawmakers on behalf of bicyclists
- » None of the above

### *Bike Parking*

**B4.** Do you offer secure, dedicated bike parking for employees and guests?

- » Yes<sup>\*B4a-c</sup>
- » No, but bikes are allowed in common spaces of businesses and/or at employee workspaces
- » No bike parking offered by the business

**B4a.** Describe your dedicated bike parking. *Check all that apply.*

- » Indoor racks or designated bike storage room
- » Secured area | *e.g. keycard access, video monitored, etc.*
- » Bicycle lockers
- » Covered/sheltered outdoor bike racks
- » Uncovered outdoor bike racks
- » On-street bike corral
- » Bike valet
- » Employees are also allowed to keep bikes in workspace
- » Bikes are also allowed inside business common area
- » Specialty bikes accommodated | *e.g. cargo bikes, trailers, recumbents, etc.*
- » Charging facilities for electric assist bicycles
- » None of the above

**B4b.** How many bicycles can be accommodated by your dedicated bike parking when at full capacity? \_\_\_\_\_

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**B4c.** Does the majority (more than 50%) of your bike parking meet the following standards for quality, security, and convenience? *Check all that apply.*

- » Supports the bicycle in at least two places to prevent it from falling over
- » Allows locking of frame and at least one wheel with a U-lock
- » Is securely anchored to the ground or wall
- » Resists cutting, rusting, bending, or deformation
- » Is visible from main entrance of business
- » Is well-lit at night
- » Available year-round
- » None of the above

### ***End-of-Trip Facilities***

**B5.** Does your business provide any of the following amenities for bicyclists? *Check all that apply.*

- » Automatic doors/gates for easy bike entry to campus or building(s)
- » Shower facility without charge
- » Changing room without charge
- » Storage lockers without charge
- » Shower and locker room included in an on-site gym at cost to employee
- » Subsidized off-site gym membership
- » Bicycle work stand
- » Maintenance supplies such as tools, pumps, and tubes
- » Public bicycle repair station
- » Bike wash station
- » None of the above

### ***Engineering Bonus Points***

**B6.** What other innovative bicycle facilities or physical amenities does your business provide? | *Use this space to expand on answers checked above, or to describe additional facilities or physical amenities provided that have not yet been covered.*

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**B7.** How do you ensure that your bicycle facilities and physical amenities are accessible & welcoming to diverse populations? | *e.g. inexperienced bicyclists, non-native English speakers, women, People of Color, ADA community, LGBTQ, youth, seniors, etc.*

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## ENCOURAGEMENT

### *Incentives/Benefits*

C1. Which of the following bicycle-related incentives or benefits does your business offer? **Check all that apply.**

- » Free, personal bicycle given to each employee
- » Free bike parts, supplies, or gear available to each employee
- » Free on-site bike tune-up(s) available to each employee
- » Cash incentives for bike commuters, tied to mileage or days ridden
- » Non-cash incentives for bike commuters, tied to mileage or days ridden | *e.g. free gear, gift cards, food, paid time off, etc.*
- » Healthcare premium discounts for employees who bike to work
- » Reimbursement for bicycle-related commuting expenses for employees
- » Discount on bicycle-related goods or services for employees | *e.g. discounted tune-ups, gear, tools, accessories, etc.*
- » Drawings for cash or non-cash prizes for employees who bike to work
- » Reimbursement for race/ride entry fees
- » Discounts, prizes or other incentives for customers who arrive by bike
- » None of the above

C2. Which of the following other transportation incentives or benefits does your business offer? **Check all that apply.**

- » Commuter tax benefit for car parking
- » Free or subsidized car parking
- » Incentives/benefits for carpooling
- » Flexible parking passes
- » Access to company-owned cars
- » Free or subsidized access to public car sharing
- » Free shuttle service
- <sup>a</sup> Commuter tax benefit for transit
- <sup>a</sup> Free or subsidized access to transit
- <sup>a</sup> Incentives/benefits for walking
- <sup>a</sup> Guaranteed ride home program
- <sup>a</sup> Option to telecommute
- <sup>a</sup> Flexible scheduling
- <sup>a</sup> Casual dress code
- <sup>a</sup> None of the above

