Acknowledgements

This report is supported by the New Jersey Department of Transportation with funding from the United States Department of Transportation’s Federal Highway Administration. New Jersey and the United States Government assume no liability for its contents or its use thereof.

The Summit was hosted and organized by the Alan M. Voorhees Transportation Center (VTC) which is housed at the Edward J. Bloustein School of Planning and Public Policy as part of Rutgers, The State University of New Jersey. Summit hosting included support from Civic Eye Collaborative (CEC) for technical support and visuals under contract through Sam Schwartz Engineering.

Thank you to our sponsor, the NJ Department of Transportation for supporting this effort. Without their contribution and continued support, this summit could not have been possible.

Report Author
Corey Hannigan

Report Contributors
Leigh Ann Von Hagen
Samuel Rosenthal
James Sinclair
Summit Overview

The New Jersey Complete Streets Summit is a free, biennial event sponsored by the New Jersey Department of Transportation, with a series of exemplary speakers and sessions on Complete Streets policies, planning, implementation, funding, and more. The Summits is for anyone interested in making their communities safer and more active, vibrant, and accommodating for road users of all ages and abilities.

Complete and Green Streets are designed and operated to enable safe, comfortable, and equitable access for all road users. They help in the planning and implementation of transportation networks for not only motorists, but also transit riders, pedestrians, and cyclists, and improve safety and access for not only able-bodied adults, but also for children, the elderly, and persons with disabilities.

Every two years, the Summit brings together hundreds of planners, engineers, advocates and policy-makers from around the State to learn about implementing Complete Streets policies and projects.

This year’s Summit was held virtually on Friday, October 22, 2021, and celebrated 10+ years of Complete Streets in New Jersey, reflecting on past successes and looking ahead to a safer future for all.
10+ Years of Complete Streets in New Jersey

For more information about Complete Streets in New Jersey, visit state.nj.us/transportation/eng/completestreets or njbikepod.org
10+ Years of Complete Streets in New Jersey

2014
- NDOT releases New Jersey Pedestrian Safety Action Plan & Toolbox
- NDOT releases New Jersey School Zone Design Guide
- NDOT and MPOs offer Complete Streets workshops

2015
- Mercer County becomes first in the state with all municipal, county, and state roads covered by a Complete Streets policy
- NDOT, MPOs, and TAMAs offer Complete Streets workshops

2016
- NDOT releases New Jersey Bicycle Safety Action Plan & Toolbox
- NDOT updates New Jersey Bicycle & Pedestrian Master Plan

2018
- North Jersey Transportation Planning Authority (NJTPA) introduces Complete Streets Technical Assistance Program

2019
- NDOT publishes Complete and Green Streets for All Model Complete Streets Policy and Guide
- Fanwood passes first Complete and Green Streets Ordinance in NJ
- NJTPA releases Complete Streets Technical Assistance Round 2 applications
- NDOT, MPOs, and TAMAs offer Complete Streets workshops

2020
- NDOT releases Strategic Highway Safety Plan (SHSP) with a vision to achieve zero deaths on all public roads in NJ
- Delaware Valley Regional Planning Commission (DVRPC) completes Regional Sidewalk Inventory and makes it available online through its Pedestrian Portal

2021
- NDOT establishes a Complete Streets Task Force through the Strategic Highway Safety Plan
- NJ adopts a Safe Passing Law that requires drivers to allow a 3-foot gap when passing pedestrians on bicycle, effective March 1, 2022
Goals of the Summit

Sponsor, Summit Planning Committee, Core Working Group

Sessions & Speakers

Social Media

Registration & Attendance

Questions Submitted during Registration

Attendee Feedback Questionnaire Results

Lessons Learned

Post-Summit Resources
Summit Goals and Intended Audience

Summit Goals

• Educate attendees about Complete and Green Streets and their wide-ranging benefits.
• Present best practices for implementing safe, healthy, green, and equitable Complete Streets policies and projects.
• Support continued Complete and Green Streets efforts across the State.
• Increase attendees’ familiarity with the resources available on Complete Streets policy adoption and implementation.
• Empower community members to improve safety and sustainability of the built environment within their communities.
• Connect peers from across the State and increase awareness about local projects and funding opportunities.
• Inspire further action through exemplary keynote speaker and panel presentations on innovative ideas and case studies from around the State.

Audience

• State, county, and municipal planners, engineers and advocates
• Senior and youth groups
• Public health, environmental, and economic development professionals
• Policy-makers and elected officials
• Local bike/walk & Safe Routes champions or groups
• Mobility, accessibility, and equity advocates or groups
2021 NJ Complete Streets Summit Summary Report

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Stakeholder Relationship Chart

Core Working Group

Sponsor
NJDOT

Sam Schwartz Engineering

VTC

CEC

Summit Planning Committee

- AARP NJ
- American Heart Assoc.
- Brain Injury Alliance of NJ
- CCC TMA
- DVRPC
- Disabilities Network
- EZ Ride
- Michael Baker Intl.
- NJBWC
- NJ Transit
- NJTPA
- RideWise
- Sam Schwartz Consulting
- SJTPO
- Sustainable Jersey
- TSTC
Sponsor

Through funds provided by the Federal Highway Administration, the New Jersey Department of Transportation (NJDOT) has sponsored the NJ Complete Streets Summit since the first Summit in October 2010.

