



NORTHEND GREENWAY

A beautiful, accessible, and safe
bicycle and pedestrian path
connecting north Harrisonburg and downtown

Northend Greenway History:

What we've learned.

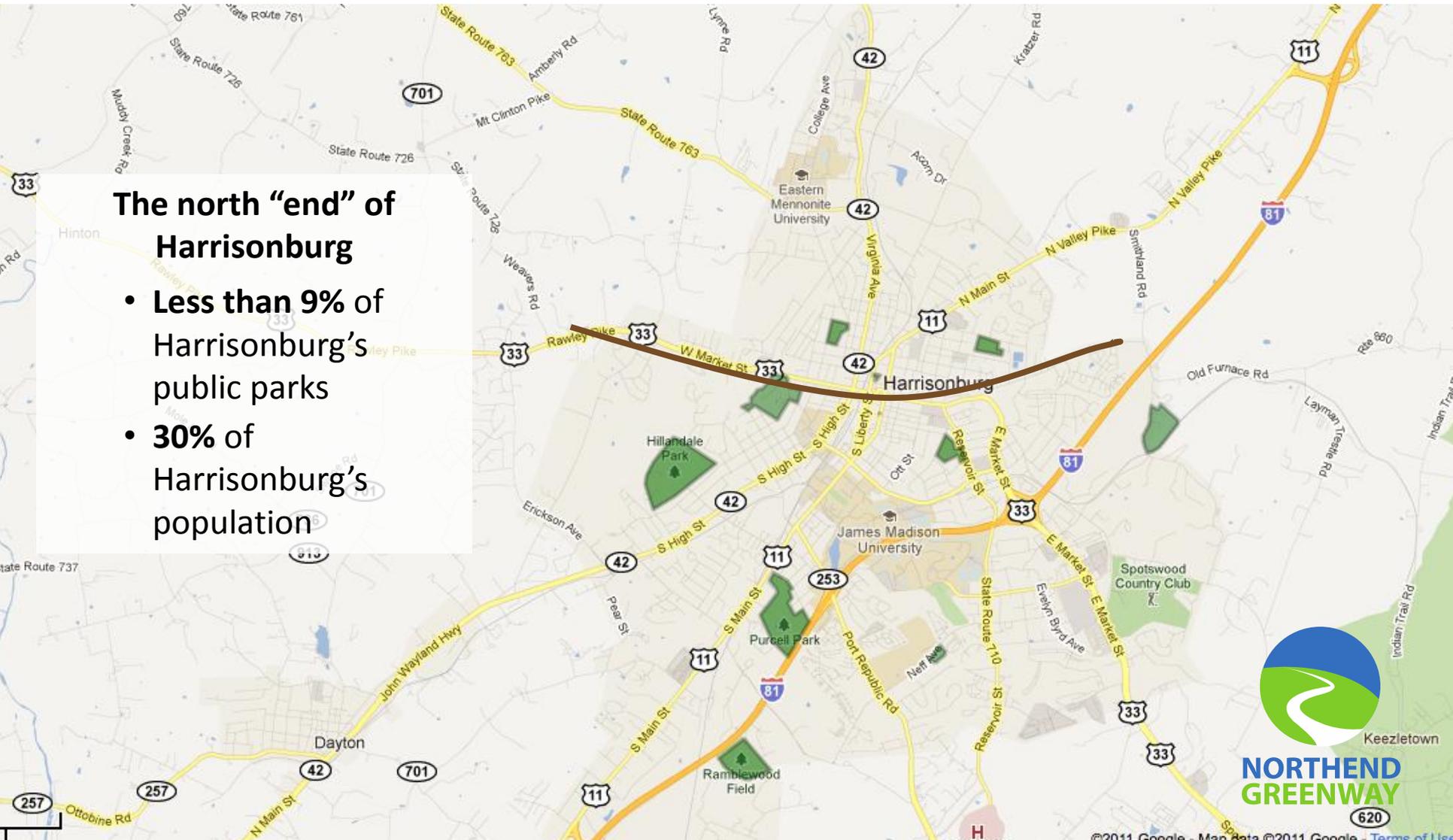
- Identify a problem or need
- Create a vision
- Identify manageable goals
- Understand local government
- Build relationships



