



**MEDINA - PENINSULA - ROCKY RIVER**

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[www.centurycycles.com](http://www.centurycycles.com)

December 10, 2009

John Hosek  
Northeast Ohio Areawide Coordinating Agency  
1299 Superior Avenue  
Cleveland OH 44114

Dear Mr. Hosek,

I am writing to convey my support for providing a cycling and pedestrian lane on the proposed I-90/71 bridge.

I am the owner of Century Cycles, a northeast Ohio bike store chain with stores in Medina, Peninsula, and Rocky River. Each year, we help thousands of northeast Ohioans enjoy bicycling for fun, for exercise, and for transportation – a commitment that has been recognized nationally by the bicycling industry. Century Cycles has been named a Top 100 Bicycle Retailer for eight consecutive years and we were awarded Consumer's Choice Bicycle Shop by the League of American Bicyclists, one of only eight stores in the United States so designated by League members last year.

Personally, I am an avid cyclist who bicycles thousands of miles per year throughout northeast Ohio, many of them commuting to my store in Rocky River from my home in Medina County. I am also one of the founders, organizers, and sponsors of Bay Bike To School Challenge in Bay Village, Ohio, where I have witnessed firsthand how our area's youths – as well as their families, school administrators, and community – have been transformed by the experience of bicycling to school and work.

I disagree with the decision of the Ohio Department of Transportation not to incorporate a bicycle and pedestrian lane into their plans for the new bridge. As ODOT proceeds through design and contracting, there are still chances to fix this. A bike and pedestrian lane can be a dramatic, beautiful, healthy and practical connection to downtown Cleveland and a wonderful asset for residents and visitors to Cleveland and northeast Ohio.

My stores are experiencing record sales, even during an economic downturn, due in large part to surging interest in bicycling by northeast Ohioans – many of whom are interested in bikes as year-round transportation. ODOT's old mindset of focusing on cars and not people (and the new ways they want to travel) is costing Ohio money and opportunity – and could potentially cause the area to lose residents to more progressive communities and harm businesses like mine.

The new bridge should be available for ALL residents, not just those in cars. This is a tremendous opportunity for Cleveland and Ohio to take the right step in a direction its residents are already heading.

Please provide a copy of my written comments to all NOACA Board members at the December 11<sup>th</sup> meeting.

Sincerely,

Scott Cowan  
Owner, Century Cycles  
19955 Detroit Road  
Rocky River OH 44116

cc: Craig Hebebrand, ODOT District 12  
Jim Sheehan, Ohio City Bicycle Co-Op