



Vol. II, No. 1 August 2008

NJ Walks and Bikes

Encouraging alternative transportation in New Jersey

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Join us in Remembrance:

After a long battle with cancer, Gihon Jordan passed away on August 7th. Mr. Jordan was a well known traffic engineer and a longtime champion for bicyclist and pedestrian rights. A link to an excellent memorial article is presented here. [More Details](#)

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Increasing Pedestrian Safety and Mobility in Suburban Areas

As anyone who has attempted to walk or bike in the suburbs can attest, suburban areas in the United States typically treat bicyclists and pedestrians like second class citizens. Many suburbs are oriented exclusively to automobile travel, rarely accommodating bicycle and pedestrian travel. [More Details](#)



Why Drive 25 MPH?

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The roots of American bicycle and pedestrian advocacy herald back to the 1960s-70s, when some began to view the expanding highway system as a spoiler of the environment and destroyer of neighborhoods. [More Details](#)



Burlington County Bike Path Partnership

Taking an evening stroll or bike ride is a great way to relax, exercise, or just to get from point A to point B. Unfortunately, in some locations, NJ streets have become a bit more tough to navigate and we should all take care when we go for a walk or ride at night. [More Details](#)



NJ Walks and Bikes - Volume II, Issue I, August 2008

*A Project of the NJ Department of Transportation
Funded by the Federal Highway Administration
Produced at the Alan M. Voorhees Transportation
Center at Rutgers University*

Check it Out!

Check out the [NJ Bike/Ped Resource Center](#) for the latest planning, policy, and design research, as well as links to other great resources.

Feel free to forward this newsletter to other interested parties.



NJ Department of Transportation



US Department of Transportation

Welcome

Welcome to the fourth issue of New Jersey Walks and Bikes, a newsletter for anyone interested in bicycle and pedestrian issues. In this edition, our first of 2008, we bring you a variety of timely feature stories, including: "NJ Bicycle and Pedestrian Advocacy", which explores the varying goals and approaches utilized by bicycle and pedestrian advocacy groups in NJ and beyond. The "Why Drive 25 MPH" piece presents the efforts and related successes of 'Drive 25' campaigns, including the innovative work being accomplished in the NJ communities of Riverton Borough, Freehold Township and Bergen County.

This edition of New Jersey Walks and Bikes will also inform you of strategies to "Increase Pedestrian Safety in Suburban Areas," which tackles the issue of sidewalks in suburban locales and discusses the benefits of pathways and multi-use trails, highlighting the progress being made on this front in Bernards Township, as well as in Gloucester County, NJ. Our final feature in this issue details the successful collaboration of the Cross County Connection Transportation Management Association and two communities in Burlington County. Partnering together, they have focused on a regional approach to developing bicycle paths in their communities.

The "News in Brief" section highlights the new NJ Driver Manual, published this past January; reports on the completion of the County Road Sidewalk Inventory webpage developed by the New Jersey Department of Transportation, which includes useful data for walkers and bikers on over 13,000 miles of NJ's roadways; and details some of the extremely interesting findings of the Delaware Valley Regional Planning Commission's *Biking in the Delaware Valley in 2005* survey, which represents one of the most extensive bicycle rider surveys undertaken in the nation.

In our effort to make this publication as useful to you as possible, ***we request that you please visit and complete our brief reader survey, even if you have done so previously. The link to the survey is accessible from the newsletter frontpage.*** As always, we thank you for your interest and support in making New Jersey a safe walkable and bikeable state!

—Sheree Davis
NJ Department of Transportation Bicycle and Pedestrian Program
Coordinator



Sheree Davis, NJ Department of Transportation Bicycle and Pedestrian Program Coordinator

Increasing Pedestrian Safety and Mobility in Suburban Areas

As anyone who has attempted to walk or bike in the suburbs can attest, suburban areas in the United States typically treat bicyclists and pedestrians like second class citizens. Many suburbs are oriented exclusively to automobile travel, rarely accommodating bicycle and pedestrian travel. Walking and bicycling through these communities, in fact, is often considered unsafe, inconvenient and not pleasurable.

To accommodate all transportation choices, our suburbs can be adapted for bicycle and pedestrian travel. The car does not always have to be king; improving pedestrian and bicycle access can reduce the need for driving.

What Can Be Done?

Creating a safe and effective pedestrian and bicycling network will require retrofitting the American suburb. A frequent issue that needs to be resolved is how to create safe and clearly marked street crossings. Some proven strategies include:

- shortening street crossing distances
- retrofitting existing crossings with pedestrian refuge islands and curb extensions, both of which encourage slower driving speeds and provide bicyclists and pedestrians with an advantage

- utilizing devices such as clear signage, traffic signals and lighting to increase visibility of and awareness to pedestrians and bicyclists; also, removing sight obstructions
- adjusting traffic signal timing—crossing times can be lengthened at locations that expect to draw significant pedestrian activity

The Sidewalk Issue

As the most obvious element of the pedestrian network, sidewalks usually receive the most attention when improving pedestrian accessibility in the suburbs. Many subdivisions developed during the past 50 years were built without sidewalks because of the emphasis on motor vehicle access. In other cases, sidewalks may have been placed only on one side of a street or in a non-continuous, disjointed manner.