NEG History: Identify a problem

The north “end” of Harrisonburg

- **Less than 9%** of Harrisonburg’s public parks
- **30%** of Harrisonburg’s population

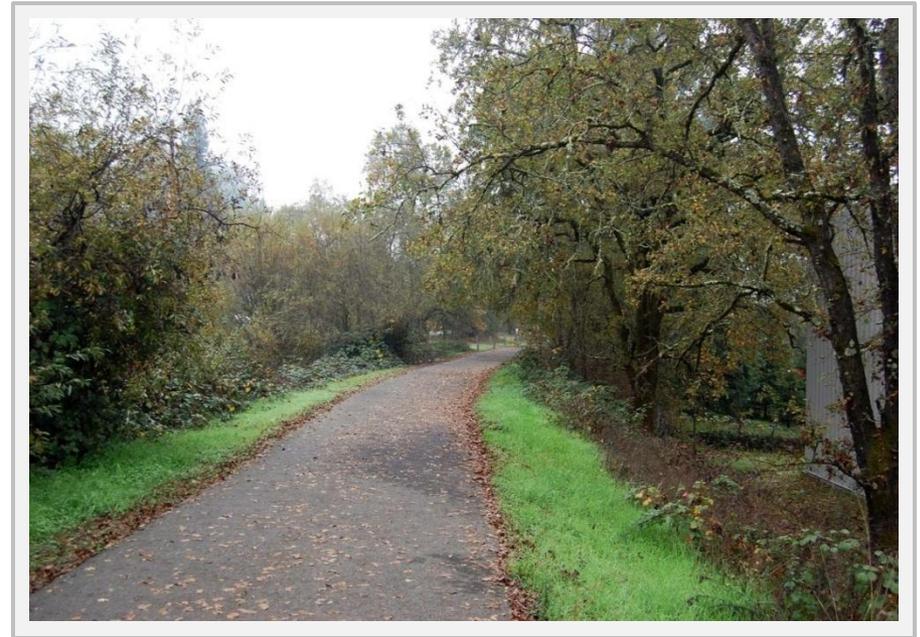


**NORTHEND
GREENWAY**

Keezletown

NEG History: Initial Vision

Create sustainable transportation systems that reflect ecological and social justice concerns.



NEG History: Manageable Goals



Road Grates



Sharrows



Bike lane

NEG History: Manageable Goals



Bike lane 6%-8%

VS.



Bike path 60%

NEG History: Understand local government



NEG History: Relationships

Over 20 property owners along the path and...

- Blue Ridge Architects
- A Bowl of Good
- Arts Council of the Valley
- Downtown Dining Alliance
- College Street Bike Co-op
- Eastern Mennonite School
- Eastern Mennonite University
- EMU Bike Club
- EMU Earthkeepers
- Edwin's Auto Body Shop
- Fairfield Center
- Gift & Thrift
- The Common Good Marketplace
- Everence
- Everyday Bikes
- James Madison University
- Friendly City Food Co-op
- Harman Construction
- Harrisonburg City Bicycle and Pedestrian Subcommittee
- Harrisonburg City Council
- Harrisonburg City Planning Commission
- Harrisonburg City Transportation Safety and Advisory Commission
- Harrisonburg Downtown Renaissance
- Harrisonburg Farmers' Market
- Harrisonburg-Rockingham Green Network
- Harrisonburg Homes Team
- Harrisonburg Voluntary Gas Tax Group
- Healthy Community Council
- Little Grill Collective
- Mark's Bikes
- Matchbox Realty
- The Natural Garden, Inc.
- MennoMedia
- Merchants of Historic Downtown Harrisonburg (MHDH)
- New Community Project
- Northend Neighborhood Association
- Our Community Place
- Park View Area Mennonite Agency Council
- Park View Federal Credit Union
- Shenandoah Bicycle Company
- Shenandoah Valley Bicycle Coalition
- Tradeshow Direct
- Virginia Mennonite Missions
- Virginia Mennonite Retirement Community
- Wyse Cycles