### *Bike Share*

C3. Does the business provide any bike share related benefits or services? **Check all that apply.**

- » Yes, the business provides shared bicycles to employees and/or guests<sup>\*C3a-b</sup>
- » Yes, the business provides free or subsidized access to public bike share system<sup>\*C3c</sup>
- » None of the above

**C3a.** Which of the following shared bicycle services does your business offer? **Check all that apply.**

- » Free access to business-owned bike(s) for employees
- » Free access to business-owned bike(s) for guests
- » Free access to shared bicycle accessories | *e.g. shared helmet, lights, lock*
- » Free access to cargo trailer, cargo bike, or other carriers
- » Business offers bike rentals for a charge to employees, customers, and/or the general public
- » None of the above

**C3b** How many business-owned bikes are available free of charge to employees and/or guests? \_\_\_\_\_

**C3c.** Which of the following shared bicycle services does your business offer? **Check all that apply.**

- » Free access to public bikeshare for each employee
- » Discounted access to public bikeshare for each employee
- » Shared public bikeshare membership(s)/account(s) among employees
- » Business is a bike share company
- » None of the above

### ***Bicycle Culture, Support, and Promotion***

**C4.** How does the business foster a positive internal bicycle culture? *Check all that apply.*

- » Employee bike club or bicycle user group
- » Social/recreational bike rides for employees and/or guests
- » Company-wide bike mentor/buddy program (1:1)
- » Company-wide bike ambassador/champion program (1:many)
- » Bike-related listserv or online community for interested employees
- » Ongoing or repeating bike challenge throughout the year | e.g. [National Bike Challenge](#)
- » Bicycle events | e.g. *bike-themed happy hour, commuter breakfasts, appreciation celebrations, etc.*
- » Multiple car-free or bike-to-work days throughout the year | e.g. *Car-Free Fridays*
- » Recognition for bike commuters | e.g. *highlight new commuters, riders w/ most miles, etc. at staff meetings or on intranet, etc.*
- » Company-branded jerseys or other bike-related gear offered
- » Top management commutes by bike
- » None of the above

**C5.** Does the business celebrate Bike to Work Day (BTWD) every year?

- » Yes<sup>\*C5a-c</sup>
- » No
- » We are actively planning our first Bike to Work Day
- » We have celebrated Bike to Work Day, but do not consistently celebrate it every year

**C5a.** How long has the business celebrated Bike to Work Day?

- » Past 6 or more consecutive years
- » Past 3-5 years
- » Past 1-2 years

**C5b.** How does the business celebrate Bike to Work Day? *Check all that apply.*

- » Host or help organize community-wide BTWD event(s)
- » Sponsor community-wide BTWD event(s) | e.g. *commuter pit stop*
- » Host internal BTWD event(s) for employees
- » Promote community-wide BTWD event(s) to employees & guests
- » Organize routes for commuters to travel together on BTWD
- » Offer free breakfast for bike commuters on BTWD
- » Offer prizes/awards/discounts to bike commuters on BTWD
- » Recognize bike commuters on BTWD
- » Host a BTWD-specific week-long or one-day commuter/bike challenge
- » Host a BTWD-specific bike ride
- » Top management participates in internal or external BTWD events or rides
- » Allow more casual dress code in honor of BTWD

- » Allow flexible scheduling in honor of BTWD
- » None of the above

**C5c.** Averaging the past three years, what percentage of employees commute by bike on Bike to Work Day?  
 » 0% » 1 - 5% » 6 - 15% » 16 - 30% » 31 - 50% » 51 - 75% » 75 - 90% » 91 - 99% » 100%

**C6.** Does the business celebrate [National Bike Month](#) or a similar month-long bike initiative?

- » Yes<sup>\*C6a</sup>
- » No

**C6a.** How does the business celebrate [National Bike Month](#) or a similar month-long bike initiative? *Check all that apply.*

