

NEW JERSEY AMBASSADORS IN MOTION



2012 Summary Report

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2012 SUMMARY REPORT

Submitted to:

New Jersey Department of Transportation
Trenton, New Jersey
1035 Parkway Avenue
P.O. Box 600
Trenton, NJ 08635-0600

Submitted by:

Alan M. Voorhees Transportation Center
33 Livingston Avenue
New Brunswick, NJ 08901

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Summary of Accomplishments

In its pilot year, the New Jersey Ambassadors in Motion program has been extremely successful. Below is a summary list of accomplishments according to each form of outreach (i.e., event, in-class, on-street, and municipal outreach), and other accomplishments not noted in the text.

Event Outreach

1. **Rutgers Day 2012:** There were approximately 35,000 attendees at this annual event.
2. **Woodbridge Farmers Market:** This event averages thousands of attendees.
3. **32nd Annual Princeton Freewheelers Event:** There were approximately 1,000 cyclists at this annual event.
4. **Newark-Jersey City East Coast Greenway Opening:** There were approximately 150 people at this event.
5. **One-year Anniversary of Garfield Tragedy:** Including media and NJDOT Commissioner Simpson, this highly-publicized press event had approximately 35 people in attendance.
6. **NJ Transit Board Meeting:** Including media and NJ Transit Board Member, this highly-publicized press event had approximately 60 people in attendance.
7. **Route 52 Causeway Bridge Opening:** Including media and NJDOT Commissioner Simpson, this highly-publicized press event had approximately 100+ people in attendance.
8. **2012 Trenton Bike Tour:** There were hundreds of cyclists at this annual event.
9. **2012 Jersey City Bike Tour:** There were hundreds of cyclists at this annual event.
10. **2012 Grand Fondo NJ:** There approximately 1,200 cyclists at this annual event. It's now the largest bicycle race in NJ.
11. **2012 Ramapo Rally:** There were hundreds of cyclists at this annual event.
12. **2012 Twin Lights Ride:** There were hundreds of cyclists at this annual event.

In-class Outreach

13. **Rutgers International Student Orientation Day:** Ambassadors conducted a Bicycle Safety Workshop/presentation to Rutgers students during International Student Orientation Day. There were approximately thirty students in attendance from countries such as China, France, Mexico, Columbia, India, Kenya, and Germany. Pictures and feedback from the workshop was used to publish an article, "NJ AIM hosts Bicycle Workshop for International Students" on the BPRC's NJ Walks and Bikes Blog. There were over 600 visits to the website and blog during this posting.
14. **Bikes on Buses Instructional Video:** The instructional video was shown during International Student Orientation Day but was also posted online and shown during the New Jersey Bicycle and Pedestrian Advisory Council meeting for all to view. There were over 1,000 visits to the website and blog during this posting, and over 121 views on YouTube.

15. **Lunch and Learn #1:** Lead Ambassador Jerry Fried gave a presentation titled, “Building Relationships with Municipalities”. This presentation was only attended by the ambassadors.
16. **Lunch and Learn #2:** Lead Ambassador Jerry Foster conducted a workshop on “Bicycle Maintenance”. This presentation was only attended by the ambassadors.
17. **Presentation #1:** Project Manager Charles Brown presented on NJ AIM during the 2012 New Jersey Bike and Walk Coalition Summit in New Brunswick, NJ. There were over 150 attendees.
18. **Presentation #2:** Project Manager Charles Brown presented a poster and gave a presentation on NJ AIM during the 2012 Pro Walk Pro Bike Conference in Long Beach, CA. There were approximately 800 people at the conference.
19. **Presentation #3:** Project Manager Charles Brown and Lead Ambassador Jerry Fried presented on Complete Streets during the 2nd Annual Sussex-Warren-Morris Complete Streets Workshop at the County College of Morris in Randolph, NJ. There were approximately 50 key stakeholders at the workshop.
20. **Presentation #4:** Project Manager Charles Brown presented a poster on NJ AIM during Rutgers’ Symposium on Planning Healthy, Sustainable Communities in New Brunswick, NJ. There were over 200 people at the event.
21. **Presentation #5:** Lead Ambassador Jerry Fried presented on Complete Streets at one of Monmouth County Transportation Committee meetings.
22. **Presentation #6:** Lead Ambassador Jerry Fried presented on Complete Streets at one of NJTPA’s board meetings.
23. **Presentation #7:** Project Manager Charles Brown presented on NJ AIM during the quarterly Transportation Management Association meeting in New Brunswick, NJ.
24. **Presentation #8:** Project Manager Charles Brown and Lead Ambassador Jerry Fried presented on Complete Streets during the NJ Redevelopment Forum in New Brunswick, NJ.
25. **Presentation #9:** Project Manager Charles Brown and Lead Ambassador Jerry Fried are scheduled to present on Complete Streets during this year’s New Jersey League of Municipalities Conference in Atlantic City, NJ on November 14th.

On-street Outreach

26. **Newark (population: 278,154):** Ambassadors have conducted on-street outreach at intersections in Newark on two separate occasions. Outreach has taken place at two of the most heavily-populated—and dangerous—intersections in Newark: Branford Place / Broad Street and Market Street/ Broad Street. During these two visits ambassadors made direct contact with 600 citizens and indirect contact with tens of thousands.
27. **Jersey City (population: 247,597):** Ambassadors have conducted on-street outreach at intersections in Jersey City on two separate occasions. Outreach has taken place at two dangerous

- intersections: Newark Ave / JFK Boulevard and West Side Avenue/Boyd Avenue. During these two visits ambassadors made direct contact with 125 citizens and indirect contact with thousands.
28. **Paterson (population: 146,199):** Ambassadors have conducted on-street outreach at one intersection on one occasion in Paterson. Outreach took place at the intersection of Memorial /Ellison near Passaic County College. During this visit ambassadors made direct contact with 150 citizens and indirect contact with thousands.
 29. **Elizabeth (population: 124,969):** Ambassadors conducted on-street outreach at intersections in Elizabeth on three separate occasions. Outreach took place at three intersections: Westfield/CR 629; Dickenson Street/Broad Street; and East Jersey Street/Route 1. During these three visits ambassadors made direct contact with 789 citizens and indirect contact with thousands.
 30. **Edison (population: 99, 967):** Ambassadors conducted on-street outreach at intersections in Edison on four separate occasions. Outreach took place at the Edison Train Station and at four intersections: Plainfield Avenue/Central Avenue; US 1/Wooding Avenue; Oak Tree Road/Wood Avenue; and, Parsonage Road/Oakwood Rd. During these four visits ambassadors made direct contact with 178 citizens and indirect contact with thousands.
 31. **Woodbridge (population: 99, 584):** Ambassadors conducted on-street outreach at intersections in Woodbridge on three separate occasions. Outreach took place at three intersections: Main Street/North William; Route 1/Murray Place; and, South Wood Avenue/Thornall Street. During these three visits ambassadors made direct contact with 138 citizens and indirect contact with *thousands*.
 32. **Hamilton (population: 88,464):** Ambassadors conducted on-street outreach at intersections in Hamilton on two separate occasions. Outreach took place at two intersections: South Broad Street/Cedar Lane and Olden Avenue/Liberty St. During these two visits ambassadors made direct contact with 58 citizens and indirect contact with *hundreds*.
 33. **New Brunswick (population: 55,181):** Ambassadors conducted on-street outreach at intersections in New Brunswick on three separate occasions. Outreach took place at two heavily-used parks—Buccluch and Johnson Park—and at two dangerous intersections: French Street/Suydam and French Street/Jersey Avenue. During these two visits ambassadors made direct contact with 200 citizens and indirect contact with *thousands*.
 34. **Parsippany – Troy Hills (population: 53,238):** Ambassadors conducted on-street outreach near the scene of a fatal pedestrian accident. The outreach took place at the intersection of US 46/ Beverwyck Road. During this visit ambassadors made direct contact with 42 citizens and indirect contact with hundreds more.
 35. **East Brunswick (population: 47,512):** Ambassadors conducted on-street outreach near the scene of a fatal pedestrian accident. The outreach took place at the intersection of Dunhams Corner/Hardenburg. During this visit ambassadors made direct contact with 9 citizens and indirect contact with hundreds more.

36. **Point Pleasant Beach (population: 4,665):** Ambassadors conducted on-street outreach on one occasion. The outreach took place near the beach's entry, which is located near the intersection of Arnold Avenue and Ocean Avenue. During this visits ambassadors made direct contact with 79 citizens and indirect contact with *hundreds more*.
37. **Images:** Collectively, ambassadors took approximately 1,500 photos during outreach activities. These photos will be used to populate the BPRC's Image Clearinghouse and Library, which is viewed and accessed by many people throughout NJ. The BPRC would not have been able to capture so many photos for its image library without the assistance of the ambassadors.

Municipal Outreach and Technical Assistance

38. **Contact Database:** Ambassadors developed a contact database consisting of elected officials telephone numbers and emails.
39. **Complete Streets Policy #1 –Essex County:** Ambassadors played a major role in the drafting, editing, and adoption of Essex County's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the county.
40. **Complete Streets Policy #2 – Mercer County:** Ambassadors played a major role in the adoption of Mercer County's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the county.
41. **Complete Streets Policy #3 – City of Newark:** Ambassadors played a major role in the editing and adoption of City of Newark's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the city.
42. **Complete Streets Policy #4 – City of New Brunswick:** Ambassadors played a major role in the drafting, editing, and adoption of City of New Brunswick's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the city.
43. **Complete Streets Policy #5 – Borough of Glen Ridge:** Ambassadors played a major role in the editing and adoption of Borough of Glen Ridge's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the borough.
44. **Complete Streets Policy #6 – Town of Irvington:** Ambassadors played a major role in the drafting, editing, and adoption of Town of Irvington's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the town.
45. **Complete Streets Policy #7 – Town of Dover:** Ambassadors played a major role in the drafting, editing, and adoption of City of New Brunswick's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the town.
46. **Complete Streets Policy #8 – Town of Maplewood:** Ambassadors played a major role in the adoption of City of New Brunswick's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the town.

