



For Immediate Release

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### **Greater Madison MPO named a Silver-Level Bicycle Friendly Business by the League of American Bicyclists, and Adopts Updated Complete Streets Policy**

On Monday, May 8, the League of American Bicyclists recognized the Greater Madison MPO with a Silver Bicycle Friendly Business (BFB) award, earning it a place alongside more than 1,500 businesses across the country, 50 businesses in Wisconsin, and 28 businesses in the Madison area contributing to the movement to build a more Bicycle Friendly America. The Greater Madison MPO is the third Wisconsin BFB in the Government category, all of which are located in the Madison area. We're thrilled to be able to celebrate this award during National Bike Month, especially with National Bike to Work Day coming up on Friday, May 19.

"Businesses big and small see the benefit of making bicycling an easier, safer choice for more people," said Bill Nesper, executive director of the League of American Bicyclists. "It's no more evident than seeing the many different types of businesses that earn a Bicycle Friendly Business award in each round. Not every business that applies receives the designation so this is an achievement. We're thrilled to be able to celebrate these awards during National Bike Month, especially with Bike to Work Day coming up. As thousands of people take part in Bike to Work Day, we're grateful for organizations like our Bicycle Friendly Businesses that are making biking for transportation possible."

Greater Madison MPO joins a total of 1,582 current BFBs nationwide, including everything from government agencies, Fortune 500 companies, bike shops, and other employers, all united in a commitment to transform American workplaces to be more welcoming to both customers and employees who bike. The Bicycle Friendly Business award recognizes an organization's contributions in shifting up and accelerating the movement to build a Bicycle Friendly America for everyone.

Being a bicycle-friendly business is ingrained in the culture and policies of the Greater Madison MPO, which supports the development of safe transportation infrastructure and increased active transportation throughout Dane County and beyond. Greater Madison MPO encourages bicycling as a transportation option and publishes the [Dane County Bicycle Map](#), provides the online [Low-Stress Bike Route Finder](#), hosts the [RoundTrip Greater Madison](#) ride- and bike-buddy-matching platform, administers the [Dane County Emergency Ride Home](#) program, and requires all roadway projects selected for federal funding by the MPO to be Complete Streets.

As part of the BFB network, Greater Madison MPO will have access to a variety of tools and technical assistance from the League to become even more welcoming to people who bike. When employees bike, great things happen: Greater Madison MPO was recognized as a Climate Champion by the Dane County Office of Energy and Climate Change, as a 4-star Employee Commuting Champion for

encouraging alternate transportation options so that no employees regularly commute to work by driving alone.

This award follows close on the heels of the MPO Policy Board's May 3 adoption of an updated [Complete Streets Policy](#), which guides investment in area roadway projects funded through the federal STGB-Urban program. Under long-standing MPO policy, all roadway projects selected for funding through this program must result in complete streets, designed for safe use by all roadway users, including pedestrians, bicyclists, persons using adaptive mobility devices, transit riders, and users of private automobiles. The Greater Madison MPO anticipates receiving over \$9 million per year in funding under the STBG-Urban program in the coming years. The MPO solicits applications and selects the projects to fund based on evaluation criteria consistent with the goals and policies in the long-range regional transportation plan (RTP). The most recently adopted RTP is [Connect Greater Madison: 2050 RTP](#).

### **About the Greater Madison MPO**

The Greater Madison MPO leads the collaborative planning and funding of a sustainable, equitable transportation system for the Greater Madison region. The MPO is responsible for comprehensive planning and decision making to build agreement on transportation investments that balance roadway, public transit, bicycle, pedestrian, and other transportation needs to achieve an exceptional quality of life for all within the region. For more information, please visit: <https://www.greatermadisonmpo.org/>.

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To learn more about the BFB program, or to apply, visit the League online at [bikeleague.org/business](http://bikeleague.org/business).

### **About the Bicycle Friendly America Program**

To learn more about building a Bicycle Friendly America, including the Bicycle Friendly Community<sup>®</sup> (BFC), Bicycle Friendly State<sup>®</sup> (BFS), Bicycle Friendly Business<sup>®</sup> (BFB), and Bicycle Friendly University<sup>®</sup> (BFU) programs, visit [www.bikeleague.org/BFA](http://www.bikeleague.org/BFA).

*Since 1880, the League of American Bicyclists has been people-powered, with a goal to make bicycling safer and easier as a means of transportation and recreation. Today, the League continues to improve lives and strengthen communities through bicycling. We are more than 200,000 members and supporters strong with more than 1,000 state and local advocacy groups and bike clubs as well as thousands of businesses, universities, and communities together leading the movement to create a Bicycle Friendly America for everyone. Learn more at [www.bikeleague.org](http://www.bikeleague.org).*