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## Press Release

### FOR IMMEDIATE RELEASE

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### Bay Area Bicycle Retailer and BART Undertake Transit Initiative

Bicycle Parking Facility Aims For Increased Transit and Bicycle Use

**San Francisco (July 24, 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 downtown San Francisco BART Station.

While the Embarcadero Bike Station may not be the Bay Area's, or BART's, first bicycle parking facility, it differs from existing facilities in that from the outset it is intended to pay a substantial part of its running costs.

Other such publicly supported facilities, notably one at the BART station in Berkeley and another at the CalTrain station in Palo Alto, depend substantially on public funding.

A similar bicycle parking facility in Long Beach, California opened in 1996 and, according to a 2002 *Los Angeles Times* article, costs the city's general fund about \$50,000 annually.

Following a publicly funded one-year evaluation period, the Embarcadero Bike Station is targeting financial self-sufficiency and working to greatly minimize public funding within 2 years of operation.

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.

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

More ...

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 professional mechanics.

The facility includes storage for up to 150 bicycles, a workshop area, and several racks of merchandise.

**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](http://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](http://www.bart.gov).

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