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## Case Studies: Bicycle-Friendly Business Districts

LiveMove

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## ABOUT LIVEMOVE

The University of Oregon Transportation and Livability Student Group (LiveMove) brings together undergraduate and graduate students from a variety of backgrounds and disciplines to focus on the planning and design of transportation systems as they relate to community quality of life and livability (we have a general bias towards active and public transportation).

LiveMove's mission statement is:

*"To promote healthy, sustainable communities by integrating transportation and livability through collaboration, education, research and outreach."*

Within the group, there are opportunities to collaborate on planning and design projects, to gain leadership skills, to bring in high-profile guest speakers, and to network. In addition, generous funding is available through a grant from the Oregon Transportation Research and Education Consortium (OTREC) to support any University students to attend educational conferences, workshops or seminars to enhance their understanding of transportation-related issues.

The interdisciplinary nature of the group is unique at the UO, and while open to all majors, is especially well suited for Planning Public Policy & Management, Architecture, Landscape Architecture, Geography, Environmental Studies, and related majors, both undergraduate and graduate.

## INTRODUCTION

This report was selected as LiveMove’s 2014-15 ByDesign project after dialogue with the City of Eugene’s Bicycle and Pedestrian Advisory Committee, which has expressed interest in the implementation of some form of bicycle-friendly business district (BFBD). The purpose of this document is to help inform the organization, implementation, scale, and criteria that can be considered and ultimately employed in Eugene.

BFBDs are highly customizable; no two districts are exactly alike. In compiling this report, LiveMove sought to categorize certain district features based on its research, which included interviews with people who helped with district organization efforts around the country. The following section organizes case studies in two ways:

- 1) Focus:
  - a. Community-based
  - b. Business-based
- 2) Organization and Implementation:
  - a. Top-down
  - b. Partnership

**Focus** refers to the nature of the district and its participation, as defined by the organizing body. **Community-based** districts do not require business involvement and instead delineate a commercial district in which considerable efforts are being undertaken to encourage access via bicycle. Examples often include the addition of bicycle parking, fix-it stations, and bicycle lanes. **Business-based** districts, on the other hand, require businesses to provide certain incentives or infrastructure for patrons or employees in order to become recognized as “bicycle-friendly.” These two forms of focus can overlap. In many cases, districts of both kinds utilize their platforms to organize community events or install bike parking.

**Organization and Implementation** refers to the establishment and oversight of the districts. Based on LiveMove’s research, this can range from **top-down** implementation, which involves a city agency as the primary lead, and **partnerships**, which may involve a variety of stakeholders, including community benefit districts, non-profit organizations, or business coalitions. It should be noted that the categorization functions on a spectrum and that the two are not necessarily independent of one another. In Los Angeles, for example, the Northeast LA district was implemented by LA Department of Transportation, but is actively managed by a local committee comprised of community members and organizations.

## CASE STUDIES

This report provides information about some BFBDs across the country. Each case study details the process used to create the BFBD, the successes and challenges encountered, and any unique characteristics that set them apart from others.

The case studies are organized as **community or business-based**, given the different criteria used depending on the district’s focus. Each case study utilizes research conducted online and via interviews with local leaders of the BFBD.

## Community-Based Bicycle-friendly Business Districts

City	District	Scale	District Identification/	Involved Parties				Community Amenities		
				City Agency	Local Agency	Non-Profit	Other	Infrastructure	Community Events	Notes
Los Angeles	Northeast (Pilot)	Neighborhood	Identified due to strong existing and planned bike facilities--particularly along commercial corridors--and existing community efforts.	Los Angeles Department of Transportation	Neighborhood Council & Council Office	Cyclists Inviting Change thru Live Exchange (CICLE)	Occidental College Urban and Environmental Policy Institute	•Bike parking •Bike fix-it stations	•Community rides •Bike workshops	LADOT provides infrastructure, local committee organizes events.
San Diego		Citywide	Aligned with existing Business Improvement Districts.		San Diego Business Improvement District Council	San Diego Bicycle Coalition		•Bike corrals	•Bike valet •"Bike Local Sunday" rides	

### Northeast Los Angeles Pilot

The Northeast LA BFBD Pilot was implemented by Los Angeles Department of Transportation (LADOT) in conjunction with a number of community partners, each of which participates in a local steering committee.

