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FOR IMMEDIATE RELEASE

Students Seek Appealing Streets

Prescott, Arizona – April 19, 2011 – Students in the Prescott College course The Bicycle: Vehicle for Social Change are charging ahead with a comprehensive plan to improve bicycling conditions around the campus. Responding to bicycle and pedestrian crashes and near misses along the streets surrounding the campus, the students are targeting particular street improvements as priorities in their plan. These include a newly designed intersection at Lincoln and Grove Avenues as well as a more visible crossing of West Sheldon on the campus.

The Prescott College Bicycle Solutions Campaign is a focal point of this course which guides students through the bicycle's beneficial role in society. They learn about beautiful street designs that encourage even timid cyclists to try riding with traffic and the health benefits of cycling that adds physical activity to even the busiest schedules. But getting this message across is not easy. The students work on articulating these benefits, that reshaping streets into appealing public spaces will invite people to linger and respect the human dignity of traveling by ones own power.

In March, in collaboration with One Street, three students and the course instructor traveled to Europe to learn the latest in designing bicycle cities from officials in the Netherlands, Spain and from around the world at the Velo-city conference. Combining these findings with the class findings for priority street improvements, the entire class has brought their clear requests to officials at the City of Prescott. One such meeting was kindly salvaged by Mayor Kuykendall after council members Lamerson, Linn and Hanna simply did not show up at the confirmed time.

Fortunately, local residents are much more receptive to making Prescott a bicycle haven. "Prescott drivers are not very used to bicycles because there are not enough bike lanes," said Wyatt Anderson a resident who lives near the college. "The road system in the area only needs to factor in biking as a part of normal life. The campaign plan sounds like a great place to start."

Next up is a presentation of the campaign plan to the mayor as well as college officials. The plan, started by the 2010 Bicycle course students, will include setting the stage for next year's students to build its momentum. Besides street improvements, the plan includes establishing regular safe riding courses and improvements to HUB, the on-campus bicycle workshop. Learn more about the work of these Prescott College Bicycle Ambassadors on their Facebook page.

Prescott College, established in 1966, offers undergraduate, master's and Ph.D. education to more than 1,100 students each year. It generates nearly \$80 million in revenue for Prescott annually and supports more than 760 local jobs. Find out more at www.prescott.edu

One Street is an international bicycle advocacy nonprofit based in Prescott, serving leaders of organizations who are working to increase bicycling. Find out more at www.onestreet.org

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