- » Sponsor, host, or help organize community bike month event(s)
- » Arrange bike commute buddies or bicycle commuter convoys throughout the month» Arrange social rides throughout the month
- » Host maintenance clinics throughout the month
- » Host a Bike Month-specific commuter/bike challenge
- » Offer awards or recognition throughout the month
- » Promote Bike Month on public outlets | *e.g. social media, window display, etc.*
- » Provide employees and guests with a guide or calendar of community Bike Month events
- » None of the above

**C7.** How does the business promote and support bicycling in the broader community? *Check all that apply.*

- » Sponsor community bike programs | *e.g. bikeshare system, bike map, safe routes to school, etc.*
- » Sponsor or host community bike events | *e.g. bike rodeos, open streets, bike-in movie night, etc.*
- » Sponsor or host bike conference, forum, or summit
- » Sponsor an external bike team or club
- » Sponsor individual riders for charity rides or races
- » Organize or promote bike-related volunteer opportunities | *e.g. bicycle donations, charity rides, etc.*
- » Organize rides for the community
- » Actively promote bicycling as transportation to customers, guests, or the general public
- » Include bicycles in business advertisements, branding, or promotional materials
- » Encourage or mentor other businesses to become more bicycle-friendly
- » Prioritize other Bicycle Friendly Businesses when selecting vendors or business partners
- » Use local bicycle couriers
- » Offer deliveries or other services by bicycle
- » None of the above

**C8.** Does the business sponsor or partner with any local bicycle advocacy, active transportation, or transportation equity organizations in your community or region? | *e.g. Bike Pittsburgh, Walk/Bike Nashville, Sacramento Area Bicycle Advocates, etc.*

- » Yes<sup>\*C8a-b</sup>
- » No

**C8a.** Please list all organizations and a primary contact person for each. \_\_\_\_\_

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**C8b.** How do you sponsor/partner with these organizations? *Check all that apply.*

- » Corporate/business member of the organization
- » Provide financial donations/sponsorship
- » Provide in-kind donations | *e.g. provide free space, goods, or services, offer discounts to organization's members, etc.*
- » Contract with the organization for services | *e.g. bike valet, classes, rides, etc.*
- » Encourage employees or guests to join as individual members
- » Subsidize employees' individual memberships
- » Employees serve on organization's board, steering committee, etc.
- » Employees attend meetings or events
- » Employees receive newsletter or other mailings
- » None of the above

**C9.** Does the business sponsor or partner with any statewide bicycle advocacy, active transportation, or transportation equity organizations in your state? | *e.g. Georgia Bikes!, Bicycle Alliance of Minnesota, Bicycle Colorado, etc.*

» Yes<sup>\*C9a-b</sup>

» No

**C9a.** Please list all organizations and a primary contact person for each. \_\_\_\_\_

**C9b.** How do you sponsor/partner with these organizations? *Check all that apply.*

- » Corporate/business member of the organization
- » Provide financial donations/sponsorship
- » Provide in-kind donations | *e.g. provide free space, goods, or services, offer discounts to organization's members, etc.*
- » Contract with the organization for services | *e.g. bike valet, classes, rides, etc.*
- » Encourage employees or guests to join as individual members
- » Subsidize employees' individual memberships
- » Employees serve on organization's board, steering committee, etc.
- » Employees attend meetings or events
- » Employees receive newsletter or other mailings
- » None of the above

**C10.** Does the business sponsor or partner with any national bicycle advocacy, active transportation, or transportation equity organizations? | *e.g. League of American Bicyclists, Adventure Cycling Association, International Mountain Bike Association, etc.*

» Yes<sup>\*C10a-b</sup>

» No

**C10a.** Please list all organizations and a primary contact person for each. \_\_\_\_\_

**C10b.** How do you sponsor/partner with these organizations? *Check all that apply.*

- » Corporate/business member of the organization
- » Provide financial donations/sponsorship
- » Provide in-kind donations | *e.g. provide free space, goods, or services, offer discounts to organization's members, etc.*
- » Contract with the organization for services | *e.g. bike valet, classes, rides, etc.*
- » Encourage employees or guests to join as individual members
- » Subsidize employees' individual memberships
- » Employees serve on organization's board, steering committee, etc.
- » Employees attend meetings or events
- » Employees receive newsletter or other mailings
- » None of the above

