



# NJAIM

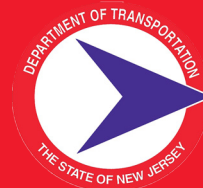
## New Jersey Ambassadors in Motion

### 2016 Summary Report

Submitted to:  
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*Bradley Beach, Complete Streets*



*Bradley Beach, Outreach*



*Plainfield, July Bike Rodeo*

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As New Jersey has a pedestrian fatality rate consistently higher than the national average, the New Jersey Department of Transportation (NJDOT) has admirably responded and taken measures to enhance road safety throughout the state. The adoption of a Complete Streets Policy and the implementation of numerous projects designed for users of all modes of travel have made New Jersey roads safer and more attractive for everyone.

The education of pedestrians, cyclists, and motorists is also crucial to reducing pedestrian fatalities. In 2014, the New Jersey Bicycle and Pedestrian Resource Center (NJ BPRC) and NJDOT spearheaded a bicycle and pedestrian public outreach program: The New Jersey Ambassadors in Motion (NJAIM).

The goal of the NJAIM is to help make New Jersey roads safer and more attractive for use by all modes—bicycles, pedestrians, and motorists. Trained adult ambassadors perform four types of outreach event outreach: in-class outreach, municipal/governmental outreach and assistance, and on-street outreach to accomplish this overarching mission.

This report is organized into seven sections . Section one establishes the context for which this report was written. Section two provides an overview of NJAIM, including the program mission and goals, performance measures, and program structure and budget. The ambassador and BPRC staff biographies are in section three. Section four provides an in-depth look into outreach efforts and accomplishments, according to the type of outreach conducted (i.e., event, on-street, in-class, or municipal/governmental outreach and technical assistance). Section five evaluates NJAIM performance and explains the methodology. Section six discusses some of the challenges that NJAIM encountered in 2015 and proposes solutions. The report concludes in section 7.



*Long Branch, Outreach at Gregory Elementary School, July 2016*

## Background:

The New Jersey Bicycle and Pedestrian Resource Center (NJ BPRC) teamed up with the New Jersey Department of Transportation (NJDOT) to continue the bicycle and pedestrian ambassador program: The New Jersey Ambassadors in Motion Program (NJAIM) to help make New Jersey a safer place for all modes, eradicate vehicle-pedestrian crashes, and advance conditions for bicycling and walking. Each year, thousands of pedestrians are injured and hundreds are killed in vehicle-pedestrian crashes on New Jersey roadways. With a pedestrian fatality rate consistently higher than the national average, New Jersey has been designated by the Federal Highway Administration (FHWA) as a Pedestrian Safety Focus State. Moreover, Newark, NJ has been designated as a Pedestrian Safety Focus City. This information is shown in table 1 below. Additionally, in 2014 and 2015 there were 156 and 142 pedestrian fatalities, respectively. This information is shown in figures 1 and 2 on the following page. While the number of pedestrian fatalities decreased there is still a need to educate pedestrians and bicyclist on ways to be safe on roads and improve pedestrian and bicyclist infrastructure across the state. The NJ Ambassadors in Motion helps advance this effort.

Table 1. FHWA Pedestrian-Bicycle Focus States

Arizona	Illinois	New Jersey	Ohio
California	Louisiana	New Mexico	Pennsylvania
Florida	Michigan	New York	Tennessee

## Objective:

The objective of this 2016 Summary Report is to provide an overview of the New Jersey Ambassadors in Motion program and an in-depth look into the program’s outreach activities and accomplishments. This report will also set performance baselines and make recommendations for the 2017 season, which will commence in April and end in November.



**Pedestrian Fatalities in New Jersey  
(2015)**

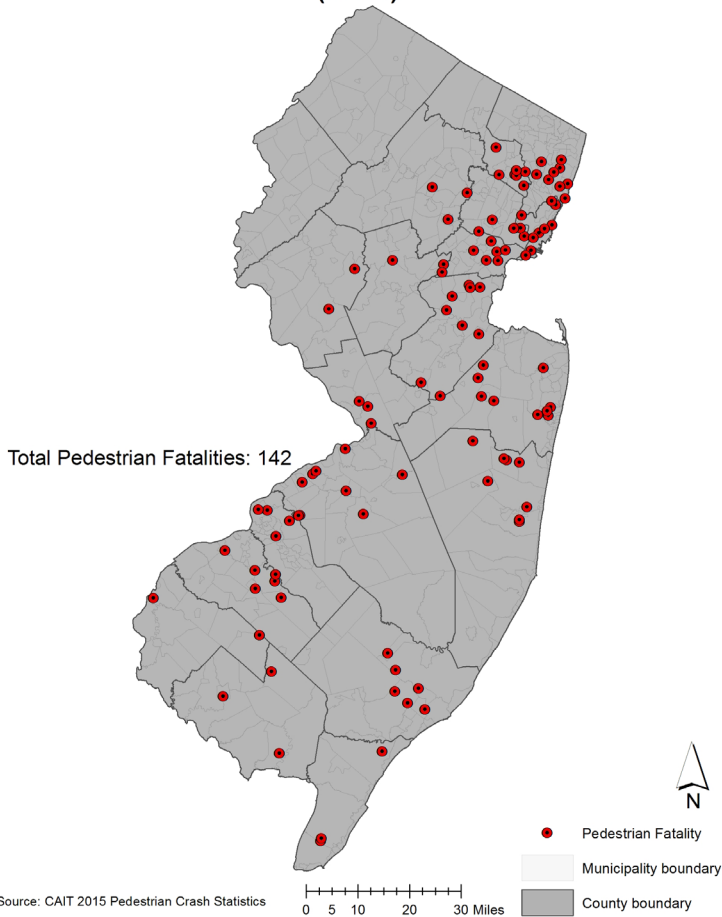


Figure 1. 2015 Pedestrian Fatalities

**Pedestrian Fatalities in New Jersey  
(2014)**

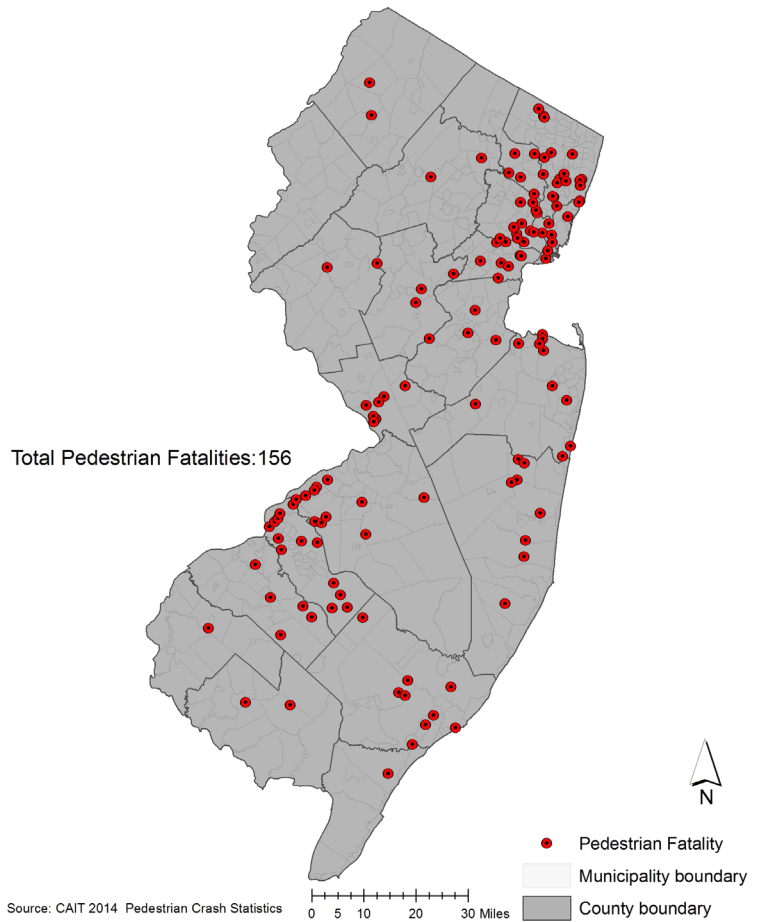


Figure 2. 2014 Pedestrian Fatalities



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## Mission:

The New Jersey Ambassadors in Motion program is administered by the New Jersey Bicycle and Pedestrian Resource Center (BPRC), which is part of the Alan M. Voorhees Transportation Center at Rutgers, The State University of New Jersey. The program's overall mission is to help make New Jersey roads safer and more attractive for use by all modes—bicycles, pedestrians, and motorists.

