



Bicycle Friendly Business APPLICATION PREVIEW

Updated June 2015

TO APPLY

Applications are only accepted online. To submit an application, visit apply.bikeleague.org

Access additional resources at bikeleague.org/business

Email questions regarding the BFB application or process to bfa@bikeleague.org

PRICING

SIZE OF LOCATION	APPLICATION FEE	SUMMER 2015 FEE (discounted)
1-49 employees, or non-profit / government	\$50	\$25
50-499 employees	\$100	\$50
500-999 employees	\$250	\$125
1,000+ employees	\$500	\$250

**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

Summer 2015 (discounted price)

Open: June 2015

Deadline: July 15, 2015

Awards announced: August 2015

Fall 2015

Open: July 2015

Deadline: October 1, 2015

Awards announced: November 2015

Winter 2015

Open: October 2015

Deadline: December 15, 2015

Awards announced: February 2016

Spring 2016

Open: January 2016

Deadline: March 31, 2016

Awards announced: May 2016

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.

Please note this document is a preview only.

Applications must be submitted through the online form, available at apply.bikeleague.org.

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BUSINESS PROFILE

A1. Name of Business: _____

A2. Has the business applied to the Bicycle Friendly Business program before?

- » Yes ^{*A2a}
- » No

A2a. What was the result of the business' last application?

- » No Designation
- » Honorable Mention
- » Bronze ^{*A2b}
- » Silver ^{*A2b}
- » Gold ^{*A2b}
- » Platinum ^{*A2b}

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

A2b. What year was your business first awarded a Bronze designation or higher? _____

A3. Name of CEO or Director: _____

A4. Company Website: _____

A5. Address: _____

A6. City: _____

A7. State: _____

A8. Zip: _____

A9. Contact First Name: _____

A10. Contact Last Name: _____

A11. Title/Position: _____

A12. Contact Email: _____

A13. Phone: _____

A14. Did anyone outside your business help you complete this application?

- » Yes ^{*A14a}
- » No

A14a. If yes, please provide name, email, and organization: _____

A15. Type of business/organization:

- » Aerospace & Defense
- » Architecture/Planning/Design
- » Bicycle Industry
- » Bicycle Shop
- » 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 ^{*A15a}

A15a. If other, please describe.

A16. Number of branches or locations:

- » One location » 2-5 locations ^{*A16a} » 6-25 locations ^{*A16a} » More than 25 locations ^{*A16a}

A16a. Only one location may be considered per application. Please specify which location this application considers. *Provide full physical address if different from above:* _____

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

A17. How long has this location existed?

- » Less than one year » 2-5 years » 5-10 years » 10-20 years » 20 or more years

A18. Which of the following best describes the building(s) in which your business is located? *Check all that apply.*

- » 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
» Other ^{*A18a}

A18a. If other, please describe. _____

A19. Which of the following best describes the area in which your business is located?

- » Urban » Suburban » Rural

A20. Number of employees at applying location: *Please use whole numbers only.* _____

A20a. Total number of employees including all locations: *Write "N/A" if there is only one location.* _____

A21. Average daily number of guests at applying location:

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 all non-employees

A22. What are the top three reasons your business has made bicycling a priority? *Click only 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
» Other ^{*A22a}

A22a. If other, please describe. _____

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
- » Transit station within | *e.g. bus, train, 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 statement(s) 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 staff to [National Bike Summit](#) to advocate to Representatives on behalf of bicyclists
- » None of the above

Bike Parking

B4. Describe your bike parking. *Check all that apply.*

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

B5. How many bicycles can be accommodated by your bicycle parking when at full capacity? _____

B6. 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
- » None of the above

End of Trip Facilities

B7. 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
- » Discounted 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

B8. What other innovative bicycle facilities or physical amenities does your business provide?