Without NJDOT’s ongoing and enthusiastic support, the New Jersey Complete Street Summits would not be possible.

Complete Streets is a critical part of NJDOT’s Strategic Highway Safety Plan, which centers equity and bicycle and pedestrian safety.

Since 2009 NJDOT has had a Complete Streets policy in place for state roads, and in 2020 NJDOT published a Complete & Green Streets Model Policy & Guide, demonstrating their commitment to implementing a Complete Streets approach throughout the state.
Summit Planning Committee

Thank you to our Complete Streets Summit Advisory Committee for their contribution and continued support in organizing the sixth biennial NJ Complete Streets Summit!

- AARP New Jersey
- American Heart Association
- Brain Injury Alliance of NJ (BIANJ)
- Cross County Connection Transportation Management Association (CCC TMA)
- Delaware Valley Regional Planning Commission (DVRPC)
- New Jersey Disabilities Network
- EZ Ride Transportation Management Association
- Michael Baker International
- New Jersey Bike & Walk Coalition (NJBWC)
- New Jersey Department of Transportation (NJDOT)
- NJ Future
- NJ TRANSIT (NJT)
- North Jersey Transportation Planning Authority (NJTPA)
- Street Smart NJ
- NV5
- RideWise
- Sam Schwartz Engineering
- South Jersey Transportation Planning Organization (SJTPO)
- Sustainable Jersey
- Tri-State Transportation Campaign (TSTC)
Core Working Group

Core staff from the Alan M. Voorhees Transportation Center at Rutgers (VTC), Civic Eye Collaborative (CEC), and the NJ Department of Transportation (NJDOT) attended daily task meetings to communicate progress and respond to issues.

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<th>Sep W5</th>
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- CEC Need to add title: What Are Complete Streets? and bold the sentence on pheedloop site explaining C&S, hyperlink to our Complete Streets page
- LAVI to confirm email addresses of “partners”, to be sent from njhked email
- CII needs access to njhked email (Stephanie to ask Martin)
2021 NJ Complete Streets Summit Summary Report

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Sponsors, Summit Planning Committee, Core Working Group

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Social Media
Registration & Attendance
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## Sessions

The day’s six sessions followed a panel format, with a group of speakers providing brief presentations followed by Q&A with curated questions provided by attendees at registration.

The final session functioned as a keynote with the main section featuring a talk by Barbara McCann from Federal Highway Administration (FHWA).
10+ Years of Complete Streets in NJ Videos

Working with NJDOT, VTC, and Sam Schwartz Engineering, Civic Eye Collaborative produced a series of videos celebrating the people and projects that have advanced New Jersey’s Complete Streets movement over the last 10+ years.

In order to introduce each session topic, short 3- to 4-minute videos began each panel session. Experts from NJDOT, MPOs, universities, and advocacy groups were interviewed about Complete Streets policies and implementation throughout the state, providing a rich history of accomplishments and lessons learned. Videos can be viewed on the njbikeped.org website and YouTube Channel. Thank you to all those who spoke on camera for the videos.

Video titles in order of presentation:

- What are Complete Streets?
- Where will Complete Streets Take You? The Future of Complete Streets
- Inspiring Change: Complete Streets Case Studies
- Complete and Green Streets Policies in Action
- Taking it to the Streets with Implementation
- Complete Streets in New Jersey: We’ve Come a Long Way!
Complete Streets Champions

The NJDOT and New Jersey Bicycle and Pedestrian Resource Center (BPRC) at the Alan M. Voorhees Transportation Center at Rutgers University were also proud to announce the 2021 New Jersey Complete Streets and Safe Routes to School Champions at the Summit. These awards recognized individuals and groups who have gone above and beyond in their efforts to promote safe, accessible, and equitable mobility in the State.

2021 NEW JERSEY COMPLETE STREET CHAMPIONS

- **The late Highland Park Councilwoman, Susan Welkovits** for setting a shining example as a community advocate on bicycle and pedestrian issues and Complete Streets in Highland Park that inspired everyone to reimagine their neighborhood streets.

- **The Team4NJ Safe Passing Law, a task force of the NJ Bike and Walk Coalition** for their decade-long effort on the NJ Safe Passing Law that requires drivers to give four feet of space or reduce their speed to 25 miles per hour when approaching and overtaking people walking or riding a bicycle.

2021 NEW JERSEY SAFE ROUTES TO SCHOOL CHAMPION

- **The West Orange Township Pedestrian Safety Advisory Board** for their extraordinary work on addressing walking and bicycling safety in West Orange including the Pop-Up Bike Lane Demonstration Project along Woodland Avenue to Redwood Elementary School.
Complete Streets Champions Selection Process

One of the key roles of the Complete Streets Summit Planning Committee is the selection of Complete Streets Awardees. During the kick-off meeting, committee members were shown previous award winners and asked to nominate new awardees. Some nominations were made at the meeting; others were sent in via email. The nomination process was open to the public and was advertised through the BPRC and Safe Routes newsletters, websites, and social media.