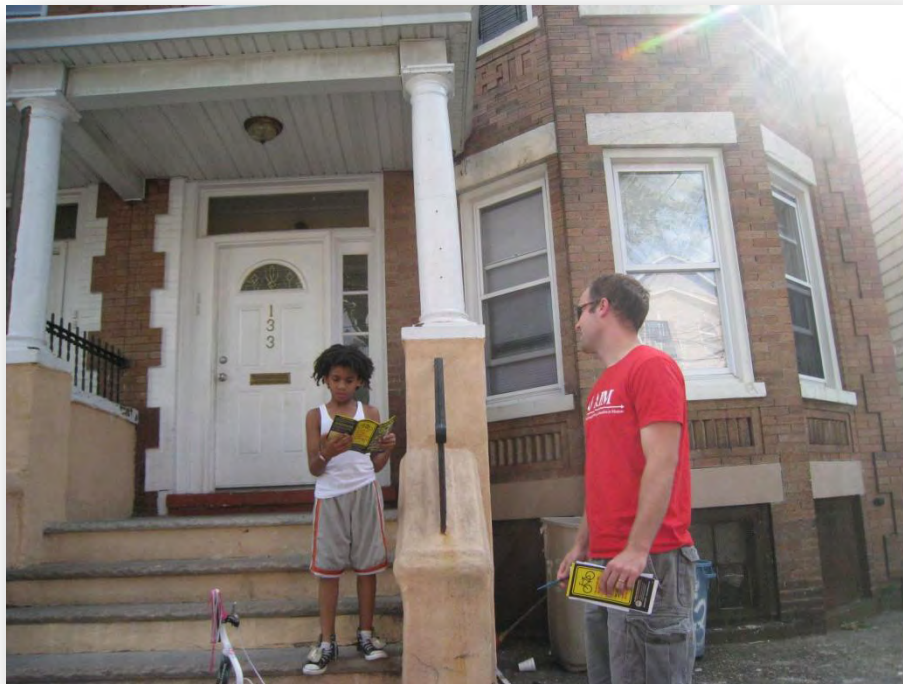
47. **Guest Panelist: Lead Ambassador Jerry Fried** appeared as a panelist during the NJBIZ Forum in Trenton.
48. **Business Education and Cooperation:** Lead Ambassador Jerry Fried delivered presentations to special improvement districts and main streets in **the northern part** of the state.
49. **Complete Streets Strategy Sessions:** Project Manager Charles Brown and Lead Ambassador Jerry Fried conducted complete streets policy adoption and implementation strategy sessions with AARP, NJ Future, NJ Partnerships for Healthy Kids, NJTPA, NJ Regional Coalition, and Ice and Iron Trail Group.
50. **Board Appointment:** Project Manager Charles Brown was nominated and appointed as a Board Member with the Urban of Essex County in Newark, NJ.
51. **Published Article(s):** Lead Ambassador Jerry Fried published (“Complete Streets Will Take Us Where We Need to Go”) in the New Jersey League of Municipalities Magazine and another (“I Want My Complete Streets: A Statewide Effort to Make Our Streets Safer and Our Communities Healthier and More Economically Sustainable”) is scheduled to be published in November. This magazine is sent to all NJ elected officials and primary administrators, and is read by many interested NJ citizens.
52. **Television Appearances:** Lead Ambassador Jerry Fried appeared in two locally televised interviews, in which he discussed his role as a lead ambassador with NJ AIM.
53. **Road Safety Audits:** Ambassadors participated as subject matter experts in three (3) road safety audits (RSA) hosted by NJDOT and the Rutgers Center for Advanced Infrastructure and Transportation (CAIT). RSA’s were conducted in the City of Newark, Town of Vineland, and Township of Long Beach Island, Ship Bottom Borough, and Beach Haven Borough, NJ. Ambassadors have also agreed to participate in upcoming RSA’s in Bergen County and Borough of Mendham.

Other Worthy Accomplishments

54. **National Exposure and Interest:** Barbara McCann, formerly of the National Complete Streets Coalition, has been extremely impressed with NJ AIM efforts to get municipalities to adopt complete streets policy, so much so that she interviewed Project Manager Charles Brown following his presentation during the Pro Walk Pro Bike Conference in Long Beach, CA. NJ AIM has also received calls from the Bicycle Transportation Alliance in Portland, OR, requesting to learn more about the program and its effective outreach strategies.
55. **Rutgers, The State University of New University:** Due to the success of NJ AIM workshop on bicycle safety at the 2012 International Student Orientation Day, NJ AIM has officially been asked to be part of the event in the coming years.
56. **8TH Annual New Jersey Safety Forum:** NJ AIM received word that the program has been nominated for a Safety Award at this year safety forum.

57. **New Jersey Bike and Walk Coalition:** Executive Director Cyndi Steiner sent an official letter to NJ AIM thanking the ambassadors for their assistance during the Ramapo Rally event.
58. **New Jersey Walks and Bikes Blog:** During bad weather days, ambassadors contributed greatly towards the blog by authoring and posting a number of articles on topics such as bicycle rehab, bikes on buses, free smart phone apps for pedestrians and cyclists, and active transportation and public health. Collectively, these articles were viewed by thousands of online viewers from all over the world.

Figure 1: NJ AIM conduct outreach in Jersey City, NJ



CHAPTER 1: INTRODUCTION

Background

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 Pedestrian Safety Focus City. To help make New Jersey a safer place for all modes, eradicate vehicle-pedestrian crashes, and advance conditions for bicycling and walking, the New Jersey Bicycle and Pedestrian Resource Center (NJ BPRC) teamed up with the New Jersey Department of Transportation (NJDOT) to pilot a bicycle and pedestrian ambassador program now known as the New Jersey Ambassadors in Motion Program (NJ AIM).

Objective

The objective of this 2012 Summary Report is to provide an overview of the New Jersey Ambassadors in Motion program, and offer an in-depth look into the program's outreach activities and accomplishments in the pilot year of the program, which is still in progress having commenced in April of this year and ending in November.

Report Structure

This report is organized into a series of chapters. Chapter one establishes the context for which this report was written. Chapter two provides an overview of the New Jersey Ambassadors in Motion program, including what are the mission and goals of the program, ambassador biographies, performance measures, and the program structure and budget. Chapter three provides an in-depth look into the program's outreach efforts and accomplishments, according to the type of outreach conducted (i.e., event, on-street, in-class, and municipal/governmental outreach and technical assistance). Chapter four sheds a light on some of the lessons learned and ways to improve the program in the coming years. Finally, the report concludes in Chapter five.

CHAPTER 2: Overview of New Jersey Ambassadors in Motion Program

What is New Jersey Ambassadors in Motion?

The New Jersey Ambassadors in Motion program is a program within the New Jersey Bicycle and Pedestrian Resource Center (BPRC). The BPRC is a 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.*

Figure 2: NJ AIM conducting outreach in Atlantic City



What are the program goals?

Ambassadors within the program 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.

How is the program structured and funded?

NJ AIM is funded by the New Jersey Department of Transportation and the Federal Highway Administration. The program also received assistance (35,000 safety pamphlets) from the New Jersey Department of Highway Traffic Safety (NJDTHS). Due to the inclement nature of weather in New Jersey, the program is most active between April and November. The program's budget for the pilot year was approximately \$81,000. The budget provided funds for four part-time ambassadors, two part-time lead ambassadors, and travel. The budget also provided funds for outreach efforts to occur at a maximum of 2.5 times per week—at approximately 5 hours per day—over the course of the eight month period. The biography of each ambassador is shown below.

Charles Brown, Principal Investigator/Project Manager



Charles has over 10 years of public and private experience in the field of transportation, including transportation planning, engineering and design; multi-modal planning; bicycle and pedestrian planning; geographical information systems; and, community outreach and training.

In his role as the project manager/principal investigator of the New Jersey Bicycle and Pedestrian Resource Center at the Alan M. Voorhees Transportation Center (VTC), Charles leads research studies, community outreach efforts, and chairs or serves on committees and boards. Charles led the development of the Center's 5-year strategic plan and his research has focused on pedestrian safety at or near bus stops, and complete streets implementation and evaluation. His current research focuses on 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, Charles has conducted training workshops on Complete Streets throughout the state, and developed the pilot New Jersey Ambassadors in Motion Program (NJ AIM). Charles has presented at conferences at the state and national level, including TransAction, ITE/TRB Urban Street Symposium, and the National American Planning Association Conference.

Prior to joining VTC, Charles was a city planner with the City of Orlando. In his role, he coordinated the yearly update to the City's Capital Improvements Program, supervised consultants who developed streetscape guidelines for the City and State Department of Transportation, reviewed development proposals (both small and large scale developments of regional impact), and drafted changes to the City's Growth Management Plan and Land Development Code. Charles also took a strong leadership role in advancing multi-modal transportation through his involvement with the Orlando Metropolitan Planning Organization's Bicycle and Pedestrian Advisory Committee. Moreover, Charles served as subject matter expert on community visioning workshops in low-income and underserved communities throughout the Orlando area, and co-developed the

city's first bicycle training and education program (Got Bikes?...Ride'em!), which targeted both youths and adults in underserved and disadvantaged communities. The program received the Community Education "Program of the Year Award" from the Florida Bicycle Association.

Charles enjoys cycling and is certified by the League of American Bicyclists as a League Cycling Instructor (LCI #3520). He received his Bachelor of Science Degree from Belhaven College and Master of Public Administration, with a concentration in Urban and Regional Planning, from the University of Central Florida. Charles served six years in the Mississippi Army National Guard and is a recipient of the Mississippi Commendation Medal and Global War on Terrorism Service Medal.

Jonathan Hawkins, Project Coordinator/Ambassador



Born in North Carolina, Jonathan Hawkins completed his undergraduate studies at North Carolina State University and his Master of City and Regional Planning at the Edward J. Bloustein School in 2012. His primary focus is transportation, specifically bicycle and pedestrian planning, public transit, and the relationship between transportation and land use. As a transportation planner, he hopes to help communities become more vibrant and healthy by encouraging development in a way that facilitates pedestrian and bicycle activity and transit use, providing more choices for those who do not wish to be car-dependent.

Jonathan has worked at the Voorhees Transportation Center since 2010. His past projects include software developed for the New Jersey Department of Transportation to estimate greenhouse gas emissions from capital construction projects and a report on lessons learned from implementation of the three foot safe bicycle passing law in other states. Jonathan is currently working on a study highlighting the economic contributions of walking and cycling in New Jersey.

Jerry Foster, Lead Ambassador



Jerry serves as one of the Lead Ambassadors in the pilot New Jersey Ambassadors in Motion program. His responsibilities include managing ambassadors and volunteer ambassadors, building and maintaining relationships with community stakeholders, identifying, tracking, and scheduling outreach efforts, and serving as the primary point of contact during outreach at street festivals, parks, trails, etc. Jerry and his family have lived in New Jersey since 1985, moving from Plainsboro to West Windsor in 1999.

