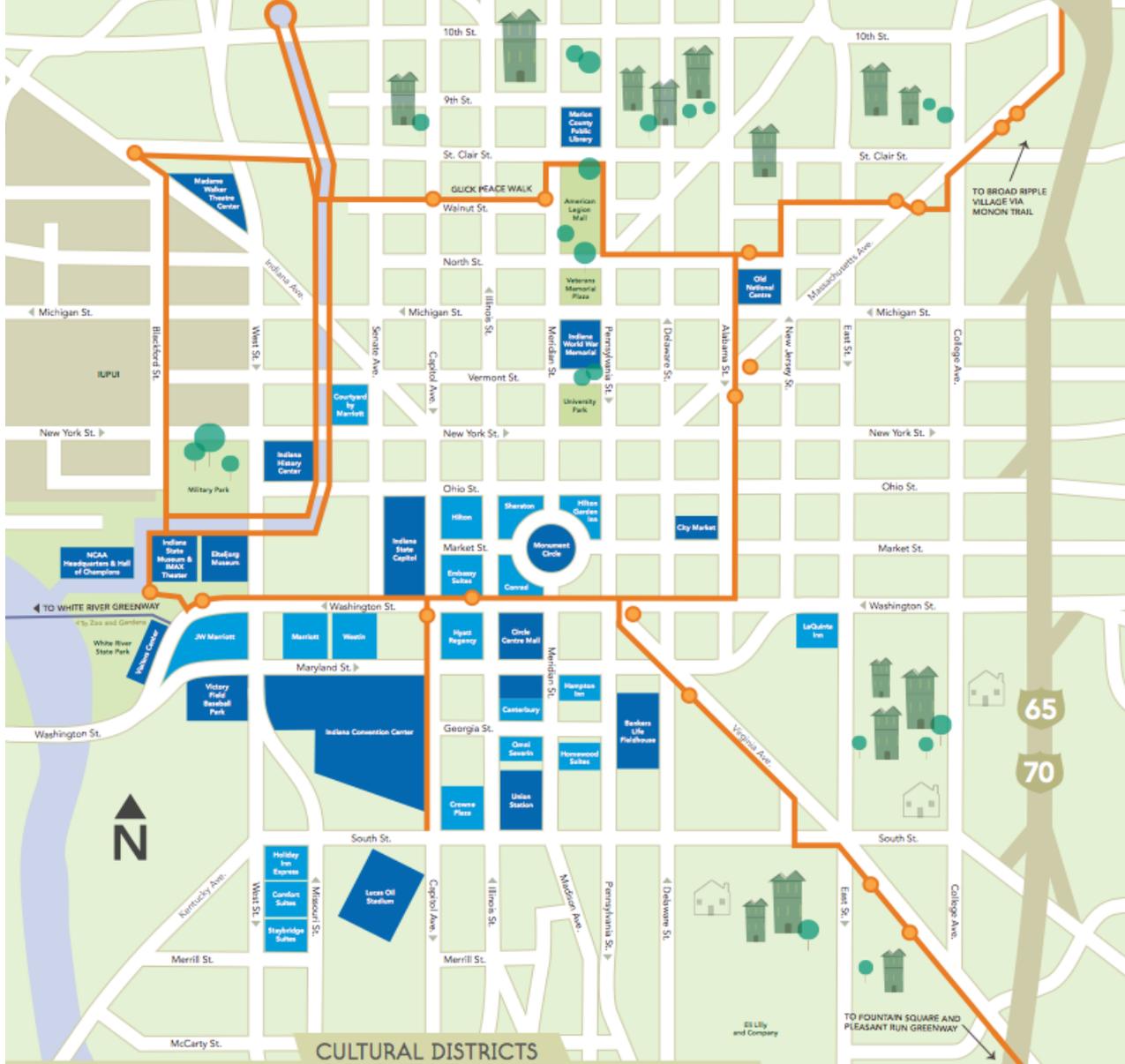


**INDIANAPOLIS** **CULTURAL**  
**TRAIL**™  
 A Legacy of Gene & Marilyn Glick

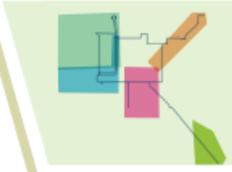


- Key**
- 1. Stormwater Planters
  - 2. Bike racks and trash receptacle made from recycled materials
  - 3. "Ann Dancing" by Julian Opie, public art installation
  - 4. New infrastructure installed
  - 5. Bicyclists on Alabama St. Trail
  - 6. Inspiring new business along the Trail
  - 7. Green roof
  - 8. Community gathering space
  - 9. Separated Trail
  - 10. Beautiful landscaping
  - 11. Nighttime lighting = safety
  - 12. Aerial view of Trail intersection



**CULTURAL DISTRICTS**

**INDIANAPOLIS CULTURAL TRAIL**  
A Legacy of Gene & Marilyn Glick



- INDIANA AVENUE
- WHITE RIVER STATE PARK and THE CANAL
- WHOLESALE DISTRICT
- MASS AVE
- FOUNTAIN SQUARE

● Trail commissioned public art projects

70



## The Trail:

- 8 mile urban bicycle and pedestrian path
- Linear park
- Downtown hub for Central Indiana Greenway system
- Intersects with City bike lanes
- Provides access to every major art, cultural, sporting and entertainment destination in downtown
- Connects 5 downtown cultural districts
- Includes \$2M in public art
- Beautifully maintained
- Cleared of snow and ice



Every downtown IndyGo bus route intersects with the Cultural Trail, allowing bus passengers the option to ride the bus with their bicycle and commute by bicycle or foot once downtown.







SUBWAY

\$5 OFF FOOTLONG

ONLY

Michigan St

M-Z

421

ONE WAY



[PacersBikeshare.org](http://PacersBikeshare.org)  
[IndyCulturalTrail.org](http://IndyCulturalTrail.org)  
Customer Service:  
**317.653.1947**



Indiana Pacers BIKESHARE is a program of Indianapolis Cultural Trail, Inc.

# Indiana Pacers Bikeshare

- Model: Non-Profit
- Equipment Provider: B-Cycle, LLC
- Funding
  - \$1M CMAQ (through City) for equipment
  - Herbert Simon Family Foundation
  - Station & Other Sponsors



# Indiana Pacers Bikeshare

- RFP Issued December 2011
- Contract awarded June 2013
- Public Input: June - August 2013
- Pacers Bikeshare Announcement
  - April 4, 2014
- System Launch - April 22, 2014





# First Month of Operation

Trips: 13,017

Average Trips per Bikes: 52

Annual Members: 775

24 Hour Passes: 4,348

Average Trip Time: 17 minutes

## YTD at 4 Months of Operation:

61,652 Trips/1332 Annual Members/18,630 24 Hour passes

Average Trips Time: 15 Minutes

July 28, 2014: 50,000 Bike Trips



# What Worked Well- Planning

- Public Feedback on Station Locations
- Stakeholder Involvement
- Density, Density, Density



# What Worked Well- Launch

- Stick to Timeline
- Weather and Season Matter
- Bikes & Stations = Best Advertising
- Media, Use Them!



# What Worked Well - Operations

- Watch and See (balancing)
- Stay the Course (pricing)
- Crawl, Walk, Run





Kären Haley  
Executive Director, Indianapolis Cultural Trail, Inc.  
email: [khaley@indyculturaltrail.org](mailto:khaley@indyculturaltrail.org)  
[indyculturaltrail.org](http://indyculturaltrail.org)  
[pacersbikeshare.org](http://pacersbikeshare.org)