Adding sidewalks after the fact, however, can be challenging. The needed right-of-way is often unavailable or difficult to develop. Sometimes, residents view this undeveloped area as part of their front yards and can be resistant to the addition of sidewalks. Others are hesitant due to perceived liability issues. In some cases, it is thought that sidewalks might change their community's "semi-rural" character.



Photo Credits: Peter Messina

Increasing Pedestrian Safety and Mobility in Suburban Areas



Photo Credits: Peter Messina

While important, sidewalks alone generally are not enough, offering little to address the needs of bicyclists and not enough to meet the needs of pedestrians. Even if every street has sidewalks, they often don't lead to any desired destinations due to the circuitous street network common in many suburbs. Most residential subdivisions are separated from neighboring properties by barriers such as walls and are typically laid out with limited access points. To reach neighboring subdivisions, pedestrians often must walk hundreds of feet out of their way to a collector street.

By incorporating more direct pedestrian connections between adjoining land uses, municipalities can enhance access to destinations such as schools, parks, shopping, and community facilities. By providing short cuts that are unavailable to motorists, communities can make walking and bicycling a safer and more attractive option to residents. Examples of this idea put into action can be found in Seattle, and in New Jersey, in Gloucester County communities and Bernards Township.

Urban Trails in Seattle

Seattle has been a national leader in the development of urban trail systems. The city's bicycle program has been steadily developing an urban trail system which includes shared use paths, bike lanes, signed

bike routes, arterials with wide shoulders, and pedestrian pathways. Currently, Seattle has about 28 miles of shared use paths, 22 miles of on-street, striped bike lanes, and about 90 miles of signed bike routes.

The city adopted its first Bicycle Master Plan in 1972. The oil shortages of 1973 and 1979 boosted interest in bicycling, while railroad downsizing beginning in the 1970s provided abandoned right-of-way that the city was able to develop into multi-purpose trails through the 1990s. The trail system has proven extremely popular among residents and visitors to the city alike.

The Seattle Bicycle Master Plan envisions a comprehensive network of on- and off-street bicycle routes that connect all parts of the city, providing convenient access to transit stations, workplaces, parks, commercial areas and many other destinations. When completed in 2016, Seattle will have established a bicycle network linking neighborhoods and activity centers, as well as connections to recreational and natural areas within the Puget Sound region.

Gloucester County, NJ Multi-Use Trails Network Study

To offer suburban residents an alternative to viewing their communities from behind a windshield, Gloucester County asked the Delaware Valley Regional Planning

Increasing Pedestrian Safety and Mobility in Suburban Areas



Photo Credits: Peter Messina

Commission (DVRPC) to undertake a multi-use trails network study. Recently completed, the study recommends the creation of four cross-county routes comprised of multi-use trails. The trail network would serve important destinations, such as open spaces, recreational areas, employment centers, schools, transportation facilities, and existing trails. When this trail network is completed, bicyclists and pedestrians in Gloucester County will have enhanced mobility and all residents will be provided with an attractive alternative to driving in their communities.

Pathways in Bernards Township

Bernards Township, located in Somerset County, has actively pursued a bikeway and pedestrian path system for many years. Peter Messina, the township engineer and planner, initiated the process in the mid-1990's with a series of presentations detailing his recommendations to create a pathway system that would link residents with schools, parks and local retail establishments.

Messina's main motivation was safety, feeling concerned with the area's busy roads and absence of bicycling and walking. Messina said his vision was to "give people a way to walk to their neighbor's house without fear. With the paths, they can still walk where they want to go while being safely off of busy

streets. With the path system, children are able to get to local parks safely without relying on their parents to drive them."

The Bernards Township Greenways Advisory Committee (GAC), created as a task force in 1996 and elevated to an Advisory Committee in 1998, is dedicated to expanding opportunities for walking and biking throughout the township. Working closely with Messina and the local government, the GAC advocates for township walkers and bikers, while remaining sensitive to the concerns of the community, including local environmental issues. After proposing his pathway system, Messina worked with the GAC to rank the proposed walking and biking paths in order of priority. Particular attention was paid to paths that would facilitate school access, close missing links between existing paths, and provide access to open space. The rankings, when completed, were incorporated into the township capital program to decide which segments would be completed first.

The first segments of system were constructed in the late 1990s; Messina estimates that over 90 percent of the network he originally proposed has now been completed. The types of paths include concrete sidewalks, off-road bikeways, asphalt, turf, or chip path trails, as well as dirt paths through the woods.

Increasing Pedestrian Safety and Mobility in Suburban Areas



Photo Credits: VTC

Design and construction of a particular path depends on its intended usage and projected user population. Most are constructed of asphalt and measure 8-to-10 feet wide, generally considered the standard width for bike paths. Because of Bernards' relatively low population and limited activity, Messina was comfortable using more narrow paths in some locations and, in fact, found them preferable because they create less impervious surface and motorists would be less likely to confuse them for roads.

Most of the pathway system has been located or planned on property that the township either owns or has right-of-way for a path. In some cases, the township will need to acquire property. When completed, the paths will provide a township-owned system located entirely on publicly owned property.

When asked for suggestions he would offer other interested communities, Messina said "just do it," adding "local people know the community and they are the best ones to come up with a plan." When forming a plan, Messina suggested coming up with a priority system and taking "baby steps," noting that he had presented his plan as a 10-year project which was "was more palatable to the governing body." He also suggested taking advantage of developer agreements. Large sections of the Bernards pathway

system were constructed by developers who agreed to build or contribute to the construction of the pathway system where it passed near their properties.