Jerry currently serves as President of the West Windsor Bicycle and Pedestrian Alliance, as well as holding board positions with the Princeton Free Wheelers bike club and the New Jersey Bike and Walk Coalition. An

avid outdoors-person, Jerry enjoys sailing, backpacking and bicycling, among other activities. He is backpacking the Appalachian Trail in sections, having completed over 1300 miles so far. This summer he will complete his fourth 500-mile bike ride to support the Anchor House Runaway Shelter in Trenton, and in 2010 biked self-supported from Oakland to Los Angeles.

Jerry Fried, Lead Ambassador



Jerry Fried serves as one of the Lead Ambassadors in the pilot New Jersey Ambassadors in Motion program. His responsibilities include managing the Complete Streets campaign, and building and sustaining relationships with elected officials, counties, and municipalities throughout NJ.

Jerry Fried is a former Mayor of Montclair and a resident for 23 years. The Township has become a leader in sustainability initiatives and was the first Municipality in New Jersey to adopt a Complete Streets policy, something the State of New Jersey itself later adopted. He is the founder and former President of Bike/Walk Montclair, which works to make Montclair a safer place for pedestrians and cyclists and has been instrumental in procuring hundreds of thousands of dollars in grants for the Township. The group's annual Tour de Montclair family bike ride attracts about 1000 participants.

Aimee Jefferson, Ambassador



Aimee serves as one of the Ambassadors in the pilot New Jersey Ambassadors in Motion program. Aimee is an avid cyclist. She began bike commuting to school and work while studying education at North Park University in Chicago. She has continued the urban cycling lifestyle while living in Barcelona, Minneapolis and most recently, New Brunswick, where she studies city and regional planning at the Edward J. Bloustein School of Planning and Public Policy.

As a co-officer of her school's bike/pedestrian advocacy group, she has been active in promoting cycling and pedestrian issues around New Brunswick and is excited to work on cycling issues on a statewide level. Previous cycling advocacy work includes teaching at an afterschool women's bike club, riding with the Minneapolis Midtown Greenway Trail Watch and participating in Bike Walk Twin Cities rides

Matthew Bodnar, Ambassador



Matthew serves as one of the Ambassadors in the pilot New Jersey Ambassadors in Motion program. He also works at the Voorhees Transportation Center as a student researcher on various projects for the NJ Bicycle and Pedestrian Resource Center. Previously, he attended Fordham University where he received a B.A. in Urban Studies while volunteering and interning for community-based environmental organizations in the Bronx. He is currently pursuing a

Master of City and Regional Planning at Rutgers with a focus on environmental and transportation planning. Matthew enjoys recreational cycling and also commutes to school and work on his bike.

Xunjing (Lisa) Wu, Ambassador



she can.

Xunjing Wu (Lisa) serves as one of the Ambassadors in the pilot New Jersey Ambassadors in Motion program. Xunjing Wu is currently a master candidate of City and Regional Planning at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University. She is a supporter of making cities more bicycle and pedestrian friendly and enjoys riding bikes. While in China, she once biked around the entire Lugu Lake, which is at an elevation of 2,685 meters (8,809 ft) and has a surface area of 48.5 square kilometers. Now as an ambassador at VTC, she wants to promote the idea of safe bicycling and safe walking to as many people as

Drew Hart, Ambassador



life.

Drew serves as one of the Ambassadors in the pilot New Jersey Ambassadors in Motion program. Drew Hart grew up in Phoenix, Arizona where he was introduced to the outdoors but spent most time playing organized school sports. It was in Utah, while attending Brigham Young University that he really began to enjoy the outdoors and specifically mountain biking. Since then, active recreation has been a passion of his. This led to his decision to attend the Bloustein School of Planning and Public Policy for his graduate studies. Here he has taken classes on Bike and Pedestrian

Transportation to better understand the elements behind successful cities and neighborhoods. Drew hopes to blend his bachelor's degree in Recreation Management with his current studies in City Planning to design healthy, walkable, and bikeable neighborhoods. He loves visiting new places that have a thriving pedestrian

What do the Ambassadors do?

To accomplish the goals of the program, Ambassadors strategically employ four forms of outreach: event outreach; classroom outreach; on-street outreach; and municipal/governmental outreach and assistance. As part of these outreach efforts, ambassadors work 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 distribute bicycle and pedestrian safety literature developed by the BPRC and NJDHTS. This literature includes a "Walk Safely New Jersey" pamphlet, a "Safe Bicycle Riding" pamphlet, and a BPRC postcard. This information provides pedestrians and cyclists with valuable and

reliable tips on how and where to walk and bicycle safely, among other things. To encourage motorists, ambassadors distribute safety literature hold up signs at busy intersections to alert motorists of pedestrians, cyclists, seniors, and children.

What are the Campaigns and Messages?

Well planned and executed campaigns and messages are critical to the success of the program. In the pilot year, the program focused on the following topics: active transportation, bicycle safety for adults, bikes on NJ Transit buses and trains, safe railroad crossing, and complete streets.

Target Audiences and Locations

NJ AIM is a statewide program; however in the pilot year, the program focused heavily on New Jersey's 10 largest municipalities with high-pedestrian crash intersections. These municipalities included Newark, Jersey City, Paterson, Elizabeth, Edison, Woodbridge, Lakewood, Toms River, Hamilton, and Trenton. Within these locations, ambassadors strategically targeted minority and low-income communities, limited English proficiency populations, senior citizen facilities, colleges and universities, railroad crossings, beaches, and parks and trails where people bike and walk most often.

Performance Measures

Several education and training performance metrics were developed to monitor the implementation of the program in the pilot year. These performance metrics include:

1. Number of statewide events attended;
2. Number of outreach events at targeted locations and the number of persons reached at each location;
3. Number of specific training and educational workshops on various topics held and total persons trained; and,
4. Number of people educated on the benefits of bicycling and walking through face to face interactions.

In order to evaluate performance and measure the success of the programs, ambassadors were required to complete an event evaluation form upon the completion of each event. These forms are typically filled out after an event is held, and act as a way to debrief. 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. The evaluation forms also include information about the weather, areas for improvement, and a recommendation as to whether or not the event should be held at the same location next year. These data provide a quantifiable way to evaluate the relative success of each outreach event. See the Appendix for a copy of the evaluation form used by ambassadors.

CHAPTER 3: Ambassador Training and Outreach Activities

Due to the size of the budget in the pilot year, and thus the limited number of outreach opportunities the budget allowed each week (2.5 times), outreach efforts were focused heavily in the 10 largest municipalities with high-pedestrian crash intersections. This strategic decision was made for the following reasons: 1) collectively, these municipalities have a population that exceeds 1.3 million people; 2) these are locations with major vehicle-pedestrian conflicts and issues; 3) these municipalities have a large percentage of “hard to reach” minority and low-income populations; and 4) these communities lack complete streets policies.

Since it is also the program’s pilot year, it’s important to note that the first *two* months of the program were spent addressing administrative issues, such as interviewing and hiring ambassadors and lead ambassadors; creating an Ambassador training manual; scheduling training activities for the newly-hired ambassadors; developing an event evaluation form; designing and obtaining NJ AIM t-shirts; and scheduling a calendar of events.

Training

To ensure that ambassadors were properly prepared to take on these challenges and fulfill the goals of the program, each ambassador was given an ambassador training manual and had to attend Traffic Skills 101—a nationally known program designed by the League of American Bicyclists (LAB). The training manual, in short, provided an overview of the program, ambassador job description, pay rate, and schedule, team safety and conduct, administrative work and office conduct, media preparedness, conflict resolution, and scheduling events. As demonstrated in Figure 2, the one-day Traffic Skills 101 course was taught by the New Jersey Bike and Walk Coalition and covered: bicycle maintenance; clothing and equipment; bicycle handling; principle of traffic law; how to avoid crashes; and ride enjoyment, etiquette, and sharing the road. This training solidified the confidence of each ambassador and provided each of them with the necessary credentials to credibility carry out each outreach activity.

Figure 3: NJ AIM participate in Traffic Skills 101



Event Outreach

In an effort to reach, directly or indirectly, hundreds and thousands of pedestrians and/or bicyclists at one time and in one place, event outreach involved conducting outreach at statewide bicycle and foot races, annual community fairs, and more well-publicized events such as the Route 52 Bridge Opening in Ocean City/Somers Point, NJ (see Figure 3). To grab the attention of event participants, ambassadors fitted a table with a bright red NJ AIM banner and arranged it with educational literature and a prize wheel to facilitate bicycle and pedestrian safety trivia games. While at the table, ambassadors engaged and informed participants through their diverse training on bicycle and pedestrian safety issues. NJ AIM consists of a diverse group of ambassadors; therefore ambassadors communicated with events participants on a wide variety of topics while tailoring conversations to a person's interests, whether in English, Spanish, or Chinese. It is estimated that the ambassadors reached, directly and indirectly, *thousands* of event participants during the following event outreach efforts:

1. **Rutgers Day 2012:** There were approximately 35,000 attendees at this annual event.
2. **Woodbridge Farmers Market:** This annual event averages thousands of attendees.
3. **32nd Annual Princeton Freewheelers Event:** There were approximately 1,000 cyclists at this annual event.
4. **Newark-Jersey City East Coast Greenway Opening:** There were approximately 150 people at this annual event.

5. **One-year Anniversary of Garfield Tragedy:** Including media and NJDOT Commissioner Simpson, this highly-publicized press event had approximately 35 people in attendance.
6. **NJ Transit Board Meeting:** Including media and NJ Transit Board Member, this highly-publicized press event had approximately 60 people in attendance.
7. **Route 52 Causeway Bridge Opening:** Including media and NJDOT Commissioner Simpson, this highly-publicized press event had approximately 100+ people in attendance.
8. **2012 Trenton Bike Tour:** There were hundreds of cyclists at this annual event.
9. **2012 Jersey City Bike Tour:** There were hundreds of cyclists at this annual event.
10. **2012 Grand Fondo NJ:** There approximately 1,200 cyclists at this annual event. It's now the largest bicycle race in NJ.
11. **2012 Ramapo Rally:** There were hundreds of cyclists at this annual event.
12. **2012 Twin Lights Ride:** There were hundreds of cyclists at this annual event.
13. **2012 Hillier than Thou Ride:** Ambassadors will be attending this event.