B9. How do you ensure that your bicycle facilities and physical amenities are accessible and welcoming to diverse populations? | *e.g. inexperienced bicyclists, non-native English speakers, women, People of Color, ADA community, LGBTQ, youth, seniors, etc.*

ENCOURAGEMENT

Incentives/Benefits

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

- » Free, personal bicycle offered 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
- » Bicycle commuter tax benefit for employees
- » Other 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 for customers who arrive by bike
- » Prizes or 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 | » Commuter tax benefit for transit |
| » Free or subsidized car parking | » Free or subsidized access to transit |
| » Incentives/benefits for carpooling | » Incentives/benefits for walking |
| » Flexible parking passes | » Guaranteed ride home program |
| » Access to company-owned cars | » Option to telecommute |
| » Free or subsidized access to public car sharing | » Flexible scheduling |
| » Free shuttle service | » Casual dress code |
| | » None of the above |

Bike Share

C3. 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/account among employees
- » Free access to business-owned bike(s) for employees ^{*C3a}
- » Free access to business-owned bike(s) for guests ^{*C3a}
- » Free access to bicycle accessories | *e.g. helmet, lights, lock*
- » Free access to cargo trailer, cargo bike, or other carriers
- » Business is a bike share company
- » Business offers bike rentals for a charge to employees, customers, and/or the general public
- » None of the above

C3a. How many business-owned bikes are available? _____

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
- » Bike challenge or contest that lasts longer than 1 month | 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
- » Celebrate Bike to Work Day (BTWD) *C4a
- » Celebrate [National Bike Month](#) or similar month-long bike initiative *C4d
- » None of the above

C4a. How long has the business celebrated Bike to Work Day?

- » Past 6 or more consecutive years *C4b & c
- » Past 3-5 years *C4b & c
- » Past 1-2 years *C4b & c
- » 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

C4b. 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

C4c. 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%

C4d. 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

C5. How does the business promote and support bicycling in the broader community? *Check all that apply.*

- » Sponsor or partner with [local bicycle advocacy organization](#) ^{*C5a} | *e.g. Bike Pittsburgh, Walk/Bike Nashville, etc.*
- » Sponsor or partner with [statewide bicycle advocacy organization](#) ^{*C5b} | *e.g. Georgia Bikes!, Bicycle Alliance of Minnesota, etc.*
- » Sponsor or partner with national bicycle advocacy organization ^{*C5c} | *e.g. League of American Bicyclists, International Mountain Bike Association, Alliance for Biking and Walking, etc.*
- » 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

C5a. How do you sponsor/partner with *local* bicycle advocacy 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.*
- » 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

C5b. How do you sponsor/partner with *statewide* bicycle advocacy 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.*
- » 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

C5c. How do you sponsor/partner with *national* bike advocacy organizations? *Check all that apply.*

- » Corporate/business member of the organization
- » Provide financial donations/sponsorship
- » Provide in-kind donations | *e.g. free space, goods, or services, offer discounts to organization's members, 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

Encouragement Bonus Points

C6. What other innovative bicycle-related encouragement efforts does your business provide?

C7. 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.*

EDUCATION

Educational Outlets

D1. How do you share bicycle-related information and resources with employees, customers, guests, or the general public? *Check all that apply.*

- » On-bike classes *D1a-c
- » Classroom-based classes *D1a-c
- » Hands-on workshops *D1a-c
- » Information sessions *D1a-c | e.g. *informal lunch and learns*
- » Educational group rides
- » Webinar, video, or online training
- » Company website or blog (public) | *Provide links:* _____
- » Social media | *Provide links:* _____
- » 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

Classes Detail

D1a. 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

D1b. Who are the classes available to? *Check all that apply.*

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

D1c. On average, how often do you offer these classes?

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

Education Content

D2. What bicycle-related information do you share 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
- » Riding with a group
- » Long distance riding
- » Family biking
- » Recreational riding | *e.g. mountain biking, cyclocross, touring, etc.*
- » Bicycle nutrition
- » 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

D3. 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

D4. What other innovative educational programs or services do you offer?