Along with names, people were asked to submit an explanation of why their nominee should receive recognition. Per NJDOT rules, nominees who were paid by NJDOT to help implement Complete Streets were excluded.

After the candidates were compiled, the planning committee members were asked to vote through an online questionnaire, three winners were chosen out of 19 nominees. The nominees with the most votes were selected as champions after consultation with NJDOT.

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2021 Complete Streets Award Nomination

Please use this form to submit nominations for the New Jersey Complete Streets Awards. You can also submit your nomination via email to James Sinclair at james.sinclair@ejb.rutgers.edu. Photos or other supporting documentation greatly support the selection process and should be uploaded below. If you are unable to attach files below, please email james.sinclair@ejb.rutgers.edu with the subject line “CS Nominee” and the name of your nominee.

There will be awards for Complete Street Champions and Complete Street Excellence Awards. One of the Champion Awards will be reserved for a Safe Routes to School Champion.

Complete Streets Policies

The NJDOT and New Jersey Bicycle and Pedestrian Resource Center (BPRC) at the Alan M. Voorhees Transportation Center at Rutgers University were also proud to recognize the following communities for adopting Complete Streets policies, some of which include the “Complete and Green Streets” Model Policy Language published in 2019.

- Borough of Bernardsville – with Model Policy Language
- Borough of Collingswood
- Borough of Fair Lawn - with the Model Policy Checklist
- Borough of Millstone
- Borough of North Plainfield
- Borough of Rocky Hill - with Model Policy Language
- Borough of South Bound Brook
- City of Bordentown - with Model Policy Language
- Township of Green Brook
- Township of Upper - with Model Policy Language

CONGRATULATIONS TO THE 2021 NEW JERSEY COMPLETE STREETS Awardees!

Complete Streets Champions
Susie Welkovits, Former Highland Park Borough Council Member
Team4NJ Safe Passing Law, New Jersey Bike & Walk Coalition

Safe Routes Champion
West Orange Township Pedestrian Safety Advisory Board

Complete Streets Policy Adoption Recognition
- Borough of Bernardsville
- Borough of Collingswood
- Borough of Fair Lawn
- Borough of Millstone
- Borough of North Plainfield
- Borough of Rocky Hill
- Borough of South Bound Brook
- City of Bordentown
- Township of Green Brook
- Township of Upper
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Social Media Toolkit

A “Social Media Toolkit” document was created with drafts of registration announcements and weekly reminders.

The content of each post was approved by NJDOT Communications and shared via email with over 130 NJ groups on a Partner Organizations list we compiled, to customize and post on their own social media accounts.

Due to Twitter character limitations, the full hashtag for the Summit (#njcompletestreetssummit21) could not be included. For future summits, a shorter hashtag should be considered, e.g., #NJCSsummit or #njcompletestreets.

**Engagement results** (#completestreets):
- 81 tweets (+ 63 retweets)
- 17 facebook posts
Social Media Posts

REGISTRATION OPEN (09/27/2021 – 09/28/2021)

- TWITTER (max 280 characters):
  Register for the 2021 New Jersey Complete Streets Summit! This FREE virtual summit, sponsored by @NewJerseyDOT, will recognize past successes and discuss the future of Complete and Green Streets in New Jersey. Register at CompleteStreets2021.com #completestreets #roadsforall

- FACEBOOK
  Register for the 2021 New Jersey Complete Streets Summit! This FREE virtual summit, held biennially and sponsored by @NewJerseyDOT, will recognize past successes and discuss the future of Complete and Green Streets in New Jersey through a series of exciting speakers.

  Complete Streets are streets designed for all roads users, all modes of transportation, and people of all ages and abilities.

  Register at CompleteStreets2021.com
  #completestreets #njcompletestreetssummit21 #roadsforall
**Social Media Posts**

**REGISTRATION (10/05/2021)**

- **TWITTER (max 280 characters):**
  Register for the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and celebrate a decade of Complete Streets in New Jersey. Register at CompleteStreets2021.com #completestreets #roadsforall

- **FACEBOOK**
  Join us at the 2021 New Jersey Complete Streets Summit and celebrate a decade of Complete Streets in New Jersey. This FREE virtual summit, sponsored by @NewJerseyDOT, will bring together planners, engineers, advocates, and policymakers from around the state to learn about Complete Streets policies and implementation. Complete Streets are streets designed for all roads users based on the specific context and needs of your community.

  This summit is open to anyone aspiring to advance Complete Streets in their community including:
  - Mobility, accessibility, and equity advocates or groups
  - State, county, and municipal planners and engineers
  - Senior and youth organizations
  - Public health professionals
  - Policy-makers and elected officials
  - Local bike/walk & Safe Routes champions or groups
  - Environmental and economic development professionals
  - Anyone looking to learn more about Complete and Green Streets!

