



## 2009 Annual Report

*Our mission is to promote bicycling and walking in West Windsor Township and neighboring communities, emphasizing access, education, mobility, and safety.*

### President's Message

We ring in the New Year well positioned to meet our goal: a bicycle and pedestrian friendly community. Like many of you, we faced countless challenges due to the current economic environment, but emerged stronger, more focused and determined to achieve our goals. As a result, many of our early investments are now coming to fruition. Your support is critical to keep the momentum.

Our enthusiastic officers and trustees continue to give generously of their time. Read on to learn about some of our successes in 2009.

The community joined us. Together, we worked on trails,

commuted nearly 2500 miles during National Bike Month, and showed on our community bike ride that is it possible to pedal from Community Park to Grover Middle School. Neighbors in Hightstown and Plainsboro helped assess walkability in their communities. We helped train numerous people to become bicycle safety instructors. More than 50 new members joined, we made countless new friends, and advocacy groups looked to us for guidance.



Together, the Township and County installed a much needed mid-block crossing at Avalon Watch. The Township added numerous bike lanes. Most importantly, they both continue to listen to our recommendations, and more critical improvements are coming.

Looking forward to 2010 and beyond, our focus will be on promoting bicycle safety education to children and adults, partnering with schools to promote safe routes to school, highlighting existing bicycle and pedestrian routes, and advocating for connections to fill in missing links.

Some projects are longer term. We heard the need for safe connections to Plainsboro and want to start the conversation. We are determined to improve our main street (Route 571/Princeton-Hightstown Road between Cranbury/Wallace and Clarksville Roads) for bicyclists and pedestrians. This concern was confirmed when a pedestrian was struck at the corner with Wallace Road. These improvements take time, determination, and support from the community. Learn more at [www.wwbpa.org](http://www.wwbpa.org).

We will succeed only if we all do our part. Please bring your friends and neighbors to our annual meeting on February 25 and be inspired by our guest speaker, Andy Clarke, executive director of the League of American Bicyclists. Share your ideas about how best to make our common goals a reality, while helping to promote involvement from local schools and businesses.

Please give a few hours of your time this year. Together we will make a difference, achieve these objectives, and get one step closer to our goal.

~ Chris Scherer

### WWBPA Annual Meeting Thursday, February 25, 2010 at 7:30 PM West Windsor Municipal Building

The WWBPA is delighted to welcome Andy Clarke, executive director of the League of American Bicyclists, as our guest speaker. LAB champions bicycle-friendly communities, not only for the health of cyclists, but for the wider economic benefits they bring to communities.

**PLEASE JOIN US!**

### Accomplishments in 2009

The WWBPA had another busy year working to make the community friendlier for bicyclists and pedestrians. Following are some accomplishments; check [www.wwbpa.org](http://www.wwbpa.org) for more, as well as for updates in 2010.

- **Main Street:** The year began with advocating for key bicycle and pedestrian elements in the Princeton Junction Redevelopment Plan (which were later adopted by Township Council) and ended with work on recommendations for the planned improvements on Princeton-Hightstown Road/Route 571 between Cranbury/Wallace Roads and Clarksville Road.
- **Walkability:** The WWBPA, supported by grants from McGraw-Hill and the help of several dozen volunteers, evaluated more than 260 intersections, 800 crossings, and a majority of sidewalks in Hightstown and Plainsboro. Teams are analyzing the data to assign walkability scores and prioritize improvements. Dr. Wansoo Im, at VERTICES, will help to create walkability maps that highlight the findings in each community.
- **Bike lanes, sidewalks and other infrastructure improvements:** The WWBPA was in regular contact with Township and Mercer County officials to discuss needed changes and to ensure that promises were kept. Trustees also wrote several letters to area newspapers to highlight concerns. See page 2 for more details about improvements. Check [www.wwbpa.org](http://www.wwbpa.org) regularly for updates.
- **Events and encouragement:** In addition to the WWBPA tables at the Farmers' Market and GroWW (see Page 2 for more), members discussed bicycle safety at Millstone River School's environmental fair in June, Hightstown's National Night Out in August, Princeton University's safety day in September, and the Hightstown Harvest Fair in October. As part of National Trails Day in June, the WWBPA, together with Friends of West Windsor Open Space, organized a walk through the 150-acre Zaitz Preserve off Southfield Road.
- **Bicycle education:** With the help of Bike New York; the Greater Mercer Transportation Management Association; and the New Jersey Association for Health, Physical Education, Recreation and Dance; the WWBPA supported two events that trained 24 people to become bicycle safety instructors. The WWBPA gave presentations to the local Lions Club, Rutgers' Edward J. Bloustein School of Planning and Public Policy, and bicycle and pedestrian advocacy groups in Montclair and Westchester County.