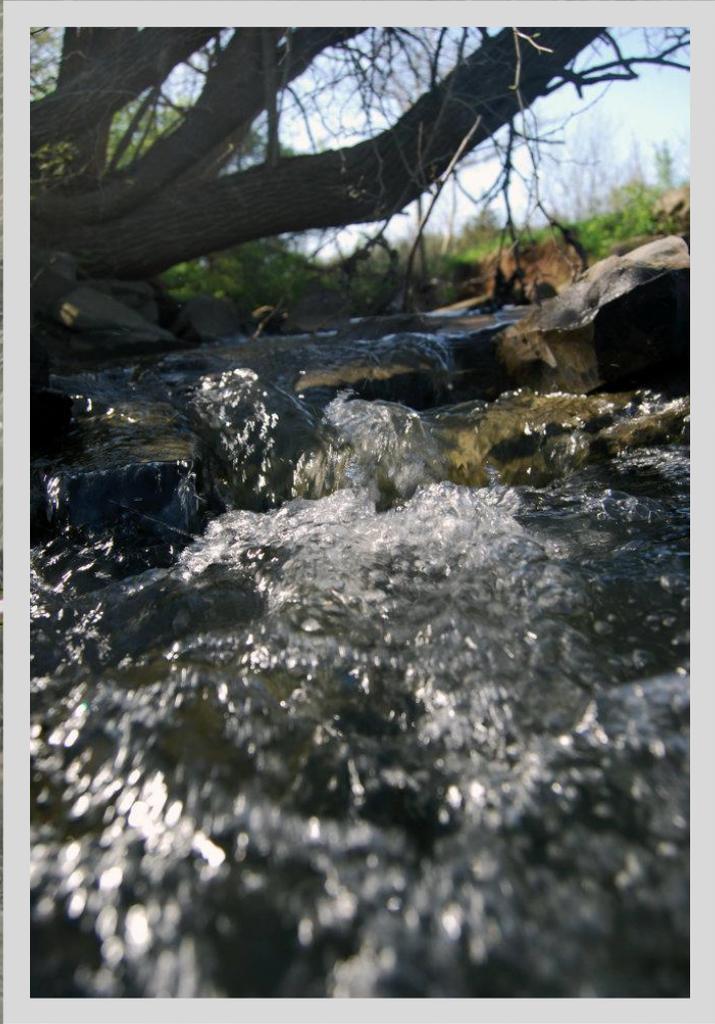


Why a greenway?

