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YOUNG LEADERSHIP COUNCIL'S "WHERE YA' RACK?" PROGRAM TO INSTALL BIKE RACKS AT CITY HALL

More Than 100 Racks Installed Across the City

The Young Leadership Council's "Where Ya' Rack?" program is proud to announce it will install four of its signature bike racks in front of City Hall on Friday, December 16. Landrieu Administration officials, including Deputy Mayor Cedric Grant, Health Commissioner Dr. Karen DeSalvo and Councilmember Kristin Gisleson Palmer will join the YLC for a brief press conference and installation ceremony at 11:00 a.m.

The racks installed in front of City Hall were funded by donations from the YLC's 2010 Board of Directors and 2011 Board of Directors, as well as by Councilmember Kristin Gisleson Palmer's office through its Harrah's New Orleans Casino grant fund. One rack was sponsored by the Urban Conservancy.

The "Where Ya' Rack?" program was created by YLC member-volunteers committed to promoting bicycling as an alternative to motorized transportation for errands, as well as for recreation. The program works to provide unique, secure bicycle racks throughout the community. Racks are sponsored by citizens, civic groups and businesses, and installed by YLC member-volunteers.

"The Young Leadership Council has a rich tradition of taking on projects that really enhance the quality of life for our citizens," said Mayor Mitch Landrieu. "We are proud to support their latest project to put bike racks around town in an effort to encourage more bicycling."

District C Councilmember Kristin Gisleson Palmer said, "As our City becomes more bicycle friendly, 'Where Ya' Rack?' is vital to increasing ridership and allowing bicyclists a method of securing their bikes safely and appropriately. This program contributes to an overall transportation strategy that reduces carbon emissions and encourages alternative modes of transportation, such as cycling. It will also provide relief to property owners who find bicycles attached to their fences and balcony poles."

The "Where Ya' Rack?" bike racks are hitch-post style racks with a laser-cut fleur de lis and bike lock welded into the center. Each rack allows for a sponsor plaque. Two bikes can be safely locked to each rack. Racks are slated to be installed in clusters at various locations around the city, and some are already in place.

In total, the YLC's "Where Ya' Rack?" team will have 110 bike racks installed by end of this year, with a goal of 150 more in place in 2012.

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