## Program Goals:

Ambassadors serve as the BPRC's public outreach team. To fulfill the program's mission, ambassadors aim to achieve five specific short- and long-term goals. These goals are:

1. Promote a culture of courtesy, acceptance, and safety for all modes;
2. Strengthen and leverage a network of community organizations and leaders who can advocate on behalf of safe bicycling and pedestrian activity in their communities;
3. Provide training and education that helps to transform places and behaviors;
4. Encourage non-motorized transportation as a viable alternative to motorized transport; and,
5. Encourage everyday safe practices and behaviors by all modes—motorists, bicyclists, and pedestrians.

## Ambassador Activities:

To accomplish the goals of the program, Ambassadors strategically employed four forms of outreach: event outreach; in-class outreach; on-street outreach; and municipal/governmental outreach and assistance. As part of these outreach efforts, ambassadors worked to build relationships with New Jersey counties and local governments and mobilize to attend community events on an "on-call" basis. To encourage and educate citizens, ambassadors distributed bicycle and pedestrian safety literature developed by the NJBPRC and NJTPA. This literature was a part of the Street Smart Campaign. This information provides pedestrians and cyclists with valuable tips about traffic laws and reliable tips on how and where to walk and bicycle safely.

## Campaigns and Messages:

Well planned and executed campaigns and messages are critical to the success of the program. This year, the program focused on the following topics: Promoting active transportation for children, bicycle and pedestrian safety for children and adults, connecting the public to bicycle and pedestrian resources, and Complete Street implementation. Ambassadors worked a lot with NJTPA and the Street Smart Campaign distributing information on pedestrian and bicyclist safety.

## Target Audience and Locations:

Ambassadors traveled throughout the state promoting safety on New Jersey roads. For event and in-class outreach, Ambassadors traveled to any location that an organization requested. The on-street outreach enabled NJAIM to reach a diverse population of the state. Ambassadors traveled to Newark, Woodbury, Toms River, Asbury Park, Passaic, Hoboken, Atlantic City, Westfield and many more. In total Ambassadors visited more than forty municipalities in all regions of the state.

Ambassadors Biographies:



Richard Asirifi is a Graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center (NJ BPRC). He works on survey research and the NJBPRC weekly newsletter.

Richard is a member of the American Institute of Architects and a LEED Green Associate and a candidate for the Master of City and Regional Planning degree at the Edward J. Bloustein School of Planning and Public Policy, concentrating in Urban Design and Transportation. He received a BSc and a Post graduate degree in Architecture from the Kwame Nkrumah University of Science and Technology, Kumasi-Ghana.

As a diverse designer with experience in civic design, architecture and neighborhood planning; from regional site analysis and concept strategies, down to pedestrian details, Richard continues to explore avenues to influence the built environment in various ways possible to create healthy, livable and enjoyable places.



Nimotalai Azeez is a Graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center (NJ BPRC). She contributes to the BPRC's weekly newsletter and the NJ Ambassadors in Motion program.

Nimotalai is currently a Master of City and Regional Planning candidate at the Edward J. Bloustein School of Planning and Public Policy concentrating in Community Development and Social Policy. Nimotalai received a BA in Community, Environment, and Planning from the University of Washington in 2015.

Nimotalai is new to New Jersey and has enjoyed walking and biking to school and work and is excited to educate others on the benefits of active transportation. Also, she is interested in the intersections of social justice, planning and transportation equity.



Kristiana Barr is a Graduate Research Assistant at the New Jersey Bicycle and Pedestrian Resource Center (NJ BPRC). She joined the NJ BPRC staff in September 2016. She currently contributes to research projects such as the Bergen County Parks survey and the New Jersey Bicycle and Pedestrian Ambassadors in Motion (NJ AIM) program.

Kristiana is a candidate for the Master of City and Regional Planning degree with a concentration in Transportation Planning and Policy at the Edward J. Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey. She received a Bachelor of Arts (B.A.) with Honors in Environmental Studies and Political Science and a minor in Earth and Environmental Science from Lehigh University in Bethlehem, Pennsylvania.

Kristiana is interested in the design and implementation of transportation infrastructure improvements focused on accessibility, equity, and safety for all users. She enjoys reading and traveling for inspiration.



Becca Freer is a graduate Research Assistant at the New Jersey Bicycle and Pedestrian Resource Center. She started working with the Center in August 2016 and since then has worked on the Statewide Bicycle Safety survey, BPRC NewsFeed, and Help Desk, among other contributions.

Becca is a Master of City and Regional Planning candidate at the Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey. She is concentrating in Transportation Policy and Planning and is interested in the link between land use and transportation to develop more equitable and accessible cities.





Jeremy Glover is a Graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center (NJ BPRC). He is a NJ Ambassador in Motion and contributes to the BPRC weekly newsletter.

Jeremy is a candidate for the Master of City and Regional Planning degree at the Edward J. Bloustein School of Planning and Public Policy, concentrating in Transportation and Land Use. He received a BA in Economics from Macalester College in St. Paul, MN.

Jeremy believes that a strong commitment to walking and biking makes New Jersey communities healthier, happier, and more resilient. He is interested in all forms of transportation, and how the movement of people, resources, and capital is influenced by land use patterns.



Nolan Gray is a graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center (NJ BPRC). He joined the BPRC staff in September 2016. He is a NJ Ambassador in Motion and contributes to the BPRC blog.

Nolan is a candidate for the Master of City and Regional Planning degree at the Edward J. Bloustein School of Planning and Public Policy, concentrating in Transportation and Land Use. He received B.A.'s in philosophy and political science at the University of Kentucky.

Nolan's research interests include bicycle policy, land-use regulation, and development. His work has appeared on Forbes, Market Urbanism, and Strong Towns. He is also a daily bicycle commuter.



Jasmine Jones-Bynes is an Undergraduate Research Assistant with the NJ Bicycle and Pedestrian Resource Center (BPRC). She contributes to the weekly newsletter, the NJ Ambassadors in Motion Program, the Statewide Bicycle and Pedestrian Usage and Access Study and research in equity of complete streets plans.

Jasmine is pursuing a Bachelor's of Science degree in Urban Planning and Design and a Certificate of Community Sustainability at the Edward J. Bloustein School of Planning and Public Policy. In addition to her work with BPRC, she volunteers with We Act for Environmental Justice, an environmental justice advocacy organization in Harlem, NY.

Jasmine is interested in the environmental impacts of transportation options and the ways that human health is affected by environmental conditions. She believes active transportation is important for human health and environmental sustainability.



Christopher Lee is a graduate research assistant at the Bicycle and Pedestrian Resource Center for the State of New Jersey for the fall of 2016. He has, thus far, been a part of a statewide effort to gather survey data regarding attitudes toward bicycle usage for the New Jersey Department of Transportation.

Chris is a second year planning student at the Bloustein School of Planning and Public Policy, working toward an MCRP with a concentration and certificate in Transportation Planning. Chris's interests range from passenger traffic, bicycle and pedestrian accommodation/design, to freight movements and port design and planning. With a Bachelor of Science in Architecture from the University of Michigan and graduate courses in RR transportation systems and Public Transit Planning and Management, Chris hopes to balance key elements of design, optimization, and policy within the planning process.

Chris also enjoys being outdoors, traveling, making music, and sampling new adventures in meal preparation/cooking!



Michelle Mayer is a Graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center. She contributes to the NJ Ambassadors in Motion Program and the weekly newsletter. Michelle is pursuing a Master in Public Policy and a Master of City and Regional Planning. In addition to her work on the Ambassadors in Motion (AIM) program at the BPRC, she currently works at Transportation Alternatives, a bicycle, pedestrian and public transit advocacy nonprofit in Manhattan. She is the Vice President of Public Policy for the Rutgers Association of Planning and Policy Students.

Michelle is a 2016-17 Eagleton Fellow in Politics and Government and her recent studio work received the Best Student Project Award from the NJ Chapter of the American Planning Association. She earned her bachelor's degree in Comparative Literature and Societies in German and Hindi from Columbia University. Her studies at Bloustein have focused on urban and social policy through the lens of bicycle and pedestrian issues.



Sonia Szczesna is a graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center (NJ BPRC). She started working with BPRC in September 2016. She currently works on the Statewide Bicycle Safety survey and contributes to the BPRC blog.

Sonia is currently a Master of City and Regional Planning candidate at the Edward H. Bloustein School of Planning and Public Policy, concentrating in Urban Design and Redevelopment. She received her B.A. in Geography and Russian Language from Rutgers University in May 2013 and has spent the past few years as a Fulbright English Teaching Assistant and English Instructor in Zonguldak, Turkey.