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## Encouragement Bonus Points

C11. What other innovative bicycle-related encouragement efforts does your business provide? | *Use this space to expand on answers checked above, or to describe additional encouragement efforts that have not yet been covered.*

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C12. How do you ensure that your bicycle encouragement efforts are inclusive and welcoming to diverse audiences? | *e.g. new and inexperienced bicyclists, non-native English speakers, women, People of Color, ADA community, LGBTQ, youth, seniors, etc.*

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## EDUCATION

### Classes

D1. Does the business host or offer classes, workshops, or information sessions related to bicycling?

» Yes<sup>\*D1a-e</sup>

» No

D1a. What format do these classes take? *Check all that apply.*

- » On-bike classes
- » Classroom-based classes
- » Hands-on workshops
- » Information sessions | *e.g. informal lunch and learns*

D1a. What topics are covered in these classes? *Check all that apply.*

- » Introduction to bicycling/Learn to ride/Bike handling basics
- » Safe riding skills/habits
- » Bicycle maintenance
- » Commuting basics
- » "Bicycle Friendly Driver" classes for professional drivers
- » Other\*                      \*Other topics covered, if any: \_\_\_\_\_

D1c. Who teaches these classes? *Check all that apply.*

- » [League Cycling Instructor](#)
- » Knowledgeable staff member
- » Local bike shop employee
- » Local bicycle advocate
- » Local law enforcement officer

**D1d.** Who are the classes available to? *Check all that apply.*

- » Employees, free of charge
- » Employees, discounted
- » Employees, at full cost
- » Guests, free of charge
- » Guests, discounted
- » Guests, at full cost
- » General Public, free of charge
- » General Public, discounted
- » General Public, at full cost

**D1e.** On average, how often do you offer these classes?

- » More than once per month
- » Monthly
- » Quarterly
- » Semi-annually
- » Annually
- » Less than once per year

### ***Educational Outlets***

**D1.** Which of the following communications methods are used to share bicycle information with employees, customers, guests, or the general public? *Check all that apply.*

- » External classes are promoted to employees and guests
- » External classes are subsidized for employees
- » Educational group rides
- » Webinar, video, or online training
- » Company website or blog (public)
- » Social media
- » Intranet or other internal website for employees only
- » Public newsletter
- » Staff newsletter or emails to all staff
- » Opt-in distribution list or newsletter for interested staff
- » Handouts, pamphlets, or brochures in visible area of the business
- » Permanent signage, display, or information kiosk
- » Temporary flyers, posters, or rotating electronic displays
- » Company orientation program, employee manual, or new hire packet
- » Welcome packet for guests
- » Table or booth at fair/expo
- » Company vehicle safety guidelines/vehicle parking pass
- » Library or display of bike-related books/magazines
- » Staff meetings
- » Word-of-mouth
- » None of the above

### ***Education Content***

**D3.** What bicycle-related information is shared using the methods checked above? *Check all that apply.*

- » Introduction to bicycling/Learn to ride/Bike handling basics
- » Safe riding skills/habits
- » Bicycle maintenance
- » Commuting tips and resources

- » Traffic laws/ rules of the road
- » Bike map or guide to local bike infrastructure | *e.g. recommended trails, bike routes, etc.*
- » Sharing the road, trail, or path with vehicles or pedestrians
- » Motorist education/share the road resources for drivers
- » Bicycle purchase and fitting guidance
- » Equipment, gear, and accessories
- » Theft prevention | *e.g. how and where to lock your bike securely, local bike registration, etc.*
- » Riding in inclement weather
- » Family biking
- » Sport or recreational riding | *e.g. riding with a group, endurance training, bicycle nutrition, mountain biking, cyclocross, etc.*
- » Calendar to local bicycling events
- » Information on multi-modal transportation options
- » Information about bicycle incentives, programs, and amenities provided by the business
- » Internal metrics and/or goals on ridership, etc. at the business
- » None of the above

