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Press Release FOR IMMEDIATE RELEASE

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Mike's Bicycle Centers and BART Open Embarcadero Bike Station

Free Bicycle Parking Facility Offers Several New Options for Bicycle Commuters

San Francisco (July 7, 2003) – Mike's Bikes & Sausalito Cyclery, the Bay Area's premier bicycle retailer, has teamed up with BART to open the Embarcadero Bike Station, a free bicycle parking facility located in the north concourse of the Embarcadero BART Station.

The Bike Station offers safe, secure, and free bike parking to commuters and anyone else traveling to downtown San Francisco.

The Bike Station is open weekdays 7am-7pm, and – in addition to providing free bike parking during these hours – also offers secure overnight storage, a commuter-oriented selection of parts and accessories, and repairs and service performed by Mike's Bikes Wheelsmith-certified mechanics.

The facility includes storage for up to 100 bicycles, a workshop area, and several racks of merchandise.

It is adorned with a sculpture by Bay Area artist Robert W. Ellison entitled "Spin", depicting different bicycles from children's to racing models.

Ken Martin, co-owner of Mike's Bikes & Sausalito Cyclery, said, "This public-private partnership is a great opportunity for us to move beyond the role of the traditional bike shop.

"The Bike Station strengthens our ties to the bicycle advocacy community, and we're honored to help uphold San Francisco's worldwide reputation as a progressive-thinking city."

Laura Timothy, BART Project Manager, described the selection process for the Bike Station's operating contract:

"We looked at different proposals from non-profit and for-profit organizations, and Mike's Bikes was the best proposal.

"They had a history of running a business, and they had a depth to their abilities to handle a lot of different situations."

The Bike Station project is the result of the joint efforts of and funding from the Bay Area Rapid Transit District (BART) the City and County of San Francisco Bicycle Program, San Francisco County Transportation Authority, and Bay Area Air Quality Management District Transportation Fund for Clean Air (TFCA), and the California Department of Transportation. Local community bicycle organizations were active in planning and supporting the project.

Currently the Bike Station is funded for a one-year evaluation period, with a target of financial self-sufficiency by Summer 2004.

More ...

The Bike Station is a versatile facility that offers numerous possibilities for cyclists.

- Cyclists traveling during peak commute hours from the East Bay or the Peninsula to San Francisco can use the Bike Station as an overnight storage facility, collect their bikes in the morning, and ride to work.
- Cyclists who live near downtown San Francisco, and travel during peak commute hours can ride to the Bike Station, use its safe parking and available repair services, and take BART to work.
- During off-peak hours, cyclists can bike to any BART station, travel to downtown San Francisco, and leave their bike at the Bike Station.
- Also during off-peak hours, cyclists can pick up their bicycle from the Bike Station and bring it on any train.
- The Bike Station is also a great starting point for travel on the new BART extension to SFO.

The Bike Station is outside the paid area of the station, and anyone biking into downtown San Francisco – including those arriving by train, bus, or ferry – can take advantage of its safe parking and available repair services.

For a complete description of the rules regarding bikes on BART, pick up a BART Basics Guide at any station, or visit www.bart.gov.

Bikes are allowed on all trains, except those trains shown in highlighted areas of BART Schedules and printed in brochures, posted in the stations and at www.bart.gov

During morning commute hours, bikes are allowed in the Embarcadero Station, only for trips to the East Bay.

During evening commute hours, bicyclists traveling from the East Bay must exit at Embarcadero Station.

About Mike's Bicycle Center

Mike's Bicycle Centers operates three Mike's Bikes stores in San Rafael, Berkeley, and Palo Alto as well as Sausalito Cyclery and the online retailer bikesmart.com. Owners Ken Martin and Mike Gabrys, along with over 60 experienced and enthusiastic employees, are proud to have put together what they believe to be the best family of local bike shops in the country. For more information about Mike's Bicycle Centers, as well as general Bay Area cycling information, visit www.mikesbicyclecenter.com

About BART

BART, the Bay Area Rapid Transit District, operates six transit lines servicing 43 stations throughout the Bay Area. BART's extension to San Francisco International Airport and Millbrae opened on June 22 and carried over 100,000 passengers in its first week. For more information about BART, visit www.bart.gov.

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