

Living our Values

Becoming an even better
bicycle-friendly business



ClimateWise
Business Smart.

Silver
Partner

Who is this Jason Orr guy?

Passion for family



Passion for outdoors

Passion for REI...
“retail for the right reason”



REI's Purpose

To inspire, educate and outfit
for a lifetime of outdoor adventure and stewardship



Stewardship

Connect people to the outdoors & protect natural places through:

- Volunteerism
- Giving
- Responsible Business Practices



Bicycle Friendly Business

“Bikes are good for businesses and their employees. Through our Bicycle Friendly Business (BFB) program, employers are recognized for their efforts to encourage a more bicycle friendly atmosphere for employees, customers, and the community.”

League of American Bicyclists



Bicycle Friendly Business cont...

BFB Business Application Categories

- Business Profile
- Encouragement
- Engineering
- Education
- Evaluation



Fort Collins REI - BFB Highlights

Bicycle Commuting Program for employees

- Incentives for riding to work
- Onsite shower and indoor bike parking
- Access to bike shop/tools/mechanics



Bicycle Education

- Free classes (get paid to learn & fees waived)
- Hands on classes

Leverage Bike to Work day/month/etc

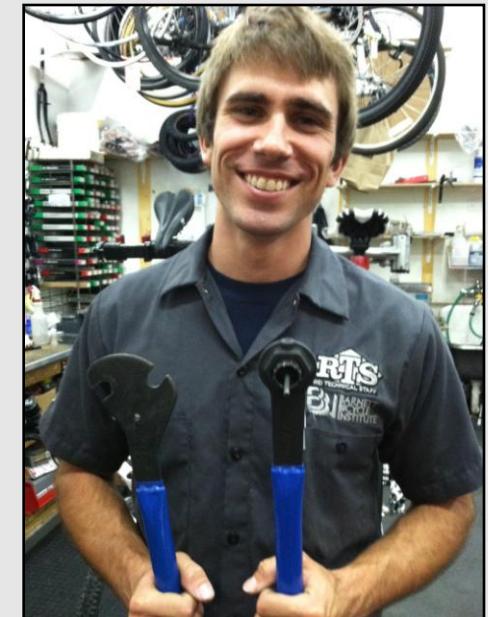
- Team contests & objectives
- Support our community, organizations, business



Fort Collins REI – BFB Highlights cont...

“Grabbing the next rung”

- Engage new employees
- Re-visit rewards and recognition
- Remove more barriers
- Partnership with other BFB
- Facility enhancements



Fort Collins REI BFB Stats

Bicycle to work mileage for staff

- 2011 -15,559 miles
- 2012 – 20,712 miles
- 2013 mid year – 11,765 miles

2012 & 2013 Bicycle Community Classes

- 341 participants in our Free Bicycle Maintenance Classes
- 87 participants in our “Hands-on” Advanced Bicycle Classes
- REI is the leading provider of Outdoor Education (in class and outdoors)



Your turn!

- Take the first step... you have homework (take the BFB questions back to work)
- Engage your team... someone who works for you is passionate about this!
- Connect with other BFB... we would love to support your efforts toward this designation
- Start keeping track...trips & mileage
- BFB application deadline is January 16, 2014



Thank you

