

# Submit Your Nomination Now for the 2019 Shasta Bicycle Friendly Business Award

## Who can receive the Bicycle Friendly Business Award?

Businesses of any size. Any business (for-profit or non-profit), organization, public entity or worksite located in Shasta County. Small businesses are encouraged to apply!

## Who can make a nomination?

Businesses/organizations are encouraged to apply directly to be recognized as a Bicycle Friendly Business. Individuals may also nominate business(s) they would like to see recognized.

## How can my business or organization apply?

It's super easy! Simply complete the online form at [www.forms.gle/Hd9Jgzm3PqmewjCG7](http://www.forms.gle/Hd9Jgzm3PqmewjCG7) by Sunday, May 19, 2019.

## What does the winner get?

The Bicycle Friendly Business awardee receives:

- Public recognition for enhancing quality of life and contributing to a healthy, vibrant community!
- A 'ribbon cutting' event with Facebook Live interview at your location with the Redding Chamber of Commerce
- 1-year membership to the Redding Chamber of Commerce
- A free bicycle rack from Healthy Shasta (designed by Viva Downtown, manufactured by Gerlinger Steel)
- Be an honored guest and receive the award at the Shasta Bike Month Celebration, on Friday, June 7<sup>th</sup>
- 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 70% of the scoring looks at what a business/organization does to create a bicycle friendly workplace for their employees. The other 30% takes into account how a business/organization welcomes customers traveling by bicycle, as well as what the business does to support a bicycle friendly culture in our community.

## How can a business or organization be bicycle friend?

Every business is different and every small step makes a difference. The biggest impact you can make is to ensure a **physical environment (and worksite culture) that makes bicycling easy, safe, and inviting for your employees and customers**. This may be as simple as a well-placed bicycle rack or allowing bicycles in cubicles or lobbies. If you happen to be opening in a new location, choose a site that is in close proximity to trails or good bikeways. Here are a few ideas:

- **For Customers:** provide convenient bicycle parking in a visible location near the entrance; ask customers what would make it easier for them to bike to your location, have bicycle maps available; offer a discount to customers who arrive by bike...
- **For Employees:** have bicycle repair tools or bike pump on site; post a bike map in the break room; provide secure bike parking indoors or in bike lockers; allow flexible schedules so employees can commute during non-peak traffic times; offer incentives or incorporate into worksite wellness

programs; have bicycles staff may use; offer showers or changing areas; appoint a 'bike mentor' employees can go to with questions

- **For the broader community:** Sponsor or help promote bicycle related events, fundraising rides, or clubs; revise new employee orientation (or drivers' education given to staff) to increase awareness about bicycle street skills or tips for driving near bicyclists; host social rides for employees and customers.
- **Join the fun** – create a worksite team to participate in the annual Shasta Bike Challenge each May!

### 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 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](http://www.healthyshasta.org/bikechallenge/past.htm)
- Contact Healthy Shasta at (530) 229-8243 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 the Shasta Bike Month Challenge Planning Team.

### Deadline for nominations:

Nominations must be received by 5 pm on Sunday, May 19, 2019.

**Past recipients** of the Bicycle Friendly Employer Award (past awards took into account how employers support bicycle commuting amongst employees; beginning in 2016 the criteria are being expanded include what they do for their customers or how they foster a bicycle friendly community).

- Redding Rancheria (2017)
- 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
- Redding Chamber of Commerce at (530) 225-4433