D5. 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.*

EVALUATION & PLANNING

Metrics & Goals

E1. What percentage of employees commute to work by bike more than twice a week during optimal riding season?

» (0-100% drop down)

E2. What types of bike-related data does the business collect? *Check all that apply.*

» [Mode share](#)

If checked, please provide mode share data: _____

» Number of bike commuters

If checked, please provide bike commuter data: _____

» Demographics of bike commuters | e.g. gender, age, race, etc.

If checked, please provide demographic data: _____

» Number of bike trips

If checked, please provide bike trip data: _____

» Length/duration of bike trips | e.g. miles, hours, etc.

If checked, please provide mileage/time data: _____

» Number of customers/guests arriving by bike

If checked, please provide customer/guest trip data: _____

» Metrics around recreational riding by employees

If checked, please provide recreational trip data: _____

» Safety metrics

If checked, please provide safety data: _____

» Environmental metrics | e.g. emissions or gas saved, car trips avoided, etc.

If checked, please provide environmental data: _____

» Health and wellness metrics | e.g. sick days reduced, calories burned, weight lost, etc.

If checked, please provide health & wellness data: _____

» Economic metrics | e.g. savings on maintenance, parking, or other expenses; expenses on bicycling program/improvements, etc.

If checked, please provide economic data: _____

» Number of events/classes/programs offered

If checked, please provide event/class/program data: _____

» 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.

If checked, please provide participation data: _____

» Use of bike-related facilities/amenities | e.g. bike racks occupancy, lockers/showers, repair station, bike fleet, etc.

If checked, please provide facility use data: _____

» Hours logged toward advocacy/volunteering in support of bikes

If checked, please provide advocacy/volunteer hour data: _____

» Commuter satisfaction ratings

If checked, please provide commuter satisfaction data: _____

» Reasons for commuting by bike

If checked, please provide reasons for commuting data: _____

» Barriers/obstacles to commuting by bike

If checked, please provide barriers/obstacles data: _____

» Average employee home proximity to work

If checked, please provide employee proximity data: _____

» None of the above

E3. How do you 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
- » Volunteer counters
- » None of the above

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

- » Yes ^{*E4a}
- » No

E4a. If yes, please list 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. ^{*E5a}
- » Promoting bicycling is a part of someone's official job description but they have other responsibilities as well ^{*E5a}
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. ^{*E5a}
- » 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?

- » Commuter or bicycle program survey conducted in last 2 years
- » Ongoing employee/customer feedback mechanism
- » Dedicated budget for 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

E8. What has been your business's most significant investment for bicycling?

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

Evaluation & Planning Bonus Points

E10. What other innovative evaluation & planning efforts are underway at the business?

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.*

FINAL OVERVIEW

F1. What other unique or innovative things does your business do to promote or support bicycling that have not been covered in this application?

F2. Briefly describe the most positive outcome of your company's support for bicycling.

F3. If this is a renewal application, what are the biggest improvements since your last application?
Write "N/A" if this is your first application.

F4. List three reasons your business deserves to be recognized as a Bicycle Friendly Business.

1. _____
2. _____
3. _____

F5. List three aspects of the business that need to improve to become more bicycle-friendly.

1. _____
2. _____
3. _____

F6. We often get requests for model BFB applications from aspiring businesses. Would you be willing to share your application?

» Yes » No

F7. How did you hear about the Bicycle Friendly Business program?

PAYMENT AND SUPPLEMENTARY MATERIALS

OPTIONAL: Please provide any links to additional information or supporting materials about the bicycle-friendliness of your business.

Please upload up to five high resolution photos (1-5MB) and the business's logo. By uploading photos, the League of American Bicyclists has the right to use your photos to promote bicycling. If there are other files or documents you would like to submit in support of your application, please upload them as well. You may upload up to five files at a time.

PLEASE NOTE that the files will upload immediately to a separate server and WILL NOT APPEAR AS AN ATTACHMENT ON THE APPLICATION.

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).