- Environment
- Safety
- Health
- Recreation
- Economic Benefits
- Community



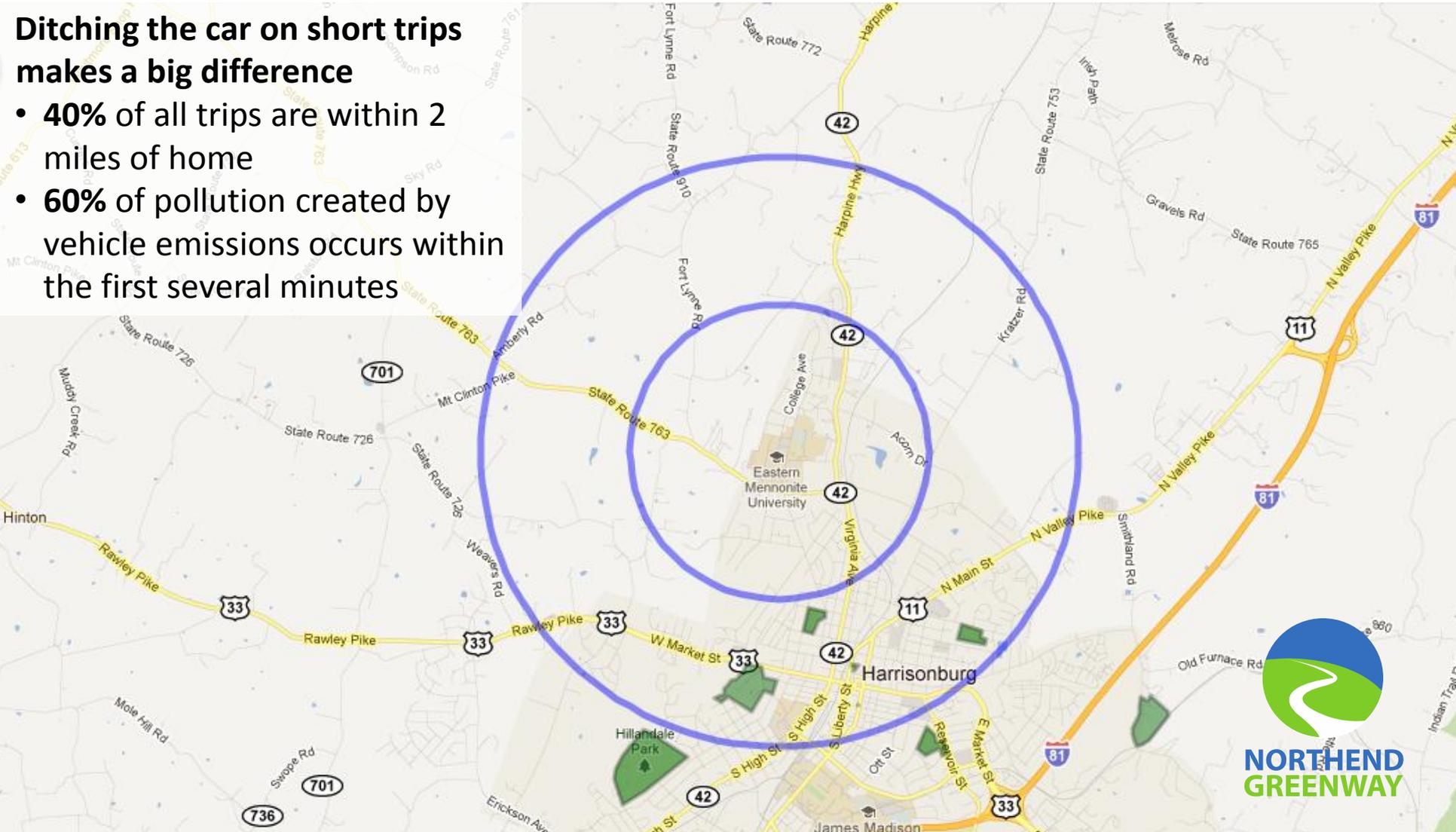
Why a greenway? Environment



Why a greenway? Environment

Ditching the car on short trips makes a big difference

- **40%** of all trips are within 2 miles of home
- **60%** of pollution created by vehicle emissions occurs within the first several minutes



Why a greenway? Safety



**NORTHEND
GREENWAY**

Why a greenway? Health & Recreation



Why a greenway? Economic Benefits



FARMERS' MARKET



KLINES'