The true success of any program is measured in results. Messina recalled how parents in one Bernards neighborhood never felt comfortable permitting their children to go out trick or treating on Halloween due to heavy traffic and safety concerns. Since the pathway system was completed through their neighborhood, parents now feel more comfortable. "Now people can be seen walking and biking in that neighborhood," Messina said. "They are really using the paths; it has changed their lifestyle."

For more information on increasing pedestrian safety and mobility in the suburbs, check out these resources:

- **Seattle:** <http://www.seattle.gov/transportation/urbantrails.htm>
- **Gloucester County:** <http://www.co.gloucester.nj.us/>
- **Bernards Township:** <http://www.Bernards.org/>

WHY DRIVE 25 MPH?



Photo Credits: VTC

"Drive 25" campaigns are community-driven efforts to encourage slower driving speeds through initiatives such as one-on-one outreach, targeted public events and partnering with local residents, officials and businesses.

Why are these campaigns valuable or even necessary? The answer is simple: encouraging safe behaviors by both drivers and pedestrians has helped to reduce pedestrian fatalities due to motor vehicles by nearly 85 percent nationally since 1975.

While that is good news, concentrating on the road isn't getting any easier for motorists. Cell phones offer great convenience, but making or taking calls, as well as text messaging distracts drivers and is against New Jersey law. Many vehicles have grown in size, making it harder to see what's ahead of or behind us on the roadway. DVD players in the car may keep the kids entertained, but lure our senses away from the road.

Although pedestrian deaths have declined significantly over the long term, there was a slight increase from 2003 to 2004. Other statistics, such as those below, demonstrate the need for campaigns like Drive 25, which encourage drivers to slow down.

- According to statistics from the U.S. Department of

Transportation's Bureau of Transportation Statistics, over 11% of all traffic-related fatalities in the United States were pedestrians. Children under the age of 15 represented nearly 20% of these fatalities, and adults over the age of 65 another 20%. In New Jersey, pedestrians accounted for a substantially higher proportion of all traffic-related fatalities (21%) of which nearly 18% occurred in 30 mph zones.

- Nearly a third (30.5%) of all accidents involving only one vehicle occurred at speeds under 40 mph; over a third of those occurred at speeds under 30 mph.
- A study by the United Kingdom Department of Environment and Transportation estimated that 5% of pedestrians would perish if struck by a vehicle traveling under 20 miles per hour. The odds of a fatality multiply to 40% for vehicles traveling 30 mph and further double to 80% at 40 mph.
- Statistically, urban areas are the most dangerous for pedestrians, despite the slower posted driving speeds.

"Drive 25" Campaigns

As in many states, the legal speed limit in New Jersey for "school zones, business or residential districts" is 25 mph, increasing to 35 mph in "suburban business and residential districts." These two speed limits often present difficulties when the

WHY DRIVE 25 MPH?



Photo Credits: VTC

line is blurred between zones, in locations where pedestrian infrastructure is underdeveloped, and in locations where there is dense residential development.

"Drive 25" campaigns form the education wing of a three-pronged strategy to combat speeding in neighborhood zones. Combined with sensible street design—such as using high-visibility paint—and enhanced enforcement and outreach by the police, speeds can be brought down and safety awareness brought up.

"We have found that the best place to start is by connecting with folks who have positive energy," said Tom Everson of the *Keep Kids Alive Drive 25* campaign (KKAD), a non-profit organization based in Omaha, Nebraska.

Everson has supported traffic-safety efforts at the neighborhood, municipal and county level around the country since 1998, helping local citizens get involved in hundreds of cities in 47 states to date. The mission of *Keep Kids Alive Drive 25* is to end all deaths and injuries caused by speeding.

Organized "Drive 25" events have included posting new speed limit signs, utilizing speed counters and digital radar stands, and distributing pamphlets that describe the dangers of speeding. Motorists have been challenged to pledge in writing to

drive 25 mph or less and to be more aware of pedestrians. Participating in local events, offering programs at schools and hosting driver training programs are other common activities of "Drive 25" campaigners.

Training and materials are needed for each step, and resources have been growing along with reports of positive results. Media events are also encouraged and pursued. Whether you respond to "5 mph, the difference between a hit and a miss," or "Obey the sign or pay the fine," "Drive 25" campaigns actively seek your attention.

Inspired by "Drive 25" campaigns, concerned residents in some communities have literally taken to the streets to monitor and address speeding. Armed with radar guns, street and lawn signs, and a passion for safety, residents and business owners have become bold about asking drivers to slow down. In some communities, residents can be found reaching out to their neighbors on this issue. This approach is particularly effective, as one study found that almost three of every four drivers exceeding the speed limit at dangerous levels live in the neighborhood where the offense occurred.

In addition to KKAD, the Federal Highway Administration (FHWA) provides planning and marketing materials through its Pedestrian

WHY DRIVE 25 MPH?

Safety Campaign that similarly includes engineering, education and enforcement approaches. The National Highway Traffic Safety Administration (NHTSA) also provides educational material for all ages through its Pedestrian Safety Program, including a Speed Campaign Tool Kit.

The Results

A study conducted in 2001 examined local efforts to reduce driving speeds in Oceanside, Cal., and found a 6 mph decrease in average speeds. A second, in Oro Valley, Ariz., credited the "Drive 25" campaign with helping to reduce average speeds by nearly 14 percent. Law enforcement officials in Bolingbrook, Ill., and New Berlin, Wis., found that "Drive 25" programs help get people directly involved in safety while improving relations between the public and the city.

