



BIKE-FRIENDLY BUSINESSES A PROGRAM OF BIKE COCONUT GROVE

Bike Coconut Grove, which promotes safer streets for bicycling and walking in Coconut Grove, is initiating a Bike-Friendly Businesses program. The first step in establishing the program is to enlist the participation of local businesses.

WHAT MAKES A BUSINESS BIKE-FRIENDLY?

A business is bike-friendly when it...

- Encourages customers to bicycle to its location.
- Rewards customers for bicycling to its location, e.g., through discounted goods and services for those who arrive by bicycle.
- Joins with a network of local businesses to promote safer routes to business locations and attractive, secure bicycle parking for customers.

WHY BECOME A BIKE-FRIENDLY BUSINESS?

Research has shown that bike-friendly businesses have many benefits. They include...

- Encouraging customers to dine and shop locally.
- Bringing more people into the area through bike trips, which are shorter, slower, and more likely to create greater awareness of a neighborhood.
- Opening up more parking for cars.
- Enjoying the cachet of being part of a new, dynamic network and a forward-looking community concerned about improving the quality of life.
- An improved bottom line: More customers, increased sales, and a rising pro-business tide that helps all participating businesses.

HOW CAN YOUR BUSINESS BECOME PART OF THE BIKE COCONUT GROVE PROGRAM?

- Sign our agreement to participate in the program. (Downloadable at our website)
- Display our “Coconut Grove Bike-Friendly Business” decal prominently.
- Participate in our Bike-Friendly Business communications network and events through Web alerts, e-blasts, and similar media.