

Ypsilanti Bike-Friendly Business Program

The Ypsilanti Bicycle Friendly Business campaign is a way to promote active and healthy lifestyles for employees and customers in the Ypsilanti area. The campaign will honor corporations, organizations, associations, government agencies or non-profit groups located in Ypsilanti that actively promotes bicycling for transportation, recreation, exercise and sport. The Ypsilanti Bike Friendly Business campaign is supported by the Downtown Association of Ypsilanti and administered by the City of Ypsilanti Non-Motorized Advisory Committee.

Bike Friendly Businesses are helping to encourage biking as a form of transportation as well as recreation. Ypsilanti area business owners know that a growth in bicycling and the bicycling environment helps support a thriving network of small businesses on a neighborhood scale. By participating in the Ypsilanti Bike Friendly Business Campaign, cyclists and business owners are working together to create and encourage safe cycling and healthy business.

An Ypsilanti Bike Friendly Business program participant agrees to voluntarily engage in bicycle friendly approaches that include (but are not limited) to the following.

- Welcomes bicyclists to their business
- Displays a “Ypsilanti Bike-Friendly Business” window sticker
- Has secure and convenient (i.e. nearby) bicycle parking
- Would consider adding a bicycle rack in front of their business (for \$25 installed) through the Ypsilanti DDA Bike Rack Partnership Program
- Supports and is willing to provide incentives to commute by bike for their employees
- Supports local bicycle clubs and the City Non-Motorized Advisory Committee
- Helps promote local bicycling events by displaying flyers
- Willing to work with local advocates to improve bicycle conditions in the community
- If a bicycle parking stand is nearby, keeping that area clear of snow in the winter
- Promotes the annual mid-May Bike To Work Week/Day (otherwise known as Bike-Bus-Walk Week in Ypsilanti)
- Would consider offering “Bike Benefits” discounts - <https://bicyclebenefits.org>
- Would consider applying for a League of American Bicyclists Bike Friendly Business award (<http://bikeleague.org/business>)

Those named as an Ypsilanti Bicycle Friendly Business will be profiled on the Bike Bus Walk Ypsi - www.bbwypsi.org web page and by a decal to be displayed in the business. For any questions concerning the Ypsilanti Bike Friendly Business Program, contact Bob Krzewinski of the City of Ypsilanti Non-Motorized Advisory Committee at wolverbob@gmail.com or by calling 734-487-9058.