



## MEDIA RELEASE

For immediate release: February 25, 2026

For more information, contact:

Steve Arnold, Treasurer, Bike Fitchburg, (608) 239-3900, [treasurer@bikefitchburg.org](mailto:treasurer@bikefitchburg.org)

# Fitchburg Adds More New Bicycle Friendly Businesses

**Fitchburg, Wis.** – Today, the League of American Bicyclists recognized four more Fitchburg businesses with Bicycle Friendly Business (BFB) awards, earning them places alongside more than 1,100 businesses across the country contributing to the movement to build a more Bicycle Friendly America for everyone.

The new awardees are:

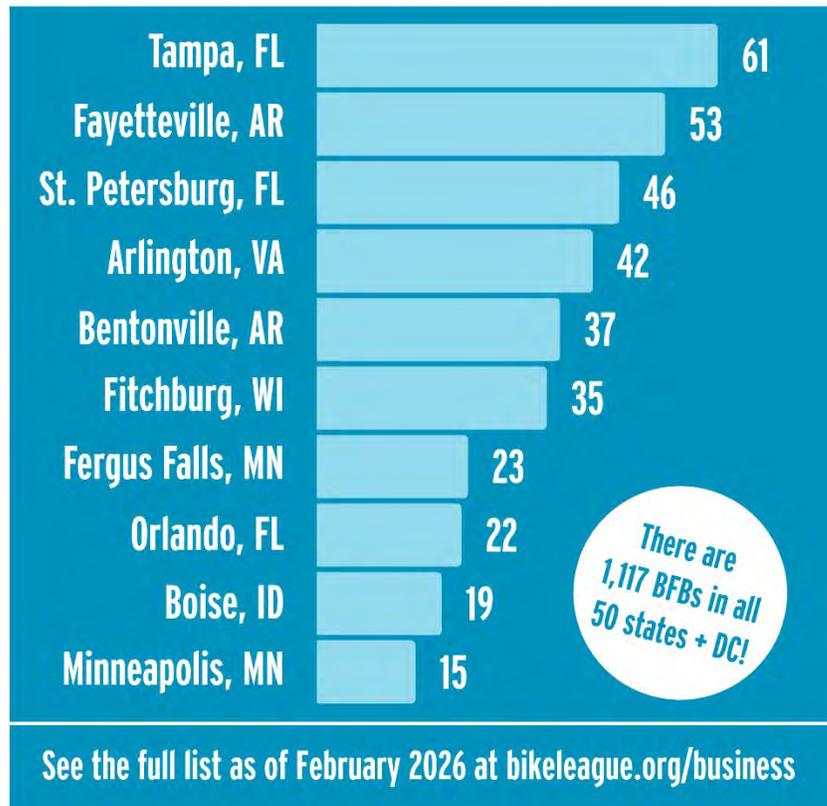
-  [Alterra Design Homes](#) Silver
-  [The Juniper apartments](#) Silver
-  [Tabby & Jack's pet supplies](#)  
[Fitchburg](#) Bronze
-  [Ten Pin Alley](#) Bronze

Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission are proud that with thirty-five (35) BFBs, Fitchburg is **sixth in the nation** for the number of BFBs per community.

“Across the country, businesses are getting creative in how they support people who bike,” said Bill Nesper, executive director of the League of American Bicyclists. “From community gardens to medical centers to ice cream shops, Bicycle Friendly Businesses are showing that when you build biking into how you operate and how you show up locally, it pays off in healthier teams, happier customers, and stronger communities.”



## WHICH CITIES HAVE THE MOST BICYCLE FRIENDLY BUSINESSES?



The Fitchburg awardees join a total of 1,117 current BFBs nationwide, including everything from government agencies, Fortune 500 companies, museums, hospitality establishments, 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.

"At the heart of this work is consistency," continued Nesper. "Bicycle Friendly Businesses don't treat biking as a one-time project. They build it into their policies, their benefits, and their culture. These Fitchburg businesses have shown what it looks like to stick with that commitment and make it part of how they operate every day."

