Downtown Bicycle Station
Making Downtown more accessible and sustainable
Downtown Bicycle Station

**What is it?**
- A centrally located, convenient bike headquarters to encourage employees and residents to commute via bike
- 1400 sq/ft offering:
  - Space for 100 bikes
  - 72 lockers
  - 5 showers (2 womens/2 mens/1 ADA)
  - 20 hour access
  - Towel Service
  - Bike Repairs (in adjacent bike shop)
- LEED reuse of a historic building
- “Right-sized” for the neighborhood
Downtown Bicycle Station

Sustainable Change
- Converted an abandoned space and derelict alley into an active welcoming area
- Sent the message: Downtown is accessible and green

A small, but mighty transformation
Melding resources, leveraging expertise = Efficient Operations
A Network of Resources
Public Private Partnership of 20 community partners generated $300,000+ for the Downtown Bicycle Station

Result: Immediate community buy in and opportunities to cross promote
Creating “Bike Central” Through Synergies

The Downtown Bicycle Station is adjacent to Big Shark to ensure a strong synergy and comprehensive services.

The facility is located in a LEED building, which is full of creative firms who appreciate this new amenity.

Trailnet, our marketing and membership partner, will be located one floor above the commuter station and the bike shop.
The April Grand Opening attracted more than 200 downtown stakeholders—many on their bikes.
Downtown Bicycle Station

Membership Recruitment

Targets:
- Cyclists
- Corporations who market themselves as green
- Service employees
- HR departments looking to increase health benefits
- Small, creative firms

Opportunities:
- Dozens of weekend bike rides
- New program, “Shift your Commute”
- Green Business Challenge that gives points to employers who participate
- Corporate Memberships
Bike To Work Day generated a lot of excitement from the members, who have already begun forming their own community. Here some members proudly hold the Mayor’s Proclamation recognizing “National Bike to Work Day.”
Downtown Bicycle Station

Generating Headlines and Excitement

*The opening of the Commuter Station was covered by TV, print and electronic media*

St. Louis working on plans for a commuter bike station

**Bike commuters have a new home in downtown St. Louis**

Downtown Bike Center Makes Cycling to Work Easier

Forward momentum for Downtown St. Louis bike station

Downtown Bicycle Station "soft opening" more successful than expected

Downtown bike station opens Thursday

*Downtown is becoming Bike Central: Commuter Bicycle Station Open for Business*

ST. LOUIS > Bicycle station gets rolling

**RIDE WITH ME (TO WORK), DOWNTOWN ST. LOUIS GETS BIKE COMMUTER STATION**

Partnerships bring commuter bike station to fruition

**Downtown center generating biking buzz**

St. Louis Opens Region's First Bicycle Commuter Station

**GRAND CYCLE STATION:** *Now bicycle commuters have a place to park their rides Downtown*

Downtown Bicycle Station Open, Urban Shark on Track

**New 24-Hour Bike Station Opens in Downtown St. Louis**

Pedal power: Confessions of a bicycling commuter
Downtown Bicycle Station

IMPACTS

- 100+ members
- 53 regular users
- 15 sponsors
- Reduced carbon footprint: Removing 1700 pounds of carbon/week

- Promote Green message – “Downtown Is Accessible”
- Filled an amenity gap
- Leveraged additional funding –
  - $25,000 challenge grant from Boeing
  - $200,000 multi-year educational grant for Trailnet
What’s Next?
Identify more active member base
Expand Outreach to Downtown Employers– especially service employees– with free breakfasts and raffles
Grow “Bike Central” to spokes on surrounding blocks, creating a better environment for cyclists