



*Leading the movement to create a bicycle-friendly America for everyone*

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## **Resolution on the role of bicycle retailers in building bicycle-friendly communities**

Adopted March 9, 2015

The League of American Bicyclists, founded in 1880, is leading the movement to create a bicycle-friendly America for everyone. The League has 20,000 members, 100,000 supporters and reaches hundreds of thousands of cyclists through more than 950 affiliated local clubs and advocacy organizations in communities across the country.

The League's Bicycle Friendly Community program designates and recognizes communities for their work in improving conditions for bicyclists and encouraging more people to ride. The program provides a roadmap, with detailed feedback, on the steps necessary to become more bike-friendly. As part of the League's BFC program, we are currently working with Trek retailers in 100 communities each year to organize on-site visits and connect retailers with their local advocacy groups and elected officials.

The League recognizes the critical importance of independent bicycle dealers in providing access to bicycles, bicycle maintenance, bicycling information, and creating a community of people riding bikes. Bicycle retailers provide tremendous support to local bicycling events, charity rides, and local organizations and clubs.

*We believe that local bike shops are an essential component of the bicycle infrastructure that makes a community bike-friendly.*

The League applauds the leadership of the National Bicycle Dealers Association in promoting this issue at the 2015 National Bike Summit. We encourage our members, supporters and affiliated clubs and advocacy groups to actively support their local bicycle retailers in every way possible. This support includes

- Purchasing bikes, bike parts, clothing and accessories from independent bicycle dealers;
- Encouraging members and people with whom you ride to do the same;
- Working with local bike shops to host rides, events, classes, clinics and other activities in the stores; and
- Including bike storeowners and employees in local advocacy and education programs.



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The League also believes independent bicycle retailers can do more to

- Encourage new participants to bicycling, especially women, people of color and youth – populations traditionally not well served or represented in bicycling
- Support local education and advocacy work
- Become a focal point and resource center for bicycling activity and culture in the community

We believe that by working together, the League and NBDA can help bicycling to grow by improving access to safe and enjoyable bicycles and bicycling for everyone.