

BIKE PARKING

Creating Opportunities Along the Nations Trails

A mother and daughter arrive by bicycle on your street. They'd been window shopping. Looking around, though, they don't find any safe place to lock up their bikes. It's an unfamiliar place, and worry about leaving their bikes for too long. They lose interest and go on their way....

Why You Should Get Bike Racks

What Do Bike Racks Do For Customers?

- Puts arriving cyclists close to *you*.
- Provides biking customers peace of mind, allowing them to more comfortably meander, linger, shop around or stay awhile.
- Encouraging bicycling means more bicyclists, and bicyclists stay longer in an area - they move through as they wish rather than drive in and out quickly on an agenda.

What Do Bike Racks Do For You?

- Give you happier customers worrying less about the safety of their bikes and more about what they're going to buy.
- Bikes in bike racks improves the visibility of your business and catches the interest of other people - especially if you're the rare place on the block that has them.
- Promotes your establishment as a welcoming place for cycling customers.

What Do Bike Racks Do For Neighborhoods?

- Make active and alternate transportation more feasible and feel safer, relieving car congestion and inviting pedestrians out onto the sidewalks and into the open.
- Make your town more inviting for bicycle tourists and trail users.

"Every time I see an adult on a bicycle I no longer despair for the future of the human race."

- H.G. Wells

Dollars And Sense

People on bikes buy things: a Quebec study showed bicycle tourists spent on average \$17 more per day than other tourists.

Studies in Toronto, ON and Portland, OR showed people who biked or walked to an area regularly spent more money there per month than drivers.

The number of customers cycling between destinations is increasing.

Will they spend money at your place?



Bikes outside a restaurant. Photo: Mark Antonation, Westword.com

What a Hip Crowd!

- Bicycles parked out front make the business look popular and attract attention.
- Bike racks advertise your bike-friendliness.
- Cyclists appreciate it and may return your efforts with more visits, goodwill, and positive referrals or online comments.

DO THIS

Make it easy to get bikes in and out.



Photo: Bruce Wright, Febb-bikes.blogspot.com

Have two points of contact so bikes can lean but won't tip. The best are U or hitch racks.

Put them in spacious, visible, and well-lighted areas like in view of your store's windows.

DON'T DO THIS

Don't use grid-style racks where the only way a bike can be hooked up is by the wheel.



Photo: Betty Barcode, Flickr

Don't hide bike racks out of sight or put near obstacles that impede their usefulness.



Photo: Sportworks.com



Event Parking at Over The Bar Café, South Side Pittsburgh. Photo Joe Vennare, GetfitPGH.com

Top Tips!

Good bike racks done well can be a great thing. However, good bike racks done badly is a bad thing, and bad bike racks done badly is just embarrassing. Be sure to plan what would work best for cyclists, pedestrians, and you. Know how and where a bike rack should be placed and oriented. Remember, it's not just the cyclists you need to consider—it's also pedestrians, fire hydrants, ADA accessibility, sidewalk sweepers, and parked cars (and their passenger-side doors) that badly placed bike racks can obstruct.

Bike racks may not be suitable for, say, an appliance store or lawyer's office, but they are very useful for shops that sell smaller goods and gifts and especially so for restaurants, bars, grocery and convenience stores, and event spaces. Actually, eateries tend to see about 25% more people arriving by bike than retail.

If you can, make your bike racks stand out! Black, green, and galvanized steel are great go-anywhere colors, but something punchy and colorful grabs attention and shows a little sense of fun, too. Also, if cyclists don't know you have a rack or don't see it immediately, they won't know to use it.

How We Can Help You!

Convinced you need a bike rack now? Then we can help you!



Located within a Trail Town?

Email wprince@progressfund.org or call 724-216-9160 ext. 318 for more resources and about requesting bike racks from the Trail Town Program®.



Located in the City of Pittsburgh?!

Email racks@bikepgh.org or call 412-325-4334 for more resources and about requesting bike racks from BikePGH.