



An eco-friendly place to live, work and play.  
Designed for people, animals and the earth.

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## Bicycle City to Present at Ecocity World Summit 2008

Offers Eco-friendly Lifestyle, Free of Motorized Vehicles

SAN FRANCISCO, CA - April 21, 2008 – Imagine living, working and playing in a place that is designed for people, animals and the earth. Visualize a place free of parking lots, strip malls, cookie-cutter homes, traffic jams – a place with less stress. Envision a place with the diversity of people and ideas common in cities, combined with the best of small towns. Does it feel like your community is designed more for cars than for you, your family or your pets? You aren't alone. A March 2008 Poll commissioned by Bicycle City LLC and conducted by Harris Interactive® revealed that 65% of American adults were at least somewhat interested, and one in six were extremely or very interested, in living in Bicycle City.

This week, Bicycle City will sponsor, exhibit and present at the eighth annual Ecocity World Summit in San Francisco, CA. The conference attracts an international community of inspired change-makers; courageous individuals who are addressing problems of the world's environment with thoughtful long-range solutions that are truly sustainable, ecologically healthy and socially just. (See [www.ecocityworldsummit.org](http://www.ecocityworldsummit.org).) Bicycle City will present a workshop at the University of California at Berkeley – Extension.

Bicycle City LLC is in the development stages of creating an environmentally-friendly, car free, mixed-use community in the United States. Its eco-friendly design fosters a lifestyle that is active, healthy, sustainable and animal-friendly. What is unique about Bicycle City when green is everywhere in the news? While there are important endeavors addressing distinct solutions to today's climate change problems (solar power, recycling, organics, etc.), Bicycle City seeks to integrate them into an everyday way of life.

Designs for the first Bicycle City community include a compact commercial and residential core with a goal to become a world-renowned eco-tourism destination. Bicycle City plans include energy-efficient single-family homes and townhouses with access to sustainable energy sources to the greatest degree possible. Living space will also be located above retail/office space in the center of the community. Residents owning cars will park conveniently on the perimeter of the community. Roughly half of the land will be left undeveloped for organic farming and recreational opportunities for residents and visitors.

"We want Bicycle City to serve as a model for future development," said Ruth Dilts, Communications Director of Bicycle City LLC. "Bicycle City is a community for people who want something new, who want a cleaner, healthier and more active lifestyle for themselves and their families. By adopting green building



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strategies and vastly decreasing daily use of automobiles, we can make a difference in energy consumption, and so in the health of the planet.” The group wants to work closely with nearby communities and be sensitive to their unique needs and goals.

The idea is gaining interest. “BicycleCity.com is on pace for more than 50,000 visitors this month and we expect that number to double soon. Google alone has shown Bicycle City on search results and ads 10 million times” according to Joe Mellett, a co-founder of Bicycle City. Debi K., a Bicycle City website visitor submitted this feedback: “Even though I drive a hybrid, I would LOVE to be able to go weeks without having to get into my car.”

### **Bicycle City - Background**

Bicycle City was conceived in the early 1990s from conversations between entrepreneurs Joe Mellett and Ward Allebach and others. The early concept was influenced by Paolo Soleri’s eco-friendly Arcosanti, John Naisbitt’s ‘high-tech, high-touch’ concept from his book *Megatrends* and from an article by Scott Martin in *Bicycle Magazine* about a futuristic human-powered transportation system. Funding for the project became available when one of the team’s partners sold the .com directory business he co-founded to Monster Worldwide in 2006. Bicycle City LLC was formed to create Bicycle City communities throughout the U.S. and internationally.

### **Survey methodology**

This survey was conducted online within the United States by Harris Interactive on behalf of Bicycle City LLC between March 11 – March 13, 2008 among 2,920 U.S. adults. Results were weighted as needed for age, sex, race/ethnicity, education, region and household income. Propensity score weighting was also used to adjust for respondents’ propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

### **About Bicycle City LLC**

Bicycle City LLC was founded in 2006 and has offices in Cincinnati, OH, in Pittsburgh and Lancaster, PA and in Edisto Island, SC. Bicycle City LLC’s mission is to design and build extraordinary eco-friendly, active and healthy communities to live, work and play which will affect a profoundly positive impact on people, animals and the earth. For more information, visit [BicycleCity.com](http://BicycleCity.com).

### **About Harris Interactive**

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