



CITY OF DEARBORN

Home Town of Henry Ford

MAYOR JOHN B. "JACK" O'REILLY, JR.

July 2014

Dear Business Owner,

The City of Dearborn has a long history of being the center of transportation. Transportation has helped develop our city into a great place to live, work and play. The City of Dearborn is now embarking on the promotion of Non-Motorized transportation that will improve our city and make us more attractive to young people looking for an exciting and progressive place to live.

The city is currently developing a network of bike routes and a bike sharing program. The first phase of this project is a bike route that traverses the northwest quadrant of the city beginning at Ford Field. This route will be neighborhood focused and supported by technology to inform riders of historical sites, attractions, and other areas of interest in this part of the city. Eventually, this network will cover the entire city.

A bike sharing program will be anchored at the new John D. Dingell Intermodal Passenger Train Station. Once visitors, commuters, and students arrive in Dearborn, they will be able to rent a bike and reach key destinations in Dearborn including the University of Michigan- Dearborn, Ford Motor Company's facilities, health care facilities such as Oakwood Hospital and Henry Ford Hospital, and downtown Dearborn- east and west.

This entire effort is being driven by a team of Dearborn residents who care deeply about our city and its continued vitality. The team is constantly looking to advance biking in Dearborn by collaborating with local businesses that also are looking to make Dearborn a better place to live, work, and play.

I hope you take the time to have a conversation with the team and ask questions, seek more information, and push the team and the city to make this effort successful. If you are supportive of this endeavor or if you have questions, please feel free to contact me in the Mayor's Office or simply make a commitment to make your business bike friendly. The team would like to include your business on a map that designates you as bike friendly and a supporter of bicycling.

Thank you for your time and consideration.

Sincerely,

David J. Norwood

Sustainability Coordinator