

**CITY OF HEALDSBURG
TRANSPORTATION ADVISORY COMMISSION
REGULAR MEETING AGENDA**

City Hall Council Chamber
401 Grove Street, Healdsburg CA 95448
Phone: 431-3317

Meeting Date: December 6, 2018
Time: 5:15 P.M.
Date Posted: December 3, 2018

1. **OPENING**
 - a) Call to Order
 - b) Roll Call
 - c) Approval of December 6, 2018 Regular Meeting Agenda
2. **ANNOUNCEMENTS/PRESENTATIONS**
3. **COMMISSION REPORTS ON MATTERS OF INTEREST SINCE PREVIOUS REGULAR MEETING**
4. **PUBLIC COMMENTS ON NON AGENDA ITEMS:** *This time is set aside to receive comments from the public regarding matters of general interest not on the agenda, but related to Commission business. Pursuant to the Brown Act, however, the Commission cannot consider any issues or take action on any requests during this comment period.*
5. **REGULAR CALENDAR**
 - A. **Bicycle Friendly Business Award**

Receive report and consider recommending adoption of the Bicycle Friendly Business Award to the City Council
6. **VERBAL REPORTS**
 - A. **Discussion regarding the possible dissolution of the Transportation Advisory Commission**
7. **COMMISSIONER AND SUBCOMMITTEE REPORTS**
 - A. **Bicycle Friendly Community Committee**
8. **DIRECTOR REPORT**
9. **COMMISSIONERS REQUESTS FOR FUTURE COMMISSION AGENDA ITEMS**
10. **ADJOURNMENT**

SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS: *Any writings or documents provided to a majority of the Transportation Advisory Commission regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review at Healdsburg City Hall, 401 Grove Street Healdsburg,, CA during normal business hours. If supplemental materials are made available to the in embers of the Commission at the meeting, a copy will be available for public review at the City Hall Council Chambers, 401 Grove Street, Healdsburg, CA 95448. These writings will be made available in appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.*

DISABLED ACCOMMODATIONS: *The City of Healdsburg will make reasonable accommodations for persons having special needs due to disabilities. Please contact Maria Curiel, City Clerk, at Healdsburg City Hall, 401 Grove Street, Healdsburg, California, 431-3317, at least 72 hours prior to the meeting, to ensure the necessary accommodations are made.*

Transportation Advisory Commission

STAFF REPORT



To TAC Commissioners
From Larry Zimmer, Transportation and Public Works Director
Date December 6, 2018
Subject **Bicycle Friendly Business Award**

Recommended Action(s):

Receive report and consider recommending adoption of the Bicycle Friendly Business Award to the City Council

Background

On October 5, 2015, the Council accepted the Bicycle Friendly Business Award as recommended by the TAC Commission.

The goal of the program is to recognize businesses for their efforts to encourage a more welcoming atmosphere for bicycling employees, customers, and the community.

Healdsburg businesses can apply for or be nominated as a "bicycle friendly business." The two-year award is based on three categories: retail and dining, lodging, or businesses that provide commuter incentives to employees. In order for businesses to be recognized as a "bicycle friendly business", they are asked to provide at least two of the three services or amenities from each category and to provide five additional criteria, such as bicycle parking, participating in commuter challenges, bicycle repair stations, etc.

Businesses that obtain the award are invited to attend a City Council meeting to be recognized by proclamation from the Mayor where they would receive a certificate and sticker to proudly display at their business. All businesses within the city limits of Healdsburg are eligible to participate in the Program, as well as, businesses outside of the city limits by petition to the Chamber of Commerce.

In 2016, the Chamber received three applications, and three awards were provided - Healdsburg Lumber, H2hotel and Wildflowers Saloon.

The outreach provided by the Chamber included the following: multiple emails to the businesses in the Chamber of Commerce email database, publication in the Chamber's newsletter and notice on the Chamber website.

On September 7, 2017, the Commission received a report about the program and discussed ways to expand participation and improve implementation. Consensus was reached among the Commissioners that the application needed to be simplified. The Commission requested that staff revise the application, documenting the changes; and recommend further methods to promote the program.

Discussion:

At the Commission's request in 2017, Staff simplified the application. At the October 3, 2018, meeting, Staff presented the modified application, along with a redlined version, for the Commission's consideration. The Commission requested additional time to review the material provided, in order to move forward with a recommendation.

