



BIKE FRIENDLY NEW YORK

***A new 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.

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 gas 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.

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



Erie Canalway Trail, Palmyra

Dave Valvo

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
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.



Find Out More

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

Certification Criteria

Accommodations

- Covered and secured bike storage
- Basic bike repair tools and pump available
- Knowledge of local cycling routes, bike shops, rentals, tour operators
+ 2 BFB amenities or services*

Campgrounds

- Reserved spaces for cyclists with no reservation required
- One-night stays for cyclists
- Nearby bike parking area
- Basic bike repair tools and pump available
- Knowledge of local cycling routes, bike shops, rentals, and tour operators
+ 2 BFB amenities or services

Other Businesses

- Identified bike parking area (can be a public rack)
- Knowledge of local cycling routes, bike shops, rentals, and tour operators
+ 1 BFB amenity or service

Food and Drink Service

- Identified bike parking area (can be a public rack)
- Healthy, local food and/or drink options available
- Knowledge of local cycling routes, bike shops, rentals, and tour operators
+ 1 BFB amenity or service

Bike Shops

- Basic bicycle repair tools and pump for public use
- Offer bike rental and/or bike shipping services
- Knowledge of local cycling routes, bike shops, rentals, and tour operators

*Bike friendly business amenities include discounts for cyclists, designated bike boxing area, assistance with bike packing/shipping, shuttle services, bicycle tools for light cleaning/basic repairs, bike rentals or bike share, and other options.

