



walkway.org

FAST FACTS



Nearly 2,500 participants attend the Walkway Marathon each year.



Event planners pledged to reduce the race's environmental footprint.

511NY Rideshare's enthusiastic team is easy to work with and dedicated to improving mobility, reducing traffic, managing congestion and improving air quality in our community.

*– Susanne O'Neil
Program and Events Manager
Walkway Over the Hudson*

Elevating Sustainability

511NY Rideshare promotes green travel high above the Hudson.

Each year, the nonprofit organization Walkway Over the Hudson hosts a marathon race series in a unique state park that spans the river between Ulster and Dutchess counties. The Walkway Over the Hudson State Historic Park is a 1.25-mile elevated pedestrian walkway standing more than 210 feet above the Hudson River. The race organizers, who are committed to reducing the event's environmental impact, have partnered with 511NY Rideshare to offer information on public transportation and rideshare options to race participants.



Runners share a ride to the race. That's teamwork plus a smart commute!

In 2016, 511NY Rideshare, with help from the Walkway Marathon Green Team, assisted Walkway Over the Hudson in its first Walkway Marathon Race Series by promoting the use of sustainable transportation to athletes and spectators. The first order of business was developing an online portal, an events-based website, to help people find carpool matches and public transportation options to get to the race. Participants used

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The Walkway Over the Hudson State Historic Park is the longest elevated pedestrian bridge in the world and the site of the annual Walkway Marathon.

511NY Rideshare's ridematch tool to find other participants interested in carpooling who are either located nearby or would be passing through on their way to the marathon. The day before the event, 511NY Rideshare worked with Walkway employees, marathon volunteers and participants at the Walkway Marathon Expo. 511NY Rideshare offered information about carpooling, Park & Ride lots, transit options and road conditions to the event. With about 2,500 people participating, carpooling not only helped reduce congestion on race day but also reduced unnecessary carbon emissions.

"511NY Rideshare directly aided in the success of the Walkway Marathon green initiative," says Susanne O'Neil, who manages the nonprofit's programs and events. "We encourage other companies in the Hudson Valley to take advantage of their programs and services."

511NY Rideshare now has an ongoing partnership with the Walkway Marathon. By providing free ridematching services and transportation resources, we're helping participants and spectators find a smarter and greener way to get to the starting line.

SOLUTIONS



Suggest transit options.



Provide ridematching assistance.



Promote Park & Ride lots.



Sustainable travel is a team effort! Volunteers and Green Team members promote 511NY Rideshare's resources at the event.