

Creating Bicycle-Friendly Government Workplaces



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Outline



- Organizing your workshop
- Background on the League
- Our current work
- The Bicycle Friendly America Program
- Obstacles
- Questions
- Bicycle Friendly Business
 - What is it?
 - Who can apply?
 - Why apply?
 - Application criteria
 - Review process
 - Snap shots of current awardees
 - How to build a Bicycle Friendly Business
- Questions



Organizing your Workshop



Who should be there:

- Employee bike club members
- Interested employees
- Company leaders
- Facility managers
- Human resource representative(s)
- Wellness Coordinator
- ITFBAT Representative



Organizing your Workshop



Where to host:

- On-site of the workplace
- Accessible to the business's existing bicycle facilities



Organizing your Workshop



When to host:

- Anytime of the year
- During Bike Month
- Bike to Work Week



Organizing your Workshop



Why to host:

- For: Healthier workforce
Increased Ridership
Decreased Parking Costs
Improved Morale
Increased Productivity
- If you dream of seeing a more bicycle-friendly workplace for Your employees and guests.



Organizing your Workshop



What :

- Contact the BFA team at the League to collect materials and let us know it is happening.
- That's why we are here!



Materials for your Workshop



- Sign in sheet
- BFB scorecards
- BFA Yearbooks
- Presentation
- Script
- Overhead projector
- Audience
- Paper and marker for group sessions
- Note taker
- 2-3 hours



Ideas for your Workshop

- Organize a team of presenters:

Find 2-4 interested employees to help you organize, present and facilitate the presentation.



Ideas for your Workshop

- Find a time that works:
 - Consider presenting the workshop as a lunch and learn or a two-part lunch-and-learn series.
 - Host an after work gathering with pizza and drinks.
 - Present as a Bike Month event or a Bike to Work Week Event.

Ideas for your Workshop

- Keep it positive
- Prepare:
 - Take digital pictures of facilities that are already in place to include in your presentation.
 - Know what is currently in place – programs, facilities, support level.
 - Use the BFB application as an audit tool.



Ideas for your Workshop

- Prepare:
 - Send out announcements/invitations and personally seek attendance from top management.
 - Know your agency's objectives, goals, and/or social responsibility plans.

Ideas for your Workshop

- Research:
 - Look at current BFBs to find government agencies that are similar to yours and compare. Contact them to find out more.
 - Contact your local and state advocacy groups to find out ideas on how to collaborate. Consider education programs, encouragement programs, Bike Month, Bike to Work Week and Bike to Work Day events.

Ideas for your Workshop

- Research:
 - Know what your agency offers to encourage other forms of transportation i.e. parking subsidies, reimbursement for auto miles driven for work, public transportation subsidies, car pool programs, etc.
 - Visit bikeleague.org for best practices and training opportunities.



Presenting the Workshop

- Allow enough time - about 2- 3 hours
- Know your audience
- Encourage discussion
- Leave with a list of action items and people responsible for the items.

Presenting the Workshop

- Follow-up with attendees
- Follow-up again with your attendees
- Follow-up yet again with your attendees



Last Steps

- Contact the League to let us know how it went.
- Apply to the program... or wait until some of your action items are in place and then apply.