The pilot—which is expected to serve as a basis for a citywide program to be launched in the near future—targets the area’s commercial corridors, many of which recently added bicycle lane improvements or have plans for better facilities. Other key ingredients include the presence of supportive community groups, pre-existing advocacy efforts, and supportive council members.

Involved groups include:

- Occidental College Urban and Environmental Policy Institute
- Cyclists Inviting Change thru Live Exchange (CICLE)
- Neighborhood Councils
- Council Office

The steering committee’s role includes organizing workshops, community rides, and carrying out marketing efforts for the BFBD. Interestingly, no business owners participate in the committee. According to Selena Reynolds of LADOT, the program is customer and community-focused, rather than business-focused, with the belief that business owners lack the time and resources to be heavily involved and will ultimately respond to the demand generated by the community efforts.

LADOT, in turn, hopes to saturate the neighborhood with fix-it stations and bicycle parking. Funding comes from LADOT grants, neighborhood councils, and the local council office.



The commercial corridors and planned or existing bike facilities that delineate LA’s Northeast BFBD.

Future district identification will target similar areas with considerable population density, commercial activity, and attractive bike facilities, among other factors.

For more information, visit the following website:

- <https://ladotbikeblog.wordpress.com/2014/02/12/las-first-bicycle-friendly-business-district-is-coming-to-northeast-los-angeles/>

## **San Diego**

San Diego's Bike Friendly Business District is a result of a partnership between the San Diego County Bicycle Coalition and the San Diego Business Improvement District Council. The San Diego County Bicycle Coalition was impressed by the efforts of Long Beach's pilot BFBD in 2011 and wanted to launch a similar program to encourage more people to bike to their local business district.

In June 2012, the Business Improvement District Council launched the BFBD in seven of its Business Improvement Districts (BID). The program will eventually spread to all 16 of San Diego's local BIDs. The launch was accompanied with a guidebook, developed by Green Octopus Consulting, to make business districts more bike friendly.

The partnership was a good match because the Business Improvement District Council (BIDC) is interested in new ways to raise money and reinvest in its business communities, and the Coalition is actively involved in promoting bicycling as a "mainstream, safe, and enjoyable form of transportation and recreation."

As a part of its implementation, the BIDC installed bike corrals, began a bike valet program for events, and created community ride events through a "Bike Local Sunday" event.



For more information about San Diego's BFBD, see the following websites:

- [https://www.ida-downtown.org/eweb/docs/WC13/WCPres/bikefriendly\\_pres\\_wc13\\_broomfield.pdf](https://www.ida-downtown.org/eweb/docs/WC13/WCPres/bikefriendly_pres_wc13_broomfield.pdf)
- <http://sdbikecoalition.org/wp-content/uploads/2014/12/SD-BFBD-Guidebook-07-05-12-Final.pdf>