Figure 4: NJ AIM at Route 52 Bridge Opening



Classroom Outreach

The ambassadors started the pilot year without a bicycle and pedestrian safety presentation in their toolkit. Since the overall effectiveness of each classroom outreach effort relies heavily on presentations or other media, ambassadors created a bicycle safety presentation and an instructional video about bikes on buses. As demonstrated in Figure 4, classroom presentations covered principles of traffic laws, overview of New Jersey bicycle and pedestrian laws, bicycle maintenance and equipment, riding with traffic, and where to ride. In

short, the instructional bikes on buses video includes step by step instructions on how to properly load a bicycle onto a bus bike rack commonly found on NJ Transit and Rutgers buses. The video intends to dispel any misconceptions cyclists may have about the difficulty of bringing their bikes on a bus, and will act a resource for anyone interested in learning about the procedures. In-class outreach activities conducted in the pilot year included:

1. **Rutgers International Student Orientation Day:** Ambassadors conducted a Bicycle Safety Workshop/presentation to Rutgers students during International Student Orientation Day. There were approximately thirty students in attendance from countries such as China, France, Mexico, Columbia, India, Kenya, and Germany. Pictures and feedback from the workshop were used to publish an article, “NJ AIM hosts Bicycle Workshop for International Students” on the BPRC’s NJ Walks and Bikes Blog. There were over 600 visits to the website and blog during this posting.
2. **Bikes on Buses Instructional Video:** The instructional video was shown during International Student Orientation Day but was also posted online and shown during the New Jersey Bicycle and Pedestrian Advisory Council meeting for all to view. There were over 1,000 visits to the website and blog during this posting, and over 121 views on YouTube.
3. **Lunch and Learn #1:** Lead Ambassador Jerry Fried gave a presentation titled, “Building Relationships with Municipalities”. This presentation was only attended by the ambassadors.
4. **Lunch and Learn #2:** Lead Ambassador Jerry Foster conducted a workshop on, “Bicycle Maintenance”. This presentation was only attended by the ambassadors.
5. **Presentation #1:** Project Manager Charles Brown presented on NJ AIM during the 2012 New Jersey Bike and Walk Coalition Summit in New Brunswick, NJ. There were over 150 attendees.
6. **Presentation #2:** Project Manager Charles Brown presented a poster and gave a presentation on NJ AIM during the 2012 Pro Walk Pro Bike Conference in Long Beach, CA. There were approximately 800 people at the conference.
7. **Presentation #3:** Project Manager Charles Brown and Lead Ambassador Jerry Fried presented on Complete Streets during the 2nd Annual Sussex-Warren-Morris Complete Streets Workshop at the County College of Morris in Randolph, NJ. There were approximately 50 key stakeholders at the workshop.
8. **Presentation #4:** Project Manager Charles Brown presented a poster on NJ AIM during Rutgers’ Symposium on Planning Healthy, Sustainable Communities in New Brunswick, NJ. There were over 200 people at the event.
9. **Presentation #5:** Lead Ambassador Jerry Fried presented on Complete Streets at one of Monmouth County Transportation Committee meetings.
10. **Presentation #6:** Lead Ambassador Jerry Fried presented on Complete Streets at one of NJTPA’s board meetings.
11. **Presentation #7:** Project Manager Charles Brown presented on NJ AIM during the quarterly Transportation Management Association meeting in New Brunswick, NJ.

12. **Presentation #8:** Project Manager Charles Brown and Lead Ambassador Jerry Fried presented on Complete Streets during the NJ Redevelopment Forum in New Brunswick, NJ.
13. **Presentation #9:** Project Manager Charles Brown and Lead Ambassador Jerry Fried are scheduled to present on Complete Streets during this year's New Jersey League of Municipalities Conference in Atlantic City, NJ on November 14th.

Figure 5: NJ AIM present at International Student Orientation Day



Municipal/Governmental 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". Thus, outreach and technical assistance to municipal, county, and state government is critical to the success of the program. During the pilot year, NJ AIM invested a lot of time and resources towards this goal. As such, NJ AIM was instrumental in helping several municipalities and county governments draft and adopt complete streets policies. As demonstrated in Figure 5, NJ AIM also participated in road safety audits as subject matter experts. To date, municipal/governmental outreach and technical assistance has resulted in the following accomplishments:

1. **Contact Database:** Ambassadors developed a contact database consisting of elected officials telephone numbers and emails.
2. **Complete Streets Policy #1 –Essex County:** Ambassadors played a major role in the drafting, editing, and adoption of Essex County's Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the county.

3. **Complete Streets Policy #2 – Mercer County:** Ambassadors played a major role in the adoption of Mercer County’s Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the county.
4. **Complete Streets Policy #3 – City of Newark:** Ambassadors played a major role in the editing and adoption of City of Newark’s Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the city.
5. **Complete Streets Policy #4 – City of New Brunswick:** Ambassadors played a major role in the drafting, editing, and adoption of City of New Brunswick’s Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the city.
6. **Complete Streets Policy #5 – Borough of Glen Ridge:** Ambassadors played a major role in the editing and adoption of Borough of Glen Ridge’s Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the borough.
7. **Complete Streets Policy #6 – Town of Irvington:** Ambassadors played a major role in the drafting, editing, and adoption of Town of Irvington’s Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the town.
8. **Complete Streets Policy #7 – Town of Dover:** Ambassadors played a major role in the drafting, editing, and adoption of City of New Brunswick’s Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the town.
9. **Complete Streets Policy #8 – Town of Maplewood:** Ambassadors played a major role in the adoption of City of New Brunswick’s Complete Streets policy; ambassadors invested time in educating elected officials, engineers, and planners in the town.
10. **Guest Panelist: Lead Ambassador Jerry Fried** appeared as a panelist during the NJBIZ Forum in Trenton.
11. **Business Education and Cooperation:** Lead Ambassador Jerry Fried delivered presentations to special improvement districts and main streets in **the northern part** of the state.
12. **Complete Streets Strategy Sessions:** Project Manager Charles Brown and Lead Ambassador Jerry Fried conducted complete streets policy adoption and implementation strategy sessions with AARP, NJ Future, NJ Partnerships for Healthy Kids, NJTPA, NJ Regional Coalition, and Ice and Iron Trail Group.
13. **Board Appointment:** Project Manager Charles Brown was nominated and appointed as a Board Member with the Urban of Essex County in Newark, NJ.
14. **Published Article(s):** Lead Ambassador Jerry Fried published (“Complete Streets Will Take Us Where We Need to Go”) in the New Jersey League of Municipalities Magazine and another (“I Want My Complete Streets: A Statewide Effort to Make Our Streets Safer and Our Communities Healthier and More Economically Sustainable”) is scheduled to be published in November. This magazine is sent to all NJ elected officials and primary administrators, and is read by many interested NJ citizens.

15. **Television Appearances:** Lead Ambassador Jerry Fried appeared in two locally televised interviews, in which he discussed his role as a lead ambassador with NJ AIM.
16. **Road Safety Audits:** Ambassadors participated as subject matter experts in three (3) road safety audits (RSA) hosted by NJDOT and the Rutgers Center for Advanced Infrastructure and Transportation (CAIT). RSA's were conducted in the City of Newark, Town of Vineland, and Township of Long Beach Island, Ship Bottom Borough, and Beach Haven Borough, NJ. Ambassadors have also agreed to participate in upcoming RSA's in Bergen County and Borough of Mendham.

Figure 6: NJ AIM participate in Road Safety Audit



On-street Outreach

On-street outreach is intended to help fulfill every goal of the program, from “promoting a culture of courtesy, acceptance, and safety for all modes to encouraging everyday safe practices and behaviors by all modes—motorists, bicyclists, and pedestrians...” During the pilot year, on-street outreach consisted of the following efforts: outreach at dangerous intersections in the ten largest municipalities with high-pedestrian crash intersections; outreach on trails and in parks where people bike and walk most often; outreach at heavily-populated beaches; outreach at the scene of fatal accidents, and outreach at dangerous railroad crossings (see Figure 6). To date, on-street outreach has resulted in the following:

1. **Newark (population: 278,154):** Ambassadors have conducted on-street outreach at intersections in Newark on two separate occasions. Outreach has taken place at two of the most heavily-populated—and dangerous—intersections in Newark: Branford Place / Broad Street and Market

Street/ Broad Street. During these two visits ambassadors made direct contact with 600 citizens and indirect contact with tens of thousands.

2. **Jersey City (population: 247,597):** Ambassadors have conducted on-street outreach at intersections in Jersey City on two separate occasions. Outreach has taken place at two dangerous intersections: Newark Ave / JFK Boulevard and West Side Avenue/Boyd Avenue. During these two visits ambassadors made direct contact with 125 citizens and indirect contact with thousands.
3. **Paterson (population: 146,199):** Ambassadors have conducted on-street outreach at one intersection on one occasion in Paterson on one occasions. Outreach took place at the intersection of Memorial /Ellison near Passaic County College. During this visit ambassadors made direct contact with 150 citizens and indirect contact with thousands.
4. **Elizabeth (population: 124,969):** Ambassadors conducted on-street outreach at intersections in Elizabeth on three separate occasions. Outreach took place at three intersections: Westfield/CR 629; Dickenson Street/Broad Street; and East Jersey Street/Route 1. During these three visits ambassadors made direct contact with 789 citizens and indirect contact with thousands.
5. **Edison (population: 99, 967):** Ambassadors conducted on-street outreach at intersections in Edison on four separate occasions. Outreach took place at the Edison Train Station and at four intersections: Plainfield Avenue/Central Avenue; US 1/Wooding Avenue; Oak Tree Road/Wood Avenue; and, Parsonage Road/Oakwood Rd. During these four visits ambassadors made direct contact with 178 citizens and indirect contact with *thousands*.
6. **Woodbridge (population: 99, 584):** Ambassadors conducted on-street outreach at intersections in Woodbridge on three separate occasions. Outreach took place at three intersections: Main Street/North William; Route 1/Murray Place; and, South Wood Avenue/Thornall Street. During these three visits ambassadors made direct contact with 138 citizens and indirect contact with *thousands*.
7. **Lakewood (population: 92,843):** Outreach is scheduled to take place later this month at this location.
8. **Toms River (population: 91,239):** Outreach is scheduled to take place later this month at this location.
9. **Hamilton (population: 88,464):** Ambassadors conducted on-street outreach at intersections in Hamilton on two separate occasions. Outreach took place at two intersections: South Broad Street/Cedar Lane and Olden Avenue/Liberty St. During these two visits ambassadors made direct contact with 58 citizens and indirect contact with *hundreds*.
10. **Trenton (population: 84,913):** Outreach is scheduled to take place later this month at this location.
11. **New Brunswick (population: 55,181):** Ambassadors conducted on-street outreach at intersections in New Brunswick on three separate occasions. Outreach took place at two heavily-used parks—Buccleuch and Johnson Park—and at two dangerous intersections: French Street/Suydam and French Street/Jersey Avenue. During these two visits ambassadors made direct contact with 200 citizens and indirect contact with *thousands*.