Attached is the modified application, along with a redlined version, for the Commission's consideration.

Alternatives:

None

Attachments:

Application – redlined
Application – simplified
Application - original

City of HEALDSBURG

Sonoma County, California

Bike Friendly Business Program

The Healdsburg Annual Bicycle Friendly Business Award recognizes businesses for their efforts to encourage a more welcoming atmosphere for bicycling employees, customers, and the community. ~~Each year~~ Healdsburg businesses can apply for or be nominated as a “Bicycle Friendly Business.” The two year award is based on three categories: business retail and dining, lodging, or businesses that provide commuter incentives to employees. Businesses that receive the award are invited to attend a City Council meeting to be recognized by a proclamation from the Mayor where they will receive a certificate and sticker to proudly display at their business.

In order to participate in the Bicycle Friendly Business program we ask that businesses adhere to the program requirements and recommendations. If there are questions about what services may qualify a business for this program, please inquire by emailing the Healdsburg Chamber of Commerce at info@healdsburg.com.

Contact:

Any comments or suggestions, or to report misconduct regarding the bicycle friendly program can be sent to: email info@healdsburg.com

Why should your business participate?

- ~~—It’s good for business to show a commitment to sustainable practices and employee health. improve the local economy.~~
- ~~—Promote businesses that commit to enhancing the Healdsburg biking experience for visitors and residents through Chamber of Commerce recognition and City Council proclamation.~~
- ~~—Help the commitment to sustainable transportation and neighborhood health.~~

What are the benefits to being ‘bicycle friendly’?

- ~~—Healthy employees are hardworking, on-time employees who use fewer sick leaves.~~
- ~~—Reduces your company’s carbon footprint.~~
- Supports sustainable business plan and promotes a positive community impact.
- ~~—Employers who appreciate workers’ personal needs have less employee turnover.~~
- ~~—Supporting bike commuting is less expensive than an in-office fitness facility.~~
- Healthier employees can reduce health insurance costs.
- ~~—Bike commuting can be substituted for the gym saving employees personal time.~~
- Reduces your need for vehicle parking spaces.
- ~~—Reduces your company’s fleet vehicle costs and travel expenses.~~
- ~~—Employees will see commuting as personal time to relax instead of increasing stress.~~
- ~~—Fit employees are more alert, more productive, and perform better and more efficiently.~~
- Improves your company’s green image.

Who can participate?

Any business within the City limits of Healdsburg [representing retail, restaurant, lodging or who offer](#)

~~commuter incentives for employees.- Businesses outside of the City limits are encouraged to petition the Chamber of Commerce.~~

How to get recognized as Bicycle Friendly:

Businesses need to follow these four steps:

- ~~— Step 1: Know the program requirements and recommendations.~~
- ~~— Step 2: Submit your application.~~
- ~~- Step 3: Receive City Council recognition and obtain your Bike Friendly sign.~~

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Bicycle Friendly Business awards for three categories:

- ~~— 1. Lodging~~
- ~~— 2. Business Retail and Dining~~
- ~~3. Businesses that provide commuter incentives for employees~~

Judgments/Criteria:

In order for your business to be recognized as Bicycle Friendly, the business must provide at least two of the following criteria:~~three services or amenities from the list provided for each category. Each business will be asked to also select five additional criteria from category D:~~

~~A. Lodging—If you are a lodging business, provide at least two options from the list below:~~

- ~~— Allow visitors to bring their bikes inside or provide a locked, fenced-off area in a parking garage, parking lot or storage room.~~
- Provide bike repair area with bike pump, tubes, CO2 cartridges, etc.
- Provide ~~shipping services for bike gear and clothing.~~ public restrooms

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~~B. Retail—If you are a retail or dining business, provide at least two options from the list below:~~

- Provide locks for bikes.
- Provide bike parking or allow customers to bring bikes into the store or restaurant.
- Offer discounts to ~~customers who shop by bike.~~ bicyclists

~~C. Businesses that encourage employee bike commuting—If you provide incentives, provide at least two options from the list below:~~

- Provide secure bike parking for employees and visitors
- ~~— Provide use of shower facilities~~
- ~~— Provide a commuter benefit program, CO2 reduction policy or other employee incentive.~~