## Business-Based Bicycle-Friendly Business Districts

			Organization & Implementation	Involved Parties			Business Requirements				Programming/ Community Events
City	District	Scale		City Agency	Local Agency	Non-Profit	Infrastructure	Employee Benefits	Customer Incentives	Other	
San Francisco	Yerba Buena	Neighborhood	PARTNERSHIP - Aligned with local Community Benefit District.		Yerba Buena Community Benefit District (\$)	San Francisco Bicycle Coalition (SFBC)	Request bicycle parking (SFBC submits application for parking on behalf of requesting business), OR	Offer incentives to employees who bike to work, OR install indoor bicycle parking and other facilities (showers, etc.) that encourage bicycling to work, OR	Offer discounts and promotions to people who ride their bikes to the business.		<ul style="list-style-type: none"> <li>•Community launch ride</li> <li>•Free bike corral rental</li> <li>•Bike workshops/classes</li> </ul>
Chicago	Lakeview	Neighborhood	PARTNERSHIP - Created through local partnerships to reinforce the neighborhood's sustainable and bike-friendly branding.		Lakeview Chamber of Commerce, Business Improvement District (\$)	Active Transportation Alliance	Request bicycle parking (Chamber assists with application, but does not fund).		Offer discounts or promotions to people who ride their bikes to the business.		<ul style="list-style-type: none"> <li>•Annual media campaign</li> <li>•Educational materials</li> <li>•Bike workshops</li> </ul>
New York City	East Village and Lower East Side	Neighborhood	PARTNERSHIP - Identified through existing business coalitions.			Transportation Alternatives	Request bicycle parking.		Offer discounts or promotions to people who ride their bikes to the business.	Support community plans for bike-friendly street improvements.	<ul style="list-style-type: none"> <li>•Educational workshops</li> </ul>
Long Beach		Citywide	TOP-DOWN	City of Long Beach					Offer discounts or promotions to people who ride their bikes to the business.		<ul style="list-style-type: none"> <li>•Shared cargo bikes</li> <li>•"Bike Saturday" events</li> <li>•Bicycle valet</li> <li>•Bike workshops</li> </ul>

### **Chicago's Lakeview Neighborhood**

Chicago's Bike Friendly Business District (BFBD) was formed as a result of coordination between the Active Transportation Alliance, a non-profit transportation advocacy group, and the Lakeview Chamber of Commerce. The BFBD in this neighborhood was created to reinforce the bicycle-friendly and environmental initiatives that the neighborhood is known for; Lakeview is a neighborhood that cares about sustainability and the environment, and so the BFBD helped reinforce this idea and help brand the neighborhood as such. In addition, the BFBD emphasizes shopping local in the Lakeview Neighborhood.

The BFBD was pilot program at the time and was funded through a grant, although later on, through the business improvement district.

To bring the businesses together, the Active Transportation Alliance worked through the Lakeview Chamber of Commerce

to hold several "meet and greet" events for local businesses. Outreach was very heavy in the beginning, and the Active Transportation Alliance canvassed in the neighborhood to promote the idea of a BFBD outside of the "meet and greet" events. In addition, web forms were created to incorporate ideas for those not at the meeting. The Chamber of Commerce followed up with businesses who generally aligned with the ideas of a healthier environment, shopping



local, and cycling. As a result of these efforts, there are over 40 businesses in the official BFBD.

As part of the program, businesses have discounts like 10% or 15% off an order, or free drink with meal purchase, when one brings in their helmet. In return, the Chamber of Commerce helps participating businesses with the permit process for bike parking, though not necessarily with the funding.

The strengths of Chicago's BFBD are the media campaigns, partnerships, and bike share. In terms of the media campaigns, the Chamber of Commerce has a month long media campaign (focused in the spring) to promote the BFBD. There are also prizes given out for those who post on social media about the BFBD. The media campaigns have succeeded in helping brand the neighborhood as sustainable and bike friendly. The partnership between the Chamber of Commerce and the Active Transportation Alliance has strengthened the outreach to businesses in the area. In addition, the partnership with a transportation advocacy group has created a focus on bike safety education and biking guides.

Bike share is another asset to the neighborhood because it encourages more people in the neighborhood to ride around the area, and because the Chamber of Commerce can partner with Divvy (bike share) to use as another outlet for media campaigns..

