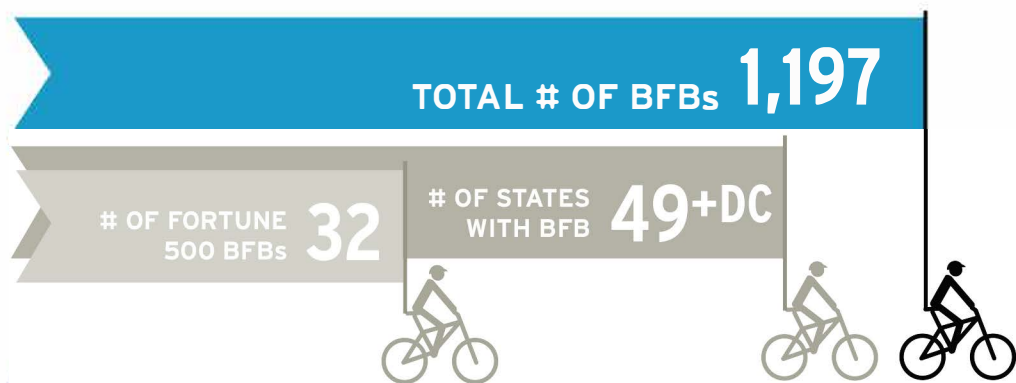


**THE BICYCLE FRIENDLY AMERICA<sup>SM</sup> PROGRAM** is all about Places. Our BFA<sup>SM</sup> program provides recognition and guidance for states, communities, universities and businesses to showcase and enhance their bicycle friendliness. The program provides a practical blueprint, hands-on assistance, and resources to help make Places better for bicycling.

**THE BICYCLE FRIENDLY BUSINESS<sup>SM</sup> PROGRAM** is based on our belief that bikes are good for businesses, employees, and the community. BFBs<sup>SM</sup> are recognized for their efforts through an award system based on four essential elements to being bicycle friendly: Engineering, Education, Encouragement and Evaluation & Planning.

### BFBs BY THE NUMBERS (SPRING 2016)



As of Spring 2016, nearly 1,200 businesses have gained recognition at the Bronze, Silver, Gold and Platinum levels



### BENEFITS OF BECOMING A BICYCLE FRIENDLY BUSINESS

Becoming a BFB benefits your bottom line while also enhancing quality of life in your community. What can you gain by becoming bicycle friendly?

- » Recruitment: attract and retain the best and brightest
- » Increase morale and quality of life for employees
- » Foster a sense of community and camaraderie in workplace
- » Enhance health and wellness benefits, and reduce costs on healthcare
- » Catalyze a more alert, active, productive workforce
- » Reduce absenteeism
- » Showcase social responsibility, a commitment to sustainability and reducing environmental footprint
- » Support and expand reliable, consistent transportation, particularly for employees in urban areas
- » Create a culture of wellness
- » Cut transportation spending by company, individual and community
- » Support long-term health benefits, both physical and mental

 **People**

 **Places**

 **Policy**

### THE LEAGUE OF AMERICAN BICYCLISTS

is the nation's oldest bicycle advocacy organization, leading the movement to create a Bicycle Friendly America for everyone. We believe that, when more people ride bikes, life is better for everyone. Our three areas of focus, PEOPLE, PLACES AND POLICY, all support this belief. The League is bringing together the most passionate, action-oriented people to lead the movement.

[www.bikeleague.org](http://www.bikeleague.org)





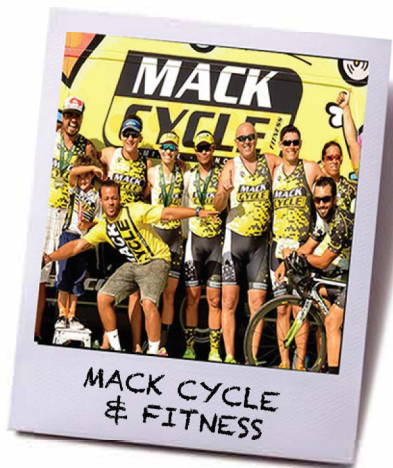
# MIAMI-DADE MPO BICYCLE FRIENDLY BUSINESS<sup>SM</sup> PROGRAM

## WHY WE SHOULD APPLY?

With more than 500,000 businesses and over a million full-time employees in Miami-Dade County, being designated as a Bicycle Friendly Business (BFB) is a great way to gain national recognition as a leader in wellness, sustainability and corporate responsibility. Bicycle riding has grown tremendously in South Florida in the last few years and what quickly developed into a phenomenon, became a natural and common form of transportation for amateurs, professionals, and all those in between. The Miami-Dade Metropolitan Planning Organization (MPO) now calls upon the business community to sign up for the BFB program!

As part of the BFB application process, your business will receive quality, customized feedback from League staff-the trusted source for best practices on what it means to be bicycle friendly. A Bicycle Friendly Business designation will place your establishment into an elite network that shares peer-to-peer communication and best practices.

Employees and customers want to invest in businesses that care about the environment, care about health and wellness, and care about the community. Earning a designation as a BFB is a clear way to show the community your business cares.



## TESTIMONIALS

The BFB program works for businesses of all sizes, from multinational corporate headquarters to local shops and firms.

“Being a Bicycle Friendly Business fits us like a glove. We already had half of our full time staff regularly cycling to work; now we’re able to enjoy additional bike parking right in front of the Cinema!”

*Coral Gables Art Cinema, Coral Gables, FL*

“At Mack Cycle we are happiest when we are on two wheels. We believe in the power of a bicycle to change the world and that starts with our own wellbeing.”

*Mack Cycle and Fitness, Miami, FL*

“We take pride in being a bicycle-friendly business. The Coral Gables Museum is a social gathering place, and a cultural beacon. By promoting cycling, we are setting a positive trend and enhancing the quality of life in our local community.”

*Coral Gables Museum, Coral Gables, FL*

## JOIN US!

Visit our website for more information: <http://miamidademppo.org/bicyclefriendlybusiness>

Apply online at: <http://apply.bikeleague.org>

Contact: Richard Denis | 305-573-0089 | [richard@iscprgroup.com](mailto:richard@iscprgroup.com)

Follow us:   @miamidademppo

**#BikeFriendly305 #BikeFriendlyMiamiDade**



\*Bicycle Friendly Business (SM) is a service mark of the League of American Bicyclists and is used with permission.