

# BFB Application Revised 2015

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## Application Tips

- **There is no one-size-fits-all equation for a Bicycle Friendly Business.** The conditions that make your business unique -- age, size, industry, location -- are important when determining how you can best encourage and support bicycling, and will be taken into consideration when we review your application. Be sure to help us fully understand your business by providing a thorough picture of who you are and what you do.
- Your goal should *not* be to check every box on this application. Instead, aim to **check at least one box in every section**. We've provided a comprehensive menu of all the ways your business can be bicycle-friendly, and some options are more valuable than others, but we don't expect any business to do everything on the list. In fact, some things are impossible for certain businesses (like customer discounts, if you're not a retail business), so don't sweat the items that don't apply to you.
- Unless a question specifically asks you about your plans for the future, **only check boxes for things you are already currently doing**. Businesses who inflate their points by checking boxes for things they plan to do are doing themselves a disservice: if we can't get a clear sense of where you are now, our feedback won't cover all the things we'd recommend if we had the full picture. It also means that when you renew, if you didn't follow through on your plans, you might backslide and move down in award levels. No one wants that! If you're a new business and all you have are plans, consider waiting a year before you apply to the BFB program.
- If you're doing something that isn't listed in the checkboxes, or that goes above and beyond any of the check box options, **please tell us about it!** Use the bonus point questions at the end of each 'E' section and the 'Final Overview' section at the end of the application to give us more details. This not only helps us to better understand your business, it also helps improve the program by identifying new trends and best practices.
- **Don't be shy to tell us about your weaknesses.** This gives us a more accurate snapshot of your business, and displays that you are critically evaluating the business's internal efforts, which is an important component of the final 'E', Evaluation & Planning. We will encourage you to continue to improve no matter what, but we love to see you demonstrate that you already have an understanding of how the business can keep working toward bicycle-friendliness.

## Business Profile

**A1. Name of Business:**

**A2. Has the business applied to the Bicycle Friendly Business program before?**

- Yes<sup>\*A2a</sup>
- No

**A2a. \*What was the result of the business's last application?**

- No Designation
- Honorable Mention
- Bronze<sup>\*A2b</sup>
- Silver<sup>\* A2b</sup>
- Gold<sup>\*A2b</sup>
- Platinum<sup>\* A2b</sup>

**A2b. \*What year was your business first awarded a Bronze designation or higher?**

**A3. Name of CEO or Director:**

**A4. Company Website:**

**A5. Address:**

**A6. City:**

**A7. Province:**

**A8. Postal Code:**

**A9. Contact First Name:**

**A10. Contact Last Name:**

**A11. Title/Position:**

**A12. Contact Email:**

**A13. Phone:**

**A14. Did anyone outside your business help you complete this application?**

- Yes<sup>\*A14a</sup>
- No

**A14a. \*If yes, please provide name, email, and organization:**

**A15. Type of business/organization:**

- Aerospace & Defense
- Architecture/Planning/Design
- Bicycle Industry
- Bicycle Shop
- Construction/Utilities/Contracting
- Education
- Finance & Insurance

- Government Agency
- Hospitality/Food/Retail
- Legal
- Manufacturing/Research
- Medical/Health Services
- Non-Profit
- Personal Services
- Professional Services
- Real Estate & Housing
- Technology & Information
- Telecommunications & Media
- Transportation
- Other\*<sup>A15a</sup>

***A15a. \*If other, please describe.***

**A16. Number of branches or locations:**

- 1 location
- 2-5 locations\*<sup>A16a</sup>
- 6-25 locations\*<sup>A16a</sup>
- More than 25 locations\*<sup>A16a</sup>

***A16a. \*Only one location may be considered per application. Please specify which location this application considers.*** (Provide full physical address if different from above.)

