

# BICYCLE-FRIENDLY BUSINESS DISTRICTS



Photo: Alan Crawford

There is a strong connection between bicycling and shopping local. Business districts that encourage residents and tourists to bike to shop and dine see increased sales. Bicycling is also often the easiest way for merchants to run errands and make deliveries without the hassle and cost of driving.

**A Bicycle-Friendly Business District (BFBD)** is where merchants encourage people to bike to local businesses and where employees ride, too. BFBDs weave bikes into a district's operations, events and promotions quickly and inexpensively. BFBDs support safe bicycling infrastructure, because they know bicycling means business.

#### Bicycling can bring business districts:

- More customers and sales
- Decreased property vacancies
- Increased parking capacity
- Free and convenient customer parking
- Reduced traffic and increased public safety
- Increased employee health & productivity
- A unique marketing hook
- Positive media attention

#### Program Success

The City of Long Beach hired Green Octopus Consulting to create the first BFBD program in 2012 in four business districts. We've since kickstarted efforts in several other cities around the U.S. and Canada. The City of Copenhagen has studied our work.

#### Services

We are hired to give speaking presentations about BFBDs and their economic benefits, facilitate workshops, create action plans, and advise on implementation and marketing. We also lead business outreach for active transportation, complete streets, and green economic development projects.



Green Octopus Consulting President April Economides makes the business case for bicycling as an everyday mode of transport and was named by *Bicycling* magazine as one of 14 'industry innovators to watch.' She has worked for several Business Improvement Districts and advises business groups on complete streets and green business initiatives. She holds an MBA in Sustainable Management and is a board member of the Los Angeles County Bicycle Coalition and a member of Long Beach Mayor Robert Garcia's transition team.