Questions



Creating Bicycle-Friendly Government Workplaces



Outline



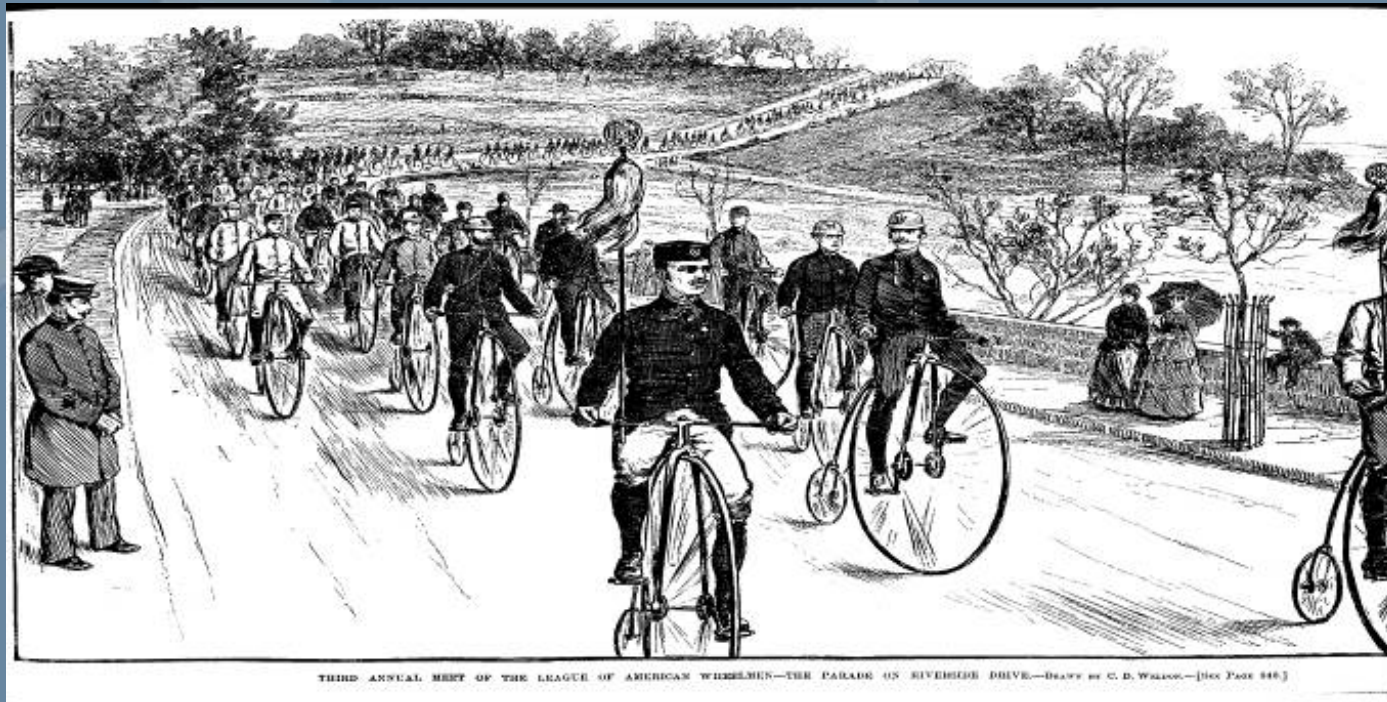
- The League's current work
- The Bicycle Friendly America Program
- Benefits of BFB
- Common Obstacles
- Bicycle Friendly Business
 - What is it?
 - Who can apply?
 - Why apply?
 - Application criteria
 - Review process
 - Snap shots of current awardees
 - How to build a Bicycle Friendly Business
- Questions



League of American Bicyclists



Founded in 1880 as the League of American Wheelmen, the League lobbied successfully for the first paved roads.



THIRD ANNUAL MEET OF THE LEAGUE OF AMERICAN WHEELMEN—THE PARADE ON RIVERSIDE DRIVE.—DRAWN BY C. D. WALLACE.—[SEE PAGE 146.]

The League: Continuing the Legacy



Today the League promotes bicycling for fun, fitness and transportation, and work through advocacy and education for a bicycle-friendly America.





Working for a Bicycle Friendly America

Education = Skills to ride

Advocacy = Places to ride

Promotion = Incentive to ride
and people to ride with



What is the BFB Program?

- Started in 2008
- Modeled after the League's Bicycle Friendly Community program.



What is the BFB Program?



A program that recognizes businesses for efforts to encourage a more bicycle friendly atmosphere for employees, guests, and communities.