  Register at CompleteStreets2021.com
  #completestreets #njcompletestreetssummit21 #roadsforall
REMINDER 1 (10/08/2021)

• TWITTER (max 280 characters):
  Complete Streets balance the needs of all road users in your community, regardless of who they are and how they travel. Participate in the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, to learn more! Register at CompleteStreets2021.com #completestreets

• FACEBOOK:
  Complete Streets balance the needs of all road users in your community, regardless of who they are, where they live, and how they travel. Participate in the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, to learn more! Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall
Social Media Posts

REMINDER 2 (10/12/2021)

• **TWITTER (max 280 characters):**
  Join the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and hear from a series of speakers on Complete and Green Streets policies and ordinances, trainings, funding, and much more. Register at CompleteStreets2021.com #completestreets #roadsforall

• **FACEBOOK:**
  Complete Streets are planned, designed, and operated to prioritize safety of all road users, including pedestrians, bicyclists, transit riders, emergency responders, and goods movement.

  Join the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and hear from a series of speakers on Complete and Green Streets policies and ordinances, trainings, funding, and much more.

  Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall
Social Media Posts

REMINDER 3 (10/15/2021)

- **TWITTER (max 280 characters):**
  Interested in the future of Complete Streets in New Jersey? Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets

- **FACEBOOK:**
  Complete Streets enhance accessibility and help create safer and more resilient and prosperous communities. But what is in store for the future of Complete Streets approaches in New Jersey?

  Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall
Social Media Posts

REMEMBER 4 (10/20/2021)

• TWITTER (max 280 characters):
The 2021 New Jersey Complete Streets Summit is only days away! Register now for this FREE virtual summit, sponsored by @NewJerseyDOT, to learn more about Complete and Green Streets policies and implementation! Register at CompleteStreets2021.com #completestreets #roadsforall

• FACEBOOK:
Complete Streets help develop safe, equitable, sustainable, and healthy environments for everyone in your community.

The 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, is only days away! Register now for this FREE virtual summit to learn more about Complete and Green Streets policies and implementation!

Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall
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Registration

Registration opened in late August, and was handled through a Pheedloop site (configured by CEC), and a bit.ly URL was made for a shortened link, bit.ly/njtrails2021

Registration questions

• Do you have any specific topics or questions about Complete and Green Streets that you would like to ask sponsors and/or panelists?
  • [open ended]
• Do you want to stay informed about Complete and Green Streets?
  • Yes, please
  • No, thanks
The Pheedloop site also acted as an information portal for attendees, with details about the benefits of Complete Streets, the target audience of the Summit, scheduled panels, speakers, and sponsors.

The home page featured a banner and a countdown timer to the Summit kickoff.
Pheedloop Session Portal

Attendees were emailed a link to the Virtual Event portal on Pheedloop:

The home page hosted a how-to video guide for using the conference platform and the video, “Inspiring Change: Complete Streets Case Studies.”
Pre-Summit Session Coordination: Confirmations

• VTC maintained and updated daily a spreadsheet of roles, confirmations, and materials received.

• VTC established a separate email account to manage communication with stakeholders (e.g., committee members, panelists, and attendees).
  o njcompletestreets@ejb.rutgers.edu

• A cell phone helpline for attendees was established for technical assistance with a direct line to a specialist at VTC.

• Sessions were coordinated within a single “living” document.

• Speakers were asked to confirm participation by sending a bio and headshot to post on the Pheedloop Summit page.

• Doodle polls were used to schedule sessions with each group of panelists to discuss topics, materials, timing, etc.

2021 NJ COMPLETE STREETS SUMMIT

The 2021 Complete Streets Summit will be Friday, October 22, 2021, 9 am - 5 pm

PANEL SESSIONS: 10/22/2021

9:00 - 9:30 am (1 hour, 30 minutes)
Session 1: COMPLETE STREETS IN NEW JERSEY: A 10-YEAR LOOK BACK

WELCOME & OPENING REMARKS (15 minutes)
Description: Welcoming remarks from NJOCT
  • Welcome: Jon Carnegie, Voorhees Transportation Center, Rutgers University
  • Opening Remarks from NJOCT:
    o Assistant Commissioner Vito Venticello
    o Commissioner Diane Gutierrez-Scaccetti (pre-recorded)

COMPLETE STREETS IN NEW JERSEY: A 10-YEAR LOOK BACK
Description: In 2011, NJOCT became a national leader in Complete Streets by passing an enabling policy. Over the past ten years, hundreds of engineers, planners, and others have been involved, despite the challenges presented, and innovative projects have been funded and completed. Join us as we look back at successes through policy, projects, and partnerships.
  • Intra Video: What are Complete Streets? (5 minutes)
  • Welcome: Andy Gruwell, NJOCT, Director of Statewide Planning
  • Moderator: Lauren Spadola, LT, LLC
  o NJ Complete Streets: Leading the Charge. Each panelist will share one or two pictures (slides) and share 5 (no more than 5) minutes about how Complete Streets has made an impact on the way that their organization views Complete Streets.
  • Panelists:
    o Elinor Silver, NJOCT, Bicycle and Pedestrian Coordinator
    o Catherine Trinidad, American Heart Association
    o Peter Noto, North Jersey Transportation Planning Authority
    o Tyrone Shepherd, assistant director, 739 Committe of New Jersey
    o Celeste Boulton, Citizens of Delaware Valley Regional Planning Commission
    o Christine Lamone, ARB, New Jersey
    o Allen Huff, South Jersey Transportation Planning Organization
    o Debra Nigon, New Jersey Bikes and Walk Coalition
    o Jenna Giaconia, Tri-State Transportation Campaign