12. **Parsippany – Troy Hills (population: 53,238):** Ambassadors conducted on-street outreach near the scene of a fatal pedestrian accident. The outreach took place at the intersection of US 46/ Beverwyck Road. During this visit ambassadors made direct contact with 42 citizens and indirect contact with hundreds more.
13. **East Brunswick (population: 47,512):** Ambassadors conducted on-street outreach near the scene of a fatal pedestrian accident. The outreach took place at the intersection of Dunhams Corner/Hardenburg. During this visit ambassadors made direct contact with 9 citizens and indirect contact with hundreds more.
14. **Point Pleasant Beach (population: 4,665):** Ambassadors conducted on-street outreach on one occasion. The outreach took place near the beach’s entry, which is located near the intersection of Arnold Avenue and Ocean Avenue. During this visits ambassadors made direct contact with 79 citizens and indirect contact with *hundreds more*.
15. **Images:** Collectively, ambassadors took approximately 1,500 photos during outreach activities. These photos will be used to populate the BPRC’s Image Clearinghouse and Library, which is viewed and accessed by many people throughout NJ. The BPRC would not have been able to capture so many photos for its image library without the assistance of the ambassadors.

Figure 7: On-street Outreach in Newark, NJ



CHAPTER 4: Lessons Learned – Challenges and Opportunities

Every pilot program experiences challenges. NJ AIM is no exception. As part of our end-of-the-year evaluation, each ambassador was asked to identify challenges experienced during the pilot and to propose solutions/opportunities. Below is a summary of the challenges identified. With each challenge listed, there is a proposed solution. It is our belief that addressing these challenges will make the program stronger during year two.

Challenges and Opportunities

1. Scheduling of community events and associated event fees:

- a. **Challenge #1:** The ambassador program functions from April to October. Many of the large community events that would provide the ambassador with great exposure to pedestrians, such as Princeton Communiversy (over 35,000 participants), take place in May but the deadline for participation is in February—prior to the start of the program. Additionally, event application fees typically range from \$25 - \$200 to arrange a table at the event. Event fees were not estimated in this year’s budget.
- b. **Possible Solution #1:** Employ a Lead Ambassador for the entire year to schedule events in advance and plan for the start of the ambassador year. Partner with the New Jersey Bike and Walk Coalition or other nonprofit partners to co-host a table at the event and thus avoid or share event-related fees and charges.

2. Reproduction of printed safety materials and language:

- a. **Challenge #2:** During the pilot year, the NJDHTS was generous enough to print and deliver, without charge, 35,000 copies of biking and walking safety brochures. While these brochures were extremely useful, the material is limited to basic safety tips and is only printed in English.
- b. **Possible Solution #2:** Team with an organization to develop print material that encourages people to walk and bike more, and informs them of specific walking and bicycling opportunities. Or, harvest and re-distribute printed materials form partner biking and walk groups, such as TMA’s, bicycling clubs, trail organizations, etc.

3. Documentation of issues and community feedback at high-crash intersections:

- a. **Challenge #3:** Almost all of the high-crash intersections visited had issues with the built environment such as lack of crosswalks, broken pedestrian signals, and inadequate ADA accommodations. Although each ambassador was required to fill out an evaluation form, the evaluation form addressed the outreach location (i.e., should we return?). The evaluation form didn’t offer space to evaluate the built environment at the site or document community concerns and valuable feedback. This is unfortunate considering that many residents

wanted and hoped that ambassadors would forward their concerns to the local and state departments in charge of maintaining the facility.

- b. **Possible Solution #3:** Develop a holistic approach to documenting issues at each site and delivering community concerns and feedback to appropriate agency departments. This will help to address problem intersections and strengthen communication between ambassadors and local agencies.

4. Traveling to events by car:

- a. **Challenge #4:** Due to the location of the sites visited, ambassadors traveled by car. While this method of travel efficiently gets the ambassador to the target location, it also sets a poor example and eliminates opportunities to interact with transit passengers.
- b. **Possible Solution #4:** Work with NJ Transit to obtain unlimited access passes for ambassadors to use NJ Transit trains and buses. This will save money, set a good example, and provide opportunities for ambassadors to interact with large volumes of transit riders.

5. Partnering with Transportation Management Associations (TMA's) :

- a. **Challenge #5:** Ambassadors reached out to TMA's to partner on events and outreach efforts. With the exception of the Woodbridge Farmers Market, ambassadors received little to no opportunities to partner and very few responses.
- b. **Possible Solution #5:** Ambassador will schedule separate meetings with each TMA and develop a model suggesting different kinds of partnership opportunities.

6. Prioritization of outreach and outreach type:

- a. **Challenge #6:** Ambassadors noticed that outreach efforts in beach towns and at high- and low-volume pedestrian intersections yielded little interest from pedestrians. In beach towns, pedestrians are extremely disinterested; at high-volume pedestrian intersections, pedestrians have a mob mentality (get out of my way!); and, at low-volume intersections, pedestrians are afraid to interact with ambassadors due to the relatively low number of pedestrians in the area.
- b. **Possible Solution #6:** Schedule in-class presentations at local community centers or churches in these areas. Ambassadors received positive feedback from the International Student Orientation Day Summit and would like to do more bicycle and pedestrian workshops presentations.

7. Ambassador T-shirt Design:

- a. **Challenge #7:** Ambassador t-shirts don't immediately convey who the ambassadors are or what they do. Thus, although the shirts have received lots of positive comments, they need to be re-designed to better convey the message and purpose.
- b. **Possible Solution #7:** Redesign t-shirts with "Bicycle and Pedestrian Ambassadors" in large letters across the front of the t-shirts.

CHAPTER 5: Conclusion

To date, the New Jersey Ambassadors in Motion program has achieved a considerable amount of success considering that the program is in its pilot year, and considering that the program's budget is significantly lower than similar bicycle and pedestrian programs in "cities" such as Chicago, IL and Philadelphia, PA. It is also important to note that NJ AIM still has two months remaining during this year's program season. Therefore, NJ AIM expects to achieve even more.

NJ AIM has been a strong presence in the top 10 municipalities with high-pedestrian crash intersections and has garnered the respect of many stakeholders at the local, state, and national level. This has been possible through presentations highlight the program at national conferences such as Pro Walk Pro Bike, and through the publication of articles in the New Jersey League of Municipalities magazine. Moreover, through the program's outreach efforts, NJ AIM successfully and courageously reached thousands of New Jersey citizens via direct face to face contact and tens of thousands indirectly. As NJ AIM closes out its pilot year, the program will continue pressing forward with its mission *to help make New Jersey roads safer and more attractive for use by all modes—bicycles, pedestrians, and motorists!*



TOWN OF DOVER
MAYOR AND BOARD OF ALDERMEN

RESOLUTION NO. 092-2012

**RESOLUTION ESTABLISHING "COMPLETE STREETS" POLICY
FOR THE TOWN OF DOVER**

WHEREAS, the Town of Dover is committed to creating street corridors that accommodate all road users of all ages and abilities for all trips; and

WHEREAS, "Complete Streets" refers to a balanced approach to transportation solutions that takes into account the needs of all roadway users: pedestrians, bicyclists, transit users and motorists.

WHEREAS, the Town of Dover has already completed extensive and detailed planning through the adoption of its new Land Use Element, Transportation Oriented Development Plan, Circulation Plan Element and Form Based Code, all of which promote "Complete Streets" principals; and

WHEREAS, significant accomplishments have already been achieved by incorporating pedestriansafety and traffic calming measures when public streets are improved; and

WHEREAS, the Mayor & Board of Aldermen fully supports these initiatives and wish to reinforce its commitment to creating a comprehensive, integrated, connected street network that accommodates all road users of all abilities and for all trips; and

NOW THEREFORE BE IT RESOLVED that all public street projects, both new construction and reconstruction (not including maintenance) in the Town of Dover shall be designed and constructed as complete streets. The "complete street" accommodates travel by pedestrians, bicyclists, public transit, and other motorized vehicles and their passengers. This policy shall be implemented as follows:

1. All Town of Dover streets shall be designed and constructed to include accommodations for pedestrians, bicyclists, public transit, and motorists. Complete streets shall accommodate users of all ages and abilities.
2. Recognizing the inter-connected multi-modal network of street grid, the Town of Dover will work with the County of Morris, New Jersey Transit, New Jersey Department of Transportation and other state agencies through existing planning efforts to ensure complete streets principles are incorporated in a context sensitive manner.
3. While complete streets principles are context sensitive, it would be appropriate to consider these features during the design, planning, maintenance and operations phases and incorporate changes into some retrofit and reconstruction projects. Departments shall reference New Jersey Roadway Design Manual; the AASHTO Guide for the Traffic Control Devices; the NACTO Urban Bikeway Design Guide and other design criteria as necessary, striving to balance all needs, when repaving or reconstructing streets.
4. To facilitate timely implementation of the new policy, the following steps shall be taken:
 - a. A memorandum outlining this new policy will be distributed to all department heads within 90 days of this resolution.