All Fitchburg's BFBs share easy access to Fitchburg's low-stress bicycle network, the twenty-one Fitchburg bike-share stations of [Madison BCycle](#), and the Fitchburg Greenway System. They have removed barriers to biking such as prohibitions of bikes in drive-throughs and many provide significant incentives for employees and guests to arrive by bike.

"The Alterra team is proud to have our design center and townhouses for rent in the New Urban Terravessa neighborhood, where biking and walking to school and local businesses is the norm," said Sara Bennett, partner and Realtor at Alterra Design Homes. "Staff and tenants alike enjoy the slow streets, Lacy and Terravessa Greenways, and adjacent BCycle station, and the nearby Capital City State Trail connects us to destinations statewide. We are glad to support this movement by providing public bike parking and path etiquette signage."

"We are developing apartments in a competitive market," said Ned Hoyt, Founder of

Ragtag Ventures, the developer of the Juniper. "Adding great end-of-trip facilities like secure bike storage, repair stand, and bike wash station is a cost-effective way to make our property stand out and keep vacancies low."



Fitchburg's Bike to Work with the Mayor and Bicycle Friendly Business celebration, May 16, 2025

“Our Fitchburg businesses continue to lead on fostering an environment for safe and fun biking,” said Julia Arata-Fratta, Mayor of Fitchburg. “Decades ago, our predecessors were wise to seize on our natural advantages, our scenic rural areas and state trails, to make biking for both recreation and transportation part of Fitchburg’s identity. Those efforts have paid back handsomely in tourism, health, and economic success.”

The mayor will present award plaques to Fitchburg’s newest Bicycle Businesses at City Hall about 7:30a.m. at the end of the Bike to Work with the Mayor Ride on May 15, 2026, International Bike to Work Day. Bike Fitchburg invites community members and media to McKee Farms Park at 7:00 a.m. that day for photo opportunities, interviews, and the short bike ride to City Hall on the Fitchburg Greenway System.

As part of the BFB network, Fitchburg’s new awardees have access to a variety of tools and technical assistance from the League to become even more welcoming to people who bike. When employees and guests are welcomed to bike, great things happen.

To learn more about the BFB program or apply, visit the League at <https://bikeleague.org/business>. For assistance in implementing bike-friendly strategies or applying to be recognized as a BFB, reach out to Bike Fitchburg at [info@bikefitchburg.org](mailto:info@bikefitchburg.org).



# # #

### **About Bike Fitchburg, Inc.**

As the local bicycle advocacy group for Fitchburg, Wisconsin, Bike Fitchburg makes biking and walking easier, safer, and more fun in Fitchburg. Bike Fitchburg is a 501(c)(3) nonprofit, all-volunteer organization governed by a board of directors. Bike Fitchburg invites everyone who lives, works, or rides a bike in Fitchburg to add their voices to ours by visiting our website and following us on social media. <https://bikefitchburg.org>

### **About the City of Fitchburg**

Fitchburg is a six-mile-square city of more than 36,000 residents in south central Wisconsin. The southern neighbor of the capital city of Madison, Fitchburg was a town before incorporating in 1983,

and so is one-third urban and suburban, and two-thirds rolling glacial farmland and natural areas. Recognized as a Silver level Bicycle Friendly Community in 2015, the city is blessed with three state trails and three mountain bike parks and has developed a dense bicycle transportation network of scenic rural roads, off-road paths, bicycle lanes, and quiet neighborhood streets. The Fitchburg Bicycle and Pedestrian Plan, adopted in 2017 and currently under revision, describes the city's commitment to biking and walking. <https://fitchburgwi.gov>

### **About the Bicycle Friendly America Program and the Bike League**

To learn more about building a Bicycle Friendly America, including the Bicycle Friendly Community® (BFC), Bicycle Friendly State® (BFS), Bicycle Friendly Business® (BFB), and Bicycle Friendly University® (BFU) programs, visit <https://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 leading the movement to create a Bicycle Friendly America for everyone. <https://www.bikeleague.org>.