



BUILDING A BICYCLE FRIENDLY AMERICA

*A roadmap to
transforming states,
communities,
businesses and
universities*

THE LEAGUE
OF AMERICAN BICYCLISTS
since 1880

Building a **BICYCLE FRIENDLY AMERICA**

Across the U.S., the interest in bicycling is skyrocketing — and it's easy to see why. A bike is a ticket to health, mobility, freedom and fun. Bicycling isn't just a way to get from one place to another; it's an avenue to a better life. And when communities, businesses and universities get on board, great things happen.

How do you capture and capitalize on the tremendous benefits of biking? The League's Bicycle Friendly America (BFA) program has the answers.

Over the past 10 years, the League has worked with hundreds of engineers, government officials, and bicycle advocates to identify the DNA of bicycle friendliness. Using that expert knowledge, we've determined the specific projects, policies, programs and plans that re-

ally make a difference. The BFA program gives you the specific tools to turn that knowledge into action.

Providing a roadmap to improve conditions for cyclists at the state and local level, the BFA program has expanded and evolved to serve four distinct areas: Communities, States, Businesses and Universities. With comprehensive online applications, the program collects data on activities within five broad areas:

1. **ENGINEERING:** Physical infrastructure and hardware to support cycling
2. **EDUCATION:** Programs that ensure the safety, comfort and convenience of cyclists and fellow road users
3. **ENCOURAGEMENT:** Incentives, promotions and opportunities that inspire and enable people to ride

4. **ENFORCEMENT:** Equitable laws and programs that ensure motorists and cyclists are held accountable
5. **EVALUATION:** Processes that demonstrate a commitment to measuring results and planning for the future

The BFA program is more than an assessment. All applicants get customized feedback on their application and access to technical assistance. If you aren't bicycle friendly yet, we'll help you get there. And once you've made the ranks of a Bicycle Friendly Community, Business or University, the BFA program helps you get to the next level.

Learn how you can get involved in the pages that follow and at www.bikeleague.org/bfa.

Cover photo: Trek



Long Beach Council Member Robert Garcia and Vice Mayor Suja Lowenthal in Long Beach's separated bike lanes. (Photo: Allan Crawford)

THE BENEFITS OF BICYCLING

"Our Gold Bicycle Friendly designation is a tremendous honor, and it recognizes what a great place Minneapolis is to be a bicyclist. We've made a deliberate effort to be one of the nation's top bicycling cities and those investments mean we have more and more ways for people to commute and experience the city on two wheels."

- Mayor R.T. Rybak, Minneapolis, Minn.

"The #1 Bicycle Friendly State designation recognizes the hard work and cooperation among local and state agencies, bicycle groups and health professionals. The designation is an incentive to continue to refine and develop projects, policies and priorities to retain our position."

- Washington Governor Christine Gregoire



BICYCLE FRIENDLY COMMUNITY



Photo: Trek

Bicycling is more than a practical, cost-effective solution to many municipal challenges. It's an opportunity to make your community a vibrant destination for residents and visitors — a place where people don't just live and work, but thrive. The Bicycle Friendly Community program provides a roadmap to improve conditions for bicycling and direct assistance to make your distinct vision for a better, bikeable community a reality.

WHY SHOULD MY COMMUNITY BECOME A BFC?

Simple steps to make bicycling safe and comfortable pay huge dividends in civic, community and economic development. Given the opportunity to ride, residents enjoy dramatic health benefits, reduced congestion, increased property values and more money in their pockets to spend in the local economy. When your community is bike-friendly, tourism booms, businesses attract the best and the brightest, and governments save big on parking costs while cutting their carbon emissions.



Photos: Tucson/East Pima region (L) and Missoula, Mont. (R)

Innovative infrastructure isn't just for big cities. Missoula, Mont., recently rose to Gold BFC status thanks in part to the addition of protected bike lanes. "The City of Missoula, together with citizen advocates, has worked hard to integrate and promote bicycle commuting, and we're proud that our extensive off-street bike trail system, together with our miles of bike lanes, and bike education and encouragement programs, reflect that," says Missoula Mayor John Engen.

The Tucson/East Pima region attained Gold BFC status with an array of exceptional education programs. "The Bicycle Ambassador program has taught more than 1,000 adults safe cycling skills each year and the Safe Routes to School program has now expanded into the middle schools and includes summer bicycle camps," says Ann Chanecka, Senior Transportation Planner, Pima Association of Governments.

WHAT MAKES A BICYCLE FRIENDLY COMMUNITY?

