



**FOR IMMEDIATE RELEASE**

December 5, 2011

**Contact:** Courtney Bennett                      Aaron Traywick  
ValloCycle PR                                      ValloCycle Projects Coordinator  
256.225.6653                                      334.318.6151

**MONTEVALLO IMPLEMENTS STATE'S FIRST CITY-WIDE  
"SHARE THE LANE" CAMPAIGN**

**MONTEVALLO, AL** — In an ongoing effort to promote low-cost, healthy transportation, the ValloCycle Program has partnered with the City of Montevallo Public Works Department to begin a series of infrastructure enhancements that will designate all local city streets as "sharrows" lanes. This will result in the first city-wide "Share the Lane" initiative for any city in the state of Alabama.

"Sharrows" signage is a unique form of bicycling infrastructure recently utilized in the City of Birmingham, which promotes both safety and awareness about alternative transportation on our roads. Unlike bicycle lanes, where bicyclists are allowed to use only an allotted portion of the roadway, "sharrows" lanes are regular lanes of traffic where bicyclists are encouraged to assert their legal right to ride in the flow of traffic, for the enhanced safety of all vehicles sharing the road. Since "sharrows" lanes can be utilized on roads of any width, they are not restricted for use in the same manner that bicycle lanes are.

One of the primary reasons for bicyclist fatalities is that many motorists instantly occupy the oncoming lane to pass slower bicycle traffic. When bicyclists share the full width of the lane with motor vehicles, they can yield to the right-hand side of the road and signal for the vehicle to pass when they see that it is safe to do so. In addition, bicyclists that ride with traffic are much more likely to follow the traffic laws subjected to all legal vehicles.

Over 30 signs have been placed in strategic locations in downtown Montevallo, with special preference made to highlight high-traffic locations such as the University of Montevallo, Montevallo public schools, small residential communities and roads with low-visibility elevation and curves.

By partnering with the ValloCycle program to invest in safe, effective infrastructure for bicyclists, the City of Montevallo hopes to serve as a model for responsible and innovative bicycling advocacy.