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