"When cooperative relationships are established to move together to educate and engage the community," said Everson, "Keep Kids Alive Drive 25 becomes most effective." That was the case in Texas, where new legislation has made it easier for cities to reduce the speed limit to 25. This statute allows cities to lower speed limits on residential streets without conducting complicated and expensive traffic studies.

"Drive 25" Campaigns in New Jersey

Active "Drive 25" campaigns are

taking place right here in New Jersey. In fact, New Jersey has more communities with *Keep Kids Alive Drive 25* campaigns than any other state in the nation, many of them inspired by the national *Keep Kids Alive Drive 25* campaign. For instance, members of the Riverton Drive 25 organization have made it their goal to raise awareness, develop long-term solutions to encourage drivers to obey local speed limits, and promote pedestrian safety. So far, about 45 residents of this Burlington County community have put up "Drive 25, Keep Kids Alive" signs in their yards, raised a banner over Main Street, and distributed pedestrian-safety flyers and stickers to students at the local school and to passengers at NJ TRANSIT's River LINE stop.

The focus in Freehold Township has been on a "Neighborhood Pace Car Program." Pace car programs help to protect pedestrians by encourages residents to take responsibility for the impact of their own driving. By participating, these residents agree set the speed of traffic by driving within the 25 mph speed limit and displaying the official Pace Car sticker on their vehicles.

In Bergen County, the local *Keep Kids Alive Drive 25* chapter reaches out continuously to the community, both through the media and by delivering programs and events for county residents. In October 2007,



Photo Credits: VTC

WHY DRIVE 25 MPH?

the organization held a fall kick-off event at Van Saun Park in Paramus, featuring guest speakers, public officials and activities highlighting pedestrian safety issues facing the county. Bergen County Sheriff Leo McGuire and Bergen County Police Chiefs Association President William Corcoran pledged the county's resources to toughen enforcement of traffic laws in residential neighborhoods.

With the benefits of "Drive 25" campaigns affecting so many in a community, partnerships happen at many levels. For example, KKAD's Everson began partnering with the Palisades Safety & Insurance Association of New Jersey in 2004 to provide grassroots organizing strategies to various communities, such as Dunellen, Rockaway and Maywood, to help them reduce speeding in their communities.

"It takes a cooperative effort to develop a plan of action that works to engage the entire community in creating safe streets for the benefit of not only drivers, but pedestrians and bike riders as well," said Everson.

Local businesses often jump at the chance to help with these initiatives. Other partners in "Drive 25" campaigns may include non-profit advocacy organizations, public agencies and schools. For Everson and the thousands of groups

around the country working on "Drive 25" campaigns, there truly is safety in numbers.

For more information on Drive 25 campaigns, see the following resources:

- Keep Kids Alive Drive 25 campaign (KKAD)
<http://www.keepkidsalive25.org/>
- FHWA Pedestrian Safety Campaign
http://safety.fhwa.dot.gov/PED_BIKE/ped/index.htm
- NHTSA Pedestrian Safety Program & Speed Campaign Toolkit
<http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.5928da45f9959238160103104>
<http://www.nhtsa.dot.gov/speed/toolkit/index.cfm>
- Palisades Safety & Insurance Association of NJ
http://www.palisades.com/pal_news.asp?VID=7&vMain=2&vSub=



Photo Credits: VTC

NJ Bicycle and Pedestrian Advocacy

The roots of American bicycle and pedestrian advocacy herald back to the 1960s-70s, when some began to view the expanding highway system as a spoiler of the environment and destroyer of neighborhoods. It was during this time that community and environmental advocates began to challenge our singular emphasis on the automobile, seeking to make room for transit, bicycling and walking. Contemporary bicycle and pedestrian advocacy was born out of this movement and has continued to grow and evolve as interest in bicycling and walking surges in the United States.

What is Advocacy?

The American Heritage Dictionary defines advocacy as the act of pleading or arguing in favor of something, such as a cause, idea, or policy. Bicycle and pedestrian advocacy is far more complex however than this simple definition implies and can be expressed in a variety of forms.

Activities such as encouraging recreational bicycling to championing changes in state or local policy can be considered advocacy. In general, bicycle and pedestrian advocacy consists of activities that defend the rights of cyclists and pedestrians to use public rights-of-way for travel, seek to improve the conditions for cycling and walking, and strive to make cycling and walking more popular.

Pedestrian and bicycle advocacy groups vary in both their focus and organizational structure. For example, some advocates work from within or collaboratively with government entities, while others represent independent private organizations. Some of these smaller, independent groups are typically staffed with volunteers, while other larger groups have a paid staff, with well-developed outreach and advocacy programs in place. The importance and value of these independent advocacy groups cannot be denied, as many major policy shifts, including recent federal transportation policy, have been influenced by independent advocacy groups that forced action on issues otherwise ignored within the existing political structure.

As advocacy activity increases, the advocacy community struggles to balance the different needs of bicyclists and pedestrians. Though the two modes often are lumped within the same program, each has its own specific needs and concerns. Pedestrian-focused groups have faced a more difficult organizational challenge than bicycle advocacy groups, primarily because most people do not view being a pedestrian as a specific identity, since almost everyone is a pedestrian at some point in their daily lives. Recently though, pedestrian advocates have begun to collaborate and create partnerships with public



Photo Credits: VTC

NJ Bicycle and Pedestrian Advocacy



Photo Credits: VTC

health workers, planners, and environmentalists, as well as with bicycle advocates, to better campaign for pedestrian rights and access.

