



Moving Los Angeles Forward

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BICYCLE FRIENDLY BUSINESS PROGRAM EXPANDS CITYWIDE

LOS ANGELES (August 13, 2014) - LADOT is happy to announce the next step in Los Angeles becoming a more bicycle friendly destination: LADOT's Bicycle Friendly Business (BFB) Program! The BFB Program is a citywide opt-in program that encourages businesses to embrace bicycle friendly practices in order to attract more local trips by walking and bicycling.

The Bicycle Friendly Business Program represents a larger City effort to focus on Great Streets. Mayor Eric Garcetti says that, "The Bicycle Friendly Business Program represents one of the many tools in our Great Streets toolbox. As we remake our streets to better serve our neighborhoods, the Bicycle Friendly Business Program will make it easier for Angelenos to choose to travel and shop by bike. We look forward to seeing you on the street!"

In Los Angeles, 50% of trips are under 3 miles, and therefore can be easily traversed on a bicycle. People on bikes can be great for business! Studies have shown that small businesses are more visible to people who travel at slower speeds. In New York City, Toronto, and Portland, people who walk and bike were observed to spend more money per trip and visit multiple establishments. People on bikes also tend to know their neighborhood better, which builds community and makes neighborhoods safer.

"Our neighborhoods are stronger when people can live, work and shop at local businesses without needing their cars, and the Bicycle Friendly Business Program will help put neighborhoods first in Los Angeles," said Councilmember Mike Bonin, who Chairs the City Council's Transportation Committee. "I'm excited to see the Bicycle Friendly Business Program expand throughout Los Angeles and I think the expansion of this program is a great sign that LADOT is heading in the right direction and making alternative transportation a priority."

Information about the program is hosted on the LADOT Bike Blog, where businesses can learn about being Bicycle Friendly, the Program's details, and opt in to be one of LA's first certified Bicycle Friendly Businesses.

The Citywide program will give businesses the opportunity to be recognized for their Bicycle Friendliness by adhering to a variety of bicycle friendly practices. The program then provides bicyclists with a directory of local participating businesses specifying the bicycle friendly amenities offered.

The BFB program shows how all types of businesses can be more inclusive to people on bikes and provides data resources to illustrate their benefits for business. For more information on the program or to opt in, please visit http://ladotbikeblog.wordpress.com/bicycle-friendly-business-program or contact Elizabeth Gallardo, Assistant Bicycle Coordinator at elizabeth.gallardo@lacity.org.

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