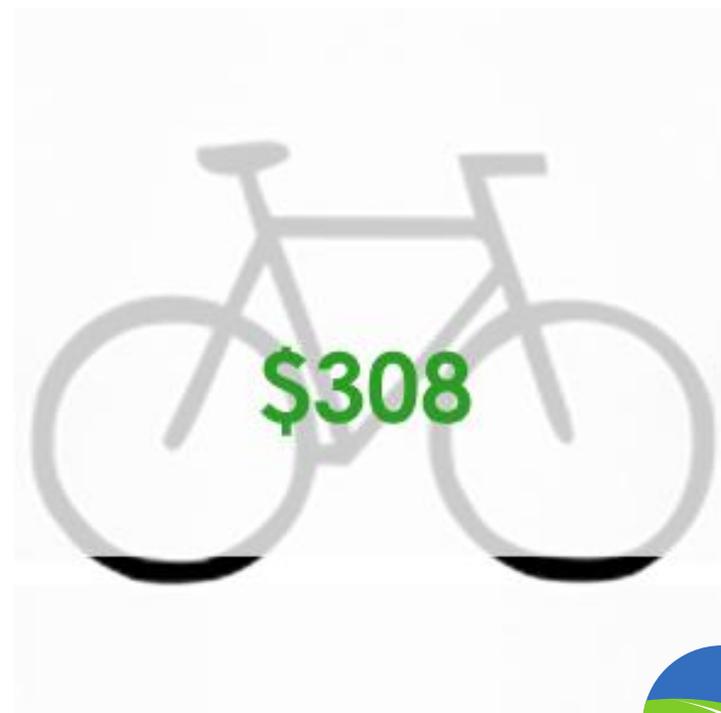
COURT SQUARE

Connecting residents with local destinations.
A destination for locals and visitors.

Why a greenway? Economic Benefits

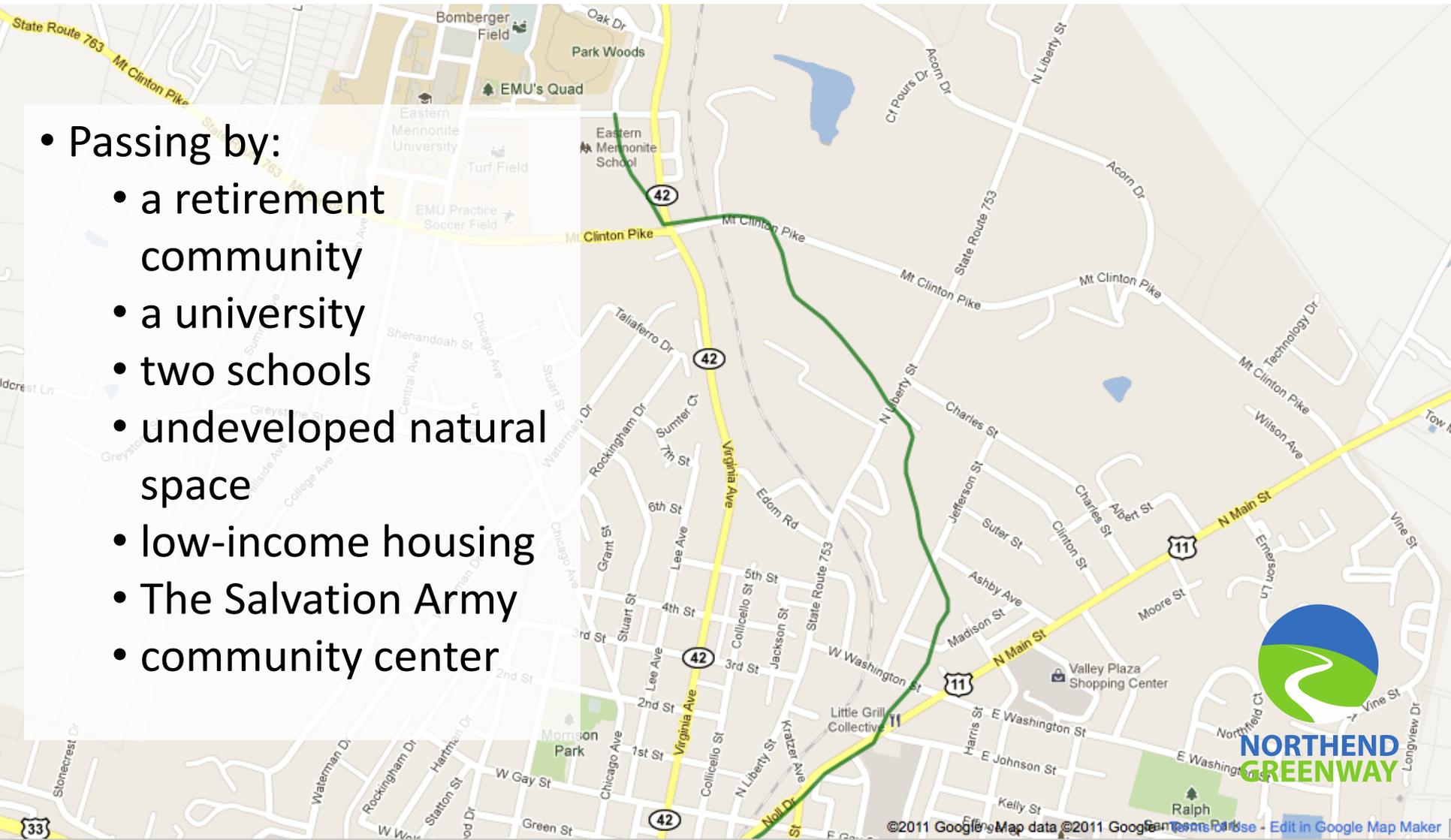
Americans spend 18% of their yearly income on transportation.⁵

