2007 Annual Report

2007 Financial Summary
In addition to individual membership dues and contributions, the WWBPA received grants from The McGraw-Hill Companies for safety equipment and bicycle racks, as well as a $1,000,000 Transportation Planning Leadership Award from the McGraw-Hill CEO MVP Award for “his passion and commitment to addressing community needs through volunteerism.” Congratulations Chris! The West Windsor BikeFest, the Greater Mercer Transportation Management Association, and several area bicycle shops helped fund prize giving for our biannual bicycle and pedestrian map.

Most expenses were for printing maps (free to members) and for purchasing safety equipment. The WWBPA donated maps, helmets, lights, and reflective ankle bands during our outreach program.

Income 2007 $14,173

Expenses 2007 $10,671

Parks $4870
Safety Equipment $2500
Printing/Publications/Postage $2159
Marketing $902
Event/Public Service $458
Education/Outreach $424
Awards $336
Advocacy $134

President’s Message
The West Windsor Bicycle and Pedestrian Alliance (WWBPA) is really hitting its stride! In 2007, our second year, we brought about concrete improvements and positive changes throughout the township. We have grown up as an organization, not only by the 140% increase in our membership in this past year, but also in how we carry out our mission of promoting safe bicycling and walking.

By every measure, we are learning how to be an effective advocacy group. The WWBPA and its efforts were the subject of several articles in local papers in 2007, and numerous published letters to the editor. We appeared often in front of township council, communicated frequently with township officials regarding bicycle/pedestrian issues, and worked closely with the county on numerous bike/ped projects. One of our strengths has been to bring together local residents, elected officials, and government staff to find solutions to what was thought to be intractable bicycle and pedestrian problems. We have found that our ongoing series of “West Windsor Walks” have been the best way for us to bring together critical mass to address specific problem areas in town. You will read details about our accomplishments this year in the following pages of this report.

We have made great strides in educating residents about safe bicycling and pedestrian routes and mobility. Our proudest accomplishment in this regard is the development of the first bicycle/pedestrian map of West Windsor. We also promoted bicycle and pedestrian safety through outreach in the community.

We have accomplished all this through the hard work of many individuals. We’d like to thank our dynamic board of trustees, our advisory board, our student advisors, and a lot of volunteers who have helped us with our many events, as well as the cooperation of officials who responded to the concerns of our community. Last but not least, we would like to thank you, our members, for without you we would not have an organization. Together we are taking important steps in making our community more livable.

~Ken Carlson

Annual Meeting
Thursday, February 21, 2008, 7:30 PM
West Windsor Senior Center, Cranbury and North Post Roads

Accomplishments in 2007
• Created bilingual bicycle and pedestrian map of West Windsor.
• Continued to support actions to improve design of Alexander Road S-curve (in the vicinity of the D&R Canal), to improve road surface and visibility, and to add a sidewalk and bike lanes on the roadway. Outcome: worked closely with township engineer to recommend roadway design with both a sidewalk and bike lanes. Recommendations endorsed by township council, construction to begin in early 2008.
• Recommended installation of crosswalk with pedestrian signage on Cranbury Road at Northchester Drive, in response to bicycle accident in which a 12-year-old boy was hit by a car in this neighborhood. Outcome: worked closely with township officials to recommend roadway design with both a sidewalk and bike lanes. Recommendations endorsed by township council, construction to begin in early 2008.
• Recommended pedestrian safety improvements to Wallace-Cranbury Road and Route 571 intersection following fall “West Windsor Walks” event. Outcome: the NJ Department of Transportation committed to make improvements to intersection, including painting crosswalks, adding signage, and installing pedestrian-activated signals.
• Recommended specific bicycle and pedestrian projects be included in 2008 Township Capital Improvement Budget.
• Worked with township to improve safety of street crossings for Trolley Line Trail along PSE&G right-of-way.
• Sought funding for additional recreational trails. Outcome: DVRPC, Friends of West Windsor Open Space, and WW Township secured $17,000 grant from NJ Department of Environmental Protection for new trail network in Zaitz Park.
• Recommended pedestrian and bicycle improvements to Cranbury and Cranbury Road in vicinity of Grovers Mill Pond following spring “West Windsor Walks.” Outcome: Mercer County re-striped crosswalks at Van Nest Park, Steele Drive, Bolmar and Yeger Roads; considering our other recommendations for improving bicycle and pedestrian safety in this neighborhood.
• Presented need to increase number of bicycle racks at train station to West Windsor Parking Authority.
• Coordinated trail building on Millstone Trail and Stonestown. Held multiple trail-building events with the help of volunteers, including a Girl Scout troop and members of WW-P High School North X-Country running team.
• Participated in Delaware Valley Regional Planning Commission (DVRPC) study to examine traffic problems on Cranbury Road. Outcome: DVRPC published report, “Taming Traffic: Cranbury Road,” available by link from our Web site or at http://www.dvrpc.org/asp/pubs/reports/07054.pdf. The WWBPA helped arrange to have DVRPC present findings at Township Council meeting, February 11th, 7:30 PM. All are welcome.