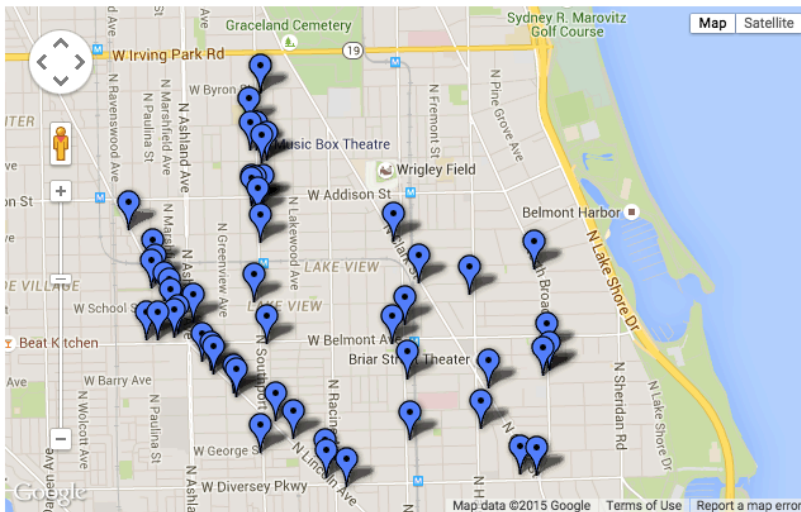
Challenges include building energy around the BFBD. The idea of the BFBD is more or less abandoned in the winters, since less people bike in the snow, and energy and time can

better be spent on other issues of the neighborhood. This means that every year in the spring, the momentum for the district needs to be rebuilt. In addition, it is hard to measure and track how many residents take advantage of the discounts, workshops, and educational materials that are posted as a result of the district.

Overall, Chicago's BFBD in the Lakeview Neighborhood focuses less so on increasing bike infrastructure and more on branding the neighborhood as a sustainable, local, and bike friendly place to be. Over the coming years, the hope is that money for increased bicycle infrastructure becomes available; however at the moment, it is not the focus of the BFBD.

For more information about Lakeview's BFBD see the following websites:

- <http://www.lakeviewchamber.com/ssa-27/bike-friendly-business-district.aspx>
- <http://www.lakeviewchamber.com/media/83443/thisislakeview-everydaybiking-2014final.pdf>



**Bike Friendly Businesses in the Lakeview Neighborhood**

## New York City's East Village and Lower East Side

The East Village and Lower East Side bike friendly business districts (BFBD) were started through the work of Transportation Alternatives, a nonprofit advocacy group. Transportation Alternatives' main goal was to advocate for safe streets and infrastructure for cyclists. The businesses in the East Village and Lower East Side have strong voices in the community, so it seemed natural for Transportation Alternatives to partner with businesses to create safer streets.



Before implementing the BFBD, Transportation Alternatives completed background research examining how much money people spend at business in the area, and how often they frequent the businesses. They found that 43% of people had walked to businesses in the area, 26% took the subway, 23% bikes, and the rest drove or took the bus. The thought behind this was that it is difficult for cars to stop on a whim to go to a certain business, but it is easy for cyclists and pedestrians to stop and visit a store on a whim.

The best way for Transportation Alternatives to reach out to the businesses was to have a strong business champion in place. In the case of the BFBD, this was Birdbath Bakery. This particular business had a strong interest and multiple locations

throughout the city, so it could reach out to many different businesses. A different BFBD in New York City utilized the Atlantic Avenue business improvement district (BID). Nearly 50% of businesses in the Atlantic City BID signed on to be part of the BFBD.

Aside from local partners, Transportation Alternatives had to go door-to-door and follow up with businesses in order to get members to join.

The long-term goal for the BFBD is to create safe and connected streets, which means that implementing infrastructure to meet these goals was of the utmost importance. In addition, support for new infrastructure was very good because Transportation Alternatives combined initiatives for new infrastructure with their current educational and safety campaigns.

As part of the BFBD, Transportation Alternatives asks that businesses apply for bike racks and corrals, which the Department of Transportation will do for free. Additionally, businesses are asked to support community plans when things such as redesigns for streets come up in the community (such as signing petitions). Transportation Alternatives would like to see small businesses take on a larger role, but the group realizes that small businesses are very busy, and so Transportation Alternatives makes the process as easy as possible for them. This requires constant outreach on the part of the advocacy group.

Aside from supporting the community and implementing bike racks, businesses provide a discount to patrons who bike, and

participate in free cycling trainings. These trainings help businesses learn about the regulations in place for things like food delivery via cargo bikes, so that businesses can make sure they have the proper equipment.

Transportation Alternatives is working to shift the BFBD to one that encourages both biking and walking, and generally just making it safer for all modes of transit. The goal is not to prevent people from using cars, but to enable people to have a choice to get to where they need to go.