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~~D. In addition to the criteria listed above, each business must meet five-three of the listed criteria below. The criteria must be different from the previous category selections.~~

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- ~~— Bike mechanic on site~~
- ~~— Bike parts, supplies and tools for sale/~~ tools that can be borrowed
- Bike route maps
- ~~— Bike tire floor pump~~
- ~~— Knowledge of bike routes~~

team

- ~~• Bike specific informational materials and/or staff knowledge~~
- ~~• Camping on site~~
- ~~• Provide shower facilities and/or changing rooms~~
- ~~• Secure bike parking~~
- ~~• Allow employees to park bikes inside work space~~
- Donations ~~to and/~~ or sponsorship of community biking events or participation on a bike

- ~~• Volunteer for community biking events~~
- ~~• Complimentary bike locks~~
- ~~• Complimentary bike parts, supplies and tools for use~~
- Complimentary bikes for visitor use
- ~~• Complimentary drinking water~~
- ~~• Complimentary product shipping~~
- ~~• Designated bike cleaning area~~
- Provide financial incentives for employee bicycle commuters
- ~~• Promote Bike to Work Day or National Bike Month or Healdsburg on Bikes Day~~
- ~~• Have a commuter benefit program or CO2 reduction policy~~
- ~~• Participate in commuter challenges~~
- ~~• Guaranteed ride home~~
- First aid
- Healthy packaged ready-to-eat food
- ~~• Laundry on site~~
- ~~• Lodging~~
- Long-term car parking
- ~~• Public restroom~~
- ~~• Self serve bike repair station~~
- Shipping service for bikes, gear and clothing on site
- ~~• Short term bike parking on site~~
- Free sShuttle service
- Provide educational tools or trainings to your employees on bike safety.

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Award Process:

Outreach to businesses will begin during the fall of each year and all applications are due by February 28th.

Applications will be submitted via email or mailed to: Healdsburg Chamber of Commerce, 217 Healdsburg Avenue, Healdsburg CA 95448.

A committee of four will be formed to review the applications. The application review committee will be comprised of a representative of the Chamber of Commerce, a Transportation Advisory Commissioner, a City staff member ~~a staff member from the City of Healdsburg~~ and a representative from ~~a local bike group or the~~ Sonoma County Bike Coalition.

The committee will review the applications during the month of March and April, perform a site visits and make their determination. ~~If a business is not selected, they will be provided the reasons behind the determination and suggestions for improvements.~~

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The City Council will recognize the businesses at the first City Council meeting in May, coinciding with National Bike Month. The awarded businesses will receive a certificate and a window sticker recognizing the bicycle friendly business designation ~~to put in their store window~~. The designation will be valid for two years.

Additionally the selected business will be listed on the Chamber website.

Signs:

~~The awarded business will be given a Bicycle Friendly Sign to post in the window of their establishment. The business may also select additional icons to add to the sign. Sample icons:~~



Application: Bicycle-Friendly Businesses

Bicycle-friendly businesses are ~~retail, restaurant or lodging enterprises in retail and commercial enterprises, public agencies, schools, hospitals and nonprofit organizations in~~ Healdsburg that encourage bicycling for everyday transportation and to support local tourism. Their efforts are helping reduce traffic congestion, improve air quality, and reverse the health effects of inactive lifestyles throughout Healdsburg.

Prior to May, National Bike Month, we're inviting businesses, ~~agencies and organizations~~ to demonstrate their commitment to the benefits of bicycling by applying for certification as a Healdsburg Bicycle-Friendly Business. The application may be submitted by a business or as a nomination of a local business.

Business Information

Name of Business _____

Contact Name _____

Address _____

Phone _____ Email _____

Company Website _____ Total number of employees _____

Please mark at least two of the following criteria:

Provide bike repair area with bike pump, tubes, CO2 cartridges, etc.

Provide public restrooms

Provide locks for bikes

Provide bike parking or allow customers to bring bikes into the store or restaurant

Offer discounts to bicyclists

Provide secure bike parking for employees and visitors

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Bicycle friendly designation category

For which category is the following application being submitted:

Lodging

Retail and Dining

Businesses that provide commuter incentives for employees

A) LODGING:

Please complete this part of the application if you are a lodging business.

If you are a lodging business you must meet two out of the three criteria. Once you have completed this section, please move to item 'D' of this application.

