



Idaho Walk Bike Alliance

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FOR IMMEDIATE RELEASE

Local Businesses Recognized By The League Of American Bicyclists For 2017

Boise, Idaho January 8, 2018 – The Idaho Walk Bike Alliance is pleased to recognize 9 Idaho businesses and government agencies that have earned gold, silver and bronze level distinctions for 2017 as announced by the League of American Bicyclists. The League is a national organization that represents bicyclists to create safer roads, stronger communities, and a bicycle-friendly America. The award levels are based upon the organization’s efforts to encourage a more welcoming atmosphere for bicycling employees, customers, and the community.

Awarded at the gold level for 2017 is Vitruvian Planning, a planning, technical assistance, and health integration firm based in Boise. “At Vitruvian Planning we believe healthy and livable communities rely on an environment that allows for bicycling and walking by people of all ages and abilities,” said Chris Danley, Principal at Vitruvian Planning. Factors that helped Vitruvian Planning earn gold status include indoor bicycle parking, easy access to bike paths and bike lanes, leading planning efforts for more bikeable and walkable locations and support of the Idaho Walk Bike Alliance.

Awarded at the silver level for 2017 are businesses Dawson Taylor Coffee Roasters and Boise Co-op in the hospitality/food/retail category both based in Boise. The Boise Police Department earned the silver level for the 2nd year in a row in the government agency category and RedBuilt LLC also earned the silver distinction in the manufacturing/research category. The League of American Bicyclists also recognized Boise businesses 10 Barrel Brewing Company, Joyride Cycles, Just Eat Local and the Shandro Group Inc. with the bronze level of distinction.

Each year communities, businesses and universities are assessed through a voluntary application process with the league. An award status lasts for four years. Organizations are ranked based on criteria that include incentives for bicycling, bicycling infrastructure, safe bicycling education and bicycling events to increase ridership.

According to the 2012 U.S. Census Bureau, currently 1.2% of Idahoans bicycle commute to work. As more bicycle infrastructure is built and road awareness education campaigns are used, Idaho Walk Bike Alliance expects this number to increase.

About the Idaho Walk Bike Alliance

The mission of the Idaho Walk Bike Alliance is to promote active transportation as healthy, safe, and reliable for all Idahoans. For more information or to support Idaho Walk Bike Alliance, visit www.idahowalkbike.org.

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information visit www.bikeleague.org.