BREAK (15 minutes)

9:45 am - 10:00 am (1 hour, 15 minutes)
Session 2: CONNECTING TO THE FUTURE: WHAT’S IN STORE FOR COMPLETE STREETS IN THE NEXT 10 YEARS

Description: Many New Jersey municipalities have adopted a Complete and Green Streets approach or have implemented projects in response to COVID-19. With pandemic recovery on the horizon, what is in store for implementing Complete Streets in the future? How can we reduce roadway injuries and fatalities among our vulnerable road users? What technologies are coming that will impact Complete Streets? Panelists will discuss these issues and more as they share their vision for the future.
  • Intra Video: The Future of Complete Streets (10 minutes)
  • Welcome: Daniel Lavecchia, NJOCT, Manager, Safe Routes, Bicycle & Pedestrian Programs
  • Moderator: Lauren Spadola, NJ Bike & Walk Coalition
Pre-Summit Session Coordination: Run of Show

Sessions were coordinated based on a Run of Show document which was shared with each speaker and included:

- Session check-in
- Timing
- Welcoming and closing remarks
- Overall speaker content
- Other details

Speakers were also provided with questions that had been collected during the registration process.

NI Complete Streets Summit
Run of Show: Complete Streets in New Jersey: A 10-Year Look Back

Friday - October 22, 2021

Session II: Complete Streets in New Jersey: A 10-Year Look Back

<table>
<thead>
<tr>
<th>Presenters</th>
<th>Technical Support Staff</th>
<th>Date/Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Jon Carnegie</td>
<td>Leigh Ann von Hangen, VTC</td>
<td>Fri 10/22 9:00 AM - 10:20 AM</td>
<td>Panels join this Zoom link for your session at 9:00 AM: <a href="https://zoom.us/j/64515890625?pwd=TWxOQUF0cFZTbG96cGdzQ0p3cXhoZz09">https://zoom.us/j/64515890625?pwd=TWxOQUF0cFZTbG96cGdzQ0p3cXhoZz09</a> (Password: 1234)</td>
</tr>
<tr>
<td>Opening remarks Mike Russo, Diane Guitierrez-Scott</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session 1 Welcome Andy Swords</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moderator</td>
<td>Jean Giglio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panelists</td>
<td>Rose Bernardini</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Carla Orlando</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Peter Allen</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Terri Shepard</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cassidy Roulston</td>
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</tr>
<tr>
<td></td>
<td>Christine Newman</td>
<td></td>
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<td></td>
<td>Allen Huff</td>
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<td></td>
<td>Debra Ohagan</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Jim Boatwright</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WELCOME & OPENING REMARKS (2 min)
- Welcome welcome Jon Carnegie, VTC
- Assistant Commissioner remarks: Mike Russo, NJDOT
- Commissioner remarks: Diane Guitierrez-Scott, NJDOT
- Wrap up & video intro Jon Carnegie, VTC

NI Complete Streets Summit
Run of Show: Complete Streets in New Jersey: A 10-Year Look Back

Description: In 2009, NJDOT became a national leader in Complete Streets by passing an award-winning policy. Over the past ten years hundreds of engineers, planners, and others have been trained, designs have become advocates, and innovative projects have been funded and completed. Join us as we look back through policies, projects, and partnerships.

Goals: Fast-paced, motivational, and inspirational session about what has surprised or encouraged you or your organization about Complete and Green Streets, with a focus on why it’s important.

Handouts:
- Complete and green streets model policy guide one-page
- Send handouts to sessions@nasc.org

Session Run of Show

8:30 AM All attendees/Moderators join Zoom webinar
- CEC will conduct final tech check to guarantee audio and video are working properly
- CEC will ask Panelists to practice presenting any media that will be shown during the webinar
- CEC will have backup copies of all media in case the Panels has difficulty sharing such as bandwidth, buffering, or lag issues

30 min

8:45 AM End practice session and begin webinar
- 5-minute countdown
- Public announcement to attendees (CEC)
3 min

9:00 AM Countdown and brief bidding
1 min

9:01 AM Welcome Jon Carnegie, VTC
3 min

Good morning, everyone, and welcome to the 2021 Complete Streets summit! I’m Jon Carnegie, executive director at the Voorhees Transportation Center at the Drexel University School of Public Policy and Practice at Rutgers University. Today’s summit celebrates over 20 years of Complete Streets in New Jersey, the result of a partnership between Voorhees, the New Jersey Department of Transportation. The Voorhees Transportation Center is pleased to have had the honor of organizing each of these biennial summits and I am thrilled to introduce the sixth today.

