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To: West Windsor Mayor Hemant Marathe

CC: West Windsor Township Council, West Windsor Township Planning Board, Business Administrator Marlena Schmid, Director of Community Development and Township Engineer Francis Guzik, Land Use Manager Samuel Surtees

Dear Mayor Marathe,

The West Windsor Bicycle and Pedestrian Alliance is an all-volunteer 501(c)3 organization dedicated to making West Windsor and our neighboring communities more bicycle and pedestrian friendly. We're writing to urge West Windsor Township to adopt Master Plan goals and policies that make bicycling and walking a viable option to driving a car, in the Land Use, Circulation, Economic Development and other related elements.

Specifically, please adopt:

1. Smart Growth Land Use goals and policies to bring daily trips within distance of walking and bicycling.
2. Complete Streets Circulation goals and policies to provide accessibility to road users of all ages and abilities, for all modes of travel.
3. Vision Zero Circulation goals and policies to eliminate traffic fatalities and serious injuries, which disproportionately affect pedestrians, especially seniors.
4. Safe Routes to School Circulation goals and policies to provide child-friendly bicycling and walking conditions within 2 miles of schools.

The benefits of implementing these policies create a self-reinforcing dynamic of improved livability through better health, air quality, storm water management and prosperity.

Information regarding these goals, policies and programs is available at:

1. Smart Growth - <https://smartgrowthamerica.org/>
2. Complete Streets - [https://www.state.nj.us/transportation/eng/completestreets/pdf/CS\\_Model\\_Policy\\_2019.pdf](https://www.state.nj.us/transportation/eng/completestreets/pdf/CS_Model_Policy_2019.pdf)
3. Vision Zero - <https://visionzeronetwork.org/>
4. Safe Routes to School - <http://www.saferoutesnj.org/wp-content/uploads/2016/11/Safe-Routes-to-School-Policy-for-New-Jersey-School-District-School-District-Sample.pdf>

We look forward to working with you to make West Windsor a better place to live, work and play.

Respectfully Submitted,

Jerry Foster  
President

The WWBPA is a private non-profit 501(c)(3) organization whose mission is to promote bicycling and walking in West Windsor Township and neighboring communities, emphasizing access, education, mobility, and safety.