



FOR IMMEDIATE RELEASE

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AARP Awards 2022 Community Challenge Grant to BikeWalk NC

The grant will be used to establish a Bicyclist and Pedestrian Safety Skills Educational Traffic Garden in the Greenville region.

GREENVILLE, NC— BikeWalk NC has been named a recipient of a 2022 AARP Community Challenge grant, one of four selected in North Carolina.

The grant will be used to establish a permanent space for bicyclists and pedestrians of all ages to learn about road safety in a protected environment.

BikeWalk NC has collaborated with the Town of Winterville and other regional partners in this effort. The Project will repurpose the unstriped portion of Winterville's Hillcrest Park parking lot and will be completed this fall.

Traffic Garden partners will hold a public Traffic Garden dedication on October 29, 2022 and will feature the customized professional design of internationally recognized traffic garden designer Finnoula Quinn. BikeWalk NC and its partners will host opportunities for community members to contribute to the Traffic Garden's design later this summer.

AARP has long recognized the value of traffic gardens as instruments for building livable communities. The traffic garden in Hillcrest Park will provide a regional resource for teaching pedestrians, bicyclists and motorists how to "safely coexist" on the road with each other. In addition to providing a resource for people of all ages to practice safety skills, the Traffic Garden also provides an opportunity for experienced cyclists, including those 50 or over, to lead trainings to younger community members.

BikeWalk NC's Director Terry Lansdell celebrates the collaboration with the Town of Winterville. "The Traffic Garden at Hillcrest Park will be among the first of its kind in our state. It serves as a lasting example of a community coming together and reflecting its commitment to the safety of all road users. We are honored to partner with the Town of Winterville and others in the Greenville area on this visionary effort."

The Town of Winterville's Mayor Ricky Hines noted, "It brings me joy to know our community will be exposed to the safety aspects of riding bikes."

This project is part of the largest group of grantees to date with \$3.2 million awarded among 244 organizations nationwide. Grantees will implement quick-action projects to promote livable communities by improving housing, transportation, public spaces, civic engagement, and connection with family, friends, and neighbors with an emphasis on the needs of the 50-plus. Many of this year's

awards support revitalizing communities adversely impacted by the pandemic and include a focus on diversity, inclusion, and disparities.

All projects are expected to be completed by November 2022, and are designed to achieve one or more of the following outcomes:

- **Create vibrant public places** by improving open spaces and parks and activating main streets.
- **Deliver a range of transportation and mobility options** by increasing connectivity, walkability, bikeability, wayfinding, and access a wider range of transportation choices.
- **Encourage the availability of a range of housing** by increasing accessible and affordable housing solutions.
- **Increase civic engagement** by bringing together residents and local leaders to address challenges and facilitate a greater sense of inclusion.
- **Ensure a focus on diversity and inclusion** while improving the built and social environment of a community.
- **Support local recovery from the coronavirus pandemic** by emphasizing economic development, improvements to public spaces, and transportation services.

“We are incredibly excited to support BikeWalk NC as they work to make immediate improvements in the Greenville region, to encourage promising ideas and jumpstart long-term change,” shared AARP Director Michael Olender. “Our goal at AARP North Carolina is to support the efforts of our communities to be great places for people of all backgrounds, ages and abilities.”

Other North Carolina grantees include the Caraway Foundation, the City of Brevard, and Wash Away Unemployment. The full list of grantees can be found at www.aarp.org/communitychallenge.

The Community Challenge grant program is part of AARP’s nationwide Livable Communities initiative, which supports the efforts of cities, towns, neighborhoods and rural areas to become great places to live for people of all ages. Since 2017, AARP North Carolina has awarded 20 grants and over \$255,000 through the program to nonprofit organizations and government entities across the state. View the full list of grantees and their project descriptions at www.aarp.org/communitychallenge and learn more about AARP’s livable communities work at www.aarp.org/livable.

About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence and nearly 38 million members, AARP strengthens communities and advocates for what matters most to families: health security, financial stability and personal fulfillment. AARP also produces the nation’s largest circulation publications: AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org, www.aarp.org/espanol or follow @AARP, @AARPenEspanol and @AARPadvocates, @AliadosAdelante on social media.

About BikeWalk NC

BikeWalk NC is the only statewide not-for-profit advocacy committed exclusively to addressing the needs of vulnerable road users such as pedestrians and people who use bicycles. Throughout its 11 year history, BikeWalk NC has provided safety education and programming directed at both vulnerable road users and at motorists.