



Open for Business

New Bike Friendly New York certification program invites businesses across the Canal Corridor to let cyclists know their doors are open.

In 2017, PTNY and the NYS Canal Corporation will introduce Bike Friendly New York (BFNY), a new certification program for businesses along the Canalway Trail system. While several New York communities and a few other states and Canadian provinces have bike-friendly programs, BFNY will be New York's first large scale bike-friendly certification. Goals for the program include an improved level of service for cyclists on the Canalway Trail and across New York, as well as another opportunity for cycling-based economic development at the local level.

To participate, businesses must demonstrate that they have taken steps to cater to cyclists, such as becoming knowledgeable about local trails and cycling routes, having basic repair tools available, or offering one-night reservations for cyclists passing through. Above these basic requirements, which vary slightly based on business category, participating businesses can choose from a list of additional amenities that they commit to offering to "wheeled" visitors. Assistance with bike shipping, luggage transport, or discounts for cyclists are examples, but businesses also have the option of suggesting new amenities to add to the list.

Businesses that meet the requirements and complete the online application will receive a decal to display at their business, as well as being included in an insert in the *Cycling the Erie Canal* guidebook and on www.CycletheErieCanal.com. PTNY will also publicize the list of certified Bike Friendly Businesses through social media and press releases.

More information, including program materials and the online application, can be found at www.ptny.org/bikefriendly.

Make cycling your business in 2017 with Bike Friendly New York!



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