### ***Professional Development***

**D4.** Does your business provide any of the following professional development opportunities for employees who have bicycle-related responsibilities within your business? *Check all that apply.*

- » [League Cycling Instructor \(LCI\) certification](#)
- » [Association of Pedestrian and Bicycle Professionals Membership](#)
- » Other professional memberships/accreditations related to bicycles
- » Attend bicycle-related webinars/trainings
- » Attend bicycle-related conferences
- » Present at bicycle-related webinars, trainings, or conferences
- » None of the above

### ***Education Bonus Points***

**D5.** What other innovative educational programs or services do you offer? *Use this space to expand on answers checked above, or to describe additional educational programs or services that have not yet been covered.*

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**D6.** How do you ensure that your bicycle education efforts are inclusive and welcoming to diverse audiences? | *e.g. new and inexperienced bicyclists, non-native English speakers, women, People of Color, ADA community, LGBTQ, youth, seniors, etc.*

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## EVALUATION & PLANNING

### *Metrics & Goals*

E1. What percentage of employees commute to work by bike more than twice a week during optimal riding season?  
\_\_\_\_\_ (Enter 0.00 - 100%)

E2. Does the business collect any of the following internal bike-related data or metrics? **Check all that apply.**

- » Employee [mode share](#)
- » Number of bike commuters
- » Demographics of bike commuters | *e.g. gender, age, race, etc.*
- » Number of bike trips
- » Length/duration of bike trips | *e.g. miles, hours, etc.*
- » Number of customers/guests arriving by bike
- » Metrics around recreational riding by employees
- » Safety metrics | *e.g. number of crashes, etc.*
- » Environmental metrics | *e.g. emissions or gas saved, car trips avoided, etc.*
- » Health and wellness metrics | *e.g. sick days reduced, calories burned, weight lost, etc.*
- » Economic metrics | *e.g. savings on maintenance, parking, or other expenses; expenses on bicycling program/improvements, etc.*
- » Number of events/classes/programs offered
- » Participation in bicycle incentives, programs, classes, or events | *e.g. store discounts, tax benefit, cash prizes, employee bike club members, listserv, group rides, classes, BTWD, etc.*
- » Use of bike-related facilities/amenities | *e.g. bike racks occupancy, lockers/showers, repair station, bike fleet, etc.*
- » Hours logged toward advocacy/volunteering in support of bikes
- » Commuter satisfaction ratings
- » Reasons for commuting by bike
- » Barriers/obstacles to commuting by bike
- » Average employee home proximity to work
- » None of the above

E2a. Please upload most recent data collected for any categories checked above. (*File uploads only possible through online application form.*)

E3. How do you collect track this information? **Check all that apply.**

- » Survey(s)
- » Electronic/automatic counter(s)
- » Commuter logs
- » Employee interviews
- » National Bike Challenge or similar web-based tool
- » Point of Sale records or similar tool
- » Volunteer counters
- » N/A – no data collected
- » None of the above



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E4. Has the business set measurable goals for ridership or other bicycle-related metrics?

- » Yes <sup>\*E4a</sup>
- » No

E4a. If yes, please describe goals. \_\_\_\_\_

### *Dedicated Staff*

E5. Is there a bike coordinator or primary point of contact for internal bicycling issues at your business?

- » There is a full-time, paid bike coordinator at the business whose primary role is helping the business become bicycle-friendly and encouraging ridership. <sup>\*E5a</sup>
- » Promoting bicycling is a part of someone's official job description but they have other responsibilities as well <sup>\*E5a</sup>  
*e.g. transportation coordinator, sustainability coordinator, health & wellness coordinator, etc.*
- » Helping the business become bicycle-friendly and encouraging ridership is a responsibility shared among multiple staff.
- » Promoting bicycling is not a part of anyone's official job description, but management has granted someone permission to help the business become bicycle-friendly during working hours. <sup>\*E5a</sup>
- » One or more employee has stepped up to help the business become bicycle-friendly on their own time.
- » Currently, no one within the business is focused on encouraging ridership or helping the business become bicycle-friendly.