A Bicycle Friendly Community welcomes cyclists with trails, bike lanes, share the road campaigns, organized rides, Bike to Work Day events and so much more. A rich matrix of options that recognizes your area's unique resources, the BFC application evaluates how your community encourages people to bike for transportation and recreation through the 5 Es: engineering, education, encouragement, enforcement, and evaluation.

WHAT'S THE BENEFIT OF BEING A BFC?

The popularity of the program speaks for itself: As of 2013, more than 600 communities have applied, and 242 have been awarded Bronze, Silver, Gold or Platinum designation. But, even if your community doesn't quite make the grade yet, applying is well worth the time. Each applicant receives customized feedback and technical assistance. Once your community becomes a BFC, a League representative will present an award and two highway-quality road signs at a local ceremony or celebration.

HOW DO I GET STARTED?

Turn to page 14 and fill out the BFC scorecard to see if your community is ready to apply. All applications must be submitted with the approval of the community's administration. Access the applications and additional resources at bikeleague.org/community.



Arlington, Va.



New York, N.Y.



Fort Collins, Colo.

Four years ago, Long Beach put an audacious statement on the wall of our City Hall: “Long Beach: The most bike friendly city in the U.S.” It wasn’t true at the time, but it gave us a something to strive for. And we knew that we needed milestones to measure our progress along the way.

In 2009, we were given Bronze BFC status and we immediately set our sights on becoming Silver, then Gold and eventually Platinum. We knew this recognition would be important to our civic and business leaders, and that the metrics set out in the League’s application would be important measures for us.

At the time, we had a few bike lanes along with beach and river paths that were mainly for recreation. But as a result of our efforts, more than 20 new bike-related businesses have opened in Long Beach since 2010. We’ve added more than 170 bike-friendly businesses to our Bike Saturday program and created four bike-friendly business districts. On some streets, where we have put in new bike infrastructure, we have tripled the number of kids riding bikes to school.

We’re now seeing people move to Long Beach because of our biking and our active living culture. We are seeing conventions select Long Beach because of what we are doing. Most importantly we are seeing more and more people on their bikes, riding for fun, to get to school, to get to work and to run errands.

- By Allan Crawford, Bike Long Beach

*Long Beach, Calif.
Photo: Allan Crawford*





BICYCLE FRIENDLY BUSINESS



*Standing Stone Brewery,
Ashland, Ore*

Imagine your employees arriving at their desks energized, alert and more productive than ever. Picture your healthcare costs plummeting and staff morale skyrocketing. Envision customers flocking to your door instead of the competition. How do you get there? Start pedaling and become a Bicycle Friendly Business (BFB).

WHY SHOULD MY BUSINESS BECOME A BFB?

The bicycle isn't just a great transportation option; it's an economic engine that can drive your business to higher profits, happier employees and more loyal patrons. Encouraging bicycling showcases your commitment to sustainability, healthy living and accessibility for all. And biking doesn't just enhance your bottom line — it makes your business a fun, engaging and exciting place to work or shop.



*Beth Israel Deaconess Medical
Center, Boston, Mass*

WHAT MAKES A BICYCLE FRIENDLY BUSINESS?

BFBs make it easy to pedal to work by providing amenities like secure bike parking and shower facilities. They fire up employees and patrons with incentives to commute by bike, company bike rides, and Bike to Work Week promotions. At a BFB, cycling is part of the business culture and becomes an expression of corporate responsibility. Those attributes shine through in the four areas of the BFB application: encouragement, education, engineering and evaluation.

Any corporation, organization, association, public agency or non-profit that actively promotes bicycling, has a distinct workplace outside of the home, and has two or more employees is eligible to apply.

WHAT'S THE BENEFIT OF BEING A BFB?

The League recognizes deserving businesses at the Bronze, Silver, Gold or Platinum level, but all applicants receive valuable feedback and assistance in becoming more bicycle friendly. When your business joins the more than 400 BFBs across the nation, you'll get

recognition in a national press release, decals for your workplace, a profile on the League website, and in the League's annual yearbook distributed to 10,000 homes across the nation. Silver and higher awards also receive a bicycle print award.

HOW DO I GET STARTED?

Turn to page 15 and fill out the BFB scorecard to see if your business is ready to apply. Access the applications and additional resources at bikeleague.org/business.

BFB PROFILE: THE BURKE GROUP

For employees of The Burke Group in Rosemont, Ill., there are plenty of ways to arrive on two wheels, including the on-street bike route system or the trail leading directly to the building. But the bike friendly atmosphere doesn't end at the front door.

In 2010, the engineering firm was awarded a Silver BFB designation thanks to excellent facilities and innovative programs, like showers, CEO-led social rides and a new bike for the top rider each year. The conversion of car-commuters was slow at first, but more and more employees dusted off their old bicycles as they heard their co-workers raving about the many benefits of riding and saw how the company supported their efforts.

