

# NEWS

National  
**SCENIC BYWAY**  
Foundation



August 2019

## Webinar - Flyway Byways: Birds & Bees on your Byway

*Thursday, September 19, 2019 at 3:00 pm Eastern*

Learn how to attract birders and nature tourism enthusiasts to your byway, with Eric Hamilton from the Mohawk Towpath Scenic Byway in upstate New York, and John Loz from the Southern Adirondack Audubon Society.

For more information, visit our website at: [www.nsbfoundation.com](http://www.nsbfoundation.com)

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## WEBINAR SERIES



**FLYWAY BYWAYS:  
BIRDS & BEES ON YOUR BYWAY**  
Thursday, September 19, 3 p.m. EDT



**Presenters:**

**Eric Hamilton, Mohawk Towpath Scenic Byway  
& John Loz, Past President**

**Audubon Society of the Capital Region (New York)**

## Bicycle Safety Awareness

*Eric J. Hamilton*

*Mohawk Towpath Byway*

My passion is to get people out of their vehicles to discover the history and recreational assets along our byway.

The thought that follows is traffic safety where bicycles and pedestrian are more common occurrences.

Pedestrians should always walk facing traffic: stay on the left of oncoming traffic. Cyclists should always stay to the right and travel with traffic. This safety rule applies even on our more rural segments of the Byway. Perhaps I should say especially on our more rural segments of the Byway.

But how do we get this message across to our residents and visitors alike? Just a small, simple sign at pedestrian eye level, "RIDE RIGHT; WALK LEFT" on way-finding sign-sets appropriately placed. But the argument is, "we have too many signs, each obstructs the view," or "the people we want to reach with the message can't read," or "this is only one message in thousands that we want to get across. It gets lost in the delivery to the pedestrian."

Our state DOT has "SHARED ROADWAY" signs and those crossing signs with the silhouette of a pedestrian, but these are intended for drivers, giving the cyclist or pedestrian a false sense of security.

Ride your bike with a helmet and with the travel lane even on a low trafficked road. If you are involved in a crash at least you have a chance of survival. Pedestrians or cyclists dressed in dark colors or camouflage are not safe around travel lanes. Think of what a driver sees, "...before (s)he runs over your shadow," as Larry Syzdek, our Byway Board Chairman points out. Wear bright clothing. If close to dusk carry a bright light or large reflective surface. "It is good to be seen," is my mantra. Larry's mantra is, "Make sure I see you before I run over your shadow."

What ever you do on the Mohawk Towpath Byway be mindful of what's going on around you. Be safe. Walk toward oncoming traffic so you can get out of the way of an errant vehicle. Walk left; ride right!





## Monthly Social Media and Marketing Tips

*Brought to you by the Foundation's educational partner, Tourism Currents.*

Are you planning a festival or special event along your Byway? Don't forget to set up a Facebook Event for it on your Byway Facebook Page.

A Facebook Event is free to create; you can use it to invite people to attend, post event updates and photos, add co-hosts, and communicate with attendees. Those who indicate that they are Interested or Going will get reminders and updates, plus their friends will see that they're going, which helps keep your event top of mind and helps with word-of-mouth marketing.

**Go here to learn how to set up a Facebook Event.**

### Become a Member

The mission of the National Scenic Byway Foundation is to empower, strengthen, and help sustain byways.

When you join our growing membership, we're able to amplify our impact with decision-makers, funders, and partners. Your membership directly funds the resources and training we offer to byway leaders across the country, and helps empower our cause to our partners.

**Read more about the membership benefits.**

Another benefit of membership: viewing past webinars. Check out the April Webinar, Ready to Ride? Bringing Recreational Motorcyclists to your Byway. Members can view this webinar at their leisure by **logging onto the website** and then **following this link**.

### NSBF Member Benefits:

- The National Scenic Byway Foundation advocates on behalf of byways and byway programs.
- Email newsletter and inclusion in our digital communications.
- Listing in membership directory on website.
- Invites and early notices to participate in NSBF sponsored educational opportunities.
- Access to digital byway resources available at [www.nsbfoundation.com](http://www.nsbfoundation.com).

**Enjoy the Benefits of Membership - Join Today!**

Know the joys of exchanging ideas with like-minded Byway communities.

Join the National Scenic Byway Foundation. Gain a voice, access tools and training, and spread your

**Connect with us**

[info@nsbfoundation.com](mailto:info@nsbfoundation.com)

Byway message.



Visit our website and learn more about membership benefits: [www.nsbfoundation.com](http://www.nsbfoundation.com)