**Slide 1**

[Thank your audience for coming and introduce yourself.]

The Bicycle Friendly America program is a program of the League of American Bicyclists and I am here to assist to get the most out of the program.

**Slide 2**

The birthplace of the Bicycle Friendly America Program was in the Bicycle Friendly Community Program, which was created by the League of American Bicyclists in the 1990’s - at first with relatively easy criteria for communities to meet. In 2002 the program was overhauled and a new, more rigorous application and review process was initiated. With the assistance of the Robert Wood Johnson Foundation and the Pedestrian and Bicycle Information Center, the League improved the outreach of the program and the amount of technical assistance to applying communities.

One important change was the creation of a five tiered award system – created with the intent of encouraging communities to continually improve. Three dedicated staff members are available and waiting to help you understand the program and take action for progress.

In 2008 the League expanded the program to include businesses and states. In 2011 the program grew again to recognize and assist colleges and universities in the Bicycle Friendly University program.

**Slide 3**

The benefits of bicycling are clear – it is not a special interest but a tool to creating more economically robust, active and vibrant communities, businesses and universities.

The BFA program sets a standard and provides the tools to reach it. The free program itself is valuable for coordination, benchmarking, providing ideas/education for improvement through the application and feedback and lastly it is recognition for all of the great work.

**Slide 4**

The online application form asks a series of about a dozen questions in each of five major areas of bicycle policy and programs. To reach the higher levels of award, communities, businesses, and universities must score well across all five areas. Bikeleague.org provides best practices that correspond to these questions in a Resource Library bikeleague.org/BFA

**Slide 5**

After a applicant submits the application and sends any appropriate supporting literature, the application is reviewed three ways:

1. League staff review the applications internally
2. An external reviewer is asked to score each application, and
3. Local cyclists – League members, LCIs, club leaders etc., are asked to comment on the application and provide their perspective on the bicycle-friendliness of the place.

This last stage of the review is important to us, and local reviewers have definitely had an impact on many of the awards – or lack of awards.

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Each of these programs is aimed at helping communities, businesses, and universities welcome people of all ages and abilities to get on a bike and go comfortably and conveniently for recreation and transportation.

Thanks to some very interesting research conducted in Portland, Oregon we can group folks by their level of comfort, with the goal of accommodating as many people as possible. As it turns out over half of the population would like to bike more but are not really being given viable choices for doing so. We want to change that. Now just a bit about these groups.

**Slide 7**

First, the Strong and Fearless. This group represents about 1-3% of the total population. They really don’t need a lot to get to where they want to go on city streets. They need the protection in the law to use the streets, but dedicated bike facilities are not necessary for them. Smooth roads, signals that are actuated by them and a safe bike parking are some of the most important factors for them.

**Slide 8**

Next, the Enthused and confident. The “Enthused and Confident” are those who have been attracted to bicycling by improvements to the bikeway network and supporting infrastructure. They are comfortable sharing the roadway with automotive traffic, but they prefer to do so operating on their own facilities like bicycle lanes, bicycle boulevards and cycletracks.

**Slide 9**

The largest portion, the Interested but Concerned, are curious about bicycling. They like the idea of riding more but they are afraid to ride. They don’t like the cars speeding down their streets. They get nervous thinking about what would happen to them on a bicycle when a driver runs a red light, or guns their cars around them, or passes too closely and too fast.

Very few of these people regularly ride bicycles—some will ride recreationally, join a group ride event or ride to a close destination as long as it doesn’t include going on major streets. They want separation from automobiles. They would ride if they felt safer on the roadways—if cars were slower and less frequent, and if there were more quiet streets with few cars and paths without any cars at all. This group is being reached in the best bicycle-friendly places through innovative bikeway implementation – from buffered bike lanes and cycletracks to neighborhood greenway networks that lead to destinations.

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**Slide 11**

The Bicycle Friendly Community (BFC℠) program provides a roadmap to improve conditions for bicycling and the guidance to make your distinct vision for a better, bikeable community a reality.

**Slide 12**

Through the Bicycle Friendly Business (BFB℠) program, employers are recognized for their efforts to encourage a more welcoming atmosphere for bicycling employees, customers, and the community.

**Slide 13**

The Bicycle Friendly University (BFU℠) program recognizes institutions of higher education for promoting and providing a more bikeable campus for students, staff and visitors.

**Slide 14**

The Bicycle Friendly State (BFS℠) program is the annual ranking of all 50 states’ progress toward promoting and embracing biking for transportation and recreation.

**Slide 15**

Over and over, we hear how useful the programs are for coordination, benchmarking and giving the deserved recognition to all of the people – from civic and business leaders to advocates and educators – for building a great bicycle-friendly America.

**Slide 16**

The first step in the process is usually visiting bikeleague.org/bfa and review the Getting Started guide, application and resources, and use the Scorecard to do a quick assessment of your community, business or university.

Your local bike group(s) should be brought into the discussion of applying and of course, working to build a stronger bicycle-friendly community, business or university.

**Slide 17**

The League’s online resources include best practices and success stories from colleges and universities of all shapes and sizes from every region of the country. The League’s Bicycle Friendly America program staff are available to answer your questions and help you through the process.

**Slide 18**

Thank you.

 [Take questions. For answers on more detailed questions ask them to consult the website or contact the League.]