In addition to creating a positive place to work, The Burke Group sees cycling as a means to improving job performance. Engineers who understand the challenges of multi-modal transportation are able to support bicycling in new designs. And the cycling culture has certainly boosted workplace camaraderie.

By 2012, The Burke Group had witnessed 30,000 fewer miles driven on local roads as a result of their efforts – and moved up to a Gold level BFB.





BICYCLE FRIENDLY UNIVERSITY



Young adults want to ride more and drive less, and, with defined borders and high-density environments, university campuses are ideal settings for a bicycle-friendly lifestyle. The League created the Bicycle Friendly University (BFU) program to help institutions of higher education capitalize on that unique energy and make cycling a defining characteristic of a healthy, sustainable and vibrant campus culture.

WHY SHOULD MY UNIVERSITY BECOME A BFU?

It's not rocket science: Increased bicycling optimizes limited space, saves the university money on parking and healthcare, and

provides affordable transportation options for students and staff. By promoting biking, universities make it easy for students to adopt active transportation habits that keep them healthy long after graduation. And, just like a great football team, amenities like biking are a big draw for prospective students.

WHAT MAKES A BICYCLE FRIENDLY UNIVERSITY?

Bicycle Friendly Universities promote cycling in a variety of ways, from secure bike parking

to campus bike rides to bicycle education classes. To determine whether a campus makes the grade, universities are evaluated in five primary areas: engineering, encouragement, education, enforcement and evaluation/planning. Using the five Es, successful universities create a safe and comfortable environment that encourages cyclists of all skill levels to get out and ride for transportation and recreation.

Any university college, college, community college or other institution of higher education with a physical campus is eligible to apply!



BFU PROFILE: DUKE UNIVERSITY

When Greg Hardy got to campus, he was interested in biking – but Duke University got him hooked. “Biking is now part of my daily routine,” he says. “I originally started commuting by bike one or two days a week, but the ease of biking at Duke quickly increased my commuting.”

The Bicycle Friendly University program played a big role in showing the elite university where to start – and how to progress – in effectively encouraging students like Hardy to ride. “Applying for the BFU award helped us see what we were already doing and get expert advice on how to make improvements and set priorities,” says Brian Williams, Duke’s Transportation Demand Management Coordinator.

Based on the League’s guidance, the university conducted an assessment of every road on campus and installed bike lanes or sharrows on every single street. Duke also added a bicycle coordinator to its staff, providing full-time support for new bike projects, public awareness campaigns, more bike parking and a fleet of loaner bikes.

“Being able to say to the university, ‘For less than the cost of one deck-parking space, we were able to make all of the roads on campus more bicycle friendly’ was huge,” Williams says.

In 2012, Duke attained Bronze status – and they’re not done yet.

WHAT’S THE BENEFIT OF BEING A BFU?

By applying to become a BFU, your university gains immediate access to the expertise and insight of League staff — every applicant receives detailed feedback and assistance in becoming more bicycle friendly. The League recognizes deserving institutions at the Bronze, Silver, Gold or Platinum level and newly designated BFUs get two iconic BFU road signs, an award certificate, an online profile and recognition in a League-distributed press release.

HOW DO I GET STARTED?