Monthly Meetings
Second Thursday of every month at 7:30 PM
Room A, West Windsor Municipal Building
North Post and Cranbury Roads

Annual Meeting
Thursday, February 21st at 7:30 PM
(Note: different location and 3rd Thursday)
Members of the WWBPA who are in attendance will vote for Trustees. Members interested in serving as trustees should submit resumes to wwbikeped@gmail.com by February 1st. Members are encouraged to attend and, as always, all meetings are open to the general public.

Board of Trustees
Ken Carlson, President
Chris Schenker, First Vice President
Susan Conlon, Second Vice President
Sandy Shapero, Treasurer
Newell Benedict
Bruce Elsworth
Daryn McMillan
Alison Miller
Michael Ogg

Student Advisors
Mira Brade
Kim Mawrana
Ryan Sleeper
Annamara Strange
Nick Wusenich

PO Box 625
West Windsor, NJ 08560
Web site: http://www.princetononline.org/wwbpa
E-mail: mailto:wwbikeped@gmail.com
Blog: http://wwbpa.blogspot.com
Google Group: http://groups.google.com/group/wwbpa

Advisory Board
Gianfranco Ciaflecchia
Web Consultant
David Gerstenhaber, Chairman
West Windsor BikeFest
Alan Menshak, Chairman
NJ Trails Association
Barry Keppard
Transportation Planner
Joseph M. Pica, Jr., Chief of Police
West Windsor Township
Robert Kenny, Esq., Counselor

Thanks to GE Healthcare for printing this report.
Education
We dedicated a lot of time and resources to education in 2007. By creating a bilingual bicycle and pedestrian map of West Windsor (free to members), we now have the ability to share safe routes and valuable information about how to walk and ride safely and legally. The map, available in hard copy and interactively from a link on our Web site, was a focal point throughout the summer at our table at the West Windsor Community Farmers Market and Hightstown Hometown Harvest Fair, where we shared our mission and vision while listening to the community.

We heard a need for education and awareness. In response, we conducted several bicycle education and awareness sessions for the Hispanic community in Hightstown. Focusing on the importance of abiding by NJ traffic laws, wearing helmets and understanding the “Rules of the Road,” we reached more than 100 people and donated dozens of maps, helmets, lights and reflective ankle bands.

Finally, we rounded out the year with our second annual “Walk to Hawk.” More than 100 students and parents joined in the Safe Routes to School event - a walk from the Municipal Center to Maurice Hawk Elementary School. Both students and parents gained hands-on knowledge about pedestrian safety and provided much needed feedback in the survey we distributed.

We look forward to many similar successes in 2008!

Community Events
National Bike to Work Week
Food for thought: for every gallon of gasoline that is consumed, approximately 24 pounds of global warming pollutants are released into the air. In May we supported National Bike to Work Week and shared information about the experiences of cyclists commuting that week. By biking 363 miles and not driving, we released approximately 430 fewer pounds of global warming pollutants into the air (assuming gas mileage of 20 mpg).

Pedals for Progress Bike Drive
At our third annual Pedals for Progress Bike Drive in June we collected 73 bicycles and more than $800 in donations. Pedals for Progress and its partner agencies distribute the bikes collected at its drives at low cost to poor working adults throughout the world. These bicycles provide reliable transportation for the recipients, who use them for commuting to school and work, taking produce to market, or accessing health care and other services.

Community Bike Ride
In September we organized a community bike ride from Community Park to Emack and Bolio's ice cream shop in the Southfield Shopping Center. About fifty cyclists, including many children, participated in a fun family event that combined biking on the new Trolley Line Trail with eating ice cream for a good cause.

Community Service Opportunities
First Annual WWBPA Scholarship
The WWBPA awarded its first student scholarship in 2007 in the amount of $100 to Michael Perl, who graduated from West Windsor-Plainsboro High School South.

Changes to Our Board
We would like to thank Meg Chicco, WWBPA founding member, officer and trustee, for two years of exemplary service. Meg resigned her position on the board due to commitments to other community organizations. We will continue to enjoy Meg’s participation as a member of the WWBPA.

Thanks, too, to Bruce Ellsworth, also a founding member and trustee, for his active participation and grant-writing skills. Bruce will be leaving the board in February, opening up a position on our board.

Welcome aboard to our newest trustee, Michael Ogg, who was appointed to the board in December 2007. Michael is looking forward to working as a trustee of the WWBPA to help improve crosswalks and accessibility for wheelchair users throughout the township.

We welcome the addition of West Windsor Police Chief Joe Pica to our advisory board.

We also would like to thank our student advisors. We have had a few changes here, too: Lauren Mandel left the board midway when she had the opportunity to attend school outside of the area, and Nick Wuensch, who had been an active WWBPA volunteer, came on board. Ryan Sleeper, a junior at WW-PHS North and an active trail volunteer, was appointed to the board in January 2008. Mira Bhatia and Annemarie Strange will graduate from high school in June and will complete their appointments early in 2008. Nick, Kim Meersma and Ryan will continue with us throughout 2008.
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