

# "Bicycles

are **GOOD** for

# business."



Businesses near good bicycle infrastructure have been shown to have stronger growth than businesses in auto-centric developments! With a momentous strategy of building innovative, inviting bicycle facilities, San Jose has the chance to become home to new Bike-Friendly Business Districts (BFBDs), where both employees and merchants ride.

How can San Jose make the case and gain the support of businesses to make bicycling an everyday mode of transport? How can local businesses promote cycling as a strategy to strengthen sales? April Economides of Green Octopus Consulting has helped launch BFBD programs across the continent and is coming to San Jose to discuss how bicycling not only improves the environmental health of a city, but is also good for business and local economic development.

**When:** August 22, 6:00 pm

**Where:** San Jose Silicon Valley Chamber of Commerce  
101 West Santa Clara Street, San Jose

Register at <http://bfbdworkshopsanjose.eventbrite.com>