My own past research has focused on the safety benefits and the major cost savings that result from Complete Streets projects, and the truth is that even the smallest upgrades to our transportation infrastructure can dramatically improve safety and access for vulnerable users like pedestrians and cyclists, as well as generate a culture of human life on the street. Over the past two years, we in New Brunswick have seen just how much potential is waiting to be unlocked by changing the way we approach street design. The conversion of George Street to a shared...
Pre-Summit Session Coordination: Panel Planning

- Each speaker emailed VTC presentation slides and any handouts 1-3 days prior to the Summit.
- VTC staff combined speaker slides into one session document.
- VTC created session speaker contact slides.
- VTC staff coordinated with session moderators to keep track of time and work with speakers on Q&A.
- VTC created attendee feedback questionnaires.
- CEC coordinated and updated Pheedloop site content, registration confirmation and Summit reminder email, and posted attendee feedback questionnaires.
Day-of Session Coordination

- Thirty minutes prior to the start of each session, speakers signed into a Zoom link. VTC staff welcomed all the speakers for a final tech check and provided session logistics. CEC ran a 5-minute countdown timer overlaid on a session holding slide to start each session on time.

- With only a 15-minute break between most sessions, pre-session coordination was broken up between two teams, with the coordination for the next session overlapping with the end of the ongoing session.

- Either VTC or CEC staff ran speaker slides so presenters did not have to coordinate screen sharing while speaking.

- Each session began with a welcome, followed by an introduction of the panelists by the session moderator.

- Moderators kept track of panelists timing plus Zoom Q&A during the session. Panelists were able to type answers in Q&A during the session. VTC and CEC staff monitored Pheedloop chat and Zoom Q&A for content. The Zoom Chat was disabled for attendees.

- The following announcement was sent out through Pheedloop: “Remember that this is a learning space and we are learning together. Please comment with respect.”
Technical Support

CEC staff were available on-call to handle technical issues day-of, and VTC staff were available to troubleshoot with users, who were provided a direct hotline number to call. VTC staff answered emails to njcompletestreets@ejb.rutgers.edu throughout the event.

Some attendees reported issues/complaints about access to the online platform. Some issues were stemmed from the Pheedloop platform, while other issues were caused by user equipment or Internet bandwidth. All calls and emails were resolved to the extent possible. Pheedloop challenges included:

• Emails from Pheedloop and from njcompletestreets@ejb.rutgers.edu ended up in some people’s spam folders.
• Users had trouble logging in and navigating the Pheedloop user-interface.
• Some users reported visual and sound bugs between Pheedloop and users’ web browsers.
  • Chrome – full screen option cut visual of speakers and only provided slide views
  • Firefox – sound clarity issues
  • Safari, Edge - occasional dropping out requiring users to sign-in again
  • Internet Explorer - unsupported
Summit Attendees by Zip Code

Attendees registered from around the state, with many clustered in urban areas close to NYC/Newark and Philadelphia/Camden.

Some registrations came from cities outside of New Jersey, demonstrating the national appeal these events have and the wide reach of our social media network.

https://www.google.com/maps/d/u/0/edit?mid=1KRUlD6qxWDlYO3k0ymKHiDyOXkJQ-JKz&usp=sharing
Attendance was strong, with an **average of 194 attendees** per session.

Attendance peaked at >250 for the first two sessions before dipping to 140 for the Champions awards. It then bounced back to just under 200 for the Policy and Lessons Learned segments, before dipping again to 120 for the final Moving Forward section at the end of the day.
# Summit by the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Registrations</td>
<td>450 (including speakers)</td>
</tr>
<tr>
<td>Number of Unique Attendees</td>
<td>341</td>
</tr>
<tr>
<td>Number of Sessions</td>
<td>6</td>
</tr>
<tr>
<td>Number of Speakers</td>
<td>42</td>
</tr>
</tbody>
</table>
| Number of Summit Coordination Emails | Sent: 169  
  *(njcompletestreets@ejb.rutgers.edu only)*  
  Received: 368 |
| Number of Planning Meetings          | • 1 Summit Planning Committee meeting with follow-up and updates through email  
  • 19 daily VTC/NJDOT team meetings (9/27-10/21)  
  • 10+ VTC/CEC coordination meetings  
  • 6+ panel session coordination meetings for speakers  
  • 1 pre-summit technology test session for speakers |
2021 NJ Complete Streets Summit Summary Report

Goals of the Summit
Sponsors, Summit Planning Committee, Core Working Group
Sessions & Speakers
Social Media
Registration & Attendance

Questions Submitted during Registration
Attendee Feedback Questionnaire Results
Lessons Learned
Post-Summit Resources
Registration Question Summary

Do you have any specific topics or questions about Complete and Green Streets that you would like to ask sponsors and/or panelists?

- Legal feasibility/liability question
- Funding sources
- How to get more involved
- Convincing drivers/govt agencies
- Community engagement
- Technical assistance/resources
- Moving from plan to implementation
- ROI/Financial details
- Design
- Accommodating street trees
- Transit integration
- Environmental constraints/wetlands
- Historic preservation integration
- Land use
- Safety during construction
- Gentrification fears
- Rural projects
- Vision Zero
- Road conditions for bikes/peds
- Connecting disconnected routes
- New tools/technologies
- State Parks integration
- Green infrastructure
- Freight integration
- Integration with other open space
- Effects of population growth
- Info about ongoing projects
- Best practices/case studies
- Air Quality
- How to achieve mode-shift
- How to get more enforcement
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Lessons Learned
Post-Summit Resources
End of Summit Questionnaire Results

How would you rate the 2021 NJ Complete Streets Summit on the following?