## Infrastructure Improvements

West Windsor saw a number of new bike lanes and pedestrian crossings in 2009 that came about in large part because of the WWBPA. They include:

- A new crossing between the Avalon Watch apartments and the Village Shops on Clarksville Road. The crossing includes a pedestrian refuge island in the middle of the road, an in-pavement lighting system, flashing signs, and left-turn lanes.
- Bike lanes along a number of roads, including Bennington and South Mill Roads, Lanwin Boulevard, and Woodmere Way.
- The removal of an inappropriate “end speed limit” sign just in front of a crosswalk near the Windsor Haven condominiums on Bear Brook Road and the addition of two crosswalk signs on Bear Brook Road at the crossing between Windsor Haven and Princeton Junction Estates.
- The addition of curb cuts around WW-P High School South and at the intersection of Slayback Drive and Route 571/Princeton-Hightstown Road.
- Improvements to the intersection of Cranbury Road, Wallace Road and Princeton-Hightstown Road/Route 571 are planned for spring or early summer. These include crosswalks and pedestrian countdown signals at all four crossings.

The WWBPA received several letters from residents pointing out concerns; send yours to [wwbikeped@gmail.com](mailto:wwbikeped@gmail.com). Letters may appear on the WWBPA Web site.

## Bike Racks and Lockers

The WWBPA worked with New Jersey Transit and others to add 16 bicycle racks (for 32 bikes) and 10 lockers in three locations around the Princeton Junction train station. NJT will contribute racks and lockers, and the WWBPA, BikeFest, West Windsor Parking Authority, and Greater Mercer Transportation Management Association jointly paid for the

concrete pads. West Windsor Public Works is assisting with installation. Together with BikeFest, the WWBPA paid for six bicycle racks in the Vaughn Drive parking lot that were popular on Farmers' Market days and for several dozen Share the Road signs.



## Community Events



## National Bike Month

Our members and friends reported riding 2,466 miles to work in May, more than 1,000 more than in 2008, and avoided putting 1,873 pounds of CO<sub>2</sub> into the atmosphere. Members of the WWBPA also spent one evening at the Princeton Junction train station talking to commuters about ways to ride to the station. Join in and be counted in May 2010.

## Community Bike Ride

More than 60 bicyclists, including a few youngsters towed by parents, participated in the WWBPA's third annual Community Bike Ride on Saturday, September 26. Participants rode from WaterWorks to Grover Middle School, where they took a break for food, drink, and a drawing for prizes, before heading back. Join the WWBPA for another ride in the fall. And don't forget BikeFest on May 29, 2010!



## Farmers' Market and GroWW

Between May and October, the WWBPA once again was a regular presence at the West Windsor Community Farmers' Market, where members heard residents' concerns and distributed helmets, lights, and safety vests. The WWBPA also was a sponsor of the second annual Greening of West Windsor environmental fair, or GroWW, and has signed on to organize bicycle and walking routes for a GroWW garden tour in July 2010. GroWW, with its hundreds of visitors, has been another productive route to get out the bicycle and pedestrian message.



## Pedals for Progress Bike Drive

At our fifth annual Pedals for Progress Bike Drive in June, the WWBPA collected about 20 bicycles and one sewing machine, down considerably from the 71 bikes and one sewing machine collected in 2008. Pedals for Progress and its partner agencies distribute the bikes collected at its drives at low cost to poor working adults throughout the world. In 2010, the WWBPA is supporting the Boys and Girls Club Bike Exchange Program based in Ewing. More information is at [www.bikeexchangenj.org](http://www.bikeexchangenj.org).



## Web Site

The WWBPA has redesigned its Web site, [www.wwbpa.org](http://www.wwbpa.org), to make it livelier and to better communicate with its members and the broader community. The site has regular updates of WWBPA events and advocacy efforts, changes in West Windsor that affect bicyclists and pedestrians, as well as other topics of interest. The site also is a great resource for discovering new places to walk and bike. To help you catch all the news, instructions for subscribing to the news feed are at [www.wwbpa.org/about/news-alerts](http://www.wwbpa.org/about/news-alerts). Please e-mail [wwbikeped@gmail.com](mailto:wwbikeped@gmail.com) if you have any difficulties.

The WWBPA also is reducing printed mailings to just the annual report (except for those who prefer to receive it by e-mail). E-newsletters and the Web site will replace spring and fall newsletters.



## Trustee Spotlight

Stacey Karp joined the WWBPA Board of Trustees in October, filling the vacancy left by Ken Carlson's move to Massachusetts. Stacey and her husband, Gary, have lived in West Windsor since 1991. Stacey has volunteered as a co-Girl Scout leader for her daughter Rachel's troop in past years. Rachel and other Girl Scouts from Troop 70600 helped create the trails in the Rogers Preserve. Stacey, Gary, and Rachel enjoy kayaking and hiking in New Jersey and in national parks across the U.S. In her new position as a WWBPA trustee, Stacey hopes to create programs for school children to promote pedestrian and bicycle safety.



