



**WEST WINDSOR BICYCLE
AND PEDESTRIAN ALLIANCE**

FOR IMMEDIATE RELEASE

Contact:

Chris Scherer, WWBPA President: (609) 933-2465, wwbikeped@gmail.com

Ryan Rosenberg, Director - Downtown Hightstown: (732) 599-0094, ryan@delameanadesign.com

With Support from McGraw-Hill and VERTICES,
Walkability Eyed in Downtown Hightstown Partnership with WWBPA
Volunteers Needed

Hightstown, NJ, April 21, 2009 – As part of a collaborative effort to create a more pedestrian-friendly environment, Downtown Hightstown and the West Windsor Bicycle and Pedestrian Alliance (WWBPA) will be conducting a walkability assessment of Hightstown Borough on Thursday, May 28th. Volunteers are needed to help with the project.

Downtown Hightstown and the WWBPA have received a \$1,200 grant for the mapping project from The McGraw-Hill Companies as part of the company's 6th annual Global Volunteer Day, a global community outreach initiative.

This effort is made possible with the continuous support of VERTICES' Bikenwalk.com program, and its president, Dr. Wansoo Im, an active member of WWBPA and West Windsor resident. The WWBPA has integrated VERTICES interactive mapping applications into the process of promoting bikeability and walkability improvements in the community.

With McGraw-Hill's financial support, the groups will evaluate the walkability of nearly every intersection and crossing in Hightstown. The project will result in an online map to assist pedestrians in navigating safe routes. Recommendations will also be made to the local governing body to prioritize needed improvements. The WWBPA developed guidelines for this assessment based on standards set by the Americans with Disabilities Act (ADA) and performed a similar assessment in West Windsor (see resultant interactive map <http://maps.gismap.us/wwbpa>).

Volunteers are needed to help on the day of the assessment and in follow-up evaluation of the data. All participants must register and attend a brief training session. Register at www.usaservice.org (search for zip code 08520; the project is called 'Safe Routes Assessment of Hightstown') or directly contact the WWBPA.

Training sessions are scheduled for May 8th at 7:30pm – 10pm and May 23rd at 10am – 12pm. Trained volunteers are invited to participate in the assessment on May 28th, which will convene at 9am in the Hightstown municipal parking lot at 148 North Main Street, Hightstown.

For more information, visit the Downtown Hightstown Web site at www.downtownhightstown.org or the WWBPA Web site at www.wwbpa.org. Prospective volunteers may send an e-mail to wwbikeped@gmail.com.

Downtown Hightstown is a project of the Greater Hightstown-East Windsor Improvement Project (GHEWIP). The mission of Downtown Hightstown is to promote and enhance the unique and historic assets of Hightstown's downtown area, while raising the value of its properties and businesses. To achieve this, the group aims to improve the borough's visual appeal and desirability as a pedestrian-friendly destination for shopping, living, working, and playing. To learn more about Downtown Hightstown, visit: www.downtownhightstown.org.

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. To learn more about the WWBPA, visit: www.wwbpa.org.