



The following guidelines are provided to local reviewers to assist their evaluation of the business. Contact Alison Dewey at 202-822-1333 or alison@bikeleague.org for questions or comments.

No Award

The business does not yet exhibit the characteristics of a bicycle friendly business described in the award levels outlined below. A business must demonstrate significant achievements in each of the four categories in order to be considered for an award.

Honorable Mention

Businesses that do not yet exhibit the characteristics of a BFB may be recognized with an honorable mention designation because:

- a) The business demonstrates a dedication to corporate social responsibility and recognizes bicycling as a legitimate mode of transportation.
- b) The business has a remarkable project or program, but the impact or influence of this has yet to extend throughout the business.

Examples of honorable mention characteristics for the various categories include:

- **Encouragement** Promotion of Bike Month or Bike to Work Day
- **Engineering** Business provides safe and secure bike parking for employees and customers.
- **Education** Business distributes some type of bicycle safety information.
- **Evaluation** Bicycling is included in the business's CSR policy/plan.

Bronze

Businesses exhibit a strong commitment to cycling that is still in its beginning stages. There is certainly "room to grow" but notable steps are being made in the right direction. Examples of bronze characteristics for the various categories include:

- **Encouragement** Business hosts a Bike to Work Day or business sponsored ride.
- **Engineering** Business provides equal or greater convenience in bicycle parking and provides some sort of shower facility to their employees.
- **Education** Business holds bicycle safety events, provides opportunities for bicycle education.
- **Evaluation** The business is familiar with and responsive to the needs of cyclists. There is a significant percentage of employees that bike to work more than twice a week.

Silver

Silver level businesses are particularly strong in 2 or 3 of the 5 parts of the application.

Examples of silver characteristics for the various categories include:

- **Encouragement** Business encourages cycling by providing transportation related benefits. There is significant involvement in other encouragement efforts as group rides, bike racing team/club sponsorship, and partnership with local, state, or national bicycle advocacy group.

- **Engineering** Business has made a significant investment in its bicycle facilities and has invested in making the streets around the workplace bicycle friendly.
- **Education** Bicycling educational materials are provided to all employees, safety classes are offered on a regular basis and the businesses actively promotes safe bicycling.
- **Evaluation** A significant percentage of employees bike to work more than twice a week. Goals have been set for business-wide bike use.

Gold

Gold level businesses are impressive in virtually all aspects of their application. Examples of gold characteristics for the various categories include:

- **Encouragement** There are a variety of business events and incentive programs centered around bicycling. Top managers commute to work by bike and encourage others to do the same.
- **Engineering** Business has ample, safe, secure, and well-designed bike parking for employees and customers. Shower facilities are available. Business has made a significant investment in the surrounding community to create bike-friendly streets. Bike sharing/lending program is available.
- **Education** Bike-route-mapping assistance is available for employees; bike safety classes are available on a recurring basis. Business actively promotes safe bicycling to employees and customers.
- **Evaluation** Business displays innovative methods in promoting bicycling. There is an appointed bike coordinator and bicycling is a big part of the CSR plan.

Platinum

This is a truly exemplar business for bicyclists. The business is consistently referred to as an example of how to “do it right” in virtually all aspects of the four categories. There are programs to promote and support bicycling as well as strong relationships with local advocacy groups and clubs. The business has an impressive bicycle mode share.

- **Encouragement** A variety of business events, commuter programs and incentive programs. Top business managers are role model bicyclists for their organization.
- **Education** Business website includes information on ways to bicycle more often, bike safety, and upcoming events for bicycling. Bike safety classes are offered on a recurring basis. Commuter mentorship program is in place and utilized. Bike-route-mapping-assistance is available for employees.
- **Engineering** Business provides multiple bike facilities to make cycling convenient, affordable, safe, and the preferred way to travel. The business has made significant investments to offer, maintain, and encourage the use of these facilities.
- **Evaluation** Business has clear targets set for business-wide bike use. A high percentage of employees bike to work more than twice a week. There is full or part time bike coordinator on staff to insure programs and facilities perform properly and are successful.