- Your overall experience
- Quality of information presented
- Range of topics covered
- Summit management and organization
End of Summit Questionnaire Results

Which topics/speakers would you like to see at future NJ Complete Streets Summits or in a webinar series?

- More implementation and case studies from throughout NJ
- I'd like to hear from Project Managers on Design projects and the challenges they faced in designing for Complete Streets.
- More information on how to install green streets! More discussion on redesigning streets for better tree health.
- I appreciated the section on implementation. I think that needs to continue to be focused on in future summits and conversations. So many localities have a policy or ordinance that amounts to no change on the ground.
- Vision Zero, Gentrification issues, Equity

0 1 2 3 4 5 6

Local examples, case studies
Design challenges
Green streets, street trees, stormwater management
Turning policy into implementation
Bicycle lanes
Gentrification issues
Equity issues
Live panels from public officials
Advice from engineers
Tom Flood
Complete streets near schools
The future of complete streets
Freight, truck access issues
State highways
Angie Schmitt
Smart technology
Doug Gordon
Regional planning
Charles T. Brown
Pete Buttigieg
Grant approval process, resources
PennDOT Transportation Revenue Options Commission report
Electric vehicle charging
Micromobility, e-mobility
Costs and benefits
Key Wilson
Clarence Eckerson Jr.
International examples
Charles Marohn
Impact of autonomous vehicles
Vision Zero
VMT-based user fees
End of Summit Questionnaire Results

What time of day works best for you to attend online sessions (webinars)?

- Anytime with advance notice: 5 votes
- 8-9 AM: 1 vote
- 9-10 AM: 1 vote
- 10-11 AM: 1 vote
- 11 AM: 1 vote
- 12-1 PM: 4 votes
- 1-2 PM: 1 vote
- 2-3 PM: 1 vote
- 3-4 PM: 1 vote
- 4-5 PM: 1 vote
- 5-6 PM: 1 vote
- 6-7 PM: 1 vote
- 7-8 PM: 1 vote
- 8-9 PM: 1 vote
- Weekend mornings: 5 votes
- Weekend afternoons: 4 votes

What resources would help you to plan and build Complete Streets in your community?

- Funding and grant support: 3 votes
- Concepts, contextual designs: 3 votes
- Info, funding for safe bike & ped facilities: 4 votes
- Case studies: 3 votes
- Resources for (and support from) engineers: 2 votes
- Permitting coordination between agencies: 4 votes
- Checklists: 3 votes
- More webinars: 2 votes
- Design standards: 3 votes
- Info on street trees: 2 votes
- Workshops for business owners: 3 votes
- How to convince local residents, businesses to...: 3 votes
- Data on reducing car dependency: 3 votes
- Zoning regulations: 3 votes
- Detailed traffic counts: 2 votes
- General education materials: 3 votes
- Bicycle and e-scooter information: 2 votes
- Balanced approaches, compromises: 3 votes
- Evaluation/surveys of school zones: 3 votes

Total votes: 45

---

45
End of Summit Questionnaire Results

Do you have any other suggestions or feedback you would like to share about the Summit overall?

- Great job!
- Awesome presenters and topics!
- Virtual worked well
- Consider "post-summit" sessions for awards, field workshops, networking
- Pacing was good
- Too many speakers
- More focus on climate change
- Too long
- Discuss when Complete Streets isn't appropriate
- Stream was too small to read on a laptop
- Enjoyed the whimsy, fun tone
- Session about taking engineers, decision-makers for a bike ride to school
- Discuss freight/trucks
- Provide printable pdf of presentations
- Consider representatives from automotive world
- Can't wait to be in-person again
- More practical, direct advice
- Had trouble connecting
- Total

"Thank you so much for all that you do!! Truly incredible. And I loved that there was room for the whimsy of the bike fairies/tiaras amidst all of the serious teaching and learning."

"Keep finding awesome presenters, I really appreciated their perspective and honesty! It was great to have a variety of perspectives and ensure equity was part of the conversation."

"I might have missed it, but I don't think that the urgency of climate change (while we're all aware) was touched on enough when CS is one crucial intervention to address it."