Sonia is a bicycle enthusiast and believes that cycling is an active way to engage a community and promote social justice by encouraging equal access to public spaces in a city. She is also a volunteer at the New Brunswick Bike Exchange.



Melvin Wah is a graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center (NJ BPRC). He joined the BPRC staff in September 2016. He contributes to the NJ Ambassadors in Motion program.

Melvin is currently a Master of City and Regional Planning candidate at the Edward J. Bloustein School of Planning and Public Policy concentrating in Transportation and Gender. Melvin received a BA in International Development and Geography from the School of Oriental and African Studies, University of London in 2016.

Melvin enjoys exploring new neighborhoods on foot, and believes that walkable neighborhoods make communities happier and healthier. Melvin is interested in the intersections between transportation, urban design, historic preservation and community development.



Helen Wang is a graduate Research Assistant at the NJ Bicycle and Pedestrian Resource Center (NJ BPRC). She joined the BPRC staff in September 2016. Helen participates in the surveying efforts for the Statewide Bicycle and Pedestrian Usage and Access Study and the Bergen County Parks Study.

Helen is a candidate for the Master of City and Regional Planning degree at the Edward J. Bloustein School of Planning and Public Policy, concentrating in Transportation. She received a BA in Architecture in China. Her interested area is about the relationship between urban design and the behaviors of a certain group of people.



Andrew Wilson is a graduate research assistant at the NJ Bicycle and Pedestrian Research Center. He began work at the Center in September 2016 and has been working on survey research as well as park analysis for Bergen County.

Andrew received his undergraduate degree in Sociology with honors from The College of New Jersey (TCNJ) in 2015 and now studies City and Regional Planning with a specialty in Urban Design at the Edward J. Bloustein School of Planning and Public Policy. Andrew spent the time between his undergraduate and graduate studies teaching English in China and working for the urban planning firm, Topology.

Andrew's focus on urban design speaks to his recognition of the importance of well-designed public spaces and the effect that an individual's environment can have on their lifestyle. Likewise, an environmental background paired with his athletic experiences in running and biking foster his hope for more walkable/bike-able communities in the future.

## BPRC Staff Biographies:



Charles Brown, MPA, is a Senior Research Specialist with the Alan M. Voorhees Transportation Center (VTC) and adjunct professor at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University. He has 12 years of public and private sector experience in urban and regional planning, policy, and research. He also has extensive experience in community development, having worked with municipal, county, and state government agencies, for-profits, and non-profit organizations in three states: Mississippi, Florida and New Jersey.

In his current role as the project manager of the New Jersey Bicycle and Pedestrian Resource Center at VTC, he led the development of the Center's 5-year strategic plan and re-branding efforts. His research focuses on pedestrian safety at or near bus stops, Complete Streets implementation and evaluation, safe routes to public transit for persons with disabilities and the elderly, and the economic contributions of biking and walking in the state of New Jersey. In addition to his research efforts, he developed the New Jersey Ambassadors in Motion Program (NJAIM) and played a vital role in bringing a Ciclovía to the City of New Brunswick—the largest in the state.



Lisa Cintron, MCRP, is a Research Project Coordinator with the Alan M. Voorhees Transportation Center (VTC) at the Edward J. Bloustein School of Planning and Public Policy. Lisa utilizes her research, analytic and creative skills to support the Bicycle and Pedestrian Resource Center. She has previously worked on research and analytical projects with PlanSmart NJ, UNICEF, the Women's Refugee Commission, the UNDP and the Institute for International Education. She has also promoted resiliency and community development with the Federal Emergency Management Agency, following Superstorm Sandy. One commonality Lisa has carried throughout her diverse resume is a strong affinity for creative problem solving, strategic thinking, and compelling communications. She enjoys untangling complex data and translating ideas into compelling simple designs and writings.

Lisa holds a Bachelor's in History and Middle Eastern Studies as well as a Master's in City and Regional Planning from Rutgers University. She is passionate about the role of planning in enhancing quality of life and equity, whether that relates to safe bike lanes to minimize driving or expanding access to nature through parks and open space.



James Sinclair is a Research Manager at the Bicycle and Pedestrian Resource Center. His work includes Complete Streets Implementation Plans, developing solutions to address distracted driving in New Jersey, and studying pedestrian fatalities in New Jersey.

James is a recent graduate from the Master of City and Regional Planning program at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University. While there, he focused on transportation and urban design, with a special emphasis on bicycle and pedestrian planning. With his undergraduate degree in business administration from Boston University, he was previously involved in bringing a bike share system to the Boston region. That experience solidified his interest in planning for sustainable transportation.

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## Ambassador Training:

It is a goal to employ NJ Ambassadors in Motion that are familiar with or interested in bicycle and pedestrian planning. Several of the Ambassadors are avid bicyclist and many are multi-modal commuters to and from school and work. To ensure that Ambassadors were knowledgeable in bicycle and pedestrian safety, they all were trained by the New Jersey Bike and Walk Coalition in the Traffic Safety Skills 101 course. This course was designed by the League of American Bicyclists. Ambassadors learned bicycle maintenance, bicycle handling, New Jersey specific traffic laws, tools to avoid crashes, what to do after a crash and what to wear while riding in different weather conditions. During the training session, Ambassadors took a bicycle ride through New Brunswick to experience riding conditions in the city and to utilize their new skills. In addition to receiving the Traffic Safety Skills 101 course, Ambassadors also read the training manual, learned about the NJAIM program, conflict resolution, safety and protocol, media preparedness, and administrative information about the Ambassador position.

## Event Outreach:

To reach a large number of pedestrians and bicyclists, ambassador outreach targeted numerous events, including bike rodeos, Street Smart pedestrian safety education campaigns, and other bicycle and pedestrian events. To grab the attention of event participants, ambassadors wore red NJAIM t-shirts to let the event coordinators and the public know that they were available for any bicycle and pedestrian safety assistance. Ambassadors typically explained New Jersey rules of the road pertinent to bicyclist and pedestrians, fitted children for helmets, and answered any questions that event attendee's had. NJAIM consisted of a diverse group of ambassadors, who were able to communicate with event participants in English and Spanish. This year ambassadors reached hundreds of people through a variety of events. Most of the events were geared towards elementary school aged children in communities throughout the state.



*Outreach, Hazelwood Elementary KMM Bike Rodeo, May 2016*

In 2016 NJAIM participated in the following events:

**Campbell Elementary School Bike Rodeo:** In Metuchen, ambassadors worked with Keep Middlesex Moving to facilitate a bike rodeo for thirty elementary school aged children. Ambassadors fitted children for helmets, facilitated bicycle safety drills and explained the significance of each drill.



Christmas in July Bike Rodeo: Ambassadors worked with The Plainfield Salvation Army and local Dairy Queen to donate over three hundred bicycles to residents of the City. Persons who received a bicycle ranged from young school aged children to elderly adults. Ambassadors fitted each person for a bicycle and helmet using the guidelines from the American League of Bicyclist and assisted EZ Ride in facilitating bicycle safety drills with children.

Hazelwood Elementary School Bike Rodeo: In Middlesex ambassadors assisted Keep Middlesex Moving in facilitating a bicycle rodeo forty third and fourth grade children. Ambassadors performed minor repairs on bicycles, fitted children for helmets and facilitated bicycle safety drills.

Anastasia Amerigo Elementary School Bike Rodeo: In Long Branch ambassadors assisted EZ Ride in facilitating a bicycle rodeo for sixty children in a summer camp. Ambassadors fitted children for helmets, did bicycle repairs and explained the importance of each safety drill.

Gregory Elementary School Bike Rodeo: In Long Branch ambassadors assisted EZ Ride in facilitating a bicycle rodeo for fifty sixth graders. The ambassadors facilitated bicycle safety drills that were slightly more difficult because the participants were older and more comfortable with their bicycles.

Metuchen Healthy Kids Day: A historic community wide-event hosted by the Middlesex County Department of Planning and the YMCA of Metuchen, Edison, Woodbridge and South Amboy that promotes healthy living and well-being for children. Ambassadors distributed pedestrian and bicyclist safety brochures to over thirty parents and children. The brochures contained pedestrian and bicycle laws in New Jersey and pedestrian and bicyclist safety tips. Additionally, ambassadors distributed reflective zipper tags and bracelets for children to wear when bicycling in the dark.

