



*Office of Mayor Lawrence J. Morrissey  
LEADING BOLDLY, WORKING TOGETHER*

## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

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### **BIKES FIND A WAY ACROSS TOWN ON NEW ROUTE**

**Rockford – Monday, September 29, 2008** – City and community leaders gathered today to mark the completion of Phase I of the City of Rockford Bike Route Plan with a ribbon cutting on Morsay Drive.

The City’s Bike Route plan is part of a comprehensive Alternative Transportation Plan that was designed in (insert year) as a means to encourage citizens and visitors to choose modes of transportation that would promote less dependence on personal vehicles and more use of bicycles, walking, and public transportation systems. With this goal in mind, the Bike Route plan links recreational paths, Rockford Mass Transit District (RMTD) stops, and business districts through a continued link of marked lanes and shared paths.

“Our system is more than just ‘stripes on the street.’ They are part of a continued effort to create a transportation method that allows us to reduce our carbon footprint, encourage healthier lifestyles, and connect our business districts,” stated Rockford Mayor Larry Morrissey. “We know from our work with Rebecca Ryan a few years ago, as well as ongoing discussions with our young professionals, that developing an environment that encourages ‘live, work, play’ is an essential piece to attracting talent to the Rockford area workforce,” he concluded.

The Mayor’s words were echoed by guest speaker John LaPlant. LaPlant was the lead consultant on the original study and is considered the foremost expert in the United States on alternative transportation routes. “Rockford is off to a great start with the completion of the first phase. An indicator in the need to continue to build a linked alternative transportation system can be found in the RMTD report that states their bike rack usage averages 676 bikes on buses per month,” he pointed out.

Phase I of the system consists of bike lanes, bike routes and marked shared lanes that extend from Rockford College across town to the intersection of Rockton Avenue and Riverside Boulevard. Bike lane striping, symbols and signs were installed on specific arterial streets within the City of Rockford to safely accommodate bicyclists yet at the same time maintain traffic flow and safety for the motoring public. Pavement striping is now complete along with the necessary bike lane pavement symbols.

Bike Lane, bike route or marked shared lane improvements were done on the following arterial streets:

- Turner Steet ( Rockford College to Alpine Road ) in the 10<sup>th</sup> Ward.
- Morsay Drive ( Alpine Road to Fairview Blvd. ) in the 10<sup>th</sup> Ward.
- Fairview Blvd ( Morsay Drive to Guilford Road ) in the 2<sup>nd</sup> and 10<sup>th</sup> Wards.
- Guilford Road ( Fairview Blvd. to Prospect Street ) in the 2<sup>nd</sup> and 3<sup>rd</sup> Wards.
- Prospect Street ( Guilford Road to Arlington Avenue ) in the 3<sup>rd</sup> Ward.
- Arlington Avenue ( Prospect Street to N. 2<sup>nd</sup> Street ) in the 3<sup>rd</sup> Ward.
- Harlem Blvd. ( Auburn Street to Fulton Avenue ) in the 12<sup>th</sup> Ward.
- Fulton Avenue ( Harlem Blvd. to Huffman Blvd. ) in the 12<sup>th</sup> Ward.
- Huffman Blvd. ( Fulton Avenue to Halsted Road ) in the 9<sup>th</sup> and 12<sup>th</sup> Wards.
- Halsted Road ( Huffman Blvd. to Rockton Avenue ) in the 9<sup>th</sup> and 12<sup>th</sup> Wards.
- Rockton Avenue ( Halsted Blvd. to Riverside Blvd. ) in the 9<sup>th</sup> Ward.

Guidelines Pavement Striping, Inc. was the Contractor for this project. Engineering, technical support and signage was supplied by the City of Rockford Engineering Division and City of Rockford Traffic Division.

The spring of 2009 will see continued work on the bike path systems.

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