"It is not easy to have an all-day webinar be continuously engaging and interesting, this was really well done, informative, and thought provoking even for people who are well versed in CS."
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Post-Summit Resources
### Overview of Summit Planning Timeline, Tasks & Issues

<table>
<thead>
<tr>
<th>Subcommitte</th>
<th>Tasks</th>
<th>Responsibility</th>
<th>Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media toolkit submission/approval</td>
<td>DOT</td>
<td></td>
<td>9/27-10/18</td>
<td>received feedback, corrected</td>
</tr>
<tr>
<td>Scheduling social media/awareness tools</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>CEC need to add title: What Are Complete Streets? and bold the sentence on phedloop site explaining CEC, hyperlink to our Complete Streets page</td>
</tr>
<tr>
<td>Event Planning &amp; Production</td>
<td>VTJ</td>
<td></td>
<td>9/27-10/18</td>
<td>LHJ to confirm email addresses of &quot;partners&quot;, to be sent from njhighway email</td>
</tr>
<tr>
<td>Pheedloop Registration prep (osite copy, provide logos/banners)</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>CEC needs access to njhighway email (Stephanie to ask Martin)</td>
</tr>
<tr>
<td>Open registration</td>
<td>VTG/DOT</td>
<td></td>
<td>9/27-10/18</td>
<td>Pheedloop lobby banner image (1600-wx-1434)</td>
</tr>
<tr>
<td>Registration management (weekly registration trends)</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Ready, announcing now (completestreet2021.com)</td>
</tr>
<tr>
<td>Conference platform customization</td>
<td>OEC/VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>32 registrations so far</td>
</tr>
<tr>
<td>Confirm criteria for Continuing Maintenance Credits</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Need to confirm with CEC when updates will come each week</td>
</tr>
<tr>
<td>Summit agenda development</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Pending to summarize Champions from Advisory Committee</td>
</tr>
<tr>
<td>Speaker invitation email template</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Drafted, ready to use</td>
</tr>
<tr>
<td>Finalize champions award selections</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Need to make final decision on speaker selections.</td>
</tr>
<tr>
<td>Inviting speakers</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Meeting with DOT this week. Need to make tough calls on who/what to cut. EAS grad ceremony in afternoon of last day.</td>
</tr>
<tr>
<td>Confirm keynote content</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Keynote proposal to reach out to Calvin Gladney (s?) from Smart Growth America</td>
</tr>
<tr>
<td>Inviting keynote</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Pending keynote speaker selection</td>
</tr>
<tr>
<td>Commission/Opening Remarks</td>
<td>VTG/DOT</td>
<td></td>
<td>9/27-10/18</td>
<td>Need to confirm status with DOT, (Cecilia will need an opening name)</td>
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<tr>
<td>Press release</td>
<td>VTG/OEC</td>
<td></td>
<td>9/27-10/18</td>
<td>Need to confirm status with DOT. (Do we still need to write this?)</td>
</tr>
<tr>
<td>Welcome/wording scripts</td>
<td>VTG</td>
<td></td>
<td>9/27-10/18</td>
<td>Push back, low priority</td>
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<tr>
<td>Speaker presentation materials due</td>
<td>VTG</td>
<td>15/Sept</td>
<td>15-Oct</td>
<td>Delayed until panel meetings</td>
</tr>
<tr>
<td>Run-of-show guide for panelists</td>
<td>OEC</td>
<td></td>
<td></td>
<td>Delayed until panel meetings</td>
</tr>
<tr>
<td>Attendee instruction slides</td>
<td>OEC</td>
<td></td>
<td></td>
<td>Pushed back, low priority</td>
</tr>
<tr>
<td>Holding slides/Counntdown videos</td>
<td>OEC</td>
<td></td>
<td></td>
<td>Pushed back, low priority</td>
</tr>
<tr>
<td>Gather input for Summit videos (Creative Brief)</td>
<td>OEC</td>
<td></td>
<td></td>
<td>In-process, on-track</td>
</tr>
<tr>
<td>Create Summit videos (5 chapters)</td>
<td>OEC</td>
<td></td>
<td></td>
<td>Pending Speaker decisions</td>
</tr>
<tr>
<td>Bias/headshots/session materials</td>
<td>VTG</td>
<td></td>
<td></td>
<td>Pending Speaker decisions</td>
</tr>
</tbody>
</table>

### Schedule

- The Complete Streets Summit Planning Committee met on June 9th to discuss previous summits, virtual event planning, panel topics and candidates, and Complete Streets Champion nominees.

- Event coordination followed a condensed schedule of 5 weeks after approval to purchase of the Pheedloop site in September.

- Many items were due each week (some with only 1 week lead-time), requiring dedicated staff from VTC and CEC to stay on top of tasks daily.

- Subsequent communication with the Planning Committee was conducted via email.
Mitigation Strategies

Communication

• Needed to escalate weekly core working group meetings to daily meetings to keep on top of tasks

• Box drive and SharePoint for sharing files, ensuring all members could access and review draft documents

• Made condensed timeline clear to stakeholders from the start, asked for flexibility and open communication

• Organized two teams to run day-of sessions to avoid rushing pre-session setup (ultimately needed entire 30 minutes of set-up time)

• Approval checklist to clarify what is pending on whose approval

• Speaker confirmation spreadsheet to maintain contact information and status of confirmation/materials received

• Emphasized need to find alternate platform to Pheedloop
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Post-Summit Resources
Post-Summit Resources

- Session videos are on the njbikeped YouTube channel: https://www.youtube.com/playlist?list=PLMZrT58GDA6IlwFTIOUxYXi7_8PWWWRIy0
- BPRC website page: http://njbikeped.org/2021-new-jersey-complete-streets-summit/
Thank you!