FOR IMMEDIATE RELEASE: CONTACT:

September 1, 2021 Cynthia Espinosa, City of Holyoke

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OFFICE OF PLANNING AND ECONOMIC DEVELOPMENT TO HOST VALLEYBIKE SHARE RIBBON CUTTING EVENT

The Office of Planning and Economic Development (OPED) invites the public to join the ValleyBike Share Ribbon Cutting Event on Friday, September 17 starting at 10am at one of three new ValleyBike stations in the City of Holyoke, *El Corazón* Station located at 282 Main Street.

 ValleyBike Share is the first bike share program in the Pioneer Valley and the first program in New England, with stations in the communities of Amherst, Chicopee, Easthampton, Holyoke, Northampton, South Hadley, Springfield and West Springfield, along with the University of Massachusetts and in partnership with Pioneer Valley Planning Commission. Currently the City of Holyoke is home of twelve (12) ValleyBike stations in the following locations:

* Depot Square Station at the intersection of Dwight & Main Streets
* Downtown Station at Veterans Park
* \*El Corazón Station, located at 282 Main Street
* \*Ely Park Station at Ely Court on Lyman Street
* Holyoke Community College Station near Donahue Building on Campus Road
* Holyoke Medical Center Station on Essex Street, near the Holyoke Public Library
* Mackenzie Field Station on Resnic Boulevard
* \*Peasants Park Station at the intersection of Beech and Appleton Streets
* Pleasant Station at the intersections of Dwight, Appleton and Pleasant Streets
* South Holyoke Station near Keyfoods Supermarket on Cabot Street
* Springdale Park Station located at Springdale Park
* The Pedlar/Crosier Field Station located at the intersection of Northampton and Beech Streets

*\*New stations*

"I first want to thank Cynthia Espinosa from my office for her work on this project. Valley Bike is one way the City is offering low cost transportation options to people for work or play. Affordable and environmentally friendly Valley Bike has connected residents throughout the city. I want to thank the City Council, our City Engineer and all the staff that supports this program. It is amazing to see people of all ages riding these bikes through the city."- Aaron Vega, Director, Office of Planning and Economic Development

As of July 31, 2021, ValleyBike Share has had 468 self-identified Holyoke users, 3,029 bikes originated from our stations and 3,027 bikes made Holyoke a destination. OPED is currently trying to engage users of ValleyBike to submit a [membership survey](https://www.holyoke.org/holyoke-valleybike-share/) in which survey responders will be entered to win a free annual membership. The information gathered is helping OPED, the City of Holyoke and the ValleyBike Share regional network to improve and meet the needs of the riders.

ValleyBike Shareis funded by MassDOT/Federal Congestion Mitigation and Air Quality (CMAQ) grant, MassDOT Shared Winter Streets and Spaces Grant awarded to the City of Holyoke for installation costs, Bewegen investments, user fees, and its sponsors.

For more information about the ribbon cutting event or to ask questions, please contact Cynthia Espinosa, Senior Project Manager, OPED at espinosac@holyoke.org or 413-322-5655