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August 2017 Issue

Exciting partnership brings bikesharing to the Mohawk Towpath Byway

Are you looking to create healthy ways to explore your byway? The [Mohawk Towpath Byway](#), along the Erie Canal between Schenectady and Waterford/Cohoes in upstate New York, is taking advantage of a partnership between two other organizations to bring two bikeshare hubs to the Byway in early 2017.



One of the bikeshare bikes that visitors can rent.

The partnership between a major health maintenance organization (CDPHP) and the local bus transportation authority (CDTA) provided a way to connect the new bikesharing program (where residents and visitors can [rent bikes for a fee](#)) with the Byway. Together, the organizations chose where to place two hubs (where bikes can be returned or rented) in Schenectady very near the western end of the Byway; strategically placing one very close to the Amtrak station. The other hub is located near the Mohawk Hudson Bikeway that passes through the Byway corridor. Building off existing facilities ensures that more people will be able to use the Byway by bike.

"This is an invaluable asset by providing another active way for visitors and our residents to experience the Byway," says Eric J. Hamilton, Executive Director of the Mohawk Towpath Scenic Byway Coalition.

The Byway Coalition encourages visitors to ride between bikesharing hubs since it's a great way to see the scenic area. By advertising this new service, the Byway is more prominent in visitors' minds, as well as exploring by bike! It also has allowed the Coalition to announce future projects

including improved recreational access to a historic preserve.



A bike tour along the Mohawk Towpath Byway

Eric J. Hamilton, with the Mohawk Towpath Byway, submitted the idea for this article. Want to highlight your Scenic Byway? Send us an email at info@nsbfoundation.com.

Riding to the end of summer

As the summer starts to wind down in the northern parts of the US, many motorcyclists are planning their last few trips. How do you keep car drivers educated about how to interact with motorcyclists on your byway? If you're not sure, here is some information that you can share on social media or in a newsletter that you publish.

Let's make it safe for everyone who is out enjoying our beautiful byways!

1. **4-second rule:** Always increase your driving distance when you're behind a motorcycle and maintain a cushion of at least 4 seconds since motorcyclists can stop much more quickly than a car.
2. **Respect Mother Nature:** Hopefully you're adjusting your driving based on the weather, but this is vital for driving with motorcyclists since slick roads can be dangerous. Give extra space!
3. **Look before you turn:** A whopping 44 percent of 2-vehicle, fatal motorcycle accidents in 2013 were the result of a car trying to turn left while the motorcycle went straight, according to the Insurance Institute for Highway Safety. This is also good practice when driving with bicyclists.
4. **Check your blind spots often:** Motorcycles are smaller than cars so don't let them slip through your blind spot and double check before changing lanes!



Additional resources:

- <http://www.dunlopmotorcyclatires.com/the-national-scenic-byways-program/>
- <http://www.msf-usa.org/News.aspx#/details/1747>
- <https://www.esurance.com/info/car/sharing-the-road-with-motorcycles>

Fast facts!

Are you a National Scenic Byway Foundation member in good standing?

Did you know that the members-only section of the NSBF website has recordings from our educational webinars, among other helpful items?

If you are a member, but not yet registered for website member access, go to this link - <http://nsbfoundation.com/index.php/member-byways/register-on-this-website> - to start the process (and thanks for your support). We've planning our 2018 webinars now and you won't want to miss them!



By the numbers!

You know that social media is important. On Facebook alone, according to [Buffer](#), during an average 20 minutes:

- 1 million links are shared
- 4.86 million photos are uploaded
- 763,888 status updates are sent out

That is a lot of activity! It might feel overwhelming if you're trying to reach a new audience, but knowing who your audience is and what they want is one of the most important things to know about sharing your content.

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

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