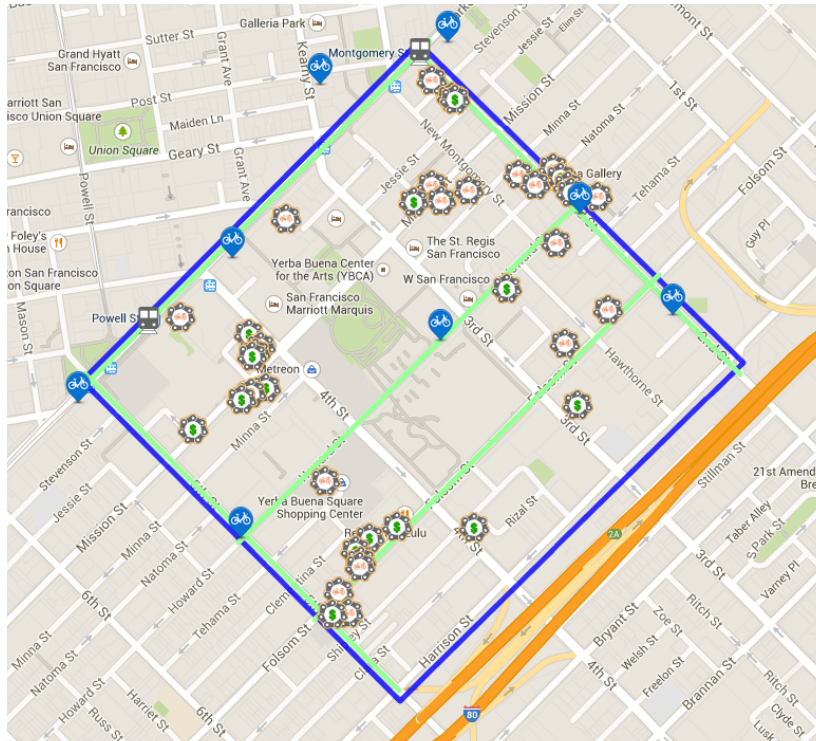


Transportation Alternatives' Bike Friendly Business District Map

For more information about New York City's BFBDs see the following websites:

- <http://transalt.org/issues/bike/business>
- [http://transalt.org/sites/default/files/issues/bike/business/BFBD\\_pamphletMap.pdf](http://transalt.org/sites/default/files/issues/bike/business/BFBD_pamphletMap.pdf)

## San Francisco's Yerba Buena Bike Friendly Business District



This business offers discounts or promotions to people who ride their bikes to the business



This business supports people who bike by requesting infrastructure or offering incentives to employees who bike to work

### San Francisco's Yerba Buena Bike Friendly Business District

The Yerba Buena BFBD was established by San Francisco Bicycle Coalition (SFBC) with funding and sponsorship from Yerba Buena Community Benefit District (YBCBD), with which it shares boundaries.

In order for businesses to gain recognition, they must offer incentives to patrons who access their businesses via bike, request bike parking through SFBC, or offer incentives to employees who bike to work. SFBC supports these businesses with a range of services, including:

- Advertising on the SFBC website.
- Applications for bike parking on businesses' behalf.
- Free installation and rental of a temporary bike corral for events.

In starting the Yerba Buena BFBD, existing bike infrastructure did not play a substantial role, although its creation has been viewed as a catalyst for better facilities, namely through bike parking and a more supportive business community. In addition to lackluster bicycle facilities in the area, challenges cited by SFBC's Business and Community Program Manager, have included a loosely-knit business community, high business turnover, and a limited reliance on bicycles in the area.