**A17. How long has this location existed?**

- Less than 1 year
- 2-5 years
- 5-10 years
- 10-20 years
- 20 or more years

**A18. Which of the following best describes the building(s) in which your business is located? Check all that apply.**

- Leased space in larger shared building
- Entire building/majority of building
- Campus of 2+ buildings in close proximity
- Retail/commercial space (includes restaurants)
- Mixed use property/building
- Other\*<sup>A18a</sup>

***A18a. \*If other, please describe.***

**A19. Which of the following best describes the area in which your business is located?**

- Urban
- Suburban
- Rural

**A20. Number of employees at applying location:** *(Please use whole numbers only)*

**A20a. Total number of employees including all locations:** *(Write "N/A" if there is only one location.)*

**A21. Average daily number of guests at applying location:** *Include any customers, clients, visitors, contractors, volunteers, interns, tenants, or others who do not work directly for the business. (Please note that throughout application, the term "guest" is used to refer to all non-employees)*

**A22. What are the top three reasons your business has made bicycling a priority? Click only three.**

- Bicycling *is* our business!
- Company Values/Mission Statement
- Employee morale
- Corporate Social Responsibility plan
- Employee productivity
- Environmental issues/reduce carbon footprint
- Health & wellness
- Cost savings to the company
- Employee recruitment/retention
- Provide affordable transportation options
- To attract customers
- Other<sup>\*A22a</sup>

**A22a. *\*If other, please describe.***

## Engineering

### Location & Accessibility

**B1. Is your business located in a Share The Road-designated [Bicycle Friendly Community \(BFC\)](#)?**

- Yes
- No

**B2. Is your business located within 0.5 kilometers of the following facilities? Check all that apply.**

- Dedicated bike path or trail system

- Protected or [buffered](#) bike lane or [cycletrack](#)
- On-street [bike lane](#)
- [Shared lane](#) markings
- Low traffic, low speed street (40 km/h or less)
- Public bike sharing location
- Public car sharing location
- Transit (bus, train, light rail, trolley) station
- On-street vehicle parking
- Physical or perceived barrier(s) to bicycling (e.g. high speed, high traffic, bicycle ban, major highway, etc.)
- None of the above

## Advocacy for Better Access

**B3. How are you working to improve conditions for bicyclists in your community? Check all that apply.**

- Business is a local government agency (city, county, etc.)
- Attend public meetings on behalf of bicyclists
- Directly correspond with public officials on behalf of bicyclists
- Release public statement(s) in support of improved bicycling conditions
- Encourage employees, guests, or the public to advocate for improved bicycling conditions
- Organize volunteer opportunities to improve amenities (e.g. trail maintenance, community bike counts, canvassing for bike advocacy, etc.)
- Donate property/provide easements to improve the public trail network
- Donate funding for the construction of bicycle amenities
- Donate funding for the development of bicycle amenities specifically in low-income/ traditionally underserved communities
- Encourage/assist community to apply for [Bicycle Friendly Community designation](#)
- Business is represented on the community's Bicycle Advisory Committee or similar local government committee
- Business is actively involved in local bike advocacy organization(s)
- Business sends representative(s) to the [Ontario Bike Summit](#) or local bike summits to learn new best practices and advocate for better conditions for cyclists
- None of the above

## Bike Parking

**B4. Describe your bike parking. Check all that apply.**

- Indoor racks or designated bike storage room
- Secured area (e.g. keycard access, video monitored, etc.)
- Bicycle lockers
- Covered/sheltered outdoor bike racks
- Uncovered outdoor bike racks
- On-street bike corral
- Bike valet

- Employees are allowed to keep bikes in workspace
- Bikes allowed inside business common area
- Specialty bikes are accommodated (e.g. cargo bikes, trailers, recumbents, etc.)
- Charging facilities for electric assist bicycles
- None of the above

**B5. How many bicycles can be accommodated by your bicycle parking when at full capacity?**

**B6. Does the majority (more than 50%) of your bike parking meet the following standards for quality, security, and convenience? Check all that apply.**

- Supports the bicycle in at least two places to prevent it from falling over
- Allows locking of frame and at least one wheel with a U-lock
- Is securely anchored to the ground or wall
- Resists cutting, rusting, bending, or deformation
- Is visible from main entrance of business
- Is well-lit at night
- None of the above

### End of Trip Facilities

**B7. Does your business provide any of the following amenities for bicyclists? Check all that apply.**

- Automatic doors/gates for easy bike entry to campus or building(s)
- Shower facility without charge
- Changing room without charge
- Storage lockers without charge
- Shower and locker room included in an on-site gym at cost to employee
- Discounted off-site gym membership
- Bicycle work stand
- Maintenance supplies such as tools, pumps, and tubes
- Public bicycle repair station
- Bike wash station
- None of the above