What Do Advocacy Groups Do?

Government-sponsored groups usually take the form of statewide bicycle and pedestrian advisory groups. These groups are typically formed at the request of the governor or the statewide transportation agency and provide a variety of services to their sponsor—from advising on projects, programs, and policies, to creating educational materials, to funneling new and innovative program ideas. Membership is typically composed of stakeholders from the bicycle and pedestrian world, state agency representatives, and/or local advocates or planners from regional, county or local government.

Independent advocacy groups determine their own scope of work, as they typically perform a variety of services to promote bicycle and pedestrian issues. Some are politically active and will petition the government for changes in policy and law, and promote the construction of facilities. Outreach to elected officials can include letters, petitions, phone calls, emails and personal conversations. These groups might also work on developing relationships with various government entities, such as law enforcement, transit agencies, and departments of

transportation, public works, and parks and recreation. Another direct form of communication can include writing letters and opinion pieces for newspapers, or maintaining blogs where issues can be discussed with input from the public. These advocates may also issue press releases, hold press conferences and stage public events or protests.

National independent advocacy groups, such as The National Center for Bicycling and Walking (NCBW), have helped build and broaden the bicycle and pedestrian advocacy movement. NCBW is the host of the Pro-Walk/Pro-Bike conference, a major bi-annual North American event that attracts advocates, government planners, consultants, and public health officials. NCBW provides an array of resources on its website, <http://www.bikewalk.org/>, and has worked with the public health community to understand and become involved in transportation planning.

Other independent groups, usually recreational clubs, may be interested in promoting bicycling and walking simply by organizing bicycle rides or walks for recreational purposes. Through these public-oriented events, people are encouraged, particularly novice cyclists, to learn to see bicycling and walking as legitimate, practical, healthy and, most of all, fun forms of transportation.

NJ Bicycle and Pedestrian Advocacy



Some groups focus their advocacy efforts on educating cyclists about the rules of the road for bicycling and motorists about how they should behave around cyclists and pedestrians while driving. Just as driver's ed classes contribute to safer driving, bicycle and pedestrian education is one of the most effective ways to foster safer bicycling and walking.



Other advocacy groups focus on the construction of a particular trail or facility. Most notable is the East Coast Greenway Alliance, whose primary focus is the completion and connection of various trails in New Jersey into one main trail that also traverses 13 other states. Though alliance members may be interested in other aspects of pedestrian and bicycle advocacy, members of this group came together in support of the East Coast Greenway.



The Face of Bicycle/Pedestrian Advocacy in New Jersey

At the state level, the New Jersey Department of Transportation has an Office of Bicycle & Pedestrian Programs with a staff of four. They initiate programs, remedy problems and review construction plans for state highway projects, with the support of other offices within the NJDOT. Also at the state level is the New Jersey Bicycle and Pedestrian Advisory Council (BPAC). Hosted by the Alan M. Voorhees Transportation Center at Rutgers University on

behalf of NJDOT, BPAC acts as a forum for state, county and local agencies – along with advocacy organizations and interested private citizens – to network with one another, learn about projects and programs, exchange ideas and voice concerns. The advisory council has also recently formed several subcommittees that are focusing on bike and pedestrian policy and legislation, education and safety, and other issues.

Locally, some county and municipal governments have formed bicycle and pedestrian advisory groups. One example can be found in Middlesex County, with its Bicycle - Pedestrian Task Force. This group works with municipal officials, the NJDOT, NJ TRANSIT, and the North Jersey Transportation Planning Authority to make bicycling and walking more feasible and attractive transportation alternatives in Middlesex County.

The work of numerous independent bicycle and pedestrian advocacy groups is also strong within New Jersey. For example, WalkBikeJersey is a citizen's group that works at a statewide level to improve bicycling, walking, and public transit.

Other groups, such as the Central Jersey Bike Club, Inc. focus their efforts on a particular region of the state. The Central Jersey Bike Club schedules a variety of rides throughout the year, all of which are

Photo Credits: VTC

NJ Bicycle and Pedestrian Advocacy



Photo Credits: VTC

staffed by club volunteers and target bicyclists of all abilities. The West Windsor Bicycle and Pedestrian Alliance offers an example of a group that focuses its efforts in one community. The Alliance is a non-profit whose goal is promoting bicycling and walking in West Windsor, and emphasizing access, increased mobility, education and safety.

Similar to the East Coast Greenway Alliance, other private advocacy organizations have formed in New Jersey to promote, preserve and improve multi-use trails. Monmouth Heritage Trail, Inc., is a good example of a non-profit organization that focuses specifically on one trail, promoting the preservation, protection and balanced use of the Henry Hudson Trail as a recreational facility for the benefit of the public.

In addition to New Jersey-specific organizations, advocacy groups in the New York and Philadelphia metropolitan areas have shown a wider regional interest by working within New Jersey as well. Bike New York was established as a non-profit organization with the mission of promoting and encouraging bicycling and bicycle safety through education, public events, and collaboration with community and government organizations. Best known for producing America's largest cycling event, a 42-mile, traffic-free ride for some 30,000 cyclists known as the

Commerce Bank Five Boro Bike Tour, Bike New York also puts on smaller rides, offers free classes to the public, and develops customized bicycle safety and education programs in and around New York City, including New Jersey.

