



NEWS RELEASE

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For immediate release

Danish cycling expert helps launch City of Penticton bike plan

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PENTICTON — The City of Penticton is launching its bike plan consultation this month with help from an internationally renowned expert in cycling and creating bike-friendly cities.

Andreas Rohl, the manager of the City of Copenhagen's bicycle program called the "Cykelsekretariat," will join the City of Penticton on May 31 for a day of activities designed to foster dialogue and discussion about what the cycling community would like to see as part of the Penticton bike plan.

"Having Andreas come and speak to local residents is a major coup for the City of Penticton," said Ian Chapman, City Engineer. "We believe his expertise will be invaluable in forming a long-term plan that will nurture the existing demand for cycling amenities and foster alternative transportation choices for years to come."

In 2011, Council authorized staff to proceed with an extensive public and stakeholder consultation process to finalize and implement an updated cycling plan. Directed by the Transportation Advisory Committee, the process has been undertaken by City staff and Urban Systems, a leading edge consultancy firm that has worked with municipalities like Vancouver to plan cycling infrastructure.

The launch of the public consultation process for Penticton's bike plan is scheduled to take place during Bike to Work Week, May 28 to June 1. Sneak peek previews will be available during all the Morning Celebration Station events held Monday through Wednesday, with the launch scheduled on Thursday, May 31.

Also that day, Andreas will join City of Penticton staff during a workshop with invited stakeholders like the Penticton Area Cycling Association, and in the evening, he will give a free presentation to the community at the South Okanagan Events Centre from 5:30 p.m., followed by a question and answer period. Everyone is invited.

Consultation will be ongoing through to July, and the draft will be revised based on that feedback. By August, the finalized draft of the plan will be brought back to Council for approval. Residents and stakeholders are invited to give input throughout the process, which they can send to bikeplan@penticton.ca.

For information about the bike plan, visit www.penticton.ca/bikeplan. Check back to the site regularly for updates and online surveys. For information about Bike to Work Week, visit www.biketowork.ca/penticton.

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Andreas Rohl bio

Andreas Rohl manages the City of Copenhagen's Bicycle Program ("Cykelsekretariat") and has recently joined Urban Systems' Metro Vancouver office to participate in a range of active transportation projects throughout Western Canada, including the development of an active transportation master plan for the City of Vancouver.

While working with the City of Copenhagen, Andreas has been focusing on bicycle policies and strategies to improve conditions for cycling; communication and marketing of cycling issues within Copenhagen and abroad; and working collaboratively with the other city departments, the bicycle industry, NGOs and other public institutions (education, health, tourist, etc.) to promote cycling.

Andreas recently led the completion of the City of Copenhagen's Cycling Strategy as well as the "Design Guideline to Great Cycle Roads," which provides direction on how to design cycle tracks, bicycle lanes, bicycle routes, crossings and other features in the Copenhagen context.

In addition to his in-depth knowledge of cycling infrastructure, Andreas also has extensive experience with cycling education and promotion campaigns and has spoken at many international cycling conferences.

*Biography courtesy the Fresh Outlook Foundation,
www.freshoutlookfoundation.org*