### Engineering Bonus Points

**B8. What other innovative bicycle facilities or physical amenities does your business provide?**

**B9. How do you ensure that your bicycle facilities and physical amenities are accessible and welcoming to diverse populations? (e.g. new and inexperienced bicyclists, non-native English speakers, women, People of Color, People with disabilities, LGBTQ, youth, seniors, etc.)**

## Encouragement

### Incentives/Benefits

**C1. Which of the following bicycle-related incentives or benefits does your business offer? Check all that apply.**

- Free, personal bicycle offered to each employee
- Free bike parts, supplies, or gear available to each employee
- Free on-site bike tune-up(s) available to each employee
- Cash incentives for bike commuters, tied to mileage or days ridden
- Non-cash incentives for bike commuters, tied to mileage or days ridden
- Healthcare premium discounts for employees who bike to work
- Bicycle commuter tax benefit for employees
- Other reimbursement for bicycle-related commuting expenses for employees
- Discount on bicycle-related goods or services for employees
- Drawings for cash or non-cash prizes for employees who bike to work
- Reimbursement for race/ride entry fees
- Discounts for customers who arrive by bike
- Prizes or incentives for customers who arrive by bike
- None of the above

**C2. Which of the following other transportation incentives or benefits does your business offer? Check all that apply.**

- Commuter tax benefit for car parking
- Free or subsidized car parking
- Incentives/benefits for carpooling
- Flexible parking passes
- Access to company-owned cars
- Free or subsidized access to public car sharing
- Free shuttle service
- Commuter tax benefit for transit
- Free or subsidized access to transit
- Incentives/benefits for walking
- Guaranteed ride home program
- Option to telecommute
- Flexible scheduling
- Casual dress code
- None of the above

### Bike Share

**C3. Which of the following shared bicycle services does your business offer? Check all that apply.**

- Free access to public bikeshare for each employee
- Discounted access to public bikeshare for each employee

- Shared public bikeshare membership/account among employees
- Free access to business-owned bike(s) for employees\*<sup>C3a</sup>
- Free access to business-owned bike(s) for guests\* <sup>C3a</sup>
- Free access to bicycle accessories (e.g. helmet, lights, lock)
- Free access to cargo trailer, cargo bike, or other carriers
- Business is a bike share company
- Business offers bike rentals for a charge to employees, customers, and/or the general public
- None of the above

**C3a. \*How many business-owned bikes are available?**

## Bicycle Culture, Support, and Promotion

**C4. How does the business foster a positive internal bicycle culture? Check all that apply.**

- Employee bike club or bicycle user group
- Social/recreational bike rides for employees and/or guests
- Company-wide bike mentor/buddy program (1:1)
- Company-wide bike ambassador/champion program (1:many)
- Bike-related listserv or online community for interested employees
- Bike challenge or contest that lasts longer than 1 month
- Bicycle events (e.g. bike themed happy hour, commuter breakfasts, appreciation celebrations, etc.)
- Multiple car-free or bike-to-work days throughout the year (e.g. Car-Free Fridays)
- Recognition for bike commuters (e.g. highlight new commuters, or riders with most kilometers, etc. at monthly staff meetings or on intranet, etc.)
- Company-branded jerseys or other bike-related gear offered
- Top management commutes by bike
- Celebrate Bike to Work Day (BTWD)\*<sup>C4a</sup>
- Celebrate Ontario Bike Month or similar month-long bike initiative\*<sup>C4d</sup>
- None of the above

**C4a. \*How long has the business celebrated Bike to Work Day?**

- Last 6 or more consecutive years\*<sup>C4b & c</sup>
- Last 3-5 years\* <sup>C4b & c</sup>
- Last 1-2 years\* <sup>C4b & c</sup>
- We are actively planning our first Bike to Work Day
- We have celebrated Bike to Work Day, but do not consistently celebrate it every year

**C4b. \*How does the business celebrate Bike to Work Day? Check all that apply.**

- Host or help organize community-wide BTWD event(s)
- Sponsor community-wide BTWD event(s) (e.g. commuter pit stop)
- Host internal BTWD event(s) for employees

