

City of South Pasadena Takes Part in Bicycle Friendly Business Program

As part of Bike Friendly San Gabriel Valley, the City of South Pasadena is participating in a Bicycle Friendly Business District Program.

The goal of the pilot program, in conjunction with Metro, is to promote the use of active transportation for local trips.

Bicycle Friendly Business Districts (BFBDs) promote, encourage, and incentivize residents and visitors to make local trips by bike, on foot, or via transit. These districts enhance services and amenities for cyclists, walkers, and transit riders within business districts and commercial corridors by developing partnerships that include local governments, businesses, residents, and community groups.

For businesses, a BFBD can mean more customers, increased sales, happier employees, and more parking options for visitors.

For residents, BFBDs help create healthier, safer, and more attractive neighborhoods. For local governments, they can help reduce congestion, improve public health, and help spur economic activity.



Bicycle Friendly Business District (BFBD)—the South Pasadena—promotes, encourages, and incentivizes residents and visitors to make local trips by bike, on foot, or via transit. Map courtesy of www.bikefriendlySGV.com

The district in South Pasadena includes businesses along Mission Street between Palm and Fair Oaks avenues, and runs along Fair Oaks Avenue between Geneva Street and Monterey Road.

Everyone knows there are a lot of benefits when we can have fewer cars on the street," said South Pasadena Interim City Manager Elaine Aguilar.

The Bicycle Friendly Business District Programs in South Pasadena and Glendale are part of Metro's Sustainable Transportation Demonstration Program.

What other communities have this program?

In southern California, the cities of Los Angeles, Long Beach, Santa Monica and Glendale currently have bicycle-friendly business district pro-

grams. In addition, the cities of Baldwin Park, El Monte and South El Monte are slated to launch programs in 2018-19.

Can I develop my own program? What incentives will be developed or made available for my use?

Businesses that wish to utilize benefits above and beyond those listed in the program here may suggest alternatives by completing this form. Suggestions will be vetted by the program's steering committee on a monthly basis.

Can bicycle parking be installed in front of a business?

Participating retailers and workplaces may request a rack be placed in front of or adjacent to their business, subject to program availability, by completing this form.

Please note that ADA compliance and other space limitations may preclude the City's availability to be of assistance.

Can I take for any ADA safety issues or theft my customers may experience?

No, businesses are not liable for theft which occurs on publicly-owned or operated bicycle parking facilities (e.g., newly installed bicycle racks).

How can I test ride a cargo and/or electric bike as part of this program?

Bike San Gabriel Valley (BikeSGV) will be providing electric and cargo bike demo days as part of the program. Individual retailers interested in test riding these bikes may also set up an individual appointment to do so. This is at BikeSGV headquarters by contacting info@bikefriendlySGV.com.

Do I have the flexibility of opting out of this program if I change my mind about participating?

Yes, businesses may opt-out, but we strongly encourage participants to commit to the requested minimum.

Local businesses can sign up for the program by visiting www.bikefriendlySGV.com.