Eligible Businesses

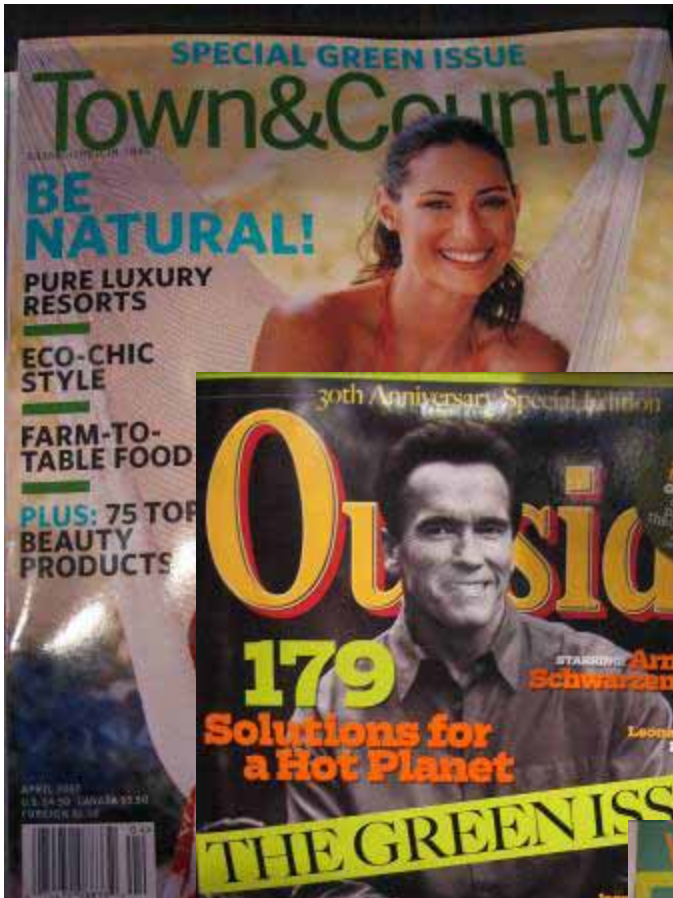
Any

- Business
- Corporation
- Organization
- Association
- Non-profit Group

- ❖ Must have more than two employees
- ❖ Located in the United States.
- ❖ Single or multiple locations.
- ❖ *All of the business's workplaces must be considered when completing the application.*

Benefits for the Business

- ❖ Improved employee health
- ❖ Lower health care costs
- ❖ Decreased absenteeism
- ❖ Increased productivity
- ❖ Reduced parking costs
- ❖ Improved morale and happiness
- ❖ Improved morale and happiness





Benefits for the Employee

- ❖ More energy throughout the day
- ❖ Improved health and happiness
- ❖ Lower travel costs
- ❖ Increased travel options
- ❖ Reduced parking costs

Parking for 14, Corvallis, OR





Benefits for the Community

- ❖ Less auto congestion
- ❖ Improved air quality
- ❖ Improved local economy

Confronting the Liability Issue

- ❖ Businesses often promote driving
- ❖ The safety of roadways is the responsibility of the county, city or state not the places its users are traveling to and from.

Confronting the Liability Issue Bike Share Systems

- ❖ A signed waiver to participate
- ❖ Helmets
- ❖ Promote bike safety education.

Application Criteria

Online application – 50 questions divided into
The Four E's:

