



PRESS RELEASE

Bicycle Parking to Meet Rising Demand

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SHASTA COUNTY – Bicycle parking is getting easier in Shasta County and the timing couldn't be better. Bicycle traffic counts indicate more people are bicycling local streets and new projects in the area are making it safer and easier for people to reach their destinations by bicycle.

Attractive green racks featuring the image of a bicycle are popping up around Shasta County thanks to a partnership between Viva Downtown, City of Redding, and Healthy Shasta. Viva Downtown initiated the process and designed the racks, which are manufactured locally by Gerlinger Steel and were originally installed near local businesses by the cities of Redding, Anderson and Shasta Lake. Healthy Shasta, City of Redding, California Department of Transportation, and private business owners have purchased racks for installation from Cottonwood to Shasta Lake.

“Improvements to bicycling infrastructure are due to collaborative efforts between multiple agencies and organizations. None have been done alone,” states Zach Bonnin, Transportation Planner at the City of Redding. Recent projects include the Dana to Downtown Bridge bicycle and pedestrian path, bicycle lanes on College View Drive, and expansions of local trail systems. New trail and bicycle commuting maps are available at www.healthyshasta.org.

Bicycle traffic counts conducted in September showed an 80% increase in bicycle riders at key intersections since last year. The counts were initiated by the City of Redding's Bicycle Advisory Committee and Healthy Shasta, and are carried out by volunteers from the NorCal Bicycle Partnership, Shasta College and the community.

Information is available for those interested in creating safe and convenient places to bicycle for transportation and recreation:

- Bicycle and Walking Updates e-newsletter, offered by Healthy Shasta and the NorCal Bicycle Partnership, at www.healthyshasta.org (choose 'join our e-mail list' and select Bicycle and Walking Updates)
- NorCal Bicycle Partnership at norcalbike@gmail.com
- Shasta Living Streets at www.shastalivingstreets.org
- Healthy Shasta at 299-8243 or www.healthyshasta.org (information about bike racks, bike commute maps and tips, as well as listings of local bicycle clubs)

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 for more information.

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