Parker Elementary School Bike Rodeo: In Middlesex, ambassadors worked with Keep Middlesex Moving to perform a bicycle rodeo. Ambassadors engaged with over twenty-five students by distributing reflective bracelets and zipper tags, fitting children for helmets and facilitating bicycle safety drills.



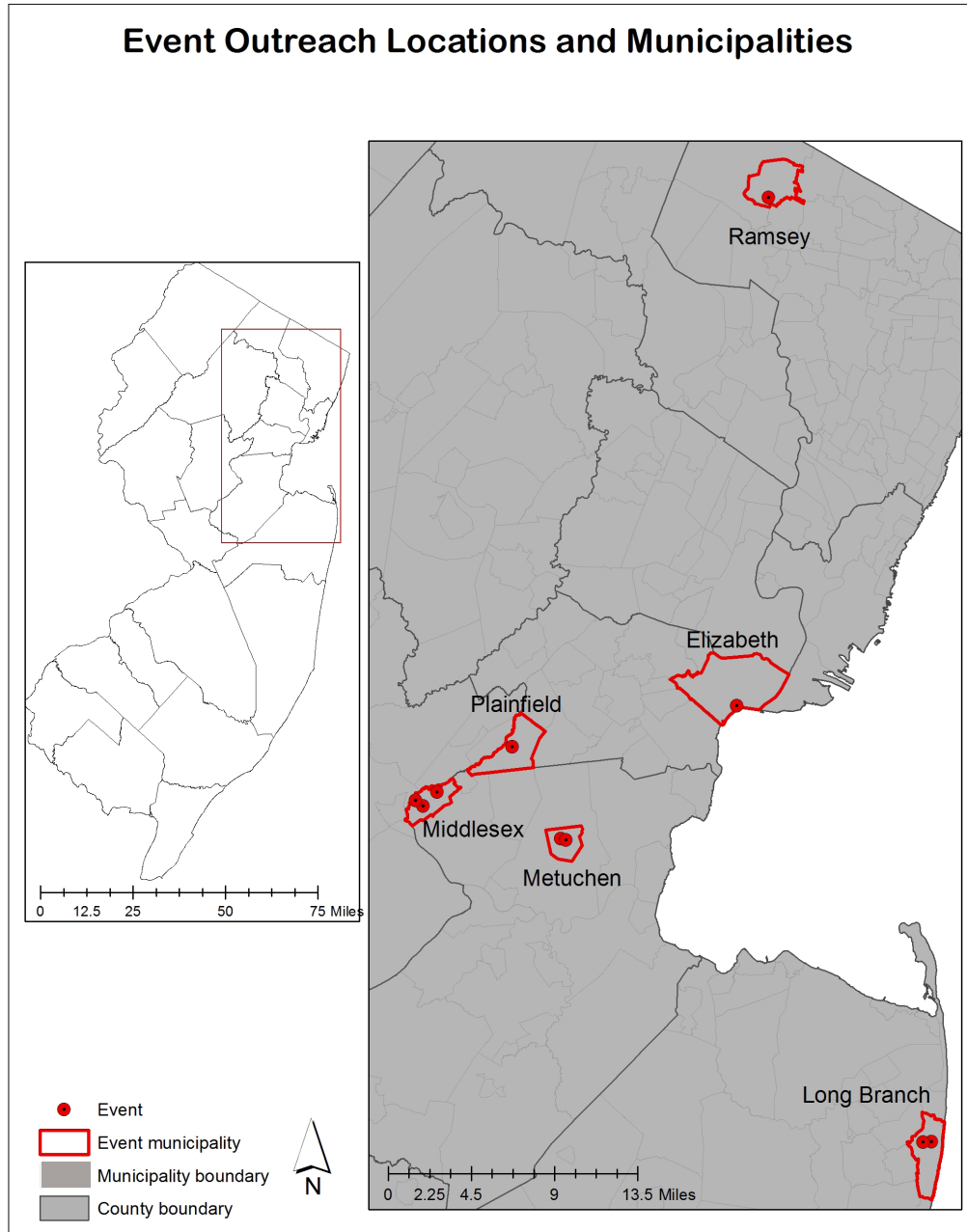
*Plainfield "Christmas in July" Bike Rodeo, July 2016*

Ramsey Bike Rodeo: Ramsey Environmental Commission hosted their first annual bicycle rodeo for children aged six to seventeen. Ambassadors set up the rodeo course, explained to participants the significance of each safety drill, fitted participants for helmets and distributed pedestrian and bicycle safety brochures to over forty-five people.

Watchung Elementary School Bike Rodeo: In Middlesex ambassadors worked with Keep Middlesex Moving to facilitate bicycle rodeo for on hundred elementary aged children. Due to inclement weather, the bicycle rodeo was moved indoors. Ambassadors fitted participants for helmets, demonstrated the A-B-C-Quick-Check and facilitated turn signaling, stopping and yielding exercises with students.

Arabella Miller Community Center: In Elizabeth, ambassadors distributed one hundred reflective wristbands and zippers to children at the community wellness event. Ambassadors worked with NJTPA and the Elizabeth Department of Youth Services.

Figure 3. Map of Locations of Event Outreach



## In-class Outreach:

NJ Ambassadors in Motion presented “RU Ready to Bicycle in New Brunswick and New Jersey” at the Rutgers University International Student Orientation. The presentation went over technical information about bicycle maintenance, bicycle locking, bicycle and helmet fitting as well as bicycle docking on a Campus bus. As the attendees were from China, Pakistan, India and South America, NJAIM presented bicycling information specific to New Jersey. Ambassadors explained State bicycle laws, presented a map with pictures of the bicycle lanes (on and off street) between the Rutgers- New Brunswick campuses, discussed bicycle riding safety tips and presented a map of bicycle repair and sales shops in New Brunswick. Forty students attended the session and at the end of the presentation several students stayed around to ask very specific questions and share bicycling experiences from their home country.

## Municipal / Government Outreach and Technical Assistance:

One of the program’s goals is to “strengthen and leverage a network of community organizations and leaders who can advocate on behalf of safe bicycling and pedestrian activity in their communities.” Outreach and technical assistance to municipal, county, and state governments is thus critical to the success of the program. During the third year, NJAIM invested significant time and resources in this form of outreach and was instrumental in helping eleven municipalities and county governments draft and adopt Complete Streets policies. NJAIM also participated in road safety audits as subject matter experts. To date, municipal/governmental outreach and technical assistance has resulted in the following accomplishments:

**New Brunswick Ciclovía:** Ciclovía is hosted by New Brunswick Tomorrow a non-profit community organization in New Brunswick. Four times a year three miles of roadway space is closed to vehicular traffic and completely opened to pedestrians and bicyclist. At Ciclovía residents of New Brunswick, members of the Rutgers University Community as well as residents of neighboring towns such as Highland Park come to Ciclovía to enjoy rock-climbing, dancing, music, health screenings, bicycle riding and many more activities. In October 2016, NJAIM surveyed Ciclovía attendee’s opinions about the event. Over a four hour period Ambassadors collected the attitudes of four hundred and sixty-two attendees.



*Statewide BikePed Usage/Access Study  
Newark, October 2016*

**Bergen County Parks Master Plan:**

New Jersey Ambassadors in Motion supported the Center for Urban Environmental Sustainability at Rutgers University in preparing a Master Plan for Bergen County Parks. NJAIM assisted in park system analysis by gathering demographic information of Bergen County and neighborhoods near County owned parks and surveying park users. Ambassadors visited five Bergen County parks to conduct an intercept survey of park patrons. The survey collected patron’s opinions of safety, signage and quality of park amenities as well as information about how often they frequented the park, the mode of transportation used to arrive and the activities done in the park. Ambassadors visited Overpeck County Park, Van Saun County Park, Riverside North County Park, Hackensack County Park, and Saddle River County Park on two different occasions to collect a total of 929 surveys. A detailed list of interactions at each park and a map of park locations are below:

