President’s Message
2010 has been another exciting year for our community. Besides this newsletter, check out our website, wwwbpa.org, or follow us on Facebook or Twitter to learn the wonderful things happening, as well as plans for the future. As this is written, important decisions are being made for our Main Street, Route 571, with the redevelopment of the ex-Acme shopping center, as well as the new Transit Village being redeveloped by Intercap. Please contact the WWBPA or our public officials with your concerns or questions.

Your support is crucial to improve the quality of life in West Windsor. Becoming more bicycle and pedestrian friendly has been shown to raise property values—everyone wins, not just bicyclists and pedestrians. Please join us and encourage your neighbors to join as well, not only by renewing your membership but by participating in activities like our Community Bike Ride and our West Windsor Walks. It’s a great way to meet new friends and catch up with old ones.

See you around town, hopefully biking or walking!

~ Jerry Foster

Complete Streets
In July, West Windsor Township adopted a Complete Streets resolution, which calls for designing new and reconstructed streets to “safely accommodate travel by pedestrians, bicyclists, public transit, and motorized vehicles and their passengers, with special priority given to bicyclist and pedestrian safety.” The U.S and New Jersey have adopted Complete Street policies, and West Windsor is one of the first New Jersey municipalities to do so. The WWBPA believes that designing streets with ALL users in mind from the start will save money (costly retrofits will be unnecessary) and make our community more livable, benefiting all of us (and our property values). A 2011 WWBPA goal is to work with other groups to convince the Mercer County Freeholders to adopt a similar policy. The WWBPA will work with West Windsor and Mercer County to ensure that any redesign of Route 571 complies with “Complete Streets.”

Advocacy and Education
The WWBPA’s advocacy and education efforts in 2010 centered on Complete Streets and the state’s new pedestrian crosswalk law, requiring motorists to stop (and not just yield) to pedestrians in a crosswalk.

The WWBPA surveyed today’s Route 571 from Clarksville Road to Cranbury/Wallace Roads and recommends filling in the sidewalk gaps, adding ramps in two other locations, and a pedestrian crossing at Alexander Road to create a walkable Main Street (on one side of the street, at least). Go to wwwbpa.org and watch the video!

To call attention to the new crosswalk law, the WWBPA held a series of 30-minute events around town, putting up signs near busy intersections that politely reminded motorists of the law. We received some thumbs-up, and we hope to see more motorists giving pedestrians a brake.

The WWBPA also has worked with the Township to ensure that our public facilities, including parks, and sidewalks are accessible to those with disabilities (and to young children on bikes, those pushing strollers, and the elderly). Mercer County has embarked on a program to add ramps at intersections with county roads.

The WWBPA spent many hours in early 2009 advocating for a bicycle and pedestrian-friendly redevelopment area, and reappeared in 2010 before the Township Council to ensure that the new plan remains friendly for bicyclists and pedestrians.

“...one of the most rewarding things that I have done in high school,” said Kim Meersma, a senior at WW-P High School South and a student advisor for the past three years. Look inside for more about Student Advisors.

2010 Annual Report
Our mission is to promote bicycling and walking in West Windsor Township and neighboring communities, emphasizing access, education, mobility, and safety.
Infrastructure Update

2010

- Improvements, recommended by the WWBPA in 2007, were made to the Route 571-Cranbury/Wallace Roads intersection, including pedestrian countdown signals at all four corners and a sidewalk on the bridge over the Northeast Corridor tracks.
- Washington Road now has wide shoulders between Route 1 and Princeton. Prompted by the WWBPA, the West Windsor Council has asked Mercer County Freeholders to create a bike route from the Princeton Junction train station to Princeton.
- Clarksville Road has wider and more extensive shoulders on its repaved portion.
- As part of its realignment, Meadow Road now has a sidewalk and bike lanes, although the WWBPA notes that some issues remain for pedestrians trying to reach Lowe’s and Trader Joe’s.
- A multi-use trail has been built along the new Princeton Terrace apartment complex under construction on Clarksville Road just south of the railroad bridge.
- Bike racks were added at the Princeton Junction train station (along with more lockers), the Caspersen Rowing Center, and (courtesy of BikeFest) West Windsor-Plainsboro High School South.

