

Lehigh Valley Greenways Conservation Landscape SUCCESS STORY

By: CAT-Coalition for
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Enjoy the Ride LV! (Awarded 2022)

SUMMARY

This project organized group bike rides on local trails, many of which incorporated mini-workshops for ride participants. The rides were geared to bring new people out on the trails and as such offered: (1) beginner friendly routes, (2) routes that are adjustable for varying abilities, (3) mini-workshops on trailside bike care/trail etiquette/rules of the road. Rides took place approximately twice each week during warm weather months (April-October), both mid-week in the evenings and on weekend days, to permit as many people as possible to join.



CHALLENGE

The project goals were: 1) to increase use of trail facilities throughout the Lehigh Valley; 2) to grow the cycling community by focusing resources on distinct peer groups that are currently under-represented, such as people with mental or physical disabilities, seniors, teen riders, older riders, BIPOC community, women, and others (most rides focused on adults, though some included families with children); 3) to develop and support leadership among distinct communities to enhance the likelihood of continuing growth of the local cycling community.

FUNDING

Grant Award:
\$7,100

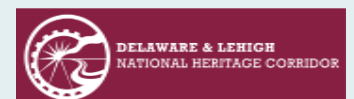
Match:
\$15,450

Total Project Cost:
\$22,550

PARTNERSHIP IS KEY

The following partners helped CAT make the rides successful by connecting their existing clients, staff, and public outreach with the joy of bicycling on local trails:

- Café' the Lodge
- Sights for Hope
- City of Allentown
- City of Bethlehem
- City of Easton
- Pennsylvania State Police
- LEPOCO Peace Center
- Treatment Trends "The Center"



SOLUTION

Some rides were offered on a weekly basis, in a 5-week series, or annually for different groups. The locations of the rides centered around the trails of the Lehigh Valley, including the D&L Trail, the Nor-Bath Trail, the Bethlehem Southside Greenway, the Saucon Rail Trail, the Jordan Creek Greenway, as well as local streets that connected with trails. Precise locations varied to provide variety for riders and to meet the needs of particular groups. For ride where participants didn't have their own bikes, or their bike was not rideable, riders were able to repair, borrow, or build a bike at the CAT Bicycle Cooperative. This process also fostered self-reliance about bicycle mechanics that could be useful on the trailside. Additionally, CAT hosted mini-workshops for specific rider groups, i.e. on weekly women's rides and Bike Basics rides with clients in addiction recovery.

RESULTS

Riders resoundingly enjoyed the rides and the freedom they offered. This was evident by the smiles and repeat participants who brought their friends and told others about the program. With the support of Lehigh Valley Greenways from June 2022 through October 2023, CAT's Enjoy the Ride LV! Program had:

- 90 group bike rides over 220 hours
- 837 ride participants (175 new riders)
- 9 CAT-trained ride leaders

Contact



www.LVgreenways.org

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