~~_____ Please mark at least three of the following criteria: Allow visitors to bring their bikes inside or provide a locked, fenced-off area in a parking garage, parking lot or storage room.~~

~~_____ Provide bike repair area with bike pump, tubes, CO2 cartridges, etc.~~

~~_____ Provide shipping services for bike gear and clothing.~~

Please describe in more detail the criteria you have selected:

~~B) RETAIL AND DINING BUSINESSES:~~

~~Please complete this part of the application if you are a dining or retail business.~~

~~*If you are a retail or dining business you must meet two out of the three criteria. Once you have completed this section, please move to item 'D' of this application*~~

- ~~_____ Bike parts, supplies and tools for sale/tools that can be borrowed~~
- ~~_____ Bike route maps~~
- ~~_____ Donations or sponsorship of community biking events, or participation on a bike team~~
- ~~_____ Complimentary bikes for visitor use~~
- ~~_____ Provide financial incentives for employee bicycle commuters~~
- ~~_____ First aid~~
- ~~_____ Healthy packaged ready-to-eat food~~
- ~~_____ Long-term car parking~~
- ~~_____ Shipping service for bikes, gear and clothing~~
- ~~_____ Free shuttle service~~
- ~~_____ Provide educational tools or trainings to your employees on bike safety. Provide locks for bikes.~~

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~~_____ Bike parking or allowing customers to bring bikes into the store or restaurant.~~

~~_____ Offering discounts to customers who shop by bike.~~

Please describe in more detail the criteria you have selected: _____

C) BUSINESS WITH COMMUTER INCENTIVES:

Please complete this part of the application if you are a business that provides commuter incentives for employees.

If you are a business that offers commuter incentives you must meet two out of the three criteria. Once you have completed this section please move to item 'D' of this application.

- Secure bike parking
- Provide use of shower facilities
- Commuters benefit program, CO2 reduction policy or other employee incentive.

Please describe in more detail the criteria you have selected: _____

D) ADDITIONAL CRITERIA:

In addition to the criteria listed above each business will be asked to meet five (5) of the listed criteria below. (Please note the additional 5 criteria must be different from the previous category selections.) See below:

- | | |
|--|--|
| Bike mechanic on-site | Complimentary product shipping |
| Bike parts, supplies and tools for sale | Designated bike cleaning area |
| Promote Bike to Work Day/National Bike Month/Healdsburg on Bikes Day | Donation to or sponsorship of community biking event or participation on a bike team |
| Knowledge of bike routes | Bike tire floor pump |
| Bike specific informational materials and/or knowledgeable staff | Have a commuter benefit program or CO2 reduction policy |
| Camping on-site | Participate in commuter challenges |
| Provide shower facilities and/or changing rooms | Guaranteed ride home |
| Secure bike parking | First aid |
| Laundry on-site | Healthy packaged ready-to-eat food |
| Provide financial incentives for bicycle commuters | Allow employees to park bikes inside work space |
| Volunteer for community biking events | Lodging |
| Complimentary bike locks | Long-term car parking |
| Complimentary bike parts, supplies and tools for use | Provide educational tools and trainings to your employees on bike safety |
| Complimentary bikes for visitor use | Self-serve bike repair station |
| Complimentary drinking water | Shipping on-site |
| Shuttle service | Short-term bike parking on-site |
| Public restroom | |

List the additional criteria selected:

1. _____
2. _____

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3. _____

4. _____

5. _____

Please describe in more detail the criteria you have selected _____

(Attach more pages if necessary)

Please provide any additional information you feel will help your business to achieve the Bicycle Friendly Status:

Signed: _____

Date: _____

(Staff to complete this section)

Application received: _____

Date sent to committee: _____

Committee review date: _____

Site visit: _____

Designation: yes _____ no _____

If no – comments or suggestions for improvement:

City of HEALDSBURG

Sonoma County, California

Bike Friendly Business Program

The Healdsburg Annual Bicycle Friendly Business Award recognizes businesses for their efforts to encourage a more welcoming atmosphere for bicycling employees, customers, and the community. Healdsburg businesses can apply for or be nominated as a “Bicycle Friendly Business.” The two year award is based on three categories: business retail and dining, lodging, or businesses that provide commuter incentives to employees. Businesses that receive the award are invited to attend a City Council meeting to be recognized by a proclamation from the Mayor where they will receive a certificate and sticker to proudly display at their business.