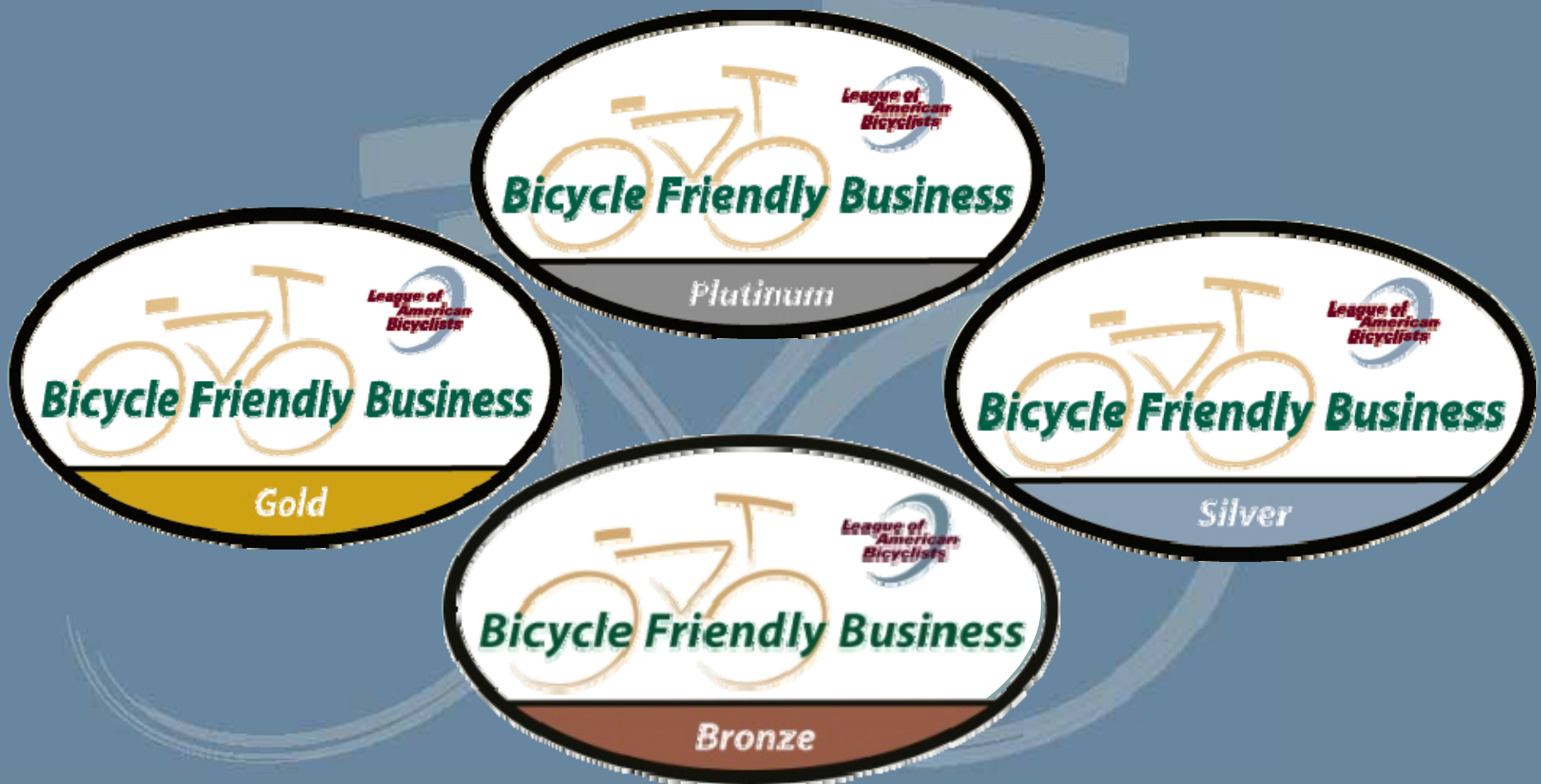
- Engineering
- Education
- Encouragement
- Evaluation & Planning



By Taliah Lempert

What is the BFB Program?

4 Award levels



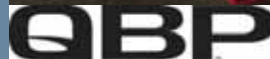
Application Criteria

Engineering



Application Criteria

Engineering



Application Criteria

Encouragement



Application Criteria

Encouragement



Application Criteria

Education



Application Criteria

Education



Application Criteria

Evaluation



- Survey your employees
- Set an annual target ridership goal.
- Self-assessment questions



Application Review

- Applications are reviewed twice a year; deadline in January and July.
- Within two years over 175 applications.
- Reviewed by staff external reviewers, and employees.
- Feedback from local cyclists and advocates