On average, bikes cost \$308 yearly to maintain and operate whereas cars cost \$8,220.⁶

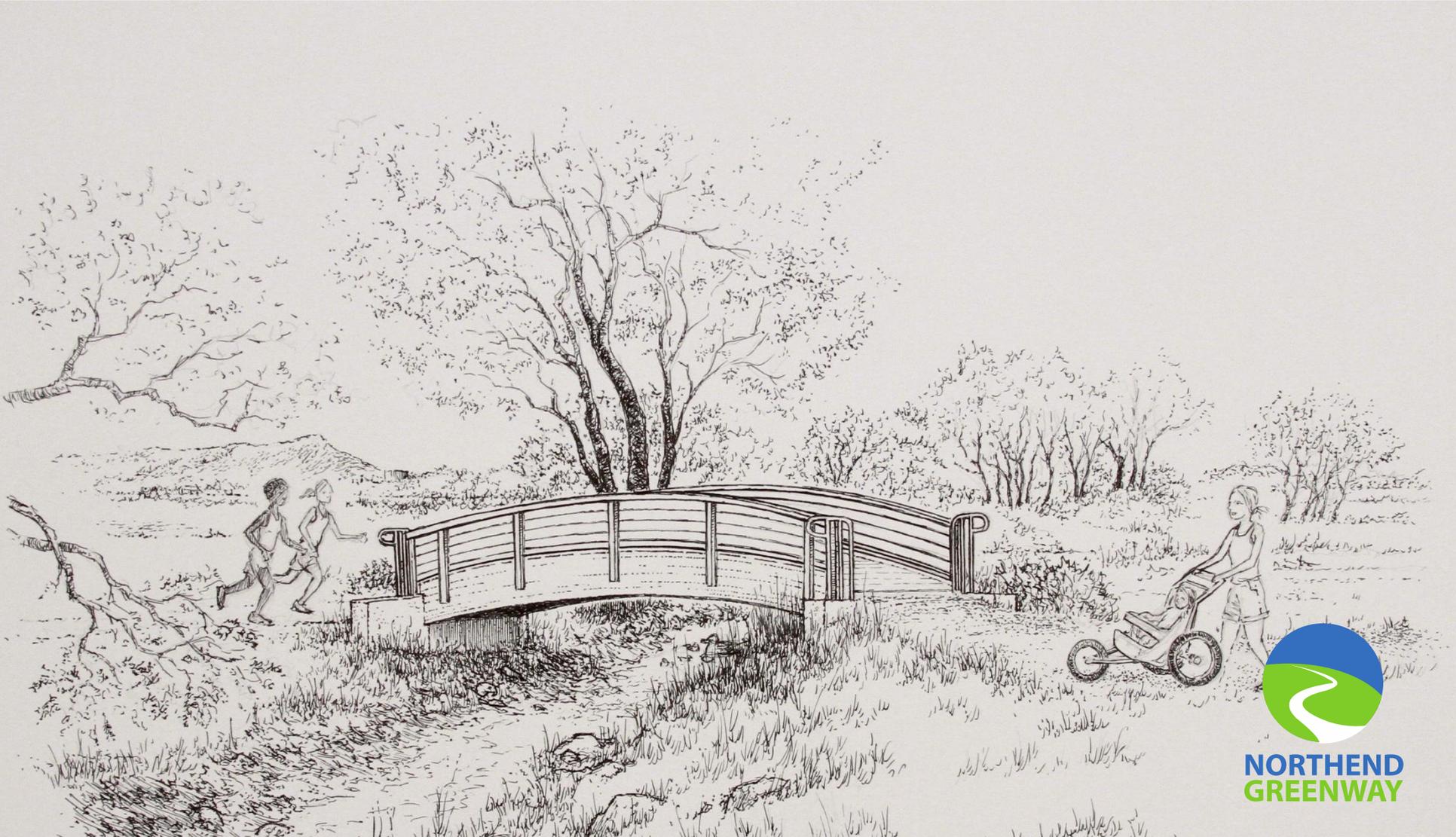


Why a greenway? Community

- Passing by:
 - a retirement community
 - a university
 - two schools
 - undeveloped natural space
 - low-income housing
 - The Salvation Army
 - community center



The natural next step for Harrisonburg.
What's next for your community?



Footnotes and Citations

- ¹ North Carolina Department of Transportation
http://www.campo-nc.us/BPSG/docs/NCDOT_on_Bike_Lanes.pdf
- ² “Segregated Cycle Facilities”, Wikipedia
http://en.wikipedia.org/wiki/Bike_path
- ³ “Segregated Cycle Facilities”, Wikipedia
http://en.wikipedia.org/wiki/Bike_path
- ⁴ University of Essex Center for Environment and Society
<http://www.outdoorfoundation.org/pdf/GreenExercise.pdf>
- ⁵ U.S. Bureau of Transportation Statistics, 2009
http://www.bts.gov/publications/pocket_guide_to_transportation/2009/pdf/entire.pdf
- ⁶ U.S. Bureau of Transportation Statistics, 2009
http://www.bts.gov/publications/pocket_guide_to_transportation/2009/pdf/entire.pdf
- ⁷ Napa Valley Register
http://napavalleyregister.com/news/local/article_ec60f1a6-b4ab-5481-8d67-b87e7b355e95.html



“I thought of that while riding my bicycle.”
–Albert Einstein on the theory of relativity

Footnotes and Citations



- ⁸ Washington State Department of Transportation
<http://www.wsdot.wa.gov/NR/rdonlyres/31A22376-C7C8-49F0-8309-71125F7A5F5E/0/SUMMARYHIGHWAYSYSTEMIMPROVEMENTCOST31307Final.pdf>
- ⁹ University of Texas at Austin
<http://www.utexas.edu/news/2006/09/18/engineering/>
- ¹⁰ National Highway Traffic Safety Administration
<http://www.bikesbelong.org/resources/stats-and-research/statistics/participation-statistics/>
- ¹¹ Nationwide Personal Transportation Survey
<http://www.bikeleague.org/resources/why/environment.php>
- ¹² League of American Bicyclists
<http://www.bikeleague.org/resources/why/environment.php>
- ¹³ RechargeIT.org
<http://www.google.org/recharge/dashboard/calculator>
- ¹⁴ Clean Air Trekkers Handbook
<http://www.cleanairtek.com/wp-content/uploads/handbook/handbook6.pdf>