Bicycle Garage Indy
Role of Bicycle Retailer in Helping Indianapolis Become More Bicycle Friendly

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Indianapolis Bicycle Friendly Timeline

- 1993 planning for Indy Greenways was approved
- 1995 - Installation of first bike lanes in Indianapolis - Indianapolis Mayor Stephen Goldsmith received award from Indiana Bicycle Coalition
- 1999-2001 – development of Indianapolis Bike Plan (promptly set on a shelf and forgotten)
Indianapolis Bicycle Friendly Timeline

- 2003 - Monon Greenway completed. In 2005 - a study showed more than 1.2 million users annually on the Monon Greenway
- 2003 – BFC application - Indianapolis / Marion County receive Honorable Mention
Indianapolis Bicycle Friendly Timeline

- 2005-2007 - series of meetings with DPW to try to develop and implement 200+ miles of bike lanes in Indianapolis
- 2007 - IN BikePort – secure bicycle parking (bike lockers) installed in downtown Indianapolis
- 2007 - BGI President Randy Clark takes DPW traffic engineer Andy Lutz to Portland OR for 3 days to explore and learn about what Portland OR is doing for bicycling and what we/Indianapolis can glean from that
Indianapolis Bicycle Friendly Timeline

- Fall 2007 - New Indianapolis mayor elected
- Fall 2008 - Mayor Ballard officially endorses Indy BikeWays plan at a press conference (arranged, organized, promoted and financed by Bicycle Garage Indy)
- Fall 2008 - DPW names traffic engineer bike/ped coordinator for the city of Indianapolis (1st ever) and establishes Mayor’s Bicycle Advisory Council
Indianapolis Bicycle Friendly Timeline

2009 - First bike lanes in Indianapolis since 1995
Indianapolis Bicycle Friendly Timeline

- 2009 - SustainIndy BikeWays Map – signatures of BGI customers on map – presented to Mayor Ballard at first Mayor’s Bike Ride
- Oct 2009 - Indianapolis receives BFC Bronze designation
- Oct 2009 - 3-foot clearance passing / bike lane ordinances passed
Indianapolis Bicycle Friendly Timeline

First Annual Mayor’s Bike Ride - May 2009
Indianapolis Bicycle Friendly Timeline

- April 2010 - BGI arranges for Andy Clarke from LAB to present BFC award to Mayor Ballard at press conference; USDOT Commissioner Ray LaHood in town for Grandparent’s Bike/Walk to School – Andy Clarke participates
Indianapolis Bicycle Friendly Timeline

- Sept 2011 - Indy Bike Hub YMCA Grand opening
- Dec 2011 - 1st Polar Bear Pedal attracts 750 bicyclists
Indianapolis Bicycle Friendly Timeline

- Sept 2012 - Complete Streets ordinance passed
- Nov 2012 – Mayor Ballard re-elected
- Jan 2013 – 2nd Polar Bear Pedal attracts more than 1000 bicyclists
What Changed between 1995 and 2008

- Election of a Mayor who supports bicycling and sees the benefits of creating a bicycle friendly city as an economic/lifestyle amenity to attract creative, talented workers to the city
- Better communication between MPO and DPW
- Hiring of Bicycle/Pedestrian Coordinator
- Establishment of Mayor’s Bicycle Advisory Council
Bicycle Garage Indy as Retailer

- Role in background
- Visible communications to customers
- Supporter of key initiatives
Vision for Bicycling in Indianapolis of Randy Clark, President and Founder of Bicycle Garage Indy / BGI Fitness: "My mantra has been that promoting bicycling is really about the economy. I think health is good. Being green is good. But this is really about having a city and a state where employees want to be, and where new people want to come."

Randy Clark argues that if Indianapolis wants to attract young professional talent, it has to be able to provide quality outdoor recreational activities. "I've seen more improvements for bicycling in Indianapolis in the past 5 years than in the previous 25. The future for bicycling in Indianapolis looks bright."
What does a Bicycle Retailer’s Advocacy Director do?

As Advocacy Director for Bicycle Garage Indy, I work on programs and projects to get more people on bikes:

- Indy Bike Hub YMCA
- BGI’s clinics, special events and rides we host at our stores.
- Involvement with local and statewide advocacy initiatives
- Event sponsorship
- Sponsorship and donation requests
- Shifting Gears program
- Indiana BikePort
BGI’s Advocacy Projects

- Indy Bike Hub YMCA - Our partnership with the YMCA at the Indy Bike Hub YMCA, a unique bicycle commuting / fitness facility
- www.indybikehub.org
Indy Bike Hub YMCA

- Involvement with Indy Bike Hub YMCA
  - RFP
  - Partnership with YMCA

- Grand Opening Sept 2011
Indy Bike Hub YMCA

- Secure Bicycle Parking for 148 bicycles
Indy Bike Hub YMCA

- Showers / Locker rooms
Indy Bike Hub YMCA

- Bike Shop
Indy Bike Hub YMCA

- Fitness center
Indy Bike Hub YMCA

- Fitness center
Indy Bike Hub YMCA

- Fitness center
Indy Bike Hub YMCA

Gathering Space
BGI’s Advocacy Projects

• Sponsor of special events like the NITE Ride, Polar Bear Pedal, Mayor’s Bike Ride, Bike to Work Day
Overview / Summary

Specific things Bicycle Garage Indy has done to promote bicycling in Indianapolis

Things all bicycle retailers can do to promote bicycling in their community
Bicycle Garage Indy as Retailer

- BGI partnered with state bicycle advocacy organization and emailed bike purchasers a free membership.
- BGI encouraged our employees and customers to sign petitions for Share the Road license plates and when available, to purchase Share the Road license plates.
- Every December BGI includes info and call to action for customers to become members of or donate to a variety of bicycle advocacy organizations.
- BGI encourage customers to participate in the Indianapolis 2020 Bicycle Plan and the Indy Greenways Master Plan.
Bicycle Garage Indy as Retailer

- I mention bicycle advocacy efforts as part of my intros to Ladies' Night and other special events we hold.
- BGI has a page on our website about Community Involvement with links to organizations and efforts we sponsor and promote.
- BGI helped recruit volunteers for bicycle counts, providing discount coupons to those who volunteered.
- BGI’s support of large cycling events that appeal to a large cross section of the population and support greater efforts of bicycle organizations are a big part of our advocacy outreach.
On the horizon in 2013:

- BGI reached out to select organizations to give a seminar at Expo (Bicycle Indiana, HMBA, IndyCOG)
- BGI is planning to have a "Bike Month Kickoff" in May where organizations could set up a tent outside on an evening
What All Bicycle Retailers Can Do to Support Bicycle Advocacy

- Thank public officials for positive developments (praise loudly, criticize softly)
- Invite public officials on bike rides - mayor, city-county council, public works officials, planning officials
- Involvement in events that get general population riding – encourage participation of public officials so they can see the amount of interest in bicycling
- Raise awareness of what exists currently and what potential is through regular communications to customers – key to garnering public awareness and support
- Provide incentives for advocacy volunteers, events
- Offer discounts to those working in the trenches of bicycle advocacy
What All Bicycle Retailers Can Do to Support Bicycle Advocacy

- Sponsor bicycle advocacy organizations as a member and sponsor and promote their events
- Get involved with Bike to Work Day and National Bike Challenge
- Take officials on roadtrips to other locations
- Keep tabs on bicycle advocacy developments and how may be able to assist

- Help support and raise awareness of bicycle advocacy efforts of organizations and individuals
- Attend National Bike Summit – find out what others have done and how you can do something similar in your community