



## PRESS RELEASE

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### **Bicycle and Pedestrian Counts Continue to Climb in Redding as New Accommodations are Added**

SHASTA COUNTY –Bicycle traffic counts in Redding indicate more people are bicycling local streets. New trail and street projects are making it safer and easier for people to reach their destinations by foot and bicycle.

Bicycle traffic counts conducted in September 2012 showed a 16% increase in bicycle riders at key intersections\* compared to 2011. The number of pedestrians counted was down 3% in 2012. Counts were conducted at 24 intersections, with 1,030 bikes and 1,333 pedestrians observed in Redding. This was the fifth consecutive year of the counts.

The 2012 count also included three intersections in the City of Shasta Lake, the first time counts have been conducted outside of Redding. Volunteers observed 38 bicyclists and 83 pedestrians at these locations. These intersections will be counted again in the fall of 2013 to determine if biking and walking also continues to grow in that area of the county.

Bicycle traffic counts were initiated by the Shasta Cascade Bicycle Coalition and Healthy Shasta, and are carried out by volunteers from the bike coalition, local bike clubs such as the Shasta Wheelmen and Redding Mountain Biking, students from Shasta College, and the community.

In 2012, the City of Redding welcomed many bicycle improvements, including Redding's first "sharrow," a shared lane marking on Bechelli near Cypress. "The sharrow indicates to motorists that bicycles may take use of the full lane, as it is too narrow to share," states Nick Webb, chair of the Shasta Cascade Bicycle Coalition. Redding also saw new bike lanes on California Street from Eureka Way to California Street, and new bike lane accommodations at intersections such as Buena Ventura and Placer and 11<sup>th</sup> and Court Streets. New trail and bicycle commuting maps are available at [www.healthyshasta.org](http://www.healthyshasta.org).

Learn more about creating safe and convenient places to bicycle for transportation and recreation through the following resources:

- ♦ Bicycle and Walking Updates e-newsletter, offered by Healthy Shasta and the Shasta Cascade Bicycle Coalition, at [www.healthyshasta.org](http://www.healthyshasta.org) (choose 'join our e-mail list' and select Bicycle and Walking Updates)
- ♦ Shasta Cascade Bicycle Coalition, 945-2176
- ♦ Shasta Living Streets at [www.shastalivingstreets.org](http://www.shastalivingstreets.org)
- ♦ Healthy Shasta at 229-8243 or [www.healthyshasta.org](http://www.healthyshasta.org) (information about bike racks, bike commute maps and tips, Shasta Safe Routes to School, as well as listings of local bicycle clubs and additional information about the count results)

\* The 2011 to 2012 comparisons include data from 23 locations (both am and pm data for 15 locations; 5 with only am data; and 3 with only pm data). The numbers comparing year-over-

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Healthy Children/South  
County HEAC

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Mercy Medical  
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Redding School District

Shasta College

Shasta County Office of  
Education

Shasta County RTA

Shasta Family  
YMCA

Shasta Head Start

Simpson University

The McConnell  
Foundation

Turtle Bay Exploration  
Park

University of California  
Cooperative Extension

Viva Downtown

Whiskeytown National  
Recreation Area



Anderson Partnership for  
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*year counts do not include the 92 bicyclists and 216 pedestrians counted at the south end of the Sundial Bridge during the 2-hour evening time slot, as evening counts were not collected at that location in 2011.*

City of Anderson

# # #

City of Redding

*Healthy Shasta is a partnership committed to making healthy eating and physical activity choices easier where you live, work and play. Visit [www.healthyshasta.org](http://www.healthyshasta.org) for more information.*

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