



Coconut Grove Bike-Friendly Business Program—March 2018

Thank you for your interest in being a Coconut Grove Bike-Friendly Business (BFB). Completing this application will help us to recognize and promote businesses that meet the BFB criteria. Businesses given BFB status will be recognized on the Bike Coconut Grove website and receive a window decal denoting their BFB status. Bike Coconut Grove will also work with our local network of bike-friendly businesses to organize promotional outreach activities and “bike to shop and dine” events.

What we ask

10-15 minutes of your time to tell us how your business supports bicycling.

What you get in return

- The opportunity to earn public recognition as a Coconut Grove Bike-Friendly Business, a Coconut Grove Bike-Friendly Business window decal (see last page), and local recognition.
- Greater profits. Research has shown that in places across the U.S. and around the globe, bicyclists make more trips to/from local businesses than motorists and spend more.
- An expanded customer base.
- The opportunity to join a growing community of businesses that help make Coconut Grove a great place to play, live, work, shop, dine, and bike.
- Participation in regular promotional activities and events that highlight the theme of “bike to shop and dine.”

Minimum requirements to be recognized as a Coconut Grove Bike-Friendly Business

- Agree to display the Coconut Grove Bike-Friendly Business window decal prominently in your storefront.
- Agree to display and provide customers with a leaflet describing the Bike Coconut Grove Bike-Friendly Businesses program (copies to be provided by Bike Coconut Grove).
- Agree to work on a cooperative basis with Bike Coconut Grove to announce regular benefits to customers who bicycle to your place of business, e.g., special discounts or goods/services on sale to bicyclists.
- Agree to support local efforts, programs, projects, and initiatives designed to improve the safety and convenience of bicycling in Coconut Grove.

Please return your completed application to: Bike Coconut Grove, 3109 Grand Ave. #288, Coconut Grove, FL 33133. If you have any questions, please feel free to call us at 305-814-3098.

BIKE-FRIENDLY BUSINESS APPLICATION

The following questions will help us to assess the bike-friendliness of your business. We realize you may not be doing all of the following or you may want to increase the bike-friendliness of your business over time. As our Bike-Friendly Businesses program evolves, we will publicly recognize those businesses that meet the criteria described below or take steps to increase their bike-friendliness.

Name of business: _____

Type of business and goods/services provided: _____

Address: _____

Phone: _____

Email: _____

Contact person and title: _____

Date of this application: _____

1. My business makes it easier for customers/guests to bike to our establishment by (check all that apply):

- Being in a bike-accessible location
- Providing ample bike parking spaces
- Providing covered bike parking
- None of the above apply

Other way(s) my business makes it easier for customers/guests to bike to our establishment (please describe):

2. My business motivates customers/guests to bike to our establishment by (check all that apply):

Rewarding customers who bike (e.g., thanking them for biking to our business, stocking items they need, etc.). Please describe how you do this:

- Offering discounts on goods or services to customers who bike
- None of the above apply

3. My business changes social norms about bike transportation by (check all that apply):

- Having managers/employees who commute by bike at least once a week
- Placing bike parking in a visible place close to the entrance
- Including information about biking on our company website
- Talking about cycling regularly in our business communications
- Encouraging employees or customers who drive to share the road with bicyclists
- None of the above apply

4. My business encourages bike transportation in the community by (check all that apply):

Promoting Florida Bike Month (March). Please describe how you do this:

Sponsoring bike-related activities and events (e.g., Bike valet parking, Open Streets, Kidical Mass, etc.)

Sponsoring a bike team or club

Publicly supporting improvements to bicycle facilities

Promoting cycling

Providing educational material or safety and awareness information

None of the above apply

6. Is there anything you want to add about your business's bike-friendliness? For example, other ways that your business makes biking a priority or reasons why your business deserves to be recognized as a Bike-Friendly Business? Also, please feel free to add any thoughts you have about this application.

7. Is there anything you would like to see made more bike-friendly in Coconut Grove? Do you want to see Bike Coconut Grove work toward any particular goal to make the Grove more bike-friendly?

IF SELECTED YOU WILL RECEIVE A BIKE-FRIENDLY BUSINESS DECAL WITH THE IMAGE BELOW TO DISPLAY IN YOUR STOREFRONT WINDOW (NOT SHOWN ACTUAL SIZE, WHICH IS 4"X5")

