

2017 Shasta Bicycle Friendly Business Award

Nominations are currently being accepted for the 2017 Shasta Bicycle Friendly Business Award.

Who can receive the Bicycle Friendly Business Award?

Any business (for-profit or non-profit), organization, public entity or worksite located in Shasta County. Up to three awards will be given in 2017. The categories to be considered:

- Business or non-profit organization with fewer than 20 employees in Shasta County
- Business or non-profit organization with 20 or more employees in Shasta County
- Public sector (public agencies, schools, institutions)

Who can make a nomination?

Businesses/organizations may apply directly to be recognized as a Bicycle Friendly Business. If there is a business/organization that you think should be recognized, please encourage them to apply or offer to help them with the application.

How can my business or organization apply?

It's super easy! Simply complete the online form at www.surveymonkey.com/r/ShastaBFB2017 by June 20, 2017.

What does the winner get?

The Bicycle Friendly Business awardee receives:

- Recognition for enhancing quality of life and contributing to a healthy, vibrant community!
- Be the featured honoree at a Bicycle Friendly Business celebration in Fall 2017
- A bicycle rack or money towards a bicycle rack of your choice. Choose from a menu of options, including a rack designed by Viva Downtown and manufactured locally by Gerlinger Steel.
- A Shasta Living Streets Business Membership, along with the benefits and services that come with a business membership (including one free valet bicycle parking for an event and one service (such as a Freedom from Training Wheels event).
- A "Bicycle Friendly Business" banner
- Recognition in a press release and on social media

Businesses and organizations that strive to be bicycle friendly can reap rewards such as improved employee recruitment and retention, enhanced mental and physical health among employees, reduced healthcare costs, reduced absenteeism, a reduction in transportation spending, and other positive outcomes. Bicycle friendly businesses are also appealing and convenient for customers.

What criteria are used in selecting the winner?

- Approximately 75% of the criteria measure things a business/organization does to create a bicycle friendly workplace for their employees and approximately 25% of the criteria measure things that a business/organization does to welcome customers traveling by bicycle, as well as what the business does to contribute to creating a bicycle friendly community beyond their location.
- The criteria take into account the "4 E's" of bicycle friendly businesses/organizations. Examples from each category are included below.
 - **Encouragement / Policy** – encouraging more people to bicycle more often through worksite incentives or wellness programs, hosting social rides, supporting bicycling clubs and events, offering flexible schedules so employees can commute during non-peak traffic times, etc.

- **Engineering / Environment** – providing a physical environment to make bicycling easy, safe and inviting, such as secure convenient bicycle parking, showers or changing areas, lockers, bicycle paths, bicycle repair tools on site, etc.
- **Education** – providing resources or education, including distributing bicycle route maps, hosting workshops or classes, incorporating bicycle safety into new employee orientation or drivers education, designating an on-site ‘bicycle mentor,’ teaching bicycle maintenance skills, etc.
- **Evaluation / Planning** – setting worksite goals for bicycle commute rates or participation on the annual Bicycle Challenge team, appointing a bicycle coordinator, conducting a survey to learn what barriers employees or customers have in bicycling to your site(s), etc.

Why offer the award?

- To recognize and thank businesses and organizations that take the extra step to support bicycling at their location(s) and to create a bicycle friendly culture throughout in the community
- To increase awareness about what creates a bicycle friendly business/organization so that more local businesses/organizations can adopt simple steps that make bicycling easier and safer
- To increase awareness about the benefits of bicycle friendly communities

Where can I learn more about creating a Bicycle Friendly workplace or business?

- Find resources, ideas and criteria used for national Bicycle Friendly Business awards (or apply for national recognition) at the League of American Bicyclists: <http://bikeleague.org/business>
- Learn about local businesses that have been recognized for being bicycle friendly: www.healthyshasta.org/bikechallenge/past.htm
- Contact Healthy Shasta at (530) 229-8243, Shasta Living Streets at (530) 355-2230, or the Redding Chamber of Commerce at (530) 225-4433

Who offers the award?

A collaborative effort between Healthy Shasta, Redding Chamber of Commerce, and Shasta Living Streets.

Deadline for nominations:

Nominations must be received by 5 pm on Tuesday, June 20, 2017.

Past recipients of the Bicycle Friendly Employer Award (these past awards took into account how employers support bicycle commuting amongst employees; beginning in 2016 the criteria are being expanded to take into account how organizations also support their customers bicycling and/or how they contribute toward a bicycle friendly community). Details at www.healthyshasta.org/bikechallenge/past.htm

- Red Lion Hotel on Hilltop (2016)
- Redding Rancheria (2015)
- Owens Healthcare (2014)
- Sports LTD (2013)
- Caltrans District 2 (2012)
- Turtle Bay Exploration Park (2011)

Questions? Contact:

- Healthy Shasta at (530) 229-8243
- Shasta Living Streets at (530) 355-2230
- Redding Chamber of Commerce at (530) 225-4433