In order to participate in the Bicycle Friendly Business program we ask that businesses adhere to the program requirements and recommendations. If there are questions about what services may qualify a business for this program, please inquire by emailing the Healdsburg Chamber of Commerce at info@healdsburg.com.

Contact:

Any comments or suggestions, or to report misconduct regarding the bicycle friendly program can be sent to: email info@healdsburg.com

Why should your business participate?

It’s good for business to show a commitment to sustainable practices and employee health.

What are the benefits to being ‘bicycle friendly’?

- Supports sustainable business plan and promotes a positive community impact.
- Healthier employees can reduce health insurance costs.
- Reduces your need for vehicle parking spaces.
- Improves your company’s green image.

Who can participate?

Any business within the City limits of Healdsburg representing retail, restaurant, lodging or who offer commuter incentives for employees.

Criteria:

In order for your business to be recognized as Bicycle Friendly, the business must provide at least two of the following criteria:

- Provide bike repair area with bike pump, tubes, CO2 cartridges, etc.
- Provide public restrooms
- Provide locks for bikes
- Provide bike parking or allow customers to bring bikes into the store or restaurant.
- Offer discounts to bicyclists
- Provide secure bike parking for employees and visitors

In addition to the criteria listed above, each business must meet three of the listed criteria below. .

- Bike parts, supplies and tools for sale/tools that can be borrowed
- Bike route maps
- Donations or sponsorship of community biking events or participation on a bike team
- Complimentary bikes for visitor use
- Provide financial incentives for employee bicycle commuters
- First aid
- Healthy packaged ready-to-eat food
- Long-term car parking
- Shipping service for bikes, gear and clothing
- Free shuttle service
- Provide educational tools or trainings to your employees on bike safety.

Award Process:

Outreach to businesses will begin during the fall of each year and all applications are due by February 28th.

Applications will be submitted via email or mailed to: Healdsburg Chamber of Commerce, 217 Healdsburg Avenue, Healdsburg CA 95448.

A committee of four will be formed to review the applications. The application review committee will be comprised of a representative of the Chamber of Commerce, a Transportation Advisory Commissioner, a City staff member and a representative from the Sonoma County Bike Coalition.

The committee will review the applications during the month of March and April, perform a site visit and make their determination.

The City Council will recognize the businesses at the first City Council meeting in May, coinciding with National Bike Month. The awarded businesses will receive a certificate and a window sticker recognizing the bicycle friendly business designation. The designation will be valid for two years.

Additionally the selected business will be listed on the Chamber website.

Application: Bicycle-Friendly Businesses

Bicycle-friendly businesses are retail, restaurant or lodging enterprises in Healdsburg that encourage bicycling for everyday transportation and to support local tourism. Their efforts are helping reduce traffic congestion, improve air quality, and reverse the health effects of inactive lifestyles throughout Healdsburg.

Prior to May, National Bike Month, we're inviting businesses to demonstrate their commitment to the benefits of bicycling by applying for certification as a Healdsburg Bicycle-Friendly Business. The application may be submitted by a business or as a nomination of a local business.

Business Information

Name of Business _____

Contact Name _____

Address _____

Phone _____ Email _____

Company Website _____ Total number of employees _____

Please mark at least two of the following criteria:

- _____ Provide bike repair area with bike pump, tubes, CO2 cartridges, etc.
- _____ Provide public restrooms
- _____ Provide locks for bikes
- _____ Provide bike parking or allow customers to bring bikes into the store or restaurant
- _____ Offer discounts to bicyclists
- _____ Provide secure bike parking for employees and visitors

Please mark at least three of the following criteria:

- _____ Bike parts, supplies and tools for sale/tools that can be borrowed
- _____ Bike route maps
- _____ Donations or sponsorship of community biking events, or participation on a bike team
- _____ Complimentary bikes for visitor use
- _____ Provide financial incentives for employee bicycle commuters
- _____ First aid
- _____ Healthy packaged ready-to-eat food
- _____ Long-term car parking
- _____ Shipping service for bikes, gear and clothing
- _____ Free shuttle service
- _____ Provide educational tools or trainings to your employees on bike safety..

