

Bikeshare in the Edge City of Tysons, VA

Q: *How can a property solve its parking shortage?*

A: *Offer bikeshare amenities.*

Washington REIT's redevelopment of Silverline Center in Tysons, Virginia (an auto-dominated edge city outside of Washington, DC) brought significantly more people to the building, resulting in a parking crunch. The fix? Encourage more people to arrive by Metrorail transit. The challenge with this was that Silverline Center is slightly farther from the station than many tenants are willing to walk.

The solution, which was affirmed through tenant surveys, was to take advantage of recently installed bike lanes and install a bikeshare station at Silverline Center. In the process of pursuing bikeshare at their property Washington REIT accelerated the arrival of bikeshare in Tysons by 5 years and shortened the time it took for their tenants to connect with the Metrorail station.

20%

of tenants *"Would use Bike Share at least once per month."*

10%

of tenants *"Would use Bike Share once per week."*

66%

According to Virginia Tech survey, 66% of bikeshare users were going to a retail destination benefiting Silverline's restaurant and coffee shop.



Staying competitive in an amenities race that continues to get more aggressive

Results:

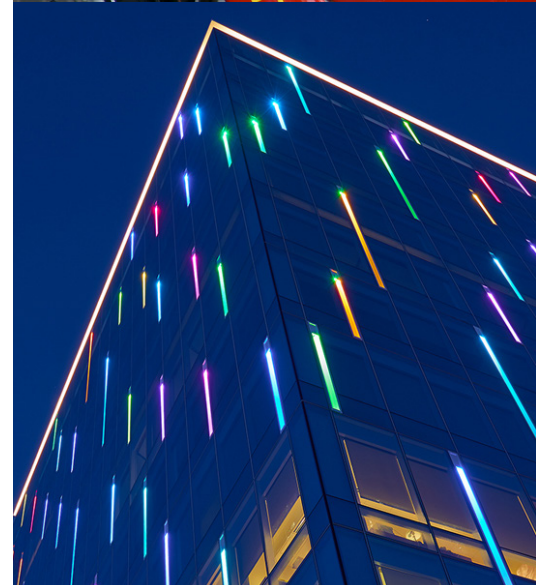
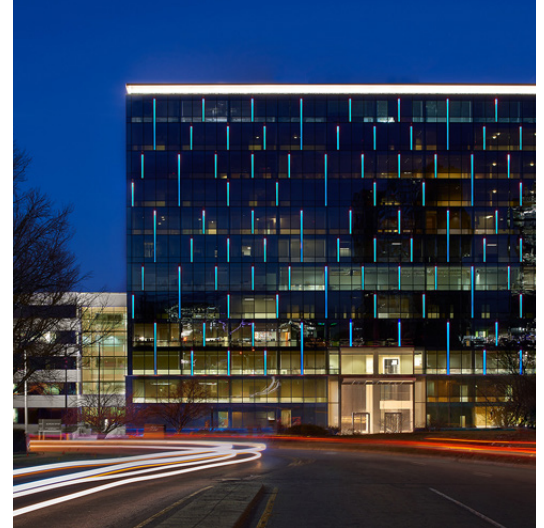
1,377 bikeshare trips in first year + Busiest non-transit bikeshare station in area + More than double any other non-Metro bikeshare station



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