2011

The Township plans to make bicycle, pedestrian, and roadway improvements at the following locations:

- Village Road West, from Penn Lyle Road to Edinburg Road in Dutch Neck and from St. David’s Church to North Post Road;
- Wallace Road, from Alexander Road to Route 571; and
- Penn Lyle Road, widening the road between Clarksville Road and Canoe Brook Drive and filling in network gaps on the north side to create a continuous sidewalk from Village Road to High School South and Clarksville Road. Bike lanes will be added from Westwinds Drive to New Village Road.

Missing sidewalks are to be installed on

- Alexander Road (north side) from the roundabout to Vaughn Drive;
- Wallace and Alexander Roads near the Arts Center so that there is a complete connection between Scott and Wallace Roads; and
- Alexander Road S-curve.

A South Post Road bikeway from Village Road to the rowing center will be built.

A “rectangular rapid-flashing beacon” will be installed where the Trolley Line Trail crosses South Mill Road, so that trail users can alert motorists to their presence with a push of a button.

Community Events

Community Walk

About two dozen people participated in the WWBPA Spring Community Walk, which began at the Maurice Hawk School playground and continued to the West Windsor Community Farmers’ Market. Every family received a WWBPA map and a Farmers’ Market cloth bag. A free drawing also was held; a WWBPA T-shirt, a safety vest, and a set of lights were donated by the WWBPA, and WWBPA member Catherine Zandonella donated a copy of her book, Green Guide Families: The Complete Reference for Eco-Friendly Parents.

Community Bike Ride

More than 30 residents joined the WWBPA for its fourth annual community bike ride, a family-friendly affair that attracted everyone from kids to a 68-year-old grandfather. This year’s route took us three miles from Chamberlin Park to Mercer County Park, where we stopped for refreshments, and then back again. The route highlighted the bike lanes that can take us from park to park.

National Bike Month

In May, WWBPA members and friends reported riding approximately 1,400 commuting and errand miles plus countless more for BikeFest and other fun trips, as well as for the Ride of Silence. With more bike lanes and improvements to local roads, the number of commuters and mileage should increase in 2011.

Bike Collection for Boys & Girls Club

The WWBPA hosted a bike drive at the Farmers’ Market in June 2010. Bikes donated to the Boys and Girls Club Bike Exchange will be refurbished and sold to fund programs at the Boys and Girls Club of Trenton.
Walk to Hawk

Maurice Hawk Elementary School joined with more than 3,300 schools across the U.S. to celebrate International Walk to School Day on October 6. Principal Denise Mengani and the Hawk, the school’s mascot, led about 75 parents and children from the West Windsor Municipal Center to the school. The WWBPA, which has been co-sponsoring this event since 2006, thanks the West Windsor Police for guiding the students at street crossings.

Do you think a similar event should be held at another school? Email us at wwbikeped@gmail.com with your thoughts.

Community Service and Scholarship Awards

The WWBPA honored seven whose community service helps make our community a better place to walk and bicycle:

• Dan Gerstenhaber, chairman of BikeFest, for his tireless work in running every BikeFest our community has had — now seven.
• Theresa Best, Mireille Delman, and Beth Feehan, for their work organizing the West Windsor Community Farmers’ Market.
• Ken Carlson and Susan Conlon, two founding trustees who stepped down in the past year; both joined the WWBPA’s advisory board.

The WWBPA awarded two scholarships in 2010: to Emma Rosen of WW-P HS South and Jason Chin of WW-P HS North. Both were student advisors to the WWBPA and participated in events (not always tied to the WWBPA) to raise awareness of bicyclists and pedestrians.

The WWBPA has an annual scholarship budget of $1,000. Applicants must be seniors in the WW-P schools or live in West Windsor. Requirements and applications are at wwbpa.org.

Student Advisors

The WWBPA is once again looking for student advisors to work with its trustees over the next 12 months.

Serving as a student advisor is an excellent way for students to make a difference in their community while developing organizational skills, helping to plan and publicize events, and learning to advocate before local government for improvements to make our community friendlier for bicyclists and pedestrians. This year’s student advisors played a big part in our community bike ride, but student advisors have considerable freedom to come up with a project that interests them.

Applicants must attend West Windsor-Plainsboro schools or live in West Windsor and attend other schools in the area or be home-schooled. The application deadline is Feb. 21.

