

# 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

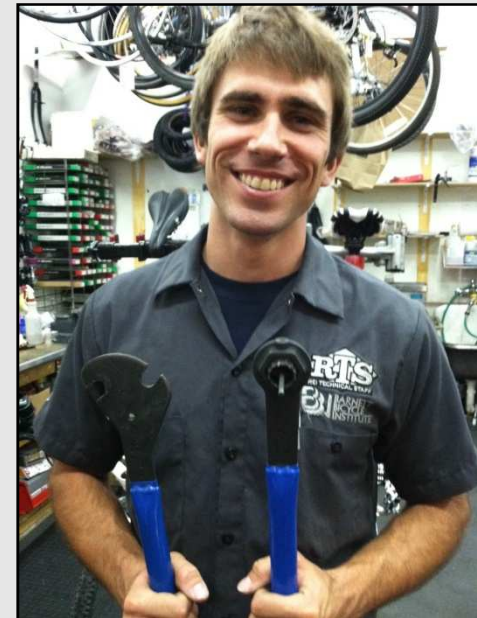
- Team contests & objectives
- Support our community, organizations, business



## **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

