



P.O. Box 625
West Windsor, NJ 08550

wwbikeped@gmail.com
www.wwbpa.org

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December 2, 2009

To: Township Council Members, Mayor Shing-Fu Hsueh, Patricia Ward, Robert Hary
cc: WWBPA Trustees

The WWBPA strongly urges the Township to apply for Bicycle-Friendly status through the League of American Bicyclists (LAB). Currently there are no communities in New Jersey that have been designated as bicycle-friendly. West Windsor is an excellent candidate and could be the first. Every community that applies, awarded or not, receives feedback on how to improve the community for cycling. Bicycle Friendly Community (BFC) staff will continue to work with awardees and those communities that do not yet meet the criteria to encourage continual improvements.

Bicycle-friendly status from the League of American Bicyclists will help West Windsor reach its Master Plan goal of achieving a viable alternative to driving and will complement West Windsor's Tree City designation by the Arbor Day Foundation.

According to the LAB, BFC welcomes cyclists by providing safe accommodation for cycling and encouraging people to bike for transportation and recreation.

Why is it important for communities to strive to be bicycle-friendly?

- Bicyclists are an indicator of a healthy, vibrant community. Bicycle-friendly towns, like those with good schools and enjoyable downtowns, are communities that offer improved quality of life for families, which can lead to higher property values, business growth and increased tourism.

How do residents benefit from living in a bicycle-friendly community?

- Bicycling is one of the best exercises for the cardiovascular system and is very effective at reducing weight and keeping it off.
- Bicycling gets people where they need to go, without burning fossil fuels, emitting pollutants, or increasing traffic congestion. It is the ultimate form of clean and efficient transportation.

The deadline for applications is February 19, 2010. The application must be completed online by a township official. The WWBPA would be happy to help complete the application. To read more, please go to www.bikeleague.org and click on Community at the bottom at the page.

Please help us make this a reality.

Sincerely,

Sandy Shapiro
Trustee