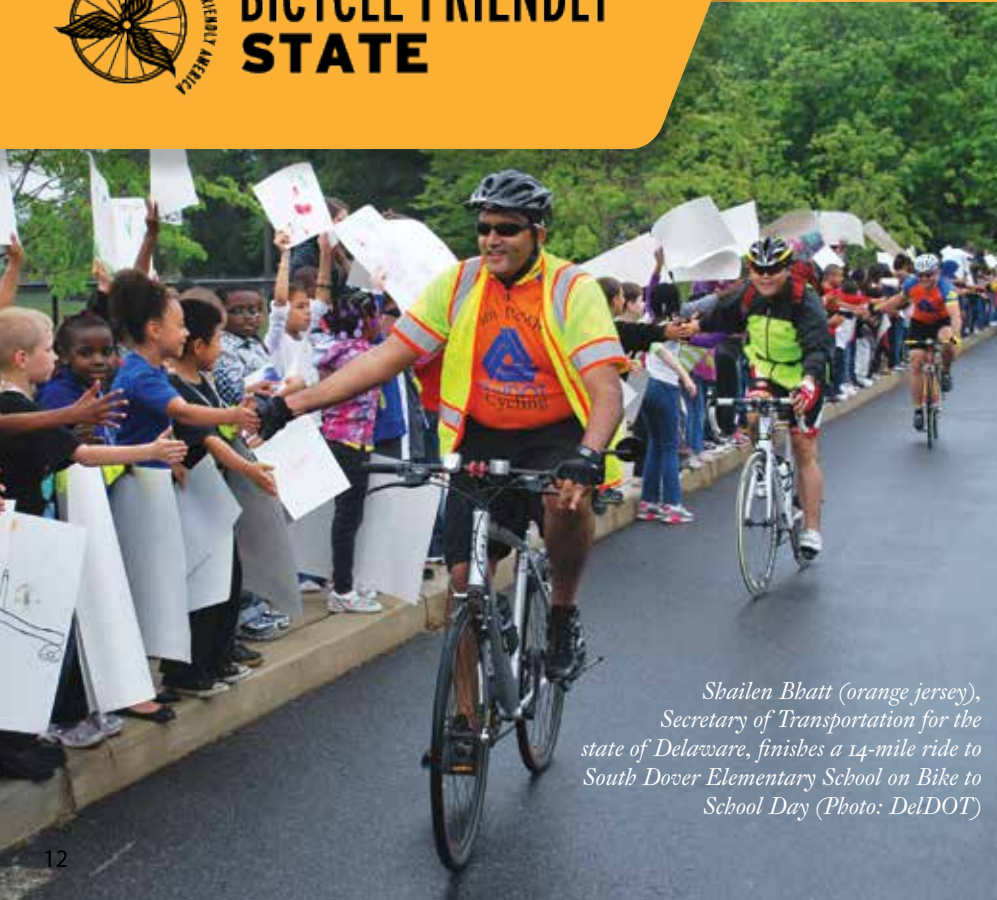
Turn to page 15 and fill out the BFU scorecard to see if your university is ready to apply. All applications must be submitted with the approval of the institution’s administration. Access the applications and additional resources at bikeleague.org/university.



Boise State University



BICYCLE FRIENDLY STATE



*Shailen Bhatt (orange jersey),
Secretary of Transportation for the
state of Delaware, finishes a 14-mile ride to
South Dover Elementary School on Bike to
School Day (Photo: DelDOT)*

New businesses and potential residents aren't just looking at tax rates and school districts anymore; they want to settle in a state with rich outdoor opportunities and safe transportation options for their entire family or workforce. The Bicycle Friendly States program helps government officials and advocates improve bicycling conditions and enhance quality of life.

WHY SHOULD MY STATE BECOME BICYCLE-FRIENDLY?

Bicycling means business: Bicycle tourism can be a major driver of economic development, and corporations can capitalize on reduced healthcare costs. By making streets comfortable and accessible for cyclists, bicycle friendly states increase the safety of all road users and give residents transportation choices that save money and improve health.



WHAT MAKES A BICYCLE FRIENDLY STATE?

Bicycle friendly states help ensure cyclists' safety and access with policies and provisions like safe passing laws, Complete Streets policies, and signed bike routes. They make it inviting to ride within their borders with amenities like bike route maps, and educate motorists and law enforcement about the rights and responsibilities of bicyclists. In a bicycle friendly state, policymakers invest federal dollars on bicycle projects and account for cyclist in planning the future of their transportation system, too.



WHAT IS THE BICYCLE FRIENDLY STATE PROGRAM?

The Bicycle Friendly State program is the annual ranking of all 50 states' progress toward promoting and embracing biking for transportation and recreation. The program focuses on all aspects of a state's bicycle programs, from advocacy groups to law enforcement to the Department of Transportation. States receive an overall ranking, as well as scores in five categories: legislation and enforcement; policies and programs; infrastructure and funding; education and encouragement; and evaluation and planning. But the BFS program is more than a Report Card; League staff provide specific feedback, next steps and ongoing technical assistance. Learn more at bikeleague.org/states.

BFS PROFILE: DELAWARE

Delaware is small in size, but it's making big strides for bicyclists. In 2011, despite tough economic conditions, the state legislature passed a landmark "Walkable, Bikeable Delaware" measure that unlocked an unprecedented \$5 million in new state funds for bicycle and pedestrian projects.

Just a few months later, Governor Jack Markell announced a statewide trails plan backed with \$13 million for new construction and updated facilities. In 2012, the state directed another \$480,000 in federal funds for a greenway connecting two major cities.

But more important than money, Delaware boasts a strong statewide advocacy organization, innovative secretaries in the departments of Transportation and Natural Resources and visionary leadership from the Governor.

"Trails and bike routes are a part of a vision for a state with interconnected communities," says Governor Markell, an avid cyclist himself. "We will continue working to make Delaware an attractive place not only to bike, but to live and work."

