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September 16, 2013

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To: New Jersey Governor Chris Christie  
New Jersey Department of Transportation Commissioner James  
Simpson

Re: Rebuilding the Shore's Economy via Complete Streets for SR35

In rebuilding New Jersey's shore communities and tourism industry, New Jersey is missing an important opportunity - the current \$265 million plan to rebuild State Route 35 doesn't include bicycling facilities.

Safe bikeways improve the quality of the shore as well as generate business. We don't want to lose visitors to places like North Carolina's Outer Banks, where a 2004 study of bicycling facilities estimated that the "annual economic impact is \$60 million, with 1,400 jobs created/supported per year."<sup>1</sup>

"Live Slow at the Shore" - to create the best visitor experience and the most economic activity, the vision should be to encourage visitors to arrive and depart by car or New Jersey Transit, but savor their Shore time by biking and walking to beaches, boardwalks and restaurants.

SR35 is key to that vision, as the primary and sometimes only road along the shore. If SR35 is made safe and comfortable for families on bikes, everyone in New Jersey wins. Trading some lane width and a few car parking spots to create bikeways and bike parking is a great investment in our state, just as it was for North Carolina.

Respectfully submitted,

Jerry Foster  
President

cc: Janna Chernetz, Tri-State Transportation Campaign

<sup>1</sup> The Economic Impact of Investments in Bicycle Facilities: A Case Study of the Northern Outer Banks, N.C. Department of Transportation Division of Bicycle and Pedestrian Transportation, July 2004:  
[http://ncdot.gov/bikeped/download/bikeped\\_research\\_EIAfulltechreport.pdf](http://ncdot.gov/bikeped/download/bikeped_research_EIAfulltechreport.pdf)