

Bicycling Initiatives for the City of Easton

January 2015

1. Citywide Bike-to-Work Week in May 2015, with a daily check-in station downtown at City Hall from 6am-noon. Riders would log their trips and receive a light, healthy to-go breakfast and incentives from business, such as prizes or discounts. The event could be highly promoted to city employees for media visibility and public awareness that Easton (despite challenging hills) is bikeable for its residents and workers to get to work.
2. Bike Buddy program to help bike riders plan their trips & routes around the city (to/from work, Easton Farmers' Market, shopping, dining). This program would support bike riders to follow traffic laws and to maintain safe equipment (their bikes and helmets). Offering monthly Traffic Skills 101 class (four hours) to city residents. Through CAT, we have taught over 300 cyclists in the Lehigh Valley since 2008. In 2010, it was attended by Becky Bradley, Dave Hopkins and Carl Manges in Bethlehem.
3. Bicycle support at city events, i.e. Easton Farmers' Market, Heritage Day, Michele Obama "Let's Move" to fight childhood obesity. Talk to people about the benefits of bicycling for health, clean air and as a small footprint parking solution. Advisement for bicycle parking solutions at these events, similar to monitored bicycle parking that CAT runs at Musikfest. Dave Hopkins and Jared Mast of GEDP are in the loop.
4. Bicycle advocacy for City of Easton Planning & Public Works Departments, including support of Easton Comprehensive Plan. I have spent a few hours on the phone talking with Shachi Pandey of Urban Matrix in New York, who are writing the Comp plan and have provided as much support as I could.
5. Bike Smart Easton (PennDOT TAP grant) for bicycle education in grades K-8, including EASD schools and for non-profit community organizations: EACC, B&GC, YMCA, Weed & Seed. I will compile an event report for each event, as well as a year-end report for all the events to capture photographs, stories and the number of children served by the grant.
6. Trail signage for cyclists and pedestrians on Delaware & Lehigh (D&L) trail for (3) main reasons: (1) Help trail users stay on trail navigating from New Hope-Easton-Bethlehem, (2) Help trail users find the D&L trail from downtown Easton, (3) Help trail users approaching Easton to find downtown restaurants, businesses & lodging.

Scott Slingerland

[Bike Smart Easton](#)

[CAT - Coalition for Appropriate Transportation](#)

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