**Bergen County Parks Surveyed and Survey Respondents**

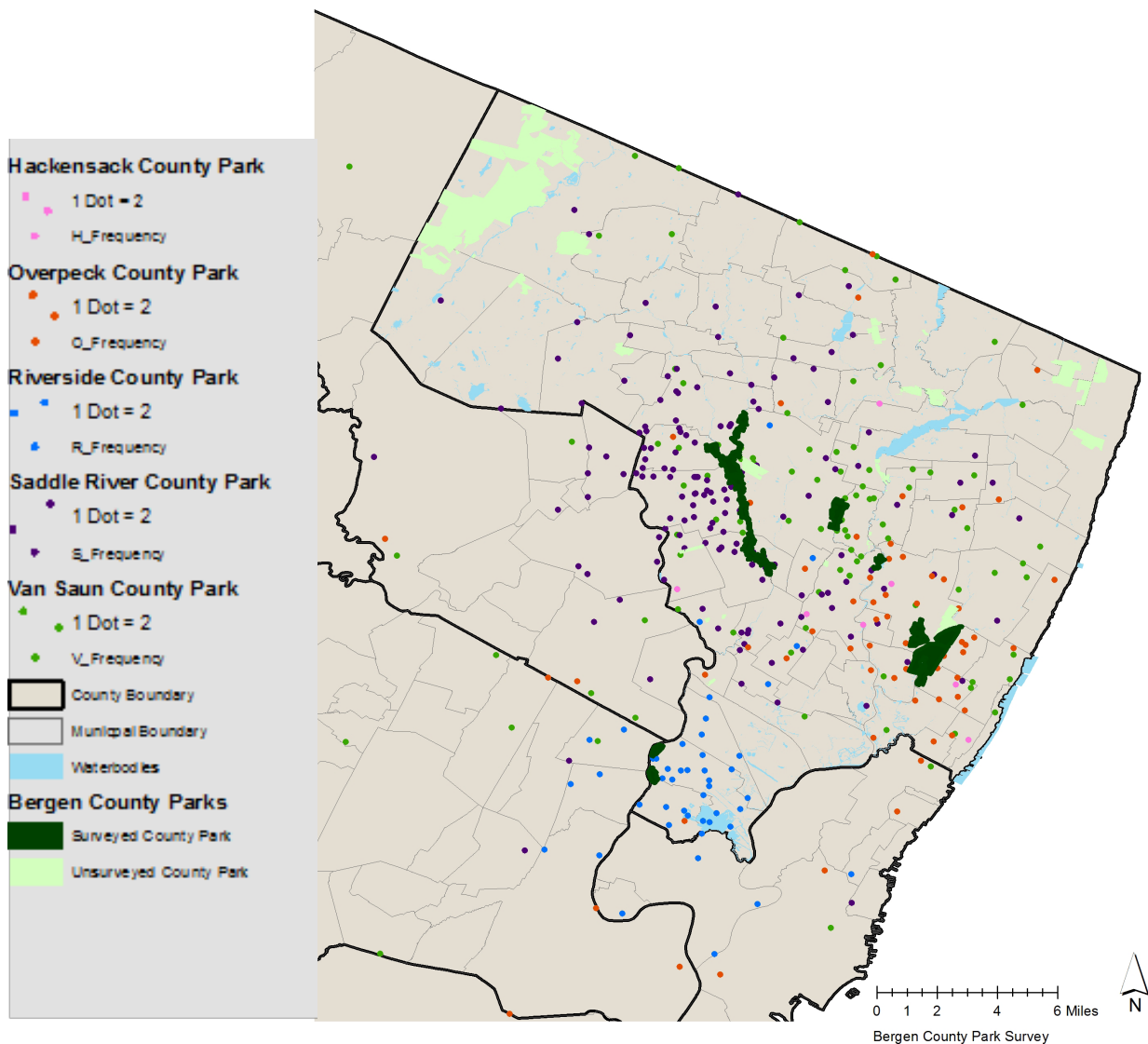


Figure 4. Map of Bergen County Parks Surveyed and Respondents by Zip Code

**Hackensack County Park:** Located in Hackensack, ambassadors visited the park twice in November to survey 13 number of people. Park patrons identified as being from Hackensack and bordering towns such as Teaneck and Bogota.

**Overpeck County Park:** Located in Leonia, Palisades Park, Ridgefield Park and Teaneck. NJAIM surveyed Teaneck in the park around the Teaneck Creek Conservancy and Leonia in the main area of Overpeck County Park near Fort Lee Road and Overpeck Creek. In these areas Ambassadors surveyed 143 number of people. Park patrons identified as being from municipalities in the immediate area and as far as Montvale Borough and Wayne Township.

**Riverside County Park:** Located in Lyndhurst and North Arlington. Ambassadors visited Riverside County Park North near Valley Brook Avenue and Riverside County Park South near Stuyvesant Avenue to survey 154 number of people. Survey respondents were mostly from Lyndhurst and North Arlington but also as far as Paramus and Newark.

**Saddle River County Park:** Located in Fair Lawn, Glen Rock, Ridgewood, Rochelle Park and Saddle Brook. Ambassadors began surveying at Saddle River Wild Duck Park in Ridgewood and traveled on foot along the Saddle River Pathway throughout all of Saddle River Park ending in Rochelle Park, NJ. Ambassadors collected 316 number of surveys. Most survey responds identified as being from the municipalities that intersect the park and municipalities as far as Mahwah, Wayne and East Orange.

**Van Saun County Park:** Located in Paramus and River Edge. Ambassadors surveyed Van Suan Park North and South to collect 303 number of surveys. Most survey respondents identified as being from the towns that intersect the park as well as Hackensack and some as far as Roseland, NJ.

## Statewide Bicycle and Pedestrian Usage and Access Study:

The Statewide Bicycle and Pedestrian Usage and Access Study was a survey of New Jersey residents to measure their opinions toward walking and bicycling in the state. NJAIM visited 40 municipalities throughout most New Jersey counties. The survey was available online or in a paper copy to mail back. NJAIM surveying effort consisted of handing out survey cards with a link to the online survey or giving the paper copy with return envelope if the person stated that they didn't want to take an online survey. Additionally, ambassadors dropped off survey cards at bicycle shops and hung survey cards on bicycles. The survey cards that were hung on bicycles, called bike hangers, had a circular opening similar to a door tag that could be looped around the handle bar of the bicycle. Ambassadors hung the bike hangers on any parked bicycle within the survey area. Ambassadors visited bicycle repair and sales shops to distribute survey cards.



*BikePed Survey, Ocean Grove, September 2016*

They would tell the employee at the shop about the Statewide Bicycle and Pedestrian Usage Study and Access Study, get permission to leave survey cards on the counter and request the employee to invite patrons of the store to fill out the survey. Ambassadors stood at intersections to hand out survey cards to pedestrians and bicyclist that passed. One Ambassador would stand away from the intersection and measure interactions. There are three ways that interactions were measured: 'approached' meant that an Ambassador attempted to distribute a survey card but the person didn't respond, 'interacted' meant that the Ambassador talked with a person about the purpose of the survey but they declined to participate, and 'took paper' means that the Ambassador was able to give a survey card to a person. The total number of bike hangers and survey cards distributed in each municipality is listed below. Following is a list map of municipalities Ambassadors surveyed for the Statewide Bicycle and Pedestrian Usage and Access Study and a detailed list of interactions within each municipality.

Bradley Beach (population: 4,298): Ambassadors visited the areas near the train station and boardwalk on September 24th. NJAIM interacted with over sixty individuals and distributed sixty-nine bike hangers.

Asbury Park (population: 16,116): NJAIM visited the areas around the train station, three intersections on Main Street and the intersection of Cookman and Bond Streets. Distributing a total of three hundred and thirteen survey cards to individuals and fifty-two bike hangers.

Ocean Grove (population: 3,342): Ambassadors surveyed two intersections on Ocean Avenue, the street a block away from and parallel to the boardwalk and the intersection of Main Avenue and Pilgrim Pathway which has several commercial businesses. NJAIM distributed over one hundred and twenty survey cards and twenty-seven bike hangers.

Avon by-the Sea (population: 1,901): NJAIM visited the boardwalk and intersection of Sylvonia and Main Streets intersection to distribute one hundred and thirty-six survey cards and twelve bike hangers.

Belmar (population: 5,794) Ambassadors visited the areas near the train station and the boardwalk to distribute four hundred and twenty-eight survey cards and ninety-four bike hangers.

Plainfield (population: 40,808) On September 28th Ambassadors visited the intersections East Front Street and Watchung Avenue, and Park Avenue and West Front Street. Ambassadors distributed two hundred and forty-one survey cards and forty-five bike hangers.

Dunellen (population 7,227) Ambassadors visited the area near the train station and several intersections along the North Avenue commercial corridor. NJAIM distributed seven bike hangers at the train station and thirty-four survey cards.



*BikePed Survey, Jersey City, October 2016*

Princeton (population 29,603) NJAIM visited the areas near Nassau Street and Palmer Square, the Princeton train station, the Princeton Junction train station, and three intersections off Nassau Street, to distribute a total of sixty hundred and forty-three survey cards and fifty-three bike hangers.