TOWN OF DOVER
MAYOR AND BOARD OF ALDERMEN

- b. At least one training about complete streets will be conducted for appropriate staff within 180 days of this resolution.
 - c. Oversight of the new complete streets policy will be handled by the Town Engineer, or other appropriate Department Heads as approved by the Governing Body.
5. Exceptions may be made to this policy under any one of the following conditions:
- a. Bicycle and pedestrian facilities are not required where they are prohibited by law.
 - b. Public transit facilities are not required on streets not serving as transit routes. The desirability of transit facilities will be determined on a project specific basis.
 - c. When the cost of incorporating new bicycle, pedestrian, and/or public transit facilities is excessive, defined as greater than 20% of the overall project cost, the need for and or probable use of the facility shall be considered in making the determination as to budget and capital improvements program approval process or when project plans and specifications are being prepared. Exceptions due to cost increases shall be sent to the Mayor & Board of Aldermen for formal approval.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor & Board of Aldermen of the Town of Dover that the Town of Dover hereby consents to all public street projects, both new construction and reconstruction (not including maintenance) in the Town of Dover shall be designed and constructed as complete streets; and

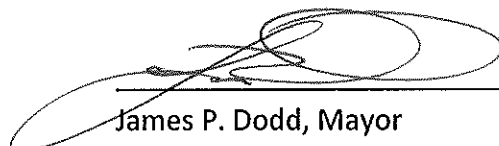
BE IT FURTHER RESOLVED, that this resolution shall remain on file in the Town Clerk's office and a copy be provided to the Morris County Freeholders, the New Jersey Department of Transportation and New Jersey Transit.

ATTEST:

TOWN OF DOVER



Margaret J. Verga, Municipal Clerk



James P. Dodd, Mayor

ADOPTED: 03/27/12



Where the Road to Opportunity Begins.

TOWNSHIP OF IRVINGTON
Division of Engineering
IRVINGTON MUNICIPAL BUILDING
CIVIC SQUARE, IRVINGTON, NJ 07111

WAYNE SMITH
MAYOR

TEL: (973) 399-6690
FAX: (973) 399-6798
www.irvington.net

JOHN A. WIGGINS, P.E.
TOWNSHIP ENGINEER

September 17, 2012

The New Jersey Bicycle and Pedestrian Resource Center
Edward J. Bloustein School of Planning and Public Policy
Rutgers, The State University of New Jersey
33 Livingston Avenue, Fourth Floor
New Brunswick, New Jersey 0890

RE: Adoption of Complete Streets Policy

Gentlemen:

Please be advised that the Municipal Council of the Township of Irvington adopted a policy on Complete Streets at their meeting of September 11, 2012.

A copy of that resolution is attached.

Should you have any questions or comments with respect to the above please advise.

Yours truly,

John A. Wiggins, P.E., P.P.
Township Engineer

/jaw

Incl.

RESOLUTION OF THE TOWNSHIP OF IRVINGTON, NJ

No. **DPW 12-0911-10**

Date of Adoption **SEP 11 2012**

APPROVED AS TO FORM AND LEGALITY ON THE BASIS OF FACTS SET FORTH BY

[Signature]
Legislative Research Officer
INMAN

S. JONES

PRESENTED BY COUNCIL MEMBER

SECONDED BY

WHEREAS, the Township of Irvington is committed to creating street corridors that safety accommodate all road users of all abilities; and

WHEREAS, a "Complete Street" is defined as a means to provide safe access for all users by designing and operating a comprehensive, integrated, connected multi-modal network of transportation options; and

WHEREAS, the benefits of Complete Streets include improving safety for pedestrians, bicyclists, children, older citizens, non-drivers and mobility challenged, providing connections to connection to bicycling and walking trip generators such as employment, education, residential, recreation, retail centers and public facilities creating healthy lifestyles; creating more livable communities and reducing traffic congestion; and

WHEREAS, the Municipal Council of the Township of Irvington wishes to implement a Complete Streets policy through the planning, design, construction, maintenance and operation of new and retrofitted transportation facilities, enabling safe access and mobility of pedestrians, bicyclists, motorist and transit users of all ages and abilities.

NOW, THEREFORE, BE IT RESOLVED by the Municipal Council of the Township of Irvington that the Township of Irvington adopts a Complete Streets policy and directs that the Township Engineer and the Township Administrator create a document that encompasses a set of regulations enumerated in such a policy that meets the following goals and objectives:

1. Provide safe and accessible accommodations for the existing and future pedestrian, bicycle and transit facilities.
2. Provide the potential for connections to multi-modals transportation options for employment, education, residential, recreation, retail center and public facilities.
3. Promote healthy lifestyles for residents.
4. Create a more livable community.
5. Reduce traffic congestion.
6. Establish a checklist of pedestrian, bicycle and transit accommodations which also includes handicapped accessible accommodations.
7. Establish a procedure to evaluate development plans, both public and private, to address the above stated goals and objectives.

RECORD OF COUNCIL VOTE

X = Indicates Vote N.V. = No Vote A.B. = Absent

COUNCIL MEMBER	YES	NO	N.V.	A.B.	COUNCIL MEMBER	YES	NO	N.V.	A.B.
FREDERIC	X				LYONS	X			
INMAN	X				MCELROY, 1 st VICEPRESIDENT	X			
JONES, L.C.	X				BEASLEY, PRESIDENT	X			
JONES, S., 2 nd VICEPRESIDENT	X					X			

PRESIDENT OF COUNCIL *[Signature]* MUNICIPAL CLERK *[Signature]* DATE **SEP 11 2012**

I hereby certify that the foregoing is a true copy of a Resolution duly adopted by the Municipal Council. In witness whereof I have hereto set my hand and the Corporate Seal of the Township of Irvington.

MUNICIPAL CLERK *[Signature]* DATE **SEP 11 20**

BA BLDG CFO COURT DHS DHW DNS ENG FIRE INIC JUDGE LIBR LICEN LEGAL MAYOR OCDP~DIR
 OCDP~AD P&R PAYROLL POL~DIR POL~CFO PURCH SEC~PB/BA TA TAX~AS TAX~COL TRAFFIC UEZ
 ZONING~OFF DLGS GNCD OTHER(S): _____

City of New Brunswick Complete Streets Policy

WHEREAS, the City Council of the City of New Brunswick supports the development of “complete streets” and wishes to reinforce its commitment to creating a comprehensive, integrated, connected street network that safely accommodates all road users of all abilities and for all trips;

NOW THEREFORE BE IT RESOLVED as follows:

I. PURPOSE

To create and implement a Complete Streets Policy in New Brunswick through the planning, design, construction, maintenance and operation of new and retrofit transportation facilities within public rights of way, including projects processed or administered through the City’s Capital Program.

II. DEFINITIONS

A Complete Street is defined as means to provide safe access for all users by designing and operating a comprehensive, integrated, connected multi-modal network of transportation options.

III. BACKGROUND

The benefits of Complete Streets are many and varied:

- Complete Streets improve safety for pedestrians, bicyclists, children, older citizens, non drivers and the mobility challenged as well as those that cannot afford a car or choose to live car free.
- Provide connections to bicycling and walking trip generators such as employment, education, residential, recreation, retail centers and public facilities.
- Promote healthy lifestyles.
- Create more livable communities.
- Reduce traffic congestion and reliance on carbon fuels thereby reducing greenhouse gas emissions.
- Complete Streets make fiscal sense by incorporating sidewalks, bike lanes, safe crossings and transit amenities into the initial design of a project, thus sparing the expense of retrofits later.

IV. POLICY

The New Brunswick Department of Engineering shall implement a Complete Streets policy through the planning, design, construction, maintenance and operation of new and retrofit transportation facilities, enabling safe access and mobility of pedestrians, bicyclists, transit users of all ages and abilities. This includes all projects funded through the Department’s Capital Program. The Department strongly encourages the adoption of similar policies by the County and State when they are funding or undertaking the retrofit or construction of transportation facilities in New Brunswick.

1. Create a comprehensive, integrated, connected multi-modal network by providing connections to bicycling and walking trip generators such as employment, education, residential, recreational and public facilities, as well as retail and transit centers.
2. Provide safe and accessible accommodations for existing and future pedestrian, bicycle and transit facilities.
3. Establish a checklist of pedestrian, bicycle and transit accommodations such as accessible sidewalks curb ramps, crosswalks, countdown pedestrian signals, signs, median refuges, curb extensions, pedestrian scale lighting, bike lanes, shoulders and bus shelters with the presumption that they shall be included in each project unless supporting documentation against inclusion is provided and found to be justifiable.
4. Establish a procedure to evaluate resurfacing projects for complete streets inclusion according to length of project, local support, environmental constraints, right-of-way limitations, funding resources and bicycle and/or pedestrian compatibility.
5. Transportation facilities are long-term investments that shall anticipate likely future demand for bicycling and walking facilities and not preclude the provision of future improvements.
6. Address the need for bicyclists and pedestrians to cross corridors as well as travel along them. Even where bicyclists and pedestrians may not commonly use a particular travel corridor that is being improved or constructed, they will likely need to be able to cross that corridor safely and conveniently. Therefore, the design of intersections, interchanges and bridges shall accommodate bicyclists and pedestrians in a manner that is safe, accessible and convenient.
7. Design bicycle and pedestrian facilities to the best currently available standards and practices including the New Jersey Roadway Design Manual, the AASHTO Guide for the Development of Bicycle Facilities, AASHTO's Guide for the Planning, Design and Operation of Pedestrian Facilities, the Manual of Uniform Traffic Control Devices and others as related.
8. Stay abreast of and support new technologies in improving safety and mobility.
9. Make provisions for pedestrians and bicyclists when closing roads, bridges or sidewalks for construction projects as outlined in NJDOT Policy #705 – Accommodating Pedestrian and Bicycle Traffic During Construction.
10. Improvements should also consider connections for Safe Routes to Schools, Safe Routes to Transit, Transit Villages, trail crossings and areas or population groups with limited transportation options.
11. Improvements must comply with Title VI/Environmental Justice, Americans with Disabilities Act (ADA) and should complement the context of the surrounding community.
12. A memorandum from the Mayor and Business Administrator outlining the Complete Streets policy shall be distributed to all Department Heads within 30 days of adoption of this resolution. Additionally, the Director of Public Works, City Engineer, Director of Police, Director of Planning, Community and Economic Development, Business Administrator, Water Utility Director and Director of Social Services, along with other appropriate staff, shall attend a Complete Streets training program within 180 days of adoption of this resolution.
13. Establish Performance Measures to gauge success.

14. Update the City's Engineering Standards for to provide guidance for private developers to follow when private development affects elements of a complete street, such as sidewalks, crosswalks, handicapped ramps, street furniture, street lighting, street landscaping and roadway surfaces.

V. EXEMPTIONS

Exemptions to the Complete Streets policy must be presented for final decision to the Mayor in writing by the Department of Engineering and documented with supporting data that indicates the reason for the decision and are limited to the following:

- 1) Non-motorized users are prohibited on the roadway.
- 2) Scarcity of population, travel and attractors, both existing and future, indicate an absence of need for such accommodations.
- 3) Detrimental environmental or social impacts outweigh the need for these accommodations.
- 4) Cost of accommodations is excessively disproportionate to cost of project, more than twenty percent (20%) of total cost.
- 5) The safety or timing of a project is compromised by the inclusion of Complete Streets.

