

## *Catch the Vision!*

### Boosting the Economy by Promoting More Bicycling: Discounts-for-Bicycling Programs in the U.S.

*This fact sheet was compiled by journalist Rebecca Robinson from information available on 4/16/12. Robinson's research will appear in forthcoming feature stories about the nation's bicycling incentive programs. Robinson is a multiple award-winning journalist, including first place in the Associated Press Oregon Broadcasters Competition, Public Affairs Journalism for "The Rural Economy Project" broadcast by Oregon Public Broadcasting. Contact: [rebecca.michelle.robinson@gmail.com](mailto:rebecca.michelle.robinson@gmail.com).*

Some of America's most cost-effective initiatives to inspire people to ride bicycles involve teaming up with businesses and organizations to offer discounts *when people ride a bicycle*. Here are three leading programs from around the nation:

☞ **Monterey County, CA:** Launched in 2009, the **HER Helmet Thursdays** project offers percentage discounts at all participating locations, on Thursdays, to males and females who ride a bike. H-E-R is an acronym for **H**otels, **E**ducational and **E**ntertainment venues, and **R**estaurants. HER Helmet Thursdays is appropriate for and can be adapted to other geographic locations—wherever residents desire more bike-friendly communities! Founder Mari Lynch is available for consultations (831.375.6278). HER Helmet Thursdays receives no funding from local, state, or federal government entities; Lynch has single-handedly created and launched this project and brought aboard the first businesses and organizations.

**Over 200 participants offering discounts when you bike. No membership fee. More info: [HERHelmetThursdays.com](http://HERHelmetThursdays.com).**

☞ **Long Beach, CA** has a Bike Friendly Business District program made possible through a federal grant administered through the Los Angeles County Department of Public Health. Launched in 2010 and dubbed the nation's first Bike Friendly Business Districts, the Long Beach program includes options, such as availability of bike parking, that qualify participating businesses to be in the program, as does the option of offering discounts through the Bike Saturdays component. Bike Saturdays offers a percentage discount or other deal to people who bike to participating spots on Saturdays.

**Over 145 participants offering discounts when you bike. No membership fee. More info: [BikeLongBeach.org](http://BikeLongBeach.org).**

☞ **New York City's Transportation Alternatives** Bike Friendly Business Program is supported by the J.M. Kaplan Fund, the Independence Community Foundation, and Two Trees Management Co, LLC. The program includes options to qualify as a bike-friendly business, including discounts at over 50 participating businesses to TA members who arrive by bike. A business can also qualify to be a bike friendly business by supporting local initiatives to bring bike lanes or bike parking to their neighborhood. TA also offers Big Apple and New Jersey members discounts at 118 bike shops in the five boroughs, Staten Island, Long Island, Westchester, and select NJ locations. TA further offers discounts to TA members (cyclists, users of mass transit, and others) who show their TA card when making a purchase at nearly 200 additional businesses.

**Over 50 participants offering discounts when you bike. Annual membership: \$40. More info: [transalt.org](http://transalt.org).**