Similarly, the Bicycle Coalition of Greater Philadelphia uses advocacy and education to improve bicycling conditions, promoting biking as a healthy, low-cost, and environmentally-friendly form of transportation and recreation in southeastern Pennsylvania, southern New Jersey and Delaware. Since its inception, the coalition has made tremendous gains in the Delaware Valley by facilitating the construction of recreational trails, advocating for the addition of hundreds of miles of bike lanes, urging political leaders to support bicycle-friendly policy and keeping the public informed about cycling programs and opportunities in the region.

The groups described in this article represent only a partial list of the bicycle and pedestrian advocacy groups making an impact in New Jersey. For more information about the groups mentioned above, as well as the many other advocacy groups advancing bicycle and pedestrian interests in the state, visit <http://www.njbikeped.org/>

Burlington County Bike Path Partnership



Medford and Evesham townships could have been like two ships passing in the night. The neighboring Burlington County towns in southern New Jersey were planning bike paths, unaware of the work of the other.

Over 450 miles of bike paths have been added or enhanced throughout the county, linking communities together. The efforts have been initiated and financed by the county and individual municipalities.



Enter Cross County Connection (CCC), a transportation management association (TMA), and Burlington County. Armed with a vision of regional planning, Cross County brought the townships to the same table. Maps were drawn up, routes were compared and soon the bike paths were designed to meet at the town borders.

Cross County is a coalition of public agencies and businesses that has been working on transportation issues in southern New Jersey since 1988. Its mission is to coordinate efforts and priorities in transportation, and ultimately reduce the number of cars on the road. Offering technical assistance on planning for non-motorized transportation, Cross County is working closely with the state and municipalities to deliver needed improvements.



Burlington County and its 45 municipalities are working out the wrinkles between local governments and, with the help of Cross County, growing a regional transportation network, using healthy doses of local enthusiasm and cooperation. For instance, Voorhees and Haddonfield recently enhanced 30 miles of bike paths with signs and lane striping to keep riders safe. These improvements were backed with targeted marketing, presentations of the new routes at public events, safety classes offered to cyclists and drivers, and distribution of low-cost or free items such as lights, reflective clothing and educational materials.

Improving the roadside often faces hurdles when communities fear they'll bear the brunt of costs or when government regulations require environmental reviews that can prove costly. Long range planning avoids many potential conflicts by folding bike lane and sidewalk improvements into planned roadway repairs. "If we're going to pave a road, we may as well just plan to widen the shoulder a little," said Ragozine. "The process just gets meshed together."

"This is really changing the way municipalities think about bike lanes—they think regionally," said Bill Ragozine of the CCCTMA.

The coordination starts by mapping bike and pedestrian routes in individual municipalities, including existing, planned and programmed paths. The reports are sent to the

Photo Credits: Cross County Connection

Burlington County Bike Path Partnership



Photo Credits: Cross County Connection

municipality for review, then checked against county and state plans to identify gaps and overlap. The CCCTMA has received support from the Delaware Valley Regional Planning Commission, a regional planning organization for southern New Jersey and eastern Pennsylvania. The NJ Department of Transportation offers resources through the Transportation Demand Management Services program, encouraging communities to increase non-motorized options to help mitigate congestion and the environmental consequences associated with driving.

All New Jersey counties have access to these planning resources; what makes Burlington stand out has been the commitment of a select number of leaders in transportation. Carol Thomas, a planner with the Burlington County Department of Transportation and board president of Cross County, has worked on outdoor recreation for over 15 years.

"Why not give them a chance to ride?" Thomas asks local officials when they object to projects aimed at non-motorized uses. She says it is important to convince municipalities that safe and easy-riding paths are basic amenities for their residents. As she is an expert in trail building and planning in the state, many are inclined to listen.

Thomas has been instrumental in

long-term and long-distance efforts around the county. Widening the shoulders of roads through the Pinelands took over five years as local officials raised concerns over the environmental costs of construction and possible liability issues. The answers to those questions (lanes add minimal impervious surfaces and no liability cases have come to the county) have encouraged other projects, such as bike routes on County Routes 563 and 532.

"These routes have seen great use by cyclists," noted Thomas. "Riding is getting more popular and the state is planning a new bike map that will get the word out to other people."

"Local bike groups and clubs also have contributed," said Thomas. They build local advocacy and educate their neighbors about the benefits such relatively small improvements bring to recreational and commuting cyclists.

Infrastructure and marketing efforts have focused on recreational riders, including residents and visitors looking to explore the county's parks and rural roads. More recently, planners such as Ragozine are focusing on job commutes, hoping to encourage peak-hour drivers to bike to work by offering a safe and supportive environment.

Advocates hope to see more studies supporting local planning efforts for

Burlington County Bike Path Partnership



bike lanes, walking paths and driver education. Phase Two of the New Jersey Bicycle & Pedestrian Master Plan, issued in 2004, calls for studies and plans produced at the county and local levels.



"There's more and more interest in bike studies," from the municipal level, said Ragozine. "We really need their involvement in planning and implementation."

New Jersey has committed \$74 million over the next five years to improve safety for non-motorized travelers. This includes \$50 million for construction, \$15 million for Safe Routes to Schools and \$5 million for improving local routes to transit.