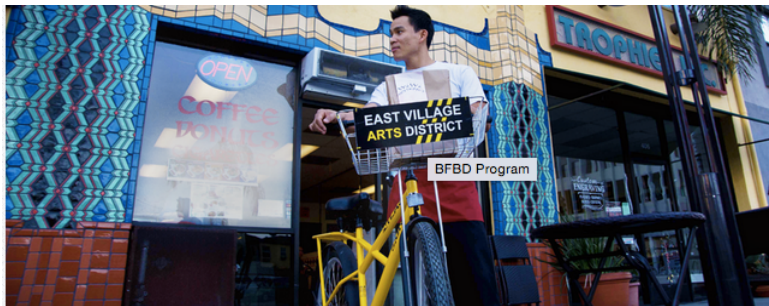
Keys to early success included identifying supportive businesses that could serve as "champions" in the area, helping those who were interested but lacked the initiative to get involved, then organizing a community launch ride that toured participating businesses, each of which offered special incentives.

For more information about Yerba Buena's BFBD see the following website:

- <http://www.sfbike.org/our-work/bikes-business/yerba-buena-bicycle-friendly-business-district/>

## Long Beach

Long Beach, CA was the first city in America to launch a Bicycle-friendly Business District (BFBD) program in 2011. The City launched this two-year experimental pilot program to help increase short distance bicycle trips within the city limits and create a “bike-local, shop-local” connection.



Funded by a \$72,000 investment by the L.A. County Public Health’s Department RENEW program, four corridors were identified to use bicycling to promote business in the city. A consultant from Green Octopus Consulting, April Economides, was hired to be the coordinator for the program. April held workshops and meetings with the business owners in these districts to discuss the economic benefits of this program, create action plans, and advise on implementation and marketing. The city helped the businesses kick start this program by providing a few helpful elements: cargo bikes in each district to be shared by the businesses and used for local deliveries and errands, bicycle valets during BFBD events, and a partnership with the businesses to provide “Bike Saturday” events where businesses provide discounts to patrons who arrive by bicycle.

In addition to the City’s efforts, the 4th Street Business Association has made strides to encourage more bicycling by purchasing more bicycles for the business districts. This has increased bicycle parking along the street.



From the start, 60 businesses signed up to join the movement and offered deals such as two-for one meals or free cups of coffee. The City helped promote these new districts by holding two events, one in summer and one in fall, offering free bike repairs as well as discounted bikes and gears from local merchants. Once a month, the districts hold a “First Friday” community event as well.

In 2012, city officials, business leaders, and consultants evaluated what worked best for the district during the pilot program. One successful element of the program is cargo bikes, which allowed employees to make deliveries to customers, run local errands, and grab lunch. Also successful was the free bicycle tune-up program. During the program, 19 clinics were held where local bike mechanics helped tune over 200 bikes and received a lot of new business following the event. Other successful elements included: bike valets at the entrances of stores and events, the City offering free bike racks to businesses, staging community events, and “Bike Saturdays.” In total, 145 businesses offer deals to customers.

These businesses have seen many positive impacts from the development of the districts including: increased sales, expansion of business space, and increased bike tourism.

For more information about Long Beach's BFBD, see the following website:

- <http://www.bikelongbeach.org>.



## BICYCLE-FRIENDLY BUSINESS PROGRAMS

This section provides details about bicycle-friendly business programs at the national, state (Oregon) and local level. Compared to BFBDs, bicycle-friendly business programs are not confined to a single city or neighborhood and work to get businesses throughout cities to become bike friendly.

### National: The League of American Bicyclists

The League of American Bicyclists has a national program for businesses of all sizes to become a League of American Bicyclists Bicycle-friendly Business. As of spring 2015, over 950 businesses had gained recognition as a Bicycle-friendly Business. Applicants are graded on categories including encouragement, engineering, education, and evaluation and planning. Based on their score, businesses are given a bronze-platinum rating. The program helps businesses promote their commitment to bicycling and market themselves as bike friendly to both employees and customers.

This program is much more rigorous when compared to many of the BFBD district requirements.



For more information about the League of American Bicyclists bicycle-friendly business program see the following website:

- <http://bikeleague.org/business>.

### National: Bicycle Benefits

Bicycle Benefits is a national program that supports cycling and local businesses by providing discounts and deals that only apply if one bikes to the business and shows the business a Bicycle Benefits helmet sticker (\$5 at participating businesses). Seattle, for example, has a number of businesses that are part of the bicycle benefits program.