Designated Businesses



4 award cycles

- 4 Platinum
 - 21 Gold
 - 41 Silver
 - 67 Bronze
- = 133 Awards

Out of 177 applications



Designated Businesses



Platinum

Bicycle Sport Shop Austin, TX

Bike Gallery Portland, OR

New Belgium Brewing Fort Collins, CO

Quality Bicycle Products Bloomington, MN

Gold

Alta Planning + Design Portland, OR

Advanced Sports Inc. Philadelphia, PA

Alaska Native Tribal Health Consortium

Bicycle Federation of Wisc. Milwaukee, WI

Bike Garage Indy Indianapolis, IN

CatEye North America Fort Collins, CO

Clif Bar & Co San Francisco, CA

David Baker & Partners San Francisco, CA

Dero Bike Rack Company Minneapolis, MN

King Cycle Group Portland, OR

Landry's Bicycles Natick, MA

Mercy General Hospital Sacramento, CA

Planet Bike Madison, WI

REI St. Louis, St. Louis, MO

Seattle Children's Hospital Seattle, WA

Specialized Bicycle Components Morgan Hill, CA

The Hub of Detroit Detroit, MI

Trek Bicycles Corporation Waterloo, WI

University of CA, Santa Barbara Santa Barbara, CA

Wheel & Sprocket, Inc. Hales Corners, WI

Designated Businesses



Silver Level

212 Market Restaurant
Bear Valley Inn
Bike Pittsburgh
Camden Bicycle Center
✓ City of Austin
Community Cycles
Ecology Action
Frans Pauwels Memorial Community Bicycle Center
General Mills Albuquerque Plant
Just Coffee Cooperative
Kona Bicycles Co.
League of Michigan Bicyclists
Liberty Bicycles
Mad Dog Cycles
Meredith Corporation , Des Moines, IA
Mountain Gear
✓ National Park Service - National Mall and Memorial Parks
Out-Spoke'N Bike Shops, Inc.
Palo Alto Bicycles

Providence Portland Medical Center
RDG Planning & Design
REI Lincoln Park
REI Northbrook, IL
Revolution Cycles, Arlington, VA
Salt Lake City Bicycle Co.
San Francisco Landscapes
Saturno Design
Sharebike.org
Sierra Nevada Brewing Co.
The Bike Lane
The Burke Group, Rosemont, IL
The Hawley Company
Toole Design Group, LLC
Trek Bicycle Store of Columbus
Trek Bicycle Stores of Madison
TriSports.com
✓ U.S. Environmental Protection Agency
Washington D.C. Headquarter Facilities
University of Minnesota - Twin Cities
University of WI, Madison
WheelHouse
World of Bikes

Designated Businesses



Bronze Level

Activate Omaha
Alley Poyner Macchietto
Architecture
Ameriprise Financial, Corporate
Hqts

Avtech Corporation
Berghammer Construction

Blue Cross and Blue Shield of MN

California Giant Berry Farms
Capella University
Carlson Hotels
Carmichael Lynch
Chainwheel
Champaign-Urbana Mass Transit

✓ City of Champaign

EasyStreet Online Services
Engberg Anderson, Inc.

EnviroFriendly Lawn Care
Eppstein Uhen Architects,

Fehr & Peers
Fein Violins, Ltd.
Fluor
Fort Collins Veterinary
Emergency Hospital

Fresh Energy
Gahanna YMCA

Green Star Inc.
InterContinental Hotels Grp

IBM Rochester, MN
Mary Black Foundation
Mast General Store Inc.
Mel Trotter Ministries

National Geographic Society

PayPal, Inc.
Providence St. Peter Hospital
Providence St. Vincent Med.

✓ Ramsey County

Rings & Things

Roanoke Valley-Alleghany
Regional Commission

Rodale
RPM Transportation Consultants,

Santa Cruz Seaside Company
Schreiber Anderson Associates

Travel Portland
Trek Bicycle Downers Grove

Upstate Forever
Urban AdvenTours
Urban Ecology Center
USAA

Washington Bike Law/Anderton
Law Office
Whatcom Council of Gov'ts
World Bank Group

Benefits of the BFB Program



- Coordination
- Education
- Recognition
- Promotion
- Benchmarking
- Technical help
- Inspiration
- Feedback

Overview of your workplace



- Engineering
- Education
- Encouragement
- Evaluation & Planning

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