- Promote community-wide BTWD event(s) to employees & guests
- Organize routes for commuters to travel together on BTWD
- Offer free breakfast for bike commuters on BTWD
- Offer prizes/awards/discounts to bike commuters on BTWD
- Recognize bike commuters on BTWD
- Host a BTWD-specific week-long or one-day commuter/bike challenge
- Host a BTWD-specific bike ride
- Top management participates in internal or external BTWD events or rides
- Allow more casual dress code in honor of BTWD
- Allow flexible scheduling in honor of BTWD
- None of the above

**C4c. \*As an average of the past three years, what percentage of employees commute by bike on Bike to Work Day?**

- 100%
- 91 - 99%
- 75 - 90%
- 51 - 75%
- 31 - 50%
- 16 - 30%
- 6 - 15%
- 1 - 5%
- 0

**C4d. \*How does the business celebrate [Ontario Bike Month](#) or a similar month-long bike initiative? Check all that apply.**

- Sponsor, host, or help organize community bike month event(s)
- Arrange bike commute buddies or bicycle commuter convoys throughout the month
- Arrange social rides throughout the month
- Host maintenance clinics throughout the month
- Host a Bike Month-specific commuter/bike challenge
- Offer awards or recognition throughout the month
- Promote Bike Month on public outlets (social media, window display, etc.)
- Provide employees and guests with a guide or calendar of community Bike Month events
- None of the above

**C5. How does the business promote and support bicycling in the broader community? Check all that apply.**

- Sponsor or partner with [Local, Provincial or National bicycle advocacy organization](#) (e.g. Cycle Toronto, Citizens for Safe Cycling, London CycleLink, Bike Friendly Windsor Essex, Share the Road, International Mountain Bike Association etc.)\*C5a

- Sponsor community bike programs (e.g. bikeshare system, bike map, safe routes to school, etc.)
- Sponsor or host community bike events (e.g. bike rodeos, open streets, bike-in movie night, etc.)
- Sponsor or host bike conference, forum, or summit
- Sponsor an external bike team or club
- Sponsor individual riders for charity rides or races
- Organize or promote bike-related volunteer opportunities (e.g. bicycle donations, charity rides, etc.)
- Organize rides for the community
- Actively promote bicycling as transportation to customers, guests, or the general public
- Include bicycles in business advertisements, branding, or promotional materials
- Encourage or mentor other businesses to become more bicycle-friendly
- Prioritize other Bicycle Friendly Businesses when selecting vendors or business partners
- Use local bicycle couriers
- Offer deliveries or other services by bicycle
- None of the above

**C5a. \*How do you sponsor/partner with local, provincial or national bicycle advocacy organizations? Check all that apply.**

- Corporate/business member of the organization
- Provide financial donations/sponsorship
- Provide in-kind donations (e.g. provide free space, goods, or services, offer discounts to organization's members, etc.)
- Encourage employees or guests to join as individual members
- Subsidize employees' individual memberships
- Employees serve on organization's board, steering committee, etc.
- Employees attend meetings or events
- Employees receive newsletter or other mailings
- None of the above

## **Encouragement Bonus Points**

***C6. What other innovative bicycle-related encouragement efforts does your business provide?***

***C7. How do you ensure that your bicycle encouragement efforts are inclusive and welcoming to diverse audiences? (e.g. new and inexperienced bicyclists, non-native English speakers, women, People of Color, people with disabilities, LGBTQ, youth, seniors, etc.)***

# Education

## Educational Outlets

### D1. In what ways do you share bicycle-related information and resources with employees, customers, guests, or the general public?