E5a. If someone is paid to work on biking issues for the business, what is their official title? Provide contact information if different from applicant. \_\_\_\_\_

E6. Is there an employee group involved with helping the business to assess and improve bicycle-friendliness of the workplace? *Check all that apply.*

- » Bicycle User Group
- » Workplace Bicycle or Transportation Advisory Committee
- » Other related workplace committee that includes bicycling topics | *e.g. wellness, sustainability, operations, etc.*
- » None of the above

### *Policies and Plans*

E7. In what other ways does the business work to continually improve its bicycle services and amenities? *Check all that apply.*

- » Commuter or bicycle program survey conducted in last 2 years
- » Ongoing employee/customer feedback mechanism
- » Dedicated budget for internal bicycle-friendly improvements
- » Business-wide Bicycle or Transportation Action Plan
- » Other business-wide plan that includes bicycling (e.g. sustainability, corporate social responsibility, etc.)
- » Business-wide policies requiring minimum standards for biking amenities
- » Hired outside consultant to improve bicycle-friendliness of business
- » Partner with local bike advocate or similar group to improve bicycle-friendliness of business
- » Participate in other bike-related assessment program(s) besides BFB program
- » None of the above

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E8. What has been your business's most significant investment in becoming bicycle-friendly?

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E9. Please describe any concrete plans you have for the coming year to improve your company's bicycle-friendliness.

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***Evaluation & Planning Bonus Points***

E10. What other innovative evaluation & planning efforts are underway at the business? *Use this space to expand on answers checked above, or to describe any additional evaluation & planning efforts that have not yet been covered.*

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E11. What feedback methods do you use to learn about and address the bicycling needs of diverse populations? | *e.g. new and inexperienced bicyclists, non-native English speakers, women, People of Color, ADA community, LGBTQ, youth, seniors, etc.*

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## FINAL OVERVIEW

F1. What are the top three reasons your business has made bicycling a priority? *Please click only up to three.*

- » Bicycling *is* our business!
- » Company Values/Mission Statement
- » Employee morale
- » Corporate Social Responsibility plan
- » Employee productivity
- » Environmental issues/reduce carbon footprint
- » Health & wellness
- » Cost savings to the company
- » Employee recruitment/retention
- » Provide affordable transportation options
- » To attract customers
- » To reduce traffic/parking demand
- » Other <sup>\*F1a</sup>

F1a. If other, please describe. \_\_\_\_\_

F2. What other unique or innovative things does your business do to promote or support bicycling that have not been covered in this application?

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F3. Briefly describe the most positive outcome of your company's support for bicycling.

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F4. If this is a renewal application, what are the biggest improvements since your last application?

*Write "N/A" if this is your first application.*

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F5. List three reasons your business deserves to be recognized as a Bicycle Friendly Business.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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F6. List three aspects of the business that need to improve to become more bicycle-friendly.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

F7. We often get requests for model BFB applications from aspiring businesses. Would you be willing to share your application?

- » Yes
- » No

F8. How did you hear about the Bicycle Friendly Business program?

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## SUPPLEMENTARY MATERIALS

**OPTIONAL:** If you would like to share any supplemental materials to support your application, please upload up to 10 supplementary files at the end of your online application.

By submitting photos, you are granting the League of American Bicyclists the right to use your images to promote bicycling.

*Payment is required before you may submit an application. See the online application for payment screen.*

**TO SUBMIT AN APPLICATION, VISIT [APPLY.BIKELEAGUE.ORG](https://apply.bikeleague.org).**

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## WHAT TO EXPECT AFTER YOU APPLY.....

*After the BFB application deadline passes*, the League will email you a survey link to distribute within your business, so that we can hear directly from employees (and, if appropriate, customers, guests, and/or the general public) about their bicycling experiences at your business. The employee survey is optional but highly encouraged. The League will also reach out directly to local bike advocates in your area for their input. Your submitted BFB application, and this local input, will be reviewed by a national team of experts. Awards are normally announced 2-3 months after each deadline, and local survey input will be included in your feedback materials.