Resources

Burlington County
<http://www.co.burlington.nj.us/>

Cross County Connection
 Transportation Management
 Association
<http://www.driveless.com>

New Jersey Bicycling Resource
<http://www.state.nj.us/transportation/commuter/bike/>

New Jersey Bicycle & Pedestrian
 Master Plan – Phase 2
<http://www.bikemap.com/RBA/>

State of New Jersey Transportation
 Demand Management Services
<http://www.state.nj.us/transportation/publicat/Facts/demand.shtm>

Photo Credits: Cross County Connection, Carol Thomas

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County Sidewalk Inventory on NJDOT Website Brief

To help prioritize bicycle and pedestrian improvements along county roads, the New Jersey Department of Transportation (NJDOT) has created a County Road Sidewalk Inventory webpage using sidewalk data collected through an image-based feature inventory. The data was collected between July 2006 and August 2007 for 13,200 miles of New Jersey's 500, 600, 700 and two-digit series of county roads. This inventory will enable users to find which county roads have sidewalks, shoulders, bike paths, curb ramps, crosswalks, pedestrian signage or pedestrian-friendly signalized intersections.

Using NJDOT's Standard Route Identification (SRI) Linear Reference System, the data and images collected for the sidewalk inventory are organized by route number in each county. The data is available for download from the NJDOT website in two file formats, ESRI Personal Geodatabase (.mdb) files and ESRI Shape file format.

Users with access to Environmental Systems Research Institute's (ESRI) line of professional ArcGIS software should download the data stored in ESRI Personal Geodatabase (.mdb) files. To view the files, users will need one of ESRI's ArcGIS suite of products, version 8.3 or later.

For users without ESRI ArcGIS software, the data is made available in the generic ESRI Shape file format. This data can be viewed using products such as ArcExplorer software that can be downloaded free from ESRI's website.

To download the data or learn more about the information, visit the NJDOT's County Road Sidewalk Inventory webpage at: <http://www.state.nj.us/transportation/refdata/countysidewalks/>

Delaware Valley Regional Planning Commission's Bike Survey Results

In Fall 2005, the Delaware Valley Regional Planning Commission (DVRPC) conducted one of the most extensive bicycle surveys in the nation to gather data on the characteristics of adult bicyclists and the trips they make, as well as their travel behavior, attitudes and desires. Called Biking in the Delaware Valley in 2005, this survey looked at bicycling throughout the Delaware Valley, including the metro Philadelphia region. This survey was the first of its kind done in the region and may be the largest ever conducted in the United States.

The survey drew a sample from the region's estimated 133,000 daily bicycle trips and 1 million active bicyclists aged 16 and older. Data was collected by interviewing passing



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Photo Credits: VTC, DVRPC

bicyclists at select locations and by distributing questionnaires with pre-paid return envelopes.

The survey results reveal that:

- Nearly two thirds of daily bicycle trips were for utilitarian transportation
- Utilitarian bicycle use correlated strongly with urban density (90% of bicycle trips in Central Business Districts, 61% in suburban areas and 12% in rural areas)
- Utilitarian bicycle trips averaged between 2.4 to 5.7 miles depending on purpose and represented 64% of all trips; riding for recreation and exercise averaged 12.6 miles and represented 35% of trips
- Among utilitarian bicycle trips, commuting represented 29% of all trips and averaged 5.5 miles
- Six percent of trips were made by people as part of their jobs (police and security personnel, food delivery and messengers) and represented 15% of all trips in the CBDs
- Twelve percent of trips involved carrying the bicycle aboard a train or bus for part of the journey, the same percentage as for trips that involve carrying the bicycle in a private car
- 60% of adult bicyclists were observed riding without helmets
- Bicyclists as a group were older, better educated, more affluent and owned fewer cars than the general population

- Men outnumbered women bicyclists by more than two to one
- Bicycle lanes were favored by bicyclists over any other facility type or any other action used to encourage cycling

To view the complete report, go to the following link:

<http://www.dvrpc.org/asp/pubs/reports/07050.pdf>

The New NJ Driver Manual – No Longer Just for Drivers

In January 2008, the state Motor Vehicle Commission (MVC) published a new version of the New Jersey Driver Manual that features important revisions, including more detailed information on pedestrian safety and the rights and responsibilities of bicyclists.

An important resource for both current drivers and those preparing to become licensed drivers, the new manual offers an online version that is one of the first of its kind in the nation. Enhanced information on pedestrian and bicycle safety is among the important new features included in the manual.

“Given that Governor Corzine made a strong commitment to pedestrian safety, we worked with the NJ Department of Transportation’s pedestrian safety folks to put together a page of information that goes into greater detail about the topic,” said Mike Horan, MVC director

Walks and Bikes News Briefs



of communications. "Pedestrian safety is also found in more than one section of the manual as well."

Specifically, Chapter 8 "Sharing the Road with Others", offers information on pedestrians, mature drivers, visually challenged individuals, bicycle riders, and those using skateboards and inline skates. Key statistics on vehicle/pedestrian collisions are shared with readers, and the manual stresses that drivers must always yield to pedestrians and that in most cases, pedestrians have the right of way at all intersections. Drivers are also warned to never pass a stopped vehicle at a crosswalk.



With regard to biking, it is explained that bikers have the same rights and responsibilities as drivers. Motorists are informed that when making right turns, they must yield to bicyclists, skateboarders and/or inline skaters traveling through an intersection.