COMMUNITY SCORECARD

ENGINEERING

- ☐ Y ☐ N Does your community have a comprehensive, connected and well-maintained bicycling network?
- ☐ Y ☐ N Is bike parking readily available throughout the community?
- ☐ Y ☐ N Is there a Complete Streets ordinance or another policy that mandates the accommodation of cyclists on all road projects?

EDUCATION

- ☐ Y ☐ N Is there a community-wide Safe routes to School program that includes bicycling education?
- ☐ Y ☐ N Are there bicycling education courses available for adults in the community?
- ☐ Y ☐ N Does your community educate motorists and cyclists on their rights and responsibilities as road users?

ENCOURAGEMENT

- ☐ Y ☐ N Does your community have an up-to-date bicycle map?
- ☐ Y ☐ N Does the community celebrate bicycling during national Bike month with community rides, Bike to Work Day or media outreach?
- ☐ Y ☐ N Does the community host any major community cycling events or rides?
- ☐ Y ☐ N Is there an active bicycle advocacy group in the community?

ENFORCEMENT

- ☐ Y ☐ N Do law enforcement officers receive training on the rights and responsibilities of all road users?
- ☐ Y ☐ N Does your community have law enforcement or other public safety officers on bikes?
- ☐ Y ☐ N Do local ordinances treat bicyclists equitably?

EVALUATION

- ☐ Y ☐ N Is there a specific plan or program to reduce cyclist/motor vehicle crashes?
- ☐ Y ☐ N Does your community have a current comprehensive bicycle plan?
- ☐ Y ☐ N Is there a Bicycle advisory Committee that meets regularly?
- ☐ Y ☐ N Does your community have a bicycle program manager?

SCORING (GIVE YOURSELF ONE POINT FOR EVERY "YES.") Score 0-8: Your community probably has some improvements to make before becoming a Bicycle Friendly Community – apply now to receive a free feedback report that will guide your community in becoming more bicycle-friendly!
Score 9-17: You've already got a good start – apply now and we'll tell you what you've done well and how you can improve.

Start working with local officials to fill out the Bicycle Friendly Community application and contact us to help you through the process at 202-822-1333 or bfa@bikeleague.org.

BUSINESS SCORECARD

ENGINEERING

- ☐ Y ☐ N The business provides secure and convenient bike parking.
- ☐ Y ☐ N Showers are on-site and are free for employee use.

ENCOURAGEMENT

- ☐ Y ☐ N There are incentives provided by the business for employees to commute to work by bike.
- ☐ Y ☐ N The business works with local advocates to improve bicycling conditions for the community.
- ☐ Y ☐ N The business supports a bicycle team/club.

EDUCATION

- ☐ Y ☐ N The business offers bicycle education classes.
- ☐ Y ☐ N Bicycling education materials are available to employees on a regular basis.

EVALUATION

- ☐ Y ☐ N The business has a bike coordinator (full, part-time, or volunteer) to help promote cycling.
- ☐ Y ☐ N The business sets and evaluates annual goals to help increase ridership.

UNIVERSITY SCORECARD

ENGINEERING

- ☐ Y ☐ N Does your campus have a well-connected bicycling network?
- ☐ Y ☐ N Is bike parking readily available throughout the campus?
- ☐ Y ☐ N Is the college or university easily accessible by bike?

EDUCATION

- ☐ Y ☐ N Does the school offer bicycle education classes for students and staff?

ENCOURAGEMENT

- ☐ Y ☐ N Is there an active bicycle advocacy group at the college or university?
- ☐ Y ☐ N Is there an on-campus bike center for rentals and repairs?

ENFORCEMENT

- ☐ Y ☐ N Do campus safety/law enforcement officers receive training on the rights and responsibilities of all road users?
- ☐ Y ☐ N Is there a program on campus to prevent bike theft?

EVALUATION

- ☐ Y ☐ N Does your school have a current comprehensive bicycle plan?
- ☐ Y ☐ N Does your college or university have a bicycle program manager?

SCORING (BUSINESS & UNIVERSITY) Score 0-4: Your community probably has some improvements to make before becoming a Bicycle Friendly Business or University – apply now to receive a free feedback report that will guide you in becoming more bicycle-friendly! Score 5 and up: You've already got a good start – apply now and we'll tell you what you've done well and how you can improve.

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TREK

**THE BICYCLE FRIENDLY AMERICA
PROGRAM** is generously sponsored
by Trek.



LEAGUE OF AMERICAN BICYCLISTS

1612 K Street NW Suite 510

Washington, DC 20006

Tel: 202-822-1333

Fax: 202-822-1334

BFA@bikeleague.org

www.bikeleague.org