- On-bike classes\*<sup>D1a-c</sup>
- Classroom-based classes\*<sup>D1a-c</sup>
- Hands-on workshops\*<sup>D1a-c</sup>
- Information sessions (e.g. informal lunch and learns)\*<sup>D1a-c</sup>
- Educational group rides
- Webinar, video, or online training
- Company website or blog (public) (**Provide links**)
- Social media (**Provide links**)
- Intranet or other internal website for employees only
- Public newsletter
- Staff newsletter or emails to all staff
- Opt-in distribution list or newsletter for interested staff
- Handouts, pamphlets, or brochures in visible area of the business
- Permanent signage, display, or information kiosk
- Temporary flyers, posters, or rotating electronic displays
- Company orientation program, employee manual, or new hire packet
- Welcome packet for guests
- Table or booth at fair/expo
- Company vehicle safety guidelines/vehicle parking pass
- Library or display of bike-related books/magazines
- Staff meetings
- Word-of-mouth
- None of the above

## Classes Detail

### D1a. \*Who teaches these classes? Check all that apply.

- [Can Bike Instructor](#)
- Knowledgeable staff member
- Local bike shop employee
- Local bicycle advocate
- Local law enforcement officer

### D1b. \*Who are the classes available to? Check all that apply.

- Employees, free of charge
- Employees, discounted
- Employees, at full cost
- Guests, free of charge

- Guests, discounted
- Guests, at full cost
- General Public, free of charge
- General Public, discounted
- General Public, at full cost

**D1c. \*On average, how often do you offer these classes?**

- More than once per month
- Monthly
- Quarterly
- Semi-annually
- Annually
- Less than once per year

## **Education Content**

**D2. What bicycle-related information do you share using the methods checked above?**

**Check all that apply.**

- Introduction to bicycling/Learn to ride/Bike handling basics
- Safe riding skills/habits
- Bicycle maintenance
- Commuting tips and resources
- Traffic laws/ rules of the road
- Bike map or guide to local bike infrastructure (e.g. recommended trails, bike routes, etc.)
- Sharing the road, trail, or path with vehicles or pedestrians
- Motorist education/share the road resources for drivers
- Bicycle purchase and fitting guidance
- Equipment, gear, and accessories
- Theft prevention (how and where to lock your bike securely, local bike registration, etc.)
- Riding in inclement weather
- Riding with a group
- Long distance riding
- Family biking
- Recreational riding (e.g. mountain biking, cyclocross, touring, etc.)
- Bicycle nutrition
- Calendar to local bicycling events
- Information on multi-modal transportation options
- Information about bicycle incentives, programs, and amenities provided by the business
- Internal metrics and/or goals on ridership, etc. at the business
- None of the above

## Professional Development

**D3. Does your business provide any of the following professional development opportunities for employees who have bicycle-related responsibilities within your business? Check all that apply.**

- Can Bike certification
- [Association of Pedestrian and Bicycle Professionals Membership](#)
- Other professional memberships/accreditations related to bicycles
- Attend bicycle-related webinars/trainings
- Attend bicycle-related conferences
- Present at bicycle-related webinars, trainings, or conferences
- None of the above

## Education Bonus Points

**D4. What other innovative educational programs or services do you offer?**

**D5. How do you ensure that your bicycle education efforts are inclusive and welcoming to diverse audiences? (e.g. new and inexperienced bicyclists, non-native English speakers, women, People of Color, people with disabilities, LGBTQ, youth, seniors, etc.)**

## Evaluation & Planning

### Metrics & Goals

**E1. What percentage of employees commute to work by bike more than twice a week during optimal riding season?**

- (0-100% drop down)

**E2. What types of bike-related data does the business collect? Check all that apply.**

- [Mode share](#)  
*\*If checked, please provide mode share data:*
- Number of bike commuters  
*\*If checked, please provide bike commuter data:*
- Demographics of bike commuters  
*\*If checked, please provide demographic data:*
- Number of bike trips  
*\*If checked, please provide bike trip data:*
- Length/duration of bike trips (e.g. kilometers, hours, etc.)  
*\*If checked, please provide mileage/time data:*
- Number of customers/guests arriving by bike  
*\*If checked, please provide customer/guest trip data:*
- Metrics around recreational riding by employees  
*\*If checked, please provide recreational trip data:*
- Safety metrics  
*\*If checked, please provide safety data:*

