



news release

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FOR IMMEDIATE RELEASE

City of Eugene Division Named Gold Bike Friendly Business

The City of Eugene Public Works Engineering Division has been recognized as a gold-designated Bicycle Friendly Business by the League of American Bicyclists.

The designation, announced today, recognized the innovative ways the Engineering Division encourage bike ridership. Examples include providing free secure bike parking with access to tools and tire pumps, participating in the regional Business Commute Challenge, publishing bicycling-related events each month in the InMotion e-newsletter, giving employee access to a bike fleet that includes hybrid bicycles, a cargo bike and an electric-assist bicycle, sponsoring Breakfast at the Bike Bridges for people who commute by bike, giving away helmets, lighting and bicycle bells at community events, and participating in Bicycle Music Fest, Disaster Relief Trials, CycloFemme, and Safe Routes to School programs.

“You should take great pride in the bike-friendly workplace you have created for your employees and visitors,” said Amelia Neptune, manager of the League’s Bicycle Friendly Business & University program. Neptune and her staff consulted with local cyclists and advocates in making the determination that the Engineering Division be awarded the gold designation.

Nationally, more than 800 businesses and government agencies have earned Bicycle Friendly Business designations. In Eugene, those businesses include Cascadian Courier Collective (silver), Mountain Rose Herbs (bronze), and Organic Materials Review Institute (bronze). Previously, the city of Eugene has been designated as a gold-level Bicycle Friendly City and the University of Oregon achieved silver-level as a Bicycle Friendly University.

“Visionary business leaders are recognizing the real-time and long term impact that a culture of bicycling can create,” said Andy Clarke, President of the League of American Bicyclists. “We applaud this new round of businesses for investing in a more sustainable future for the country and a healthier future for their employees.”

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