Trustee Stacey Karp (right) and the trail crew

## Community Service and Scholarship Awards

At the 2008 Annual Meeting, the WWBPA honored Newell Benedict, the Meersma/Stratton family, Denise Mengani, and Catherine Zandonella for their service to the community.

In 2009, the WWBPA awarded scholarships to West Windsor residents Nick Wuensch, West Windsor-Plainsboro High School South, and Ryan Sleeper, West Windsor-Plainsboro High School North, to honor their efforts in making the area more bicycle- and pedestrian-friendly. Jenny Yu, a Plainsboro resident who attended West Windsor-Plainsboro High School South, received a special commendation award.

The 2010 scholarship competition is open to all graduating seniors in the WW-P district as well as West Windsor residents who attend other schools. Watch [www.wwbpa.org](http://www.wwbpa.org) for more news.



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[wwbikeped@gmail.com](mailto:wwbikeped@gmail.com)

### Monthly Meetings

Second Thursday of every month at 7:30 pm, Room A, West Windsor Municipal Building, North Post and Clarksville Roads. The next meetings are February 25 (note change), March 11, and April 8.

### Annual Meeting

Thursday, February 25 at 7:30 PM  
Municipal Building

### Guest speaker:

**Andy Clarke,**  
executive director of the  
**League of American  
Bicyclists**

Members are encouraged to attend the annual meeting, where we will discuss our goals for 2010 and vote for trustees. As always, all meetings are open to the general public.

### Board of Trustees

Chris Scherer, *president*  
Susan Conlon, *first vice president*  
Jerry Foster, *second vice president*  
Silvia Ascarelli, *secretary*  
Stacey Karp  
Daryl McMillan  
Alison Miller  
Michael Ogg  
Sandy Shapiro

### Student Advisors

Jason Chin  
Caroline Kellner  
Nishitha Kumar  
Kim Meersma  
Emma Rosen

### Advisory Board

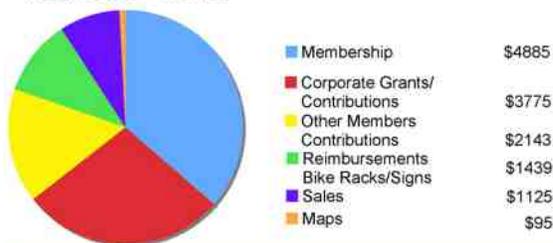
Barbara Carlson, *treasurer*  
Ken Carlson, *founding trustee and past president*  
Dan Gerstenhaber, *chairman, West Windsor BikeFest*  
Alan Hershey, *chairman, NJ Trails Association*  
Barry Keppard, *transportation planner*  
Joe Pica, *Chief of Police, West Windsor Township*



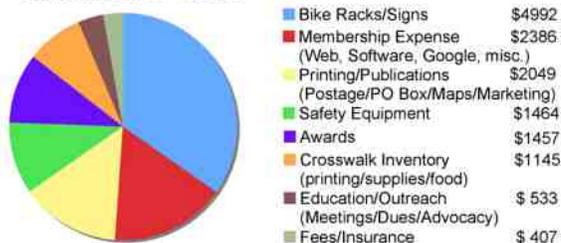
## 2009 Financial Summary

About 52 percent of WWBPA income came from membership dues and other member contributions (above the base membership amount). The remainder was comprised of corporate matches and grants, Township reimbursements, and product sales. Membership reached its 2009 goal, growing to 400 members by the end of the year. Corporate contributions for employee volunteerism included \$500 each from Dow Jones and McGraw-Hill. McGraw-Hill also awarded the WWBPA grants totaling \$2,660 to conduct our surveys of Plainsboro and Hightstown intersections. After reimbursements, WWBPA spent about \$3,500 for "Share the Road" signs and bike racks around the Township and for a portion of the expenses associated with bike lockers at the Princeton Junction train station (see page 2).

### Income 2009 \$13,462



### Expenses 2009 \$14,433



## Resolutions for 2010 that we can all keep:

- Drive the speed limit, yield to pedestrians and give bicyclists three feet when passing;
- Walk or bike more often when running short errands of a mile or two;
- Get out and have fun on longer walks or bicycle rides;
- Become a member or renew membership in the West Windsor Bicycle and Pedestrian Alliance;
- Become a regular reader of [www.wwbpa.org](http://www.wwbpa.org);
- Let my elected officials (and the WWBPA) know what I think are problem areas for bicyclists and pedestrians in my community;
- Participate in WWBPA activities and attend the WWBPA annual meeting on February 25, where an action plan for 2010 will be discussed.

**Together we can  
make change happen.**

