



Become a BikeWalkKC Business Member

Is your organization passionate about making KC a better place to walk and bike? Our Business Members provide critical funding to supporting advocacy and education across the metro.

WHAT WE DO

BikeWalkKC, the region's only professional cycling/pedestrian advocacy group hosts a range of educational programs, events, advocacy initiatives and more.

Events:

- » **Tour de Bier KC:** An historical tour of KC breweries
- » **KC Women's Bike Summit:** An initiative to get more women on bikes
- » **Bike Week 2014:** A week of events in May dedicated to celebrating and promoting bicycling.
- » **Tweed Ride:** An annual autumn ride through the Historic Northeast

Education

- » **BLAST:** Bicycle Lesson and Safety Training, a program to teach middle schoolers cycling skills
- » **Earn-a-Bike Programs:** Students learn basic bicycle mechanics, advocacy, and safety skills
- » **Confident City Cycling:** An adult workshop series that teaches urban riding skills

Advocacy

- » **Kansas City B-cycle:** KC's bike share system
- » **Streetcar and Bicycles:** Ensuring street car plans include bike/pedestrian infrastructure
- » **Katy Trail Connection:** Working to connect KC to the Katy Trail network

ABOUT BIKEWALKKC

BikeWalkKC is a leader in improving walking and bicycling in greater Kansas City. Our educational, professional development, and consulting services empower citizens, communities, and professionals for excellence in advocating, planning, and engineering for better walking and bicycling.

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WE



Become a BikeWalkKC Business Member

Support biking and walking in Kansas City



BikeWalkKC.org

MEMBERSHIP LEVELS

| MEMBERSHIP PERK | BUSINESS MEMBER Cost: \$300 | BUSINESS CHAMPION Cost: \$1,000 |
|--|--------------------------------|------------------------------------|
| Services | | |
| Bicycle Friendly Employer support, including bike parking assessment | One location | Three locations |
| Bicycle Action Plan | One location | Three locations |
| One Smart Cycling workshop @ your workplace | | X |
| Partnerships | | |
| One complimentary BikeWalkKC individual membership | X | X |
| Advertising credit on Kansas City B-cycle | | X |
| Communications | | |
| Logo and listing on BikeWalkKC's web site | X | X |
| Inclusion in our Annual Report | X | X |
| Listing in BikeWalkKC's monthly e-newsletter (more than 3,000 subscribers) | | X |
| Window cling decal | One location | Three locations |
| Discounts | | |
| Discounts at the local businesses and organizations (Alamo Drafthouse, Family Bicycles, SPIN! Neapolitan Pizza, and more!) | X | X |
| 20% discount on BikeWalkKC memberships for your employees | | X |



WHAT IS THE BIKE FRIENDLY EMPLOYER PROGRAM?

Bikes are good for businesses and their employees. We take five things into account when it comes to making great places for bicycling:

- » **Engineering:** Creating safe, convenient places to ride
- » **Education:** Giving people of all ages and abilities the skills and confidence to ride
- » **Encouragement:** Creating a strong bike culture that welcomes and celebrates bicycling
- » **Enforcement:** Ensuring safe roads for all users
- » **Evaluation and Planning:** Planning for bicycling as a safe and viable transportation option

All business members will receive:

- » On-site evaluation of your work site(s) and facilities
- » Review of corporate transportation, wellness, and sustainability policies
- » High-scoring businesses receive nationwide Bicycle Friendly Employer awards and recognition

Bicycle Action Plan
Our on-site evaluation results in a plan with specific suggestions for improving support for bicycling.

WHY BE BIKE FRIENDLY?

- » 2/3 of merchants on Valencia Street in San Francisco say new **bike lanes have improved business** on the street.
- » **Cyclists spend more per month** at bars, restaurants, and convenience stores than pedestrians and motorists, according to a study at Portland State University.
- » 83% of Capital Bikeshare users in Washington D.C. are more **likely to patronize a business** if it's located near a bike share station.

OUR SUPPORTERS

"Bier Station supports **community sustainability** -- like encouraging a more bike-friendly environment. We invested in a new, larger bike rack because it was the right thing to do, and **we want to support our cyclist customers** however we can." -**John Couture, owner of Bier Station**