Westfield (population: 30,316) Ambassadors visited the area near the train station and the intersection of East Broad and Main Streets. Ambassadors distributed ninety-three survey cards and eighty-six bike hangers.

Cranford (population 22, 625) Ambassadors visited two intersections of South Avenue and three intersections of Union Avenue both commercial corridors. In total Ambassadors distributed fifty-three survey cards and twenty-five bike hangers.

Rahway (population: 27,346) Ambassadors visited the two intersections of Irving Street and the intersection of Main Street and Lewis street as well as the area near the train station. NJAIM distributed a total of one hundred and sixty-six survey cards and twenty-two bike hangers.

Linden (population: 40,499) Ambassadors distributed one hundred and sixty-three survey cards and seven bike hangers in the area near the train station.

Jersey City (population: 247,597) Ambassadors surveyed the area near the Hudson River waterfront, Hudson Street and the Exchange Place, Grove Street and Journal Square PATH stations to distribute over one thousand survey cards and over five hundred bike hangers.



*BikePed Survey, Jersey City, October 2016*

Newark (population: 277,140) Ambassadors surveyed the area near Penn Station, the Ferry Street in the Ironbound, Washington Street near the Universities, and several intersections on Broad Street. NJAIM distributed nearly two thousand survey cards in these locations and one hundred and fifty-one bike hangers.

Red Bank (population: 12,206) Ambassadors surveyed the area near the train station and the commercial area of Broad and White and Broad and Monmouth Streets. Ambassadors distributed three hundred and sixty-two survey cards and sixty-one bike hangers.

Atlantic Highlands (population: 4,385) NJAIM surveyed the Downtown and Marina areas. Ambassadors distributed twenty-four survey cards and three bike hangers.

Sandy Hook (in the Highlands Borough population: 5,005) NJAIM surveyed the first beach area to distribute fifty-four survey cards.

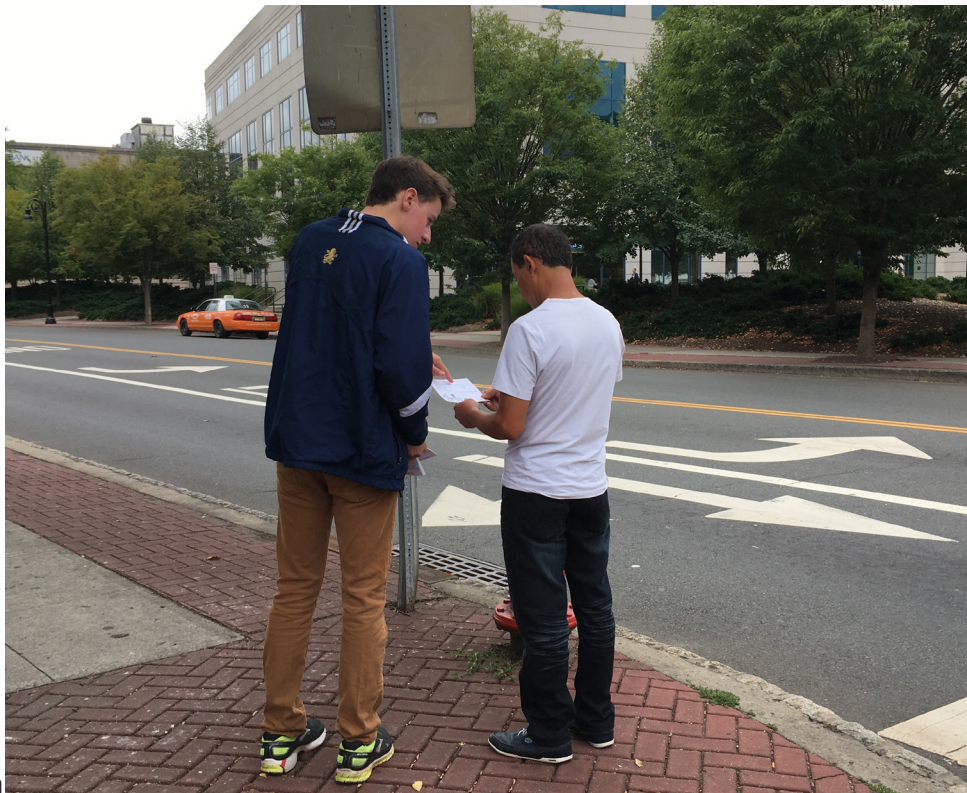
Long Branch (population: 30,719) Ambassadors surveyed the intersection of Ocean Boulevard and Brighton Avenue as well as Pier Village. NJAIM distributed two hundred and seventeen survey cards and thirty-six bike hangers.

Aberdeen-Matawan (population: 18,210 and 8,810) NJAIM surveyed the area near the Matawan train station and the commercial area of Downtown Matawan. Ambassadors distributed one hundred and fifty survey cards.

Morristown (population: 18,411) Ambassadors surveyed the area near the train station and the commercial area of South Street at Pine, Elm and Madison Streets. NJAIM distributed four hundred and fifty-four survey cards and thirty-four bike hangers.

Passaic (population: 69,781) Ambassadors distributed four hundred and seventy-seven survey cards and thirteen bike hangers. NJAIM surveyed the areas near the train station, bus terminal and the commercial area of Hamilton and Monroe Streets.

Highland Park (population: 13,982) Ambassadors visited the downtown area at Raritan Avenue and 3rd and 4th Streets. In total, Ambassadors distributed one hundred and twenty-five survey cards and eleven bike hangers.



*BikePed Survey, Plainfield, September 2016*



Lakewood (population: 53,805) NJAIM surveyed the downtown area. Ambassadors distributed eighteen survey cards and fifty-two bike hangers.

Point Pleasant (population: 18, 392) NJAIM surveyed the area near the train station and the boardwalk to distribute one hundred survey cards and fifteen bike hangers.

Toms River (population: 91,329) Ambassadors surveyed the commercial area on Washington Street to distribute one hundred and seventy-eight survey cards and nine bike hangers.

Woodbury (population: 10,174) Ambassadors distributed thirty survey cards to the commercial area of Broad Street and twenty-three bike hangers.

Lindenwold (population: 17,613) NJAIM surveyed commuters at the PATCO station to distribute one hundred and four survey cards.

Atlantic City (population: 39,558) NJAIM surveyed the area near the train station, boardwalk and Atlantic Avenue. Ambassadors distributed four hundred seventy-three survey cards and nineteen bike hangers.

Hammonton (population: 14, 791) Ambassadors surveyed the train station, Egg Harbor Road and South Washington Street. NJAIM distributed twenty-six survey cards and eight bike hangers.

Montclair (population: 37,669) Ambassadors surveyed Bloomfield Avenue and South Park Street, Bellevue Avenue and Valley Road, and the train station. Ambassadors distributed over two thousand survey cards and one hundred thirty-one bike hangers.

Elizabeth (population: 124,969) On November 2nd Ambassadors visited the Rahway Avenue and West Jersey Street intersections on South Broad Street, the train station and the commercial area of Morris and Westfield Avenues. NJAIM distributed three hundred sixty-six survey cards and fifty-one bike hangers.

Bound Brook (population: 10,402) NJAIM visited the intersection of Main and Hamilton Streets near the train station to distribute one hundred and fifty-nine survey cards as well as eighteen bike hangers.



*BikePed Survey, Bound Brook, September 2016*

Hoboken (population: 50,005) Ambassadors visited several intersections on Washington Street between 4th and 14th Streets, the Newark Avenue and Washington Street intersection as well as the train station to distribute nine hundred survey cards and five hundred and forty bike hangers.

West New York (population: 49,708) Ambassadors visited the commercial area near the Bergenline Avenue Hudson-Bergen Light Rail Station and several intersections along Bergenline Avenue. NJAIM distributed four hundred and ninety-six survey cards and eighteen bike hangers.

Union City (population 66,455) Ambassadors visited the area near the Paterson Plank Road and 7th Street intersection to distribute eighty-eight survey cards and twenty-nine bike hangers.

Collingswood (population: 13,926) On November 8th ambassadors visited the commercial area along Haddon Avenue to distribute ten survey cards and four bike hangers.

Camden (population 77,344) Ambassadors visited the downtown area near City Hall, Rutgers Camden Campus and the area near the Walter Rand Transit Center to distribute six bike hangers and two hundred and three survey cards.

