



BIKE FRIENDLY NEW YORK

***A business certification program to promote bicycle tourism
along the Erie Canalway Trail and across New York State***

About Bike Friendly New York

Bike Friendly New York (BFNY) is a bicycle friendly certification program set to launch in 2017. Administered by Parks & Trails New York (PTNY) and the New York State Canal Corporation, BFNY aims to recognize and promote businesses that provide special accommodations for bicyclists. A wide range of businesses can apply for bike-friendly certification, including restaurants and bars, lodging, shops, and museums. BFNY was conceived with businesses located along the statewide Erie Canalway Trail (ECT) in mind; however, eligible businesses across New York may apply and be certified.

BFNY Goals

- Enhance the level of service for touring and other cyclists
- Educate business owners on the cycling market, local and regional bike routes, and trail networks
- Increase awareness of the economic impact of cycling in New York
- Create new opportunities for data gathering and economic impact determination
- Build excitement around cycling in New York State

Bicyclists Bring Business

Bicycling is the second most popular outdoor activity in the U.S.¹, and an increasing number of people are seeking out new places to ride, whether for an afternoon or a week-long vacation. Bike tourists need food and a place to stay, and they spend money on experiences and souvenirs. They are looking to experience the places they visit, in a real way.

What is a Bike Friendly Business?

Bike friendliness is not a “yes or no” quality, and the steps that businesses take to cater to cyclists vary. Above all, bike friendly businesses value cyclists as customers. Therefore, they strive to meet the unique needs of cyclists. Beyond the basics, there is a wide range of ways that businesses can serve cyclists. The BFNY program reflects this range with its flexible eligibility requirements and suggested amenities.

At the most basic level, businesses must meet the following requirements:

1. Have a physical location, which is open to the general public and has hours of operation clearly posted at the location and/or online.
2. Be located near, and easily accessible from, a greenway trail.
3. Have an identified parking area for bicycles (this can be a public bike rack, a bike parking area in front of the business, covered and secure bike parking indoors, or another solution)



¹ Outdoor Foundation, *Outdoor Recreation Participation Topline Report 2015*,
<http://www.outdoorfoundation.org/pdf/ResearchParticipation2015Topline.pdf>

How to Get Certified

1. Review program requirements
2. Fulfill required criteria and bike friendly amenities or services for your business category
3. Complete the online application at ptny.org/bfny
4. Your application will be reviewed and you may be contacted with further questions
5. Receive your certification packet, and put up your BFNY decal (and optional signage)

There is no cost to participate in the BFNY program. Certification is good for three years. Applications will be reviewed on a rolling basis.

Recognition & Promotion

All BFNY-certified businesses will receive a window decal and have the option to purchase additional exterior signage. Certified businesses will be highlighted in a number of ways, including being listed on CycletheErieCanal.com.

Certification Criteria

In addition to the three core criteria on the other page, businesses must meet a few category-specific requirements.

Food and Drink Service

- Must have menu posted outside and/or online
- At least one of the following menu options available:
 - Vegetarian, vegan or other non-meat options; Local food/drinks; Energy bars or quick bites to-go
- Offer one of the following amenities:
 - Provide discounts to cyclists/trail users; Fill up reusable water bottles for free; Restroom available for customers; Public charging available for electronic devices

Retail

- Offer one of the following amenities:
 - Ability to ship items that customers purchase; Provide discounts to cyclists/trail users; Public bathroom; Public charging available for electronic devices; Public WiFi

Accommodations

- Must offer one-night stays
- Provide covered and secured bike storage
- Offer two of the following amenities:
 - Complementary bike locks; Trail map displayed; Ability to receive items that guests ship to them or to ship items for guests; Provide discounts to cyclists/trail users; A bike multi-tool, patch kit, tire levers, or bike pump on hand

Campgrounds

- Reserved spaces for cyclists with no reservation required
- One-night stays for cyclists
- Offer two of the following amenities:
 - Public WiFi; Public electric charging available for devices; Public bathroom; Provides discounts to cyclists/trail users; Has a bike multi-tool, patch kit, tire levers, or bike pump on hand

Attractions (Museums, Galleries, etc.)

- Offer two of the following amenities:
 - Provide discounts to cyclists/trail users; Public charging available for electronic devices; Trail map displayed; Fill up reusable water bottles for free; Public bathroom; Public WiFi; Ability to ship items that customers purchase

Bike Shops

- Basic bicycle repair tools and pump for public use
- Offer bike rental and/or bike shipping services
- Offer one of the following amenities:
 - Trail map displayed; Public WiFi; Public bathroom

Welcome and Information Services

- Offer one of the following amenities:
 - Ability to ship items that customers purchase; Provide discounts to cyclists/trail users; Public bathroom; Public charging available for electronic devices; Public WiFi

Find Out More

More information on Bike Friendly New York, frequently-asked questions, and the online application are available at ptny.org/bikefriendly.