Please provide any additional information you feel will help your business to achieve the Bicycle Friendly Status:

Signed: _____

Date: _____

(Staff to complete this section)

Application received: _____

Date sent to committee: _____

Committee review date: _____

Site visit: _____

Designation: yes _____ no _____

If no – comments or suggestions for improvement:

City of HEALDSBURG

Sonoma County, California

Bike Friendly Business Program

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Contact:

Any comments or suggestions, or to report misconduct regarding the bicycle friendly program can be sent to: email info@healdsburg.com

Why should your business participate?

- Improve the local economy.
- Promote businesses that commit to enhancing the Healdsburg biking experience for visitors and residents through Chamber of Commerce recognition and City Council proclamation.
- Help the commitment to sustainable transportation and neighborhood health.

What are the benefits to being ‘bicycle friendly’?

- Healthy employees are hardworking, on-time employees who use fewer sick leaves.
- Reduces your company’s carbon footprint.
- Supports sustainable business plan and promotes a positive community impact.
- Employers who appreciate workers’ personal needs have less employee turnover.
- Supporting bike commuting is less expensive than an in office fitness facility.
- Healthier employees can reduce health insurance costs.
- Bike commuting can be substituted for the gym saving employees personal time.
- Reduces your need for vehicle parking spaces.
- Reduces your company’s fleet vehicle costs and travel expenses.
- Employees will see commuting as personal time to relax instead of increasing stress.
- Fit employees are more alert, more productive, and perform better and more efficiently.
- Improves your company’s green image.

Who can participate?

Any business within the City limits of Healdsburg. Businesses outside of the City limits are encouraged to petition the Chamber of Commerce.

How to get recognized as Bicycle Friendly:

Businesses need to follow these four steps:

- Step 1: Know the program requirements and recommendations.
- Step 2: Submit your application.
- Step 3: Receive City Council recognition and obtain your Bike Friendly sign.

Bicycle Friendly Business awards for three categories:

1. Lodging
2. Business Retail and Dining
3. Businesses that provide commuter incentives for employees

Judgments/Criteria:

In order for your business to be recognized as Bicycle Friendly, provide at least two of the three services or amenities from the list provided for each category. Each business will be asked to also select five additional criteria from category D.

A. Lodging - If you are a lodging business, provide at least two options from the list below:

- Allow visitors to bring their bikes inside or provide a locked, fenced-off area in a parking garage, parking lot or storage room.
- Provide bike repair area with bike pump, tubes, CO2 cartridges, etc.
- Provide shipping services for bike gear and clothing.

B. Retail - If you are a retail or dining business, provide at least two options from the list below:

- Provide locks for bikes.
- Provide bike parking or allow customers to bring bikes into the store or restaurant.
- Offer discounts to customers who shop by bike.

C. Businesses that encourage employee bike commuting - If you provide incentives, provide at least two options from the list below:

- Provide secure bike parking
- Provide use of shower facilities
- Provide a commuter benefit program, CO2 reduction policy or other employee incentive.

D. In addition to the criteria listed above, each business must meet five of the listed criteria below. The criteria must be different from the previous category selections.

- Bike mechanic on-site
- Bike parts, supplies and tools for sale
- Bike tire floor pump
- Knowledge of bike routes
- Bike-specific informational materials and/or staff knowledge
- Camping on-site

- Provide shower facilities and/or changing rooms
- Secure bike parking
- Allow employees to park bikes inside work space
- Donations to and/or sponsorship of community biking events or participation on a bike team
- Volunteer for community biking events
- Complimentary bike locks
- Complimentary bike parts, supplies and tools for use
- Complimentary bikes for visitor use
- Complimentary drinking water
- Complimentary product shipping
- Designated bike cleaning area
- Provide financial incentives for bicycle commuters
- Promote Bike to Work Day or National Bike Month or Healdsburg on Bikes Day
- Have a commuter benefit program or CO2 reduction policy
- Participate in commuter challenges
- Guaranteed ride home
- First aid
- Healthy packaged ready-to-eat food
- Laundry on-site
- Lodging
- Long-term car parking
- Public restroom
- Self-serve bike repair station
- Shipping on-site
- Short-term bike parking on-site
- Shuttle service
- Provide educational tools or trainings to your employees on bike safety.

Award Process:

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The committee will review the applications during the month of March and April, perform a site visits and make their determination. If a business is not selected, they will be provided the reasons behind the determination and suggestions for improvements.