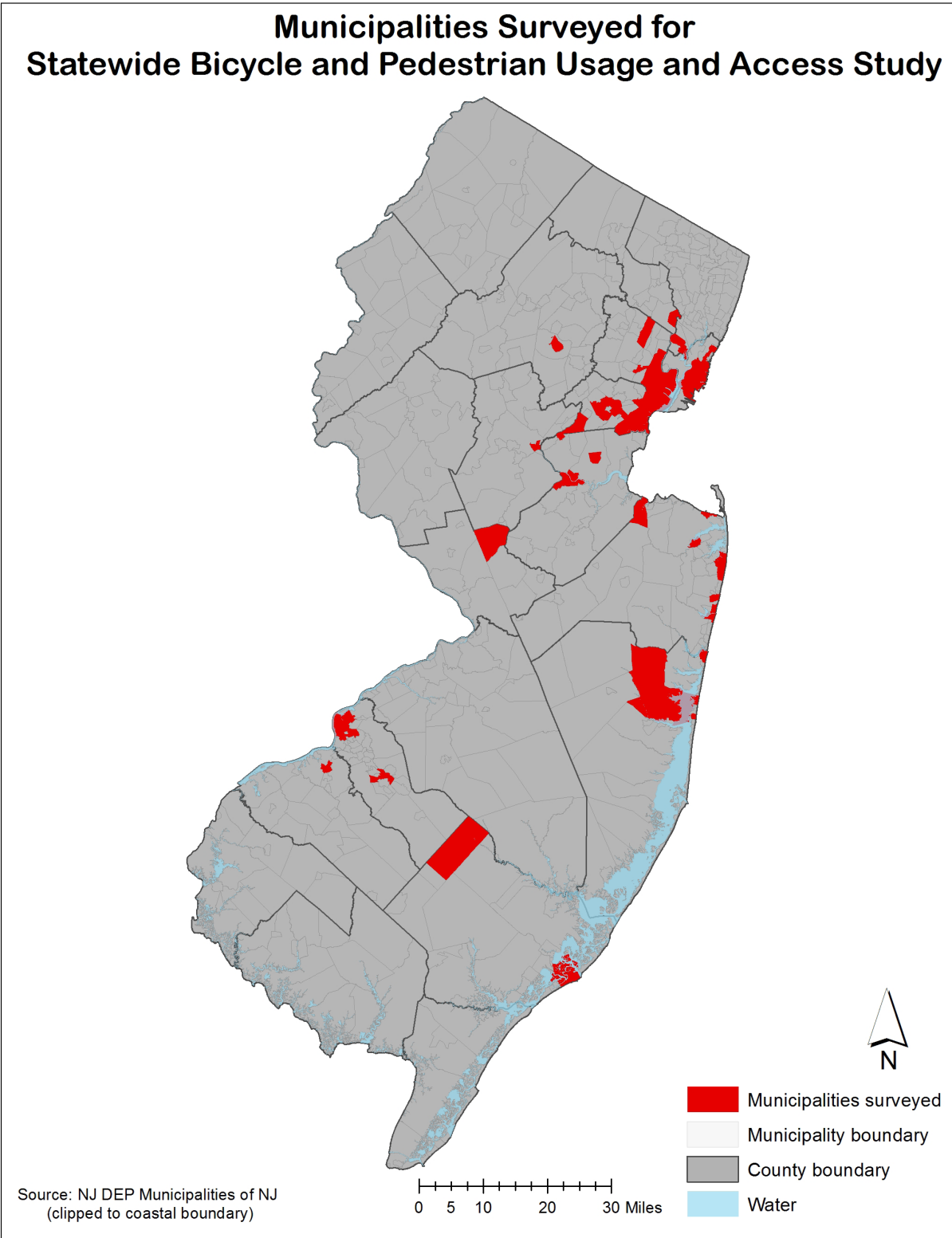
New Brunswick (population: 55,181) On September 16th Ambassadors surveyed the areas around the intersection of French Street and Suydam, James, and Harvey Streets to distribute a total of one hundred and six survey cards. On November 14th NJAIM surveyed George Street between Somerset Street (at the train station) and Nichol Avenue (Douglass Student Center), in front of the Douglass Student Center and Library. Ambassadors also distributed survey cards at the intersections of Easton Avenue and Albany Street (Route 27), French Street and Seaman Street, Somerset Street and Easton Avenue and Hamilton Boulevard and College Avenue. In total for the two days of surveying NJAIM distributed one thousand two hundred and eighty-eight survey cards and one hundred and seventy-seven bike hangers.

Lyndhurst (population: 20,554) NJAIM distributed six bike hangers at the NJ Transit train station.



*BikePed Survey, New Brunswick, September 2016*

Figure 5. Map of Municipalities Surveyed for Statewide Bicycle and Pedestrian Usage and Access Study



## On-Street Outreach:

Ambassadors reached the largest number of persons of a wide diversity through on-street outreach. This year ambassadors worked with the North Jersey Transportation Planning Authority to promote bicycle and pedestrian safety through the Street Smart Campaign. The Street Smart Campaign included banners on light posts, busses, train stations; posts on social media; and billboards. Ambassadors distributed literature that had accident statistics, pedestrian and bicyclist laws and safety tips. The following is a map of locations where NJAIM performed outreach at intersections and a detailed list of interactions within the municipality.

Point Pleasant Beach (population 4,664): Ambassadors visited the Ocean and Arnold Avenue intersection which is the most populated entrance onto the boardwalk. Ambassadors were positioned at each of the four corners so maximize interactions. Ambassadors distributed the Street Smart literature to over four hundred people in this area.

Asbury Park (population 15,933): Ambassadors visited two intersections on Main Street in Asbury Park which serves as the downtown area. At Main Street and Cookman Avenue ambassadors distributed bicycle and pedestrian safety literature persons coming from the retail shops, bars, train station and bus stop. At the Main Street and Summerfield intersection ambassadors interacted with people utilizing the retail shops due to inclement weather. Ambassadors also gave some shops a pack of brochures for their customers to take.

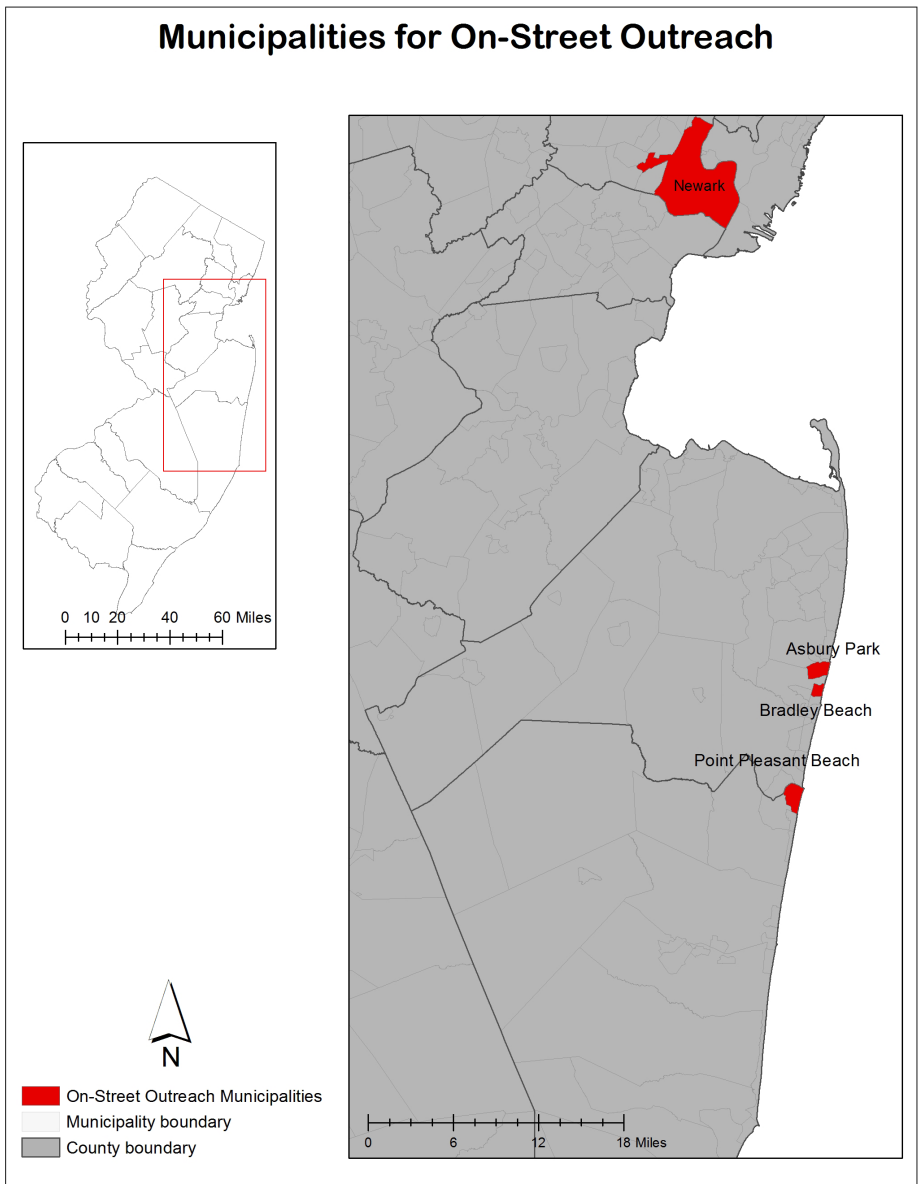
Bradley Beach (population 4,290) Ambassadors worked with NJTPA to distribute one hundred bicycle and pedestrian safety cards at the Brinley Avenue and Main Street intersection.