The new driver's manual has undergone a more substantive overhaul than the last update in 2006. In fact, the process took a year to update the manual and involved many partners. For instance, the state's driver education teachers were solicited through a survey for suggestions and comments for updating the manual.

The new manual can be downloaded from the MVC website, or viewed in its entirety online as an easy-to-

navigate web tool. The online version went live in February and includes notable features, such as:

- Chapter review exercises/quizzes to help prepare future drivers for their written and road tests
- Special, targeted sections on the Graduated Drivers License program and other popular topics related to driving and licensure in NJ
- An "Updates Since Last Print" section, where changes in law/regulation will be presented, as well as other updates to information included in the print version

One of the benefits of the online manual, Horan said, is that "it allows us to be on top of sudden changes that may affect drivers. We can quickly get that information out to the public. We see the online and print versions as going hand-in-hand as essential driver tools, along with our Parent Guide to Teaching Teens."

To receive a copy of the manual or to explore the online version:

- Visit <http://www.njmvc.gov/manual> OR
- Call (888) 486-3339 toll-free in New Jersey

If you have suggestions/comments to share, you can reach MVC via the online correspondence form available at <http://www.state.nj.us/mvc/about/contact.htm>



Photo Credits: VTC

Join us in Remembrance: Gihon Jordan

Gihon Jordan, 58, traffic engineer - Philadelphia Inquirer

By Gayle Ronan Sims
Inquirer Staff Writer

Gihon Jordan, 58, a Philadelphia Streets Department traffic engineer who worked to make the city safer for pedestrians, bicyclists, motorists and the disabled, died of colon cancer Thursday at his home in West Philadelphia. Mr. Jordan battled bureaucracy, and combined vision and common sense in his quest to make Philadelphia a better place. He was responsible for just about everything involving traffic in Center City, North and South Philadelphia, and the river wards. This included street signs, malfunctioning traffic signals and the closing of streets.

But he also solved bigger problems. While scientifically designing and implementing convention-defying solutions, he earned a national reputation as an expert traffic calmer.

"I don't want to move vehicles around," Mr. Jordan said in a 1994 article in *The Inquirer*. "I want to move people around. Philadelphia was designed for the pedestrian, not for the car."

When he took over as traffic engineer for the city in 1993, Mr. Jordan worked to get more people to walk, bike and take mass transit.

Especially biking. Mr. Jordan, who never owned a car, was responsible for putting city policemen on bicycle patrols; he designed cross-state bike routes for the state Department of Transportation, and bike paths along the river drives and on city streets.

After earning a bachelor's in electrical engineering in 1973 from the University of Pennsylvania, Mr. Jordan pedaled solo across the United States three times and through 21 countries, including Uganda, Ethiopia and Senegal. Along the way, he spread the word about bicyclists' rights, safety, pollution, health, maps, crime, energy demands and road design.

Mr. Jordan was an early and active board member of the Bicycle Coalition of Philadelphia and numerous other biking organizations. In 1984, he wrote "Bicycling, Transportation and Energy: Handbook for Planners," one of dozens of such publications he wrote. He was on the pedestrian committee of the National Academy of Science's Transportation Research Board.



Join us in Remembrance: Gihon Jordan

Mr. Jordan earned a master's in energy management and policy in 1982 from Penn's Wharton School. He also studied religious thought. His first name, Gihon, came from the Old Testament: "I'm on Page 2 of Genesis; Adam and Eve are on Page 3," he noted in 1994. He was a Quaker who called himself "an ethicist."

Raised in Edison, N.J., Mr. Jordan was the grandson of a civil engineer and Penn professor who led the construction of U.S. Route 2 in Montana. In Philadelphia, Mr. Jordan pushed for more stop signs and fewer stop lights, which he wanted converted into energy-efficient LED lights; better pedestrian signage; and safe, paved shoulders.

"One of his most cherished accomplishments was helping start the Warrington Community Garden in West Philadelphia," said his wife of three years, Susan Edens. She is a cultural landscape architect at Independence National Historical Park and shares her husband's passion for improving the world.

"Gihon knew the dangers and joys of riding a bike in the city. He was a safe biker, always wore a helmet. He had a road bicycle which he kept in good repair," she said. "He rode in the rain and at night."

After five years with New Jersey Department of Transportation as a specialist in air quality, bicycles and transportation, Mr. Jordan came to Philadelphia to work for the Planning Commission, where he studied the demographics of North Philadelphia until 1989. He was named project and traffic engineer by the Streets Department, where he worked until 1993. For 12 years, he was the Streets Department's Center City district traffic engineer. He retired in 2005.

In addition to his wife, Mr. Jordan is survived by a brother, Paul; sisters Patricia Williams and Joan; and several nieces and nephews.

A memorial service is being planned for September. Donations may be made to the Gihon Jordan Scholarship Fund, Association of Pedestrian and Bicycle Professionals, Box 93, Cedarburg, Wis., 53012.

Sims, Gayle Ronan. "Gihon Jordan, 58, traffic engineer." [The Philadelphia Inquirer](http://www.philly.com/inquirer/obituaries/20080812_Gihon_Jordan__58__traffic_engineer.html) 12 August 2008. <http://www.philly.com/inquirer/obituaries/20080812_Gihon_Jordan__58__traffic_engineer.html>



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