For more information, see the following website:

- <http://bb2.bicyclebenefits.org/#/cities/3>.

**State: Travel Oregon**

Travel Oregon has a bike friendly business program geared toward travelers. It serves as a recognition and training program aimed to:

- Help businesses understand the importance of Oregon's growing bike tourism industry;
- Provide tips and tools for how businesses can be bike friendly, and
- Highlight businesses who commit to enhancing the Oregon biking experience for visitors and Oregonians.

This free program gives tourism-focused businesses that fall in line with Travel Oregon's Business Listing Guidelines special recognition through Travel Oregon's marketing channels. All participating businesses receive a welcome packet with a Bike Friendly toolkit, stickers, window clings and the option to purchase a customized Bike Friendly sign.

For more information, see the following website:

- <http://industry.traveloregon.com/industry-resources/product-development/bike-friendly-business-program/>.

**Local: The Bicycle Transportation Alliance (BTA)**

The BTA in Portland has a business membership program which businesses can join at different monetary levels with escalating benefits. Joining the BTA as a business member costs between \$300-\$1,200 per year. Benefits include acknowledgement on the BTA website and promotion at BTA events; a window decal; on-site bike parking consultation from a company called Rack Attack; a bike commute workshop at your business; and, League of American Bicyclist Bicycle-friendly Business application support. The BTA also works with businesses directly on how they can be engaged in BTA's work and the community as bike advocates. The BTA also works directly with these businesses on various BTA campaigns.

One example is the work BTA is doing with business members in downtown Portland to work with the City of Portland in order to come up with a solution to the lack of bicycle infrastructure downtown. Businesses in downtown Portland encourage and promote bicycling as a means of transportation for their employees. It makes sense then that they want to work with the city and BTA to have world-class bicycle infrastructure that connects directly to their downtown business.

For more information, see the following website:

- <https://btaoregon.org/join/>.

**Local: Cascade Bicycle Club in Seattle**

The Cascade Bicycle Club in Seattle has a Best Practices Guide for Businesses called BizCycle as well as a self-assessment form to certify businesses that actively implement those best practices.

Practices include:

Measure current ridership and set goals for the future;  
Develop policies and plans that support cycling goals;  
Modifying worksite infrastructure to facilitate and encourage cycling;  
Implement outreach and education programs to support new riders; and  
Build a fun and inclusive workplace bicycle culture.

It is important to note that Cascade's Bike-Friendly Business certification program is currently in transition. Cascade is developing a co-branded certification in partnership with the League of American Bicyclists.

For more information, see the following website:  
<http://www.cascade.org/bikefriendlybusiness>



## COMPARISONS

This section will compare and contrast the most notable elements of the bike friendly business districts (BFBD) and bike friendly business programs.

### Incentives for Patrons

BFBDs and bicycle-friendly business programs thrive because they make cycling attractive by incentivizing cyclists to stop in a local store or business. The incentives for cyclists are described below.

#### Discounts

In Chicago, discounts include 10-15% off an item/ meal or free drink with meal purchase if one shows his or her helmet.

In Long Beach, a “Bike Saturday” program takes place every Saturday where businesses provide discounts to patrons who ride their bike. Discounts include examples such as two-for-one meals or a free cup of coffee.

Businesses that are part of the national Bicycle Benefits program choose the discount they provide to customers who bike to their store with the Bicycle Benefits sticker.

### Incentives for Businesses

It is also important for cities, chambers of commerce, and local advocacy groups to incentivize business participation. The case studies in this report include several innovative examples of ways to incentivize businesses. These examples are listed below.

#### Bike parking

Transportation Alternatives in New York City asks that businesses participating in the program apply for bike corrals. Bike corrals are free for BFBD members and help make businesses more attractive to cyclists stopping by to eat or shop. The City of Long Beach also offers free bike racks and bike corrals to BFBD members.

In San Francisco, the SFBC applies for bike parking on behalf of businesses, thus eliminating the administrative burden placed on businesses that would normally have to work through a lengthy process.