Newark (population 281,944) Ambassadors worked with NJTPA on the Street Smart campaign distributing pamphlets with bicycle and pedestrian safety information including laws and tips. NJAIM in two days visited the downtown and ironbound neighborhoods in Newark as well as the intersection of South Orange Avenue and Bergen Street.



*Outreach, Asbury Park, July 2016*

Figure 6. Map of Municipalities visited for On-Street Outreach



## Complete Street Photography:

NJ Ambassadors in Motion traveled around the state documenting the status of bicyclist and pedestrian activity, infrastructure and design. Equipped with digital cameras, ambassadors documented over five hundred cases of bicycling and walking in the state. Figures 7-10 depicts a range of cases that were documented. Ambassadors photographed intersections and streets that had pedestrian and bicyclist safety and access issues, complete streets, bicycle lanes, pedestrian and bicyclist activity and pedestrian and bicyclist infrastructure. The collection of images that were taken will be added to the New Jersey Bicycle and Pedestrian Resource Center Image Library and can be used for future Complete Streets Workshops to demonstrate good design and to illustrate areas for improvement.



**Performance Measures:**

NJAIM measures performance by the number of persons directly and indirectly contacted, and persons educated. The following sections outline the methodology for determining the number of events that occurred, the number of people educated, the weighted number of people educated, and the number of people indirectly contacted throughout 2015.

**Data Collection and Analysis Methodology:**

In order to obtain the data to evaluate performance and measure the success of the program, ambassadors were required to complete an event evaluation form after each outreach. Event evaluation forms include information about the number of pedestrians and cyclists who received literature, were educated or contacted, and were fitted with a helmet. These forms also include information about the weather, areas for improvement, and a specific recommendation as to whether the event should be held at the same location in the future. These data provide a quantifiable way to evaluate the relative success of each outreach event and will provide a means to establish a base line in order to evaluate the growth of the program in coming years. The total number of outreach was determined by counting the number of completed event evaluation forms and cross-referencing them with the event calendar to ensure that all activities were included. These evaluation forms were organized by the type of event, which facilitated the tabulation of events by category.

Outreach Type	Number of events	Persons directly contacted	Weighted number of persons contacted	Persons indirectly contacted	Total persons contacted	Total number of weighted persons contacted
Event	10	760	n/a	337	1097	n/a
Classroom	1	40	480	n/a	40	480
On-Street	4	583	n/a	758	583	n/a
Government/ Municipal Technical Assistance	3	3333	n/a	n/a	3333	n/a
<b>Total</b>	<b>18</b>	<b>4416</b>	<b>480</b>	<b>1095</b>	<b>5053</b>	<b>480</b>

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**Analysis Methodology:**

In 2016 NJAIM participated the most in event outreach with ten activities. Eight of these events were bicycle rodeos, six of them at schools and two open to the greater municipality. The remaining two events were tabling events. Direct contacts measure the number of students or residents that attended the bicycle rodeo and persons receiving literature at a tabling event. Indirect contacts are a summation of several secondary contacts at events. For the bicycle rodeos at schools the entire class attended a presentation on bicycle safety but only a few students that brought their bicycles participated in the rodeo. Therefore, the total number of students indicates the number of indirect contacts for that event. For tabling events, the total number of event participants, those that did not receive literature, are counted as indirectly contacted. To calculate indirect contacts at bicycle rodeo's open to the municipality, NJAIM considers all that were reached via media about the event, that did not participate in the rodeo itself.

NJAIM facilitated one classroom event in 2016. Classroom interactions are longer than on-street or event interactions. The number of persons that attended a classroom outreach are weighted to measure the effect of being exposed to more information and learning more than during other outreach cases. While forty people attended the classroom event, four-hundred and eighty weighted persons were contacted. The method used to weight the number of contacts in a class presentation event was developed by the Philadelphia Bicycle Ambassadors in the 2009 End of Year Report. This method is based on the assumption that typical conversations experienced during on-street outreach last for approximately 2 to 5 minutes. Each of these brief interactions is considered the education of 1 person. The weighted approach therefore assumes that approximately 1 person is educated for every 5 minutes an individual spends learning in a classroom or workshop setting. The equation used to calculate the number of weighted contacts is shown below:

$$(\text{minutes of presentation} / 5 \text{ minutes}) * (\text{number of events attendees}) = \text{weighted persons educated}$$

However, there is no measure for persons indirectly contacted at a classroom event because only presentation attendees were within the vicinity of NJAIM.

NJAIM assisted North Jersey Transportation Authority in the Street Smart Campaign, making up the four on-street outreach events. The number of persons directly contacted represents persons that accepted the literature based on the number of pamphlets and brochures Ambassadors distributed. The measure of indirect contacts represents persons that pedestrians that passed by Ambassadors but did not accept StreetSmart literature.

In 2016 NJAIM assisted with three miscellaneous outreach events. New Brunswick Ciclovía, the Statewide Bicycle and Pedestrian Usage and Access Study and the Bergen County Parks Study. For each, Ambassadors traveled to and amongst municipalities distribute surveys. Ambassadors facilitated an intercept survey of Ciclovía attendees and patrons of Bergen County owned parks. For the Statewide Bicycle and Pedestrian Usage and Access Study NJAIM distributed postcards that invited recipients to take the survey online or printed surveys with a return envelope to mail back. For surveying there are no measures of indirect contacts or weighted persons because those who did not take a survey were not impacted by Ambassadors.



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## Challenges and Opportunities

### 1. Duration of interaction

**Challenge:** Ambassadors reached a lot of people through intersection outreach. But just one classroom outreach even though they are much longer and enable Ambassadors to pass on more information.

**Possible solution:** Ambassadors could research more opportunities to participate classroom lessons. More classroom events would enable NJAIM to educate persons more thoroughly on bicycle and pedestrian safety and laws in New Jersey as well as options for bicycling in their locality similar to the “RU Ready to Bicycle in New Brunswick and New Jersey” presentation. Possible venues could be in driver’s education classes in high schools and in physical education classes in middle and elementary schools. NJAIM could partner with corporations that have health and wellness programs to facilitate presentations on active transportation.

### 2. Outreach evaluations during event

**Challenge:** The evaluation form provides a medium to measure the attendees and other information about each outreach case. The form is filled out after the outreach has ended. Completing the form during the outreach would provide a more precise count of indirect contacts.

**Possible solution:** Develop an evaluation form with sections to be completed during the outreach. The form could have a column for an Ambassador to record tallies of persons passing by NJAIM that didn’t receive literature during on-street outreach and total number of attendees at tabling and event outreach. Collecting the number of indirect contacts as the outreach happens will make the count of indirect contact easier at the end of the year, reduce the need to check secondary sources and provide more precise counts.

### 3. Interaction with a diverse range of ages

**Challenge:** Ambassadors traveled across the State to various types of communities and interacted with different demographics throughout the 2015 year. However, interaction with teenagers and older adults was the lowest.

**Possible solution:** Ambassadors can research organizations that target teenagers or older adults and reach out to them to facilitate bicycle rodeos or classroom lessons about being a bicyclist and pedestrian in New Jersey.

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## **Conclusion:**

The New Jersey Ambassadors in Motion program achieved great success in 2015, reaching 4,416 people across New Jersey. In 2016, Ambassadors facilitated surveying for three significant bicycle and pedestrian research projects as well as open space projects in the state. Additionally, NJAIM traveled to forty municipalities promoting bicycle and pedestrian safety on-street.

The Bicycle and Pedestrian Resource Center would like to thank our supporters and sponsors including the New Jersey Department of Transportation, North Jersey Transportation Authority, EZ-Ride, and the various schools and municipalities that welcomed the Ambassadors.