- Environmental metrics  
*\*If checked, please provide environmental data:*
- Health & wellness metrics  
*\*If checked, please provide health & wellness data:*
- Economic metrics  
*\*If checked, please provide economic data:*
- Number of events/classes/programs offered  
*\*If checked, please provide event/class/program data:*
- Participation in bicycle incentives, programs, classes, or events  
*\*If checked, please provide participation data:*
- Use of bike-related facilities/amenities  
*\*If checked, please provide facility use data:*
- Hours logged toward advocacy/volunteering in support of bikes  
*\*If checked, please provide advocacy/volunteer hour data:*
- Commuter satisfaction ratings  
*\*If checked, please provide commuter satisfaction data:*
- Reasons for commuting by bike  
*\*If checked, please provide reasons for commuting data:*
- Barriers/obstacles to commuting by bike  
*\*If checked, please provide barriers/obstacles data:*
- Average employee home proximity to work  
*\*If checked, please provide employee proximity data:*
- None of the above

**E3. How do you track this information? Check all that apply.**

- Survey(s)
- Electronic/automatic counter(s)
- Commuter logs
- Employee interviews
- National Bike Challenge or similar web-based tool
- Volunteer counters
- None of the above

**E4. Has the business set measurable goals for ridership or other bicycle-related metrics?**

- Yes<sup>\*E4a</sup>
- No

**E4a. \*If yes, please list goals.**

**Dedicated Staff**

**E5. Is there a bike coordinator or primary point of contact for internal bicycling issues at your business?**

- There is a full-time, paid bike coordinator at the business whose primary role is helping the business become bicycle-friendly and encouraging ridership.<sup>\*E5a</sup>

- Promoting bicycling is a part of someone's official job description but they have other responsibilities as well. (e.g. transportation coordinator, sustainability coordinator, health & wellness coordinator, etc.)\*E5a
- Helping the business become bicycle-friendly and encouraging ridership is a responsibility shared among multiple staff.
- Promoting bicycling is not a part of anyone's official job description, but management has granted someone permission to help the business become bicycle-friendly during working hours.\*E5a
- One or more employee has stepped up to help the business become bicycle-friendly on their own time.
- Currently, no one within the business is focused on encouraging ridership or helping the business become bicycle-friendly.

***E5a. \*If someone is paid to work on biking issues for the business, what is their official title? Provide contact information if different from applicant.***

**E6. Is there an employee group involved with helping the business to assess and improve bicycle-friendliness of the workplace? Check all that apply.**

- Bicycle User Group
- Workplace Bicycle or Transportation Advisory Committee
- Other related workplace committee that includes bicycling topics (e.g. wellness, sustainability, operations, etc.)
- None of the above

## **Policies and Plans**

**E7. In what other ways does the business work to continually improve its bicycle services and amenities?**

- Commuter or bicycle program survey conducted in last 2 years
- Ongoing employee/customer feedback mechanism
- Dedicated budget for bicycle-friendly improvements
- Business-wide Bicycle or Transportation Action Plan
- Other business-wide plan that includes bicycling (e.g. sustainability, corporate social responsibility, etc.)
- Business-wide policies requiring minimum standards for biking amenities
- Hired outside consultant to improve bicycle-friendliness of business
- Partner with local bike advocate or similar group to improve bicycle-friendliness of business
- Participate in other bike-related assessment program(s) besides BFB program
- None of the above

***E8. What has been your business's most significant investment for bicycling?***

***E9. Please describe any concrete plans you have for the coming year to improve your company's bicycle-friendliness.***

## Evaluation & Planning Bonus Points

***E10. What other innovative evaluation & planning efforts are underway at the business?***

***E11. What feedback methods do you use to learn about and address the bicycling needs of diverse populations? (e.g. new and inexperienced bicyclists, non-native English speakers, women, People of Color, ADA community, LGBTQ, youth, seniors, etc.)***

## Final Overview

***F1. What other unique or innovative things does your business do to promote or support bicycling that have not been covered in this application?***

***F2. Briefly describe the most positive outcome of your company's support for bicycling.***

***F3. If this is a renewal application, what are the biggest improvements since your last application? (Write "N/A" if this is your first application.)***

***F4. List three reasons your business deserves to be recognized as a Bicycle Friendly Business.***

- 1.
- 2.
- 3.

***F5. List three aspects of the business that need to improve to become more bicycle-friendly.***

- 1.
- 2.
- 3.

***F6. We often get requests for model BFB applications from aspiring businesses. Would you be willing to share your application?***

- Yes
- No

***F7. How did you hear about the Bicycle Friendly Business program?***