The City Council will recognize the businesses at the first City Council meeting in May, coinciding with National Bike Month. The awarded businesses will receive a certificate and a sticker recognizing the bicycle friendly business designation to put in their store window. The designation will be valid for two years.

Additionally the selected business will be listed on the Chamber website.

Signs:

The awarded business will be given a Bicycle Friendly Sign to post in the window of their establishment. The business may also select additional icons to add to the sign. Sample icons:



Application: Bicycle-Friendly Businesses

Bicycle-friendly businesses are retail and commercial enterprises, public agencies, schools, hospitals and nonprofit organizations in Healdsburg that encourage bicycling for everyday transportation and to support local tourism. Their efforts are helping reduce traffic congestion, improve air quality, and reverse the health effects of inactive lifestyles throughout Healdsburg.

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Business Information

Name of Business _____

Contact Name _____

Address _____

Phone _____ Email _____

Company Website _____ Total number of employees _____

Bicycle friendly designation category

For which category is the following application being submitted:

_____ Lodging

_____ Retail and Dining

_____ Businesses that provide commuter incentives for employees

A) LODGING:

Please complete this part of the application if you are a lodging business.

If you are a lodging business you must meet two out of the three criteria. Once you have completed this section, please move to item 'D' of this application.

_____ Allow visitors to bring their bikes inside or provide a locked, fenced-off area in a parking garage, parking lot or storage room.

_____ Provide bike repair area with bike pump, tubes, CO2 cartridges, etc.

_____ Provide shipping services for bike gear and clothing.

Please describe in more detail the criteria you have selected: _____

B) RETAIL AND DINING BUSINESSES:

Please complete this part of the application if you are a dining or retail business.

If you are a retail or dining business you must meet two out of the three criteria. Once you have completed this section, please move to item 'D' of this application

_____ Provide locks for bikes.

_____ Bike parking or allowing customers to bring bikes into the store or restaurant.

_____ Offering discounts to customers who shop by bike.

Please describe in more detail the criteria you have selected: _____

C) BUSINESS WITH COMMUTER INCENTIVES:

Please complete this part of the application if you are a business that provides commuter incentives for employees.

If you are a business that offers commuter incentives you must meet two out of the three criteria. Once you have completed this section please move to item 'D' of this application.

_____ Secure bike parking

_____ Provide use of shower facilities

_____ Commuters benefit program, CO2 reduction policy or other employee incentive.

Please describe in more detail the criteria you have selected: _____

D) ADDITIONAL CRITERIA:

*In addition to the criteria listed above each business will be asked to meet **five (5) of the listed criteria below.** (Please note the additional 5 criteria must be different from the previous category selections.) See below:*

Bike mechanic on-site
 Bike parts, supplies and tools for sale
 Promote Bike to Work Day/National Bike Month/Healdsburg on Bikes Day
 Knowledge of bike routes
 Bike specific informational materials and/or knowledgeable staff
 Camping on-site
 Provide shower facilities and/or changing rooms
 Secure bike parking
 Laundry on-site
 Provide financial incentives for bicycle commuters
 Volunteer for community biking events
 Complimentary bike locks

 Complimentary bike parts, supplies and tools for use
 Complimentary bikes for visitor use
 Complimentary drinking water
 Shuttle service
 Public restroom

Complimentary product shipping
 Designated bike cleaning area
 Donation to or sponsorship of community biking event or participation on a bike team
 Bike tire floor pump
 Have a commuter benefit program or CO2 reduction policy
 Participate in commuter challenges
 Guaranteed ride home
 First aid
 Healthy packaged ready-to-eat food
 Allow employees to park bikes inside work space
 Lodging
 Long-term car parking
 Provide educational tools and trainings to your employees on bike safety
 Self-serve bike repair station
 Shipping on-site
 Short-term bike parking on-site

List the additional criteria selected:

1. _____
2. _____
3. _____
4. _____
5. _____

Please describe in more detail the criteria you have selected _____

(Attach more pages if necessary)

Please provide any additional information you feel will help your business to achieve the Bicycle Friendly Status:

Signed: _____

Date: _____

(Staff to complete this section)

Application received: _____

Date sent to committee: _____

Committee review date: _____

Site visit: _____

Designation: yes _____ no _____

If no – comments or suggestions for improvement:
