

A **Bicycle Friendly Business District**

is a partnership between the neighborhood, business organizations and We Bike Rochester, the Rochester Bicycle Coalition.

Our Bicycle Friendly Business District program seeks to:

- Enhance the “bike local” and “shop local” connection
- Promote district business development, community building, and physical activity
- Improve a business district’s bicycle friendliness through bicycle infrastructure and local business promotions to bicyclists
- Encourage and promote local trips by bicycle, especially for shopping, dining, and recreation
- Increase parking availability for visitors and residents who cannot ride a bicycle
- Complement complete streets objectives, traffic calming, and neighborhood development in Rochester
- Determine program structure and elements for broader citywide

For more information, please email
webikerochester@gmail.com

Bicycle Friendly Business Application



sponsored by:

We Bike Rochester



PLACE
STAMP
HERE

We Bike Rochester
3440 Lachencrest Lane NW
Rochester, MN 55901

Program Benefits for Members:

- Assistance with obtaining bicycle parking
- Free participation in educational opportunities for bicycle safety and commuting how-to
- Bicycle promotion and education information materials
- Rochester Bicycle Maps
- Listing as a Bicycle Friendly Business on WeBikeRochester.com with regular social media engagement
- Window Cling to display for identification as a Bicycle Friendly Business
- Opportunity to offer deals to bicyclists on shopping, dining and recreation (ie. Bike Saturdays)
- Support toward applying for the League of American Bicyclists Bicycle Friendly Business Award
- Bike social hosting
- Newsletter with Bicycle Friendly Business recommendations

Program Application (please detach and mail to address on back) or complete online at webikerochester.com/BFB

How does your business support bicycles?

The bicycle isn't just a great transportation option; it's an economic engine that can drive your business to higher profits, happier employees and more loyal patrons. Encouraging bicycling showcases your commitment to sustainability, healthy living and accessibility for all.

Business Name _____ **Contact person** _____

Phone _____ **Email** _____

To receive Bicycle Friendly Business designation, you must meet at least 3 of the following 6 parameters.

Do you have easily accessible bicycle rack(s) for bicycle parking at your place of business? (If yes, provide details.)

YES NO _____

Do you currently or are you willing to host special events for bicycle riders? (If yes, provide details.)

YES NO _____

Do you offer special discount(s) for bicycle riders at your business? (If yes, provide details.)

YES NO _____

Do you offer special service(s) for bicycle riders at your business?(If yes, provide details.)

YES NO _____

Do you have bicycle education materials available for employees or customers? (If yes, provide details.)

YES NO _____

Do you offer incentive(s) to your employees for riding their bicycle? (If yes, provide details.)

YES NO _____

Is there something your business does to promote bicycles that did not fit in the criteria above? Share it with us in the space below!

YES NO _____

How did you hear about the program?