An exemption other than those listed above must be documented with supporting data and must be approved by the Mayor along with approval by the City Council.

BE IT FURTHER RESOLVED, that a certified copy of this Resolution shall be sent to the Middlesex County Board of Chosen Freeholders and all Departments and Agencies having a responsibility for or connection with projections covered by the City of New Brunswick Complete Streets Policy.

RESOLUTION OF THE BOARD OF CHOSEN FREEHOLDERS
COUNTY OF ESSEX

RESOLUTION NO. _____
PROPOSED BY: FREEHOLDER GILL

AUTHORITY FOR RESOLUTION N.J.S.A. 40:41A-38(g)
AUTHORITY FOR ACTION C.C.E. 3:2-29(B)

SUBJECT:

RESOLUTION ESTABLISHING AND ADOPTING AN ESSEX COUNTY COMPLETE STREETS POLICY

WHEREAS, a Complete Street is defined as a means to provide safe access for all users by designing and operating a comprehensive, integrated, connected multi-modal network of transportation options; and

WHEREAS, the benefits of Complete Streets include improving safety for pedestrians, bicyclists, children, older citizens, non-drivers and the mobility challenged as well as those that cannot afford a car or choose to live car free; providing connections to bicycling and walking trip generators such as employment, education, residential, recreation, retail centers and public facilities; promoting healthy lifestyles; creating more livable communities; reducing traffic congestion and reliance on carbon fuels thereby reducing greenhouse gas emissions; and saving money by incorporating sidewalks, bike lanes, safe crossings and transit amenities into the initial design of a project, thus sparing the expense of retrofits later; and

WHEREAS, the Essex County Board of Chosen Freeholders wishes to establish a Complete Streets policy though the planning, design, construction, maintenance and operation of new and retrofit transportation facilities, enabling safe access and mobility; and

WHEREAS, it is the intent of the Board of Chosen Freeholders that to the extent practicable, the Essex County Complete Streets policy shall include all road, bridge, and building projects.

NOW, THEREFORE, be it resolved that the Essex County Board of Chosen Freeholders establish the following Complete Streets Policy with the following goals and objectives:

1. Provide safe and accessible accommodations for existing and future pedestrian, bicycle and transit facilities.
2. Establish a checklist of pedestrian, bicycle and transit accommodations such as accessible sidewalks curb ramps, crosswalks, countdown pedestrian signals, signs, curb extensions, pedestrian scale lighting, bike lanes, and shoulders for consideration in each project where county jurisdiction applies.
3. Additionally, in rural areas, paved shoulders or a multi-use path shall be in all new construction and reconstruction projects on roadways used by more than 1,000 vehicles per day. Paved shoulders provide safety and operational advantages for all road users. Exemptions shall be considered for County and State designated routes such as Scenic Roads, and Historic or Cultural Byways. If there is evidence of heavy pedestrian usage then sidewalks shall be considered in the project.
4. Establishment of a procedure to evaluate resurfacing projects for Complete Streets inclusion according to length of project, local support, environmental constraints, right-of-way limitations, funding resources, and bicycle and/or pedestrian compatibility.
5. Transportation facilities constructed for long-term use shall anticipate likely future demand for bicycling and walking facilities and not preclude the provision of future improvements.
6. Designs shall address the need for bicyclists and pedestrians to cross corridors, as well as travel along them, in a safe, accessible and convenient manner.

7. Bicycle and pedestrian facilities shall be designed and constructed to the best currently available standards and practices including the New Jersey Roadway Design Manual, the AASHTO Guide for the Development of Bicycle Facilities, AASHTO's Guide for the Planning, Design and Operation of Pedestrian Facilities, the Manual of Uniform Traffic Control Devices and others as related.

8. Provisions shall be made for pedestrians and bicyclists when closing roads, bridges or sidewalks for construction projects as outlined in NJDOT Policy #705 -Accommodating Pedestrian and Bicycle Traffic During Construction.

9. Improvements shall also consider connections for Safe Routes to Schools, Safe Routes to Transit, Transit Villages, trail crossings and areas or population groups with limited transportation options.

10. Improvements shall comply with Title VII Environmental Justice, Americans with Disabilities Act (ADA) and complement the context of the surrounding community.

11. Exemptions to the Complete Streets policy shall be presented for final decision to the County Engineer in writing and documented with supporting data that indicates the reason for the decision and are limited to the following:

- a) Non-motorized users are prohibited on the roadway.
- b) Scarcity of population, travel and attractors, both existing and future, indicate an absence of need for such accommodations.
- c) Detrimental environmental or social impacts outweigh the need for these accommodations.
- d) Cost of accommodations is excessively disproportionate to cost of project.
- e) The safety or timing of a project is compromised by the inclusion of Complete Streets.
- f) An exemption other than those listed above must be documented with supporting data and must be approved by the County Engineer.

BE IT FURTHER RESOLVED, that a certified copy of this Resolution shall be sent to the Office of the County Administrator, Office of County Counsel and Department of Public Works.

TOWNSHIP OF MAPLEWOOD



RESOLUTION NO. 51-12

**RESOLUTION
ESTABLISHING
A COMPLETE STREETS POLICY**

WHEREAS, the Township of Maplewood (the "Township") is committed to creating street corridors that safely accommodate all road users of all abilities and for all trips; and

WHEREAS, the Township has committed to improve bicycle transportation by having prepared and accepted the Maplewood Bikeway Network Plan; and

WHEREAS, "Complete Streets" are defined as roadways that enable safe and convenient access for all users, including children, persons with disabilities, bicyclists, motorists, seniors, movers of commercial goods, pedestrians, and users of public transport; and

WHEREAS, the New Jersey Department of Transportation supports Complete Streets policies and adopted its own policy on December 3, 2009, and

WHEREAS, Complete Streets are supported by the Institute of Traffic Engineers, the American Planning Association and other transportation, planning and health officials, and

WHEREAS, significant accomplishments have already been achieved in the Township by incorporating pedestrian safety and traffic calming measures when public streets are improved; and

WHEREAS, the Township is committed to continuing its commitment; and

WHEREAS, the Township Committee supports this Complete Streets initiative and wishes to reinforce its commitment to creating a comprehensive, integrated, connected street network that safely accommodates all road users of all abilities and for all trips.

NOW, THEREFORE, BE IT RESOLVED, by the Township Committee of the Township of Maplewood, County of Essex, State of New Jersey that:

All public street projects, both new construction and reconstruction (excluding maintenance) undertaken by the Township of Maplewood shall be designed and constructed as Complete Streets whenever feasible to do so, in order to safely accommodate travel by pedestrians, bicyclists, other forms of alternate transportation, public transit, and motorized vehicles and their passengers, with special priority given to pedestrian safety, and subject to the following conditions:

- a. Pedestrian and bicycle facilities shall not be required where they are prohibited by law.
- b. Public transit facilities shall not be required on streets not serving as transit routes. The desirability of transit facilities will be determined on a project specific basis.
- c. In any project, should the cost of pedestrian, public transit, bicycle facilities and/or other alternate forms of transportation cause an increase in project costs in excess of 20%, as determined by engineering estimates, that would need to be funded with local tax dollars, then and in that event approval by Township Committee must be obtained for same prior to bidding of the project.
- d. The detrimental environmental or social impacts shall not outweigh the need for these accommodations.
- e. The safety or timing of a project shall not be compromised by the inclusion of Complete Streets.

I, Elizabeth J. Fritzen, Township Clerk of the Township of Maplewood, in the County of Essex and State of New Jersey, do hereby certify that the foregoing is a true and correct copy of a Resolution adopted by the Township Committee of the Township of Maplewood, County of Essex, State of New Jersey, at a regular meeting of said Committee held on February 21, 2012.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Township of Maplewood in the County of Essex and State of New Jersey, on this 21st day of February 2012.

ELIZABETH J. FRITZEN, R.M.C.
Township Clerk

[**WHEREAS**, the City of Newark is committed to creating street corridors and intersections that safely accommodate all users of all abilities; and

WHEREAS, the State Department of Transportation adopted a Complete Streets Policy (Policy No. 703), effective December 3, 2009, for all projects funded through the Department's Capital Program and strongly encouraged the adoption of similar policies by local jurisdictions, such as the City of Newark, that apply for funding through Local Aid Programs; and

WHEREAS, a Complete Street is defined as a means to provide safe access for all users by designing and operating a comprehensive, integrated, connected multi-modal network of transportation options; and

WHEREAS, the benefits of Complete Streets include the following:

- Improve safety for pedestrians, bicyclists, children, older citizens, non-drivers and the mobility challenged as well as those that cannot afford a car or choose to live car free;
- Provide connections to bicycling and walking trip generators such as employment, education, residential, recreation, retail centers and public facilities;
- Promoting healthy lifestyles;
- Create more livable communities;
- Reduce traffic congestion and reliance on carbon fuels thereby reducing greenhouse gas emissions;
- Improving fiscal economy, by incorporating sidewalks, bike lanes, safe crossings and transit amenities into the initial design of a project, thus sparing the expense of retrofits later; and

WHEREAS, the City of Newark wishes to implement the Complete Streets Policy through the planning, design, construction, maintenance and operation of new and retrofit transportation facilities, enabling safe access and mobility of pedestrians, bicyclists, transit users of all ages and abilities; and

WHEREAS, it is the intent of the City of Newark, to the extent practicable and not otherwise exempted, to apply the City of Newark Complete Streets Policy to include all public () roadways,, bridges and building projects in the City of Newark.

NOW, THEREFORE, BE IT RESOLVED BY THE MUNICIPAL COUNCIL OF THE CITY OF NEWARK, NEW JERSEY, THAT:

The Municipal Council of the City of Newark formally adopts the Complete Streets Policy with the following goals and objectives:

1. All City of Newark public street projects, both new construction and reconstruction, shall be designed and constructed as "Complete Streets." The "Complete Street" accommodates all modes of transportation, including but not limited to, travel by pedestrians, bicyclists, public transit, and other motorized vehicles and their passengers.

