

Designing Tampa's Bicycle Friendly BusinessSM Certification Program

Presented by:
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In Collaboration With:



Our Downtown BFB District is
Consistent with City Center
Neighborhood Desires for Connectivity
via Walk/Bike



Bike Friendly Business Video
Vimeo “Bikes Mean Business”

[Bikes Mean Business](#)

Bicycle Friendly Businesses

- All Business Types
 - ◆ Retailers
 - ◆ Major Employers & Program Partners
 - ◆ Transportation Related Firms
 - ◆ Healthcare
- Awards = Emblems & Certificates
- Tampa process ongoing
- Forwarded to LAB Year for National Recognition
- Meet or exceed a defined set of criteria

Tampa's First Bicycle Friendly Business DISTRICT



MOSTLY RETAIL

- Increased Revenue**
- Bike racks, corrals, & lanes**
- Signage surrounding district**
- Residents shop and dine locally**
- Events: Bike Saturdays, Kidical Mass**

Project Goals:

- ✓ BFB application, assessment and certificate award processes complete
- ✓ Presentations to 50 or more downtown Tampa businesses and organizations
- ✓ 20 BFB application submissions
- ✓ 10 Tampa BFB approvals and awards
- ✓ Create program that can be replicated
- ✓ Launch Phase II

Thank You! Q&A