Learn more about what’s involved and download the application form on wwbpa.org.

2011 Events

April 9: “Train the trainers” class with Bike New York for our “teach kids to ride” class.

May is National Bike Month. Take part in our annual mileage tally; email wwbikeped@gmail.com for details.

May 7: West Windsor Farmers’ Market opening day and the WWBPA Community Walk. The WWBPA will have a table at the market approximately every other Saturday.

May 18: Ride of Silence, a national event to honor those killed or injured while cycling. This one-hour, 10-mile ride leaves at 7 p.m. at a meeting point in West Windsor to be announced. Bring lights and reflective vests to call extra attention to the group.

May 21: Lose the training wheels at the WWBPA’s Teach Kids to Ride class at the West Windsor Farmers’ Market. Bring your child and bike during Farmers’ Market hours. Volunteer training April 9.

June 11: Tour Freehold’s Metz Bicycle Museum and bike ride along the Henry Hudson Trail.

Follow the WWBPA

The WWBPA heard our members’ preference for fewer mailed newsletters. While we will still send email versions of our spring and fall newsletters, we’re relying on our website, Facebook page, and Twitter to communicate news between newsletters and to get feedback from members and friends. Stay on top of events, advocacy, infrastructure improvements, and more by subscribing to wwbpa.org (click the fourth button under the picture to get regular emails), and search for West Windsor Bicycle and Pedestrian Alliance on Facebook. Content is similar but not identical!

Monthly Meetings
Second Thursday of every month at 7:00 p.m., Room A, West Windsor Municipal Building, North Post and Clarksville Roads. The next meetings are March 17 (note change), April 14, and May 12.

Annual Meeting
Thursday, March 17 at 7:00 p.m., WW Senior Center

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 2011 and vote for trustees. As always, all meetings are open to the general public.

Board of Trustees
Jerry Foster, president
Chris Scherer, first vice president
Silvia Ascarelli, second vice president
Sandy Shapiro, secretary
Stacey Karp, treasurer
Daryl McMillan
Alison Miller
Michael Ogg
Dave Robinson

Student Advisors
Rachel Karp
Kim Meersma

Advisory Board
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Susan Conlon, founding trustee and past vice 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

PO Box 625
West Windsor, NJ 08550
wwbpa.org
wwbikeped@gmail.com

West Windsor Bicycle and Pedestrian Alliance

Funding and Support

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• Sandra and Michael Ryan
• George and Patricia Silvia
• Daryl McMillan
• Barry and Kristin Keppard
• LinkedIn
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PO Box 625
West Windsor, NJ 08550
wwbpa.org
wwbikeped@gmail.com

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2010 Financial Summary

WWBPA member dues and contributions made up about 40% of 2010 income. Membership remained steady at approximately 400 members. Corporate donations (including Dow Jones and GE) comprised one-quarter of the income. The largest single donation was from the Integral Yoga Institute in memory of Ed Viraj Poreda. The cost for completion of bike rack and locker installations was shared with Friends of West Windsor Open Space (FOWWOS), the Greater Mercer Transportation Management Association (GMTMA), West Windsor BikeFest, and the West Windsor Parking Authority. The WWBPA sold and donated safety equipment, and awarded two scholarships to graduating seniors (see inside for more details).

Income 2010 $11,938
- Member Dues/Contributions $4,725
- Corporate Donations 2,900
- Reimbursements 3,630
- Bike Racks/Lockers 683

Expenses 2010 $9,135
- Bike Racks/Lockers $4,688
- Scholarships 1,000
- Community Outreach 936
- Safety Equipment 888
- Printing/Postage/Web 819
- Insurance/Dues 552
- Membership Expense 252

Memorial Gift

The WWBPA is honored to be recipient of a $1,900 gift to honor the memory of Ed Viraj Poreda, a WWBPA member who was killed in 2007 when an SUV pulling out from a side road struck his motorcycle. The funds were raised through a challenge at the Integral Yoga Institute Princeton. Ed’s widow, Ellen, notes that bicyclists and motorcyclists share some of the same safety challenges on the road. The funds will help the WWBPA continue its work of promoting bicycle and pedestrian safety.

Together we can make change happen.