In Northeast Los Angeles, LADOT provides bike parking or fix-it stations to interested businesses, provided that they sign maintenance agreements.

The BTA in Portland provides on-site bike parking consultation to business members.

#### Branding

In Chicago, the BFBD in the Lakeview neighborhood reinforces the environmental and eating/shopping local mindset that the neighborhood is known for. Part of the reason that the BFBD in Lakeview has been so successful is because the “brand” resonates with locals who support the benefits of shopping local and traveling to those businesses in the most sustainable way possible.

Long Beach helps promote the districts with a “Shop, Dine, Bike LB” logo that businesses display on their windows to show they participate. Cargo bikes are also provided to the districts for businesses to share and use to run errands or make deliveries.

San Francisco's Yerba Buena BFBD is branded and sponsored by the YB CBD.

### **Education**

New York City's BFBD provides education for local businesses that includes helping businesses figure out the right equipment to meet regulations in order to deliver food via cargo bikes.

### **Incentives for Employees**

In creating a BFBD, it's also important to consider benefits to employees. One of the main incentives for employees is showers and indoor bike parking, which is described below.

#### **Showers and Indoor Bike Parking**

When employers provide showers and indoor bike parking, a business' bike friendly rating increases in the League of American Bicyclists Bicycle-friendly Business program. These features help encourage bicycling for a businesses employees.

### **Successes**

The BFBDs and bicycle-friendly business programs discussed in this report are recognized as being successful models for other cities. This section will describe these successes.

#### **Advocacy**

Notably, in New York City, Transportation Alternatives has used the BFBD program as a way to build a coalition of support. For example, when bicycle infrastructure projects are proposed, Transportation Alternatives looks to the BFBD members to sign on and support the project.

### **Challenges**

Despite the success of BFBD and bicycle-friendly business programs, there are several challenges in terms of implementation. These challenges are described below.

#### **Weather**

In Chicago, the weather definitely plays a role as to when the BFBD is in full swing. During the winter, most efforts to market the BFBD are generally abandoned. Instead there is a more intense campaign during the spring and summer months when the weather is better suited for cycling.

#### **Funding**

Many BFBD programs are funded through grants or business improvement districts. As a result of a lack of funding, not all cities can provide amenities like bike parking to businesses who ask. Additional funding through grants or crowdsourcing is needed to make sure that these districts have top-notch infrastructure in order to continue to encourage locals and tourists to bike to and within the area.

### **Bike Share and Bike Friendly Business Districts**

Many of the cities described in the case studies section have bike share systems. Bike share definitely helps create a more bike friendly environment in cities, particularly those cities that go above and beyond to encourage cycling through BFBDs.

In Chicago's Lakeview BFBD, bike share is definitely an asset to the neighborhood. Divvy, Chicago's bike share system, provides another partner with whom the Chamber of Commerce and Active Transportation Alliance can work with to get information out about the BFBD.

## RECOMMENDATIONS

After examining the case studies for bicycle-friendly business districts (BFBD) and bicycle-friendly business programs, as well as looking at the successes, challenges, and benefits, here are the top recommendations for a city looking to become more bicycle-friendly.

- Trainings to help businesses learn about the regulations in place for things like food delivery via cargo bikes and having proper equipment.
- Align bicycle-friendly business district program with sustainability-related city goals.
- Identify and work closely with key partners. These partners could be local bike share, local government officials, business owners, and transportation advocacy groups.
- Use the bicycle-friendly business district coalition as a way to gain support for local infrastructure projects.
- Show businesses how encouraging bicycling makes economic sense through one-pagers and reports.
- Create a website to promote the bicycle-friendly business district. List bicycle events, discount programs, and maps to illustrate locations of the BFBD's, bike routes, and points of interest.
- Use some form of mix between business and community-based; incentivize business participation, but also focus efforts to bring infrastructure and community events to the area.
- On a similar note, ask the City to provide resources for businesses interested in bike parking in order to minimize the administrative burden on businesses.
- Consider establishing a committee like Northeast LA's to oversee the district.

## REFERENCES

### Chicago

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