

BIKE MONTH

REJOIN THE MOVEMENT



How to Become a Bicycle Friendly Business (BFB)

Join more than 100 Colorado companies that have already been recognized as “Bicycle Friendly” by the League of American Bicyclists. A BFB encourage a welcoming atmosphere for bicycling employees, customers, and the community.

BFB Application Process

To apply, businesses simply fill out an online application and are then evaluated by the League of American Bicyclists. Deserving institutions can be awarded the positive designation of Bronze, Silver, Gold, or Platinum. Even if one of these positive standards is not achieved, all applicants receive a detailed review and ideas for becoming more bicycle-friendly.

The application asks a variety of multiple-choice questions and will take about an hour to complete. Following is a brief overview of the application questions:

Business Profile (3 pages - 20 questions)

Name, address, contact person, industry type, years in business, number of—locations, employees, daily non-employee visitors

Engineering—location & accessibility (3 pages - 7 questions)

Business located near—bicycle friendly route, transit station, bike or car sharing location

Bicycle parking provided by the business—type, capacity

Business provides end-of-trip facilities—shower, lockers, tire pump, bike tools

Encouragement—incentives & benefits (5 pages - 12 questions)

Bike share program—for employees, guests, general public

Bike culture and support—bike club, social rides, bike to work events

Community involvement—sponsor bike programs, host bike events, organize rides, bike advocacy participation

Education—classes (3 pages - 6 questions)

Bicycling education—information, classes, workshops, conferences, mentors

Education content—safety, traffic laws, commuting tips, recreational riding, equipment, maintenance, theft prevention

Evaluation—metrics and goals (3 pages - 11 questions)

Data on number of—commuters, trips, length of trips, event or program participation, guest commuters

Company support—ridership goals, dedicated person/group promoting bicycling, bicycling action plan

Final Overview (2 pages - 8 questions)

Upcoming Deadlines

Jun 10, 2020..... awards announced in Sep

Oct 7, 2020..... awards announced in Dec

Application Fees

\$50..... 1-49 employees

\$100..... 50-499 employees

\$250..... 500-999 employees

\$500..... 1000+ employees

For more information visit: bikeleague.org/business

Submit applications at apply.bikeleague.org

