

BIKE-FRIENDLY BUSINESS DISTRICTS



Photo: Alan Crawford

There is a strong connection between biking and shopping local. That's why more and more merchants are incentivizing residents to bike to their districts to shop and dine. Bikes are also often the easiest way for merchants to run errands, make deliveries, and get around without the hassle and cost of parking.

What is a Bike-Friendly Business District (BFBD)?

A BFBD is where merchants actively encourage people to bike to area shops and restaurants – and where merchants and employees ride, too. BFBDs integrate bikes into a district's operations, events and promotions.

BFBDs bring:

- Increased visitors and sales
- Reduced parking congestion and costs
- Free and convenient customer parking
- Reduced traffic
- Increased public safety
- Improved community health
- Increased employee productivity
- Attraction of bike tourists and commuters
- Positive media attention

Long Beach Success

The City of Long Beach, Calif., piloted the first BFBD program in 2011-12. Green Octopus Consulting was hired to create the program in partnership with four business districts. It included free bikes for merchants, free bike repairs, bicyclist discounts and more.

Please visit www.greenoctopus.net for more information, a short video and press coverage.

Growing Momentum

Impressed by Long Beach's success, San Diego hired Green Octopus to help launch a program in Summer 2012 for seven districts. Other cities throughout the U.S. and Canada are also looking to create programs.



Green Octopus Consulting President April Economides helps launch BFBD programs around the continent, speaking to business and city groups, conducting workshops and creating implementation plans. Her niche is in making the business case for bicycling as an everyday mode of transport. She has worked

for several Business Improvement Districts and advises districts on a variety of green business, transport and placemaking initiatives. She holds an MBA in Sustainable Management and lives car-free in Southern California.