

Living our Values

Becoming an even better bicycle-friendly business



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

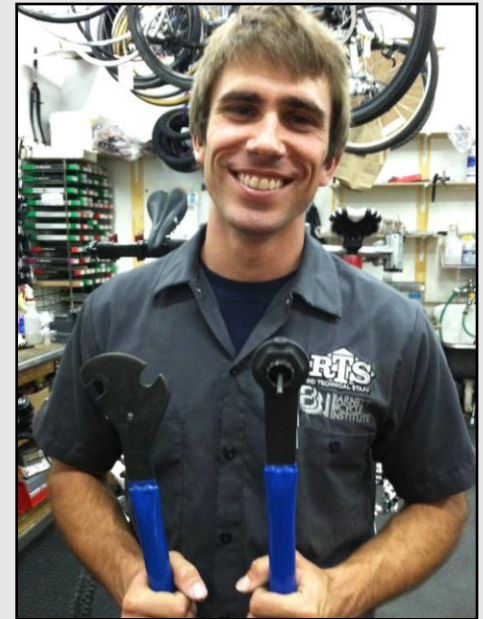
- Team contests & objectives
- Support our community, organizations, business



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

