SOCIAL ENTERPRISE BIKE ADVOCACY
DREAM BIG START SMALL
BIKE FRIENDLY EMPLOYER
1. SURVEY  2. SITE VISIT  3. BICYCLE ACTION PLAN

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Business Membership

Bicycling is Good for Business, Good for Pittsburgh, & Good for You

[Image of a person cycling on a street with the number 90 in the foreground]
FRAMEWORK to keep businesses involved

$300

In kind support counts towards membership!

$1000

Renews Annually!

SPONSOR
THE BIKE RACK BUSINESS

- Public Art Bike Rack
- Improved Permitting Procedure
- New Bike Rack Ordinance
- Build and Maintain Good Relationships

$8000
ENGAGE BUSINESSES AND ALLIES YEAR ROUND

Primary goal remains fixed, but the structure is fluid:

➢ modify
➢ adapt
➢ evolve

“Reduce the number single occupant car trips”

Draws sponsors, helps BikePGH meet the needs of employers, and BUILDS RELATIONSHIPS
➢ Engage people you might not otherwise reach
➢ Metrics
➢ Make the connection with advocacy
CHALLENGES

- Keeping businesses engaged
- Bike Friendly Employer is not the best approach for retail businesses
- Admin. and follow up for bike rack sales
- Transitioning Car Free Fridays from a BikePGH to a regional initiative
- Capacity
MOVING FORWARD

- Use BikePGH events and the National Bike Challenge to further engage businesses
- Bike Friendly Establishment
- Web Ads
- Invoice
- Market existing events with the Car Free Fridays theme & provide support to companies in a parking crisis
BIKEPGH PROVIDES COMPANIES PRODUCTS AND SERVICES THAT PROMOTE AND INSPIRE THEIR EMPLOYEES AND CUSTOMERS TO RIDE A BIKE