2. Create a comprehensive, integrated, connected multi-modal network by facilitating connections to bicycling and walking trip generators such as employment, education, residential, recreational and public facilities, as well as retail and transit centers.
3. Provide safe and accessible accommodations for existing and future pedestrian, bicycle and transit facilities.
4. Establish a checklist of pedestrian, bicycle and transit accommodations such as accessible sidewalks curb ramps, crosswalks, countdown pedestrian signals, signs, curb extensions, pedestrian scale lighting, bike lanes, and shoulders for consideration in each project where City jurisdiction applies.
5. Transportation facilities constructed for long-term use shall anticipate likely future demand for bicycling and walking facilities and not preclude the provision of future improvements.
6. Designs shall address the need for bicyclists and pedestrians to cross corridors, as well as travel along them, in a safe, accessible and convenient manner; therefore, the design of intersections, interchanges and bridges shall anticipate use by bicyclists and pedestrians.
7. Bicycle and pedestrian facilities shall be designed and constructed to the best currently available standards and practices including the New Jersey Roadway Design Manual, the AASHTO Guide for the Development of Bicycle Facilities, AASHTO's Guide for the Planning, Design and Operation of Pedestrian Facilities, NACTO Urban Bikeway Design Guide and the Manual of Uniform Traffic Control Devices.
8. Provisions shall be made for pedestrians and bicyclists when closing roads, bridges or sidewalks for construction projects as outlined in NJDOT Policy #705 -Accommodating Pedestrian and Bicycle Traffic During Construction.
9. Improvements shall comply with Title VII Environmental Justice, Americans with Disabilities Act (ADA) and complement the context of the surrounding community.
10. Exemptions to the Complete Streets Policy shall be presented for final decision to the Director of Engineering in writing and documented with supporting data that indicates the reason for the decision and are limited to the following:
 - a) Non-motorized users are prohibited on the roadway.
 - b) Scarcity of population, travel and attractors, both existing and future, indicate an absence of need for such accommodations.
 - c) Cost of accommodations is excessively disproportionate to cost of project, more than twenty (20%) percent of total costs.
 - d) The safety or timing of a project is compromised by the inclusion of Complete Streets.

- e) Detrimental environmental or social impacts outweigh the need for these accommodations.

An exemption other than those listed above must be documented with supporting data and must be approved by the Director of the Department of Engineering.

- 11. A fully executed copy of the Complete Streets Policy shall be filed with the Office of the City Clerk by the Director, Department of Engineering or his designee.

STATEMENT

The City of Newark formally adopts a Complete Streets Policy, which will require that all City of Newark public street projects, both new construction and reconstruction (not including maintenance), shall be designed and constructed as "Complete Streets." The "Complete Street" accommodates travel by pedestrians, bicyclists, public transit and other motorized vehicles and their passengers.]

The
MAYOR AND BOROUGH COUNCIL
of the
BOROUGH OF GLEN RIDGE
County of Essex
State of New Jersey



Monday, September 10th, 2012.

RESOLUTION NO. 132 - 12

Offered By Councilperson **BAKER**
Seconded By Councilperson _____

WHEREAS, The Borough Of Glen Ridge is committed to creating street corridors that safely accommodate all road users of all abilities; **and**,

WHEREAS, significant accomplishments have already been achieved by incorporating pedestrian safety and traffic calming measures when public streets are improved; **and**

WHEREAS, the Mayor and Borough Council supports this “complete streets” initiative and wishes to reinforce its commitment to creating a comprehensive, integrated, connected street network that safely accommodates all road users of all abilities and for all trips.

NOW, THEREFORE, BE IT RESOLVED, that all public street projects, both new construction and reconstruction (excluding maintenance) undertaken by the Borough Of Glen Ridge shall be designed and constructed as “complete streets” whenever feasible to do so in order to safely accommodate travel by pedestrians, bicyclists, public transit, and motorized vehicles and their passengers, with special priority given to pedestrian safety, and subject to the following conditions:

- a. Pedestrian and bicycle facilities shall not be required where they are prohibited by law.
- b. Public transit facilities shall not be required on streets not serving as transit routes and the desirability of transit facilities will be determined on a project specific basis.
- c. In any project, should the cost of pedestrian, public transit, and/or bicycle facilities cause an increase in project costs in excess of 5%, as determined by engineering estimates, that would have to be funded with local tax dollars, then and in that event approval by Council must be obtained for same prior to bidding of the project.

Approved as to Form and Legality

Date

[Handwritten Signature]

April 26, 2012

Board Counsel

MERCER COUNTY BOARD OF CHOSEN FREEHOLDERS SUPPORTS A MERCER COUNTY "COMPLETE STREETS" POLICY

WHEREAS, the Mercer County Board of Chosen Freeholders is committed to creating street corridors that accommodate all road users of all ages and abilities for all trips; and,

WHEREAS, a "Complete Street" is defined by the New Jersey Department of Transportation under Policy No. 703, as a "means to provide safe access for all users by designing and operating a comprehensive, integrated, connected multi-modal network of transportation options"; and,

WHEREAS, as part of the aforementioned policy, the New Jersey Department of Transportation strongly encourages the adoption of similar policies by regional and local jurisdictions who apply for funding through Local Aid programs; and,

Clerk to the Board

RECORD OF VOTE													
FREEHOLDER	Aye	Nay	N.V.	Abs	Res	Sec.	FREEHOLDER	Aye	Nay	N.V.	Abs	Res	Sec.
Cannon	X						Frisby	X					
Carabelli	X				✓		Koontz	X					
Cimino	X						Walter	X					
Colavita	X					✓							

X—Indicates Vote Abs.—Absent N.V.—Not Voting
Res.—Resolution Moved Sec.—Resolution Seconded

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WHEREAS, the benefits of complete streets include improving safety for pedestrians, bicyclists, children, older citizens, non-drivers and the mobility challenged as well as those that cannot afford a car or choose to live car free; providing connections to bicycling and walking trip generators such as employment, education, residential, recreation, retail centers and public facilities; promoting healthy lifestyles; creating more livable communities; reducing traffic congestion and reliance on carbon fuels thereby reducing greenhouse gas emissions; and saving money by incorporating sidewalks, bike lanes, safe crossings and transit amenities into the initial design of a project, thus sparing the expense of retrofits later; and,

WHEREAS, the Mercer County Board of Chosen Freeholders wishes to support a "Complete Streets" policy through the planning, design, construction, maintenance and operation of new and retrofit transportation facilities, enabling safe access and mobility of pedestrians, bicyclists, and transit users of all ages and abilities; and,

WHEREAS, the Mercer County Board of Chosen Freeholders supports to the extent practicable, the application of a Mercer County "Complete Streets" policy that shall apply to all road, bridge, and building projects undertaken by Mercer County; now, therefore,

BE IT RESOLVED, that the Mercer County Board of Chosen Freeholders supports a "Complete Streets" policy with the following goals and objectives as stated in New Jersey Department of Transportation Policy 703, adopted December 3, 2009:

1. Create a comprehensive, integrated, connected multi-modal network by facilitating connections to bicycling and walking trip generators such as employment, education, residential, recreational and public facilities, as well as retail and transit centers.
2. Provide safe and accessible accommodations for existing and future pedestrian, bicycling and transit facilities.
3. Establish a checklist of pedestrian, bicycle and transit accommodations such as accessible sidewalks curb ramps, crosswalks, countdown pedestrian signals, signs, curb extensions, pedestrian scale lighting, bike lanes, and shoulders for consideration in each project where county jurisdiction applies.

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Clerk to the Board

4. Additionally, in rural areas, paved shoulders or a multi-use path shall be included in all new construction and reconstruction projects on roadways used by more than 1,000 vehicles per day. Paved shoulders provide safety and operation advantages for all road users. Exemptions shall be considered for County and State designated routes such as Scenic Roads, and Historic or Cultural Byways. If there is evidence of heavy pedestrian usage then sidewalks shall be considered in the project.
5. Establishment of a procedure to evaluate resurfacing projects for Compete Streets inclusion according to length of project, local support, environmental constraints, right-of-way limitations, funding resources, and bicycle and/or pedestrian compatibility.
6. Transportation facilities constructed for long-term use shall anticipate likely future demand for bicycling and walking facilities and not preclude the provision of future improvements.
7. Designs shall address the need for bicyclists and pedestrians to cross corridors, as well as travel along them, in a safe, accessible and convenient manner; therefore, the design of intersections, interchanges and bridges shall anticipate use by bicyclists and pedestrians.
8. Bicycle and pedestrian facilities shall be designed and constructed to the best currently available standards and practices including the New Jersey Roadway Design Manual, New Jersey Department of Transportation's Smart Transportation Guidebook, the AASHTO Guide for the Development of Bicycle Facilities, AASHTO's Guide for the Planning, Design and Operation of Pedestrian Facilities, the Manual of Uniform Traffic Control Devices and others as related.
9. Provisions shall be made for pedestrians and bicyclists when closing roads, bridges or sidewalks for construction projects as outlined in NJDOT Policy No. 705 – Accommodating Pedestrian and Bicycle Traffic During Construction.
10. Improvements shall also consider connections for Safe Routes to School, Safe Routes to Transit, Transit Villages, trail crossings and areas or population groups with limited transportation options.

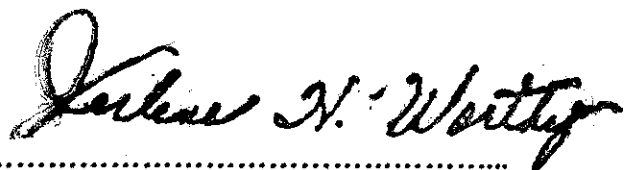
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Clerk to the Board

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11. Improvements shall comply with Title VII Environmental Justice, Americans with Disabilities Act (ADA) and complement the context of the surrounding community.
12. Exemptions to the Complete Streets policy shall be presented for final decision to the County Engineer in writing and documented with supporting data that indicates the reason for the decision and shall be limited to the following:
 - a. Non-motorized users are prohibited on the roadway.
 - b. Scarcity of population, travel and attractors, both existing and future, indicated an absence of need for such accommodations.
 - c. Detrimental environmental or social impacts outweigh the need for these accommodations.
 - d. Cost of accommodations is disproportionate to cost of project.
 - e. The safety or timing of a project is compromised by the inclusion of Complete Streets.
 - f. An exemption other than those listed above must be documented with supporting data and must be approved by the County Engineer.

and,

BE IT FURTHER RESOLVED, that the Clerk to the Board shall forward a certified copy of this Resolution to the County Administration and all thirteen (13) municipalities of Mercer County.



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Clerk to the Board