



Case Study: West Windsor



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Introduction



- Why bike and walk?
- Who is West Windsor and the WWBPA
- How West Windsor becomes bike/walk friendly
- How your town can become bike/walk friendly
 - Sustainable Jersey Actions
 - TMA resources



West Windsor



- West Windsor – Plainsboro Regional School District
- Princeton Junction Station at West Windsor
- Affluent, Diverse (55/38/4/3) (34/55/7/4)



• West Windsor is not Princeton



WWBPA



- All volunteer 501(c)3 private not for profit charity
- About 400 members
- Founded in 2006 from Mayor's Bicycle and Pedestrian Task Force members



- Walkability investments pay dividends in livability, property values

Bike/Walk Friendly



- Policy – Circulation, Sustainability plan elements, Complete Streets resolution
- Evaluation – walkability audits, annual counts
- Implementation – capital budget, re/development ordinances, aid grants
- Events – BikeFest, Walk to Farmers Market
- Education – learn to bike, social media
- Enforcement – stop for crosswalks
- Equality



Sustainable Jersey



- Bicycle and or Pedestrian Audit – 5 points
- Bicycle and or Pedestrian Plan – 10 points
- Complete Streets Program – 20 points



TMA Resources



- Safe Routes to School
- Bike / walk safety audits
- Employer shuttles, carpool, vanpool, senior transportation
- Complete Streets
- NJ Smart Workplaces
- Anti-Idling Education and Enforcement



Questions



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